Coast to Coast Trail Marketing and Implementation

Marketing and Implementation Technical Assistance Project Webinar
February 23, 2017
Today’s Agenda

• Overview of project
  • Components and due dates
• Review what concepts/discussion from December 16th meeting in Winter Garden
• Marketing toolkit draft concepts
• Discuss next steps
Components of the Project

• Marketing Tool Kit (4/30)
• Implementation Guidebook (4/30)
• Economic Impact Analysis (5/31)
• C2CTrail.com Website (5/31)
Implementation Guidebook:

The Coast to Coast Trail (C2C) spans many geographic areas with diverse needs to provide a consistent high quality trail experience and preserve local character.

The objective of the guidebook is to provide guidance for consistent management and operations, coordinated marketing, and ongoing leadership coordination.
Implementation Guidebook:

**Focus Areas**
- Operations and management
- Funding Strategies
- Marketing/Events/Tourism
Implementation Guidebook:

*Operations and management*
- Coordination with Emergency Response
- Strategies to address issues in rural areas
  - Cell coverage
  - Education
- Mile Markers
  - Short and long term strategies
  - Ex: 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;
Implementation Guidebook:

Operations and management

• Signage – incorporate Phase 1
  • Wayfinding using templates from Phase 1
  • Include technical specs of features provided for tail signage, sign parameters, layout

• Identify Mapping Tools – ex: Google Bike Maps

• Trail Elements
  • Recommendations for parameters for Urban Trailheads, Trail Facilities, Wayfinding
Implementation Guidebook:

**Funding Strategies**
- Construction phases
- Management
- Wayfinding and other elements
- Marketing
- Volunteer Engagement
- Others

**Marketing/Events/Tourism**
- Best Practices to enhance partnerships
Marketing Toolkit - February 2017
Marketing Objectives

The objective of the marketing toolkit is to provide potential C2C marketers with the tools and information they need to effectively promote their local, regional, and Coast to Coast trails.
Marketing Toolkit Steps

• Understand the C2C Product
• Identify key messages
• Regional and Local Marketing Strategies
  • Brochure(s)
  • Rack Cards
  • Sample Press Release
  • Sample Itineraries
  • Ride and Event Planning Guide
  • Social Media Plan
  • Tourism Information
• Identify Shareable Resources
  • Event calendars (link TDCs?)
Understand the C2C Product – C2C Brand and Vision
Understand the C2C Product – Key Messages

• Adventure for all ages!
• Enrichment and social cohesiveness.
• Better health.
• Tourism
  • Bicycle related
  • Athletic training (distance running)
• Enhances quality of life
The C2C is a long term project to build 250 miles of trail. Some of the routes may not be fully developed and you should make sure you have a route planned before you start your trip if you are riding sections that are not
The Coast to Coast Trail (C2C) is a significant cross-state trail in Florida’s statewide network of Greenways and Trails, spanning from the Gulf of Mexico to the Atlantic Ocean and traversing nine counties. The Trail will span approximately 250 miles when completed.

Ride from sunrise to sunset through pristine environments and great places.

For trail info and trip planning, go to website

Plan your Trip, use:

www.c2ctrail.com
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CoastToCOAST TRAIL FLORIDA

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Sample 8-day Itinerary
8-Day Itinerary - Overview

**Day 1:** Friday 48 Miles: Destination to Destination

**Day 2:** Saturday 37 Mile: Destination to Destination

**Day 3:** Sunday 52 Miles: Destination to Destination

**Day 4:** Monday 32 Miles: Destination to Destination

**Day 5:** Tuesday Layover Day: local touring

**Day 6:** Wednesday 60 Miles: Destination to Destination

**Day 7:** Thursday 41 Miles: Destination to Destination

**Day 8:** Friday 17 Miles: Destination to Destination
Day 2: Saturday 37 Mile: Destination to Destination

Part 1: Destination to Destination ~ XX miles
Largely showcase trail to Osteen followed by quiet, deeply rural road most of the way to Oak Hill
Food: C2C Diner, Seafood Restaurant
Map 1: https://goo.gl/maps/UwMh
Map 2: https://goo.gl/maps/gt

Part 2: Destination to Destination ~ XX miles
A long but relatively un-busy 4-lane, pave-shouldered section of US 1 before the Titusville Trail just north of downtown
Food: Crossroads

Overnight: XX Campground, XX Inn
Map 1: https://goo.gl/maps/mSL
Map 2: https://goo.gl/maps/IZk
Implementation Structure

Consortium
- Membership
- Potential Committees
  - Marketing
  - Operation/maintenance
- Formality of structure
  - Formal
    - MOU or Interlocal agreement
      - By-laws
      - Specified membership
  - Non-profit
- Informal (current structure)
  - Unspecified membership
  - Who will staff?
Next Steps

• Presentations will be put on C2C website.
• **Survey Monkey** to ask questions and get feedback
  • [https://www.surveymonkey.com/r/C2Ctrail](https://www.surveymonkey.com/r/C2Ctrail)
• Next webinar subjects
  • Economic Impact Analysis and Website
• Follow project at: **C2Ctrail.com**

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