

50 Recommended Titusville Trail Town Projects

Administration

- 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
- 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
- A3 Once the trail to town bike lane is completed and bike routes through the community are planned, work toward adopting a Complete Streets Ordinance for the City of Titusville

Community Awareness

- 1 Educate all businesses, community organizations and municipal departments as to the benefits of trail towns (sources of funding, regional trail systems, the location of trail access points, and other organizations that can be partners.) Provide packages of information to new businesses and organizations as they develop.
- 2 Promote daily bicycling and walking in the community; participate in national bike month activities
- 3 Host Community Day Rides and/or Hike Events
- 4 Apply for Bike Friendly Community Status (BFC) and BFU (University) status through League of American Bicyclists
Host an annual Trail Town Meeting to update community and celebrate the activity; use the opportunity to educate on outdoor recreational growth
- 5 Promote Community 'Walk to work/school' week; promote 'Bike to work/school' weeks

Education

- 6 Conduct 'trail concierge' workshops for vendors and businesses owners- to learn how to know of and respond to trail users needs and desires. The service training can also be a tool to evaluate effectiveness of marketing to this niche market sector
- 7 Promote Safety Awareness Programs with local schools and law enforcement (for both walking and bicycling)
- 8 Promote and implement safe routes to school development projects- education, coordination with local police, community events, and promotions
- 9 Conduct trail workshops about trail maintenance and operation showcasing volunteer opportunities and regional system/progress needs

Marketing

- 10 Titusville is already part of the Oil Region Alliance and the Oil Heritage Region. 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
- 11 Website is the most important tool- conduct a web search for "Titusville" to realize the 'message' being communicated. Coordinate intended 'message' with each of the agencies and web host to 'speak in 1-voice'. View the website as a visitor portal 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?
- 12 Website- Promote outdoor activity, trail town atmosphere, bike friendly community (BFC), local university, etc- Post trail map on-line
- 13 Dedicate an electronic media expert to focus on web site, electronic media and electronic communication during a persons visit (Wi-Fi coverage and electronic Kiosk info); to market and promote the Trail Town effort
- 14 Marketing with One Voice- cooperate with Oil Region Alliance, Crawford Visitors Bureau, and Chamber of Commerce
- 15 Create Hub and Spoke itineraries with neighboring communities; include in town and near town attractions
- 16 Promote Titusville through visitor packages
- 17 Integrate the Trail into businesses & services- promote Trail through menu item names, install bike racks, and promote special bike-train rides.
- 18 Explore posting available historic properties on historicproperties.com. Consider other electronic real estate marketing sites such as Loopnet. Encourage private owners to post available properties on web sites and include visible and attractive For Sale signage in windows
- 19 Capitalize on Marathon events; create other events and itineraries around the race and practice weekends for family members and visitors.
- 20 Add Visitor information, services and itineraries to web site; link with other organizational web sites in town. Well crafted visuals are important.
- 21 Post sustainable and green business on community website (Chamber site) and provide window stickers or window posters for storefronts

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Business Improvements/Business Attraction

- 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.
- 23 Create a business network in town and with adjacent town to link trail related and sustainable businesses to one another and to help trail users find and support a network of trail related and green businesses.
- 24 Set specific goals for business expansion and business attraction : We will attract X of new businesses to our community by 2014.
- 25 Business expansion to fill service gaps
 - Bike shop and/or outfitter with sporting equipment (69% from assessment and survey noted this service need)
 - Outdoor Café (54% mentioned this service need)
 - Lodging (a Hostel was mentioned by 23%)
 - Retail shops and souvenirs
 - Local and seasonal foods
 - Need more restaurants serving breakfast
 - Coffee, a casual coffee place with breakfast items
 - Ice Cream/Candy
- 26 Promote more outdoor eating spaces, sidewalk café spaces (use of parallel parking spaces as expand sidewalk café space)
- 27 Develop Fact Sheet for business owner and property owner distribution. The Fact Sheet is bulleted with trail facts & other area attractions; distribute to front-line employees.
- 28
- 29 Façade improvements and night lighting improvements; promote current façade program. Paint, landscaping, decorative lighting are primary improvements.
- 29 Community clean up projects- particularly around trail and community bike route; Earth Day; prior to marathon and other large events.
- 30 SCORE- coordinate with SCORE Erie for retired business professionals to assist Titusville businesses
- 31 Conduct workshop for realtors to familiarize them with economic impact of trails and the growth of the outdoor recreation market
 - Host regional realtors and brokers in Titusville Tours (can include a bike tour of town)
- 32 Work with the TRA and Chamber to market small business workshops and real estate promotions
 - In coordination with Chamber and TRA, market available 'Trail Town oriented properties'- with location & interests to become outdoor cafes, outfitters, hostels, etc. Participate in business opportunity events- stage events and open houses in available buildings to promote the building, its' reuse, and the activities/programs of Titusville.
 - Trail Town oriented' properties are facilities that fill the business and service gaps
- 33 Market available properties on community web site in a special section (Trail Town oriented) with contact information; and include photo.
- 34 Actively search for potential owners; inventory available willing sellers; stage open house with realtors and demonstrate active community interest in promoting trail town activities/programs and re-purposing of key properties.
 - Create and place a window stickers or poster marketing the sale of building and Trail Town interest for reuse- (contact owner or broker)

Infrastructure & Capital Construction Projects

- 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
- 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')
- 37 Implement sidewalk, crossing, traffic calming and accessible route recommendations from the Walk Works study for construction of 'safe routes' to school/university.
- 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.
- 39 Information kiosks for trail users (digital information- business directory, services & events, map, contact information, Wi-Fi service)
- 40 Wi-Fi availability at trail approach to town (about 3/4 mile out from Titusville- to inform users of ahead services, to make reservations, schedule trips, etc)
- 41 Construct Pedestrian Signalized Crossing at SR27 and at Kerr Street (Overhead Signal, Crosswalk and Signs)

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- 42 Establish a trailhead and trailhead parking areas along South Martin Street
- 43 Fleming Park Renovations- creation of an information plaza with digital kiosk, bike lockers, bike racks, a community gathering space & gardens (include night/safety lighting).

Other Projects (including community rehabilitation, information, way finding)

- 44 Visitor Center / Welcome Center
Add enhancements to the Perry St. RR Station (Oil Creek and Titusville RR) and Chamber of Commerce- enhancements to existing centers to promote Trail Town development and wayfinding for trail users and visitors to Titusville
- 45 New bike racks (or Relocate Existing Racks to fronts of store/businesses)
Create different style bike racks, "post and ring" style or artistically shaped as oil derricks- Create and promote a community design contest
- 46 Mural painting on buildings
Sub-committee to evaluate and promote local artists, locations and property owners willing and able to complete installations. Raise public funds for public art, involve local university & high school, artists, and interested others in region.
- 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)
- 48 Promote installation of artwork and sculpture in community spaces, parks and gardens
- 49 Create a bike route map (example from Pitt's Main Campus) for Titusville
- 50 When ready, establish a subcommittee- On-Road Bicycle Advisory Group responsible for the implementation of 'on-road' signing, marking, and the construction of bike routes, bike lanes, and share the road signing projects throughout community streets and for the creation of on-road links to adjacent communities. This committee to coordinate with local law enforcement and DOT.