

Coast to Coast Trail Planning Meeting Notes  
December 16, 2016

**Components of the project:**

- a. Marketing Tool Kit
- b. Implementation Guidebook
- c. Economic Impact Analysis
- d. C2CTrail.com Website

**Implementation Guidebook:** Goal of guidebook – provide resources for implementation of solutions

***Operations and management***

- Coordination with Emergency Response
  - extraction points, share with emergency response
  - Communications between Emergency Management and Trail Managers – gates/keys/location points for services
  - developed a security task force with emergency response
- Geo-reference system
  - USNG system difficult for nine county consensus
  - developed georeference markers
- Rural Issues - no cell coverage
  - Cellular/Wi-Fi coverage – determine gaps
  - make users aware of conditions-front end education for users on trail
  - National Park Service – example
  - provide geotechnical information for communications
  - Wi-Fi/internet fiber under trail
- Mile Markers - potential issues because of start/finish and non-existing segments. Can't do until final alignment.
  - Where do mile markers start? - Potential East start for sunrise
  - How to implement in the field?
  - Consider localized mile markers
  - May not be all that important because of APPs to determine where you are and a geotracker for informational purposes
  - Potential Solution - You are Here, every 5-10 miles or key locations but no actual mile markers; Markers to mark "You've Made It", Interim markers – ½ way, ¼ way, have monuments;
  - Potential Solution - Write recommendation for short term and one for long term
- Signage
  - Incorporate Historic/stories on signs to assist with interpretation of where they are on the trail;

- Include technical specs of features provided for trail signage, sign parameters for different types to be implemented (trailhead interpretation, directional, use templates from Phase 1)
- Pole type, panel thickness, etc. (in the how to spend our resources section), where does the logo go, map, add-on to the local element, quantities needed; scanner code?
- Mapping Tools - identify the current best tools on the website and tell them how to use them rather than do it themselves;
  - Google Bike Maps
  - FDOT – Strava

### ***Implementation/Marketing:***

- Marketing/Events/Tourism
  - Best Practices to enhance partnership
    - SunCoast Trail Advisory Group
    - National Bike Tourism Conference
  - Recommend a distribution list/calendar of events on the website
- Engage Volunteers/Citizen Support
  - Adopt a trail/park program
  - Trail Ambassadors/Trail Auxiliary Rangers – semi-skilled work for minor maintenance, trail counting, seasonal program
  - Private Foundations/Companies - South Lake Community Association; fund for builders, Chik-fil-A bench opportunities; donations by Cherry Tree Farm – trees/bushes for the trails
  - RTT Foundation

### Trail Elements:

- Discuss parameters for Urban Trailheads, Trail Facilities, Wayfinding
- Spec quantities/cost for markers and other items that can be shared cross jurisdiction
- Bike repair stations
  - maintenance issues (tools missing, pump nozzle issues, make sure to have proper warranties)
  - Basics (ABC – Air/Brakes/Chain)
  - Potential to “Adopt a Station”
  - Ocala Mountain Bike Repair Stations – black post with Mountain Bike Assn logo

### Funding Strategies:

- Pre-construction phases
- Management
- Wayfinding and other elements
- Marketing

- What has been done for funding strategies?
  - Agritourism Tourism Bureau and Department (SJR2C)
  - Implement local initiatives to attract local dollars.
  - Joplin, MO – Tourism Department - adopted ½% (Rt. 66).
  - Fringe group – nonprofit, takes a portion of their registration proceeds and donates to trail fund, Friends of Trail.
  - Million dollar local set aside in Volusia County for trails
  - Put dollars on ballots for % investment and where it goes
  - Get local non-profit 501(3)(c) involved
    - Greater Titusville Renaissance, Trail Beautification, Keep Brevard Beautiful
  - Scenic Byways
  - Bridge/overpasses – what name do you put on overpass (FDOT)
  - Legacy Trail – good example for what they do, they have a website.

### **Marketing Toolkit:**

- Goals – Elements in the Toolkit:
  - Identify a lead organization in each county
  - Create layouts/marketing materials
  - Website
- Consensus is brochures and maps are needed to spread the word;
- Business cards can be used to spread the APP and the website for downloading;
- Social media campaign such as Facebook (SJR2C);
- Rack cards- Cohesive rack plans w/local insert space would save on dollars;
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- Trifolds for general with inserts for local areas;
- Sample press releases;
- Window decals/Stickers for Local retail shops
- Adventure Coast Training Certification - training programs about the trail;
- Bike-Share systems;
- Greenguide (Big Bend Scenic Byway) Program – Scenic Byway – local business to learn who's along trail/byway, consistent message;
- Google Trip - Trail Managers can submit maps to Google Trips;

## **Website**

- Hosted by TBRPC. It is currently a project portal which is useful for project planning on trails, construction projects, new phases
- Long term manager needs to be determine
- Who is the audience;
- Palmetto Trail website
- Tourism agencies have more flexibility for supporting website;
- SJR2C – model for website.

### **Economic Impact Analysis:**

- West Orange Trail Study - average user is about \$19/day
- Florida Sports Foundation
- SCORP (State Outdoor Sport/Rec Plan) – being updated
- Consider:
  - Type of User
  - Instate/out of state
  - Urban/Rural
  - County
- User Data:
  - Automated Trail Counters
  - OGT and Counties
  - Rails to Trails Conservancy
  - FDOT – non-motorized data counts

### **Next Steps and Meeting Schedule:**

- Presentations will be put on C2C website.
- Survey Monkey to ask additional questions as project progresses
- Next meeting: webinars might be easier, larger audience
- Recap