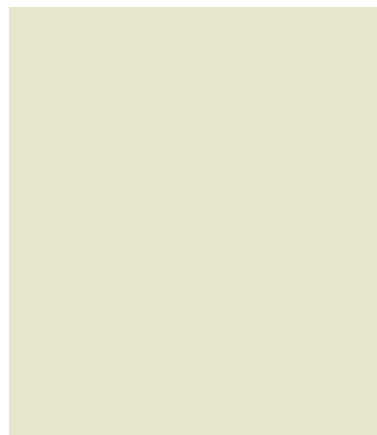


CHAPTER 6 . RECOMMENDED PROJECTS: BUSINESS, MARKETING & TRAIL TOWN INFRASTRUCTURE



- Recommended Business and Marketing Projects
- Recommended Trail Town Infrastructure Projects
- Tasks of the Trail Town Action Team
- Budget Costs

“All members of the community have the ability to help move this project forward. There are projects for all to participate- education & enforcement, trail and bike route capital projects, community space improvements, promotional rides and activities, and more.”

Source: R.W. Genter, RLA, ASLA

Recommended trail town projects included a variety of topics and tasks for all members of the community to participate. The topics range from administration and organization tasks; to community awareness and safety education programs; to marketing and business expansions; to community clean up and bike lane and wayfinding sign installations.

The fifty trail town projects can be found in the Appendix. Listed below is a description of some of the Top 20 Trail Town Projects for Titusville to begin.

RECOMMENDED BUSINESS AND MARKETING PROJECTS

Business Improvements / Business Attraction

Business Hours need to be expanded, and to include weekends. Consider opening on Sundays and Mondays (Monday is an active trail user day according to research); hours should be posted and easily visible in storefronts.

Often times retailers are reluctant to change the days they are open or closed and so to accomplish this project, education is key. The business owners must be made aware of the significant economic impacts not only of trail users, but also of other outdoor recreational user groups. There is much research now available including the demographic studies that show the popularity of Mondays for trail users (www.gaptrail.org).

The Trail Town Action Team members should work with the Chamber of Commerce or Business Association to share economic impacts and demographic information related to the trail and outdoor user market.

Much of this material is available through the Department of Conservation and Natural Resources web site (<http://www.dcnr.state.pa.us/brc/recreation/index.htm>), or the Great Allegheny Passage (<http://www.atatrail.org/au/impact.cfm>) and Rails to Trails Conservancy (http://www.railstotrails.org/resources/documents/resource_docs/Comparison_of_Trail_Users_Surveys_FINAL.pdf)

Research from the Great Allegheny Passage user surveys and interviews, regularly demonstrate that Sundays and Mondays are active trail user days. In successful trail towns, businesses benefit by staying open those days and instead traditionally close on Tuesdays. Perhaps Titusville businesses would benefit from hearing that directly from other Trail Town businesses. If so, a field trip could be planned to other trail towns to speak in person with other small trail related business owners, or, if not possible a video interview or Skype for testimonials using these interviews as proof should Titusville businesses remain skeptical.

A successful Trail Town depends on visitors and a first impression is made at the street level. If the streetscape is unattractive, the community will not be viewed favorably.

Façade improvements

Façade and night lighting improvements, promoting the current façade program, painting, landscaping, decorative lighting are all aesthetic, and some are safety, improvements that are generally lower cost but very visible to the public. These are all good first projects.

Recalling that each visitor is a potential investors, the streetscape as the first impression becomes even more important. If a potential investor does not feel an investment will be protected and grow in a community, they are unlikely to make one.

Several approaches can be taken to improve the streetscape and many are costly such as rebuilding sidewalks, replacing lamp posts, improving accessibility with curb ramps, restoring deteriorated buildings.

Trail User Comparison Chart

Trail, state and date of survey report	Total respondents	Survey distribution method	Local/non-local	Majority reason for using the Trail	Age of majority of respondents
Ghost Town Trail, Pa., 2009	441	self-selecting, return mail	65% local 35% non-local	Health	46-65
Pine Creek Rail Trail, Pa., 2006	1049	self-selecting, return mail	31% local 69% non-local	recreation	56-65
Perkiomen Trail, Pa., 2008	694	self-selecting, return mail	76% local 24% non-local	health	46-55
Schuylkill River Trail, Pa., 2009	1223	self-selecting, return mail	80% local 20% non-local	health	46-55
Heritage Rail Trail County Park, Pa., 2007	220	self-selecting, return mail & drop off	73% local 27% non-local	health	56-65
Oil Heritage Region Trail System, Pa., 2006	261	self-selecting	73% local 27% non-local	health	46-55
Lower Trail, Pa., 2007	485	self-selecting	94% local 6% non-local	health	56-65
Great Allegheny Passage, Pa./Md., 2009	1272	intercepts	69% local 31% non-local	health	45-54
Torrey C. Brown Trail, Md., (formerly the NCR Trail), 2005	767	self-selecting	96% local 4% non-local	health	46-55
Virginia Creeper Trail, Va., 2004	1036	intercept	47% local 53% non-local	health	46-55
Washington & Old Dominion Railroad Regional Park, Va., 2004	1426	intercept	95% local 5% non-local		46-55
Genesee Valley Trail, N.Y., 2009	233	self-selecting, return mail	92% local 8% non-local	health	46-55
North & South County Trail, N.Y., 2009	257	self-selecting, return mail	95% local 5% non-local	health	46-55
East Bay Bicycle Path, R.I., 2002	244	intercept & mail	NA		
William C. O'Neil Bike Path, R.I. (formerly South County Trail), 2002	141	intercept & mail	NA		

Average \$ amount spent on soft goods by trail user	% purchasing soft goods	Annual # of total user visits	Annual soft goods total	Resources
\$13.62	72%	75,600	\$741,354	<i>Ghost Town Trail 2009 User Survey and Economic Analysis; Rails-to-Trails Conservancy.</i>
\$30.30	86%	138,227	\$3,601,919	<i>Pine Creek Rail Trail 2006 User Survey and Economic Analysis; Rails-to-Trails Conservancy.</i>
\$11.09	53%	397,814	\$2,338,231	<i>Perkiomen Trail 2008 User Survey and Economic Analysis; Rails to Trails Conservancy.</i>
\$9.07	50%	800,000	\$3,628,000	<i>Schuylkill River Trail 2009 User Survey and Economic Analysis; Rails to Trails Conservancy</i>
\$12.86	79%	394,823	\$4,011,165	<i>Heritage Rail Trail County Park 2007 User Survey and Economic Impact Analysis; Carl Knoch, York County Rail-Trail Authority.</i>
\$3.71 local / \$32.93 non-local (includes lodging/camping)	NA	160,792	\$4,308,229	<i>Trail Utilization Study: Analysis of the Trail Systems Within the Oil Heritage Region; Allegheny Valley Trails Association, 2006.</i>
\$27.21 (included gasoline costs & trail donations)	NA	NA	NA	<i>Trail User Survey Report, The Lower Trail; Rails to Trails of Central Pennsylvania, 2008.</i>
\$13.00	67%	NA	NA	<i>2008 Trail Town Economic Impact Study (Phase II: Trail User Survey), Progress Fund and Laurel Highlands Visitor Bureau, 2009.</i>
\$9.14	72%	800,000	\$5,264,640	<i>MCR Trail 2004 User Survey and Economic Impact Analysis; Trail Facts, Maryland Department of Natural Resources, 2004.</i>
\$19.20 (based on total \$ amount); \$2.00 (based only on local users)	NA	130,172	\$2,500,000	<i>The Virginia Creeper Trail: An Assessment of User Demographics, Preferences, and Economics; Virginia Dept. of Conservation, 2004.</i>
\$4.11	NA	1,707,353	\$7,000,000	<i>The Washington & Old Dominion Trail: An Assessment of User Demographics, Preferences, and Economics; Virginia Dept. of Conservation, 2004.</i>
\$10.83	31%	NA	NA	<i>Preliminary Results for the 2008 Trail User Survey, New York State Office of Parks, Recreation and Historic Preservation, February 2009.</i>
\$10.31	25%	NA	NA	<i>Preliminary Results for the 2008 Trail User Survey, New York State Office of Parks, Recreation and Historic Preservation, February 2009.</i>
NA	80%	NA	NA	<i>2002 Bicycle Transportation User Survey; Developing Inter-modal Connections for The 21st Century, U. of R.I. and R.I. DOT for U. of R.I. Transportation Center, 2004.</i>
NA	84%	NA	NA	<i>2002 Bicycle Transportation User Survey; Developing Inter-modal Connections for The 21st Century, U. of R.I. and R.I. DOT for U. of R.I. Transportation Center, 2004.</i>

A comprehensive streetscape program is something that should be included in a municipal plan, but for less costly improvements the Trail Town Action Team could consider painting, lighting, public art, and landscaping along the trail-to-town route and a cycling/walking loop around the town center- Martin, Central, Perry, Diamond.

Steps might include an inventory of unsightly areas with particular attention to the bike loop and vehicular gateway areas. Publicly owned lots, and buildings offer the best opportunities; and outreach to local and regional garden clubs, university clubs and organizations (Take Pride in Titusville, Leisure Services, boy and girl-scout troops) can result in garden and landscaping construction with a much lower cost.

Example façade renovations can be found in the Appendix- *Building Façade Renderings*

Corridor Improvements

Particular attention should be made to the corridors and buildings that border the proposed trail-to-town route and the community bike route.

- » Along with implementing the Trail-to Town Route improvements along Martin Street, the street lights could be painted, re-lamped with energy saving ballasts and lights and enhanced with a “Titusville- A Trail Town” banner to add color. (Refer to Appendix for plans and details- *Martin Street “Trail-to-Town” Proposed Improvements*)
- » The Family Dollar store shows a blank back wall to the loop trail but there is plenty of real estate in the area around the store that could be enlivened with landscaping. Painting the back wall would quickly improve the area appearance.
- » Titusville Beverage is another building in some need of bright paint or attractive street focused landscaping.
- » This is also a corridor that, if private property owners were amendable, has available green space to display public art.

Oil City as well other communities in the region, have active art and cultural initiatives well underway. Discussions with the Oil City Arts Council, Titusville Council on the Arts, and Franklin Fine Arts Council could result in a public art program which might include murals, iconic bike racks, and lighted façade features on historic buildings.

A community wide clean up or several scheduled street cleanups not only will engage the citizenry but serve to spruce up the streetscape in anticipation of larger scale visitor events such as the Marathon. Be sure to inform the local press to provide recognition for the volunteer efforts on behalf of the community. Launch regional pick up days along vehicular corridors between communities in your region and engage the nearby towns in the project.

SCORE

Coordinate with SCORE Erie for retired business professionals to assist Titusville businesses. Efforts that directly assist small businesses should be actively supported and encouraged by the Trail Town Action Team.

In any effective business attraction strategy, existing businesses should be helped to grow and prosper. SCORE is a great resource and that organization should be part of the Action Team. Coordinate and schedule business workshops and regularly and continually update your community’s business sector on the economic impact of the growing outdoor recreational market.

Business Attraction Strategy

Research Trail User Groups – Research specific to trail users as well as other outdoor recreational user groups is readily available. It may be useful to assign a Trail Town Action Team member to be responsible for keeping current with this data.

Online access is readily available. A few web sites are listed here but many more are available for on-going research. <http://www.dcnr.state.pa.us/brc/elibrary/index.htm>; http://www.outdoorindustry.org/research/economicimpact.php?action=detail&research_id=167; <http://source.southuniversity.edu/the-economic-impact-of-outdoor-recreation-106018.aspx>;

Facebook promotion – Many Trail Towns develop either a Facebook page which periodically lists significant facts regarding the growth of outdoor recreation (example: The outdoor recreation market employs five times as many as Wal-Mart, the largest retailer in the world) or an electronically sent newsletter.

Action Team members might also periodically submit factoids related to outdoor recreation to the Chamber for insertion in their marketing efforts.

Work with the Crawford County Tourism Promotion agency as well to spread the word about the economic impacts of the growing outdoor recreational user.

In summary, the Business Attraction Strategy for Titusville is to include the following key elements:

- › Collaborate and coordinate with existing economic development agencies
- › Ensure the first impression of your community is a good one
- › Encourage expansion of existing businesses to deliver new products and services for visitors
- › Actively work to attract businesses to fill service gaps:
 - › Encourage the municipal web site to include information about outdoor recreational assets in the area
 - › Network and market through regional and national real estate associations
 - › Host a Business Opportunities Event(s) in one of the vacant properties for real estate agents, brokers, related business owners, entrepreneurs, and developers.
 - › Inventory available buildings/properties to determine best suited to fill service gaps related to outdoor recreation and consider highlighting them with brightly colored posters (For Sale or Lease) and on the municipal or economic development web sites.
 - › Market to targeted business clusters to address those service gaps (restaurant associations, B & B associations, outfitters)
 - › Review on-line research and trends and regularly update your local media, existing businesses and economic development agencies.
 - › Inform the public regularly of the value of outdoor recreation

Marketing

During the Trail Town process, several community members indicated they would be willing to serve on a marketing committee. Convening the committee to map a marketing campaign, discuss resources, and implementation is the first step.

Included in this committee should be representatives of business, the municipality (economic development), and tourism. Residents are always welcome since the most frequent visitor to most destinations falls in the “friends and family” category.

Outline the key communication outreach tools and how to improve them keeping in mind the visitor:

Signage:

- › Is it high quality, consistent in look?
- › Is it easy to follow from a vehicular, pedestrian and cyclist view?
- › Pay particular attention to gateway signage as this is the first impression. It should be interesting, memorable, and effective.

Collateral Material:

- › Inventory existing visitors’ brochures in the region.
- › What are their key messages?
- › Are they consistent in how they position Titusville and the region?

- » How are they presently distributed?
- » Is there one that stands out?
- » Printed material is effective but only if widely distributed to the target audience and consistent in messaging. A regional publication is likely more effective since visitors will more often be attracted to a region of multiple amenities, experiences and opportunities.

Trail Town Tagging

Titusville is part of the Oil Region National Heritage Area and as such is part of the already branded area. Promote “tagging” Titusville as a Trail Town and a bike friendly community through Trail Town signs, collateral material such as brochures, blogs, and articles, stunning web oriented photography, and outdoor recreational events.

Social media is a cost effective communication tool but must be updated regularly to have value. If you choose to offer a Facebook page, or tweet about Titusville, or develop a blog about the outdoor experiences in the region, the wildlife and the beautiful natural environment, someone must be willing to communicate regularly on this medium. Plus writing skills are obviously an important attribute for this approach.

‘Tagging’ Titusville as trail town must be included on all publications, flyers, websites, and labeled on gateway signs entering the city – on the roads and on the trail approaches.

Website

The website is the most important tool. Conduct a web search for “Titusville” with the Trail Town Action Team...and see what you find. Evaluate your findings and decide - What is the message? What should it be? Is it clear? Is it simple? Is it attractive to trail users and visitors?

According to Pew Research, 36% of all adults search on line for needed information, so it is essential that Titusville be positioned online effectively and consistently. Check to ensure that the messages delivered through local web sites (municipality, Chamber, Redevelopment Authority) are consistent and share a common message in terms of outdoor resources in the area.

Also regularly check on what is being said electronically about Titusville. (for example: www.discoverourtown.com). You need to know what others are reporting about your community too. Coordinate among all local sites to promote outdoor activity, position Titusville as a welcoming visitor community and a bike friendly place to enjoy. Visitors will make their plans most often by going to the web and **Titusville MUST stand out**. Consider search optimization engines and integrating (linking) with other web sites.

Marketing with One Voice

Meet with and cooperate with the Oil Region Alliance, Crawford Visitors Bureau and the local Chamber of Commerce. Titusville and the other communities in the Oil Region National Heritage Area should coordinate visitor attraction efforts.

It is no secret that visitors will more likely consider a journey to a region with multiple activities and events over a single community. As for a visitor attraction strategy, the “strength in numbers” adage most definitely holds true.

The mission of the Oil Region Alliance is to participate in a collaborative effort to attract business, industry and visitors to the area, and capitalize on efforts already underway. A regional position and strategy for business and visitor attraction agencies is key. Building an association with the Oil Region should factor in all marketing approaches undertaken by the Trail Town Action Team. We recommend that Titusville ‘speak as one voice’ about the visitor experiences to be found in the region and be represented on the Oil Region Alliance Board.

Promoting as “one voice” in cooperation with the active tourism promotion agencies in the area; Crawford County Visitors Bureau, the Chambers of Commerce, as well as the Oil Region Alliance is essential. We would recommend convening a meeting to discuss ongoing marketing efforts in the region and how the trail town brand can be built into these efforts.

Promote Safety Awareness Programs

This can be an effort from the school district, local government, police/fire/ambulance agencies, and the university. Safety awareness is education and promotional activities for people who walk, people who ride a bike and people who drive a car/truck in Titusville.

Programs are for all ages, all modes of transportation, and can be fun for families and the whole community. Events may include bicycle safety courses, Safe Routes to School programs, bike parades, walk-a-thons; more activities can be found through several sources. Refer to the Pedestrian and Bicycle Information Center (PBIC) and the League of American Bicyclists- these are just a few great resources.

Create Hub and Spoke Itineraries

Create Hub and Spoke itineraries with neighboring communities; include in town and near town attractions. There is a great opportunity for “hub and spoke” itineraries and we strongly recommend launching the development and subsequent marketing of these itineraries through the resources of the tourism promotion efforts now underway.

Heritage tourism and outdoor recreation go hand in hand and represent the two most attractive visitor segments. Titusville is well-positioned to combine the history and heritage of the area with active (and passive) outdoor experiences.

In “hub and spoke” itineraries two or more days are outlined with one community acting as the overnight spot and the others along the “spokes” offer daytime experiences. Coordinate tourism and/or adventure trip packages in the region among businesses. Combine a Scenic Train ride with a restaurant offering; A B & B weekend package that includes the historic walking tour, ice cream and a bike loop through town.

Work closely with Crawford County Tourism to market and distribute these itineraries and research web sites for insertion. Direct the public to these itineraries with mentions in printed collateral material (brochures) or create a printed piece outlining the itineraries for distribution in area visitor centers.

Capitalize on Marathon Events

A recommendation to enhance the annual OC-100 is to offer more activities before, during and after the marathon running event. This is a great opportunity to show off all that is Titusville! Activities are to be planned and promoted surrounding practice weekends and leading up to the OC-100 event. Activities are to be planned for the runner’s family members and visitors. This is an opportunity to attract even more people to the area, and for overnight weekend activities- the market is not just the runners.

Integrate the Trail into Businesses and Services

Work with local businesses and area attractions to highlight the Trail: include specials for trail users, menu items: name a sandwich or an ice cream after Titusville (The Drake Well Dip?), provide boxed-up lunches, and special beer for bikers; and install outdoor seating, bike racks, bike storage at businesses and lodging facilities; arrange for special bike & train ride events, as the OC&T will carry your bike.

RECOMMENDED TRAIL TOWN INFRASTRUCTURE PROJECTS

Please refer to the list of 50 Titusville Trail Town Projects and the Top 20 Trail Town Projects found in the Appendix. Below are descriptions for some of the Priority Trail Town Infrastructure Projects.

Gateway & Wayfinding Signs for Motorists

This high priority project includes sign designs and approvals for the installation of gateway signs along the roadways into Titusville. A placard sign is recommended to be mounted below the current Titusville sign at the Route 8 north approach; the placard may say “Trail Town” or “Bicycle Friendly Trail Town”. New gateway signs are to be designed and installed along the other roadway approaches- refer to the Appendix for the *Proposed Improvements Plan* for Gateway Sign locations. Other sign types include wayfinding (directional) signs to guide visitors to the trail, trailhead parking, downtown, and major points of interest.

- » Install signs at each approach to Titusville; along SR27, Route 89 and Route 8 north and south.
- » Each gateway is to include landscaping, a gateway sign and sign lighting.
- » Gateway Sign- Sign to be similar to existing sign along Route 8 north approach.

Gateway & Wayfinding Signs for Trail Users

This project includes similar sign design and approvals/installations as planned for the motorist, but for is for use along the trail. The signs are to alert cyclists and hikers that a Trail Town is just 1-mile, or ½-mile ahead; and that food and comfort services are waiting.

Signing is to include directional & wayfinding, MUTCD standards for regulatory and safety, and information Kiosks (digital kiosks) with web connectivity, business ads and promotions. Refer to Appendix *Sign Types* for example signs to be installed along bike route.

- » Install signs at the northern end of Oil Creek State Park, at Bank Street and at Brown Street to direct users to the trail behind the middle school and to Martin Street.
- » Sign types include destination or wayfinding to town, points of interest and services.
- » Install signs to designate bike lanes, bike routes, and share the road conditions as shown on *Proposed Improvements Plan*. Refer to *Sign Types* drawing for sample of signs. All signs are to comply with Manual for Uniform Traffic Control Devices (MUTCD) regulations for sign type, size, color, location, spacing and mounting height.
- » Pavement Markings are to be included with signs on bike route. Markings can delineate either shared lane markings (SLM or ‘Sharrows’) or bike lane markings. All markings are to comply with PennDOT and AASHTO regulations for pavement marking type, size, color, location, and spacing.





» Cyclists need to have both signs and markings to delineate the route of travel. *We recommend markings and signs to be placed just ahead and just beyond decision points- or turns- to alert and the confirm the route for cyclists.*

Construct the Trail-to-Town Bike Route

Completion of the Queen City Trail and the Trail-to-Town Bike Route includes installing regulatory signs, pavement markings and a wayfinding kiosk to bring people directly and safely to Titusville.

This priority project should be coordinated with the City for review and approval of plans; and for coordination/cooperation with the public works department for signs and pavement markings. The project includes adding signs and pavement markings along the Queen City Trail (QCT), from Bank Street to Brown Street to better link to the trail behind the middle school.

Once reaching Martin Street, the Trail-to-Town bike lane system is to be constructed. Refer to below and the Appendix for the *Martin Street “Trail-to-Town” Proposed Improvements* for plans and details.

The MUTCD recommends SLM’s be reserved for roadways with posted speeds no greater than 35 mph and placed immediately after the intersection and spaced 250 feet apart or less.
Source: Effects of Shared Lane Markings on Bicyclists and Motorist Behavior along Multi-Lane Facilities, City of Austin Bicycle Team, 2010.

Bike Lane

Paint and sign a designated bike lane from the QCT along each side of S. Martin Street, to Diamond Street and Fleming Park. This will delineate a safe route to direct trail users into town. Refer to *Martin Street “Trail-to-Town” Proposed Improvements* drawing for layout, signing, and dimensions for proposed bike lane.

The preferred route (S. Martin Street) was selected by analyzing and field reviewing four different routes. Each route was reviewed for safety, truck traffic, costs, aesthetics, purpose of linking intuitively between town and trail, and other criteria.

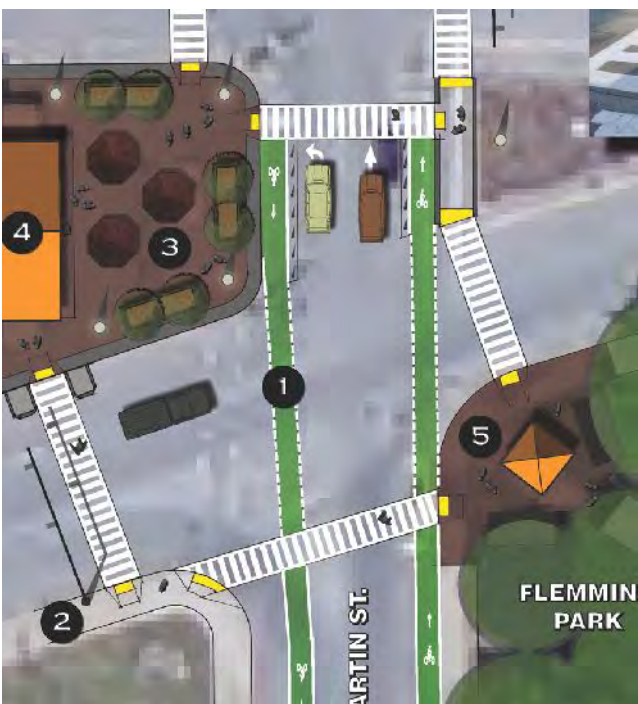
Refer to *Route Matrix in Appendix for details and criteria for selection.*

Information Kiosks

Install 2 (two) kiosks along the trail-to-town route (South Martin Street). The Kiosk at Fleming Park is proposed as a digital kiosk to provide detailed wayfinding, ability to digitally control and change information, support vendor & business promotions, etc.

Parking and Trailheads

Create a plan and gain approval for designated trailhead parking along Martin Street and/or the adjacent private parking lots-during off-peak use. Refer to Appendix for the Martin Street “Trail-to-Town” Proposed Improvements for parking locations.



Designated Trailhead Parking

Negotiate with city and private land owners for designated trailhead parking as shown on Martin Street 'Trail-to-Town' Proposed Improvements drawing. Sign parking spaces with appropriate trail parking signs.

Fleming Park Improvements

Fleming Park is proposed to be an information and welcoming center for the trail users. This area is the terminus of the bike lane system and should provide a place for trail users to park and lock-up their bicycles and equipment, find information and services, and orient themselves to further explore and link to other activities in Titusville. Refer to the sketch plan in Appendix- 'SR27 & Martin Street Intersection Enlargement Plan'.



One parking space can provide parking for 10 bicycles - (that means 10 customers)

Fleming Park renovations should include the following:

- » Kiosk Information- digital information, web access and Wi-Fi service
 - › Business & service directory (with a controlled promotion and advertising display for fund raising)
 - › Wayfinding maps and digital service links
 - › Cultural, historical and education panel for interpretation of Titusville and the region

The City of Cumberland Maryland (through the Maryland State Planning) has installed digital Kiosks that could serve as an example. These kiosks can track user choices and aid businesses with marketing information.

The Allegheny Trail Alliance is a potential source for sign and kiosk designs; they have a sign system for their regional trail that may serve as an example. For review, you may contact the ATA at:

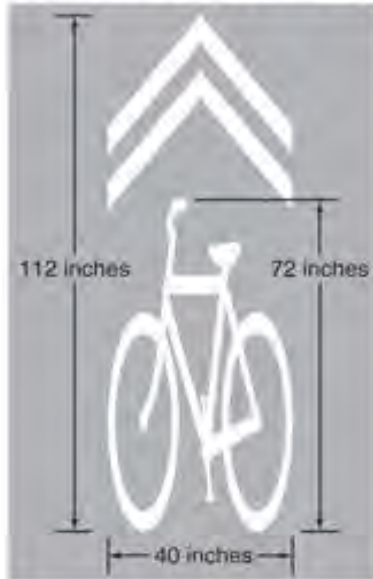
- » Park and open space enhancements- safety and accessibility improvement are required and should include opening up the space, physically and visually to provide access for large events; this would be a great space to hold town festivals and to host community bicycle events- a meeting place to start and end rides.
- » Install bike racks and bike lockers- keep these in a visible, open area (don't hide these or they will never be used by trail users).
- » Art work- sculpture, pavements, banners, etc.- be creative and incorporate into the landscape design.
- » Interpretive plaques or signs to narrate the areas history, culture, and environment. This can be designed into the street furniture, embedded into large landscaping boulders, bronze medallions at pavements, etc- be creative.

We recommend a redesign of the park to include the above design elements.

Proposed Bike Route Extensions (Local Loop) Into the Community

We recommend selecting a lower ADT roadway (Main Street-with traffic calming, Walnut and Spruce) and implementing a 'road diet'. The 'road diet' is to reduce lane widths and define lanes by painting the road with a double yellow centerline and white edge markings to delineate the travel lanes at 10-feet. Also paint the parallel parking spaces at 7'x22'. This is an effort to mark the travel lane, parking space, and provide a wide bicycle shared lane- with perhaps a buffer space- to control traffic speeds to the posted limit.

Figure 9C-9. Shared Lane Marking



Shared Lane Markings (SLMs), or “sharrows,” are road markings used to indicate a shared lane environment for bicycles and automobiles. Among other benefits, shared lane markings reinforce the legitimacy of bicycle traffic on the street and recommend proper bicycling.

Source - NACTO website (<http://nacto.org/cities-for-cycling/design-guide>).

The road should be marked with hot-thermo applied markings at the pedestrian cross-walks (increased durability and less maintenance). The bike routes are to be marked with a shared lane marking- ‘sharrow’. The cycle route system can then extend into the community. Refer to Appendix and the *Proposed Improvements Plan*- ‘yellow bike routes- local loops’.

Bike Shared Lane Markings (SLM)

Below is guidance from Manual of Uniform Traffic Control Devices (MUTCD) Chapter 9B, MUTCD 2009 Edition, for Shared Lane Markings.

Source: <http://mutcd.fhwa.dot.gov/hlm/2009/part9/part9c.htm#figure9C09>

- » Assist bicyclists with lateral positioning in a shared lane with on-street parallel parking in order to reduce the chance of a bicyclist's impacting the open door of a parked vehicle.
- » Assist bicyclists with lateral positioning in lanes that are too narrow for a motor vehicle and a bicycle to travel side by side within the same traffic lane.
- » Alert road users of the lateral location bicyclists are likely to occupy within the traveled way.
- » Encourage safe passing of bicyclists by motorists.
- » Reduce the incidence of wrong-way bicycling.

Guidance - The Shared Lane Marking should not be placed on roadways that have a speed limit above 35 mph.

Community Rides

Plan and host community cycle events and rides throughout the community. Different rides could cater to a variety of user types, from adventure rides to novice, to beginners.

An event may include bike decorating and parade rides for kids - held on a Saturday or Sunday, and ending with a community picnic or linked to a current Titusville festival.

Implement the Walk Works Recommended Projects

We recommend implementation of the Walk Works projects to create ‘safer routes’ to school and throughout the community. Implementing the recommendations from the Walk Works Study along with delineating travel lanes, crossings, and shared lane markings on the roadways - as described above - will help to define the roadway and provide speed management devices and traffic calming in the corridor.

BFC and BFU Status

Register with the League of American Bicyclists. National registration will be valuable to promote Titusville as a Bicycle Friendly Community (BFC). This will also provide you with additional resources to build your trail town and a bike friendly community.

Becoming a Bicycle Friendly Community can be accomplished through the League of American Bicyclists Program. The Bicycle Friendly Community Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. This would be a great way to be recognized nationally and to market Titusville and Pitt-Titusville as a registered Bicycle Friendly Community and Bicycle Friendly University.

The closest BFC is Franklin, PA and the City of Pittsburgh (both are Bronze level BFC's). **Titusville has 'all the right stuff' to register, and in combination with the university, become a high level BFC.** Both the city and the university could be recognized with a Bronze, Silver or Gold level status. Implementing the projects and recommendations from this report will provide what is needed to become registered.

Mapping of Cycle Routes

The University of Pittsburgh has a bicycle map for their Pittsburgh campus. We recommend Pitt-Titusville complete the same for this campus and City of Titusville.

Many of the promotional and safety/educational programs could be co-organized between the Trail Town Action Team, the City and the University; and be administered with college student help to promote, educate and enforce safety for cycling & walking in the community.



BICYCLE PARKING MAP

▲ Bicycle Parking	Lawrence Hall	113	Trees Hall	A-2	Scott Square Garage	103
Allen Hall	112	Learning Research and	Hinsdale Club	B-2	Sullivan and Saffers Garage	102
Alumni Hall	111	Development Center	Golden W. Postel Hall	C-2	South Ross Garage	101
Bank Levee Building	110	110	William Pitt Union			
Beachfield Hall	109	109	109			
Beachman Hall	108	108	108			
Biomedical Center Garage	107	107	107			
Bouquet Gardens	106	106	106			
Brannigan and Ellis Avenue	105	105	105			
Cathedral of Learning	104	104	104			
Chevron Science Center	103	103	103			
Clark Hall	102	102	102			
Coakley Sports Center	101	101	101			
Crawford Hall	100	100	100			
Dietz Hall	99	99	99			
Dietz Hall	98	98	98			
Edgar Ross Building	97	97	97			
Ellis Hall	96	96	96			
Evans Hall	95	95	95			
Evans Hall	94	94	94			
Evans Hall	93	93	93			
Evans Hall	92	92	92			
Evans Hall	91	91	91			
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Evans Hall	12	12	12			
Evans Hall	11	11	11			
Evans Hall	10	10	10			
Evans Hall	9	9	9			
Evans Hall	8	8	8			
Evans Hall	7	7	7			
Evans Hall	6	6	6			
Evans Hall	5	5	5			
Evans Hall	4	4	4			
Evans Hall	3	3	3			
Evans Hall	2	2	2			
Evans Hall	1	1	1			
Evans Hall	0	0	0			

Additional bicycle racks are available at the Center for Bicycling, Evans Hall, University of Pittsburgh Medical Center, University of Pittsburgh Health Sciences Center, and University of Pittsburgh School of Medicine. For more information, visit www.pitt.edu/bike.



TASK OF THE TITUSVILLE TRAIL TOWN ACTION TEAM

The task of the Titusville Trail Town Action Team, pertaining to business services and business development, will be to evaluate which of the missing services are needed and whether or not there is a market for those services.

Business Development Insights

Identification of missing services either through the Trail Town Needs Assessment exercise or as noted by visitors does not indicate that a service is essential or that there would be a customer base to sustain a stand--alone business.

Working with existing businesses to expand their offerings is a wise way to approach gaps in business services.

Additionally, closely reviewing visitor comments regarding business services and giving thoughtful consideration to these would be wise. An example of such is thinking about what does the request for “quick, good food” indicate? And what does the request for “improved lodging options” really mean?

Finally, the Action Team should take into account that the visitor responses were from a demographic different from the cycling demographic that the Trail Town project is focused on. There likely is a lot of crossover in the interests and spending patterns of cyclists and marathoners, but there may be some differences as well.

Trail Town Action Members and Project Categories

Trail Town Action Team members are to be the leaders charged with organizing, managing and delegating project implementation. To be effective, these leaders should represent existing agencies and organization already established in the community.

Trail Town Action Categories include a variety of project types and require team members with a variety of skill sets. The following are general project categories and tasks:

- » Utilize existing agencies and local groups to implement projects- ie: Take Pride in Titusville, Titusville Leisure Services, University of Pittsburgh-Titusville, Titusville School District, TRA, TRI, Chamber, etc.
- » Funding Procurement and Grant Writing- searching for and leveraging finances from grants, foundations, low interest loans, in-kind services and materials, pro-bono, and volunteer efforts will be a primary task. This effort would be best suited to an experienced person already doing this through a ‘sister agency’ in the Titusville area.
- » Marketing Titusville with ONE VOICE; marketing Titusville with the Oil Region Alliance, Crawford County Visitors Bureau, PA Great Lakes Region, etc..
- » Business expansion and filling service gaps to serve trail users.
- » Trail and bicycle route development- capital projects and community cycling events.
- » Priority capital projects include: wayfinding signs & information kiosks; bike lane construction and trailhead parking.
- » Safe routes to school and cycling route development- education, enforcement, community events, and infrastructure installation projects.
- » Community cleanup, redevelopment and public space- new developments.
- » Building façade renovations and private redevelopment projects.

BUDGET COSTS

Priority projects are divided into 5-phases and shown as detailed items costs. These budgets are opinions of probable costs and are for budget purposes and to procure funds. *The Priority Projects Budget* is enclosed in the Appendix.

Phase - 1 includes gateway and wayfinding signs, regulatory signs and construction of the trail-to-town bike route, including the overhead crossing signal. The budget is estimated at \$83,270. This is a significant cost, but very necessary to provide wayfinding, increase trail town awareness and create a safe and comfortable accessible route that is welcoming to most trail users. Phase-1 is divided into two parts- wayfinding at \$18,570 and \$64,700 for bike route & signal.

Phase - 2 includes promotional events, wayfinding, information, communication, mapping, and a second safety crossing signal at Kerr Street; the budget is estimated at \$37,700.

Phase - 3 establishes trailheads and trail parking, Fleming Park improvements, visitor center enhancements, and BFC and BFU application; the estimated budget is \$27,900.

Phase - 4 includes additions of bike racks, billboards, private investment encouragement (retail outfitter shops, business hours, general appearance improvements, façade and lighting improvements; these projects are budgeted at \$10,000+, with many projects being funded through private investment and volunteer labor/services.

Phase - 5 concludes with streetscape improvements to city sidewalks, pedestrian crossings and ADA upgrades for safety and accessibility. This phase also includes public art, and town features; community rides and events; and safety promotional programs. The budget is estimated at \$59,000.

During the public meeting the project already gathered support and pledges from the following organizations:

- » The Oil Region Alliance volunteered to have a seat on the Action Team and to help coordinate for certain tasks.
- » SCORE Erie volunteered with 'retired professionals' experience in business to help current business owners succeed.
- » Crawford Visitors Bureau pledged \$1,500 to the project and cooperation with marketing