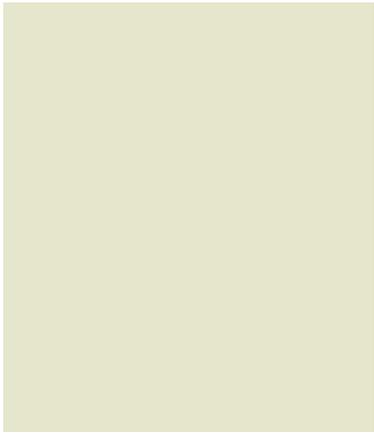
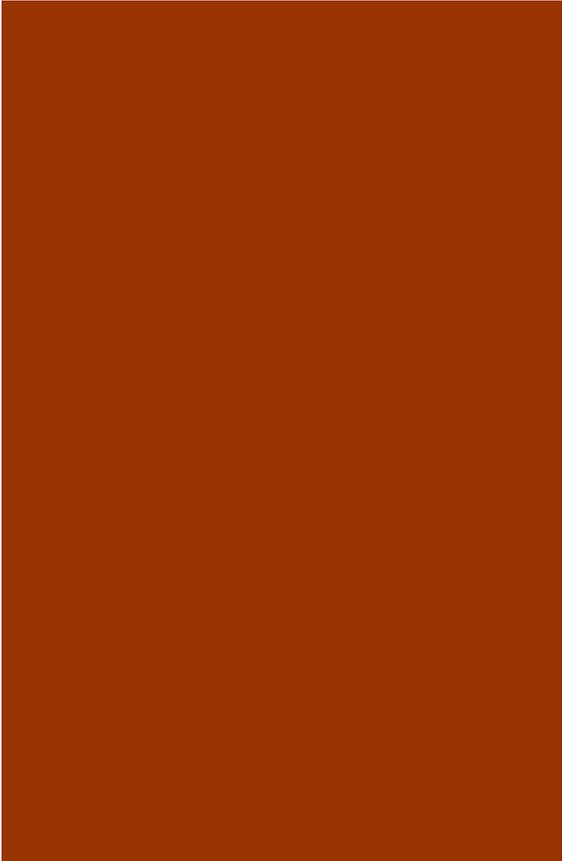


# CHAPTER 1 . EXECUTIVE SUMMARY



What is a Trail Town?  
Why do it?  
Economic Boost and Quality of Life Improvements  
Trail Town Master Plan Process, Results and Recommendations  
Titusville Trail Town Top 20 Projects

## WHAT IS A TRAIL TOWN?

Trail Towns are welcoming communities along a long-distance trail where trail users can venture off the trail to enjoy the amenities, services and attractions in the nearby town. It is a safe and enjoyable experience for the visitor and positively impacts the local economy.

The overarching goal is to effectively connect the trail user market to the community and actively encourage trail users to visit the City of Titusville, use its business services and safely and easily return to the trail to continue their experience.

The Titusville Trail Town Master Plan provides recommendations that encourage cycling and walking, promote local businesses, improve public spaces & building facades, and recreates spaces that welcome both local residents and visitors to enjoy all that is Titusville.

## WHY DO IT?

The purpose of the Titusville Trail Town Master Plan is to provide a guiding document to capitalize on economic development stemming from the region's trail systems, and the growing outdoor recreation, heritage-tourism and bicycling markets.

Implementation of the trail town master plan will position Titusville early to capitalize on the planned Erie to Pittsburgh Trail System. Past economic surveys from the Great Allegheny Passage Trail and other regional trails have shown significant financial benefits to local businesses, increased property values, and quality of life improvements to local citizens.

Titusville's streets are tree lined, relatively flat, with an easily accessible and compact business district. The businesses are a mixed use and many of the facades still retain their architectural character. These features are all highly desirable elements that appeal to the cycling community and provide the groundwork for a successful trail town.

Focused efforts to build out local bike trails, to connect to the Erie-to-Pittsburgh trail system, to develop a local trailhead and bike lanes, and to cater to this outdoor recreation audience of visitors can enhance the local economy.



## ECONOMIC BOOST AND QUALITY OF LIFE IMPROVEMENTS

Trail towns promote niche markets and increase the customer base for local businesses and services. Trail users spend money on goods and services. Studies show the following economic impact in a single season:

- » Pine Creek Trail: \$3.6 Million
- » Perkiomen Trail: \$2.3 Million
- » Schuylkill River Trail: \$3.6 Million
- » Oil Heritage Region Trail System: \$4 Million
- » Great Allegheny Passage: \$41 Million
- » Torrey C. Brown Trail: \$5.2 Million
- » *and Trail users are also potential investors*

All of the recommended improvements promote safer 'complete' streets, improvements to community spaces, and the promotion of local businesses.

Furthermore, a walk-able and bike-able community offers multiple transportation choices to all citizens regardless of age, ability or socio-economic status, and provides for healthier travel choices (walking and bicycling); trail towns benefit all involved.

The City, through the Titusville Redevelopment Authority (TRA), is already focused on job growth and business enhancements. This project focuses marketing efforts to be more effective in attracting visitors, promotes expansion of existing businesses and services, provides opportunities to increase the quality of life for local citizens, improves roadway safety, and help to attract tourists and investors to the City.

The results of this study provide business, marketing, and trail town infrastructure projects for the City of Titusville to enhance its already wonderful assets and become a welcoming trail town.

## TRAIL TOWN MASTER PLAN PROCESS, RESULTS AND RECOMMENDATIONS

The project began in the fall of 2012 with a community assessment, a visitor survey, a trail-to-town route analysis, and several business, public and steering meetings. The project concluded in the spring of 2013 with recommendations for priority projects, marketing partners, and the beginnings of a volunteer group to act the first Titusville Trail Town Action Team.

Outcomes include a variety of recommendations and projects such as marketing, business & service expansions, wayfinding signs, cycling and walking infrastructure, public and private improvements, community awareness programs, and trail/cycling promotion events.



Successful Trail Towns result in an increased economic base for existing businesses, and attraction of new businesses, services and investors; create complete and safer streets for pedestrians, bicycles and automobiles; promote outdoor recreation, healthier lifestyles and create people spaces that welcome the public back to our towns and cities.





The demographic of trail users varies from a family of four here for the day, to young adults doing a through-trip, to the most prolific group- adults between the ages of 48-60 on week end and extended weekend trips.

A list of fifty (50) total projects was presented. From the list of fifty, a Top 20 list was created; these are the priority projects for immediate implementation.

The report also includes results and findings from the trail town assessment, the needs analysis, the survey of visitors from the 100-mile running event, and a trail-to-town route analysis. A 'gap' analysis was conducted to identify marketing and business improvements necessary to attract and welcome trail users. The report lists the findings and recommendations to enhance existing marketing efforts and to expand existing businesses & services, and provide what trail users want.

The master plan includes plan and image graphics to detail and describe the type of trail town and community infrastructure projects required, and includes renderings of selected building facades to show possible improvements.

The report then concludes by detailing S. Martin Street as the selected trail-to-town route, provides a list of priority business and marketing projects, budget costs for implementation and potential project partners and funding sources.



## TITUSVILLE TRAIL TOWN TOP 20 PROJECTS

## ADMINISTRATION

- 1 A1 Establish a Trail Town Action Team (TTAT) to lead, direct, delegate, and promote implementation of recommendations  
*This is your 'lead' Advocacy Group to implement Trail Town projects*  
Coordinate with existing agencies, non-profits, and local government to implement projects
- 2 A2 Select a Trail Town Action Team 'liaison' for the TTAT to communicate and cooperate with supporting agencies: Titusville Redevelopment Authority (TRA), Titusville Renaissance Incorporated (TRI), Oil Region Alliance, Chamber of Commerce, Crawford County Visitors Bureau (CVB), etc

## MARKETING

- 3 10 Titusville is already part of the Oil Heritage Region and the 'Oil Heritage Brand'. Promote tagging Titusville as a Trail Town and a bike friendly community through Trail Town facility improvements, blogs and articles, photographs, and events, linked to the current marketing venues
- 4 11 Website is the most important tool- conduct a web search for "Titusville" to realize the 'message' being communicated. portal Coordinate intended 'message' with each of the agencies and web host to 'speak in 1-voice'. View the website as a visitor and potential investor gateway; first impression for potential visitor and investors. Is it easy to maneuver, does it list services, attractions, links to regional attractions, promote travel packages? Is there a map? Does it easily link or direct business services?
- 5 12 Website - Promote outdoor activity, trail town atmosphere, bike friendly community (BFC), local university, etc.  
Post trail map on-line
- 6 14 Marketing with One Voice - cooperate with Oil Region Alliance, Crawford Visitors Bureau, and Chamber of Commerce
- 7 15 Create Hub and Spoke itineraries with neighboring communities; include in town and near town attractions

## EDUCATION

- 8 7 Promote Safety Awareness Programs with local schools and law enforcement (for both walking and bicycling)

## BUSINESS IMPROVEMENTS/BUSINESS ATTRACTION

- 9 22 Business hours need to be expanded, include weekends. Consider opening on Sundays and Mondays (Monday is an active trail user day). Hours should be posted and easily visible.
- 10 28 Façade improvements and night lighting improvements; promote current façade program. Paint, landscaping, decorative lighting are primary improvements
- 11 29 Community clean up projects- particularly around trail and community bike route; Earth Day; prior to marathon and other large events.
- 12 30 SCORE - coordinate with SCORE Erie for retired business professionals to assist Titusville businesses

## INFRASTRUCTURE &amp; CAPITAL CONSTRUCTION PROJECTS

- 13** 35 Way-finding signs (**for motorists**) - Consistent, clear signage offering directions to town and trailhead  
Gateway signs 'Trail Town' placards; directional sign pointing to trail access and parking;  
MUTCD standards for regulatory and safety
- 14** 36 Way-finding signs (**for trail users**) - Bike route signs from trail to town and through town as a route system - directional & wayfinding, MUTCD standards for regulatory and safety, and including Kiosk information.  
(Include pavement markings as part of Bike Route system and Share the Road markings through town)  
(Include signing trail with 'Trail Town ahead X miles')
- 15** 37 Implement sidewalk, crossing, traffic calming and accessible route recommendations from the Walk Works study for construction of 'safe routes' to school/university
- 16** 38 Construct the Trail-to-Town Bike Route  
Bike lane markings, lane signing, directional and informational signing, mid-block signal at crossing, and trailhead parking along S. Martin Street.
- 17** 39 Information kiosks for trail users (digital information- business directory, services & events, map, contact information, Wi-Fi service)

## OTHER PROJECTS

- 18** 47 Beautification & general appearance of business district  
Community gardens/gateway gardens; use landscaping to improve streetscape  
Community building façade renovations and community space clean up projects  
Re-lamping of streetlights - LED and metal halide bulbs (increased light levels, lower energy and true color, less replacements)

## COMMUNITY AWARENESS

- 19** 1 Educate all businesses, community organizations and municipal departments as to the benefits of trail towns...
- 20** 2 Promote daily bicycling and walking in the community; participate in national bike month activities