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
  o extraction points, share with emergency response
  o Communications between Emergency Management and Trail Managers – gates/keys/location points for services
  o developed a security task force with emergency response

• Geo-reference system
  o USNG system difficult for nine county consensus
  o developed georeference markers

• Rural Issues - no cell coverage
  o Cellular/Wi-Fi coverage – determine gaps
  o make users aware of conditions-front end education for users on trail
  o National Park Service – example
  o provide geotechnical information for communications
  o Wi-Fi/internet fiber under trail

• Mile Markers - potential issues because of start/finish and non-existing segments. Can’t do until final alignment.
  o Where do mile markers start? - Potential East start for sunrise
  o How to implement in the field?
  o Consider localized mile markers
  o May not be all that important because of APPs to determine where you are and a geotracker for informational purposes
  o 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;
  o Potential Solution - Write recommendation for short term and one for long term

• Signage
  o Incorporate Historic/stories on signs to assist with interpretation of where they are on the trail;
- Include technical specs of features provided for tail 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?
  o Agritourism Tourism Bureau and Department (SJR2C)
  o Implement local initiatives to attract local dollars.
  o Joplin, MO – Tourism Department - adopted ½% (Rt. 66).
  o Fringe group – nonprofit, takes a portion of their registration proceeds and donates to trail fund, Friends of Trail.
  o Million dollar local set aside in Volusia County for trails
  o Put dollars on ballots for % investment and where it goes
  o Get local non-profit 501(3)(c) involved
    ▪ Greater Titusville Renaissance, Trail Beautification, Keep Brevard Beautiful
  o Scenic Byways
  o Bridge/overpasses – what name do you put on overpass (FDOT)
  o Legacy Trail – good example for what they do, they have a website.

Marketing Toolkit:

• Goals – Elements in the Toolkit:
  o Identify a lead organization in each county
  o Create layouts/marketing materials
  o 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;
• 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