

# **DRAFT RECOMMENDATIONS**

## **BROCKPORT EMPIRE STATE TRAIL TOWN ACTION PLAN**



### **INFRASTRUCTURE**

**RECOMMENDATION: Invite trail users into the village by establishing a gateway at the Main St trailhead.**

- Formalize the trail route through the Main St parking lot and clearly designate spots for public parking.
- Install signage at the trailhead to orient and direct trail users into town.
- Create locally themed or bike related public art to attract attention at the gateway.
- Enhance trail user safety at the Main St trail crossing after the bridge replacement by installing Rectangular Rapid Flashing Beacons.

**RECOMMENDATION: Reimagine Brockport's downtown canalfront and Main St as a bicycle- and pedestrian-friendly hub**

- Repave the trail between Main St and Park Ave and replace outdated bollards at either end of this section.
- Develop a trail on the south side of the canal to connect the new Guard Gate bridge to the Smith St Bridge.
- Pursue trail-oriented uses for underused canalside properties, including Whiteside-Barnett and Old Fazool's buildings.
- Stripe a bike lane on Clinton St, and develop pedestrian and bicycle infrastructure on Merchant St.
- Restripe the bike lane, install additional bike racks, pursue streetscaping and sidewalk repair and enhance pedestrian crossings on Main St.

**RECOMMENDATION: Develop a bike boulevard parallel to Main St, providing a safe route to Brockport's Central Schools and the commercial district at on NYS Route 31.**

- Select a low-stress route to take cyclists from Main St to the Route 31 commercial center.
- Implement traffic calming improvements to make the route comfortable for cyclists.
- Formalize the "goat path" between Fred W. Hill Elementary School and Wegmans
- Install "Bike Route" wayfinding signage.

**RECOMMENDATION: Develop a bicycle wayfinding plan for the community.**

- Install Main St trailhead signage, including a main signage board and a community map.
- Install secondary signage to help direct trail users once they are off the trail.
- Install "Bike Route" wayfinding signage along the bike boulevard.

**RECOMMENDATION: Publicize an alternate route between the Erie Canalway Trail and Main St during the bridge closure.**

- Designate an alternate route to Main St over the Park Ave bridge.
- Design a temporary signage and social media campaign to emphasize that Main St is just a five-minute walk or a two-minute bike ride from the trail using the detour.
- Install temporary signage to direct trail users to the Welcome Center, to Main St, and back to the trail
- Use social media to publicize the bridge closure and the preferred alternate route to Main St.

### **PROGRAMMING, PROMOTION AND POLICIES**

**RECOMMENDATION: Cultivate a trail town mentality through programming, events, and resources.**

- Incorporate cycling opportunities into events such as Low Bridge/High Water and the Brockport Arts Festival
- Continue holding Walk to School Day and explore the potential of incorporating bike programming.
- Host regular community bike rides and walking tours
- Develop an Instructional Program through SUNY Brockport to teach simple bike maintenance and promote safe routes around Brockport
- Create digital and print resources with walking and biking routes in and around Brockport

**RECOMMENDATION: 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 on Brockport's website.
- Use social media to promote Brockport's recreational amenities and resources.
- Collaborate with local influencers or bloggers to share information about Brockport as a recreation destination.
- Promote existing resources that already highlight Brockport as a destination.
- Continue to host On the Canals excursions to promote Brockport to a wider audience.

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

- Set a standing agenda item to discuss progress on the Empire State Trail Town Action Plan at Village Board meetings.
- Continue to collect trail use data by conducting manual trail counts during each tourism season.
- Encourage businesses to fill out the to-be-released Bike Friendly New York business survey.
- Offer the Erie Canal Travelers Evaluation Survey in paper and digital form.

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

- Lower the village-wide speed limit to 25 mph.
- Adopt a village Complete Streets policy.
- Pursue Climate Smart Community certification.
- Clarify and/or simplify overnight parking regulations.
- Encourage SUNY Brockport to renew its Bike Friendly University status.
- Create a bike and pedestrian facilities winter maintenance plan.

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

- Encourage Brockport's businesses to apply for Bike Friendly New York certification.
- Encourage businesses to review their online listings prior to the tourism season.
- Set up a "bicycle benefits" program to encourage community members to bike to downtown businesses.
- Brand a Brockport Merchant Association events, with a "Trail Town" spin to attract trail users onto Main St.

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