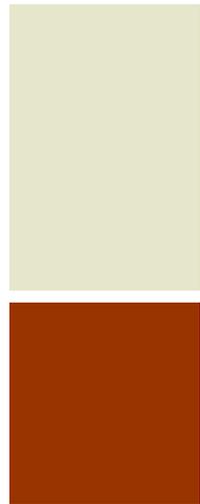


TITUSVILLE TRAIL TOWN MASTER PLAN



MAY 2013

PREPARED BY:
MACKIN ENGINEERING COMPANY
MCCOLLOM DEVELOPMENT STRATEGIES

NOTE: Blank pages are intentionally left between chapters to allow for double-sided booklet printing.

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THROUGHOUT THE STUDY INCLUDING THE FOLLOWING:**

City of Titusville
 Titusville Redevelopment Authority
 Titusville Renaissance, Inc.
 Titusville Area Chamber of Commerce
 Titusville Area School District
 Oil Region Alliance of Business, Industry & Tourism
 Northwest Regional Planning & Development Commission
 Pennsylvania Department of Conservation and Natural Resources (DCNR)
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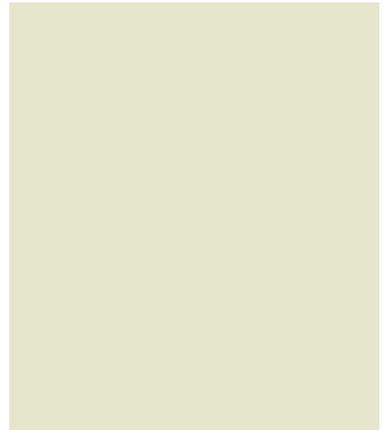
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CHAPTER 1 . EXECUTIVE SUMMARY



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.

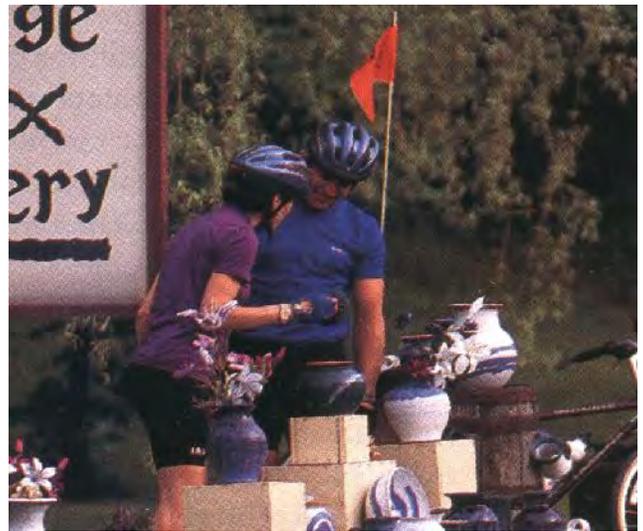
The City, through the Titusville Redevelopment Authority (TRA), is already focused on job growth and business enhancements. This project focuses marketing efforts to be more effective in attracting visitors, promotes expansion of existing businesses and services, provides opportunities to increase the quality of life for local citizens, improves roadway safety, and helps 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 as 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 cycling through, to the most prolific group—adults between the ages of 48-60 on a weekend or extended weekend trip.

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).

MARKETING

- 3 10 Titusville is already part of the Oil Region National Heritage Area 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. 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; 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

NOTE: The second set of numbers relate to the list of 50 Trail Town Projects.

INFRASTRUCTURE & 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

NOTE: The second set of numbers relate to the list of 50 Trail Town Projects.

CHAPTER 2 . INTRODUCTION & OVERVIEW



Trail Towns Are...
Becoming a Trail Town
Trail Town Vision and
Strategy
Communities as a Visitor
Destination
Launching a Trail Town

TRAIL TOWNS ARE...

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

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

Titusville has the necessary criteria for a successful trail town. It is a community with a distinct downtown area, the capacity and willingness for growth and amenities such as natural resources, historic buildings, and public parks. The trail extends into the community and there are opportunities for trail head signage, public amenities (water, restrooms, benches, and parking). However, the assessment of trail services now available in Titusville revealed some significant gaps that should be addressed prior to the completion of the trail.

Our recommendation is to create a Trail Town Action Team to prioritize these needs and implement projects to address them; and to act as the liaison to coordinate with existing agencies about community and economic development activities related to the trail. In the future, should other towns wish to participate, this Action Team should be expanded to address trail-wide needs for services and amenities. This model of regional coordination is economical and efficient and resonates with funding agencies as it embraces a regional and multi-state approach of the use of resources and assets.



BECOMING A TRAIL TOWN

How do you build a trail town?

- » **ORGANIZE:** Create a Trail Town Action Team
- » **DESIGN:** Connect to the trail and visually improve your town appearance
- » **BUSINESS GROWTH & ATTRACTION:** Educate existing businesses to the niche market and collectively attract new business and services to serve the trail demographic
- » **MARKET:** Position your Brand and your Town as a Trail Town and Bicycle Friendly

The number of people experiencing the outdoors is increasing each year. Twenty and thirty year olds flock regularly to land and water trails. Baby boomers, leading longer and healthier lives, are seeking outdoor experiences in record numbers. With increasing frequency, both individual residents and businesses locate where trails and rivers are accessible.

A long trail or greenway represents a recreational/tourism corridor and can offer new opportunities for your community. Visitors to these areas need services; they are looking for restaurants, lodging and sundry supplies. While these visitors are drawn to the natural element, they are also interested in welcoming communities that can make their journey a pleasant one.

The economic benefit to trail towns is well documented. Trails like the Great Allegheny Passage (McKeesport, PA to Cumberland, MD) documented a \$40 million impact on businesses in the counties through which it passes. Pine Creek Trail, a 62-mile trail in north central Pennsylvania determined the average expenditure of a trail

user was \$30.36 and the impact from this trail in bordering trail communities in 2009 was \$3.6 Million. Other significant trails report similar findings.

Titusville is located along the planned Erie-to-Pittsburgh Trail.

The Erie-to-Pittsburgh Trail Alliance (EPTA) is an alliance of non-profit organizations, municipalities, and other organizations actively involved in the acquisition, development and maintenance of non-motorized trails and safe, well marked bicycle and pedestrian routes in Western Pennsylvania. The primary goal of the Alliance is to establish a continuous trail from the Erie Bayfront to Point State Park in Pittsburgh. By linking northwestern PA to the Great Allegheny Passage in the south (which leads along with the C&O Canal Towpath all the way to Washington, DC) cyclists will be able to enjoy hundreds of miles of nearly continuous trail in an arc from Lake Erie to the nation's capital. The existence of this through route is likely to stimulate the development of numerous feeder trails to link communities across northwestern Pennsylvania, New York and Ohio.

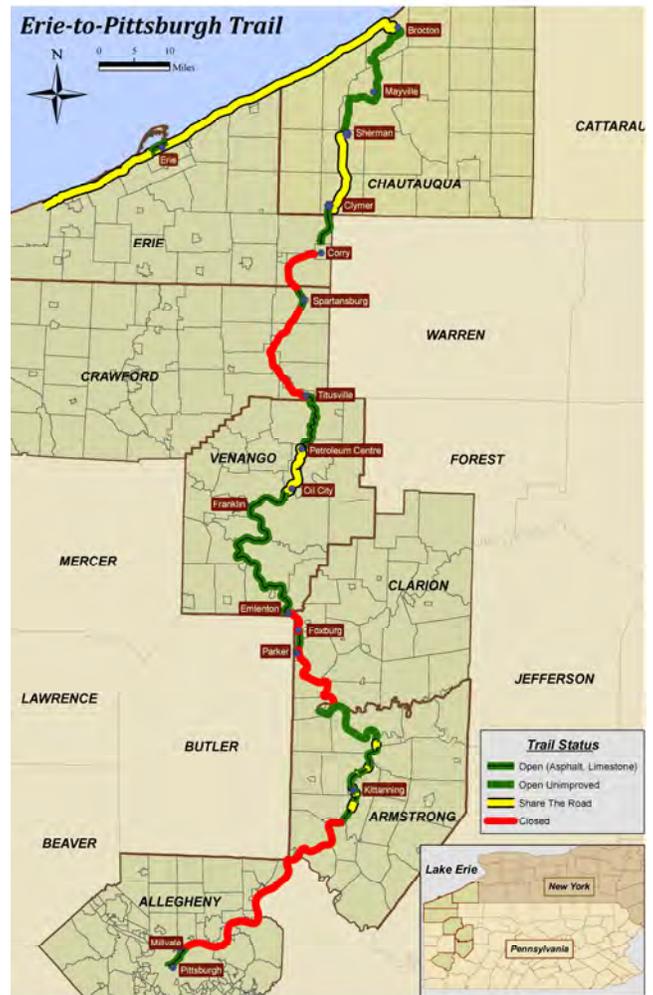
The goal of a Trail Town is to be a welcoming stop where visitors can experience an authentic community with a strong heritage and a solid conservation ethic. To launch such a place, a core group of volunteers dedicated to a healthy downtown join together to craft a plan of action to ensure that their community will be in a position to offer visitors the services and amenities of the trail as recreation as well as a community which embraces conservation and sustainable development.

If done effectively, a Trail Town will reap the economic benefits of the growing heritage-tourism market.

As stated in the ATA Trail Town guide, www.atatrail.org, a successful trail town plan is similar to the “Main Street Approach” and is composed of the following major elements:

- » **Organizing:** The trail town plan focuses each organization’s ability and combines the efforts of local businesses, business and marketing agencies, non-profits, churches and community groups to strengthen and reinforce the goals of the project toward implementation.
- » **Design:** Trail town design capitalizes on a community’s best assets - such as historic buildings, the traditional town mixed development and street grid layout, and the areas culture, and environmental features.

The plan proposes recommendations such as: a uniform sign system; reinforcing and improving connections between the trail, the business district, schools and the waterfront; creating community spaces for people; enhancements to street corridors for improved safety and access; and celebrating what makes Titusville special.



The role of the **Erie-to-Pittsburgh Trail Alliance (EPTA)** is to advocate for the continuous trail, assist the partners by sharing expertise and resources, and promote the use of the trail as a system. The purpose of the trail is to improve the quality of life for local residents and to stimulate economic development for communities along the route through recreational tourism.

- » **Economic Restructuring:** Economic restructuring finds new purposes for a town's enterprises by helping existing business expand, recruit and respond to an enhanced trail, tourism, and recreation market.
The trail town plan recommends improvements for information, services, trip packaging, and promotions to existing businesses and identifies service gaps within the local market.
- » **Promotion:** This sells the image of the trail town to potential prospects. Marketing the town's unique character to locals, to business, investors, real estate firms, new businesses and visitors requires an on-going promotion strategy.
The planning process included many business owner meetings, steering committee meetings and special focus group meetings to discuss strategies for economic enhancement. The plan recommends short and long-term approaches for promotion.

TRAIL TOWN VISION AND STRATEGY

Trail Towns envision a corridor of revitalized communities that reap the economic benefits of outdoor recreational-based tourism as part of a larger, coordinated approach to regional economic development. The long-term economic viability of participating communities is to be achieved through concentrated business development efforts that capitalize on the trail user market.

Trail Towns embrace sustainable development practices, comprehensive community planning and cooperative marketing strategies to further the economic health of each community and enhance its connection to trails and other outdoor recreational opportunities.

The program follows a successful process first implemented in the communities along the Great Allegheny Passage. The economic development strategies launched there led to the opening or expansion of 55 businesses and 227 new jobs in six small rural communities. The economic impact from the trail in 2008 was documented at \$42 million in direct spending by trail users in these communities.

Creating a successful visitor destination is complex. If it were easy, the region would already be a world class destination. While there are currently many users of the outdoor recreational opportunities throughout Pennsylvania, there is limited public recognition in the small towns of the benefit of these users.

We should strive to be sustainable communities- a community that is trying to grow the local economy in a socially, economically and environmentally responsible manner. A community that realizes the value of conserving and preserving its natural, cultural and historic resources (Titusville's architecture and historic structures), will reap the rewards of creating a special place- a place that is only Titusville. American towns are becoming unrecognizable- they all look alike. It is also about maintaining the resources with the fewer dollars available- be economical, recycle, reuse, use volunteer and in-kind services. Finally, it is about creating the perception and the brand that people can identify with and remember.

COMMUNITIES AS A VISITOR DESTINATION

A destination is a place where people are willing to travel to experience the resources because:

- » The resource is recognized as being unique
- » Prospective visitors believe the local communities welcome them
- » The region is large enough to support the investment in facilities and amenities
- » The trail is long enough to attract overnight visitors
- » The local community embraces and welcomes the visitor market

Once established, you'll find more people walking and bicycling in your town, more outside eating places, more socializing on the trail and on the sidewalks, more property sales & business opportunities, and more street activity from people who live in Titusville and from those who visit here.

- » Local businesses understand the needs of the user groups (customers)
- » Communities acknowledge the value of their local outdoor recreational resources and actively engage in planning for their protection and sustainability.
- » User organizations are interested in creating events and competitions to draw users into the local communities
- » The trail system, community hubs and gateways are integrated and designed to make travel easy, safe, alluring and interesting.

A destination is sustainable because it is able to cater to a mix of seasonal markets and users. Fortunately, the woodlands, riparian areas, wetlands, agricultural fields, scenic views and trails have multiple markets. Protecting these resources helps grow the market. Connections between resource and town make it easy for visitors to enjoy their choice of recreation as well as access services and amenities.

Not all communities are created equal. Community evaluations are made to understand strengths and weaknesses of each community and to prioritize where to invest time and energy first. Next, groups work together to create the right community character, access, infrastructure, services, amenities and facilities for targeted users and business mix. This will require both short- and long-term strategies.

Short-term strategies deal with signage, minor infrastructure, facilities, store fronts, community readiness, “going green” strategies, small events, and a regional place-based business plan with prioritized initiatives. Longer term strategies deal with major infrastructure, business development and attraction, branding and major events. The goal is to create momentum in the short term with a clear vision for the future. This helps tourism and business development and attracts the interest of sponsors and funders.

LAUNCHING A TRAIL TOWN

- » **Use the Trail Town Community Matrix:** Determine whether or not the community meets criteria to warrant designation as a Trail Town.
- » **Present to municipal officials:** Their engagement from the start is important, if not essential. The presentation to the municipal officials should be open to the public and outline the program and process.
- » **Engage your community:** Engage the community, particularly the business community, by hosting a community-wide meeting to discuss the value of the trail to economic development. Disseminate the economic impact studies for the Great Allegheny Passage, the C&O Canal Towpath, and other trail systems, including demographic information and raw numbers of visitors. Highlight the direct economic impact on business, if available.
- » **Review existing information**
 - › Review the inventory of existing and proposed trails, recreational facilities and opportunities and historic and cultural facilities, offerings and studies of the area.
 - › Review existing economic development plans and strategies.
 - › Collaborate with local municipality and designated community groups (chambers, merchants associations) in scheduling community outreach.
 - › Identify existing businesses in trail town and gateway communities and related recreation and tourism businesses and assess status.
 - › Synthesize trail status (funding and completion status, existing length and nearby attractions).
 - › Develop descriptions of gateway/trail town community resources.
- » **Conduct a Needs Assessment:** The Needs Assessments is a survey to assist in producing a record and list of the gaps in service and connections with outdoor, specifically trail users. The process takes approximately 4-6 hours and actively engages community leaders, residents, trail users, municipal officials, business owners/operators, and experts in the fields of architecture, land use planning and economic development.

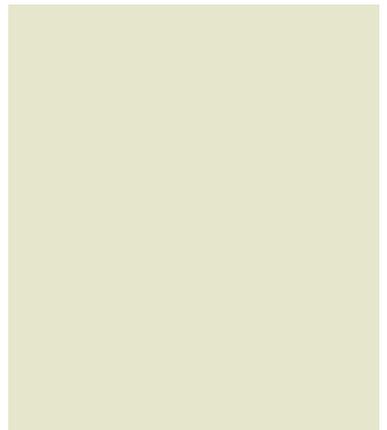
The Assessment process directs community goals, objectives and strategies based on the analysis that follows the activity. Those having participated in the Assessment follow the activity with a group debriefing and discussion of findings. Priority projects are determined and volunteer committees begin to take shape based on project interest.

The Trail Town Needs Assessment addresses issues of design, safety and access, business service gaps, trail and town amenities, marketing and sustainable, historic and environmentally conscious attitudes and programs in the community.

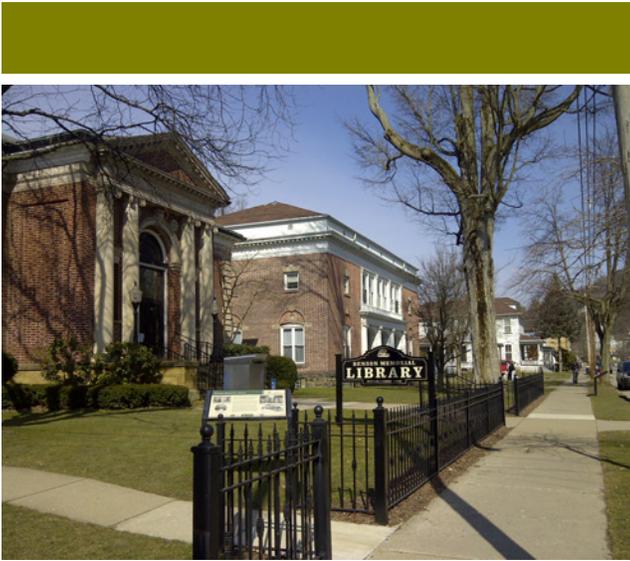
- » **Synthesize Assessment results and prioritize projects:** Immediately following the Assessment, synthesize results and outline priority projects in a community-wide debriefing. These projects become the foundation of the Trail Town Action Plan which will include a Business Attraction Strategy and an Economic Development Plan.
- » **Create the Action Plan:** The Action Plan will prioritize goals and propose strategies to obtain them. It includes projected timeframes, estimated budget costs and the parties responsible for completing the projects. It also includes possible financing sources to support the priority projects and other available tools.
- » **Form Committees to implement Action Plan:** At the Assessment debriefing and following the prioritization of projects, committees are formed to begin the implementation of the Action Plan.

Community contacts form the basis of the Trail Town Action Team and act as a steering committee. This Action Team strengthens the planning process by identifying issues of local import, assists in community outreach and policy recommendations. In the implementation phase that follows the Needs Assessment, the Action Team assists in identifying potential funding sources to implement the program. The Action Team should constantly strive to ensure broad public participation and meaningful involvement in the Needs Assessment process by residents and businesses.
- » **Community outreach and continued engagement:** The Action Team distributes the findings of the Assessment, the prioritized projects, committee structure and the initial action plan to community participants. The Trail Town Community Action Team is encouraged to engage wide participation and to hold regular committee meetings to move the process forward. Consultant remains available for consultation as the committees meet and begin to map their process for implementation of their assigned projects.
- » **Participate in Regional Collaborative (Regional Action Team):** Trail Town Community Action Team members also serve as part of a Trail Town Regional Action Team that works regionally to address trail-wide issues, raise regional funding for trail town wide projects and aggressively assist in the marketing and sustainability of the trail. The Trail Town Regional Action Team meets quarterly. All community participants are also invited to participate in periodic Trail Town summits to address key issues/challenges such as Packaging; Marketing; Signage and Branding.
- » **End Result:** The end result of the Trail Towns process are engaged communities recognizing the economic engine offered through outdoor recreational tourism and a working structure for moving a Trail Town community plan forward. The communities are better connected to available outdoor resources, attract and welcome visitors more efficiently and effectively and position a business attraction and economic development strategy on a proven and growing market.

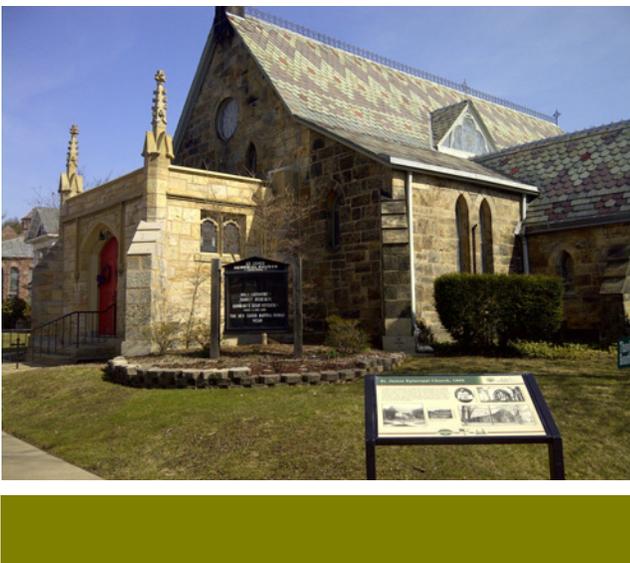
CHAPTER 3 . DESCRIPTION & BACKGROUND OF TITUSVILLE



- Existing Conditions and Assets
- Cultural and Historical Resources
- Economic Conditions & Demographic Background
- Existing Data and Planning Document Review
- Proposed Limit of Study for the Trail Town Master Plan



Recommendations from the Titusville Trail Town Master Plan complement and enhance the livability of Titusville by re-creating attractive spaces for people, promoting and constructing safe routes and complete streets (for walking, cycling and driving), planning for community revitalization projects, and providing opportunity for business expansion to cater to the outdoor and heritage-tourism markets.



EXISTING CONDITIONS AND ASSETS

Titusville already has many of the assets for a great trail town such as historical buildings, tree lined streets, a walk-able & bike-able city with a mixed land uses and available parking. The city is surrounded with beautiful outdoor spaces and is known for its' outdoor recreation and natural resources. The area is also known for its history and culture, and is adding to its reputation for long distance running events. Titusville is home to a local university, Pitt-Titusville, and is a direct neighbor to Oil Creek State Park. The city is linked to the park by the scenic railroad and the Queen City Trail. Furthermore, Titusville is home to many hard working people filled with the entrepreneurial spirit that first put it on the map.

CULTURAL AND HISTORICAL RESOURCES

Oil Region Heritage Area: Oil Creek Township, Hydetown Borough, and the City of Titusville, in Crawford County, are part of the Oil Region National Heritage Area, along with all of Venango County. The region was given the designation as the country's 25th National Heritage Area in 2004. Prior to this designation, the region was recognized as an official Pennsylvania Heritage Area in 1994. The entire region is comprised of significant sites, structures, and events that shaped the world's oil industry."

Titusville and the Oil Region are filled with cultural and historic resources. The Titusville Historic District includes a variety of structures representing the time periods of the mid-nineteenth century through the mid-twentieth century. Approximately ninety three percent (93%) of the structures within the district are of the time periods from around 1850-1950. The remaining structures are sporadic throughout the district. The Titusville Historic Walking Tour Pamphlet provides visitors with a field guide to complete the walking tour which is complemented with very well done interpretive signs at each exhibit site.

Source - NORTHWEST PENNSYLVANIA GREENWAYS, Crawford County, Pennsylvania, April 8, 2009.

HISTORY

In 1796, Holland Land Company surveyors, Jacobus Tross and Samuel Kern, divided the land that would become Titusville. They provided lodging for Native Americans, for traders, and landowners.

Sea captain William Sheffield opened the first store and lumber mill in 1816 and lumber soon became the primary industry of the region. Titusville was incorporated as a borough in 1845, and by 1858, 3000 people had settled in town.

Edwin Drake came to Titusville in 1857 as an agent for the Seneca Oil Company. Oil was available in natural seeps along Oil Creek, but larger quantities and more efficient production methods were needed. Drake and his driller Uncle Billy Smith adapted existing salt well technology and their well struck oil on August 27, 1859, launching the modern oil industry in the Oil Creek Valley near Titusville.

People came to Titusville to buy oil leases and to work in businesses that grew up around the new industry. Churches, schools and mansions were built and banks were chartered. Refineries sprang up throughout the region and oil-related machinery was designed and produced here. Titusville was incorporated as a city in 1866.

Known as the "Queen City" for its rich cultural amenities, Titusville was home to the region's first opera house and first oil exchange. Its architecturally significant churches, homes and commercial buildings remain for your enjoyment on this walking tour.

HISTORIC TITUSVILLE WALKING TOUR
Birthplace of the Oil Industry

Welcome to historic Titusville! Have your cell phone on at all times in case of an emergency. We have many beautiful views from the days of the early oil industry. Titusville's rich architectural diversity and friendliness that greet you!

Participating Businesses:

- Titusville Area Chamber of Commerce
- Titusville Community Development Agency
- Crawford County Convention & Visitors Bureau

Developed by: Titusville Renaissance, Inc. Titusville Area Chamber of Commerce Oil Region Alliance of Business, Industry & Tourism City of Titusville

ECONOMIC CONDITIONS AND DEMOGRAPHIC BACKGROUND

Population in 2011: 5,596.



Mean household income 2007-2011:

Titusville: \$30,644
 PA: \$51,651

Mean value of owner-occupied housing units, 2007-2011:

Titusville: \$69,700
 PA: \$163,200

Source: US Census Bureau—2010 Data

Cost of Living Index, March 2012:

Titusville: 85.9
 PA: 101
 US Average: 100

Traffic accident statistics for 1975 - 2011 (per 100,000 population)

Count	Titusville: 276	PA Average: 378
Vehicles	Titusville: 355	PA Average: 546
Drunken Drivers	Titusville: 105	PA Average: 114
Fatalities	Titusville: 319	PA Average: 406
Persons	Titusville: 615	PA Average: 950

Source: City Data.com

EXISTING DATA AND PLANNING DOCUMENT REVIEW

This trail town master plan is consistent with the Oil Creek Region Comprehensive Plan, the Erie to Pittsburgh Trail Plan and the Northwest Pennsylvania Greenways Plan. **Titusville's ability to become a successful trail town is supported by its location next to Oil Creek State Park in the short term, and its location along the Erie to Pittsburgh Regional Trail system in the long term.**

Other documents reviewed during the master plan process included the following:

Past Reports and Documents

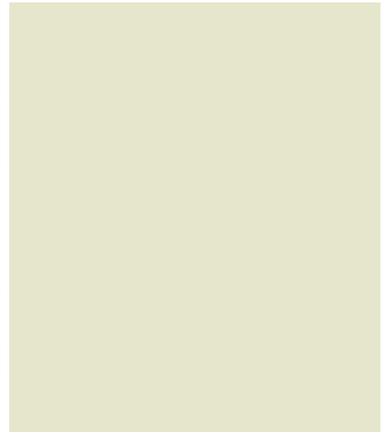
- » Chamber of Commerce Guide to Dining and Shopping
- » City of Titusville and Crawford County - map
- » Crawford County Convention and Visitors Bureau, Backyard Adventures- flyer
- » Congested Corridor Improvement Program and Truck Route Study
- » Historic walking tour - map
- » Mapping for the Queen City Trail (QCT)
- » Maps of the City (*school, work, homes, trail, creek, railroad, truck routes, bridges, surrounding recreation and points of interest*)
- » Official Guide to the Oil Region - brochure
- » Oil Creek Region Comprehensive Plan
- » Oil Creek State Park maps and brochures
- » Recreational Trails in Allegheny River Region - map
- » PHMC Letter and historic district property descriptions
- » QCT Extension Report
- » Walk Works Study

PROPOSED LIMIT OF STUDY FOR THE TRAIL TOWN MASTER PLAN

The study limits for the project included a primary, secondary and tertiary area of review, level of investigation, and detail for recommendations. The study area is along Main Street and Central Avenue in the heart of Titusville. The trail-to-town route also investigated four different alignments; refer to the Trail-to-Town Route section in the report for detail and recommendations.

- » The primary study area, along Main Street and Central Avenue, was from Perry to Martin Street.
- » The secondary area was from Monroe to Brown.
- » The tertiary area was from the Queen City Trail, exiting Oil Creek State Park, to Route 8 at Spruce Street; and included a business and marketing analysis of the region and its current partners.

CHAPTER 4 . SCHEDULE & PROCESS



Steering Meetings,
Public Meetings and
Outline of Tasks

STEERING MEETINGS, PUBLIC MEETINGS AND OUTLINE OF TASKS

The process began with a kick-off meeting to introduce the Trail Town concept, the benefits and the reasons for Titusville to become a trail town. Economic results from other successful trail towns were displayed, benefits to the community and for local residents were discussed, and existing Titusville assets were presented.

The following schedule and process was presented:

- » **October 26, 2012 - Kick Off Meeting**
 - › Data Collection
- » **November 7th - Field Review of the City & Trail-to-Town Route Alternatives**
 - › Alternative Route Data and Analysis Conducted
- » **Stakeholder Interviews**
- » **November 13th - Trail Town Assessment and Titusville City Council Presentation**
- » **Business and Marketing Research**
- » **Visitors Experience Survey (OC-100)**
- » **January 24th - Business Strategy Presentation and Trail-to-Town Route Presentation; discussion to organize the Trail Town Action Team**
- » **Trail Town Assessment Report**
- » **Building Façade Renovation Sketches Completed**
- » **Trail Town Evaluation and Report Findings**
- » **March 27th - Public Open House, Presentation of the Trail Town Recommendation Projects and elicit volunteers for the Titusville Trail Town Action Team**
- » **May 2013- Draft and Final Report submission**

Implementing the recommended trail town projects will improve the livability and attractiveness of the city. Such projects include traffic calming measures to produce safer streets for everyone (walkers, cyclists, and cars); increased business opportunities and services; public space improvements; healthier lifestyles; and a stronger social/community structure.

The City of Titusville is located along the Queen City Trail, a section of the Erie to Pittsburgh Trail, and part of a planned regional trail system. Being situated along this planned major trail system provides Titusville with a great economic opportunity, early in the process, to become know as a trail town, a bicycle friendly community, and a bicycle friendly university. This project provides Titusville with lead time to begin to implement public and private improvements that will attract trail users, cyclists, more outdoor enthusiasts and long-distance runners, and heritage tourists to the area.

The following tasks were completed throughout the process:

- » Kick Off Meeting
- » Data Collection - Data included stakeholder interviews, a special visitor's experience survey (OC-100), and a Trail Town Assessment.
- » Trail Town Assessment - Community Walk-About, Trail-to-Town Route Review, and Assessment Meeting
- » Municipal Officials Meeting
- » Engineering review of trail and trail-to-town alternative alignments
- » Survey of Stakeholders
- » Special Visitors Survey (OC-100)
- » Analysis of interview and survey results
- » Trail-to-town route analysis and conclusion
- » Historic building review (within project primary area)
- » Service and Business Gap Analysis
- » Draft of plans, recommendations, details and budgets
- » Business Meeting and Trail to Town Route Presentation
- » Building Façade Renovation Sketches
- » Final Plan and Report Development
- » Draft Master Plan Report
 - › Plans
 - › Details
 - › Budgets
 - › Fifty Trail Town Projects
 - › Top 20 Trail Town (Priority) Projects
- » Final Master Plan Report

CHAPTER 5 . TRAIL TOWN ASSESSMENT, BUSINESS, MARKETING & TRAIL TOWN INFRASTRUCTURE



Stakeholders Interview

Visitors Experience Survey
(OC-100)

Trail Town Needs Assessment

Results of the Trail Town
Needs Assessment

Local Versus Visitor
Perceptions

Improvement Opportunities

Titusville Trail Town
Assessment Report

Data gathering included Stakeholder Interviews, a Special Visitor's Survey (OC-100), a Trail-to-Town Route Analysis, and a Trail Town Assessment.

STAKEHOLDER INTERVIEWS

Interviews were conducted with local and regional business owners, vendors, and agency/government officials. A summary of the findings is listed below. Please refer to the Appendix for the stakeholder interview questions and answers.

A series of 14-interviews were held over a four week period; including 6 business owners, 4 nonprofit agency representatives and 4 non-local businesses. Six additional businesses were contacted but were not reached despite repeated attempts. One business did respond to an email but did not answer interview questions.

Key Findings:

All but one of those interviewed were aware of the Trail Town initiative and familiar with its goals of increasing outdoor recreational user visits.

A majority felt the goals were achievable and realistic.

1. *"We had a couple in a few years ago and they biked in. I asked them how much they spent on their trip in Franklin and Titusville and they said close to \$300."*
2. *"Cycling is the top outdoor recreational draw to the area."*

Titusville has many outdoor recreational opportunities in addition to biking. This was mentioned by almost all interviewed.

Specifics noted were: Marathons, Fishing and Hunting, Paddling and Kayaking on the dozens of lakes and streams in the region,

1. *"Fishing and kayaking are up."*
2. *"The OC 100 was our busiest weekend of the year."*
3. *"Outdoor recreation is good for business. We let bikes into the rooms."*
4. *"We might see 2 to 40 cyclists on any given train ride. We accommodate bikes on the train."*
5. *"Two bike rental potential business interests have won the Entrepreneurs contest in past years. There must be some interest."*
6. *"More and more people look for outdoor recreation mini-vacations."*
7. *"Crawford County now has an outdoor recreational resources and amenities map and guide. They will be distributed through the welcome centers."*

Titusville also has many attractions which appeal to visitors.

Mentioned by at least one of those interviewed were: Drake Well Museum, Blue Canoe Restaurant, the "Q", Scenic train ride, Queen City Trail, Caboose Motel, Historic district.

When asked about what needs to be improved, several mentioned weekend hours.

1. *"The hours may not be conducive to visitors."*
2. *"Not very many restaurants are open on either Sunday or Monday and that's when tourists are here."*
3. *"The hours businesses are open remains an issue. Many are not open on weekends. The response has been, 'everyone goes to the malls anyway.'"*

Another challenge to be addressed according to several of those interviewed is a non-participatory business community.

1. "It's like pulling teeth..."
2. "Some promotions have only a few participating."
3. "People do not understand the value of the trail."
4. "A few of the businesses in town really get it. Others seem disconnected from the market."

Marketing suggestions were varied but most agreed itineraries with nearby and regional attractions made sense.

1. "My business would offer discounts as part of programs with the Trail Town initiative."
2. "A QR Code which calls up the menu would allow cyclists to order ahead."
3. "Itineraries are good; particularly those that include natural resources. Factor in historic, culture and the arts."
4. "Clear, high quality signage, aggressive Facebook outreach strategies for businesses."
5. "Package as a region."
6. "Bike Racks and a welcoming community are important for this market."
7. "Titusville can be the 'food drop' for long distance trips."

VISITOR'S EXPERIENCE SURVEY (OC-100)

A special visitor's survey was conducted with participants of the Oil Creek 100 (OC-100, a 100 mile long distance race); the results were tallied using an electronic trail user survey. Participants responded to a variety of questions about the town, their family's experience, and the race. <http://fluidsurveys.com/surveys/cycleforward/titusville-visitor-experience-survey/>

Most participants said they were pleased with the conditions, amenities and experience in Titusville. Others gave insightful responses about the hours of business, condition of buildings and quality of services that can be used for positive response.

November 2012

45 respondents – nearly all participants of the OC 100 and a few Drake Well Marathon Participants

NOTE: Some of the questions asked of the visitor survey respondents are similar to questions asked of local stakeholders in the Trail Town Needs Assessment. Where applicable, the local assessment team's responses are noted to compare local and visitor perceptions. The complete results of the Trail Town Needs Assessment are available in a separate document.

Did you or your family visit Titusville's downtown area when visiting for your most recent race event or training experience?

Response	Chart	Frequency	Count
Yes		91%	41
No		9%	4
Total responses:			45

If you did not visit the downtown area, was it because (check all that apply):

Response	Chart	Frequency	Count
You did not feel enticed to visit town		29%	2
You did not know what products or services would be available, so you packed all that you needed		71%	5
You were focused on your race event and not looking to spend time in town		57%	4
Total responses:			7

If you did visit the downtown area, did Titusville's business district feel distinct or special?

Response	Chart	Frequency	Count
Yes		62%	25
No		38%	15
Total responses:			40

100% of the local assessment team responded "no" to the similar Assessment question D1.

Did Titusville appear economically healthy?

Response	Chart	Frequency	Count
Yes		40%	16
No		60%	24
Total responses:			40

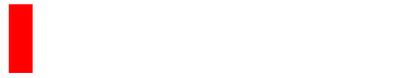
100% of the local assessment team responded "no" to the similar Assessment question D2.

Did Titusville feel safe?

Response	Chart	Frequency	Count
Yes		98%	40
No		2%	1
Total responses:			41

100% of the local assessment team responded “yes” to the similar Assessment question D3.

Was a walk through the business district generally a pleasant experience?

Response	Chart	Frequency	Count
Yes		95%	39
No		5%	2
Total responses:			41

100% of the local assessment team responded “yes” to the similar Assessment question D4.

In general, did buildings and storefronts appear to be well-maintained?

Response	Chart	Frequency	Count
Yes		66%	27
No		34%	14
Total responses:			41

To the similar “In general, are vacant storefronts reasonably maintained? (D6)” the entire local assessment team responded “maybe” (meaning “some are, some aren’t”). The full team responded the same (100% “maybe) to Question D14, “Are storefronts maintained?”

Were you easily able to find information on Titusville or the region while doing your trip research?

Response	Chart	Frequency	Count
Yes		82%	33
No		18%	7
Total responses:			40

Were you easily able to find information on Titusville or the region after you arrived to the area?

Response	Chart	Frequency	Count
Yes		62%	23
No		38%	14
Total responses:			37

Was there adequate way-finding (directional) signage for you as a motorist?

Response	Chart	Frequency	Count
Yes		74%	32
No		26%	11
Total responses:			43

100% of the local assessment team responded “no” to the similar Assessment question T4.

Was there adequate signage (business information, interpretive signage) for you as a pedestrian?

Response	Chart	Frequency	Count
Yes		68%	26
No		32%	12
Total responses:			38

Did you have cell phone reception while:

	Yes	No	Total Responses
In town	39 (91%)	4 (9%)	43
On local trails	10 (26%)	28 (74%)	38

Did business hours generally match your needs?

Response	Chart	Frequency	Count
Yes		81%	34
No		19%	8
Total responses:			42

100% of the local assessment team responded "no" to the similar Assessment question B2.

Generally, were you greeted warmly when you visited local businesses?

Response	Chart	Frequency	Count
Yes		98%	42
No		2%	1
Total responses:			43

80% of the local assessment team responded "yes" to the similar Assessment question B4.

Were you able to find publicly-accessible restrooms, in businesses or otherwise?

Response	Chart	Frequency	Count
Yes		79%	31
No		21%	8
Total responses:			39

60% of the local assessment team responded "yes" to the similar Assessment question B9.

What of the following services WERE NOT available in Titusville during your visit?

Response	Bar Graph	Percentage	Count
Coffee shop		31%	8
Ice cream / Candy shop		23%	6
Family-style restaurant		8%	2
Bar or tavern		4%	1
Vending machines		8%	2
Restaurant with liquor service		4%	1
Restaurant with outdoor seating		54%	14
Restaurant serving local and seasonal foods		35%	9
Hotel or Inn		15%	4
Bed and Breakfast		8%	2
Hostel		23%	6
Nearby Camping		4%	1
Outfitter / sports equipment and rentals		69%	18
Convenience store		4%	1
Access to public email service		19%	5
24 hour ATM		8%	2
Public Transportation / taxi service		35%	9
Retail shops		35%	9
Souvenirs		35%	9
Urgent Care Center (such as a Walgreen's Take Care Clinic)		27%	7
Drug store / Pharmacy		4%	1
Total responses:			26

It is worth noting that when asked what could have made their visits to Titusville better, the most common response was (paraphrased) "Nothing, everything was fine!" Additionally, several respondents noted how much they enjoyed the people, the hospitality, and the area in general.

TRAIL TOWN NEEDS ASSESSMENT

On November 13, 2012 a trail town needs assessment meeting was held with the steering committee. This meeting included a walk-about through the community to evaluate the City of Titusville through the eyes of a visiting trail user. Teams were briefed on what typical trail user's value and were provided with an assessment check list.

Other members of the team reviewed the four selected streets for the best way to connect the trail to town central. Perry, Franklin, Martin, and Brown were reviewed and compared. Martin was favored for a variety of reasons: low ADT and truck route activity, accessibility and safety, a wide road favoring low cost for implementation, and a direct route to town central.

The Trail-to-Town Route Decision Matrix can be found in the Appendix along with detailed plans for bike lane implementation.

After the walk-about through the city, we met with the committee and completed a debriefing and held an assessment review session; most common were the following responses:

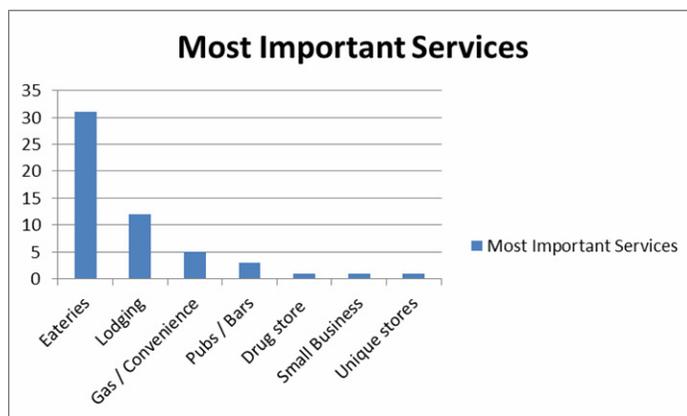
- » What's Great about Titusville- school district, university, hospital, strong volunteerism, safety, compact business community
- » Opportunities for Improvement- retail shops, welcome center, bike shop/outfitter, business hours convenient to recreation/trail users, general appearance of business district

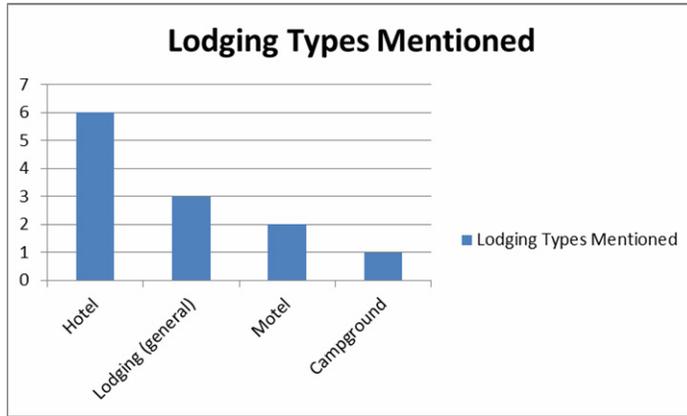
RESULTS OF THE TRAIL TOWN NEEDS ASSESSMENT

The Trail Town Needs Assessment exercise provided key insights into how local stakeholders perceive their community and how well it addresses visitor needs. A suggestion during the assessment debrief discussion to survey recent visitors has proven to be a great opportunity for outsider insight to both challenge and validate local perceptions.

Generally speaking, the local assessment team was harsher in its perceptions of Titusville than the recent visitors were. It has been invigorating to work with a team that wants to hold the community to high standards, as this will lead to substantive improvements as this project continues. However, it has been helpful to learn that visitors are not as critical of Titusville and its offerings and generally enjoyed their visits. Any improvements pursued moving forward will only enhance their return visits and those of out-of-town trail users.

What types of business services were most important to you when visiting Titusville?

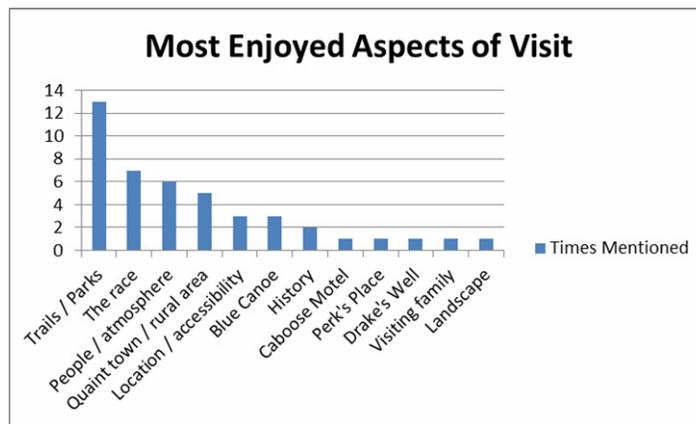




Additional insights:

- » The Blue Canoe was mentioned three times, and one respondent specifically stated, “The Blue Canoe is worth the drive alone.”
- » A casual coffee shop, eateries open on Sundays, and eateries open for breakfast, and “quick, good food” each were mentioned once as important business services.

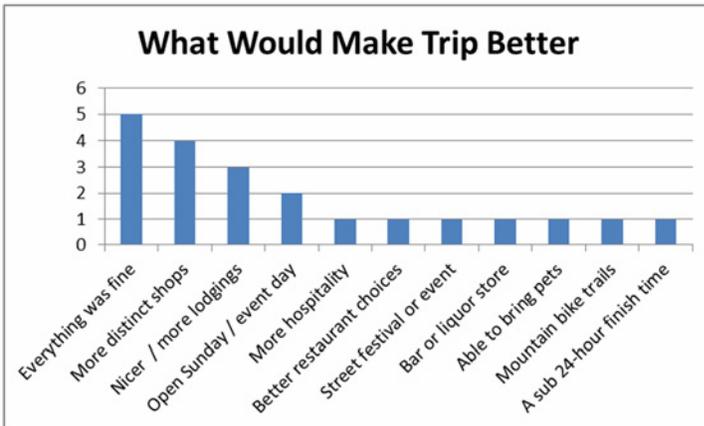
What did you most enjoy about your trip to Titusville?



Specific comments about the people, town and atmosphere:

- » The people were fabulous!
- » Nice little town
- » Great volunteers
- » Small city feel with rich history in a great area
- » Attractive, viable town in a peaceful rural area
- » Quaint town
- » Small town, but with just about everything

What would have made your trip to Titusville better?



Specific comments:

- » Match your market with the race date (not for me, as I run, but for my family who wants to do something during that time).
- » More selection of restaurants, outfitter, shops, drug store, convenience store, not a dead beat town with many abandoned businesses and buildings

LOCAL VERSUS VISITOR PERCEPTIONS

The major discrepancies in visitor and local perceptions were related to:

- » Whether or not Titusville's business district feels distinct or special
- » Whether or not the town appears to be economically healthy
- » The adequacy of way-finding signage
- » Whether or not business hours match customer needs

In all of the above questions, visitor perceptions were far more positive than those of the local assessment team. A direct comparison of responses can be viewed later in this report where the survey responses are shown.

The topics on which visitor and local perceptions were most similar are:

- » Safety of the town
- » Whether or not a walk through the business district is a pleasant experience
- » General maintenance of the buildings and storefronts
- » Whether or not customers are greeted warmly upon entering local businesses
- » The availability of public restrooms

Both groups found the town to be safe, hospitable and generally pleasant. The maintenance of buildings and the need for publicly accessible restrooms are potential areas for improvement.

IMPROVEMENT OPPORTUNITIES

Opportunities for improvement as identified during town assessment exercise, according to the tallied walking assessment results:

- » Gateway signage / public art
- » Establish a local trailhead and parking
- » Bike racks
- » Bike lanes
- » General appearance of buildings and storefronts (Supported by visitor survey results)
- » Enforcement of building codes, sidewalk improvements
- » Expanded business hours (weekends)
- » Improved business signs – hours posted, services stated, clearly visible, professionally designed
- » Information kiosks and improved way-finding signage
- » Availability of visitor information in town
- » Position front-line staff as local ambassadors
- » Cross promotions between businesses
- » “Clean and Green” elements such as picnic areas, native plants, and rain gardens
- » Demonstrate pride in place

Opportunities for improvement and potential projects identified during the assessment debrief discussion:

- » Need retail shops, souvenirs
- » Need a welcome center
- » Need a bike shop and/or outfitter with sporting equipment
- » Business hours need to be expanded
- » General appearance of business district
- » Façade improvements, night lighting
- » Communication and awareness building
- » Bike map (like the example from Pitt’s Main Campus)
- » Way-finding signage
- » Information kiosks
- » New bike racks (or relocation of existing racks)
- » Different style bike racks, “post and ring” style or potentially shaped as oil derricks
- » Establish a trail head
- » Fleming Park improvements

Respondents to the visitor survey made clear that **the most important business services are food followed by lodging.**

The most sought after lodging by this group is hotel / motel. The most noted business services NOT available were:

- » Outfitter / equipment rental (69% of respondents noted this, as did the local assessment team pertaining specifically to bike shops and rentals)
- » Outdoor seating (54%) – *this also was identified in the town assessment*
- » Local and seasonal foods (35%)
- » Public transportation (35%)
- » Retail shops (35%)
- » Souvenirs (35%)
- » Coffee shop (31%)
- » Ice cream / candy shops (23%)
- » Hostel (23%) - *this also was identified in the town assessment*

Other comments regarding what would have made visitors' trips better included:

- » Distinct shops
- » Improved lodging options
- » Sunday hours
- » "Quick, good food"
- » A "casual coffee shop"
- » Eateries open for breakfast

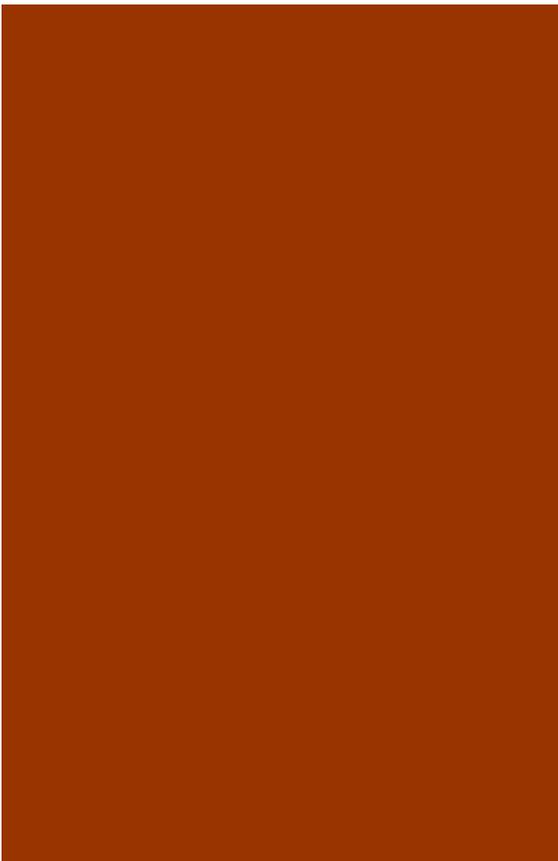
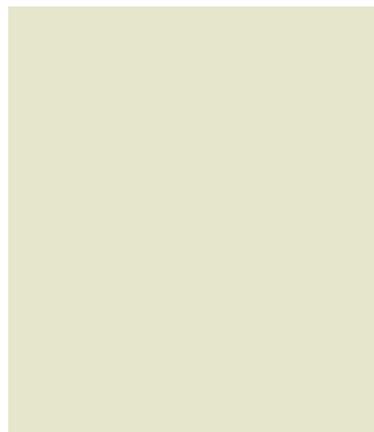
TITUSVILLE TRAIL TOWN ASSESSMENT REPORT

The report shares the findings of the Titusville Trail Town Needs Assessment completed by local stakeholders, as well as the Visitor Survey completed by 45 recent visitors that participated in the OC-100 and Drake Well Marathon races. Below are Assessment Report excerpts, refer to Appendix for complete Trail Town Assessment Report and Findings.

It was determined that in Titusville the following items need to be addressed:

- » Streetscape, general building appearance improvements
- » More business open on weekends; hours posted
- » More bike racks, bike lanes
- » More B&B's and other types of lodging
- » Bike rental in town
- » Expanded outfitter services (and for winter sports)
- » More retail shops, souvenirs
- » Visitor information, signage, informational kiosks
- » Outdoor cafes and more restaurant offerings (seasonal foods)

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>NCR 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.

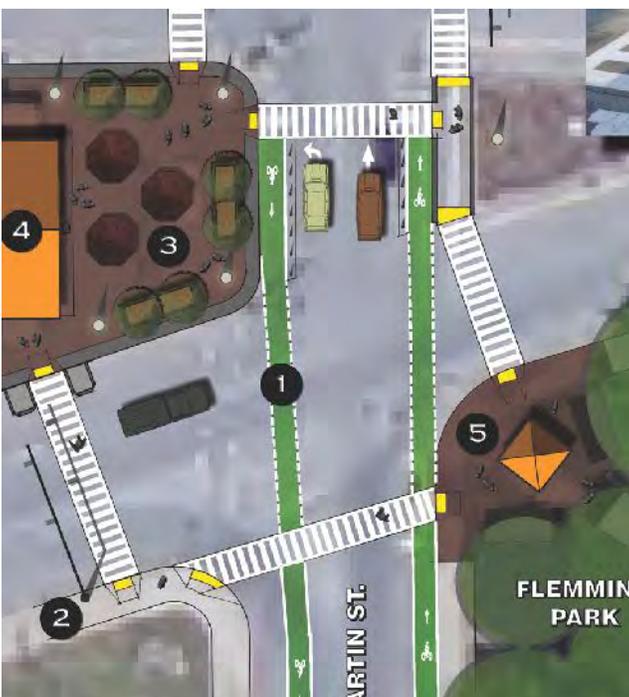
Refer to *Route Matrix in Appendix for details and criteria for selection.*

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:

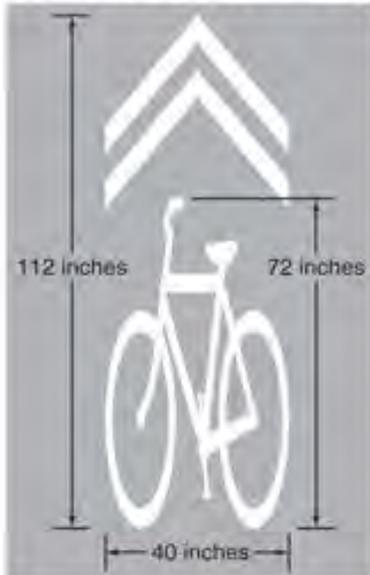
- » Park and open space enhancements- safety and accessibility improvement are required and should include opening up the space, physically and visually to provide access for large events; this would be a great space to hold town festivals and to host community bicycle events- a meeting place to start 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/htm/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.

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.

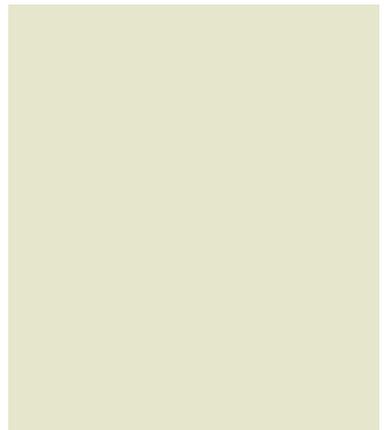
Phase - 4 includes additions of bike racks, billboards, private investment encouragement (retail outfitter shops, business hours, general appearance improvements, façade and lighting improvements; these projects are budgeted at \$10,000+, with many projects being funded through private investment and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

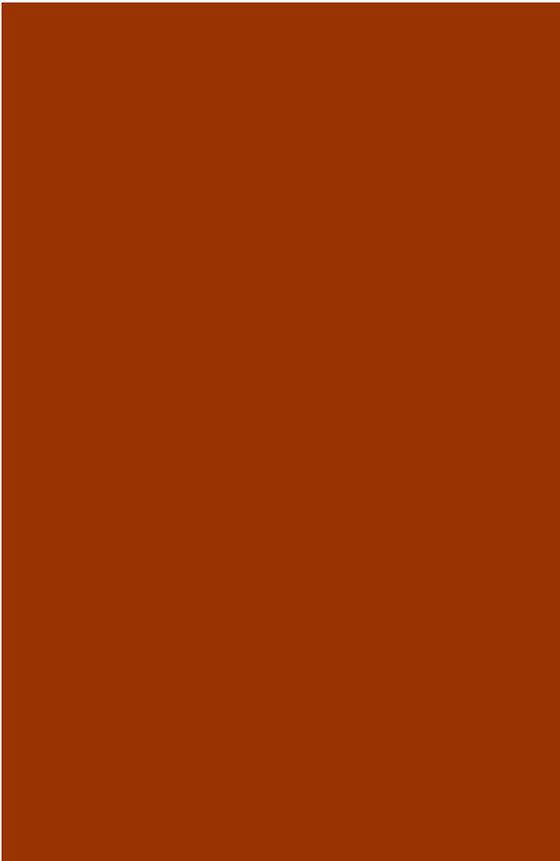
During the public meeting the project already gathered support and pledges from the following organizations:

- » 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

CHAPTER 7 . SUMMARY & CONCLUSION



Titusville - 'A Trail Town'



TITUSVILLE - 'A TRAIL TOWN'

The first step for Titusville is to organize a Trail Town Action Team and begin to call Titusville a “trail town”; and then strive to live up to that title. The steps in doing so have been outlined over the last several months, include both a business attraction strategy as well as visitor attraction strategy, and are outlined in this report.

Essential to a successful trail town is the recognition that the visitor is also a potential business owner or resident. With that understanding, the business attraction strategy integrates cleanly with tourism marketing.

The Top 20 projects are to be started immediately with the formation of the Trail Town Action Team. There are a variety of project types offering an opportunity for all community members to get involved.

Several of the Top 20 projects are ‘low hanging fruit’ and can be started in cooperation with existing Titusville organizations and with small budgets. An example project is promoting and hosting community bicycle rides along the trail and the trail-to-town route. This will get the public to begin to see Titusville from a cyclist’s view and get people on the street using the system.

The first infrastructure project recommended is to sign the gateways and the trail at the approaches to Titusville, quickly followed by constructing the trail-to-town route along Martin Street. The trail-to-town route includes the crossing signal at Diamond Street and Central Avenue. Many of the other marketing, business and promotional efforts could be developed simultaneously during this first year to complete the Top 20.

Successful Trail Towns increase economic opportunities for existing businesses, attract new businesses and investors; create safe routes for pedestrians and bicycles; provide for ‘Complete Streets’ in the community; promote outdoor recreation, healthier lifestyles and create a welcoming and friendlier community. People begin again to see each other face to face- outside of the car windshield- and begin to socialize with their neighbors, students, visitors, and tourists.

Social and Economic Benefits - A walk-able and bike-able community offers multiple transportation choices to all citizens regardless of age, ability, or socio-economic status; provides for healthier travel choices (walking and bicycling); and, increases access to employment centers and community resources.

Implementing the recommended trail town projects will improve Titusville’s public streets for walkers, cyclists, and motorists and create a safe and attractive corridor to welcome trail users and visitors to Titusville’s restaurants, shops, services and attractions.

Trail Towns also add value and benefit to the entire City:

- » Trail Towns are places with a high quality of life, where people want to live, work, and visit. Community redevelopment is focused on street corridors and community spaces: outdoor eateries, sidewalk cafes, town centers, and gardens spaces. Trail town projects add value and improve the safety, and the aesthetic to the streets.
- » Trail Town welcomes walkers, hikers, and cyclists by providing safe accommodations for travel and encouraging people to bike and hike for transportation and recreation.
- » Encouraging bicycling and walking is a simple way towards improving public health. With more people cycling and walking communities experience reduced traffic demands, improved air quality and greater physical fitness.
- » Building such a community can translate into a more connected, physically active, and environmentally sustainable community that enjoys increased property values, business growth, increased tourism, and more transportation choices for citizens.

Titusville already has the tree lined streets, handsome historic buildings, natural scenic beauty and access to a plethora of historical & cultural resources that make it attractive. Becoming a trail town and a bicycle friendly community will only add value to the City as a complete community and a great place to live, work, and play.

The Next Step

- » *Complete a detailed engineering plan for the bike route and the trail-to-town route*
- » *Design and install the gateway and wayfinding signs*
- » *Implement the marketing and business expansion plans*



The Mackin-McCollom team would like to thank all of the volunteers, agencies and public officials who provided ideas, guidance and leadership to this master plan project.

Titusville is poised to become a successful Trail Town, but to realize the benefits of such a designation, implementation must quickly follow. We urge the Titusville Trail Town Action Team to complete a detailed engineering plan for the bike route and trail-to-town route, gateway and wayfinding signs, and begin the marketing and business expansion plans. Momentum will continue to grow as these projects are completed.

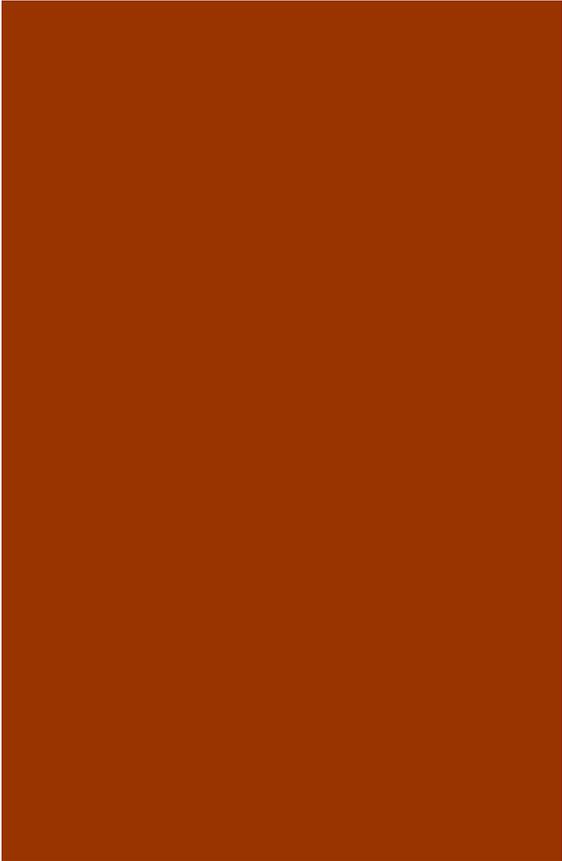
We would welcome any future opportunities to work with Titusville in the implementation of the projects. We look forward to Titusville's success - as a complete community and vibrant trail town.

Sincerely,

*Robert W. Genter, RLA, ASLA
Director- Land Development Services
Mackin Engineering Company
Phone: 412.788.0472
rwg@mackinengineering.com*

*Cathy McCollom, Principal
McCollom Development Strategies LLC
Phone: 814.395.9139
csm@mccollomds.com*

APPENDIX



- Sources
- Maps
- Meeting Minutes
- Trail Town Assessment & Business and Marketing Strategy
- Visitors Experience Survey (OC-100)
- Titusville Trail Town Master Plan - Infrastructure Projects
- 50 Recommended Titusville Trail Town Projects
- Titusville Trail Town Top 20 Projects
- Priority Project Budgets
- Trail-to-Town Route Comparison Chart

SOURCES

Potential Marketing & Project Partners

- » Titusville Chamber of Commerce
- » Titusville Redevelopment Authority
- » Titusville Renaissance Incorporated
- » Leisure Services
- » Take Pride in Titusville
- » School District and Pitt-Titusville
- » Oil Region Alliance of Business, Industry & Tourism
- » Crawford County Visitors Bureau
- » PA Department of Conservation and Natural Resources
- » Erie to Pittsburgh Trail Alliance
- » The State of Pennsylvania is now pursuing projects with a ‘nature based place making’ goal; this project fits well into that category; appropriately scoped to receive funding. This is an opportunity to tap additional funding and technical sources.
- » Bicycle Friendly Community (BFC) through the League of American Bicyclists Program. The BFC Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling.

Potential Project Partners and Funding Partners

The projects recommended in this report can become overwhelming when viewed in their entirety. However, the ability for Titusville to break down the long range vision of the Trail Town Plan into smaller component projects makes implementation more manageable.

Regardless of which project is being discussed, the primary concern for the City of Titusville and the Trail Town Action Team is going to be how to fund the improvements.

The following is a list of potential funding partners, resources and grant opportunities available:

- » US Department of Transportation, Moving Ahead for Progress in the 21st Century Act (MAP-21) , map21@dot.gov, Transportation Alternative Program (TAP)
- » Pennsylvania Infrastructure Investment Authority (PennVEST) - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/pennsylvania-infrastructure-investment-authority>
- » PCTI- Pennsylvania Community Transportation Initiative (PennDOT) [smart-transportation.com](http://www.smart-transportation.com)
- » First Industries Fund - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/first-industries-fund>
- » Infrastructure Development Program - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/infrastructure-development-program>
- » Water Supply and Wastewater Infrastructure Program - <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/water-supply-and-wastewater-infrastructure-program-pennworks>
- » Department of Conservation and Natural Resources (DCNR) Community Conservation and Partnership Programs (C2P2) - <http://www.dcnr.state.pa.us/brc/grants/indexgrantsinstruct.aspx>
- » Pittsburgh History and Landmarks Foundation - <http://www.phlf.org/programs-and-services/main-and-elm-street-programs/>
- » Pennsylvania Downtown Center - <http://www.padowntown.org/>
- » Recreational Trails Program- <http://www.fhwa.dot.gov/environment/rectrails/>
- » Pennsylvania Fish and Boat Commission (PFBC)- <http://www.fish.state.pa.us/grants.htm>
- » The Sprout Fund – <http://www.sproutfund.org>

- » Pennsylvania Council on the Arts - <http://www.pacouncilonthearts.org/>
- » Private Utility Companies, Large Employers in the Area and Marcellus Shale Mining Companies.
- » Foundation Center - <http://foundationcenter.org/> Directory available for purchase that lists all public foundations, past giving practices, coverage area, minimum and maximum grants, application instructions and each foundation's primary focus. This is a national directory that can be researched by topic, state, etc.
- » The Northwest Regional Planning and Development Commission
395 Seneca Street; PO Box 1127; Oil City, PA 16301
Ph: 814-677-4800; <http://www.nwcommission.org>

Other Potential Funding Sources

- » Grants (government funding programs, corporate grants, and private foundations)
- » In-Kind Services/Donations
- » Corporate Giving
- » Fundraising Programs and Private Donations

Grants - There are a number of public and private grant sources, including foundations that provide funding for trails. However, it is important to note that most trails are constructed as a result of local efforts and it will take a strong commitment to raise money to provide the matching funds often required.

In-Kind Services/Donations - Many grant sources will accept in-kind services as a replacement for cash matches. The project sponsor, municipal department of public works, and the local trail association may have resources at their disposal that can be turned into in-kind services. Examples of in-kind services/donations for a trail project include:

- » Building materials
- » Equipment use/rental/purchase
- » Professional expertise
- » Meals for volunteers

Corporate Giving - The National Trails Training Partnership (<http://www.americantrails.org/resources/funding/Funding.html>) provides useful information regarding asking corporations to donate money for trail projects.

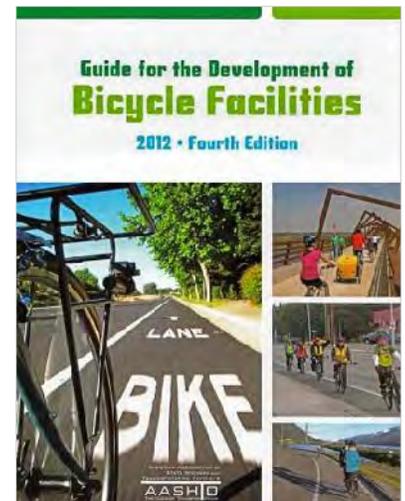
"Treat them exactly the same way you would a private donor or a foundation. Do not overlook the biggest and the smallest businesses in your community. Corporate citizens like to be a visible, viable part of where they do business. Really, really keep an open mind when approaching businesses. All types of 'givers' generally receive MANY more requests than they can fund. Being turned down does not mean the 'ask' wasn't worthwhile-- only that there were too many projects for them all to be funded."

Historic Tax Credits - Historic tax credits provide incentive for developers interested in making improvements to eligible structures. Tax credits up to 10% are available for buildings over 50 years old, and the credit reaches 20% if the building is on the historic registry. A workshop for the real estate community and older building owners is a beneficial way to inform those individuals about historic tax credits. The Pittsburgh History and Landmarks Foundation is a good source for information regarding charitable donations that accompany buildings sold for less than market value.

Potential Technical Sources

Technical Sources for Safety and Regulatory Compliance

- » AASHTO, American Association of State Highway and Transportation Officials, [Guide for the Development of Bicycle Facilities](#)
- » NACTO, National Association of City Transportation Officials, (<http://nacto.org/cities-for-cycling/design-guide>)



- » FHA, Federal Highway Administration
- » PennDOT, Pennsylvania Department of Transportation
- » ITE- Institute of Transportation Engineers
- » ADAAG- United States Access Board, for the revised ADA Accessibility Guidelines
- » US Department of Transportation
- » Complete Streets. Web. 27 Nov. 2009. (<http://www.completestreets.org>).
- » Manual of Uniform Traffic Control Devices (MUTCD) Chapter 9B, MUTCD 2009 Edition, for Shared Lane Markings. Source: <http://mutcd.fhwa.dot.gov/htm/2009/part9/part9c.htm#figure9C09>
- » All signs and markings are to comply with MUTCD standards, PennDOT Publication 236, Publication 111, and any applicable PennDOT Publications

Bicycle Sources - Planning, Design and Promotions

- » Advocacy Advance (passionate advocates for bicycling and walking): www.advocacyadvance.org
- » League of American Bicyclists - Bicycle Friendly Community Program, www.bikeleague.org
- » Bikes Belong.org and People for Bikes.org



peopleforbikes.org

- » Bike Commuting 101, Bike Pittsburgh web page at www.bikepgh.org;
Bike Pittsburgh - 188, 43rd Street, Suite 1, Pittsburgh, PA 15201
- » Adventure Cycling Association: www.adventurecycling.org
- » Pro Walk, Pro Bike: www.bikewalk.org
- » America Walks: www.americawalk.org
- » Pedestrian and Bicycle Information Center, www.pedbikeinfo.org, www.walkinginfo.org, www.bicyclinginfo.org
- » Active Transportation Alliance: www.activetrans.org
- » Association of Pedestrian and Bicycle Professionals: www.apbp.org
- » National Complete Streets Coalition: www.completestreets.org
- » Bicycle Parking Guidelines: www.apbp.org
- » Bicycling (how to, rules, safety programs) at PA Commutes: www.pacommuter.com

Keep the following things in mind when preparing grant applications to obtain funding for improvement projects:

- » Multi-municipal plans are favored.
- » DCNR favors connecting regional bicycle trail systems and favors projects along regional trail systems.
- » Volunteer and in-kind services should be utilized as matching funds when applying for State grant funding.
- » Green infrastructure and sustainable design projects are preferred.

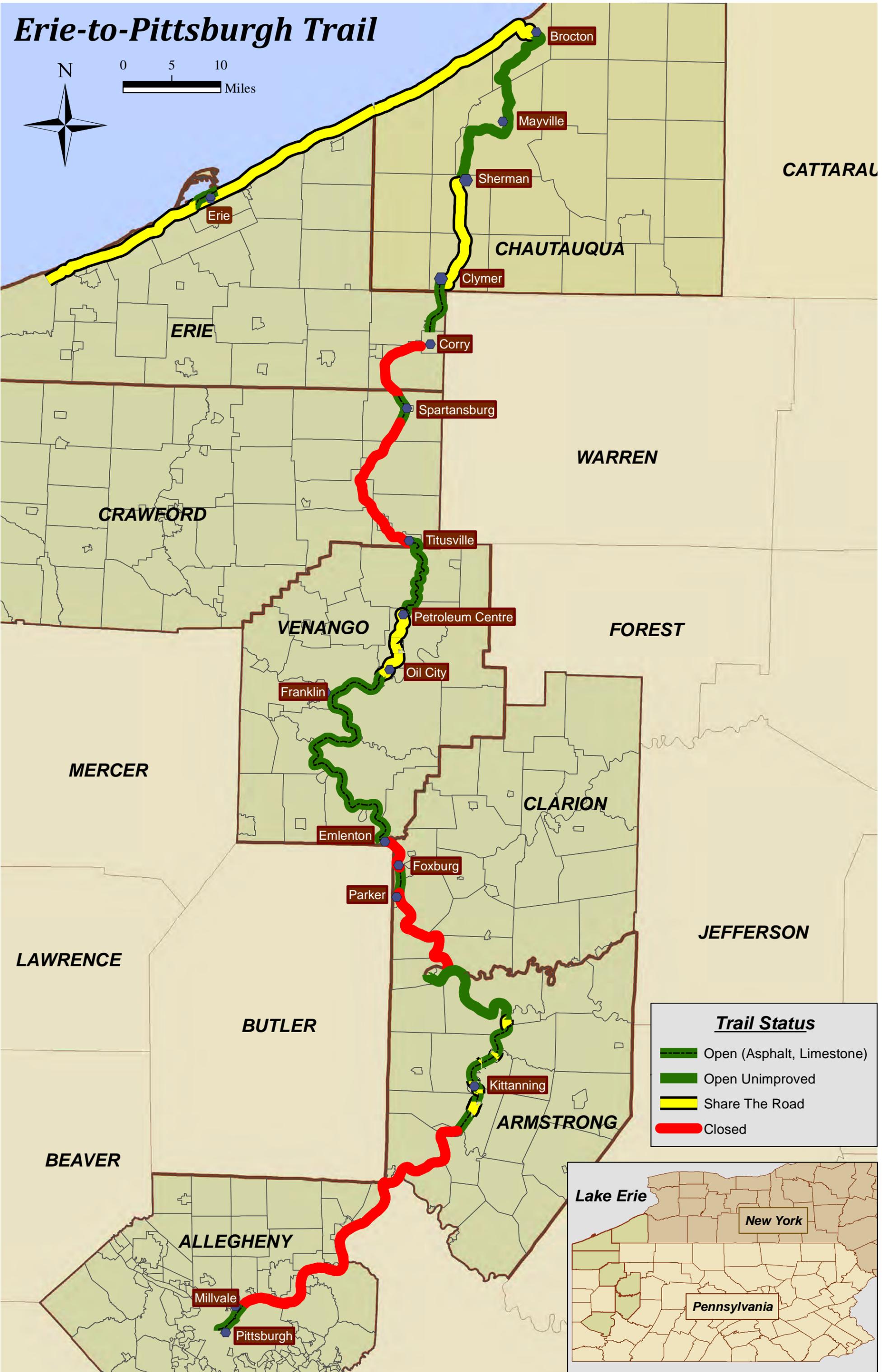
ERIE TO PITTSBURGH TRAIL ALLIANCE (EPTA)
MAP & NORTHERN EPTA MAP



Erie-to-Pittsburgh Trail



0 5 10
Miles



Trail Status

- Open (Asphalt, Limestone)
- Open Unimproved
- Share The Road
- Closed





Erie-to-Pittsburgh Trail North

Counties of Erie, Chautauqua, Crawford, Venango
Please only ride trails that are currently open to the public.
Contact the individual trail groups for further information.

Contact:

Erie-Western Pennsylvania Port Authority
1 Holland Street Erie, PA 16507
814-455-7557
www.porterie.org

Chautauqua Rails to Trails, Inc.
P.O. Box 151, Mayville, NY 14757
716-269-3666
crtt@fairpoint.net
www.chaurtt.org

Northwest PA Trails Association
P.O. Box 9401, Erie, PA 16505
info@nwpatrail.org
www.nwpatrail.org

Clear Lake Authority
P.O. Box 222, Spartansburg, PA 16434
814-654-7451

Titusville Leisure Services
714 East Main Street
Titusville, PA 16354
814-827-3741
jbeehey@tbscc.com

Oil Creek State Park (PA DCNR)
305 State Park Road, Oil City, PA 16301-9733
814-676-5915
oilcreeksp@state.pa.us
www.dcnr.state.pa.us/stateparks/parks/oilcreek.aspx

Oil Region Alliance of Business, Industry & Tourism
217 Elm Street, Oil City, PA 16301
800-483-6264
www.oilregion.org

Allegheny Valley Trails Association
P.O. Box 264, Franklin, PA 16323
814-677-3152 Ext. 116
dfrawley@oilregion.org
www.avta-trails.org

*Share the trail,
Respect other users,
Enjoy your trip!*



Erie to Pittsburgh Trail

Local Status

- Open (Asphalt, Limestone)
- Open Unimproved
- Share The Road
- Closed

ELK

MEETING MINUTES

Kick Off Meeting

Assessment Meeting

Business Meeting

Public Open House

Titusville Trail Town Master Plan for the City of Titusville

Sponsored by the Titusville Redevelopment Authority

Managed by the Council on Greenways and Trails

Kick-Off Meeting October 26, 2012

Welcome

Introduction of the Mackin Engineering Company and McCollom Development Strategies

What is a Trail Town? & Benefits of a Trail Town

Project Schedule and Meetings (October to April)

- 1) October 26th - Kick Off Meeting
- 2) November 13th- Economic Development Plan (Walkabout at 3pm)
- 3) January- Business Attraction Strategy
- 4) March- Master Plan Open House

Project Scope of Work

- 1) Kick-Off Meeting: Review Existing Conditions; Existing Markets and Businesses; and Identify Issues and Opportunities; begin phone interviews.
- 2) Economic Development Plan- Walk-About, Trail Town Assessment, Task Force
- 3) Business Attraction Strategy- Marketing and Business Development Plan & GAP Analysis
- 4) Master Plan Open House- Master Site Plan and Business Strategy Forum

Deliverables

- 1) Priority List of Projects including associated costs, funding sources & technical assistance
- 2) Projects may include: Capital Improvements and Infrastructure, Programs, Training, Business Development and Marketing Plans
- 3) Pull-Out Sections may include: Real Estate, Business Marketing, Investment Offerings, Renderings and Map of Master Site Plan.

Contacts:

Robert Genter, RLA, ASLA at rwg@mackinengineering.com

Cathy McCollom, csm@mccollomds.com

SIGN-IN SHEET

NAME	ASSOCIATION	EMAIL
Deb Eckelberger	TRA	deckelberger@tcda.org
SHAWN SAMPSON	TASD	SSAMPSON@gorockets.org
Jay Reese	TAC	J.reese@earthlink.net
Merrilyn Cushman	Titusville Arca Hospital	mcushman@titusville hospital.org
Kelly Evans	owner, Perk' Place Cafe'	perkplacecafe@ zoominternet.net
Leah Carter	TRI/C6+T	lncarter1012@ gmail.com
Checka Lemwall	UPT	lemwall@pitt.edu
Debra Frawley	Council on Greenways & Trails	dfrawley@oil region.org

BECOMING A TRAIL TOWN

Let's Create Your Trail Town Vision and Strategy

TITUSVILLE – A TRAIL TOWN

WHAT IS A TRAIL TOWN?

- A destination along a long-distance trail, whether on a river trail, towpath, water trail or hiking trail – trail users can venture off the trail to enjoy scenery, services and the heritage of a nearby community with its own character and charm.
- A safe place where residents and visitors can walk, bike, find the goods and services they need and easily access town and trail on foot, by bike or by vehicle.
- The trail is an integral part of the community.
- Trail towns are linked by the trail corridor.
- A place where trail users may pass on a day trip or longer distance trek or may park to access the river or trail.



HOW DO YOU BUILD A TRAIL TOWN?

- § **ORGANIZE:** Create a trail town action team
- § **DESIGN:** Visually improve your town's appearance and connect to the trail
- § **BUSINESS GROWTH & ATTRACTION:** Educate business to the market. Actively attract new businesses.
- § **MARKET:** Position and brand your town as a welcoming center.

BENEFITS OF A TRAIL TOWN

ECONOMIC

Increased 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

Trail users are also potential investors



CONFLUENCE, PA – Population 754

A bike shop was opened by a couple from Virginia. They discovered the town while cycling the Great Allegheny Passage. They purchased and renovated an old department store on the town square, in addition to the bike shop. The building also houses offices for a Pittsburgh attorney who also discovered the town while on the bike trail. The second floor of the building is being renovated into apartments. The couple also purchased a home in

town as did their sister and brother-in-law.



CUMBERLAND, MD

The former mayor attributes the spectacular growth of the downtown (an occupancy rate now over 80% from its former 25%) “out-of-towners” who first became aware of the town from biking through it.

QUALITY OF LIFE FOR RESIDENTS



Creation of Pedestrian Spaces and Safer Travel Corridors- 'Safe Routes to School'

Social and Economic Benefits- *A walk-able and bike-able community offers multiple transportation choices to all citizens regardless of age, ability, or socio-economic status; provides for healthier travel choices (walking and bicycling); and, increases access to employment centers and community resources*

PROPERTY VALUES INCREASE

Studies have shown that property values generally increased with proximity to a trail.

Manion Trail, IN: 14% higher sales price for home near a trail

Pinellas Trail: Prices have escalated faster for homes near a trail

Near Pittsburgh in Peters Township, PA- Real Estate firms advertise "close to the Montour Trail"



The Trail Town Story

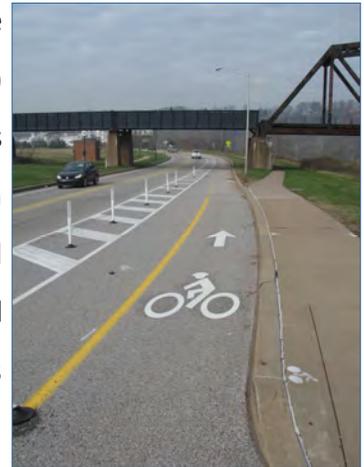
The number of people experiencing the outdoors is increasing each year. Twenty and thirty year olds flock regularly to land and water trails; baby boomers, leading longer and healthier lives, are seeking outdoor experiences in record numbers. With increasing frequency, both individual residents and businesses locate where trails and rivers are accessible.



A long trail, greenway or river represents a recreational/tourism corridor and can offer new opportunities for your community. Visitors to these areas need services; they are looking for restaurants, lodging and sundry supplies. While these visitors are drawn to the natural element,

they are also interested in welcoming communities that can make their journey a pleasant one.

The economic benefit to trail towns is well documented. Trails like the Great Allegheny Passage (McKeesport, PA to Cumberland, MD) documented a \$40 million impact on businesses in the counties through which it passes. Pine Creek Trail, a 62-mile trail in north central Pennsylvania determined the average expenditure of a trail user was \$30.36 and the impact from this trail in bordering trail communities in 2009 was \$3.6 Million. Other significant trails report similar findings.



Navigable river corridors offer the same opportunities for nearby communities prepared to actively attract and welcome visitors. The 128-mile Schuylkill River Trail discovered in a 2009 study that its river recreational opportunities had a \$3.6 million impact on business in nearby communities.



The goal of a Trail Town is to be a welcoming stop where visitors can experience an authentic community with a strong heritage and a solid conservation ethic.

To launch such a place, a core group of volunteers dedicated to a healthy downtown join together to craft a plan of action to ensure that their community will be in a position to offer visitors the services and amenities of the river and/or trail as recreation as well as a community which embraces conservation and sustainable development.

If done effectively, a Trail Town will reap the economic benefits of the growing heritage tourism and recreation market.

Titusville Trail Town Master Plan- Mackin Engineering Company & McCollom Development Strategies

rwg@mackinengineering.com and cathymac01@gmail.com

PROJECT TITUSVILLE TRAIL TOWN JOB NO. 11.13.12
ASSESSMENT

SIGN - IN SHEET

NAME ASSOCIATION/BUSINESS EMAIL

Tim McGro Retired/TASD TmCgro@Gorockets.org

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Bill Kiel Titusville Herald freemason48@verizon.net

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Joe Roddy TRI jroddy@wmf-inc.com

Jay Heese TCC

Jeremiah Morrison Trail User jeremiah.andrea@gmail.com

Deb Eckelberger TRA

Leah Carter TAT

Marilynn Cushman TAtHospital mcushman@titusvillehospital.org

~~Bob Genter~~

Amy Camp

Deb Frawley CGT

Titusville - A Trail Town Master Plan Assessment Meeting - Tues., Nov. 13, 2012

Interested in business opportunities, safer streets, and outdoor recreation?

Then don't miss this opportunity!

Mackin Engineering and McCollom Development Strategies will discuss the benefits of becoming a trail town.

All residents, business owners, cyclists & outdoor recreation enthusiasts, and municipal officials are encouraged to attend. ***Dress for outdoor walking.***

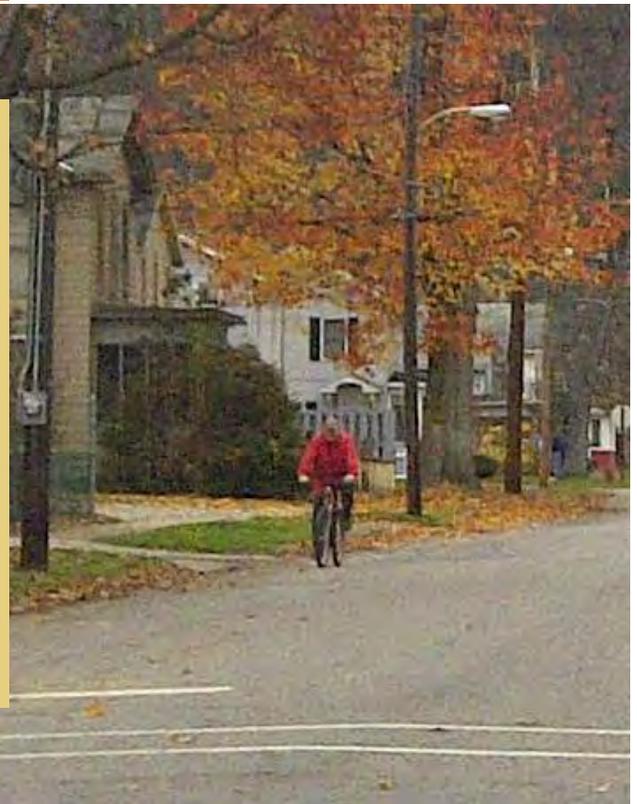
The project is funded in part by a grant from DCNR.

Where:	Titusville Redevelopment Authority <i>The conference room on the 4th floor of Towne Square; Titusville, PA (dress for outdoor walking)</i>
When:	3:00pm—5:00pm
	<ul style="list-style-type: none"> • See your town through the eyes of a trail town visitor • Assess the town's amenities, the walking and bicycling routes, its' strengths and opportunities • Learn how Titusville can capitalize on the growing outdoor recreation and tourism economy
Contact:	Debra Frawley, <i>Project Manager</i> 814-677-3152 Ext. 116 or dfrawley@oilregion.org

The 8 small towns along the Great Allegheny Passage Trail have seen 55 new businesses, 227 new jobs and over \$40 million in annual economic impact since the trail town program started.

The Torrey C. Brown Trail in Maryland, only 21 miles long, calculated 800,000 visitors in 2004 and a \$5.2 million economic impact.

The former mayor of Cumberland Maryland attributes the spectacular growth of the downtown (an occupancy rate now over 80% from its former 25%) to "out-of-towners" who first became aware of the town from biking through it.



Meeting Minutes
Business Strategy Meeting January 24, 2013
Titusville Trail Town Master Plan for the City of Titusville
Sponsored by the Titusville Redevelopment Authority
Managed by the Council on Greenways and Trails

Refer to attached sign-in sheet for attendance

Welcome and Introduction of Mackin Engineering and McCollom Development Strategies

Review of past tasks/ project meetings:

- October 26th - Kick Off Meeting
- November 7th - Engineering Field Review of Town & Trail-to-Town Alternative Alignments
- November 13th - Trail Town Assessment and Town Council Presentation
- *January 24th - Business Strategy and Trail-to-Town Route Presentation*
- March – Public Open House and Presentation of the Titusville Trail Town Task Force

Review of the Trail-to-Town Route and list of community projects

1. Queen City Trail and trail-to-town route connection; presentation of plan details for the selected route
2. Signing for motorists: gateway signs 'trail town' placards, directional, trail access and trailhead parking.
3. Signing for cyclists and trail users: directional & wayfinding, MUTCD standards for regulatory and safety, Kiosk information.
4. Parking and trailheads
5. Proposed route extensions into the community
6. Recommend implementation of the Walk Works recommendations for 'safe routes'
7. Register with the League of American Bicyclists to be recognized as Bicycle Friendly Community (BFC); to be nationally registered and recognized.

Presentation of the Business Strategy

1. Trail Town Assessment Findings & Report
 - a. Results of the Needs Assessment Findings
 - b. Results of the Stakeholder Interviews (and Results of 100-Mile Runner Survey)
2. Service Gaps and Interview Findings
3. Marketing Plan- collaboration with existing agencies
4. Business Attraction Strategy and Visitor Attraction Strategy
5. Next Steps

6. Trail Town Action Team to be started. We would like to introduce the Action team at the final meeting. This team will carry on the implementation of the project. The Chamber of Commerce is to have a mid-February meeting and respond with **potential Trail Town Action Team candidates**.

7. Trail Town Action Team Categories may include:
 - a. marketing Titusville as ONE VOICE, marketing Titusville with the Oil Region Alliance

- b. Business expansion and filling service gaps
 - c. Trail and route development- education, enforcement, community events, capital projects. Capital project may include: signing, bike route creation, trailhead parking
 - d. Safe routes to school development- education, enforcement, community events, capital projects
 - e. Community space development and redevelopment
 - f. Building façade renovations and community clean up projects
 - g. Other categories will be included in the project report
8. Volunteering Organizations-
- a. Oil Region is volunteering to have a seat on the Action Team and to help coordinate for certain tasks
 - b. SCORE Erie volunteered with 'retired professionals' experience in business to help current business owners succeed.
 - c. Crawford Visitors Bureau pledged \$1,500 to the project and cooperation with marketing
9. Cathy McCollom concluded with- the State of Pennsylvania is now pursuing projects with a 'nature based place making' goal; this project fits well into that category; appropriately scoped to receive funding.
10. Bob Genter added- 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.
11. The Public Meeting Open House (final meeting) is to be scheduled based on results of item #6 above, Chamber of Commerce meeting.

Respectfully submitted,

Robert Genter, RLA, ASLA at rwg@mackinengineering.com
Mackin Engineering Company

TITUSVILLE TRAIL TOWN

BUSINESS STRATEGY MEETING

JAN. 24, 2013
@ 3 PM

ATTENDANCE :

<u>NAME</u>	<u>ASSOCIATION</u>	<u>EMAIL</u>
Tom boyle	Titusville Herald	Tb@Titusvilleherald.com
FRANK HADUK	SCORE - VENANGO BRANCH	VEN193@YAHOO.COM
Narry Fledderman	Retired Banker	palFled@zoominternet.net
LEAH CARTER	TRI	LCARTER1012@gmail.com
kjez@gorockets.org	Titusville School District	Karen Jez
SHAWN SAMPSON	Titusville School Dist	SSAMPSON@gorockets.org
MIKE HENDERSON	QUEEN CITY CAFE	DIADENTAMBRA@HOTMAIL.COM
Ashley Eichhorn - Thompson	Titusville Council on the Arts	tca@zoominternet.net
Kelly Evans	Perk Place Cafe TRI Board member	perkplacecafe@zoominternet.net
Chris Fiely	The Lunch Box Deli Caboose Motel, Inc.	erfiely@yahoo.com
Debra Frawley	Council on Greenway & Trails	dfrawley@oilregion.org
Christa Battin	Titusville Chamber of Commerce	Christab@titusvillechamber.com
Melissa Mann	Donner Well Museum	melissamann@gmail.com
HARRY McMASS	City of Titusville	manager@cityoftitusvillePA.org
MARILYN BLACK	OIL REGION ALLIANCE	mblack@oilregion.org

"OVER"

Juanita Hampton ^{Westport, Vermont}
CUB of Hampton University

Cathy McCowan, McCowan Development Strategies

Amy Camp, " "

Robert Genter, Machine Engineering

Titusville - A Trail Town Master Plan Business Strategy - Thurs., Jan. 24, 2013

Interested in business expansion opportunities, niche markets, and outdoor recreation?

Mackin Engineering and McCollom Development Strategies will discuss the benefits of becoming a trail town.

All residents, business owners, cyclists, outdoor and recreation enthusiasts, and municipal officials are encouraged to attend.

The project is funded in part by a grant from DCNR.



Where:	Titusville Redevelopment Authority <i>The conference room on the 4th floor of Towne Square; Titusville, PA</i>
When:	3:00pm—5:00pm
What:	<ul style="list-style-type: none"> • Trail Town Assessment Findings • Service Gaps • Business Expansion Opportunities • Business Attraction Strategies, and Marketing Opportunities • Trail To Town Route Design • Community Improvement Projects
Contact:	Debra Frawley, <i>Project Manager</i> 814-677-3152 Ext. 116 or dfrawley@oilregion.org



Titusville Trail Town Master Plan for the City of Titusville

Sponsored by the Titusville Redevelopment Authority

Managed by the Council on Greenways and Trails

Open House Final Trail Town Meeting

March 27, 2013 (5pm at TRA Conference Room)

Welcome and Introduction of Mackin Engineering and McCollom Development Strategies

1. Rolling PowerPoint of project during the open house session
 - a. Purpose of the trail town master plan
 - b. Process
 - c. Project activities and data collection
 - d. Findings
 - e. Recommendations- priority projects
2. Informal discussions with attendees
And have ready- Boards and handouts of trail town recommendations and potential projects to begin
3. Formally discuss the Next Steps to implement the trail town project
 - a. Action team
 - b. Action team responsibilities
 - c. Members- potential members- leadership's role

Review of Project Schedule

- 1) October 26th - Kick Off Meeting
- 2) November 7th - Engineering Field Review of Town & Trail-to-Town Alternative Alignments
- 3) November 13th - Trail Town Assessment and Town Council Presentation
- 4) January 24th - Business Strategy and Trail-to-Town Route Presentation; discussion of action team
- 5) March 27th -Public Open House and Presentation of the Titusville Trail Town Task Force

Trail-to-Town Route & Community Projects

1. Preferred Trail-to-Town Route Design
2. Route Matrix Results & Preferred Route
3. Trail Town Community Development and Community Connectivity Projects

Business Strategy

1. Trail Town Assessment Findings & Report

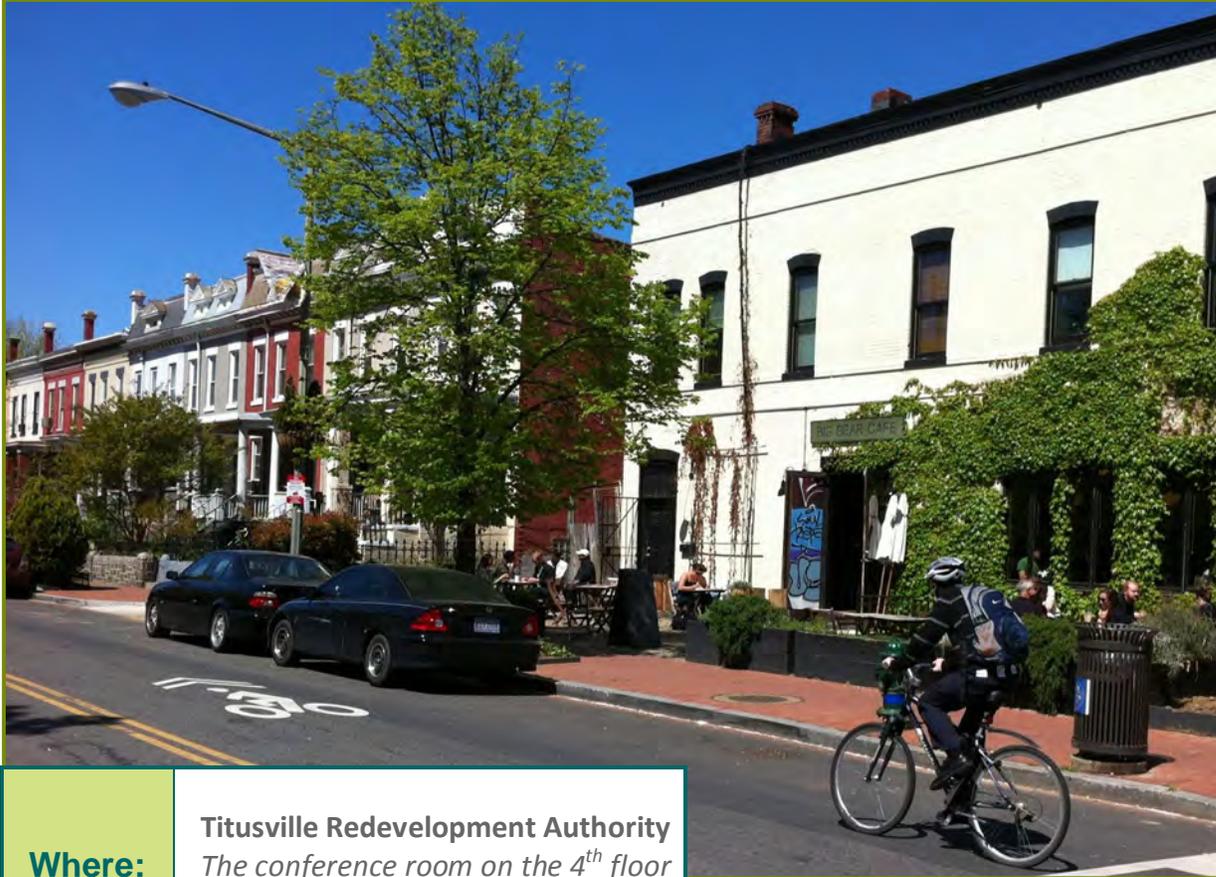
- a. Needs Assessment Findings
 - b. Report on Stakeholder Interview Results (and Results of 100-Mile Runner Survey)
 - c. Service Gaps and Interview Findings
 - d. Marketing Plan
 - e. Business Attraction Strategy and Visitor Attraction Strategy
 - f. Next Steps
2. Trail Town Action Team- Task Force to delegate, manage and carry out projects

Contacts:

Cathy McCollom, csm@mccollomds.com

Robert Genter, RLA, ASLA at rwg@mackinengineering.com

Titusville - A Trail Town Master Plan Final Public Meeting Wednesday, March 27, 2013 at 5pm



Where:	Titusville Redevelopment Authority <i>The conference room on the 4th floor of Towne Square; Titusville, PA</i>
When:	5:00pm—7:00pm
What:	Open House forum to discuss, review and finalize public input for the Titusville Trail Town Project
Contact:	Debra Frawley, <i>Project Manager</i> 814-677-3152 Ext. 116 or dfrawley@oilregion.org

Trail Towns are opportunities for

- safer streets
- community improvements
- business expansions
- healthier lifestyles

Mackin Engineering Company and McCollom Development Strategies will provide recommendations for Titusville to become a successful trail town.

All residents, business owners, cyclists, outdoor and recreation enthusiasts, and municipal officials are encouraged to attend.

The project is funded in part by a grant from DCNR and TRI

TRAIL TOWN ASSESSMENT & BUSINESS AND MARKETING STRATEGY

Stakeholder Interviews

Stakeholder Interviews

A series of 14 interviews were held over a four week period; including six business owners, 4 nonprofit agency representatives and 4 non-local businesses. Six additional businesses were contacted but were not reached despite repeated attempts. One business did respond to an email but did not answer interview questions.

KEY FINDINGS

All but one of those interviewed were aware of the Trail Town initiative and familiar with its goals of increasing outdoor recreational user visits.

A majority felt the goals were achievable and realistic.

- *“We had a couple in a few years ago and they biked in. I asked them how much they spent on their trip in Franklin and Titusville and they said close to \$300.”*
- *“Cycling is the top outdoor recreational draw to the area.”*

Titusville has many outdoor recreational opportunities in addition to biking. This was mentioned by almost all interviewed.

Specifics noted were: Marathons, Fishing and Hunting, Paddling and Kayaking on the dozens of lakes and streams in the region,

- *“Fishing and kayaking are up.”*
- *“The OC 100 was our busiest weekend of the year.”*
- *“Outdoor recreation is good for business. We let bikes into the rooms.”*
- *“We might see 2 to 40 cyclists on any given train ride. We accommodate bikes on the train.”*
- *“Two bike rental potential business interests have won the Entrepreneurs contest in past years. There must be some interest.”*
- *“More and more people look for outdoor recreation mini-vacations.”*
- *“Crawford County now has an outdoor recreational resources and amenities map and guide. They will be distributed through the welcome centers.”*

Titusville also has many attractions which appeal to visitors.

Mentioned by at least one of those interviewed were: Drake Well Museum, Blue Canoe Restaurant, the “Q”, Scenic train ride, Queen City Trail, Business Motel, Historic district.

When asked about what needs to be improved, several mentioned weekend hours.

- *“The hours may not be conducive to visitors.”*
- *“Not very many restaurants are open on either Sunday or Monday and that’s when tourists are here.”*
- *“The hours businesses are open remains an issue. Many are not open on weekends. The response has been, “everyone goes to the malls anyway.”*

Another challenge to be addressed according to several of those interviewed is a non-participatory business community.

- *“It’s like pulling teeth...”*
- *“Some promotions have only a few participating.”*
- *“People do not understand the value of the trail.”*
- *“A few of the businesses in town really get it. Others seem disconnected from the market.”*

Marketing suggestions were varied but most agreed itineraries with nearby and regional attractions made sense.

- *“My business would offer discounts as part of programs with the Trail Town initiative.”*
- *“A QR Code which calls up the menu would allow cyclists to order ahead.”*
- *“Itineraries are good; particularly those that include natural resources. Factor in historic, culture and the arts.”*
- *“Clear, high quality signage, aggressive facebook outreach strategies for businesses.”*
- *“Package as a region.”*
- *“Bike Racks and a welcoming community are important for this market.”*
- *“Titusville can be the ‘food drop’ for long distance trips.”*

Specific interviews follow. The names of those interviewed should not be broadly shared without permission. This data and research is to be used with anonymous attributions only.

STAKEHOLDER INTERVIEWS

Restaurant and Business/Attraction Owner-

Are you familiar with Trail Towns and the initiative underway in Titusville?

He was familiar with the Trail Town initiative.

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Yes, he thinks it's a realistic goal. He has been involved in past efforts to market and promote Titusville and understands the importance of marketing to outdoor recreation visitors.

At the business 3-4 years ago, a couple made reservations. When he asked about their car, they said "Oh, no – we biked in." They had driven to Franklin and biked to Titusville. They stayed one night at the business, went to 3-4 stores, and had dinner, breakfast, and lunch before leaving town. He asked them how much they spent on their trip (in both Franklin and Titusville) and their response was close to \$300, probably mostly in Titusville. Owner noted that he has shared this story with other local stakeholders. He understands that not all bike trail users spend in this manner but that it's a positive activity regardless.

Does your business offer services or products to outdoor recreational visitors now? What percent? Would you consider doing so in the future? Is there a product line you can expand upon now that would be attractive to visitors?

He estimated that outdoor recreational users make up about 1-2% of his customer base at the restaurant and 15% at the business.

Does your business offer any special services to outdoor recreational users?

He will let people take bikes inside the business; they have one bike rack for the business; they have increased parking lot lighting to the benefit of people who leave their bikes locked up outside.

He thinks the majority of visiting outdoor enthusiasts are cyclists. "We've seen an increase in fishing and kayaking. Titusville is nestled in the 'middle of nowhere' but also 'in the middle of everywhere.' There are a lot of major recreational attractions nearby – Lake Erie, Kinzua Dam, Tionesta, etc. Bus groups treat the business as a hub and then spoke out during the day."

How can those involved in this initiative best help your business?

- Marketing - Increase traffic and increase awareness.

- The business can use more weekday patronage. Most weekends are already full with weddings, reunions, etc. They just finished 8th season and came to a pinnacle last year. The business has leveled off.
- He shared a marketing idea he has for the restaurant. He would create a QR code that allows cyclists to view the menu. They can pre-order and have lunch ready for them or reserve a table.
- He mentioned the SMERF market – Social, Military, Educational, Religious, and Fraternal groups. Maybe target these groups within the region to bike/kayak together.

He also mentioned the OC 100 and Drake Well Marathon and that we can find other ways to market the area to participants and their families. OC 100 marathoners visit 2-3 times a year.

Restaurant Owner-

Are you familiar with Trail Towns and the initiative underway in Titusville?

He responded that he was familiar with the initiative but he was thinking about the efforts to build the Erie-to-Pittsburgh trail network. He has not been receiving emails about the Titusville Trail Town effort because his email was incorrectly listed on the contact list.

Do you believe outdoor recreation as an economic generator will be easily understood by Titusville businesses? Will the planning process be generally supported – reluctantly or enthusiastically?

He thinks that most would understand and support the effort – not necessarily long-established businesses and maybe food and beverage establishments more so than retail.

Does your business offer services or products to outdoor recreational visitors now? What percent? Would you consider doing so in the future? Is there a product line you can expand upon now that would be attractive to visitors?

The majority of his outdoor recreational visitors are cyclists. He thinks cycling is the top outdoor recreational draw to the area. “We have some boaters, but Oil Creek can be shallow in the early summer.” His business name is a draw to boaters nonetheless. He sees a lot of campers (area campgrounds recommend the restaurant) and a lot of hunters. “When the OC 100 is on, we are packed. It’s the busiest weekend of the year.”

Do you serve local foods?

“As much as we can. We’re a member of PASA. In the summer, we serve almost exclusively local produce. Anything we can get our hands on.”

How can those involved in this initiative best help your business?

- Help push to get the trails done.
- Work for advocacy to open up more trails.
- Bring tourists into town.

- More lodging in town.
- More awareness building that the trails are beautiful and easily accessible.

He said his business would offer discounts along with programs and projects of the Titusville Trail Town initiative. He envisions Titusville as a potential “food drop” for long distance trips (like along the A.T.)

Business Owner-

Your website is really nice, and it looks to me that your customer base would be limited to anglers. Is that right?

Correct.

If so, what portion of your customers tend to be locals versus out-of-town people? (are your non-local customers making purchase online or coming to the area to fish and make purchases?)

95% are out of town. Most are coming into the area to fish.

Do those who are visiting the area for fishing also go cycling while here? Or do their family members?

A small percentage use the bike trail.

If the bike market continues to grow, are there any products or services you would consider offering to access this market?

NO! I rented bikes when I had the concession in Oil Creek State Park. By my observations, biking is going down not up. When I left that location, another person tried the bike business against my recommendations. They did not last but two seasons.

Do you believe that Titusville businesses will generally understand the economic value of outdoor recreation and support the Trail Town initiative?

Support, yes most of the business will agree with anything that will bring more people into the area. But most of them will not see much benefit from this. Like the Train, the buses bring people to the train station, the people get on, take a ride, and then get back on the bus and go for a ride to a restaurant out of the area to eat. It brings people into the area, but it does little for the local businesses. While most of us know this, some are willing to support anything that might help.

What can this initiative do to help your business?

Nothing. I know my customer base and a bike trail extension will not do anything for them.

Business Owner-

Are you familiar with Trail Towns and the initiative underway in Titusville?

She is familiar with the initiative and has been involved with the work related to it thus far.

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Generally supportive and felt the goals are realistic. The business community may not feel supported. The hours may not always be conducive to visitors. It might even be easier to attract new businesses than to expand existing ones.

Sometimes the existing businesses are not participatory. There are opportunities such as the marathon. But the marathon was on a Sunday and many businesses are not open even on Saturday. Save-A-Lot is a sponsor of the marathon so there is some participation. There is some misinformation about the trail and its users; folks do not yet understand the benefits.

We need to change the perception of what a trail means.

Does your business offer services or products to outdoor recreational visitors now? What percent? Would you consider doing so in the future? Is there a product line you can expand upon now that would be attractive to visitors?

Our business works now with the school district directly with middle school students to teach them to cross country ski. Although the snow is not as prevalent as it once was, there is still a great deal of interest there. The skis are also rented out to the public but they must call ahead. They have also talked about renting bikes and perhaps something could be done there with school district as well.

Does your business offer any special services to outdoor recreational users?

Weather dependent, and not as much snow in recent years.

There is kayaking available in the region (Jamie kayaks) several good locations. Oil Creek itself though is often too low.

How can those involved in this initiative best help your business?

Itineraries would be good; itineraries that include natural resources. Factor in the historic museum, culture and the arts.

Business Owner-

Are you familiar with Trail Towns and the initiative underway in Titusville?

Yes, familiar with the initiative. Outdoor recreation is good for business. Most of the business is through bus tours.

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Supportive. Our business closes up through the winter. We operate though much like a visitor's center and disperse information on rack cards. We also operate a concession.

Does your business offer services or products to outdoor recreational visitors now? What percent? Would you consider doing so in the future? Is there a product line you can expand upon now that would be attractive to visitors?

Bikers have been here before and we let bikes in the place.

Does your business offer any special services to outdoor recreational users?

Concessions/visitors center

Civic Leader-

Are you familiar with Trail Towns and the initiative underway in Titusville?

Yes, very familiar.

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

A few of the businesses in town "get it". Others seem to run their businesses as a hobby. Many are small "mom and pop" operations and several seem unconnected to the market.

The hours businesses are open remains an issue. Many are not open on weekends. The response has been "everyone is going to the malls anyway." There is a Wal-Mart located on the edge of town and a Mall in Erie one hour away and Cranberry, with a multitude of shopping alternatives is 40 minutes away.

Other promotional initiatives have been tried with limited success such as progressive events with restaurants.

Other thoughts were that Strawbridge Pools given its location might consider expanding to an outfitter business.

Do you think businesses offer services or products to outdoor recreational visitors now? What percent? Would you consider doing so in the future? Is there a product line you can expand upon now that would be attractive to visitors?

Both the Chamber and Renaissance Inc. try to involve and engage businesses in promotions and marketing ideas but sometimes it is like “pulling teeth”. For example the Chamber offered gift certificates during the holidays and Renaissance has a Shop Local promotion and for that promotion the businesses were to stay open until 8 pm (usually close at 5 pm) and it was a major challenge. The goal was for 10 businesses but the goal was not reached. There was a small charge to participate \$50 and the feedback was that \$50 was too much. Eight businesses eventually participated.

Does your business offer any special services to outdoor recreational users?

A screen printing company is interested in a general store concept with local products. Renaissance facilitates a farmers market with artisans.

The spirit to succeed is there, but the acumen is not always present. There is an incentive program which helps businesses. (Entrepreneurs contest) You enter by writing a business plan and the winning plan receives valuable services from other businesses in town (printing, insurance, etc.) The “Q” has won.

How can those involved in this initiative best help your business?

Help businesses succeed.

Civic Leader-

Are you familiar with Trail Towns and the initiative underway in Titusville?

Yes, quite familiar with the initiative and serves on the Steering Committee

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

The Redevelopment Authority has an active and engaged business outreach committee as well as several other committees and is working at a high level to attract businesses. One such active initiative is to attract a hotel (perhaps with efficiency apartments for temporary house) For snowbirds or drillers/management. There is a developer on the committee helping craft the approach.

One of the initiatives is a Business Plan contest to entice entrepreneurs. The winner wins substantial assistance including printing of business cards, stationary, copier rentals, accounting

in excess of \$1000s. Two potential bike rental businesses had also won the contest in previous years, but had not been able to launch the business. One had difficulty securing the necessary financing; the other did not have family support.

Redevelopment Authority partners with SBDC and targets some light manufacturing and Marcellus Shale related businesses. Office space for Marcellus Shale.

Does the Authority directly offer services or products to outdoor recreational visitors now? Would you consider doing so in the future? Is there a product line that can be expanded upon now that would be attractive to visitors?

Staff the welcome center?

Focuses quite a few efforts on small business growth: How to write a Business plan in association with SBDC 15 people per class. Also offer workshops and classes on financing for small business.

Bike rentals/outfitters seem to be needed/community support

Does the Authority concentrate on outdoor recreational businesses?

Not yet concentrating on outdoor recreational businesses, but are ready and able to assist and believes in the market growth.

Business Owner-

Are you familiar with Trail Town initiative? What have you heard about it?

Yes, I have benefitted from it. Helps small towns located on trails take advantage of economic opportunity trail brings - mostly visitors who spend money

The goal of a Trail Town initiative is to connect communities and in particular the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Yes as more and more people look for outdoor recreation mini-vacations. Major obstacle is most towns along bike paths are not ready for the visitors and so do not present a welcoming feeling. Getting the town out in front of the changes is hard because people want proof first and then they act. They need to be convinced it will come so they do act. Aversion to tourists needs to be overcome

Do you plan to expand your business in the future? Would you consider opening a second location? What would you look for in a location for expansion purposes?

I would expand to a town that had amenities in place - lodging, restaurants and grocery store and on which was reaching out to get bike visitors

Do you personally participate in outdoor activities: kayaking? Canoeing? Biking? Hiking? Bird and wildlife viewing? Fishing? Hunting? Camping out?

Yes - biking, hiking

To take advantage of these activities, would you be willing to travel more than:

50 miles? yes

100 miles? Yes, if there was lodging and a place to eat and drink

Do you combine one or more of these activities for longer stays in a region; such as a weekend getaways.

Yes

Business Owner-

Are you satisfied with the way your business is growing? Do you like your location? Do you own or lease your present space?

The business is located in a building I own and restored. The business continues to grow and expand but last year was a bit off due to very hot weather. We started with two low interest loans and much of our own capital plus sweat equity.

What lessons were learned along the way?

We have learned to keep food offerings simple. Food has a limited shelf life and in the beginning we threw away a lot. Water is important. Sometimes we give it away; good marketing since we know word of mouth among trail users is effective. We looked at offering Pepsi but the margins were too thin. We buy at Sams Club and concentrate on Gatorade, energy bars, snickers, and water.

We have learned that signage is important if you are not directly on the trail. People have to know how to get to and from the town and it must be signed well.

Our business is profitable but time-consuming Helps to pull in market

Some clothing sells well but others do not. Items that have the trail name on them and are small (mementos) are good sellers.

We rent our products for 2-3 years and then sell them.

Staffing is an issue; would not be profitable if we had to pay for employees so wife and I work a lot. Close two months in the winter (Jan/Feb) although there are winter sports we do not want to work year round.

We opened the business as a retirement business. Our rental fleet is 30 units and we try to have one or two of many different styles. There was only one day this summer when all 30 units were out.

Average inventory cost is \$200 a unit. The liability costs are covered through business insurance and were not as high as we had thought it would be. We are in our 4th year. We use facebook, and the web for advertising.

We did not start this business with a great deal of debt but strove to self- finance whenever possible.

Are you familiar with Trail Town initiative? What have you heard about it?

Yes. We have participated since it launched along the trail. We act like a Visitors Center in order to make sure the visitor has all the information they need. Plus it is good public relations.

The goal of a Trail Town initiative is to connect communities and in particular the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Yes, very realistic. We have seen what has changed in our town with the trail. We now have active businesses, more restaurants, and a community that supports outdoor recreational visitors. Our Tourism association is growing and active.

We believe the market is there, it is growing. It is up to us to capture it.

Do you plan to expand your business in the future? Would you consider opening a second location? What would you look for in a location for expansion purposes?

We plan to expand the building on the second floor for a vacation, 4 room apartments. Longer stays. We also hope in the next few years to expand the back of the building into a hostel. We would not offer food since there is food available and it is make operations more difficult. We chose to offer a vacation rental because the competition does not. Very few places where you can rent the whole house. You can book the whole bed and breakfast but you pay per room. We will offer 4 rooms – all or nothing—but for one price.

We are also considering offering some camping gear, just a few items such as propane.

We are not interested in a second location but have considered a nearby satellite location directly on the trail. We are nearing full retirement but wanted to stay active. If we were in our 30s we would consider multiple outdoor related businesses.

In looking at a location we would first ask how many other bike rentals in the region. How many and how long are the trails? Can the community be a hub for weekend activities? Are there year-long outdoor resources?

Business Owner-

What is your business, the product lines and services? Are you satisfied with the way your business is growing? Do you like your location? Do you own or lease your present space?

I have owned my own store, rented space in someone else's store and now work in a cooperative partnership owned business where we rent a building, two floors. We sell and buy units, work with many clients on commission and buy and sell our own units.

Are you familiar with the Trail Town initiative? What have you heard about it?

Yes, my partners and I are quite familiar with the Trail Town Program and have participated in tourism related activities. A large part of our market comes into the store while visiting the region to bike, hike, boat, fish, kayak and paddle but the largest market comes from bikers. They are a great demographic and we will ship to their homes. They also tell others so the word spreads.

The goal of a Trail Town initiative is to connect communities and in particular the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

The trail is a good market, the trail users seem to appreciate, understand antiques and can afford them. We are very concerned about being fair because if an antique store gets the reputation of overpricing or not offering quality, the word spreads and your business and reputation are done. We work hard to be welcoming to visitors and to maintain our reputation of treating everyone fairly.

You must ship items home for visitors, you must also buy what you like or you won't be able to sell it. If you feel passionately about an item, others will as well.

Do you plan to expand your business in the future? Would you consider opening a second location? What would you look for in a location for expansion purposes?

I am in semi-retirement. My partners might expand to other locations since they are younger but it is time-consuming to operate and staff a large antique business. In addition to the retail aspects, you must buy, restore, market products. We do sell others antiques but the majority we find ourselves. I use to do much more restoration but that was time consuming.

You can start an antique business with limited capital but always be fair and equitable. Renting space near other antique stores is important then the community becomes antique destination. Locating where there is a lot of visitor traffic is also good.

We close during the winter months because we are located near a very well known restaurant along the river and the owner closes over the winter. There are winter sports in the region so we could be open year round but the traffic is less because the restaurant closes. If we were to expand year round an investment in marketing would have to be made. Right now our

marketing is limited to trail related business publications and working with the local tourism bureaus.

Do you personally participate in outdoor activities: kayaking? Canoeing? Biking? Hiking? Bird and wildlife viewing? Fishing? Hunting? Camping out?

Yes - biking, hiking

To take advantage of these activities, would you be willing to travel more than:

50 miles? yes

100 miles? yes

Civic Leader-

Are you familiar with Trail Towns and the initiative underway in Titusville?

Yes

The goal of a Trail Town initiative is to connect the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit Titusville and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

She agrees that this is a realistic goal and since she works in tourism and has for several decades, she is very familiar with the benefits of a visitor attraction strategy and its impact on business. She is also personally familiar with Titusville and was able to offer insights into the top tourism attractions, challenges in promoting and marketing Titusville and recommendations moving forward.

Does Titusville offer services or products to outdoor recreational visitors now? Are there gaps in service or product lines to be expanded in Titusville that would be attractive to visitors?

The CVB has recently produced a trails/water map which is available on their web site as a pdf so they are promoting outdoor recreation. She also mentioned they distribute material through the welcome centers along the I-79 corridor including this map.

Their coverage area is quite large but that Pymatuning State Park (PA and Ohio) welcomes 31 million visitors and is the largest attraction in the County. As it is situated an hour away from Titusville, it is not a likely attraction that could be added in a hub and spoke itinerary. The attractions in Titusville are Drake Well Museum, the scenic train ride (mystery murder tours), Business Motel. The Queen City trail is important to the visitor and its completion is well underway.

Major markets are Pittsburgh, Ohio (Ashtabula, Cleveland, Youngstown), and West Virginia

The most significant outdoor activities now are fishing and hunting. Some bird watching but she considers that a niche market that is harder to reach. There are eight lakes in the County.

What businesses offer special services to outdoor recreational users?

She mentioned the Blue Canoe restaurant and Queen City café. She specifically mentioned that some vendors really understand how to promote to visitors.

Another resource in the area is the Erie Natural Wildlife Refuge but is it too far away?

There are 800 rooms in the County. There is a B & B Association

Different Chambers in multiple towns: could they consolidate?

How can those involved in this initiative best help your work in the region and in turn help Titusville?

- Marketing - Increase traffic and increase awareness.
- Work together; visitors do not know boundaries. Sometimes the towns do not “play well together”
- Support CVB efforts in Google marketing

Business Owner and Civic Leader-

What is your business, the product lines and services? Are you satisfied with the way your business is growing? Do you like your location? Do you own or lease your present space?

Incubator Business; the six small businesses now under one roof “hatched “ from the incubating program. They incubated for three years. One person fronted the money to build out the space. The artisans are tenants sub-letting space. They are doing quite well and include an artisan’s gallery and are considering expanding into a 1400 square foot mezzanine level and offering art classes. Some of the retailers improved by over 300% this past holiday season. There are no cubicles but rather the products blend together as one unit. When asked about their market, they do track zip codes and presently 50% are from the Franklin area, 35% are tourists and of that percentage 25% are cyclists using the paved trail that connects Franklin and Oil City. Franklin is considered the gateway to 60 miles of paved trails.

Franklin has a population of 6500; Oil City 10,000 and Titusville 5600. They were successful quickly because they immediately had clear quality signage, good merchandise and used an aggressive facebook outreach strategy.

Are you familiar with the Trail Towns initiative? What have you heard about it?

Yes, she is familiar with the initiative having worked in economic development for many years.

The goal of a Trail Town initiative is to connect communities and in particular the business community with visitors interested in outdoor recreation, particularly bike trails, and to encourage these visitors to visit and purchase goods and services. Do you think this is a realistic goal? Are there obstacles here to be considered?

Very realistic; growing market. Hatched already tapped into it in Franklin but continues to grow. Some obstacles might be working together sometimes does not come easily.

Do you plan to expand your business in the future? Would you consider opening a second location? What would you look for in a location for expansion purposes?

We are expanding into mezzanine level. I am no longer a partner but recently took a job in economic development.

Check with Blue Canoe restaurant—he does well. Also Angelia Winery just opened.

Murals are great; Titusville needs more

Good people working there in economic development.

Check out Country Peddlers, an outfitter near the trail (Lynn Cochran—Franklin Chamber)

Also contact Mackin Engineering about a Waterways study, very innovative.

Is there someone in Oil City contemplating the purchase of a small building to open a recreational incubator?

What products or services should be offered to visitors and what marketing approach might work to attract more?

Social media worked for us. Itineraries seem like a good idea; hub and spoke is good. There is an Oil Region Alliance, can the communities work through them? She had tried to develop an Artisans Trail with Franklin, Oil City and Titusville

Business Owner-

Are you familiar with Trail Towns and the initiative underway in Titusville?

No, she was not familiar but generally supportive once it was explained to her. Her market is not presently cyclists but rather hunters since the area is also a game preserve. She also offers horseback riding and has participated in Titusville parades in the past with her horses and wagons. She also has anglers stay with her. Open since 1995; does well and is satisfied. Some of the marathon racers stayed with her as well.

Do you believe outdoor recreation as an economic generator will be easily understood by Titusville businesses? Will the planning process be generally supported – reluctantly or enthusiastically?

She thinks it is a good idea since she has been successful with hunters as a market. She is not pleased though about the support she gets from the community economic development agencies, particularly the Chamber. She used to belong but then a guest calling in some years

ago had a bad experience when calling the Chamber. She did not feel supported in the follow up.

How can those involved in this initiative best help your business?

- Not so completely support nonprofit competition; support private business. She feels that the support offered the Business Motel directly competes with her business.

Business Owner, Attraction-

Are you familiar with Trail Towns and the initiative underway in Titusville?

Yes, she has been involved in these discussions and is familiar with the program and process. She has been involved in the Scenic Train since 1981 and worked to get the business launched. Conrail had given up its freight service and a small group in Oil City worked to get a combination of freight services and scenic train rides. A feasibility study prior to its launch had stated they would be lucky to get 10,000 riders a year and in the first year they had 32,000. Initially they operated the short line with rented cars. They now own cars but still work with an engineer who is under contract and in charge of the operations. The service is set up as 501c3 with an educational mission component. They have paid staff and work with about 25 volunteers. Very busy with special events.

Do you believe outdoor recreation as an economic generator will be easily understood by Titusville businesses? Will the planning process be generally supported – reluctantly or enthusiastically?

She believes that outdoor recreation is a good market. They see cyclists on the train now both with families and then 45 plus. The families are generally younger but not real young. The age – pre-teen to young teens often get bored on the three hour scenic ride. They accommodate bikes on the train and can see anywhere from 2-40 cyclists on each ride. .

How can those involved in this initiative best help your business?

Itineraries can work well with Titusville attractions and packaging with other communities makes sense. The train packages with Drake Oil Well but the timing is an issue. Same issue with school tours, the train schedule is set and it cannot wait for late comers. The train audience now is across the board; large number of train enthusiasts but with their Thomas the Train they attract young children. Also offer a Christmas and Easter special. Closed most of the cold season. Train schedule varies over the course of summer, fall but open weekends and in the fall Wed-Sunday due to high demand during fall foliage. Good repeat customers and the ridership has been solid through the years. The Business Motel adjacent to the train helps attract traffic and they operate the station, Perry Street as a visitors' center. They also have gift shop and food.

The markets that best serve the train are Erie, Pittsburgh, and Youngstown.

What is missing in Titusville?

She feels that the downtown was not very vibrant and there could be more small businesses like in Franklin. She also mentioned that very few restaurants stayed open on Sundays or Mondays which is of course a high tourism time.

She felt the entry points to Titusville were pretty good and once the new Sheetz is up will be better.

VISITORS EXPERIENCE SURVEY (OC-100)

Trail Town Needs Assessment

Assessment Notes

Assessment Tally

Trail Town Assessment Report



**TITUSVILLE, PENNSYLVANIA
TRAIL TOWN NEEDS ASSESSMENT
November 13, 2012**

Developed by:
McCullom Development Strategies

Introduction

The number of people experiencing the outdoors is increasing each year. Twenty and thirty-year olds are flocking to land and water trails regularly; baby boomers, leading longer and healthier lifestyles, are seeking outdoor experiences in record numbers and more and more residents and businesses locate where they and their employees have access to trails and rivers. A trail represents a recreational and tourism corridor and can offer new opportunities for your community.

Visitors need services. They are looking for restaurants and lodging and they often need supplies. They are enjoying nature but are also interested in welcoming communities that can make their journey a pleasant one. The economic benefit to towns is well documented. Trails like the Great Allegheny Passage (Homestead, PA to Cumberland, MD) recently documented a \$41 million annual impact on businesses in the counties through which it passes.

Other significant trails report similar findings. The Oil Heritage Region Trail System calculated the impact in their communities at over \$4 million. A report on the expenditures on the Ghost Town Trail showed 75,600 annual visitors spent \$741,364. Pine Creek Trail, a 62-mile trail in north central Pennsylvania determined the average expenditure of a trail user was \$30.36 and the impact from this trail in bordering communities in 2009 was \$3.6 million.

And the demographics of the typical trail user are attractive:

- The majority of trail users are 35 and older; with a significant percentage 45-54 and up.
- The typical trail user traveling 50 or more miles will spend twice as much as the trail user traveling less than 50 miles.
- The household income levels of overnight trail users are significantly higher than average with 34.8% over \$100K.
- The average expenditure of an overnight trail user is \$114; day trippers on average spend \$17/day.
- Packaged trips are growing in popularity and the average package is \$350/person.

The demographics and figures above are for the Great Allegheny Passage, however, the demographics are similar for many rail-trails.

To launch a Trail Town, a core group of volunteers dedicated to a healthy community join together to craft an action plan. The Plan prioritizes projects that ensure your community is prepared to offer the services and amenities to visitors attracted by an authentic community in a natural setting including opportunities for outdoor recreation.

The first step is determining that your community will embrace the trail as a resource for residents and visitors to enjoy and experience and be willing to make it easy for visitors to access the trail and your town, to partake of services they need during their visit.

The goal of a Trail Town is to be a welcoming stop for visitors to experience an authentic community with a strong heritage and a solid conservation ethic. The town should offer services and attractions that encourage visitors to experience the trail, your heritage and the town. In doing so, a Trail Town will reap the economic benefits of the growing recreational tourism market.

TITUSVILLE TRAIL TOWN NEEDS ASSESSMENT

SECTION 1 - BUSINESS CHECKLIST

Overall Impressions:		Yes	No	Maybe	
B1	Is there a gateway point to enter/leave town (e.g. a piece of art; mural; sign)?				
B2	Do business hours match customers' needs (e.g. open on weekends)?				
B3	Are downtown businesses clustered in a compact area?				
B4	Are customers greeted warmly when they walk through the door?				
B5	Is merchandise clean and attractively displayed?				
B6	Are businesses clean, including windows?				
B7	Are window displays appealing and inviting?				
B8	Are there window displays that show off Titusville's pride in its heritage?				
Accommodating to Visitors:		Yes	No	Maybe	
B9	Are there publicly-accessible restrooms in the businesses?				
B10	Are there handicapped-accessible restrooms in Titusville's downtown district?				
B11	Do businesses offer information on Titusville or the region?				
B12	Is there a tourism information or visitor center?				
B13	Can employees answer questions about Titusville or the region?				
B14	Do employees answer questions in a friendly manner?				
B15	Do shops carry souvenirs, especially related to Titusville?				
Business Signs:		Yes	No	Maybe	
B16	Are businesses' signs clearly visible and well-designed?				
B17	Do signs clearly state what is being sold?				
B18	Do businesses clearly indicate that they are open?				
B19	Are business hours posted on the front door or window?				
B20	Are businesses open on Saturday and Sunday?				
Services:					
Does Titusville have the following types of businesses or services?					
	Food:	Yes	No	Open Weekends?	Open Weekdays?
B21	Outdoor vending machines				
B22	Grocery or portable food				
B23	Coffee shop				
B24	Ice cream or Candy shop				

B25	Family-style restaurant					
B26	Fast food or chain restaurant					
B27	Informal café with wait service					
B28	Bar or tavern					
B29	Restaurant with liquor service					
B30	Restaurants that offer outdoor seating					
B31	Do restaurants serve local food?					
	Bike Trail-Related Services:	Yes	No	Open Weekends?	Open Weekdays?	
B32	Is there a biking or hiking trail in or near town?					
B33	If so, is there a bike rental?					
B34	Bike Equipment and repair?					
	Lodging:					
B35	Hotel or Inn					
B36	Bed and Breakfast					
B37	Motel					
B38	Hostel					
B39	Nearby camping					
B40	Secure bicycle storage at lodging properties					
	Services and Amenities:					
B41	Convenience/quick stop store					
B42	Drug Store					
B43	24 hour ATM					
B44	Bookstore					
B45	Laundromat					
B46	Emergency medical service					
B47	Family medical service					
B48	Shuttle service to nearby towns					
B49	Public Transportation					
B50	Taxi service					
B51	Access to public email service (e.g. at the library)					
B52	Library, local historical society office and/or museum					
B53	Is the library or local historical society open on the weekends?					
B54	Is there cell phone reception on the trail?					

	Promotions:	Yes	No	Maybe
B55	Does Titusville use special events to encourage people to come to town?			
B56	Do businesses use special promotional tactics to invite people in (e.g. free ice cream?)			
B57	Is the trail linked to any events in towns?			
B58	Do businesses cross-promote?			
B59	Do businesses offer out of town shipping for large items?			

SECTION 2 - DESIGN CHECKLIST (Visual Appearance)

	Town and Storefronts:	Yes	No	Maybe
D1	Does the business district feel distinct or special?			
D2	Does Titusville appear economically healthy?			
D3	Does Titusville feel safe?			
D4	Is a walk through the business district generally a pleasant experience?			
D5	Are walls and storefronts kept free of graffiti?			
	Buildings and Parking:	Yes	No	Maybe
D6	In general, are vacant storefronts reasonably maintained?			
D7	Does the community enforce building codes?			
D8	Is there a solid strip of businesses (e.g. not broken up by parking lots?)			
D9	Are the buildings situated close to sidewalks?			
D10	Are historic buildings restored and recognized?			
D11	Are the structures in downtown Titusville in overall good condition?			
	Storefronts:	Yes	No	Maybe
D12	Are store windows clean?			
D13	Are store windows lit at night?			
D14	Are storefronts maintained (e.g. no broken glass, crumbling bricks, peeling paint)?			
D15	Do stores have attractive window displays?			
D16	Are there audible amenities (e.g. chimes, church bells, music etc.)?			
D17	Are there street banners and/ or pole banners in the business district?			
D18	Are storefronts decorated with flowers or hanging baskets?			
D19	Are there drinking fountains or free access to potable water?			
D20	Are there decorative lampposts for night lighting?			

	Clean and Green Elements:	Yes	No	Maybe
D21	Are there enough benches in public spaces?			
D22	Are benches well-placed (e.g., in the shade, near high pedestrian traffic areas)?			
D23	Are there picnic areas?			
D24	Are parks/green spaces easily accessible and welcoming to visitors?			
D25	Do parks have adequate benches or other amenities?			
D26	Are street trees used effectively?			
D27	Are native plants used in green spaces?			
D28	Are the sidewalks swept and kept neat and free of debris?			
D29	Are there rain gardens or permeable surfaces in parking lots?			
D30	Are there sufficient trash cans in town?			
D31	Are there recycling receptacles in town?			
	Access Area: Bike Trail	Yes	No	Maybe
	Signage:			
D32	Is there an attractive, well-placed trail head access area?			
D33	Are there well-placed trail access area directional signs (signs that direct to river access and back to town)?			
D34	Is there an informational kiosk or bulletin board at the trail access area?			
D35	Are there directional signs at the access area indicating destinations to the east/west or north/south?			
D36	Is there a rules and regulations courtesy sign at the trail access area?			
D37	Is there interpretive information at the access area?			
D38	Is there information about the town, services or amenities at the access area?			
D39	Is there a map of Titusville at the access area?			
D40	Is there available information about Titusville, nearby services and other attractions that can be "taken away" (e.g. a brochure)?			
D41	Are there signs to emergency facilities?			
	Parking lots:	Yes	No	Maybe
D42	Does the parking lot have extra length for hitch-mounted bike racks?			
D43	Does the parking lot have extra turning radius for shuttle vans?			

	Amenities:	Yes	No	Maybe
D44	Are there flush toilet facilities available to the public?			
D45	Is there a portable toilet available to the public?			
D46	Is there a public water fountain?			
D47	Are there trash receptacles?			
D48	Is there landscaping to provide shade?			
D49	Are there picnic tables?			
D50	Are there pavilions or shelters?			
D51	Are there bike racks?			
D52	Is there security lighting?			
D53	Is there cell phone reception?			

SECTION 3 - TRAFFIC AND ACCESS ISSUES

	General Access Between Trail and Town:	Miles or Minutes?		
		Yes	No	Maybe
T1	What is the distance between the business district and the trail?			
T2	Is it easy for visitors to access downtown from the trail?			
T3	Is there an easy grade between trail and town?			
	Signage:	Yes	No	Maybe
T4	Is there adequate signage for motorists to find the trail from town?			
T5	Does Titusville have a sign ordinance?			
T6	If so, is it enforced?			
T7	Is there adequate signage from the trail leading to the town?			
T8	Is there sufficient signage for finding businesses and services?			
	Safety:	Yes	No	Maybe
T9	Are sidewalks in good shape?			
T10	Are sidewalks wide enough to accommodate pedestrian traffic?			
T11	Do curb cuts have a gentle slope?			
T12	Are all sidewalks continuous (vs. stopping abruptly) in the central business district?			
T13	Are crosswalks well-marked?			
T14	Do motorists generally respect pedestrians in crosswalks?			
T15	Are there pedestrian walk/don't walk signals?			
T16	Do signals allow enough time for a child or older adult to cross the street?			
T17	Are pedestrians highly visible to motorists at crossings?			
T18	Are there enough stop signs and stop lights in town?			
T19	As a pedestrian, do you feel safe when walking through town?			

	Parking (vehicles and bicycles):	Yes	No	Maybe
T20	Is there sufficient on-street parking?			
T21	Are off-street parking lots placed behind stores?			
T22	Are curb cuts in front of businesses limited in size and number resulting in a continuous sidewalk?			
T23	Are there bike racks near businesses?			
T24	Are there secure off-sidewalk bike parking areas close to the business district?			
T25	Are there creative bike racks (e.g. combination bike and bench; decorative metal design)?			

Titusville Trail Town Needs Assessment Meeting Notes November 13, 2012

Bob Genter of Mackin Engineering and Amy Camp representing McCollom Development Strategies gave a presentation on the economic benefits of trails and ways to better connect trail-to-town. The participants then broke into two groups. A group of seven went into the business district and completed the Trail Town Needs Assessment, focusing on business, design, and traffic and access issues. The group was encouraged to look at the town through new eyes and from the perspective of visiting cyclists.

The other group went with Bob Genter to look at four potential bike route alignments to bring visitors off of the Queen City trail into the business district. The group re-convened for a de-brief discussion. Flip chart notes appear at the bottom of this document. The notes directly below further elaborate on the discussion.

The first question posed to the group was “What’s great about Titusville?” The responses:

- The school system
- University of Pittsburgh
- Hospital
- Strong volunteerism
- Safety
- Compact business district
- Redevelopment Authority
- History
- Recreation
- Architecture
- Flat / level community (good for cycling)
- Variety of businesses (there were differing opinions on this)

Opportunities for improvement:

- Need retail shops, souvenirs
- Need a welcome center
- Need a bike shop and/or outfitter with sporting equipment
- Business hours need to be expanded
- General appearance of business district
- Façade improvements, night lighting
- Communication and awareness building

The group next discussed potential routes into town. The route(s) would draw people from the trail into town, essential a “trail-to-town” connection. Those under consideration are:

- 1) Perry – northernmost route, most industrial
- 2) Franklin – Busier, goes straight into town
- 3) Martin – “landing” at Fleming Park would be appealing and reaching town at this location would offer a unique viewpoint of the business district and town layout.
- 4) Brown – southernmost route, on the truck route

The group that walked the potential alignments was interested in a “straight shot” into town, but also considered aesthetics, safety, and whether or not the streets are wide enough to accommodate a separate bike lane or cycle track. Potential trail head locations were discussed as well. It was recommended that the trail head is placed in town (so that visiting cyclists may be more likely to make purchases) and potentially take advantage of existing parking (grocery store lots, for example).

The group was then asked what projects it would start tomorrow if there were funds available.

Potential projects:

- Bike map (like the example from Pitt’s Main Campus)
- Way-finding signage
- Information kiosks
- Visitor Center
- New bike racks (or relocate existing racks)
- Different style bike racks, “post and ring” style or potentially shaped as oil derricks
- Establish a trail head
- Billboards (Bob, did you catch the context on this?)
- Rehab the fountain (at Fleming Park?)
- Fleming Park improvements

The group was then notified of next steps:

- 1) Marathon and race participants, upon suggestion of the group, will be surveyed on their perceptions of Titusville to offer a true visitor perspective
- 2) Business Strategy meeting in January
- 3) Open house and review of draft plan in February

November 13, 2012 Trail Town Needs Assessment Debrief Notes

What's great?

- School system + UNIU.
- hospital strong volunteers
- Safe Compact bus. district
- Redev. authority
- History - recreation
- architecture Flat/level
- Variety of businesses
- Debatable

Ops for improvements

- Need retail shops, souvenirs
- Welcome Center
- bike shop / sporting equip
- business hrs

PAGE 1

general appearance of district

- business night lighting / improved storefronts (facades)
- Communication
- Awareness

Routes (trail-to-town)

Potential:

- 1) Perry - most industrial
- Franklin - Busier, goes straight into town
- Martin - Fleming Park appealing
unique view point
- 2) Brown - Truck route

Discussed trail head locations

Interested in 'straight shot'

PAGE 2

best to create separate bike lane or cycle track

Potential projects

- bike map
- Way-finding
- Kiosks
- Visitor center
- bike racks (or relocate)
- trail heads)
 - post + ring style
 - demick shaped
- Billboard
- Fountain rehab
- Fleming Park improvements

PAGE 3

TITUSVILLE ASSESSMENT RESULTS

13-Nov-12

YES NO MAYBE*

**"Maybe" can be substituted with "Don't Know" and "Some"

Business Checklist		YES	NO	MAYBE*
Overall Impressions				
B1	Is there a "gateway" point to enter/leave town (like a piece of art/mural/sign)?	1	3	1
B2	Do business hours match customers' needs (i.e. open on weekends)?	0	4	1
B3	Are downtown businesses clustered in a compact area?	5	0	0
B4	Are customers greeted warmly when they walk through the door?	4	0	1
B5	Is the merchandise clean and attractively displayed?	4	0	1
B6	Are businesses clean, including windows?	1	0	4
B7	Are window displays appealing and inviting?	2	0	4
B8	Are there window displays the show off Titusville's pride in its heritage?	1	0	5
Accommodating to Visitors				
B9	Are there publicly-accessible restrooms in the businesses?	3	0	2
B10	Are there handicapped-accessible restrooms in Titusville's downtown district?	5	0	0
B11	Do businesses offer information on Titusville or the region?	4	0	1
B12	Is there a tourism information or visitor center?	1	2	2
B13	Can employees answer questions about Titusville or region?	0	3	2
B14	Do employees answer questions in a friendly manner?	2	1	1
B15	Do shops carry souvenirs, especially related to Titusville?	2	2	2
Business Signs				
B16	Are businesses' signage clearly visible and well-designed?	0	2	2
B17	Do the signs clearly state what is being sold?	0	4	0
B18	Do businesses clearly indicate that they are open?	0	2	2
B19	Are business hours posted on front door or window?	0	0	4
B20	Are businesses open on Saturday and Sunday?	0	0	5
Does Butler have the following types of businesses and services?				
Food:				
B21	Outdoor vending machines	0	5	
B22	Grocery or portable food	5	0	
B23	Coffee shop	4	1	
B24	Ice cream or candy shop	4	1	
B25	Family-style restaurant	5	0	
B26	Fast food or chain restaurant	5	0	
B27	Informal café with wait service	5	0	
B28	Bar or tavern	5	0	
B29	Restaurant with liquor service	5	0	
B30	Restaurants that offer outdoor seating	0	5	
B31	Do restaurants serve local food?	5	0	
Bike Related:				
B32	Is there a biking or hiking trail in or near town?	5	0	
B33	If so, is there a bike rental?	0	5	
B34	Bike equipment and repair?	1	4	
Lodging:				

B35	Hotel or inn	5	0	
B36	Bed and Breakfast	5	0	
B37	Motel	4	1	
B38	Hostel	0	5	
B39	Nearby camping?	2	3	
B40	Secure bicycle storage at lodging properties	0	5	
Services & Amenities:				
B41	Convenience/quick stop store	5	0	
B42	Drug store	5	0	
B43	24 hour ATM	5	0	
B44	Bookstore	1	4	
B45	Laundromat	5	0	
B46	Emergency medical service	4	1	
B47	Family medical service	3	1	
B48	Shuttling service to nearby towns	0	5	
B49	Public Transportation	5	0	
B50	Taxi service	5	0	
B51	Access to public email service (e.g. at the library)	5	0	
B52	Library, local historical society office, and/or museum	5	0	
B53	Is the library or local historical society open on the weekends?	5	1	
B54	Is there cell phone reception on the trail?	1	4	
Promotions:				
B55	Does Titusville use special events to encourage people to come to town?	5	0	0
B56	Do businesses use special promotional tactics to invite people in? (e.g.: free ice cream)	3	0	2
B57	Is the trail linked to any events in town?	4	1	0
B58	Do businesses cross-promote?	0	4	1
B59	Do businesses offer out-of-town shipping for large items?	0	0	5

Design Checklist (Visual Appearance)				
Town & Storefronts:				
D1	Does the business district feel distinct or special?	0	5	0
D2	Does Butler appear economically healthy?	0	4	1
D3	Does Titusville feel safe?	5	0	0
D4	Is a walk through the business district generally a pleasant experience?	5	0	0
D5	Are walls and storefronts kept free of graffiti?	3	2	0
Buildings & Parking:				
D6	In general, are vacant storefronts reasonably maintained?	0	0	5
D7	Does the community enforce building codes?	0	5	0
D8	Is there a solid strip of businesses? (e.g.: not broken up by parking lots)	0	0	5
D9	Are the buildings situated close to sidewalks?	5	0	0
D10	Are historic buildings restored and recognized?	3	0	2
D11	Are the structures in downtown Titusville in a good condition overall?	0	1	4
Storefronts:				
D12	Are store windows clean?	4	0	1
D13	Are store windows lit at night?	0	4	1
D14	Are storefronts maintained? (e.g.: no broken glass, crumbling bricks, peeling paint, etc.)	0	0	5
D15	Do stores have attractive window displays?	2	0	2
D16	Are there audible amenities—chimes, church bells, music, etc.?	5	0	0

D17	Are there street banners and/or pole banners in the business district?	1	3	1
D18	Are storefronts decorated with flowers or hanging baskets?	0	2	3
D19	Are there drinking fountains or free access to potable water?	0	1	3
D20	Does the town use decorative lampposts for night lighting?	3	0	1
Clean & Green				
D21	Are there enough benches in public spaces?	1	0	4
D22	Are benches well-placed (e.g.: in the shade, near high traffic pedestrian areas)?	0	2	3
D23	Are there picnic areas?	0	5	0
D24	Are parks/green spaces easily accessible and welcoming to visitors?	4	0	1
D25	Do parks have adequate benches or other amenities?	2	0	3
D26	Are street trees used effectively?	3	1	1
D27	Are native plants used in green spaces?	0	3	2
D28	Are the sidewalks swept and kept neat and free of debris?	1	2	2
D29	Are there rain gardens or permeable surfaces in parking lots?	0	5	0
D30	Are there sufficient trash cans in town?	3	0	2
D31	Are there recycling receptacles in town?	2	2	1
Access Area: Bike Trail				
Signage:				
D32	Is there an attractive, well placed trail head access area sign?	0	5	0
D33	Are there well-placed trail access area directional signs (signs that direct to trail access and back to town)?	0	5	0
D34	Is there an informational kiosk or bulletin board at the trail access area?	0	5	0
D35	Are there directional signs at the access area indicating destinations to east/west or north/south?	0	5	0
D36	Is there a rules and regulations courtesy sign at the trail access area?	0	5	0
D37	Is there interpretive information at the access area?	0	5	0
D38	Is there information about the town, services or amenities at the access area?	0	5	0
D39	Is there a map of Titusville at the access area?	0	5	0
D40	Is there available information about Titusville, nearby services and other attractions that can be "taken away" (e.g. a brochure)?	0	5	0
D41	Are there signs to emergency facilities?	0	5	0
Parking Lots:				
D42	Does the parking lot have extra length for hitch-mounted bike racks?	0	3	1
D43	Does your parking lot have extra turning radius for shuttle vans?	0	4	0
Amenities: N/A - Trail parking not presently available				
D44	Are there flush toilet facilities available to the public?			
D45	Is there a portable toilet available to the public?			
D46	Is there a public water fountain?			
D47	Are there trash receptacles?			
D48	Is there landscaping to provide shade?			
D49	Are there picnic tables?			
D50	Are there pavilions or shelters?			
D51	Are there bike racks?			
D52	Is there security lighting?			
D53	Is there a pay telephone?			
Traffic & Access Checklist				
General Access Between Trail and Town:				
T1	What is the distance between the business district and the trail?	2 min / 2 blocks		
T2	Is it easy for visitors to access downtown from the trail?	4	0	1
T3	Is there an easy grade between trail and town?	5	0	0

	Signage:			
T4	Is there adequate signage for motorists to find the trail from town?	0	5	0
T5	Does Titusville have a sign ordinance?	5	0	0
T6	If so, is it enforced?	4	0	1
T7	Is there adequate signage from the trail leading to the town?	1	4	0
T8	Is there sufficient signage for finding businesses and services?	0	5	0
	Safety			
T9	Are the sidewalks in good shape?	0	4	1
T10	Are sidewalks wide enough to accommodate pedestrian traffic?	5	0	0
T11	Do curb cuts have a gentle slope?	5	0	0
T12	Are all sidewalks continuous (vs. stopping abruptly), in the central business district?	5	0	0
T13	Are crosswalks well marked?	4	1	0
T14	Do motorists generally respect pedestrians in crosswalks?	4	0	1
T15	Are there pedestrian walk/don't walk signals?	5	0	0
T16	Do signals allow enough time for a child or older adult to cross the street?	5	0	1
T17	Are pedestrians highly visible to motorists at crossings?	0	3	2
T18	Are there enough stop signs and stop lights in town?	5	0	0
T19	As a pedestrian, do you feel safe when walking through town?	5	0	0
	Parking (Vehicles and Bicycles)			
T20	Is there sufficient on-street parking?	5	0	0
T21	Are off-street parking lots placed behind stores?	3	1	1
T22	Are curb cuts in front of businesses limited in size and number resulting in a continuous sidewalk?	4	0	1
T23	Are there bike racks near businesses?	0	3	1
T24	Are there secure off-sidewalk, bike parking areas close to the business district?	0	5	0
T25	Are there creative bike racks (e.g. combo bike rack and bench; decorative metal design)?	0	4	1

Titusville Town Assessment Report

This report shares the findings of the November 13, 2012 Titusville Trail Town Needs Assessment, completed by five local stakeholders, as well as the Titusville Visitor Survey, completed by 45 recent visitors that participated in the OC 100 and Drake Well Marathon races.

Executive Summary

Titusville has a level, easily accessible community and business district. The district is rather compact and lined with independent businesses. These features are all highly desirable elements that appeal to the cycling community. 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 audience of visitors can enhance the local economy.

The Trail Town Needs Assessment exercise completed on November 13 provided key insights into how local stakeholders perceive their community and how well it addresses visitor needs. A suggestion during the assessment debrief discussion to survey recent visitors has proven to be a great opportunity for outsider insight to both challenge and validate local perceptions.

Generally speaking, the local assessment team was harsher in its perceptions of Titusville than the recent visitors were. It has been invigorating to work with a team that wants to hold the community to high standards, as this will lead to substantive improvements as this project continues. However, it has been helpful to learn that visitors are not as critical of Titusville and its offerings and generally enjoyed their visits. Any improvements pursued moving forward will only enhance their return visits and those of out-of-town cyclists.

It is worth noting that when asked what could have made their visits to Titusville better, the most common response was (paraphrased) “Nothing, everything was fine!” Additionally, several respondents noted how much they enjoyed the people, the hospitality, and the area in general.

Local versus Visitor Perceptions

The major discrepancies in visitor and local perceptions were related to:

- Whether or not Titusville's business district feels distinct or special
- Whether or not the town appears to be economically healthy
- The adequacy of way-finding signage
- Whether or not business hours match customer needs

In all of the above questions, visitor perceptions were far more positive than those of the local assessment team. A direct comparison of responses can be viewed later in this report where the survey responses are shown.

The topics on which visitor and local perceptions were most similar are:

- Safety of the town
- Whether or not a walk through the business district is a pleasant experience
- General maintenance of the buildings and storefronts
- Whether or not customers are greeted warmly upon entering local businesses
- The availability of public restrooms

Both groups found the town to be safe, hospitable and generally pleasant. The maintenance of buildings and the need for publicly accessible restrooms are potential areas for improvement.

Improvement Opportunities

Opportunities for improvement as identified during town assessment exercise, according to the tallied walking assessment results:

- Gateway signage / public art
- Establish a local trailhead and parking
- Bike racks
- Bike lanes
- General appearance of buildings and storefronts (Supported by visitor survey results)
- Enforcement of building codes, sidewalk improvements
- Expanded business hours (weekends)
- Improved business signs – hours posted, services stated, clearly visible, professionally designed
- Information kiosks and improved way-finding signage

- Availability of visitor information in town
- Position front-line staff as local ambassadors
- Cross promotions between businesses
- “Clean and Green” elements such as picnic areas, native plants, and rain gardens
- Demonstrate pride in place

Opportunities for improvement and potential projects identified during the assessment debrief discussion:

- Need retail shops, souvenirs
- Need a welcome center
- Need a bike shop and/or outfitter with sporting equipment
- Business hours need to be expanded
- General appearance of business district
- Façade improvements, night lighting
- Communication and awareness building
- Bike map (like the example from Pitt’s Main Campus)
- Way-finding signage
- Information kiosks
- New bike racks (or relocation of existing racks)
- Different style bike racks, “post and ring” style or potentially shaped as oil derricks
- Establish a trail head
- Fleming Park improvements

Respondents to the visitor survey made clear that **the most important business services are food followed by lodging**. The most sought after lodging by this group is hotel / motel. The most noted business services NOT available were:

- Outfitter / equipment rental (69% of respondents noted this, as did the local assessment team pertaining specifically to bike shops and rentals)
- Outdoor seating (54%) – *this also was identified in the town assessment*
- Local and seasonal foods (35%)
- Public transportation (35%)
- Retail shops (35%)
- Souvenirs (35%)
- Coffee shop (31%)
- Ice cream / candy shops (23%)
- Hostel (23%) - *this also was identified in the town assessment*

Other comments regarding what would have made visitors' trips better included:

- Distinct shops
- Improved lodging options
- Sunday hours
- "Quick, good food"
- A "casual coffee shop"
- Eateries open for breakfast

Business Development Insights

The task of the Titusville Trail Town Task Force 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. 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 may be 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 task force 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.

Titusville Visitor Survey Results

November 2012

45 respondents – nearly all participants of the OC 100 and a few Drake Well Marathon Participants

NOTE: Some of the questions asked of the visitor survey respondents are similar to questions asked of local stakeholders in the Trail Town Needs Assessment. Where applicable, the local assessment team’s responses are noted to compare local and visitor perceptions. The complete results of the Trail Town Needs Assessment are available in a separate document.

Did you or your family visit Titusville's downtown area when visiting for your most recent race event or training experience?

Response	Chart	Frequency	Count
Yes		91%	41
No		9%	4
Total responses:			45

If you did not visit the downtown area, was it because (check all that apply):

Response	Chart	Frequency	Count
You did not feel enticed to visit town		29%	2
You did not know what products or services would be available, so you packed all that you needed		71%	5
You were focused on your race event and not looking to spend time in town		57%	4
Total responses:			7

If you did visit the downtown area, did Titusville's business district feel distinct or special?

Response	Chart	Frequency	Count
Yes		62%	25
No		38%	15
Total responses:			40

100% of the local assessment team responded "no" to the similar Assessment question D1.

Did Titusville appear economically healthy?

Response	Chart	Frequency	Count
Yes		40%	16
No		60%	24
Total responses:			40

100% of the local assessment team responded "no" to the similar Assessment question D2.

Did Titusville feel safe?

Response	Chart	Frequency	Count
Yes		98%	40
No		2%	1
Total responses:			41

100% of the local assessment team responded "yes" to the similar Assessment question D3.

Was a walk through the business district generally a pleasant experience?

Response	Chart	Frequency	Count
Yes		95%	39
No		5%	2
Total responses:			41

100% of the local assessment team responded “yes” to the similar Assessment question D4.

In general, did buildings and storefronts appear to be well-maintained?

Response	Chart	Frequency	Count
Yes		66%	27
No		34%	14
Total responses:			41

To the similar “In general, are vacant storefronts reasonably maintained? (D6)” the entire local assessment team responded “maybe” (meaning “some are, some aren’t”). The full team responded the same (100% “maybe) to Question D14, “Are storefronts maintained?”

Were you easily able to find information on Titusville or the region while doing your trip research?

Response	Chart	Frequency	Count
Yes		82%	33
No		18%	7
Total responses:			40

Were you easily able to find information on Titusville or the region after you arrived to the area?

Response	Chart	Frequency	Count
Yes		62%	23
No		38%	14
Total responses:			37

Was there adequate way-finding (directional) signage for you as a motorist?

Response	Chart	Frequency	Count
Yes		74%	32
No		26%	11
Total responses:			43

100% of the local assessment team responded “no” to the similar Assessment question T4.

Was there adequate signage (business information, interpretive signage) for you as a pedestrian?

Response	Chart	Frequency	Count
Yes		68%	26
No		32%	12
Total responses:			38

Did you have cell phone reception while:

	Yes	No	Total Responses
In town	39 (91%)	4 (9%)	43
On local trails	10 (26%)	28 (74%)	38

Did business hours generally match your needs?

Response	Chart	Frequency	Count
Yes		81%	34
No		19%	8
Total responses:			42

100% of the local assessment team responded “no” to the similar Assessment question B2.

Generally, were you greeted warmly when you visited local businesses?

Response	Chart	Frequency	Count
Yes		98%	42
No		2%	1
Total responses:			43

80% of the local assessment team responded “yes” to the similar Assessment question B4.

Were you able to find publicly-accessible restrooms, in businesses or otherwise?

Response	Chart	Frequency	Count
Yes		79%	31
No		21%	8

Total responses: 39

60% of the local assessment team responded "yes" to the similar Assessment question B9.

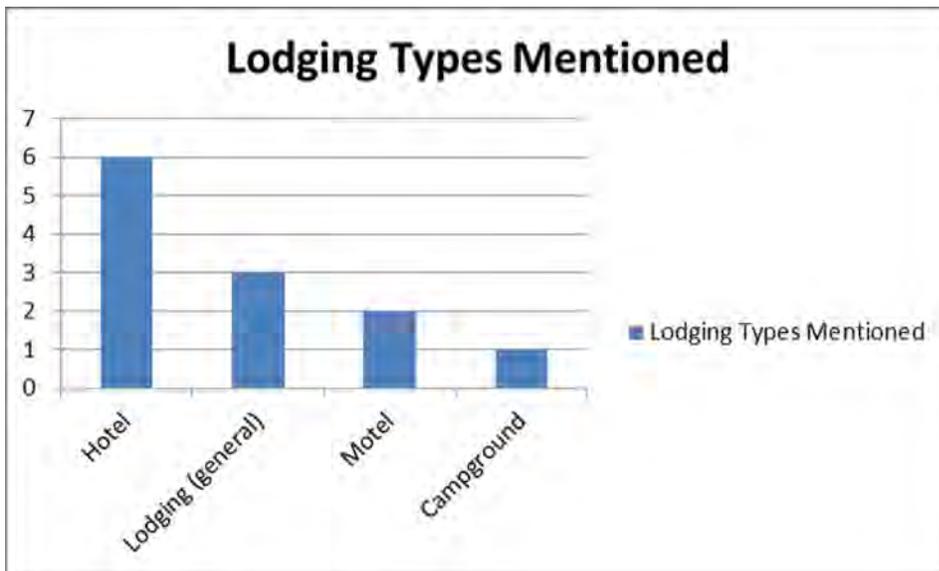
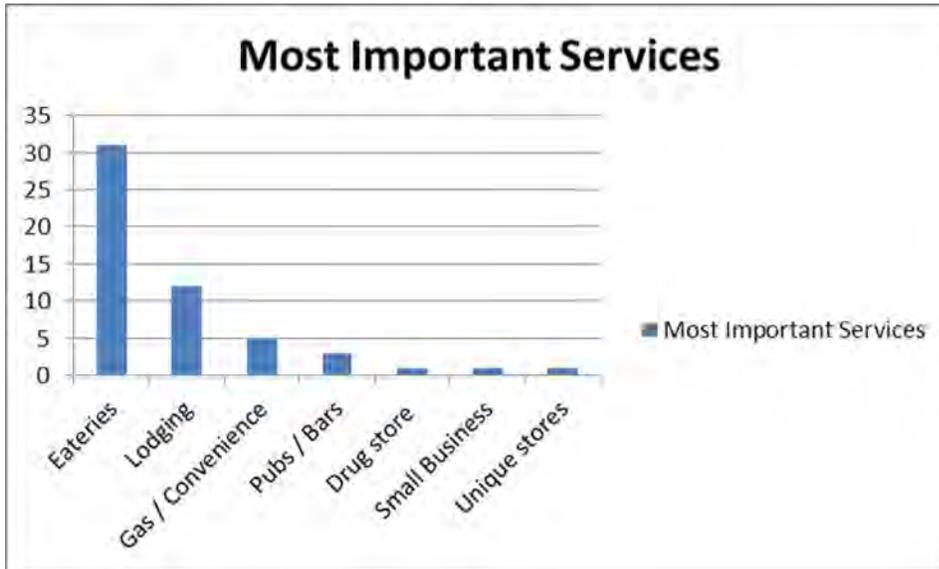
What of the following services WERE NOT available in Titusville during your visit?

Response	Chart	Frequency	Count
Coffee shop		31%	8
Ice cream / Candy shop		23%	6
Family-style restaurant		8%	2
Bar or tavern		4%	1
Vending machines		8%	2
Restaurant with liquor service		4%	1
Restaurant with outdoor seating		54%	14
Restaurant serving local and seasonal foods		35%	9
Hotel or Inn		15%	4

Response	Chart	Frequency	Count
Bed and Breakfast		8%	2
Hostel		23%	6
Nearby Camping		4%	1
Outfitter / sports equipment and rentals		69%	18
Convenience store		4%	1
Access to public email service		19%	5
24 hour ATM		8%	2
Public Transportation / taxi service		35%	9
Retail shops		35%	9
Souvenirs		35%	9
Urgent Care Center (such as a Walgreen's Take Care Clinic)		27%	7
Drug store / Pharmacy		4%	1

Total responses: 26

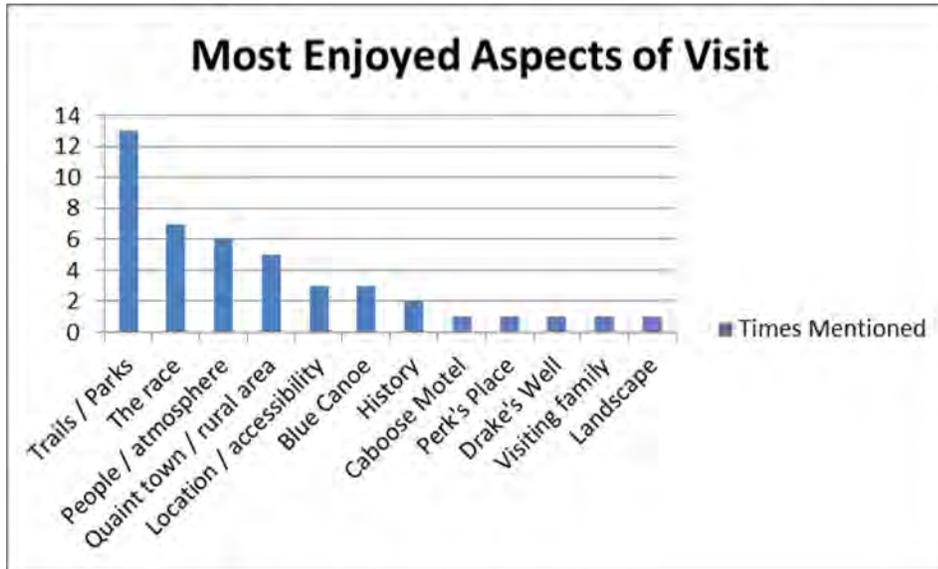
What types of business services were most important to you when visiting Titusville?



Additional insights:

- The Blue Canoe was mentioned three times, and one respondent specifically stated, "The Blue Canoe is worth the drive alone."
- A casual coffee shop, eateries open on Sundays, and eateries open for breakfast, and "quick, good food" each were mentioned once as important business services.

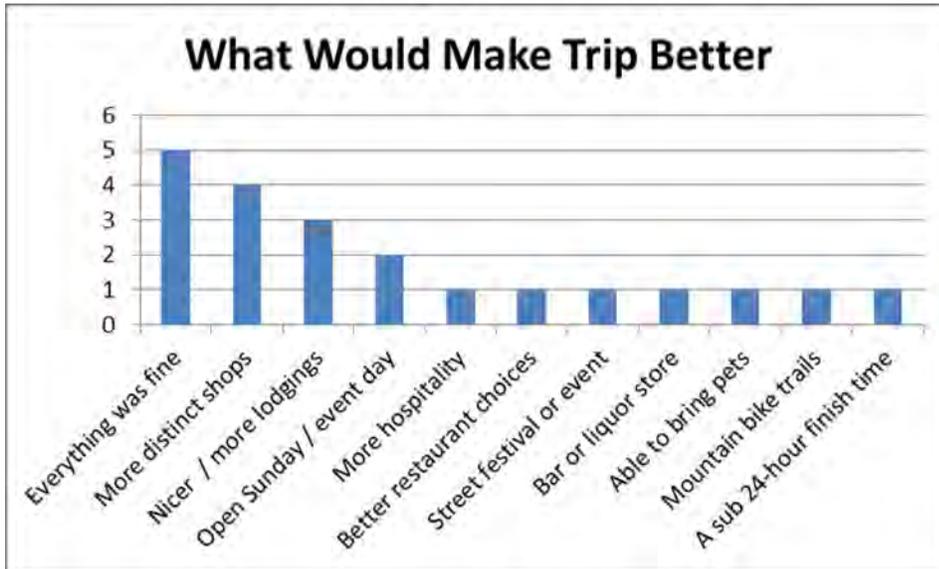
What did you most enjoy about your trip to Titusville?



Specific comments about the people, town and atmosphere:

- The people were fabulous!
- Nice little town
- Great volunteers
- Small city feel with rich history in a great area
- Attractive, viable town in a peaceful rural area
- Quaint town
- Small town, but with just about everything

What would have made your trip to Titusville better?



Specific comments:

- Match your market with the race date (not for me, as I run, but for my family who wants to do something during that time).
- More selection of restaurants, outfitter, shops, drug store, convenience store, not a dead beat town with many abandoned businesses and buildings

TITUSVILLE TRAIL TOWN MASTER PLAN: INFRASTRUCTURE PROJECTS

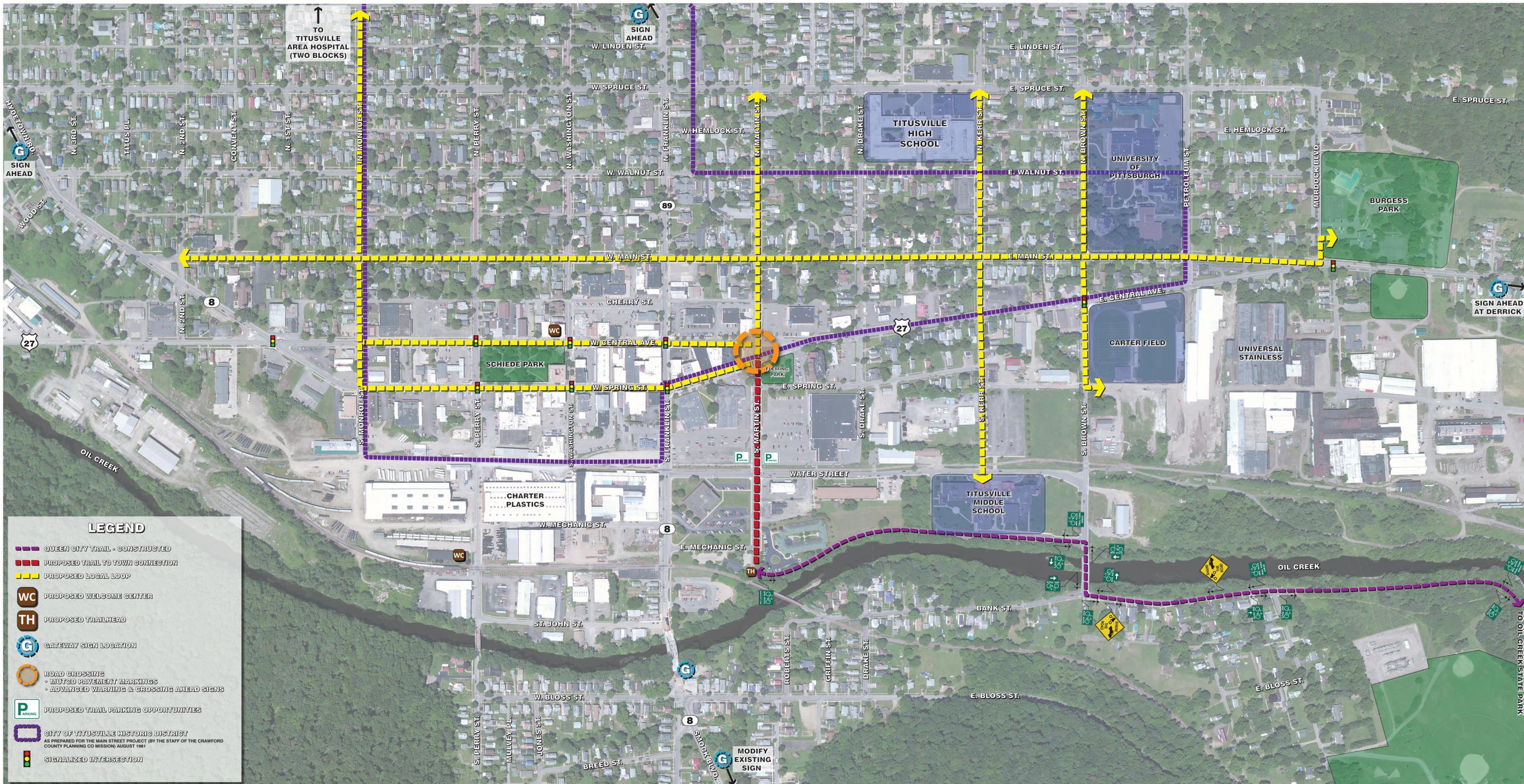
Board 1: Proposed Improvements Plan

Board 2: SR27 & Martin Street Intersection Enlargement Plan

Board 3: Martin Street “Trail to Town” Proposed Improvements

Board 4: Sign Types

Board 5: Building Façade Renderings



TITUSVILLE TRAIL TOWN MASTER PLAN

PROPOSED IMPROVEMENTS PLAN

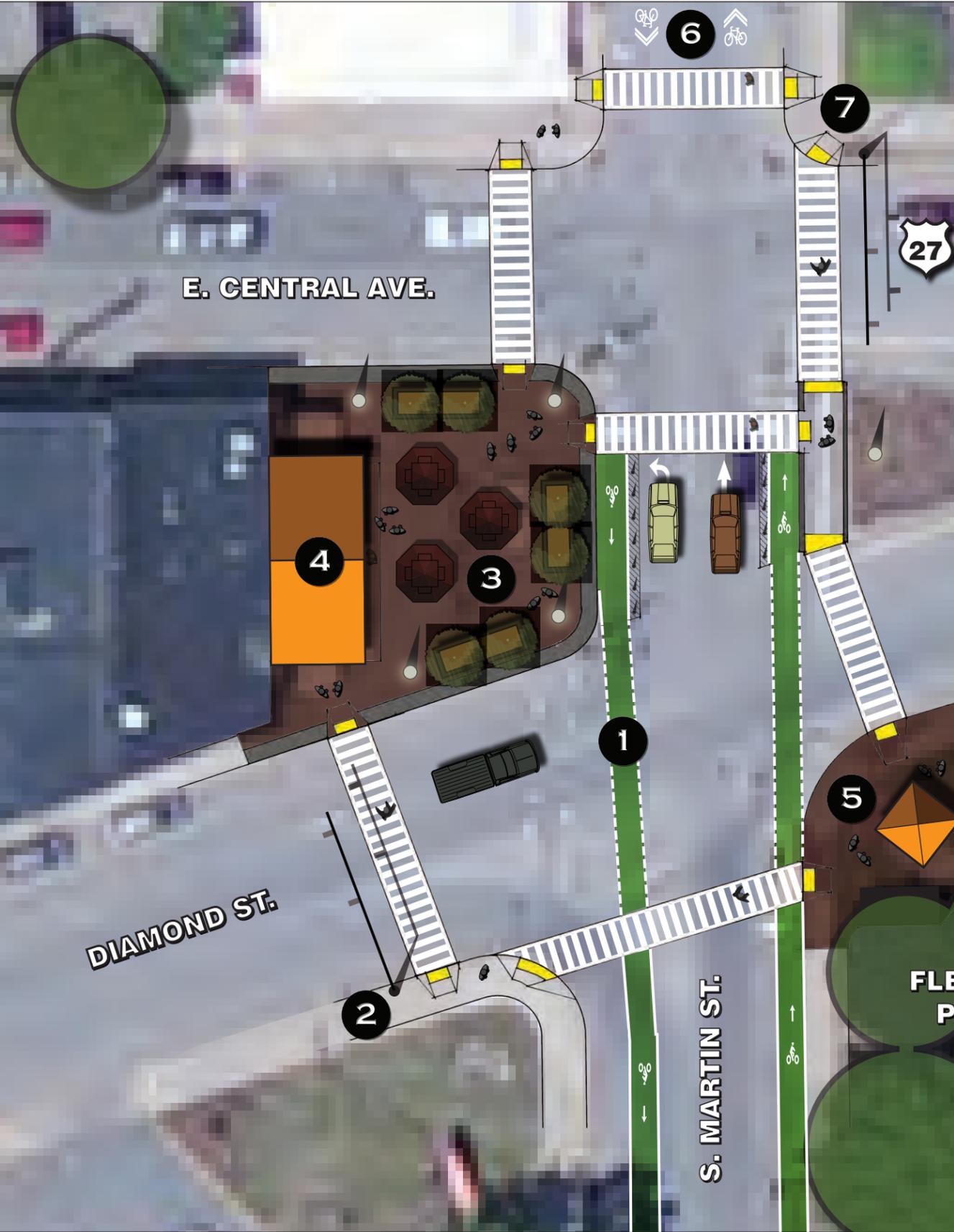
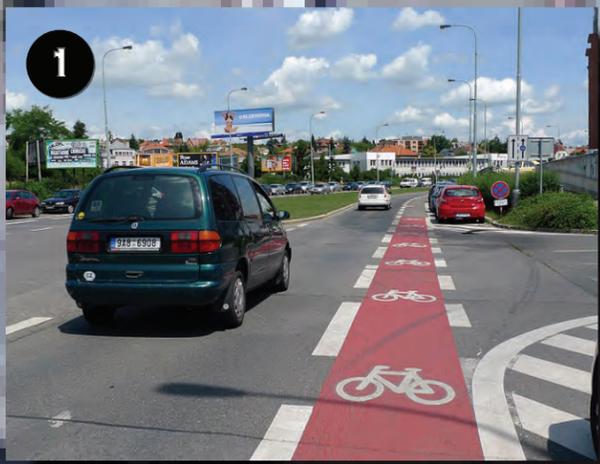
FEBRUARY 2013

- ♦ SAFE ROUTES FOR WALKERS AND CYCLISTS.....AND SAFER FOR MOTORISTS
 - USE OF SPEED MANAGEMENT AND TRAFFIC CALMING TECHNIQUES
 - ♦ IMPROVEMENTS TO PAVEMENT MARKINGS AND REGULATORY SIGNS FOR 'SHARE THE ROAD', PEDESTRIAN CROSSINGS AND SPEED MANAGEMENT
- PROMOTION OF TITUSVILLE AS BICYCLE FRIENDLY COMMUNITY AND BICYCLE FRIENDLY UNIVERSITY



Mackin Engineering Company
 RIDC Park West
 117 Industry Drive
 Pittsburgh, PA 15275-1015
 info@mackinengineering.com

SCALE: 1" = 150'-0"



- 1** PAINT NEW 5' WIDE BIKE LANES THROUGH THE INTERSECTION OF DIAMOND STREET. LANES CONTINUE SOUTH ALONG MARTIN STREET & CONNECT TO THE QUEEN CITY TRAIL. COLOR CAN BE CHOSEN BY CITY OF TITUSVILLE; EITHER RED OR GREEN ARE OPTIONS
- 2** OVERHEAD PEDESTRIAN SIGNALHEAD AND MAST ARM TO WARN MOTORISTS OF PEDESTRIANS IN THE CROSSWALKS; TYP. EASTBOUND AND WESTBOUND.
- 3** BUSINESS OPPORTUNITY FOR OUTDOOR CAFÉ, EATERY AND/OR BREW GARDEN (TABLES, CHAIRS AND UMBRELLAS). MULTI-PURPOSE FLEXIBLE SPACE FOR EVENTS AND EVERYDAY USE. INSTALL LIGHTING AND MOVEABLE PLANTERS AT THE PERIMETER OF THE SPACE.
- 4** BUSINESS OWNER AND VENDOR OPPORTUNITY; PROVIDE ACCESS TO OUTDOOR SPACE; CONSTRUCT IN-DOOR/OUT-DOOR EATERY.
- 5** INFORMATION AND WAYFINDING PLAZA AT FLEMING PARK; INCREASE THE SIZE OF THE CORNER PAVING TO INCLUDE A DIGITAL KIOSK AND INFORMATION CENTER. INSTALL BIKE LOCKERS AND BIKE RACKS.
- 6** PAINT SHARED LANE MARKINGS 'SHARROWS' ON THE PAVEMENT OF MARTIN STREET, NORTH OF SR 27.
- 7** ADA IMPROVEMENTS AT CURB RAMPS AND PAINTED CROSSWALKS.

TITUSVILLE TRAIL TOWN MASTER PLAN

SR 27 & MARTIN STREET INTERSECTION ENLARGEMENT PLAN

FEBRUARY 2013

COMMUNITY SPACE REDEVELOPMENT

◆ NON-PROFIT, PUBLIC AND PRIVATE INVESTMENT



SCALE: 1" = 40'-0"





PEDESTRIAN SPACE AT TRIANGULAR INTERSECTION; BIKE LANES (EACH SIDE OF ROAD); REDUCE LANES TO 11' FOR STRAIGHT AND LEFT-TURN TRAFFIC; SEE SR 27 & MARTIN STREET INTERSECTION ENLARGEMENT PLAN.

KIOSK

FLEMING PARK

BIKE LANE ENDS

E. SPRING ST.

FAMILY DOLLAR

SAVE A LOT

GIANT EAGLE

**8' WIDE PARALLEL PARKING
(2) 11' WIDE TRAVEL LANES
5' WIDE BIKE LANES**

NEGOTIATE TRAILHEAD PARKING WITH ADJACENT PROPERTY OWNERS; ENCOURAGE TRAIL USERS TO UTILIZE SERVICES & SPEND MONEY

DASHED PAVEMENT MARKINGS AT ROADWAY INTERSECTIONS

WAYFINDING SIGNS AT PROPOSED TRAILHEAD DIRECT USERS ONTO "TRAIL TO TOWN" ROUTE

KIOSK

OIL CREEK



SCALE: 1" = 150' 10"

TITUSVILLE TRAIL TOWN MASTER PLAN

MARTIN STREET "TRAIL TO TOWN" PROPOSED IMPROVEMENTS

FEBRUARY 2013

- SAFE ROUTES FOR WALKERS AND CYCLISTS.....AND SAFER FOR MOTORISTS
- USE OF SPEED MANAGEMENT AND TRAFFIC CALMING TECHNIQUES
- EDUCATION, ENFORCEMENT AND TRAINING PROGRAMS TO REINFORCE AWARENESS AND SAFETY



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• Use Queen City Trail (QCT) placard only along designated QCT route.

D11-1 or R3-17

D1-3b

DESTINATION SIGNS

- Bottom destination sign to be placed along the QCT, proposed trail to town connection and proposed local loop system.
- Used to help trail users find Titusville town amenities.



D11-1

BIKE ROUTE SIGNS

- These signs to be placed along the QCT route.
- Bike Route sign (without QCT placard) to be placed along local loop system.



R3-17

- Use placard R3-17bP at end of bike lane.

BIKE LANE SIGNS

- These signs to be placed along the proposed trail to town connection.
- Destination sign D1-3b may be mounted below.



W16-101

SHARE ROAD REGULATORY SIGNS

- These signs to be placed along both State and Local roads designated as bicycle routes (existing QCT and proposed local loop system)
- Coordinate with PennDOT District 1-0 for authorization to place signs in State Right-of-Way.

NOTES:

- All signs and posts to comply with Manual on Uniform Traffic Control Devices (MUTCD) standards.



BEFORE

BOONIES SPORTS BAR



AFTER



BEFORE

NAPA AUTO PARTS



AFTER

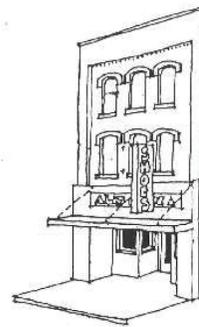


BEFORE

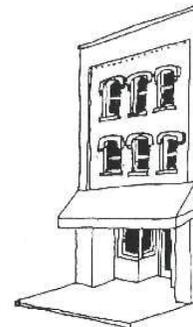
BS GRAPHICS



AFTER



Existing



Minimal



Major



Restoration

TITUSVILLE RENAISSANCE, INC.
DOWNTOWN TITUSVILLE
FACADE LOAN PROGRAM

The program is in place!

TITUSVILLE TRAIL TOWN MASTER PLAN
FACADE RENDERINGS

FEBRUARY 2013

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BEFORE

HAIRAPY AND BUNYAN'S



AFTER



BEFORE

QUEEN CITY CAFE AND GALLERY



AFTER

50 RECOMMENDED
TITUSVILLE TRAIL TOWN PROJECTS



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)
- 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 National Heritage Area 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
- 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 and potential investor; 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

50 Recommended Titusville Trail Town Projects

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)

50 Recommended Titusville Trail Town Projects

- 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.

TITUSVILLE TRAIL TOWN TOP 20 PROJECTS



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).

Marketing

- 3 10 Titusville is already part of the Oil Region Alliance and the Oil Region National Heritage Area. 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 venue:
- 4 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 and potential investor; 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 & 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 town
- 20 2 Promote daily bicycling and walking in the community; participate in national bike month activities

NOTE: The second set of numbers relate to the list of 50 Trail Town Projects.

PRIORITY PROJECT BUDGETS



**Titusville Trail Town Master Plan
Priority Project Budgets**

April 5, 2013

	<u>Item Description</u>	<u>Unit</u>	<u>Quantity</u>	<u>Cost</u>	<u>Subtotal</u>
1	Establish a Trail Town Action Team (TTAT) to lead, direct, delegate, and promote implementation of recommendations				No Cost
2	a				
	Way-finding signs (for motorists)- Consistent, clear signage offering directions to town and trailhead				
	Gateway Signs at Roadway Approach to Town	EA	3	\$1,500	\$4,500
	Gateway Sign Placard (hang under existing Titusville Sign- Route 8 North Approach)	EA	1	\$250	\$250
	MUTCD Approved Directional Signs at Roadway Approach to Town	EA	25	\$180	\$4,500
2	b				
	Way-finding signs (for trail users)- Bike route signs from trail to town and through town as a route system- directional & wayfinding				
	MUTCD Pavement Markings for Bike Routes and Shared Lane Markings (SLM)	Allowance	1	\$5,000	\$5,000
	MUTCD Approved Directional Signs for SLM and Bike Routes	EA	20	\$180	\$3,600
	Signs Along Trail- 'Titusville, Trail Town Ahead'	EA	4	\$180	\$720
	Subtotal				\$18,570
3	Construct the Trail-to-Town Bike Route				
	Overhead signal at pedestrian crossing (SR27)	EA	2	\$20,000	\$40,000
	MUTCD pavement markings at crossing	LS	7	\$800	\$5,600
	Bike Route pavement markings	Allowance	1	\$5,000	\$5,000
	Sidewalk repairs	Allowance	1	\$1,500	\$1,500
	ADA curb ramp upgrades	EA	14	\$900	\$12,600
	Bike Lane Route, including overhead crossing signal subtotal				\$64,700
	PHASE-1- ITEM 1, 2, 3- TRAIL TOWN IMPROVEMENTS				\$83,270
4	Information kiosks for trail users (digital information- business directory, services & events, map, contact information) 1 at Trail and S.Martin and 1 at Fleming Park	EA	2	\$8,000	\$16,000
	Wi-Fi Connectivity at Kiosk Area	Allowance			Unknown
5	Create bike route map (example from Pitt's Main Campus)	Allowance	1	\$900	\$900
6	Communication and awareness building				No Cost
	Promote 'Walk To...' weeks; promote 'Bike To...' weeks and general pedestrian-bicycle awareness				No Cost
	Promote Safety Awareness Programs with local schools and law enforcement (for both walkers and bikers)				No Cost
7	Construct overhead signal at pedestrian crossing of SR27 and Kerr Street				
	Overhead signalized crossings (SR27); includes post/arm/2-way signal	EA	1	\$20,000	\$20,000
	MUTCD pavement markings at crossing	LS	1	\$800	\$800
	PHASE-2 TRAIL TOWN IMPROVEMENTS				\$37,700
8	Establish a trailhead and trailhead parking areas				
	Signs for Trailhead Parking in Existing Lots (NIC property access agreement)	EA	20	\$180	\$3,600
	Trailhead parking along Street (Signs for Trailhead Parking)	EA	10	\$180	\$1,800
9	Apply for BFC and BFU status				No Cost
10	Visitor Center / Welcome Center- Add enhancements to existing centers- Perry St RR Station/Chamber of Commerce; promote bicycling and safe routes; trail town development and wayfinding for visitors to Titusville	Allowance	1	\$2,500	\$2,500
	<i>Perry RR Station- Oil Creek and Titusville RR Station, Chamber of Commerce</i>				
11	Fleming Park Improvements	Allowance	1	\$20,000	\$20,000
	Bike racks, Benches, Trash Receptacles, New pavements, Landscaping, Lights				
	PHASE-3 TRAIL TOWN IMPROVEMENTS				\$27,900
12	New bike racks (or relocate existing racks)	EA	10	\$500	\$5,000
13	Different style bike racks, "post and ring" style or potentially shaped as oil derricks	Allowance	1	\$5,000	\$5,000
14	Billboards (murals on buildings)- Market, Promote and Encourage Development				Unknown
15	Retail shops and souvenirs- Market, Promote and Encourage Development				Unknown
16	Business hours need to be expanded				No Cost
17	Need a bike shop and/or outfitter with sporting equipment- Market, Promote and Encourage Development				Unknown

18	General appearance of business district- Market, Promote and Encourage Development				Volunteers	
19	Façade improvements, night lighting- Market, Promote and Encourage Development				Unknown	\$10,000
PHASE-4 TRAIL TOWN IMPROVEMENTS						
20	Streetscape and Outdoor Features					
	Artwork, Sculptures, Town Clock, etc.		By Others		Others	
21	Participate with and Promote Safe Routes to School Programs				Unknown	
22	Miscellaneous Streetscape Improvements for Safe Routes (connect into the community)					
	ADA curb ramp improvements	LS	1	\$10,000	\$10,000	
	Concrete walk improvements	LS	1	\$10,000	\$10,000	
	Lighting	LS	1	\$30,000	\$30,000	
	Landscaping	LS	1	\$5,000	\$5,000	
	Signing and Pavement Markings (MUTCD for safety and awareness)	LS	1	\$2,500	\$2,500	
23	Host Community Rides and Hikes		Allowance	1	\$1,500	\$1,500
24	Participate in National Bike Month Activities				No Cost	
PHASE-5 TRAIL TOWN IMPROVEMENTS						
						\$59,000

GRAND TOTAL BUDGET FOR TRAIL TOWN MASTER PLAN PROJECTS	\$217,870
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(not including trail town manager's time, material and costs)

Not included are: costs for field survey, right-of-way investigation, design & engineering, permitting fees or construction contingencies.

Suggested General Best Practice 'Green Techniques' for Design:

- 1 Use of Pervious Pavements
 - Pervious Pavers
 - Pervious Concrete
 - New Parking- Gravel Lots or Grass Pavers
- 2 Use of Infiltration Swales, Basin, Trenches, Rain Gardens (minimize stormwater entering the municipal system and adding to CSO's)
- 3 Evapo-transpiration Techniques- traverse storm water through open swale and over rock boulders toward rain garden
- 4 Use of Native Plant Species
- 5 Shade Parking Lots & Pavements with canopy trees
- 6 Use of native rock boulders and native species along river bank to control erosion
- 7 Reuse of metals, plastics, crushed concrete, reclaimed crushed asphalt as construction materials
- 8 Specifying recycled materials for most new building products- street furniture, signs, shelters, pavements, etc.
- 9 Structures- Solar collectors on shelters for energy generation; use of composting toilets- with window and skylight design to minimize need for lights; use of indigenous materials for building materials.

TRAIL-TO-TOWN ROUTE COMPARISON CHART



**Titusville Trail Town Master Plan
Trail to Town Route Comparison Chart**

The 4- route alignments were chosen because they are direct and straight routes from trail to town, some are the first corridors available to trail users, others connect directly to the core of the business district; the Trail Town's purpose is to bring customers into the business district.

Weighted Rating System- Categories are rated with a factor of 1-3 for importance. Each road alignment was awarded a rating between 0-3 (3= high rating, 2= med, 1= low, 0= not applicable.) The results are a product of the category and the road rating.

Category

Close to central core of town (close to restaurants, shops, services, businesses)

Low number of trucks (present and future planned routes)

Low ADT, and traffic speed

Signalized intersection at town- safe crossing

Least impact to roadway for construction of bike lanes or a separated 2-way cycle track

Existing site of a visitors center or other attraction

Close to a town park or a public open space

Wide roadway condition

Aesthetics- existing corridor (shows off the town well to visitors)

Closest access point to North or South bound trail users

Fewest number of curb cuts (impacts to bicyclists)

Weighted Category Multiplier	Road Rating				Weighted Category Subtotal			
	Perry	Franklin	Martin	Brown	Perry	Franklin	Martin	Brown
3	2	3	3	0	6	9	9	0
3	0	1	3	2	0	3	9	6
	<i>T(270)</i>	<i>T(135)</i>	<i>T(50)</i>	<i>T(85)</i>				
3	1	0	3	2	3	0	9	6
3	3	3	0	3	9	9	0	9
3	0	1	3	2	0	3	9	6
2	3	0	0	0	6	0	0	0
2	3	0	3	3	6	0	6	6
2	0	3	3	2	0	6	6	4
2	0	3	2	1	0	6	4	2
1	3	1	1	3	3	1	1	3
1	1	2	2	3	1	2	2	3
	<i>(#11 w.fork lifts and trucks)</i>	<i>#c (10)</i>	<i>#c (10)</i>	<i>#c (7)</i>				
Subtotal	16	17	23	21	34	39	55	45
Weighted Route Totals								

Roadway Characteristics

Road Name	Rd Type	Width in Ft	Road Configuration	Road Surface Condition	Surface	Side Walks	ADT
Perry Street	local	25	1 lane north, 1 lane south, no parallel parking	paved- less than average	asphalt	5-8' walks on East side only- segments of 5' walk on West	3701
Franklin Street	state	36 & 50	1 lane north, 1 lane south, parallel parking on each side	paved- average to good	asphalt	8' walks on each side of road	6542
Martin Street	local	40	1 lane north, 1 lane south, parallel parking on each side	paved- average	asphalt	8' walks on each side of road	none found
Brown Street	local	22 & 39.5	1 lane north, 1 lane south, parallel parking on portion of west side	paved- average	asphalt	5' walk on East side only	1645

T(220) Truck counts based on WRA 2009 Titusville Truck Study- truck projections, future partial build-out scenario