

# VILLAGE OF BROCKPORT EMPIRE STATE TRAIL TOWN ACTION PLAN



DECEMBER 2022



Canal  
Corporation



## TABLE OF CONTENTS

---

EXECUTIVE SUMMARY	3
INTRODUCTION	4
Background	4
Empire State Trail Town Goals	5
Pilot Program Process & Action Plan Structure	5
EXISTING CONDITIONS	7
Partnerships	7
Trail Town Culture	12
Infrastructure	14
Trail-Oriented Services Inventory	23
Data Collection & Public Input	24
Promotion & Trip Planning Resources	30
RECOMMENDATIONS	34
Physical Infrastructure	35
Programming, Promotion, & Policies	41
CONCLUSION	46

Prepared by Parks & Trails New York.

The Empire State Trail Town program is made possible by financial support from the New York State Canal Corporation.



## EXECUTIVE SUMMARY

In 2022, Parks & Trails New York (PTNY) and the New York State Canal Corporation (NYSCC) launched the Empire State Trail Town program to showcase the value of the Empire State Trail, the nation's longest multi-use trail as an economic driver and a catalyst for community building for trailside communities.

In March, the Village of Brockport was selected as the "pilot community" to launch the Empire State Trail Town program. With a long history of bicycle and pedestrian advocacy, a vibrant main street just off the Erie Canalway Trail, the east-west leg of the Empire State Trail, and a welcome center for canal and trail users, the Village demonstrated many of the characteristics of a trail town from the start. Participating in the program offered Brockport an opportunity to reflect on how these assets could serve as a means to increase trail-related tourism and visitation, and what changes could be made to improve the bicyclist and pedestrian experience in the community and along the trail.

PTNY worked closely with the Village through an intensive six-month process to evaluate existing conditions, develop recommendations and strengthen community capacity so that work could continue beyond 2022. Through a community survey, public listening session, and on-the-ground assessment, PTNY found that Brockport's strengths lie in its dedicated residents and community groups, public events, and high quality amenities and services for trail users. The research also identified the room to develop stronger

relationships between businesses and the trail, to enhance on-road bicycle and pedestrian infrastructure, and to improve promotion of the town and its resources through physical signage and through social media and other electronic media.

Based on this analysis, PTNY proposed a set of eleven recommendations. Six of these identified improvements and modifications to physical infrastructure, and five sought to address promotion, programming, and policies in the Village. Key recommendations for strengthening Brockport's ties to the trail included:

- Establishing a gateway at the Main Street trailhead,
- Reimagining the canalfront and some of the vacant properties as a bike and pedestrian-friendly hub,
- Developing a bicycle and pedestrian wayfinding plan for the trail and community,
- Providing online resources to help trail users plan their visits,
- Building up Brockport's business community's ties to the trail, and
- Hosting more activities or events on the trail to continue building community around active recreation.

With this action plan in hand, the Village of Brockport is poised to capitalize on its designation as the first Empire State Trail Town and take full advantage of the Empire State Trail/Erie Canalway Trail as a destination for dynamic visitors from around the world and a valued community resource for residents.



## SECTION 1 INTRODUCTION

### BACKGROUND

Parks & Trails New York (PTNY) and the New York State Canal Corporation (NYSCC) developed the Empire State Trail Town program to demonstrate the value of the Empire State Trail, the nation’s longest multi-use trail, as an economic driver and a catalyst for community building for canalside communities. With the 750-mile trail’s completion in 2020, the Erie Canalway Trail—the east-west leg of the statewide system—is poised to serve as one of the state’s premier recreation destinations.

While the communities along the Erie Canalway Trail are all unique, there are places that share certain attributes, offer similar services and amenities, and promote an outdoor recreation culture dedicated to diversity, equity, and inclusion for users of all ages and abilities. These communities are, in essence, the epitome of the Empire State Trail Town vision. The program was developed to establish a baseline understanding of what trail users can expect when visiting an Empire State Trail Town, and offer canalside communities information and resources to make both small and large-scale improvements, resulting in increased visitation from trail users and higher quality of life for residents.

At its most basic level, a Trail Town is “a community through which a trail passes that supports trail users with services, promotes

the trail to its residents, and embraces the trail as a resource to be protected and celebrated.”<sup>1</sup>

<b>An Empire State Trail Town should...</b>
Be situated in close proximity to the Erie Canalway Trail.
Offer a safe connection from the trail to the community.
Provide a comfortable riding experience and options for low speed/low volume roadways.
Prioritize pedestrian friendly sidewalks.
Offer various trail user-oriented services and amenities.
Install adequate signage directing users to services, attractions, points of interest, etc.
Host community events and celebrations celebrating local history, including the Erie Canal.
Establish dedicated groups responsible for addressing the unique needs of the community.
Maintain a clean and well maintained downtown area.
Exhibit “pride of place” through place-making activities and community branding.
Support the local business community.
Pursue funding opportunities for trail-related development and growth.



<sup>1</sup> Camp, A. (2020). *Deciding on trails: 7 Practices of Healthy Trail Towns*. Plug & Play Publishing.

## EMPIRE STATE TRAIL TOWN GOALS

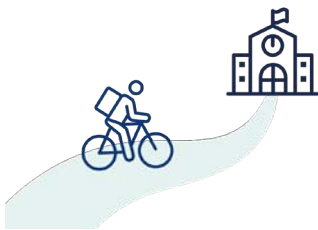
When the Empire State Trail Town pilot program was developed, four long-term goals for every Empire State Trail Town were established to guide planning efforts and inform the recommendations in the action plan. These goals are intended to be evaluated over time, as the recommendations identified in this action plan are implemented and the Village makes incremental changes.



Increase the number of long-distance Canalway Trail travelers who choose Brockport for an overnight stay.



Increase the number of Canalway Trail users who spend money either at retail businesses or at a bar or restaurant as part of their trip.



Increase the frequency with which Brockport residents walk or bike (on or off the trail) for transportation purposes.

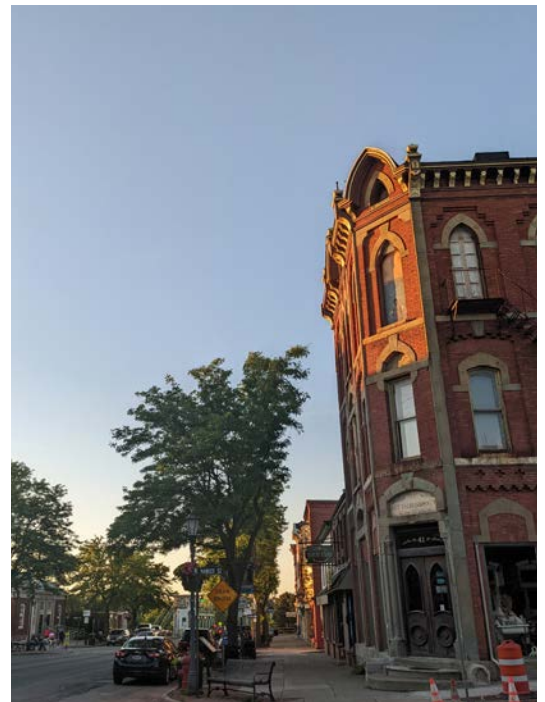


Increase the frequency with which Brockport residents walk or bike to and on the trail for recreation on a regular basis.

## PILOT PROGRAM PROCESS AND ACTION PLAN STRUCTURE

In March 2022, the Village of Brockport was selected as the “pilot community” to launch the Empire State Trail Town program. While the Village exhibited many of the characteristics of a trail town already, participating in the program has offered the Village an opportunity to reflect on how these features can serve as a means to increase trail-related tourism and visitation, and what changes can be made to improve the bicyclist and pedestrian experience in the community and along the Erie Canalway Trail.

Throughout the program, PTNY worked with Brockport to collect information about the existing conditions within the Village, with a goal of understanding the strengths and weaknesses in the Village that could contribute towards, or detract from, the Village’s ability to increase visitation from the Erie Canalway Trail into the Village of Brockport. The findings from this assessment have been documented in Section 2, and informed the recommendations laid out in Section 3 to help Brockport continue to grow as a trail town.



While PTNY was collecting data and public input, the team also identified steps that PTNY and the Village could take on during the pilot program period to start tackling the long-term goals and best set the Village up for success once the action plan was released.

These short-term steps included:

- » Creating a leadership structure dedicated to carrying out the roles and responsibilities of this work;
- » Hosting a community bike ride and developing a model for Walk!Bike!Brockport to carry out for planning future community rides;
- » Providing support for Village-led grants to support outdoor recreation amenities within the Village;
- » Promoting Brockport and the amenities it has to offer through social media, e-newsletters, print media, and TV interviews;
- » Certifying 12 qualifying businesses and attractions as Bike Friendly NY and providing the groundwork for certifying others;
- » Developing a Trail Town webpage on PTNY's [www.cycletheeriecanal.com](http://www.cycletheeriecanal.com), with resources and an interactive map of the Village;
- » And recruiting a new volunteer group to adopt the Erie Canalway Trail through Brockport.

These accomplishments will be elaborated on as part of the assessment of existing conditions, but are included here to demonstrate the growth achieved during the nine-month pilot program period, and the strong foundation from which Brockport will be able to grow. The work accomplished during the year puts the Village in the position to take on the recommendations offered in this action plan and keep working toward the long-term goals.

The final piece of this Action Plan is Section 3, the recommendations and strategies PTNY is proposing to help take Brockport to the next level. In October 2022, PTNY presented

an overview of the Empire State Trail Town program and a set of draft recommendations at its annual Bicyclists Bring Business event in order to gauge public opinion and collect input as the plan was finalized. This feedback was incorporated and used to come up with the final set of recommendations.

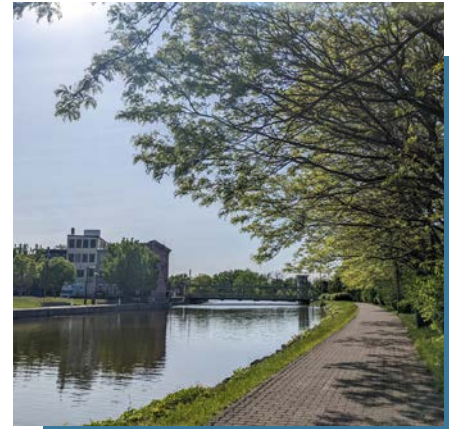


## SECTION 2

# EXISTING CONDITIONS

**The existing conditions analysis is divided into six areas:**

- » Partnerships
- » Trail Town Culture
- » Infrastructure
- » Trail-Oriented Services Inventory
- » Data Collection and Public Input
- » Promotion and Trip-Planning Resources



## PARTNERSHIPS

Establishing a network of dedicated partners is essential for fostering an inclusive outdoor recreation culture and sustaining the Trail Town program. PTNY identified key stakeholders and partnerships within the Village, within the region, and beyond that Brockport can foster to help build momentum.

### LOCAL VILLAGE PARTNERSHIPS

Within Brockport, many types of partnerships exist that can help advance the Trail Town effort. The steering committee serves as the core, but partnerships with SUNY Brockport, community organizations, and the Brockport business community will be essential to the accomplishment of the Trail Town goals in the long term.

### THE STEERING COMMITTEE

In March 2022, a steering committee was formed to facilitate meeting the goals of the pilot Empire State Trail Town program. Steering committee members included representatives from the major stakeholders involved in the partnership, including the Village of Brockport (Mayor Margay Blackman and Village Manager/Clerk Erica Linden), the Brockport Welcome Center (Director Susan Smith), Walk!Bike!Brockport

(President Robert LeSuer), and the Brockport Merchant Association (Vice President Susan Smith). Parks & Trails New York and NYS Canal Corporation staff attended steering committee meetings as facilitators and shared updates related to the trail and other efforts underway.

The steering committee met at least once a month over the course of the pilot program, providing the opportunity for group members to share updates, brainstorm ideas, and outline next steps with each other and PTNY/Canals.



Many members of the steering committee also served on the Bridging the Closure Committee and Walk!Bike!Brockport Action Group. The overlap of membership between these groups provided an efficient framework for information sharing, guaranteeing that members were aware of potential opportunities for collaboration, especially in regards to event planning. PTNY either witnessed or participated in the planning of a number of events, including Canal Clean Sweep, the Trail Town Kick-Off listening session and Bike Around Brockport, Low Bridge, High Water canal opening celebration, and the welcoming committee for riders. The overlap of members in different groups and the “all hands on deck” approach lent well to event planning and coordination of volunteers.

## THE COLLEGE AT BROCKPORT, STATE UNIVERSITY OF NEW YORK

The Village of Brockport is home to the College at Brockport, State University of New York, a selective, nationally recognized and accredited public institution, with about 7,000 undergraduate and graduate students. Within the steering committee, there was no direct representation of the College, however Walk!Bike!Brockport! served as an indirect representative, due to its status as a town-gown committee. The Walk!Bike!Brockport! representative on the steering committee was also a member of the college faculty.

As part of the pilot program, the Trail Town committee attempted to identify key areas for

## THE TRAIL TOWN STEERING COMMITTEE

### The Village of Brockport government

The Victorian Village on the Erie Canal has a small Village government with a number of active committees, including a Town-Gown partnership committee with SUNY Brockport, the Tree Board, the Parks Committee, the Historic Preservation Board, and the Brockport Welcome Center. Of special note is the Village’s Bridging the Closure Committee, developed to prepare for the closure of the Main Street bridge in Spring 2023 for repairs and upgrades. Village government also includes the municipal police department, who supported events throughout the pilot period, including Bike Around Brockport, held in May 2022.

### The Welcome Center

Brockport’s Welcome Center is an information hub for all visitors to the Brockport area, staffed with volunteer Brockport Ambassadors. The Welcome Center provides services and amenities to visitors throughout the navigation season, such as accessible public restrooms, bicycles to rent, and a space to camp, as well as shower and laundry facilities.

### Walk!Bike!Brockport!

This group is a subcommittee of the Town-Gown Committee (a committee co-chaired by Mayor Blackman and SUNY Brockport President, Heidi Macpherson and composed of college and community representatives). Walk!Bike!Brockport! recently underwent a revisioning process, establishing a mission to cultivate a vibrant, inclusive community engaged in accessible active transportation and recreation. Membership includes representatives of Village government and of the college.

### Brockport Merchants’ Association

The primary focus of the Merchants Association is promoting businesses, old and new. The association’s members include an eclectic mix of 54 businesses from specialty shops to clothing to quaint restaurants to service providers.



partnerships with the college, and forged an initial connection with the Coordinator for Intramural and Club Sports. Currently, the College does not have any cycling or running clubs within Campus Recreation. The Campus Recreation Department however is home to the Eagle Share Bike Program. Bikes are available for rental through the Membership Services desk in the SERC and can be rented out for up to 72 hours.

Members of Phi Epsilon Kappa (the Department of Kinesiology, Sport Studies, and Physical Education's honors fraternity) participated in the 17th annual Canal Clean Sweep, providing a potential avenue for further partnership.

The librarians of Drake Memorial Library, a full-service academic library at SUNY Brockport, are informal caretakers of the trail, and have expressed interest in potentially adopting a stretch of the trail through Brockport.

## COMMUNITY ORGANIZATIONS

The Village of Brockport is home to a number of volunteer and community groups that are dedicated to helping the Village grow and improve.

As part of this pilot program, the Brockport Rotary adopted a central stretch of trail between Main Street and Park Avenue, volunteering to take responsibility for keeping the trail clean and maintained throughout the summer season. This community volunteer organization, as well as the student branch of the Brockport Rotary,

is active in Canal Clean Sweep, the annual spring cleaning of the Canalway Trail.

The Lions Club is a dependable volunteer organization that often helps out at community events, such as by providing volunteers for the greeting party for Cycle the Erie Canal riders.

The Brockport Community Museum shares local history with the Brockport community and its visitors. It is a "Museum Without Walls" that exists both as a website and as historical markers and exhibits in area buildings, connecting Brockport's residents and visitors to the community's history. Overlapping membership with Walk!Bike!Brockport! provides a link between Trail Town work and the Museum.

BISCO (Brockport Integrated Service Clubs Organization) is a collaborative group of local organizations and interested individuals working toward the betterment of the community. It is the primary sponsor of the Brockport Arts Festival, one of Brockport's signature events.

## BROCKPORT'S BUSINESS COMMUNITY

The Brockport business community was represented in the steering committee by Susan Smith, the Vice President of the Brockport Merchant Association. No business owners were represented directly in the steering committee.

Through the pilot program, twelve businesses engaged with Parks & Trails New York and were certified as officially



Bike Friendly through PTNY's business certification program. Certification under this program means that the business values cyclists as customers and strives to meet their unique needs. At minimum, this means that they have a physical location with posted hours, provide an identified parking area for cyclists, can provide local knowledge about the trail.

More information on the business community and the services they provide trail users is included in the trail-related services inventory on page 24.

## REGIONAL PARTNERSHIPS

A trail town cannot function in isolation, and is able to achieve so much more when it is well-connected to other communities and groups at the regional level. Beyond the Village, Brockport has some key relationships that enable them to leverage resources that might not be directly available within the Village.

### TOWN OF SWEDEN

The Village of Brockport lies primarily in the Town of Sweden, with two small portions in the Town of Clarkson. During the Trail Town pilot period, PTNY observed that there was limited communication or collaboration with the Town, presenting an opportunity for increased collaboration in the future.

### ROCHESTER METROPOLITAN AREA

Brockport lies within Monroe County, which is anchored by the city of Rochester located only 20 miles from downtown. The Village is connected to Rochester by the Erie Canalway/Empire State Trail, a 25-minute drive, or the Rochester Regional Transportation Service's ON Demand service.

Monroe County's tourism promotion agency, Visit Rochester, has demonstrated some interest in the Village's Empire State Trail Town pilot program. However, it appears that the tourism agency's primary focus is on Rochester itself, with less direct promotion of the Village.



The Village has a strong relationship with Rochester Accessible Adventures, with whom they have partnered for two years to provide accessible kayak and bicycling excursions on the Erie Canal, through the New York State's "On the Canals" excursion initiative. This partnership leverages Rochester Accessible Adventures' existing relationship with the Erie Canal Boat Company to provide accessible kayaks and bicycles for the tours.

In partnership with Rochester Transit Service, Brockport has a bike share service through HOPR with two docking locations, one at Corbett Park and one on Main Street. The bikes can be borrowed through the HOPR app and cost \$1 to unlock and \$0.25 per minute, and allow visitors or residents who might not otherwise have access to a bicycle to explore the trail.

### NEIGHBORING CANAL COMMUNITIES

The closest neighboring communities to Brockport are the hamlet of Adams Basin and the Village of Spencerport to the east, and the Villages of Holley and Albion to the west. The Village of Brockport appears to have some ties with its neighboring canal communities, however the communication seems to be limited. Albion and Brockport will be undergoing bridge replacements as part of the same project, creating an opportunity for increased communication. Moving forward, because of their proximity to Brockport, these communities are the best candidates for partnerships on events that include trips between them by bike.

Other nearby communities from which Brockport may draw inspiration and partner on more wide-ranging events include the Villages of Fairport and Medina. While a little bit farther away from Brockport, these canal towns share common characteristics. They may be able to learn from each other and otherwise mutually benefit by coordinating on regional events and programs.

## STATEWIDE PARTNERSHIPS

Brockport has key relationships with many state-level partners, putting them in a strong position to advocate for themselves.

### NYS CANAL CORPORATION/NEW YORK POWER AUTHORITY

The Village of Brockport has a strong relationship with the New York State Canal Corporation, partnering with NYSCC on a variety of projects and programs, including the Reimagine the Canals Pedestrian Loop, On the Canals excursions, pollinator gardens, and this pilot program, the Empire State Trail Town initiative.



### NYS DEPARTMENT OF TRANSPORTATION

Over the course of the pilot program, the Village developed a relationship with the NYS Department of Transportation as work moved forward on the Main Street bridge

closure and coordination was required. Communication has been open and continuation of this relationship will remain important throughout the bridge closure.

### ERIE CANALWAY NATIONAL HERITAGE CORRIDOR

The Village's relationship with the Erie Canalway National Heritage Corridor (ECNHC) is also a significant asset. Walk!Bike!Brockport is a strong proponent of the Canalway Challenge, administered by ECNHC, and has committed significant effort to encouraging Brockport residents to participate in the challenge. The Village also received funding through Erie Canalway's Impact Grant to install interpretive panels at the two lift bridges in collaboration with the Brockport Community Museum, paint murals in the Village, and plan the canal opening celebration event, Low Bridge, High Water. In addition, there are six Erie Canalway Water Trail Adopters who adopt the stretch of canal between Brockport and Spencerport.

### PARKS & TRAILS NEW YORK

The Village has a strong partnership with Parks & Trails New York, developed and enhanced through the Empire State Trail Town pilot program. Furthermore, Brockport has one of the most successful welcoming committees for Cycle the Erie Canal riders, PTNY's annual cross-state bike tour.



*A grand welcome in Brockport during PTNY's Cycle the Erie Canal bike tour.*

## TRAIL TOWN CULTURE

Brockport was selected as the pilot community for the Empire State Trail Town program because it prioritizes walkable and bikeable streets and takes pride in its historic connection to the Erie Canal. This combination of qualities makes for a community that is in a good position to welcome visitors traveling on the trail, as well as enhance quality of life for residents.

A number of factors go into creating a cohesive and welcoming Trail Town culture, and a place that obviously prioritizes active transportation and recreation, such as existing plans and policies, as well as events and programming in the Village.

### EXISTING PLANS

The Village has three critical plans that inform the direction of growth and development as a pedestrian and bicycle-friendly, welcoming community: the Clinton Street Master Plan, the Active Transportation Plan and the Village Comprehensive Plan.

#### CLINTON STREET MASTER PLAN (2010)

The Clinton Street Master Plan provided physical and market solutions for the Clinton Street area, an underutilized section of Brockport along the canal, with the aim of developing a revitalized canal front along Clinton and Merchant Streets. While developed over ten years ago, many of the recommendations are still applicable today.

#### ACTIVE TRANSPORTATION PLAN (2015)

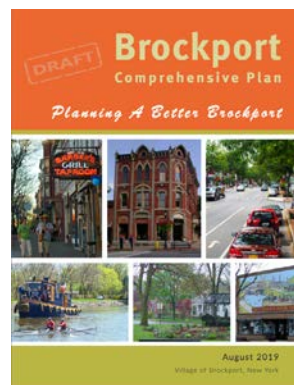
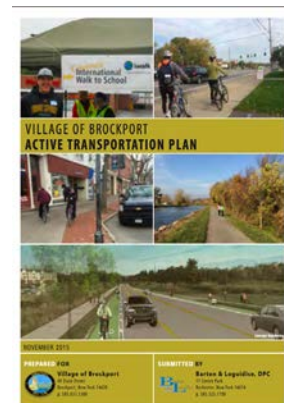
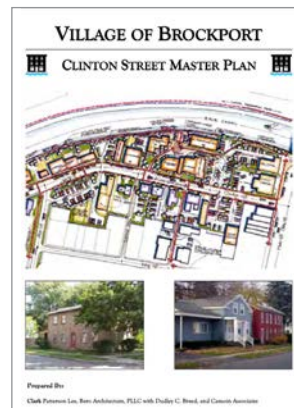
The Active Transportation Plan puts forth a strategy to improve the physical infrastructure for pedestrian and bicycle travel in Brockport, including connections to Sweden and Clarkson. The plan includes recommendations for new bicycle facilities, important sidewalk connection gaps, and new or improved shared use paths and trails. While some of these recommendations have been addressed since the plan's publication in 2015, quite a few of these

recommendations continue to be priorities and were considered for this Action Plan.

#### VILLAGE COMPREHENSIVE PLAN (2019)

The Village Comprehensive Plan provides a framework for the future of Brockport, proposing a vision, values, and principles that can function together to guide future decision-making and planning efforts.

Many of the core values and principles outlined in the Comprehensive Plan overlap significantly with the values and principles of a Trail town, including the values of walkable streets and the importance of preserving history, as well as the principles of prioritizing streets that accommodate all road users, adopting a community identity, developing Main Street as a focal point, and capitalizing on the Erie Canal.



*The Village of Brockport's planning documents provide a framework for continuing to enhance the Village as a destination along the trail and a walkable, bikable place for residents and students.*

## EVENTS & PROGRAMS

Brockport is home to many events and programs that foster community involvement and a positive visitor experience. These types of events and activities are crucial for creating community and a kind of place that visitors will seek out.

Event	Partners	Timeframe	Description
Canal Clean Sweep	Village of Brockport, Parks & Trails New York, The Welcome Center, The Brockport Rotary, PEK	April	The Village of Brockport participates in Canal Clean Sweep, Parks & Trails New York's annual statewide spring cleaning of the Erie Canalway Trail.
Arbor Day	Village of Brockport's Tree Board; Community members; Brockport Schools; SUNY Brockport	Last Friday in April	The Village of Brockport's Tree Board, in collaboration with community partners, has been restoring the community's urban forest by holding a tree planting each Arbor Day.
Low Bridge, High Water	Village of Brockport	June	The annual celebration of the opening of the canal, complete with food vendors, live music, and more.
Brockport Farmers Market	Village of Brockport	Sundays in Summer	Quality fresh foods and farm products from western Monroe County
Old Fashioned Fourth of July	Morgan Manning House	July	Children's parade, live music, children's games, cake walk to celebrate Independence Day.
Sidewalk Sale & Brockstock	Brockport Merchants Association	July	Annual sale in the downtown merchant district followed by a night of food, brew, music and fireworks at the Welcome Center.
Summer Serenades	Village of Brockport	July & August	A summer concert series at Brockport's Welcome Center on the banks of the Erie Canal for eight weeks of free, family friendly live music every Thursday evening in July and August.
Brockport Arts Festival	Village of Brockport, BISCO	August	Annual festival featuring 100+ artists and crafts people covering a wide variety of categories and styles on Main Street. Festivities also include food vendors, a winegarten, live music, and a Duck Derby on the canal.
On the Canals Bike & Kayak Excursion	Village of Brockport, NYS Canal Corporation, Rochester Accessible Adventures, Erie Canal Boat Company	August & September	Accessible kayak and bike excursions on the Erie Canal that encourage participants explore the recreational resources in Brockport, and visit the downtown businesses when they're done.
Walk to School Day	Village of Brockport, Brockport Central Schools	October	Thousands of students walk, bike, or roll to school on the first Wednesday of October, made possible by volunteers from the community who help guide students or cheer them on.
Brockport Merchants Association Events	Brockport Merchants Association	Throughout the year	Events include the Brockport Chocolate Walk, Girls Day Out, Sidewalk Sale, Midnight Madness, Black Friday, Small Business Saturday and Holiday Passport.

## INFRASTRUCTURE

Quality trail infrastructure and bike and pedestrian facilities is essential for encouraging visitors to explore the community and for residents to feel comfortable biking and walking. This section highlights the current conditions of the section of trail through Brockport, as well as the connections between the trail and Brockport's Main Street.

### TRAIL INFRASTRUCTURE

#### TRAIL SURFACE & CONDITION

The trail is an essential feature of any Trail Town. Brockport has 2.36 miles of the Erie Canalway Trail/Empire State Trail within Village limits (the two trails are concurrent along the entirety of the Erie Canalway Trail). The trail through Brockport is stone dust west of Main Street (1.53 miles), stamped pavement between the Main Street and Park Avenue bridges (0.16 miles), and stone dust again west of the Park Ave bridge (0.67 miles). The condition of the trail is mostly very good, however there are a few issues with the stamped asphalt surface between Main Street and Park Ave, where the asphalt is deteriorating or tree roots are pushing through and causing the asphalt to crack.

At each of the entrances to the section of stamped brick surface between Main Street and Park Ave, there are two low metal bollards to prevent vehicular traffic. These bollards constitute a possible safety hazard for trail users.



### AMENITIES

#### On Trail

The trail through the Village offers visitors many amenities, mostly concentrated in the section between Main Street and Park Ave. Key trail amenities along this section include benches and trash cans, some of which are paired with dog waste bag dispensers. These amenities serve to create a welcoming and positive experience for visitors to the trail. There is currently nowhere directly on the trail to get drinking water (we don't recommend drinking canal water).

#### Main Street and Redman Road Trailheads

There are two trailheads with amenities in Brockport, one at Redman Road and one at Main Street. The Redman Road trailhead was installed as part of the Empire State Trail initiative in 2019 and has a small parking lot, an interpretive sign and regional map, a stone bench, three bike racks, and a bike fix-it station. The Main Street trailhead serves as an informal gateway to the Village, with a small parking lot, an informational kiosk, a few benches, and a bike rack.

#### Corbett Park

Directly north of the trail west of the Smith Street bridge is Corbett Park, the Village's largest public park. Amenities at the park include an open pavilion with eight picnic tables, several picnic tables and grills located throughout the treed area of the park, three newly repaved tennis/pickleball courts, an area for basketball, and a large open space. A walking path (repaved as of 2022) winds through the park and past the pond, connecting the park with the Canalway Trail. Additional amenities offered here include a seasonal portable toilet and a recently repaved parking lot, and a National Fitness Court.

#### The Welcome Center and Harvester Park

The Brockport Welcome Center at Harvester Park on the opposite side of the canal offers many other amenities that trail users seek, including two accessible bathrooms with showers, coin-operated laundry, dockside

water and electricity, picnic tables and grills, an information room with a computer, printer, and free wifi, an area to tent camp overnight, ten bikes and helmets available to borrow, and a fix-it station. In 2021, the first adaptive kayak launch on the Erie Canal was installed at Harvester Park. Future amenities planned at Harvester Park include a public performance pavilion near the Welcome Center.

### Commissary Park

The Village erected a floating dock at Commissary Park in 2019, the future location

#### **Camping at the Welcome Center/ Harvester Park.**



of the south end of the Brockport Pedestrian Bridge, with the purpose of bringing rowing to Brockport. The Village is currently seeking funding to construct a boat house at this location.

## SIGNAGE

Signage is key to making sure that trail users know that they are entering a community and what amenities and services they can find there.

### Wayfinding Signage

Destination signage that directs trail users into town is limited. The only signs that serve this purpose are a few faded and out-of-date signs indicating the presence of the Welcome Center.

### Trail Confirmation Signage

There is EST confirmation signage on the trail through Brockport, installed as part of the Empire State Trail project completed in 2020.



*Welcome Center wayfinding signage at Park Ave trail access (left) and trail confirmation signage (right).*

### Interpretive Signage and Maps

At the Redman Road trailhead there is a two-sided interpretive sign, installed as part of the Empire State Trail initiative, with information about Brockport's history and a regional map on one side and a statewide map of the Empire State Trail on the other.

The informational kiosk at the Main Street trailhead provides a regional map of the western section of the Erie Canalway Trail on one side and an interpretive panel about lift bridges on the other.

Additional interpretive signage is located on the trail directly east of Main Street, with a panel designed by the Brockport Community Museum describing the history of Brockport and the Erie Canal. More of these panels are distributed throughout the community.



*Interpretive signage and maps Redman Road trailhead (left) and Main Street kiosk (right).*

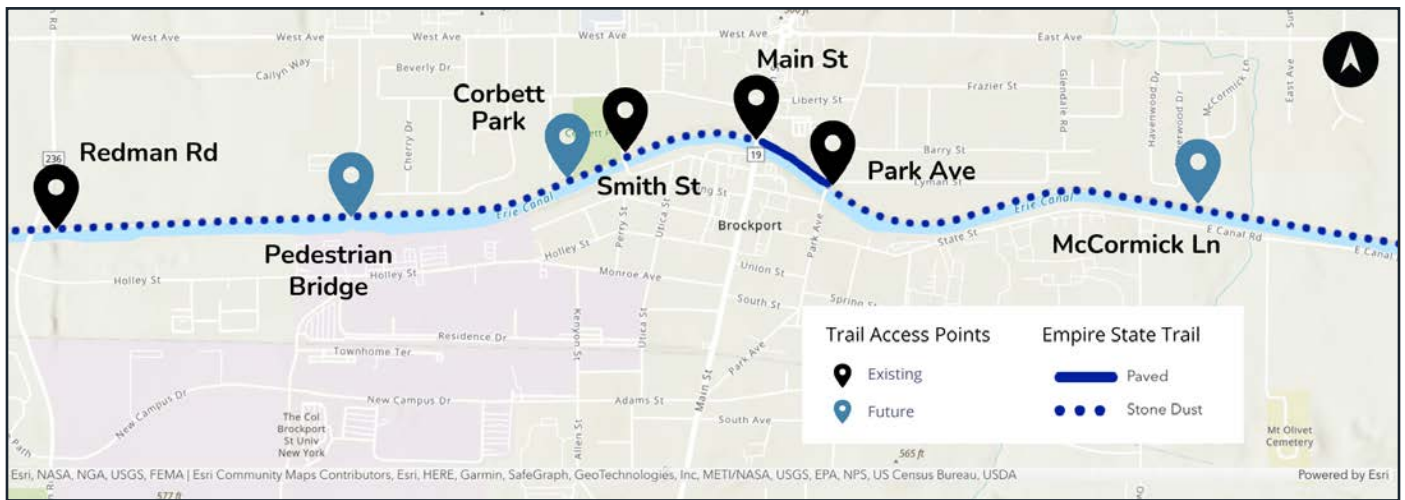
## TOWN-TO-TRAIL AND TRAIL-TO-TOWN CONNECTION

As of summer 2022, there are four access points to the Erie Canalway Trail in Brockport. From west to east, these access points are located at Redman Road, Smith Street, Main Street, and Park Ave. Several additional access points are planned for construction in the next few years.

From each of the current access points, PTNY identified and studied the routes that trail users would most likely use to travel between the trail and Brockport’s downtown businesses on Main Street, limiting the study area to the transportation network that most directly connects trail users to Brockport’s downtown.

Beyond this study area, the Village’s bike and pedestrian infrastructure were well documented in the 2015 Active Transportation Plan. The 2019 Village Comprehensive Plan included documentation of the most significant bicycle and pedestrian recommendations, some of which have been implemented and some of which are still applicable today.

**MAP 1: EMPIRE STATE TRAIL ACCESS POINTS IN BROCKPORT**





## REDMAN ROAD TRAILHEAD

**Trail access:** There is a trailhead and parking lot at Redman Road, marked by an Empire State Trail/ Erie Canalway Trail Brockport vehicular access sign on the east side of Redman Road. The trail can be accessed here by cyclists, pedestrians and trail users arriving in vehicles.

### Trailhead:

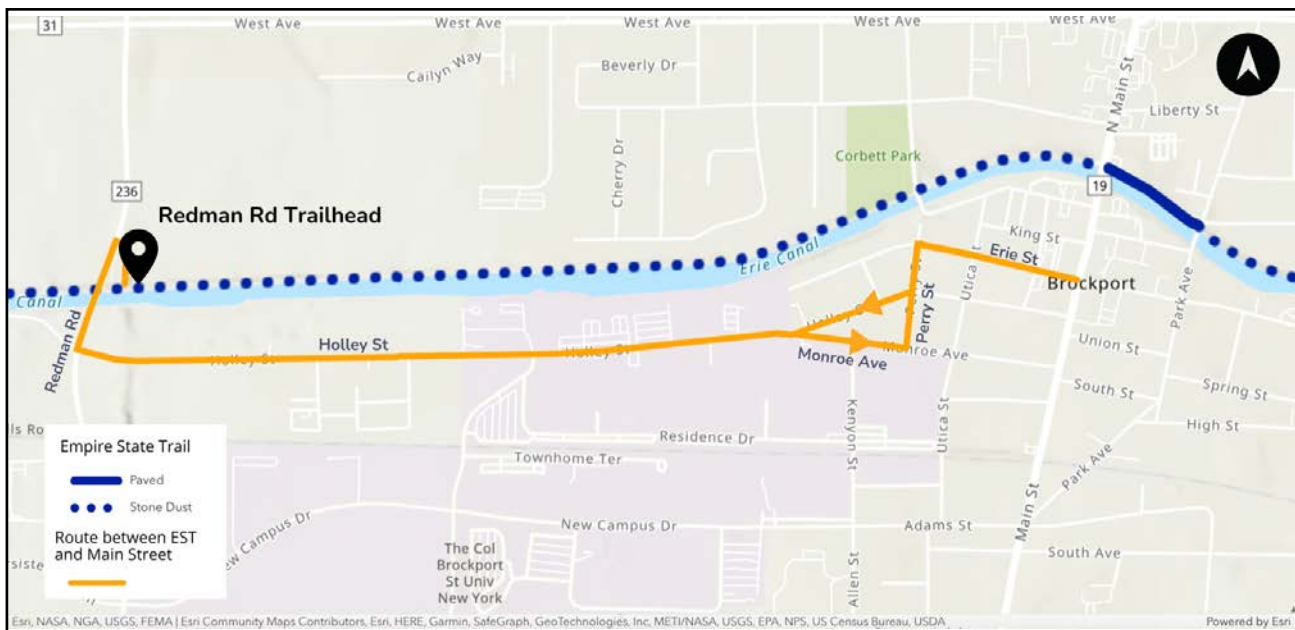
- No local wayfinding at trailhead
- Large parking lot, although the gravel surface is uneven

**Connection to town:** This is the first access point to the Village that eastbound travelers encounter. The trailhead is not technically on Village property.

- Cyclists heading to Brockport from the trail must cross Redman Road, a busy, high-speed road twice: once to travel south and once to turn left onto Holley Street
- There are bike lanes on Holley Street from Redman Road to Commencement Drive, and traffic remains fairly slow as Holley Street runs through campus.
- The intersection of Holley Street and Monroe Avenue is confusing, with confusion over right-of-way and no clear guidance for pedestrians and cyclists on how to best reach Main Street. Upon analysis, the safest route for eastbound cyclists is to bear right on Monroe Avenue, and the safest route for westbound cyclists is to take Holley Street to avoid conflict with other road traffic.
- The traffic signal at the intersection of Erie Street and Main Street makes it the best intersection for eastbound cyclists to access Main Street.
- There is a continuous sidewalk from Redman Road to Main Street, making the route safe and convenient for pedestrians.



## MAP 2: ROUTE FROM REDMAN ROAD TRAILHEAD TO MAIN STREET



## SMITH STREET TRAIL ACCESS

**Trail access:** The Erie Canalway Trail can be accessed by cyclists and pedestrians from Smith Street by a paved connector on the east side of the road north of the bridge. Informal parking for one or two cars is available.

**Connection to town:** The Smith Street bridge provides an opportunity for trail users to leave the trail and access Brockport's Main Street, however current bike and pedestrian facilities make this route undesirable.

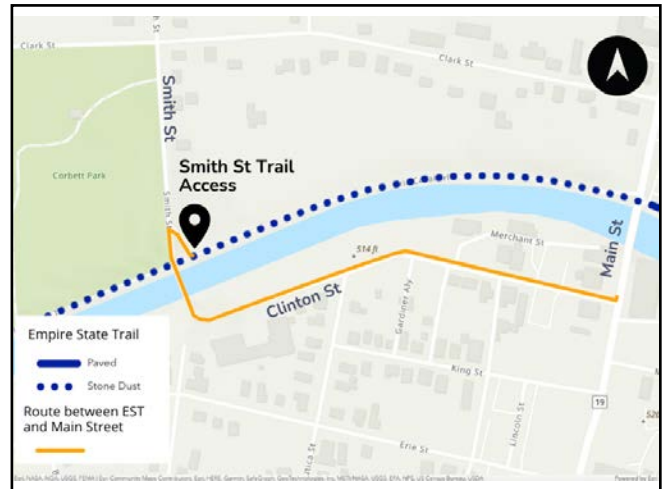
- No primary wayfinding signage to direct visitors off the trail or secondary wayfinding signage to Main Street
- The Smith Street bridge is quite steep for cyclists
- Unsafe pedestrian and bicycling conditions on bridge\*
- There are no bike facilities on Clinton Street
- Properties along Clinton Street are underutilized, and do not give a welcoming first impression of the Village when coming off the trail



\*Currently, bicycle and pedestrian conditions on the Smith Street bridge are undesirable. However, in 2022, Brockport received a \$1.2 million Federal Transportation Alternatives Grant to make pedestrian and bicyclist safety improvements to the Smith Street Bridge.

This three-year project involves replacement of sidewalks on the Smith Street approach to the bridge, continuing the sidewalk on the Clinton Street side of the bridge that now ends in a guard rail, replacing the steep stairs on the west side of the bridge, and reconstructing the crumbling retaining wall on the Clinton Street approach to the bridge. Crosswalks at Clinton Street and Smith Street will allow pedestrians to safely cross the two streets. Two push-button-activated traffic lights and metal bicycle plates installed on the bridge will increase pedestrian and bicyclist safety.<sup>1</sup>

### MAP 3: ROUTE FROM SMITH STREET TRAIL ACCESS TO MAIN STREET



<sup>1</sup> <https://westsidenewsny.com/news/2022-07-03/brockport-receives-1-2-million-tap-grant/>

## MAIN STREET TRAILHEAD

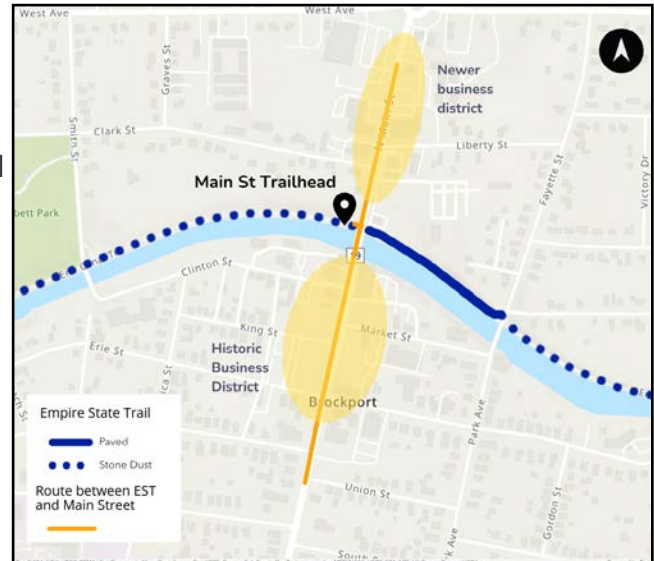
**Trail access:** The Main Street trailhead acts as the unofficial gateway to the Village, with a small parking lot and other amenities. It is the closest trail access point to the downtown business district, and provides trail access for pedestrians, cyclists and trail users arriving in vehicles.

### Trailhead:

- No local wayfinding signage, regional map at the kiosk is out of date
- No signage to indicate trail access or parking from the road
- No dedicated/delineated space for trail users vs cars in the trailhead parking area
- Unclear what parking space is reserved for Canal Corporation vehicles and where trail users are allowed to park their vehicles
- Trail crossing at Main Street is perceived as unsafe for trail users\*
- No road crossing warning signs to alert trail users to slow down or use caution at the road crossing

\*Improvements are planned to the intersection as part of the replacement of the Main Street Bridge, including moving the crosswalk to the north, repainting the crosswalk for high visibility, and replacing the traffic signal with a flashing yellow light.

**MAP 4: ROUTE FROM MAIN STREET TRAILHEAD TO MAIN STREET**



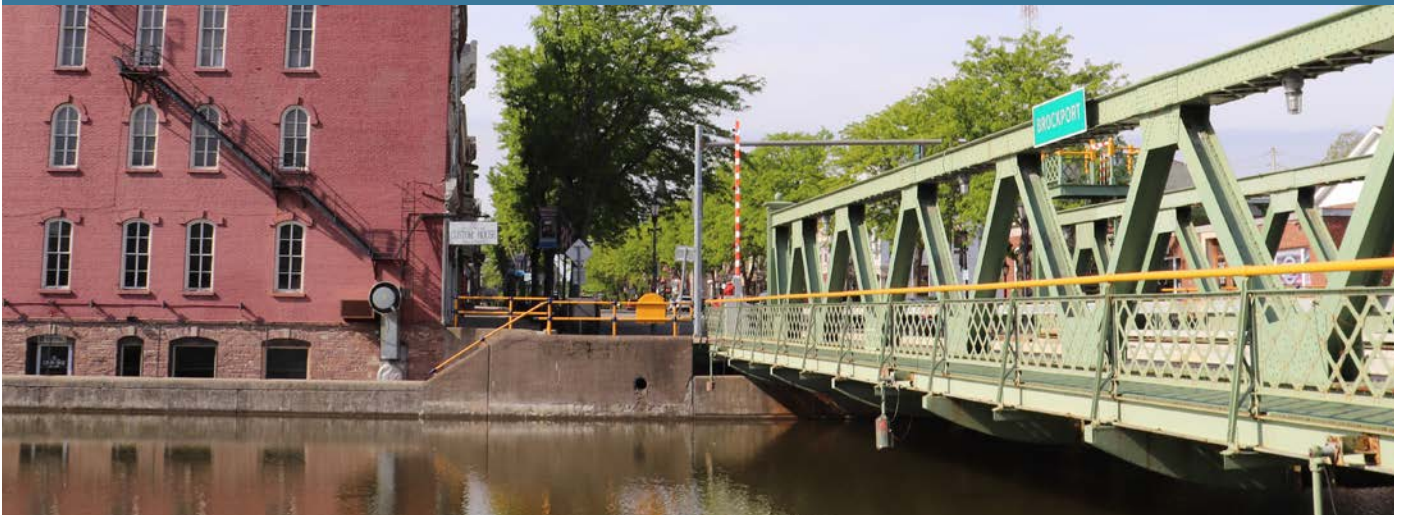
**Connection to town:** Main Street/NY-19 is the primary north/south artery for the Village and is the primary connection from the trail to Brockport's businesses. Directly to the north of the trail is a newer commercial area, and directly to the south is the historic downtown business district. About a mile south of the canal, another newer business district is located outside of the Village in the Town of Sweden.

- No signage that directs trail users to historic Main Street or that indicates the amenities/services they might find there, and no wayfinding signage on Main Street directing to the Welcome Center
- Steel deck of the bridge can be dangerous when wet or icy
- Main Street bridge scheduled to be closed, starting in Spring 2023 (see call-out box on next page: *Bridging the Closure*)
- Main Street's bike lanes between the canal and Monroe Street put cyclists at risk of being "doored" (hit by the door of a parked car being swung open into the bike lane)
- The sporadic alternation of bike lanes and sharrows south of Monroe Street to the commercial area on NY-31 is not safe for cyclists
- Bike parking is insufficient and not clearly designated (see call-out box on next page: *Bike Parking on Main Street*)
- It is difficult for pedestrians to cross Main Street
  - No crosswalk directly south of the Main Street Bridge at the canal
  - The crosswalks at Water and Market Streets have two "State Law: Yield to Pedestrians" signs on either side. These pedestrian crossing signs however are intended for use in the middle of the street and do not serve to improve visibility for the crosswalk as much as they could in their current locations
  - The pedestrian crossing at Monroe Street has low visibility
  - The intersection of Main Street with Park Ave, Fair Street, and Adams Street is difficult for pedestrians to navigate, and has been analyzed extensively in the 2015 Active Transportation Plan

## MAIN STREET

### BRIDGING THE CLOSURE

The Village is actively working to address the Main Street bridge closure, set to begin in spring 2023 and continue for two recreation seasons, through the establishment of the Bridging the Closure committee. The committee has been coordinating with the Village of Albion, whose bridge is also being replaced as part of the same project, as well as with engineers and staff from NYS Department of Transportation. Part of the committee's mission includes making sure that trail users have safe alternatives for accessing downtown.



### BIKE PARKING ON MAIN STREET

There are four bike racks on Main Street, however PTNY also identified a few locations where it looked like bike racks had been removed. Of the four racks in place, three are the recommended "inverted U" style, with the fourth being a rusted, mobile rack outside of Liftbridge Bookshop that seemed to be filling a demand for more bike parking. Of the three "Inverted U" racks, two were placed in the recommended fashion, however one was placed at odds with a bench, making it difficult to use.

It was observed that the metal fencing around the planters on Main Street serves as de facto bike racks, showing a demand for more official bike parking on Main Street.



*Well-placed "inverted U" bike rack in front of The Strand Theater.*

## PARK AVENUE TRAIL ACCESS

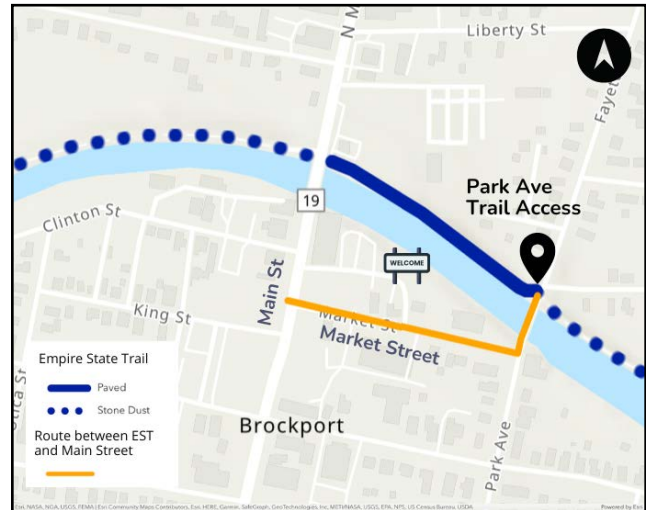
**Trail access:** The Erie Canalway Trail can be accessed at the intersection with Park Avenue/Fayette Street by cyclists and pedestrians. This is the second closest trail access point to Main Street. There is no parking at this location.

- There is an EST/ECT confirmation sign on the east side of the intersection visible from the road, but no other signage indicating trail access from the road.
- The trail crossing at Park Ave, while recently improved with a flashing yellow traffic signal instead of red-yellow-green, does not necessarily increase the visibility of trail users crossing the road.
- For northbound vehicles traveling over the bridge, it is difficult to see the pedestrian warning signs (W11-2 and W16-7P)

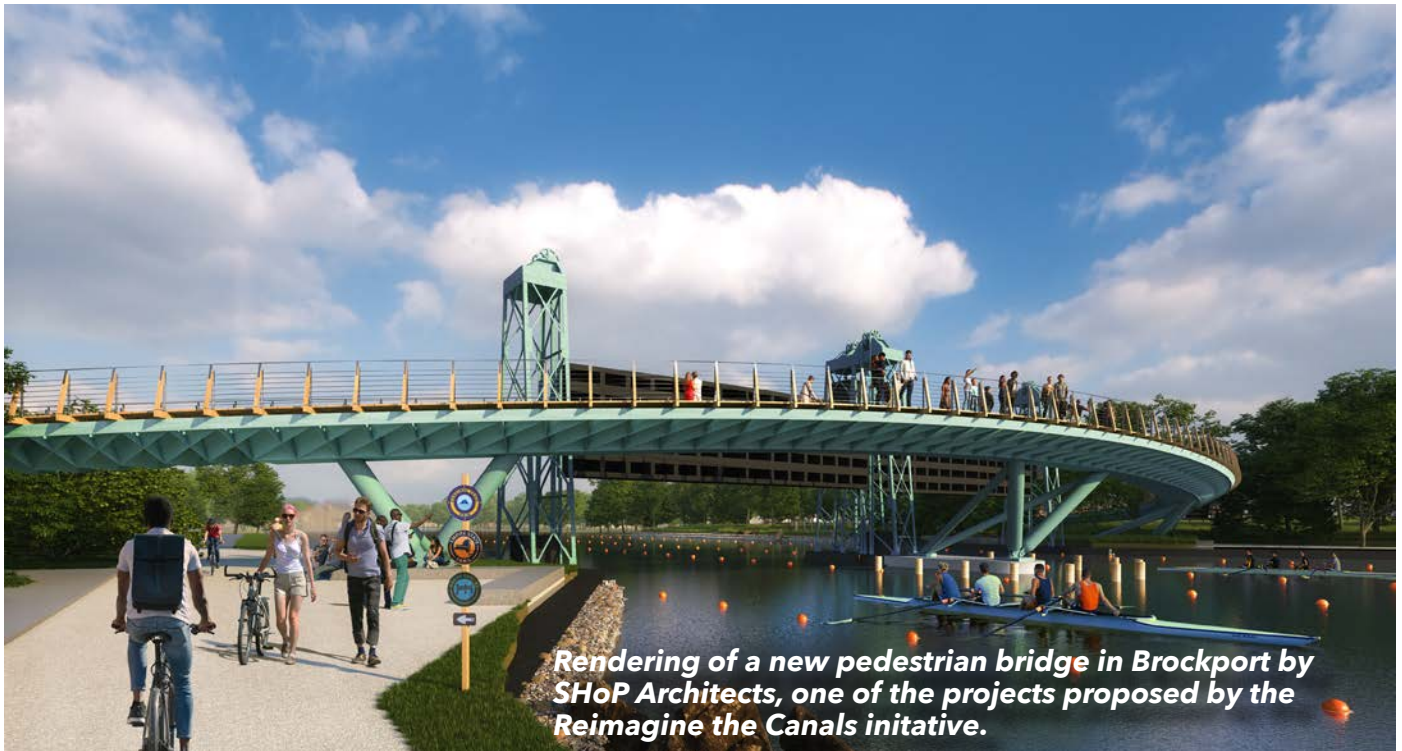
**Connection to town:** The Park Avenue bridge provides a connection to Brockport's downtown business district via Market Street and is the first access point to the Village that westbound trail users encounter.

- Signage for Welcome Center is faded and out of date
- Surface of bridge deck can be slippery when wet or icy
- No secondary signage to Welcome Center or Main Street after crossing over Park Ave bridge
- No bicycle infrastructure on Market Street
- It is not clear how cyclists are expected to access the Welcome Center from Market Street. There is a tiled sidewalk/trail that is accessible directly off of Market Street, but it is unclear whether bicycles are allowed on this trail or where it goes
- The vacant Old Fazool's building at 51 Market Street is not living up to its full potential with a canalfront location near the Welcome Center

**MAP 5: ROUTE FROM PARK AVENUE TRAIL ACCESS TO MAIN STREET**



**Intersection of Park Avenue and the Erie Canalway Trail**



## PLANNED FUTURE ACCESS POINTS

Three additional official access points will be added within the next couple of years, adding crucial connections between the Brockport community and the trail.

### **Brockport Pedestrian Loop**

As part of the Reimagine the Canals initiative, the Brockport Pedestrian Loop will connect the College at Brockport to the Erie Canalway Trail adjacent to the existing canal guard gate, located directly north of Holley Street behind Commissary Park. Additionally, there are plans in the works to build a new multi-purpose recreation trail on the south side of the canal, stretching east from the pedestrian bridge to the Smith Street bridge.

### **Corbett Park**

As part of the improvements to Corbett Park's trail system, an additional access trail will link the multi-use trail in Corbett Park to the Empire State Trail.

### **McCormick Lane Access Path**

On the north side of the canal, a new public access stone dust path up the Erie Canal embankment will connect the neighborhoods north of the canal to the Empire State Trail at McCormick Lane, connecting as well to the end points of Meadow Lane and Cloverwood Drive.

## TRAIL-ORIENTED SERVICES INVENTORY

PTNY conducted an inventory of Brockport's trail-oriented businesses and assets, to help provide a framework for the Village's strengths and what it should be promoting to potential visitors.

Type	Services Offered
Lodging	<ul style="list-style-type: none"> <li>• There are two bed &amp; breakfasts located within the Village, as well as three hotels in Sweden south of the Village.</li> <li>• Camping is available at the Brockport Welcome Center.</li> <li>• There are three Airbnb listings in the downtown area</li> <li>• There is one Warmshowers host</li> </ul>
Food & Drink	<ul style="list-style-type: none"> <li>• There are many eating and dining locations on historic Main Street, including two coffee shops/cafes, two diners, one sandwich/ice cream shop, four pizza shops, a Chinese restaurant, a Mexican grocery store and three bar and grilles serving American fare.</li> <li>• North of the canal, there are shopping centers with more options for food, including a burrito bar, a popular barbecue restaurant, and more options for pizza.</li> <li>• A weekly farmers market during the summer months takes place near the Welcome Center on Market St.</li> </ul>
Recreational	<ul style="list-style-type: none"> <li>• There is a full service bike shop on Main Street.</li> <li>• The Brockport Welcome Center is open during the summer months and offers bicycle rentals</li> <li>• There is an adaptive kayak launch at the Welcome Center</li> <li>• During August and September in 2021 and 2022, the Village has offered kayak rentals on weekends through the Erie Canal Boat company as part of the On the Canals excursions</li> <li>• There is a public floating dock at Commissary Park</li> </ul>
Retail	<ul style="list-style-type: none"> <li>• There are many retail options along the historic Main Street, including an Erie Canal themed book store, several gift shops, a record shop, and several collectibles stores.</li> </ul>
Traveler Amenities	<ul style="list-style-type: none"> <li>• There are two laundromats on Main Street. Laundry facilities are also offered at the Welcome Center.</li> <li>• There is a post office located downtown on Main Street.</li> <li>• There are no pharmacies in downtown Brockport, however there is a chain drugstore on North Main Street.</li> <li>• There are no grocery stores downtown, however there is a Dollar General on North Main Street with simple groceries, and a Wegmans south of the Village at the corner of Rt. 19 and Rt. 31 in the Town of Sweden.</li> <li>• There is no public library downtown, but the Seymour Library lies north of the Village in Clarkson.</li> <li>• There is a quality hospital with an emergency room, Strong West, to the north of the Village.</li> </ul>
Attractions	<ul style="list-style-type: none"> <li>• There is a bike friendly art gallery downtown</li> <li>• There are several local history museums, including the Morgan-Manning House, the Emily L. Knapp Museum of Local History, and the Capen Hose Co. No. 4 Fire Museum</li> <li>• The College at Brockport is home to the Tower Fine Arts Center Mainstage</li> <li>• The Strand is a historic movie theater located right on Main Street</li> </ul>



## DATA COLLECTION & PUBLIC INPUT

Collecting data on how many people are using the trail and how they're using it, as well as how they're experiencing the community is an important step to understanding how to better serve visiting and resident trail users.

### TRAIL USER COUNTS

Collecting trail user count data is important for understanding the potential market for trail user-oriented services and amenities, as well as for estimating when people are using the trail so that trail-oriented businesses can best serve their needs. Trail count data can be collected through manual spot counts or electronic counters. Manual counts are conducted by volunteers who make ticks on a clipboard for two-hour periods, which can then be used to estimate longer periods of trail use using extrapolation methodology. Electronic trail counters use infrared pyroelectric technology to count the people passing within range of the sensor by detecting body temperature, and collect data 24 hours a day for the period they are installed.

### ANNUAL TRAIL USE ESTIMATES

Trail use has remained constant in Brockport over the last decade at around 60,000 visits to the trail per year. The Erie Canalway Trail is clearly a well-used asset within the Village of Brockport, with highest use occurring closest to the Village center, such as at Main Street and Park Avenue. This trail use data show the clear value of the trail and can be included in grant applications and used to advocate for more investment and improvements.

Date	Location	Type of Count	Collecting Entity	Estimated Full-Year Trail Use*
July 2013	Main Street	Observational	PTNY	72,390
July 2013	Park Ave	Observational	PTNY	63,874
July-Oct 2013	Lyman Street	Observational	PTNY	62,700
June-July 2018	West Avenue	Electronic	Genesee Transportation Council	32,191
June-July 2018	Gordon Road	Electronic	Genesee Transportation Council	36,686
April 2021 - May 2022	Smith Street	Electronic	PTNY	53,224
May - October 2022	Park Ave	Electronic	PTNY	60,093
July 2022	Redman Road	Observational	PTNY	63,418

\* For full trail count extrapolation methodology, see PTNY's **2021 Who's on the Trail report**.

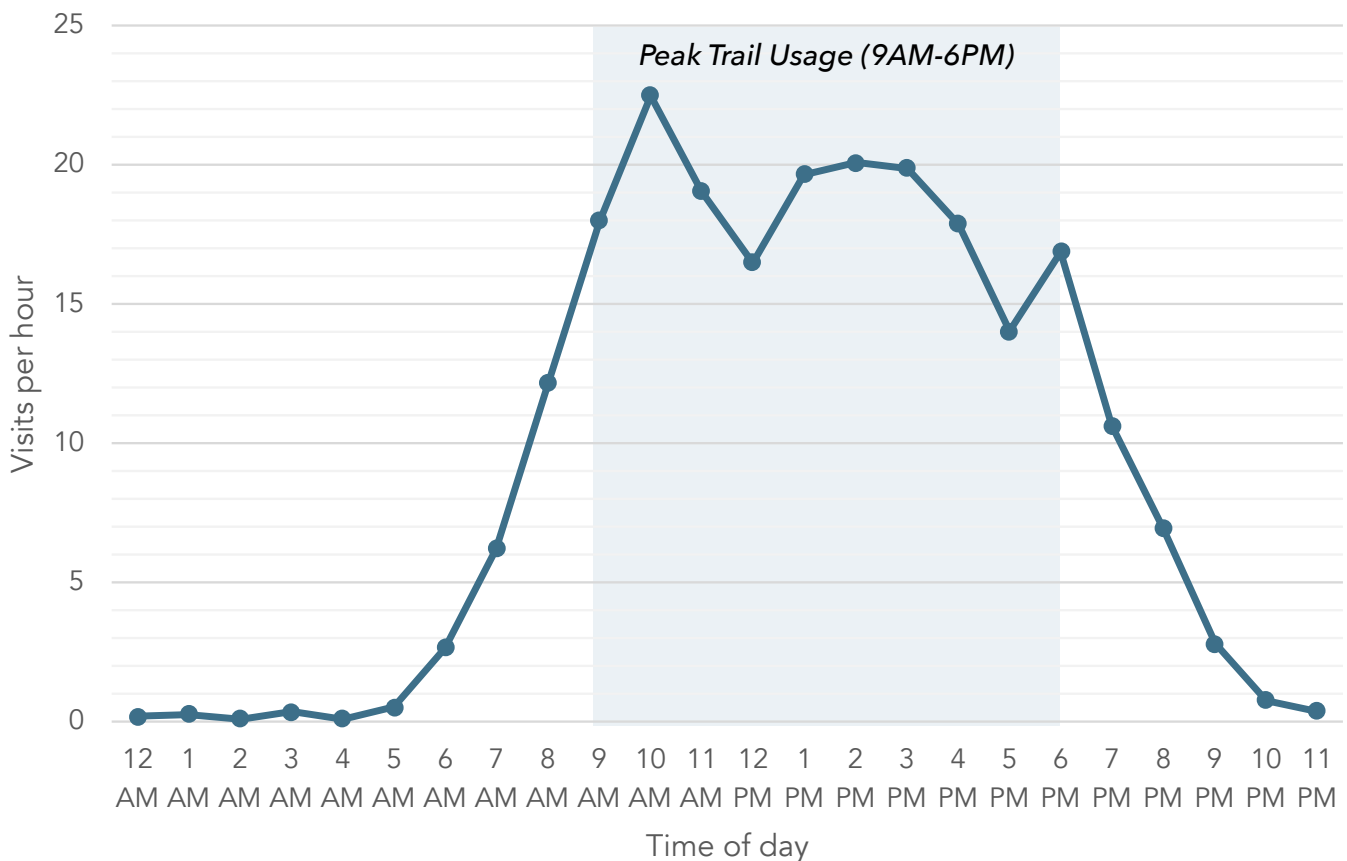


## TRAIL USAGE TRENDS

The most recent data collected via electronic counter during the tourism season (May 25 to October 19) at the Park Ave location reveals several trends relevant to Brockport’s business community. Peak use of the trail occurs between 9:00 am and 6:00 pm, with trail use varying from about 14 to 22 trail users per hour during this time (Chart 1). The most popular days of the week for trail use were Wednesdays and Saturdays, although use over the course of the week remained relatively constant (Chart 2). The most popular month for trail use was August (Chart 3).

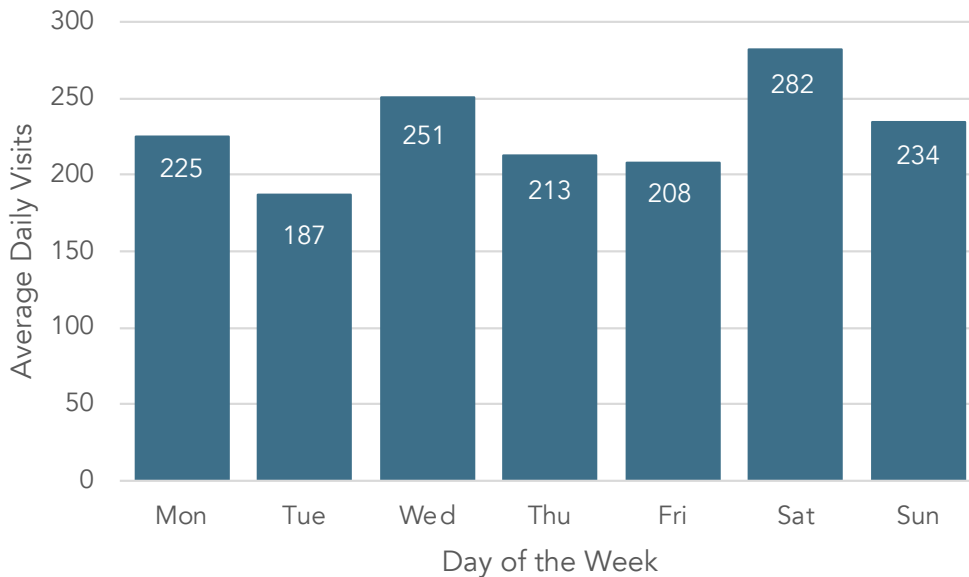
These findings can help business owners and the Welcome Center be informed and be ready for when trail users are most likely to stop in. For example, businesses may want to make sure they are open at 9:00 am or 10:00 am at the latest to take advantage of the high trail usage and foot traffic. In the evening, businesses that may close at 5:00 pm may want to consider staying open until 6:00 pm, as the trail is still receiving high use at this time.

**CHART 1: AVERAGE HOURLY VISITS TO THE ERIE CANALWAY TRAIL AT PARK AVE (MAY - OCTOBER 2022)**

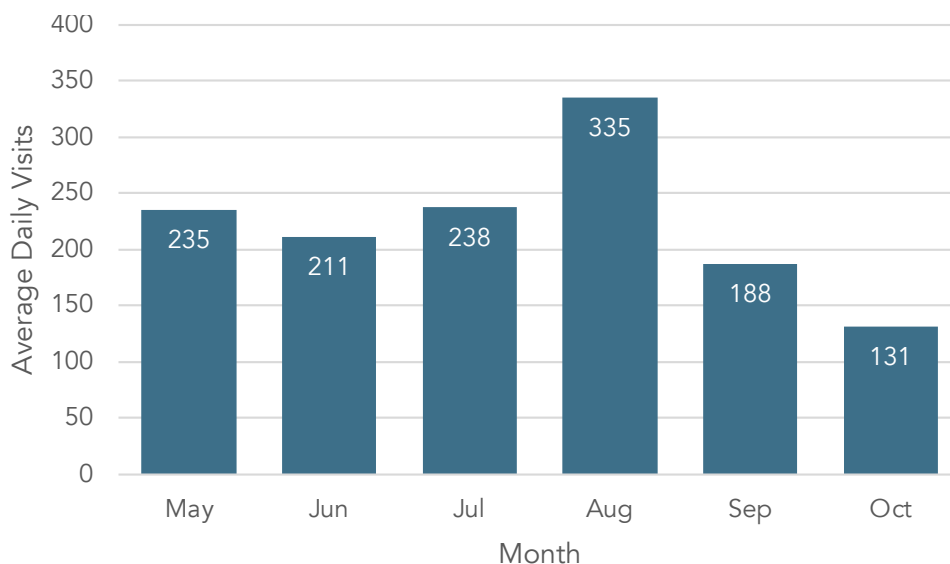


As for days of the week, businesses may want to pay special attention to Wednesdays and Saturdays when trail use is highest, making sure they're open and well-staffed on those days of the week. In terms of monthly use, the Welcome Center may want to consider recruiting extra volunteers during the month of August, or ensure that all volunteer positions are filled during this month, to make sure that these trail users can access the Welcome Center's resources.

**CHART 2: AVERAGE DAILY VISITS TO THE ERIE CANALWAY TRAIL AT PARK AVE BY DAY OF THE WEEK (MAY - OCTOBER 2022)**



**CHART 3: AVERAGE DAILY VISITS TO THE ERIE CANALWAY TRAIL AT PARK AVE BY MONTH (MAY - OCTOBER 2022)**





## EMPIRE STATE TRAIL TOWN PUBLIC LISTENING SESSION

On May 23, 2022 at 6:00 pm, PTNY and NYS Canal Corporation hosted a public listening session at Seymour Library. Approximately 30 members of the greater Brockport community attended the session. The workshop included a brief introduction to the Trail Town program and introduced the goals, but left the majority of the time for attendees to express what they saw as the strengths, weaknesses, opportunities and threats to Brockport’s success as a Trail Town. The comments made during this session were compiled and incorporated into the recommendations in this Action Plan.

### LISTENING SESSION SUMMARY TABLE

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Walk!Bike!Brockport! Action Group</li> <li>• ECNHC Water Trail adopters</li> <li>• Strong fishing community along the canal</li> <li>• Welcome Center offers a variety of amenities to trail users</li> <li>• SUNY Brockport brings a young demographic to the Village</li> <li>• Quality dining establishments</li> <li>• On the Canals accessible kayak and bike excursions</li> <li>• 2 B&amp;Bs downtown, one of which just opened in 2022</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Parking at Main St trailhead needs to be clarified - signs say no parking except official vehicles but don't clarify where</li> <li>• Weak signage to direct trail users into town</li> <li>• Crosswalk on Main St. is blind from the bridge</li> <li>• Rt. 19/Main Street shoulder is poorly maintained</li> <li>• Bike lanes on Main St are narrow and fading</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Enhanced partnerships with SUNY Brockport</li> <li>• Enhancements like art along the trail</li> <li>• Partnerships with the fishing community</li> <li>• Accessible portable toilet along the trail that is available 24/7</li> <li>• Signage (static and digital) that direct trail users to Brockport amenities</li> <li>• More biking resources and walk/bike programs like regularly scheduled rides</li> <li>• Establish a bike route to businesses off of Main St. (could also serve as safe route to school)</li> <li>• Expand bike lanes</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Fishing community leaves lures/boxes on the trail - can be hazardous</li> <li>• Rt. 19 is a busy road, and the shoulder is poorly maintained, making it difficult to reach the hotels/major businesses south of downtown</li> <li>• Main Street Bridge Closure in Spring 2023</li> <li>• Main Street round-about is hazardous for pedestrians</li> </ul>



## EMPIRE STATE TRAIL TOWN SURVEY

Over the summer of 2022, PTNY conducted a public survey in order to better understand how Brockport residents and visitors view the community and the trail. The survey sought to capture information that would allow Brockport to better accommodate residents and visitors, make incremental changes to guarantee that residents and visitors are afforded a quality experience along the Erie Canalway Trail and within the community, and identify factors that both encourage and deter residents and visitors from exploring the surrounding area.

The survey included questions about amenities, services and attractions, general impressions, bicycle and pedestrian safety, and diversity, equity, access, and inclusion. Between May and September 2022, 152 people responded to the survey. The findings from the survey were analyzed and informed the recommendations proposed in this action plan. A full report of survey responses can be found in Appendix A.

### Key takeaways of the survey:

#### AMENITIES AND SERVICES

- Brockport residents and visitors indicated that they are generally quite happy with the quality of the amenities and services for trail users. However **not all survey respondents were aware of all amenities that the Welcome Center has to offer**, notably camping (34% of respondents were not aware it was available), the bike repair station (33% were not aware of it), and the accessible

bathrooms and showers (18% were not aware of them).

#### GENERAL IMPRESSIONS

- The small town feel, especially the local businesses on the walkable Main Street**, was a highlight of the Village for many survey respondents.
- The Village is home to an array of unique local businesses that residents and visitors love. **Java Junction and Lift Bridge Bookshop are staples of the community** and provide venues for sharing resources and information about the trail and local events. Many of the businesses in Brockport offer goods and services for trail users, however none were identified that offer specific incentives for those that arrive by bike.
- Survey respondents identified the need for more diversity in dining establishments, with **35% of respondents citing a need for more high quality or diverse dining options**. The next most-cited recommendations included a bakery, an ice cream shop, and a local grocery store.
- Brockport residents had many ideas for ways that Brockport could be more inviting for visitors, but a few recommendations that the most respondents suggested included providing **more signage and online resources to help visitors navigate and plan their time in the Village**, as well as making sure the Village's buildings and streets are well-kept and beautiful.

## BICYCLE AND PEDESTRIAN SAFETY

- The Main Street bridge was indicated as the primary bridge used to cross the canal, with 59% of survey respondents using this bridge most often as a pedestrian/cyclist. The Smith Street bridge was the bridge respondents were least likely to use. **Fast-moving or heavy vehicular traffic and low visibility were identified as the primary reasons for not using the Smith Street bridge.**
- The most commonly cited factors that deter people from walking in Brockport were sidewalks that are broken/cracked and too much traffic. The factors identified as most likely to deter people from biking included heavy/fast-moving traffic, bicycle lanes disappearing, and a lack of dedicated space for cyclists on many streets or on bridges. **Main Street was identified as a particular area of concern for both walking and biking, especially in regards to the quality of the sidewalks, the difficulty of crossing, and the bike lanes that stop and start.**
- Only 18% of survey respondents believe that drivers are not respectful within the Village, however **49% of respondents still believe that motorists commonly drive too fast**, 42% believe drivers run red lights or stop signs, and 38% believe drivers cut pedestrians and cyclists off.

- **Making bicycling safer for people of all ages and abilities is a core value for Brockport**, with 80% of respondents indicating that they believe community leaders should be dedicated to making bicycling safer for people of all ages and abilities throughout the community, and 88% of respondents indicating that they would support a municipal "Vision Zero" policy, or at least want to know more about it.

## DIVERSITY, EQUITY & INCLUSION

- 94% of survey respondents identified as white/non-hispanic.
- **97% of respondents feel safe and welcome all or most of the time on the trail and in the Village.**
- Commonly cited barriers that may prevent Brockport residents from enjoying the outdoors included **lack of snow and ice removal on pedestrian and bicycle facilities in the winter and the lack of opportunities for active recreation or transportation in a group setting.**
- The most highly supported actions that Brockport can undertake to help residents and visitors feel more safe and welcome included **publicizing a selection of bicycle and pedestrian routes and enhancing the on-road bicycle network.**



## PROMOTION & TRIP-PLANNING RESOURCES

Cyclists need to know about a community and what it has to offer before deciding whether or not to stop there. Just having the services and amenities isn't enough if visitors don't know they're there. Promotion and providing resources to help potential visitors plan their stays is a critical step to becoming a destination Trail Town.

### DIGITAL PROMOTION

#### VILLAGE OF BROCKPORT

As of summer 2022, the Village of Brockport was in the process of updating their website. The current website is functional but not very sleek or user-friendly. Notably, it does not provide any specific resources for trail users or information about the Erie Canalway Trail or Welcome Center, which would be helpful information for both visitors and residents.

The website does provide a number of resources that trail users may find useful, including a Village-wide event calendar and a walking tour guide, however they are difficult to locate. The walking tour is not very

website-friendly, having been developed from a brochure. There is no general map of the Brockport area to help orient visitors.

During the pilot program, the Village developed a new community welcome video, highlighting Brockport as the first Empire State Trail Town and its connection to the canal.

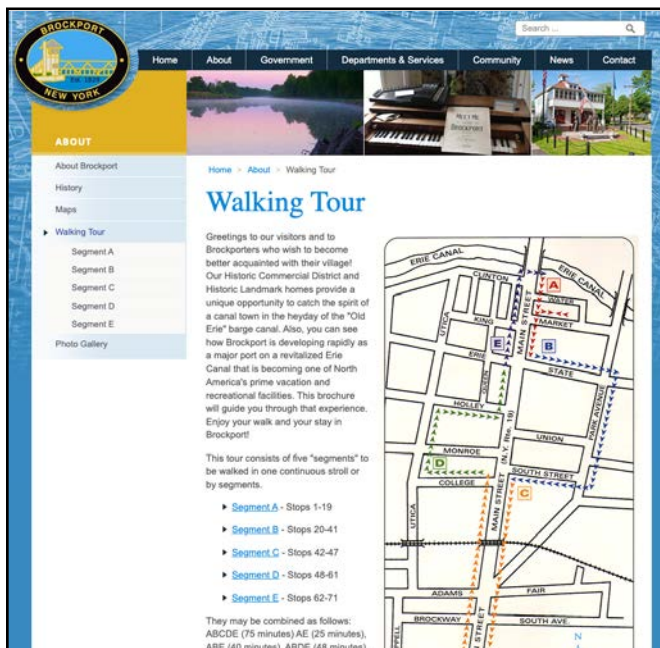
The Village has a Facebook page, which is kept up-to-date with relevant community notices and updates. The page occasionally shares posts from other pages, but is primarily used for making posts directly. Village events are periodically, but not always, created as Facebook events. The Village also has an app, "My Brockport Village." The app is useful for providing updates and notifications in a timely manner, although it is likely to be most useful for residents as opposed to visitors who are just passing through.

#### BROCKPORT WELCOME CENTER

The Welcome Center does not have its own website or page on the Village's website, but instead relies on a Facebook page to publish and distribute information. The Welcome Center Facebook is updated regularly, primarily via sharing content from other groups. There is limited information however on the amenities and services that the Welcome Center offers. The Welcome Center has an Instagram page as well, however it is updated infrequently.

#### WALK!BIKE!BROCKPORT!

This community action group has both a website and a Facebook page. Their website ([walkbikebrockport.org](http://walkbikebrockport.org)) is new, and is updated frequently with blog posts about events and news around the community related to active recreation and transportation. The Facebook page is updated regularly, both with original content and shared posts.



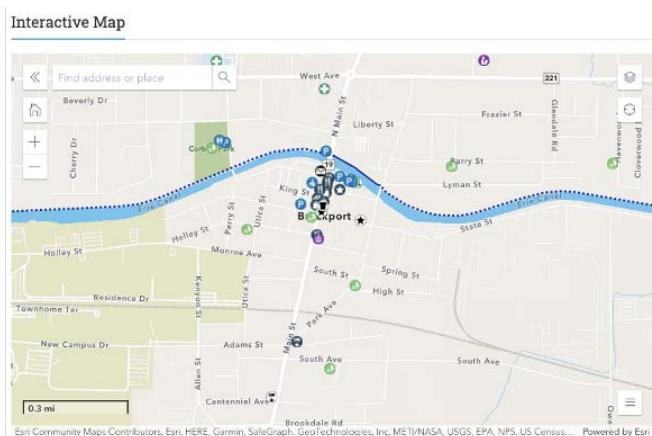
*The Walking Tour, while a well-researched resource, is not easy to use on the Village of Brockport's website.*

## THE COLLEGE AT BROCKPORT, SUNY

The College has a strong digital presence, with a website and social media platforms including Facebook, Instagram, Twitter, and Youtube, however the College does not provide any information about recreational opportunities related to the Erie Canal or Erie Canalway Trail in Brockport.

## PARKS & TRAILS NEW YORK

As part of the pilot program, PTNY developed a **Trail Town landing page** for Brockport, so that trail users can find information about what makes the Village unique, its most notable festivals, and other visitor information like parking, services, and amenities. The webpage also includes an interactive map of the Village, which displays the visitor information as well as Bike Friendly NY certified businesses.



*The interactive map on Brockport's Trail Town landing page features services and amenities, Bike Friendly businesses, green spaces, points of interest and more.*

Throughout the year, PTNY wrote dedicated articles about Brockport and its advancement as a Trail Town in PTNY's e-newsletters and the Canalway Trail Times. In addition, PTNY secured press coverage of Brockport as the first Empire State Trail Town, resulting in web, video and print media coverage of the Village.

PTNY also manages the Erie Canalway Trail social media pages, including Facebook and Instagram (@ErieCanalwayTrail) and Twitter

(@CycletheErie), which seek to post and share happenings, amenities and resources along the Canalway Trail. Throughout the pilot program, PTNY shared social media posts promoting Brockport as a destination along the canal by featuring its services, amenities, businesses, programs and events.

## BROCKPORT MERCHANTS ASSOCIATION

The Brockport Merchants Association has both a website and Facebook presence. The Merchants Association's website is clean and modern, however it is not immediately clear how to navigate or what information visitors can find on the site. The Facebook page is updated regularly by sharing its members' content and upcoming events, including recreational events along the Erie Canal and Erie Canalway Trail.

## BROCKPORT'S BUSINESS COMMUNITY

As part of the pilot program, PTNY analyzed the online presence of the Bike Friendly certified businesses within Brockport. A summary of key findings from the digital audit is provided on the next page.

### Brockport Bike Friendly Certified Businesses (as of Dec. 2022)

- Hart Gallery 27\*
- Bicycle Outfitters Inc.
- Java Junction Coffee Roasters & Bakery
- Bittersweet
- The Red Bird Cafe and Gift Shop
- Lift Bridge Bookshop
- Mark's Pizzeria
- Unique Gift Boutique
- Port Pockets & Deli
- Brockport Welcome Center
- Trader Shag's Emporium
- Park Ave B&B
- Lagom\*\*

\* Bike Friendly certified in 2017 prior to the Empire State Trail Town pilot program

\*\* Certified October 2022 and not included in the digital audit

## DIGITAL AUDIT OF BROCKPORT'S BIKE FRIENDLY BUSINESSES

### WHAT IS A DIGITAL AUDIT?

A digital audit examines how easy it is to find a business online, and how it appears to online visitors. Many visitors to a new place rely on online resources to find places to stay, eat, and recreate. Making sure businesses have a robust online presence is crucial to reaching these potential visitors.

- Can the business be found easily online?
- Can a prospective customer obtain needed information without visiting a business in person (location, hours of operation, product or service being sold, etc.)
- Is the business highly rated online by previous patrons?
- Are images of the establishment and product/service visually appealing? (Good photos, clean-looking website)
- Is the business consistently updating their platforms and social media?



### KEY FINDINGS:

#### **Brockport's businesses are easy to find online**

The more places a business appears online, the more likely it is going to come up in search.

- 100% have some sort of online presence and can be found easily in a Google search
- 100% have Facebook pages
- 75% have websites besides Facebook pages
- 83% have Yelp pages
- 33% have Trip Advisor pages

#### **Brockport's businesses are highly rated**

Visitors look at ratings when making choices between businesses, whether its where to eat or where to stay.

- 4.7 of 5 stars – all BFNy businesses averaged together

#### **Brockport's businesses should improve the consistency of their online information**

Consistency across platforms is crucial for inspiring confidence, especially when a trail user is deciding whether to leave the trail or not.

- 53% do not have consistent hours posted across all platforms
- 66% are recommended to post more frequently on social media





## PRINT PROMOTION & VISITOR RESOURCES

Brockport has several different promotional print materials in circulation, including maps, pamphlets and walking tours. These materials are available at the Welcome Center and Village Hall to pick up. Three of these resources were analyzed in particular:

### THE BROCKPORT WELCOME CENTER BROCHURE

This brochure provides a comprehensive overview of what the Welcome Center offers, plus an evaluation survey that visitors can fill out before they go. This is the kind of information that should be provided on the Village's website, in addition to in paper form.

### VILLAGE OF BROCKPORT MAP

This map provides basic information that travelers would seek, including municipal services such as parking, the police station, and the Village Hall, as well as local parks, gas stations, and other points of interest such as museums. While useful for the basics, the map is not professionally designed or printed on durable paper. There is also no scale bar, which is important for visitors on bike or foot to know how far they need to travel to reach a destination.

### WALKING AND BIKING TOURS OF THE BROCKPORT AREA: THE VICTORIAN VILLAGE ON THE ERIE CANAL

This pamphlet is professionally designed and well-researched, however it is dense and may be difficult to follow for someone new to the area. The stops written out in the tour directions are not marked by points on the map, making it difficult to follow.



*The Brockport Welcome Center brochure (left) and Village of Brockport map (right) are both useful resources for visitors. All of this information would be useful for potential visitors if it was online as well (see Recommendation 7 on page 42).*

## SECTION 3 RECOMMENDATIONS

The strategies in this Action Plan are geared toward helping the Village continue to build the social and physical infrastructure necessary to carry out some of the longer-term, larger scale recommendations. Being designated as the first Empire State Trail Town is only the first step in a long process that will allow the Village to attract, and benefit from, tourism generated from the Erie Canalway Trail.



The recommendations are organized under two headings - the first half are physical, on the ground improvements. The second group is focused on programming and process, looking at how the Village can maintain a trail town mentality moving forward. The last recommendation within "Physical Infrastructure" includes elements of both categories, and proposes a strategy for responding to the upcoming closure of the Main Street Bridge, which includes aspects of temporary physical infrastructure, as well as promotion.

The recommendations laid out in the following pages should serve as a road map for continuing to invest in Brockport as a Trail Town. Within each high-level category, the recommendations are roughly organized in the order of priority determined by the community and PTNY, as well as by immediate feasibility. Individual strategies for accomplishing each big-picture action are included within each recommendation, with the highest priority strategies indicated with a star (\*).

### SUMMARY OF RECOMMENDATIONS

Physical Infrastructure	Promotion, Programming & Policies
1. Invite trail users into the Village by establishing a gateway at the Main Street trailhead	7. Promote Brockport as a destination and provide online resources to help trail users plan their visits
2. Reimagine Brockport's downtown canalfront as a bicycle and pedestrian friendly hub	8. Strengthen Brockport's business community's ties to the trail and trail users
3. Enhance the bike and pedestrian experience on Main Street	9. Continue to cultivate a trail town mentality within Brockport and throughout the greater community through programming, events, and resources
4. Develop a bike boulevard parallel to Main Street, providing a safe route to the Central Schools and the commercial district at NYS Route 31	10. Pursue policies that advance Brockport as a bike and pedestrian friendly community
5. Work with PTNY and NYS Canal Corporation to develop a bicycle wayfinding plan for the community	11. Establish a system for advancing the Trail Town program and tracking progress
6. Publicize an alternate route between the Erie Canalway Trail and the Historic Business District during the Main Street bridge closure	

## PHYSICAL INFRASTRUCTURE

### RECOMMENDATION 1: Invite trail users into the Village by establishing a gateway at the Main Street trailhead

- **\*Formalize the trail route through the Main Street parking lot and clearly designate spots for public parking.** Work with the NYS Canal Corporation to clarify what spots are reserved for Canal Corporation staff and what spots are available for public parking, installing updated signage as necessary. NYS Canal Corporation should also seek to designate a route through the parking lot for the trail to reduce potential conflict with cars in this congested space.
- **\*Work with PTNY and NYS Canal Corporation to install signage at the trailhead to orient and direct trail users into town.** This signage could include, but is not limited to, trail access signage, wayfinding signage for trail users, and a community gateway map to replace the outdated regional map at the kiosk. The Village-wide wayfinding plan (see Recommendation 5), should include plans for these signs.
- **Create locally-themed or bike-related public art to attract attention at the gateway.** Potential materials could include old bike parts or parts of the old Main Street bridge, or build on the theme of the already existing public art in the Village. This is a chance to get creative and convince trail users that they should leave the trail to explore more.
- **Enhance trail user safety at the Main St trail crossing after the bridge replacement by installing Rectangular Rapid Flashing Beacons.** As part of the Main Street bridge replacement, safety measures including a flashing yellow traffic signal and a realigned and repainted crosswalk are going to be implemented. Once the project has been completed, the intersection should be re-evaluated to determine if additional enhancements should be made.



*Signature sculpture at the Brockport Welcome Center.*

Partners: Village of Brockport; NYS Canal Corporation; Brockport Welcome Center; local artists; NYS DOT



*Existing conditions at the Brockport Main Street trailhead. The space can be used to create a more welcoming space here for pedestrians and cyclists.*



*Bike art titled "Coke to Spokes" by Jody Best celebrates Connellsville, PA's industrial past along the Great Allegheny Passage. Source: Marcie Lynn*

## RECOMMENDATION 2: Reimagine Brockport's downtown canalfront as a bicycle and pedestrian friendly hub

- **\*Repave the Erie Canalway Trail between Main Street and Park Ave and replace outdated bollards at either end of this section.** Work with NYS Canal Corporation to prioritize maintenance of this crucial section of trail, which is cracked and starting to deteriorate. As part of this project, the current bollards should be replaced with high-visibility bollards that allow enough space for adult tricycles to pass on either side, or replaced with an alternative design solution. (See **Empire State Trail Design Guide, Section 5-32**)
- **\*Pursue trail user-oriented uses for underutilized canalside properties, including the Whiteside-Barnett building property on Clinton Street and the Old Fazool's building on Market Street.** These buildings are historic properties and their location directly on the canal enables them to have the potential to be real attractions for trail users if developed with trail users in mind. Potential uses that would fill existing or future gaps in Brockport's market include:
  - A bike-themed, farm-to-table cafe, which would satisfy both the needs of trail users who often seek out local food options, and residents, who are seeking more varied dining options in town.
  - A hostel that caters to waterway or trail travelers, with the potential to offer student housing during the school year (tourism off-season).
  - An outdoor gear shop that caters to cyclists and recreational boaters, with the potential for paddle craft rentals.

A combination of these recreation-oriented service types would be ideal. This type of development would have the potential to transform Brockport into a world-class destination on the Erie Canalway Trail, providing a service that no other canal town currently offers.
- **Develop a trail on the south side of the canal to connect the new Guard Gate pedestrian bridge to the Smith Street bridge.** As these bridges are built/upgraded to accommodate pedestrians and cyclists, they should be connected by a trail to complete the loop and create a better-connected off-road pedestrian and bicycle network.
- **Stripe a bike lane on Clinton Street, and develop pedestrian and bicycle infrastructure on Merchant St.** Identified as a restripe candidate in the 2015 Active Transportation plan, Clinton Street can be more welcoming to trail users by offering bike lanes. The entire area around Merchant Street is underutilized, showing the potential for redevelopment as a community space, such as a park. The Clinton Street Master Plan is still relevant and should continue to be implemented.

Partners: Village of Brockport; NYS Canal Corporation; SUNY Brockport; NYS DOT; Brockport Department of Public Works



### RECOMMENDATION 3: Enhance the bike and pedestrian experience on Main Street.

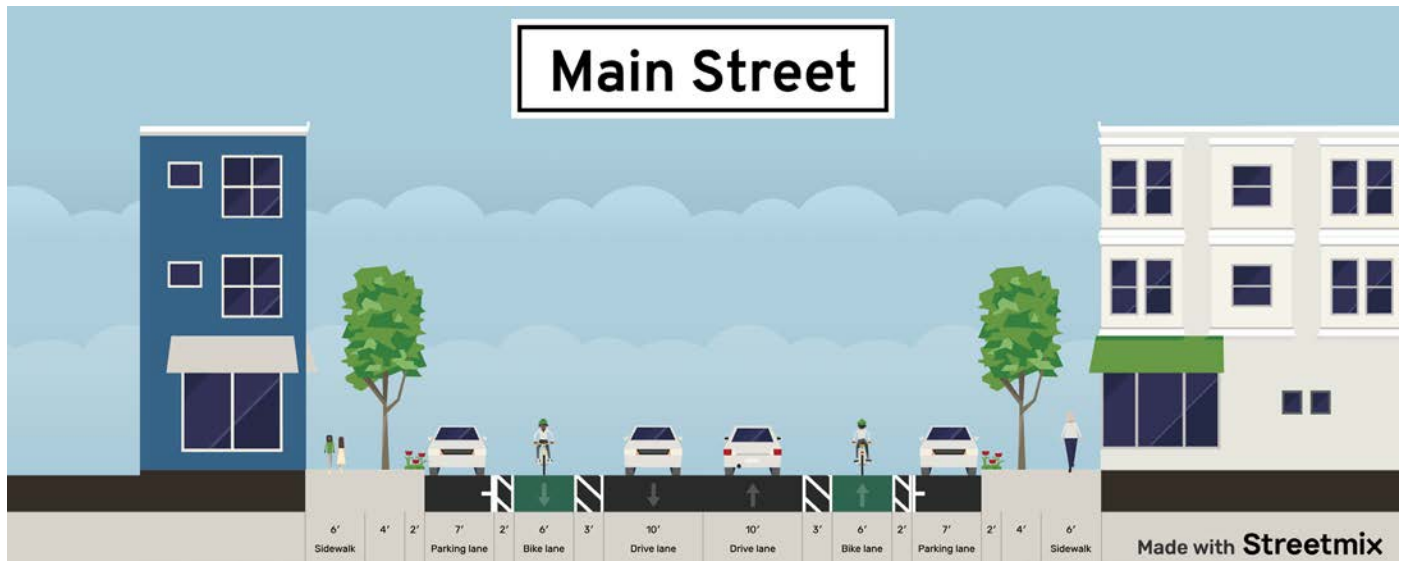
- \*Install additional bike racks on Main Street, and ensure that they are replaced if removed during the winter and maintained throughout the year.** During the assessment, it appeared that quite a few bike racks had been removed during the winter months and not replaced. The Village should make sure all bike racks are in place prior to the spring, and look to install bike racks at additional locations on Main Street. There is an opportunity to get creative to capture Brockport's identity, but all racks should still meet the guidelines laid out in the Association of Pedestrian and Bicycle Professionals' **Essentials of Bike Parking**.



*Creative bike rack design in Ithaca, NY.  
Credit: Downtown Ithaca Alliance*

- \*Enhance pedestrian crossings on Main Street.** The Village should work with DOT to repaint the crosswalks for high visibility and install W11-2 and W16-7P pedestrian crossing signs at the crosswalks at Water Street and Market Street. There are also opportunities to add additional crossings, one just south of the Main Street bridge, an area that is already informally used as a crosswalk, and mid-block further south at Piccolo Bistro/Arjuna Florist.
- Restripe the bike lane on Main Street, considering adding a buffer to optimize safety and painting the bike lane green.** The bike lane is an asset to Main Street; however it does not provide an optimal level of comfort for cyclists of all ages and abilities. During the next repaving, the Village should work with NYSDOT to evaluate whether there is enough space to include a buffer, either on the parking or travel side or both, to enhance cyclist safety, as well as the potential to use green colored pavement to increase the visibility of the facility. The Streetmix online tool (see figure below) can be used to visualize alternate designs based on the space available.
- Pursue streetscaping and sidewalk repair on Main Street to improve walkability.** Addressing the uneven sidewalks will serve to improve the pedestrian experience along Main Street and make the downtown area more welcoming and accessible to residents and visitors.

Partners: Village of Brockport; local artists; NYS DOT; Brockport Department of Public Works

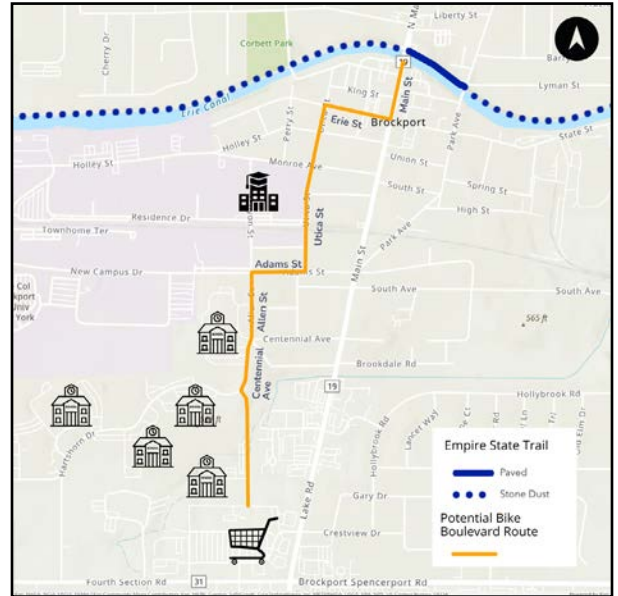


*Alternative streetscape to demonstrate how space could be allocated on Main Street to accommodate all road users.*

**RECOMMENDATION 4: Develop a bike boulevard parallel to Main Street, providing a safe route to the Central Schools and the commercial district at NYS Route 31**

- \*Designate a low-stress route to take cyclists and pedestrians from Main Street to the NY-19/NY-31 commercial center (see map for proposed route).** This proposed route would provide a designated route for cyclists to take to the commercial area at the intersection of NY-19 and NY-31 to avoid riding on NY-19. An added benefit of this route is the connection it would make to the Brockport Central Schools, allowing students to more safely bike to school and creating opportunities to take advantage of Safe Routes to School funding.
- \*Formalize the “goat path” between Fred W. Hill Elementary School and the Wegmans rear parking lot.** This is a crucial segment of the route, as it provides the final link to the commercial district and is already informally used as such. The Village should reinstate conversations with the landowners to determine next steps for formalizing this trail into an accessible, multi-use path.
- Identify and implement traffic calming improvements that could make the route more comfortable for cyclists.** Traffic calming treatments such as speed pillows or chicanes with bike bypass lanes are good candidates. Road markings such as “sharrows” or BIKE BLVD markings also enhance the visibility of cyclists on this stretch, as well as street sign treatments that would differentiate this route from other roads. See the National Association of City Transportation Officials’ guidance on **Bicycle Boulevards** for more information and inspiration.
- Install “Bike Route” wayfinding signage.** Wayfinding adds to the utility of bike boulevards because it educates cyclists that there are safe, comfortable ways of accessing Brockport by bike. This signage should include destination, direction, and distance (or travel time) information to locations along the route, which could include, at minimum, the Main Street business district, Brockport Central Schools, and the Rt. 31 business district.

**MAP 5: POTENTIAL BIKE BOULEVARD ROUTE**

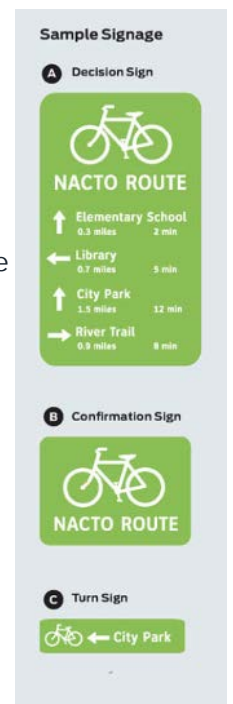


Partners: Village of Brockport; Walk!Bike!Brockport; Brockport Central Schools; Walk to School Day partners; Wegmans; Town of Sweden; Genesee Transportation Council (Safe Routes to School program)



*Left: Current state of goat path between Fred W. Hill Elementary School and Wegmans.*

*Right: Sample Bike Route wayfinding signage. Credit: National Association of City Transportation Officials Design Guidance*



## RECOMMENDATION 5: Work with PTNY and NYS Canal Corporation to develop a bicycle wayfinding plan for the community

The NYS Canal Corporation will be developing a set of wayfinding and design guidelines, projected to be released in late 2023. All signage related to the trail and canal system should be in accordance with these design standards.

- **\*Main Street trailhead signage, including a main signage board and a community map.** Determine the destinations that should appear on the main signage board at the Main Street trailhead, including visitor information, lodging, campgrounds, bathrooms/showers, drinking fountains, business district, and boat launches. Determine what information the Village would like to include on the community map, to be designed and installed in the existing kiosk.
- **Secondary signage to help direct trail users once they are off the trail.** This signage should include:
  - Signage on Main Street and Market Street to the Welcome Center and the amenities offered there
  - Signage on Main Street to lodging
  - Trail access signage at each trail access point



*Wayfinding signage on the Cayuga Waterfont Trail in Ithaca, NY*

Signage can be complicated, as it should comply with the owning entity's regulations (including NYS DOT and NYS Canal Corporation). However, signage need not always be limited to classic aluminum signage. With permission, open space on the outside of buildings could be used as a canvas for painted or mounted signs to direct trail users. This could work especially well as a solution for directing trail users on Main Street down Water Street to the Welcome Center. Considerations should also be made during this planning process for future signage to mark the Brockport loop.

Partners: Village of Brockport; Walk!Bike!Brockport; NYS Canal Corporation; Parks & Trails New York; NYS DOT



*Informal wayfinding signage in Little Falls, New York along the Canalway Trail.*

## RECOMMENDATION 6: Publicize an alternate route between the Erie Canalway Trail and the Historic Main Street Business District during the Main Street bridge closure

- **\*Designate an alternate route between the Erie Canalway Trail and Main Street over the Park Ave bridge.** Due to bike and pedestrian safety concerns at the Smith Street and Redman Road bridges, the Park Ave bridge is the safest route between the trail and Main Street.
- **\*Design a campaign and use consistent messaging to emphasize that Main Street is just a three-minute walk or one-minute bike ride from the trail using the alternate route.** Brockport is lucky to have the Park Avenue bridge provide a very short alternate route to downtown Main Street. A campaign emphasizing how short the detour is can help convince trail users to depart from the trail and explore Main Street, even while the bridge is closed.
- **\*Install temporary signage to direct trail users over the bridge and to the Welcome Center and Main Street and back to the trail.** These signs can be as simple as yard signs, since they will only be used for two seasons. The design should include a stylized, easy to follow map of the route and distance/time it will take to bike/walk between Main Street and the trail (1,000 ft/one minute biking/three minutes walking), as well as a QR code on the signage that links users to the Village's information page about the Erie Canalway Trail (see Recommendation #7), with information about the bridge closure.
- **Use social media to publicize the bridge closure and the preferred alternate route to Main Street.** The Bridging the Closure committee, Welcome Center, and Walk!Bike!Brockport should coordinate to develop and promote consistent messaging across social media platforms to reach visitors and residents. The Welcome Center is in the best position to promote the alternate route to visitors, whereas Walk!Bike!Brockport! is well-positioned to reach Brockport residents. The Brockport Merchants Association, local businesses, and other community groups can play a role in pushing out the alternate route as well.



*Sample campaign messaging to encourage trail users to visit Main Street during the bridge closure.*

Partners: Village of Brockport Bridging the Closure Committee; Walk!Bike!Brockport!; The Brockport Welcome Center; NYS Canal Corporation



## PROMOTION, PROGRAMMING & POLICIES

### RECOMMENDATION 7: Promote Brockport as a destination and provide online resources to help trail users plan their visits

- **\*Create a dedicated landing page for information about the Erie Canalway Trail and other recreational resources on the Village of Brockport's website.**

The page should provide an overview of the Erie Canalway Trail, as well as everything a visiting trail user or resident would want to know about Brockport's recreational amenities and services, including Erie Canalway Trail access points, local parks, parking information for visitors, locations of kayak launches, the canal navigation season, HOPR bike share, bike shop information, notable festivals, and a dedicated section for information about the Welcome Center and its facilities. The site should also provide links to Walk!Bike!Brockport!, local museums, and any other attractions or resources. Much of this information can be drawn from PTNY's Trail Town page and other local pages. This page should be kept up to date during the Main Street bridge closure and construction of the Guard Gate bridge.

#### Sample language for Brockport's Erie Canalway Trail and Recreational Opportunities Webpage:

*The Village of Brockport is home to nearly three miles of the Erie Canalway Trail, which extends 360 miles from Buffalo to Albany. The Erie Canalway Trail is the east-west route of the statewide, 750-mile Empire State Trail. Located about 20 miles west of Rochester, Brockport was the first community along the Erie Canalway Trail to be officially designated an Empire State Trail Town. From its Main Street lined with quaint shops to the College at Brockport, State University of New York, the Village is a great place to experience all that the Erie Canal and Canalway Trail have to offer.*

- **\*Use social media to promote Brockport's recreational amenities and resources.** The Welcome Center Facebook page is a good platform to reach visitors, while the Village of Brockport and Walk!Bike!Brockport! pages are the best platforms to reach residents and share information about recreational opportunities. Walk!Bike!Brockport! has the most people power to create original content, such as features on the facilities offered at the Welcome Center, trail traveler profiles of Welcome Center visitors, biking and walking routes, how to use the HOPR bike share, and profiles of Bike Friendly NY businesses, which can be shared by the Welcome Center and the Village of Brockport pages.
- **\*Work with SUNY Brockport to include information about recreational opportunities in Brockport on their website.** The Campus Recreation page is a good place for this information to live. This page should at minimum include links to the Village's Trail and Recreation page referenced above, Walk!Bike!Brockport!, and other bike-related resources, including information about SUNY Brockport's bike share program, the HOPR bike share, and the local bike shop.
- **Collaborate with local influencers or bloggers to share information about Brockport as a recreation destination.** Local bloggers such as The Brockport Blog offer the opportunity to promote recreational resources and events to local residents, while greater Rochester bloggers such as Daytripping Roc can promote Brockport as a destination to a wider audience.
- **Promote existing materials that already highlight Brockport as a destination.** These include PTNY's Trail Town promotional resources, such as Brockport's Trail Town webpage, as well as Erie Canalway National Heritage Corridor's itineraries, and can be promoted on Brockport's website and social media channels.

Partners: Village of Brockport; Brockport Welcome Center; Walk!Bike!Brockport!; Parks & Trails New York; The Brockport Blog; Daytripping Roc; Erie Canalway National Heritage Corridor; NYS Canal Corporation; Rochester Accessible Adventures; Erie Canal Boat Company; SUNY Brockport Campus Recreation

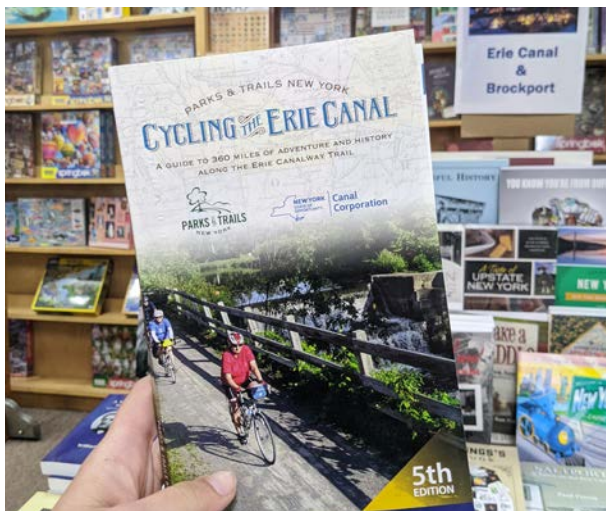
## RECOMMENDATION 8: Strengthen Brockport's business community's ties to the trail and trail users

- **\*Educate Brockport's trail user-oriented businesses that qualify about the benefits of Bike Friendly NY certification and encourage them to apply.** Use the Brockport Merchants Association's platform and individual site visits to communicate the benefits of Bike Friendly NY certification (attracting more trail users, listing on PTNY's Brockport Trail Town landing page and map, visual identification through window decal) and help businesses apply.
- **\*Encourage businesses to review their online listings to ensure consistency and accuracy across platforms prior to and during the tourism season.** According to the digital audit, less than 50% of Brockport's Bike Friendly certified businesses had consistent hours across their online platforms. Prior to the tourism season is also a good time to upload fresh images to communicate that the listings are current and up-to-date.
- **Set up a "bicycle benefits" program, an incentive program to encourage Brockport students and other community members to bike for transportation to downtown businesses.** This program can be established through the nationwide **Bicycle Benefits program**, or a new program can be created that is more tailored to the needs and goals of the Village's businesses.
- **Brand one of the Brockport Merchant Association's events with a "Trail Town" spin to attract trail users onto Main Street and celebrate both the trail and Brockport's businesses.** Consider holding this event or something similar on the day that PTNY's Cycle the Erie Canal ride comes through, bringing 650+ riders on the trail through Brockport, which is usually the second Monday of July, but should be verified with PTNY.
- **"Put a bike on it."** A great way to signal that a business values trail users is to "put a bike on it." This can look like anything from bicycle-related storefront displays, bike or trail-themed souvenirs, or other little details. These visual cues will help trail users know that they are welcome and that Brockport's businesses celebrate the trail!



*Bike Friendly New York certification decal on the window at Java Junction.*

Partners: Brockport Merchants Association; Walk!Bike!Brockport!; SUNY Brockport; Brockport's Businesses



*Left: Lift Bridge Book Shop has a complete section about the Erie Canal, including the guidebook, *Cycling the Erie Canal*.*

*Right: The Park Ave B&B has flower pots by the front door with little animals riding bicycles. These little details make bicyclists feel they are welcome.*



## **RECOMMENDATION 9: Continue to cultivate a trail town mentality within Brockport and throughout the greater community through programming, events, and resources**

- **\*Host regular community bike rides and walking tours.** These tours give residents and visitors the opportunity to explore the area in a social way and build confidence going out on their own. They can potentially build on nationally recognized days, such as Celebrate Trails Day (Fourth Saturday in April), Bike Month (May), National Trails Day (First Saturday in June), Bike Travel Weekend (First weekend in June), and Bike Your Park Day (Last Saturday in September). These rides also provide the opportunity to collaborate with or promote to neighboring communities like Holley, Albion and Spencerport and the student community at SUNY Brockport through the Club Sports weekly news email. Opportunities exist to collaborate with the SUNY Brockport KSPPE department to offer additional types of tours, such as by kayak or snowshoe.



*A group of cyclists convened for Bike Around Brockport, an community ride organized as part of the Trail Town kick-off in May 2022.*

- **\*Create digital and print resources with walking and biking routes in and around Brockport that highlight economic/historical/natural elements of the Village.** Opportunities exist to both adapt existing resources, including the “Bike Around Brockport” route, Brockport Walking Tour, and Community Museum map and develop new routes, like a “Trees of Brockport” tour. Google MyMaps is a free resource that could serve as the platform for mapping and displaying routes online. A print brochure highlighting one or more of these walking tours could serve as a resource for Walk!Bike!Brockport to distribute while tabling and for the Welcome Center to provide to visitors.
- **Incorporate trail use into existing events that celebrate Brockport’s heritage.** This could look like hosting a bike ride or a 5K fun run/walk on the trail, a bike maintenance workshop, or just tabling with biking/walking resources. Low Bridge, High Water could be a great event to combine with a bike ride or fun run. See the table of Brockport's signature events on page 14 for other potential events to complement these activities.
- **Continue holding Walk to School Day and explore the potential of incorporating bike programming.** Utilize the momentum behind Walk to School Day to incorporate a cycling element that encourages students (potentially geared at older students) to bike to school as an alternative mode of transportation.
- **Develop an Instructional Program through SUNY Brockport's Campus Recreation department to teach simple bike maintenance and safe routes around Brockport and the surrounding area, as well as cultivate community between students and residents.** The challenge here will be identifying a key player to take the lead on this, and will likely depend on some form of student, staff or faculty involvement from within SUNY Brockport. Once these relationships are established, this may be a more achievable goal.

Partners: Village of Brockport; Welcome Center; Walk!Bike!Brockport!; BISCO; Oak Orchard Health; Brockport Central Schools; Kinesiology, Sports Studies and Physical Education Department at SUNY Brockport; SUNY Brockport Campus Recreation

## RECOMMENDATION 10: Pursue policies that advance Brockport as a bike and pedestrian friendly community

- **\*Lower the Village-wide speed limit to 25 mph.** In 2022, Governor Hochul signed into law a bill that allows communities to lower their municipality-wide speed limit to 25 mph. This action is a significant step toward increasing bike/pedestrian safety.
- **\*Adopt a Village Complete Streets policy.** This action serves to codify a commitment to building streets with safety for bicyclists and pedestrians in mind into the future. A sample Complete Streets ordinance can be found [here](#).
- **\*Encourage SUNY Brockport to pursue renewal of its Bike Friendly University status.** The League of American Bicyclists runs a national-level **certification program for universities** to demonstrate their commitment to bike friendliness. The University's bronze-level status expired in 2022. When the university applies to renew the certification, Walk!Bike!Brockport! should be included in the discussion and the College should seek to identify and implement strategies that would help them achieve a silver-level status or higher.
- **Clarify or simplify overnight parking regulations,** potentially designating certain public lots for overnight visitor parking over the weekend and publicizing this information. Currently, it is confusing for visitors to find overnight parking, deterring potential visitors from using Brockport as a home base to start a longer adventure.
- **Continue to pursue Climate Smart Community certification.** Once certified, use this certification to promote the Village as a sustainable, healthy place to live.
- **Create a bike and pedestrian facilities winter maintenance plan, ensuring that bike lanes and public sidewalks are cleared of snow and ice in the winter.** Many survey respondents in the Trail Town survey indicated that winter bike lane and sidewalk conditions deterred them from walking or biking throughout the year.

Partners: Village Board; Brockport Police Department; SUNY Brockport; Brockport Department of Public Works



## **RECOMMENDATION 11: Establish a system for advancing the Trail Town program and tracking progress**

- **\*Set a standing agenda item to discuss progress on ESTT Action Plan at Walk!Bike!Brockport! and Village Board meetings.** Many recommendations set out in this Action Plan can be worked on throughout the year, not just during the tourism season, and can be delegated to working groups. Walk!Bike!Brockport! can play a crucial role in determining what tasks they can undertake and how other partners and groups can be pulled in.
- **\*Continue to capture data and feedback from the Erie Canal Travelers Evaluation Survey by offering it in paper and digital form (to be shared via a QR code).** Ensure that there is a process in place for collecting data submitted through the paper forms, potentially having Welcome Center ambassadors fill out the online form with the paper data so all of the data is in the same place for analysis.
- **\*Continue to collect trail use data by conducting manual trail counts during each tourism season.** Continuing to conduct trail use counts will allow the Village to show use trends over time as the Village continues to invest in the trail through the implementation of this action plan. PTNY will have the protocol and forms for manual trail counts available on its website in spring 2023.
- **Conduct a trail user survey to collect information about who is using the trail, how they're using it, and what impact they might be having on Brockport's economy.** This information will allow the Village to better understand who is using the trail and for what purposes, and provide a baseline for how much time and money visitors are spending in the Village. The trail user survey should be repeated once every couple of years. PTNY will provide resources and a sample trail user survey on its website by spring 2023.
- **Encourage businesses to fill out the Bike Friendly NY business survey.** PTNY will be rolling out a survey for all Bike Friendly NY businesses in 2023 to help capture growth attributed to trail users.

Partners: Village Board, Walk!Bike!Brockport; Brockport Rotary; Erie Canal Water Trail Adopters; Drake Memorial Library; PEK or other student groups; Parks & Trails New York, Brockport Merchants Association, Brockport Welcome Center



---

## SECTION 4

# CONCLUSION

---

The pilot program was intended to help the Village build capacity over the course of the year. Throughout this process, PTNY has offered the Village guidance and resources to help steering committee members understand how each of the recommendations are integral to Brockport's achievement of its goals as a Trail Town.

Steering committee members are encouraged to recruit support from community members and organizations to ensure that this work is prioritized on a long-term basis. The leaders of the effort will need to carefully evaluate how the interests, backgrounds, and skill-sets of those involved with this effort align with the requirements and associated roles. Delegating responsibilities to a person or group that is best suited, and qualified, for any given role can help maximize their involvement and engagement.

The status as a "Trail Town" will only be effective in as much as the Village of Brockport uses this designation as a way to strengthen and grow existing partnerships, develop new programs and policies based on data collection and feedback, showcase local news, events and services to a wider audience, and pursue funding opportunities to support on-road infrastructure and trailside development. In order to generate more foot and bicycle traffic from the trail, the Village of Brockport will need to think strategically about how the action items identified within this action plan overlap with existing initiatives, and how they can, and should, evolve over time.





**PARKS & TRAILS**  
NEW YORK

33 Elk Street  
Albany, NY 12208