

2023

# Empire State Trail Town Action Agenda



## Village of Newark

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# Background

Parks & Trails New York (PTNY) and the New York State Canal Corporation developed the Empire State Trail Town program to help upstate communities recognize and capture the economic value of the Empire State Trail, the nation's longest single-state multi-use trail. With the 750-mile trail's completion in 2020, the Erie Canalway Trail—the east-west leg of the statewide system—has continued to be one of the state's premier outdoor recreation destinations. The Empire State Trail Town program was designed to build capacity and guide communities through the process of identifying ways they can transform into trail-friendly destinations where visitors want to stay, explore, and spend.

The **Empire State Trail Town program** began in 2022 with the Village of Brockport as a pilot community, and continued in 2023 with three additional communities: City of Lockport, Village of

Newark and City of Rome. Having been selected for their already high quality trail-based services and amenities and demonstrated commitment to policies geared towards trail users, the selected communities worked with PTNY throughout the year to identify opportunities and develop the tools to more effectively harness visitation to the renowned long-distance trail in their backyard.

Over the course of nine months, Newark worked with PTNY to develop a network of local partners committed to the Trail Town initiative, conduct research and assessment, and develop promotional resources and strategies. In this document, the work completed through the course of the program is summarized to guide Newark's advancement as a Trail Town. Upon adoption of this Action Agenda, Newark will be recognized as an officially certified Empire State Trail Town.

## Empire State Trail Town Goals

### Make communities more trail-user friendly.



- Increase the frequency with which residents and visitors walk or bike both on and off the trail

### Help communities realize economic benefits of the Canalway Trail.



- 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 number of Canalway Trail users who choose the community for an overnight stay

## Empire State Trail Town Objectives

**NETWORK:** Form a network of individuals (including representatives of the municipality, engaged residents, volunteers, and members of the business community) dedicated to the Trail Town vision

**RESEARCH:** Conduct research and assessment to identify each Trail Town's strengths and areas for improvement, as well as understand current use of the trail

**PROMOTION:** Increase the visibility of the Trail Towns as destinations

**ADVANCEMENT:** Establish a plan and process to guide continued work toward Trail Town goals beyond the direct assistance provided by PTNY



# Program Overview

After the three selected communities for 2023 were finalized, the technical assistance provided through the program began with a virtual Trail Town Orientation. This first virtual convening provided an introduction to the program and space to network with the other trail towns in the program.

Following the orientation, Newark's first task was to form a Trail Town steering committee that incorporated representatives from the village as well as committed partners, local businesses and bicycling advocates.

## Newark Trail Town Committee Representatives

- Village of Newark
- Town of Arcadia
- Wayne County Tourism
- Newark Rotary
- Newark Chamber of Commerce
- ARC Wayne
- Newark Community Schools
- Newark Village Department of Public Works
- Local business owners
- Avid Cyclists
- Students

With the steering committee in place, Newark was able to begin the first task - a **Trail Town Self-Assessment**. The assessment encouraged Newark to take initial stock of their recreation and hospitality assets, and to start thinking about the strengths and weaknesses of the village in terms of attracting bicycle tourists and encouraging residents to walk or bike.

In May, a trail count effort was launched to collect information on trail use throughout the summer. With input from the Trail Town steering committee, PTNY installed an EcoVisio electronic trail counter on the Erie Canalway Trail/Empire State Trail on the west side of the village in Harder Canal Park. PTNY also provided a webinar that trained trail town committee members on how to conduct manual trail counts to capture an enhanced level of data, including a breakdown by mode use. Manual counts were conducted by volunteers at two locations: Harder Canal Park and T. Spencer Knight Canal Park. An analysis of trail count data can be found on pages 8-9.



In early June, PTNY held a two-part participatory workshop in Newark with an evening Placemaking Workshop on June 6th and a morning Bike Around Workshop the following day. The Placemaking Workshop provided a hands-on opportunity for about sixteen Trail Town steering committee members and other interested community members to learn more about outdoor recreation tourism and continue the conversations that the Trail Town Self-Assessment started. Through an interactive mapping exercise, workshop participants identified Newark's top assets (including places, businesses, events, and experiences), as well as gaps or areas for improved connectivity, services, or amenities. The following morning, PTNY led a group a bike ride around Newark to highlight some of the assets and gaps identified during the previous evening's workshop. Many different challenges and opportunities were brought up during this conversation, but some of the major takeaways are summarized on page 11.

In order to capitalize on the momentum and ideas generated during the workshop, PTNY compiled a **Short-Term Recommendations** document for Newark, outlining actions that the village could take immediately to improve the trail user experience and start better capitalizing on trail tourism that same summer.

One of the recommendations that came out of the workshop was to continue to educate local businesses on the value of trail tourism. To that end, Newark continued outreach to encourage more businesses to apply to be certified as “Bike Friendly New York” businesses. As a result of these efforts, Newark now has a total of five **Bike Friendly New York** certified businesses. More information about the certification program and the participating businesses can be found on page 7.

The second week of July, Newark’s Trail Town Committee helped coordinate a welcome celebration for riders on PTNY’s annual Cycle the

Erie Canal bike tour. The event introduced over seven hundred cyclists to Newark, welcoming riders at the pavilion in T. Spencer Knight Park with cheers, Wayne County apples and other Newark goodies.

In August, Newark turned its attention to the next phase of the program, which involved taking a look at its assets with the eye of compiling them into an informational resource that trail users could use to plan their visits. PTNY used this information to inform the development of **Newark’s Trail Town landing page**, hosted on the promotional website for the trail, [www.cycletheeriecanal.com](http://www.cycletheeriecanal.com).

## 2023 Trail Town Wins

In response to the short-term recommendations, Newark advanced several Trail Town initiatives over the summer and fall of 2023:

- Renaming the Interpretive Center to Welcome Center to better communicate the building’s function.
- Designing and installing new signage for the T. Spencer Knight kiosk and the Welcome Center.
- Working with Wayne County to develop a modernized walking wayfinding map to be installed at the park kiosk.
- Coordinating with the Village Board to develop a process for permitting single-night thru-cyclists to camp at T. Spencer Knight Canal Park.
- Consistent, coordinated Trail Town committee meetings resulting in actionable projects.

In addition to the work undertaken in partnership with PTNY, Newark has also worked steadily to advance several projects that align with Trail Town goals, including downtown improvement projects funded through the Downtown Revitalization Initiative (DRI):

- Building a Newark Regional Health and Wellness Center by repurposing a large, underutilized site on the Erie Canal into a vibrant center of activity, providing up to 25 new jobs, and a much needed community space for residents.
- Constructing the Newark Canalside Hotel
- Revitalizing the Canal Port, by improving the port with a promenade including an amphitheater, farmers market, kayak/canoe launch, new utilities, and streetscape upgrades

The Arc Wayne was also awarded an **Erie Canalway Tourism Infrastructure Grant** in early 2023 to create a retail co-op at Arc Wayne’s Street of Shops located along the Erie Canal and Canalway Trail in Newark, and this project continues to progress.



# Existing Conditions

## About Newark

The village of Newark, NY is home to about 9,000 residents and is located in Wayne County on the ancestral homelands of the Onöndowa'ga:' (Seneca), part of the Haudenosaunee Confederacy. The village is positioned in the northern Finger Lakes region between Rochester and Syracuse. Newark is a welcoming community that offers all of the services and amenities of a larger city while still having a small town feel. It is rich in art and history, which can be experienced at the Wayne County Council for the Arts, the Hoffman Clock Museum, the Newark-Arcadia Historical Society or through the beautiful murals in T. Spencer Knight Park, located in the Port of Newark. Music and festivals are a big part of life in the village, including weekly local concerts in the parks throughout the summer, the Wine and Artisans' Festival, the Taste of Wayne County and the Newark Rotary Family Festival.

## Destination Highlights

**Erie Canal/ Port of Newark:** The Welcome Center is located in the heart of the Village at T. Spencer Knight Park, and provides visitors with information, restrooms, free showers and laundry facilities, electrical services, Wi-Fi, water and pump out station, security lighting and surveillance, picnic tables, benches, and a gazebo, with overnight tent camping available.

**Hoffman Clock Museum:** With a unique collection of over 400 clocks, watches and tools the Hoffman Clock Museum, housed in the Newark Public Library, invites you to step into their "time machine" and learn about the history of timekeeping!

**Newark-Arcadia Historical Society Museum:** Along with impressive exhibits depicting local history, and artifacts from international companies such as Jackson & Perkins nursery and Sarah Coventry jewelry that were headquartered in Newark, members showcase their own collections on a rotating basis at the museum, which is open Saturdays from 1 to 3 p.m. and Wednesdays in July & August from 6 to 8 p.m., or happily by appointment.

**Public Art:** Art enthusiasts can visit the five murals along the Empire State Trail or take in an exhibit at the Wayne County Council for the Arts, which

showcases pieces created by local artists and is open Friday and Saturdays from 10:00 a.m. to 2:00 p.m.

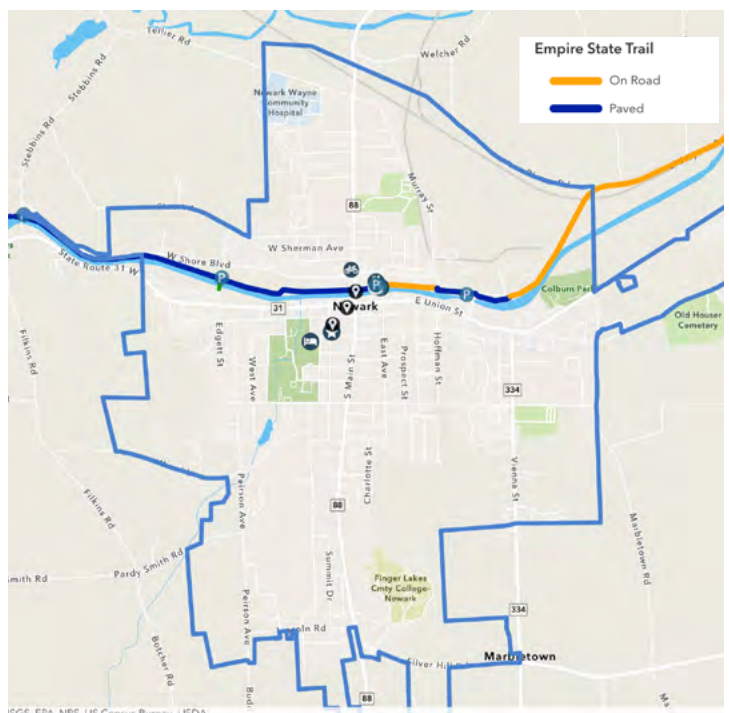
**Vintage Garden Bed & Breakfast:** Listed on the National Register of Historic Places for its association with the growth and development of Jackson & Perkins horticulture company, Vintage Gardens Bed & Breakfast provides luxury accommodations while preserving much of the 19th century splendor of the estate.

**Main Street:** Equipped with bicycle racks and lined with beautiful flowers in hanging baskets, recently reconstructed Main Street is home to Grind-On Coffee Company, Runaway Blue Brewing Company, Parker's Grille & Tap House, Main Street Restaurant, Craft 120, and several other commercial establishments.

## Trail Inventory

Newark has approximately 3.2 miles of the Erie Canalway Trail/Empire State Trail running through the village, 70% of which is off-road paved or stonedust trail.

## Map of Newark





# Bike Friendly New York Certified Businesses

Launched in 2017, Bike Friendly New York (BFNY) is a bicycle friendly business certification program administered by Parks & Trails New York (PTNY) and the New York State Canal Corporation. BFNY aims to recognize and promote businesses that provide special accommodations for bicyclists. A wide range of businesses are eligible for bike-friendly certification, including restaurants and bars, lodging, shops, and museums.

Bike friendliness is not a “yes or no” quality, and the steps that businesses take to cater to cyclists vary. Above all, bike friendly businesses value cyclists as customers. Therefore, they strive to meet the unique needs of cyclists.

At the most basic level, businesses must meet the following requirements:

1. Have a physical location, which is open to the general public and has hours of operation clearly posted at the location and/or online.
2. Be located near, and easily accessible from, a greenway trail.
3. Have an identified parking area for bicycles (this can be a public bike rack, a bike parking area in front of the business, covered and secure bike parking indoors, or another solution)



In addition, businesses must meet a few category-specific criteria. For example, Food and Drink Service establishments must have a menu posted outside and/or online and overnight accommodations must offer one night stays and provide covered and secured bike storage. All criteria can be found at [ptny.org/bikefriendly](https://ptny.org/bikefriendly).

Before the program started, Newark was already home to four Bike Friendly NY certified businesses, representing a wide array of sectors. Through participation in the Empire State Trail Town program, Newark has added one additional Bike Friendly NY business, Ebike 315.

## Bike Friendly NY Certified Businesses in Newark

Business Name	Category
Vintage Gardens Bed & Breakfast	Accommodation
Hoffman Clock Museum	Attraction
Village of Newark Interpretive Center	Information
Erie Shore Landing	Food & Drink
Ebike 315	Bike Shop

As of November 2023

# Trail Use Counts & Analysis

Trail use data was collected to help understand the potential market for trail user-oriented services and amenities, as well as how and when people are using the trail so that the community can best serve their needs. PTNY estimates that the Erie Canalway Trail/Empire State Trail through Newark sees between 36,000 and 40,000 visits per year.

## Electronic Counters

Trail count data was collected using an electronic counter at Harder Canal Park. The electronic trail counter used infrared pyroelectric technology to count the trail users passing within range of the sensor by detecting body temperature. The counter collected data 24 hours a day at one hour intervals for the period it was installed. Analysis was then conducted on the trail use data from the electronic counter to determine trends across different time scales.

## Monthly Trail Use

The trail at Harder Canal Park was consistently used throughout the summer, with more than 150 passing the trail counter each day during the counting period.

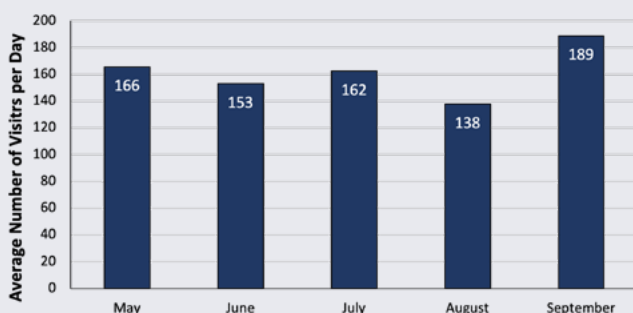
## Trail Use by Day of Week & Time of Day

The trail sees increased activity on weekends, especially during the main part of the day between 9am and 4pm. Trail activity is similar in the early morning (before 9am) and evening (after 5pm) on both weekends and weekdays. On weekends, trail use peaks slightly around mid-morning. Trail use on weekdays does not see such a peak, but has relatively consistent usage throughout the day. These trends indicate that the trail is likely used primarily for recreation, as opposed to commuting. It should be noted that the day that Cycle the Erie Canal passed through Newark (7/11/23) was removed from the data set for the average hourly analysis.

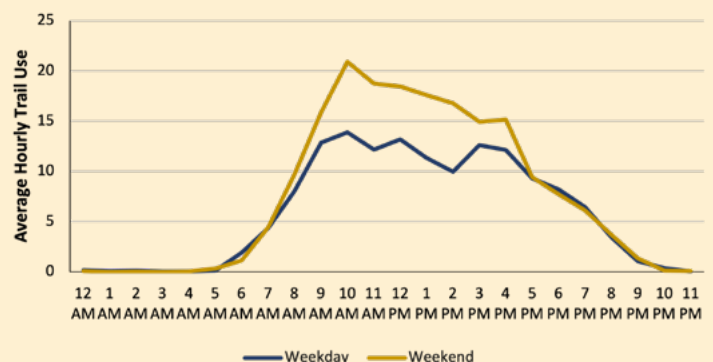
## Annual Trail Use Estimate

By applying [extrapolation methodology](#) to the available electronic trail use data, PTNY estimates that the trail sees approximately 40,000 visits per year at Harder Canal Park.

**Average Daily Trail Use by Month**  
May 12, 2023 - September 19, 2023



**Average Hourly Trail Use (Weekday vs Weekend)**  
May 12, 2023 - September 19, 2023



Month	Monthly Use	Daily Average
May (part)	3,313	166
June	4,591	153
July	5,037	162
August	4,272	138
September (part)	3,590	189
Recorded Total	20,803	159
Estimated Annual Use	39,095	107





Manual Counts

Manual counts were conducted by volunteers who made ticks on a clipboard for each passing trail user for two-hour periods according to the guidelines established for **observational counts**. This data was then used to inform breakdown by mode use and estimate longer periods of trail use using the National Bicycle and Pedestrian Documentation Project (NBPD) **extrapolation methodology**.

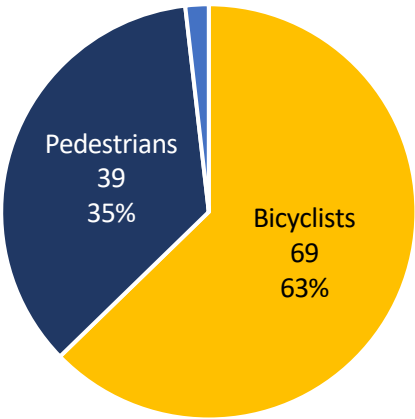
Manual volunteer trail counts were used to provide an additional level of detail to this analysis– namely the breakdown of trail use by mode at different locations along the trail. At Harder Canal Park, almost two thirds of the trail users observed were bicyclists, and about one third were pedestrians. In contrast, the manual counts at T. Spencer Knight Park revealed that only two-fifths of the trail users

were on bikes, compared to three-fifths traveling by foot. These trends speak to the popularity of the paved, continuous trail at Harder Canal Park for bicycling, and the fact that this park is a little farther outside of the village’s downtown. T. Spencer Knight Park on the other hand is right in the village center, and as a result may experience higher levels of foot traffic.

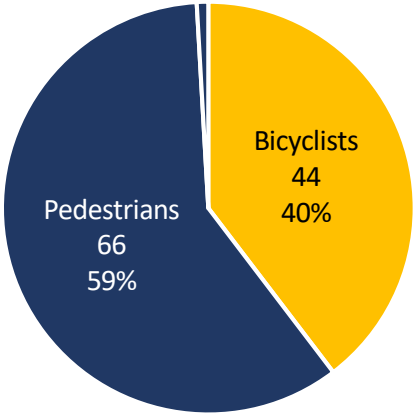
The manual counts were also used to inform an annual use estimate, calculated using the NBPD extrapolation methodology. The annual use estimates are consistent with the estimated annual use extrapolated from the electronic counter, so we can be relatively confident in estimating that the trail through Newark sees between 36,000 and 40,000 visits per year.

Location	Dates	Bicyclists		Pedestrians		Other		Total Counted	Estimated Annual Use
		Count	Pct.	Count	Pct.	Count	Pct.		
Harder Canal Park	8/15/23; 8/19/23; 8/22/23; 8/26/23	69	63%	39	35%	2	2%	110	36,402
T. Spencer Knight Park	8/15/23; 8/19/23; 8/22/23; 8/26/23	44	40%	66	59%	1	1%	111	36,733

Harder Canal Park  
Breakdown by Mode



T. Spencer Knight Park  
Breakdown by Mode



## Visitor Promotional Resources

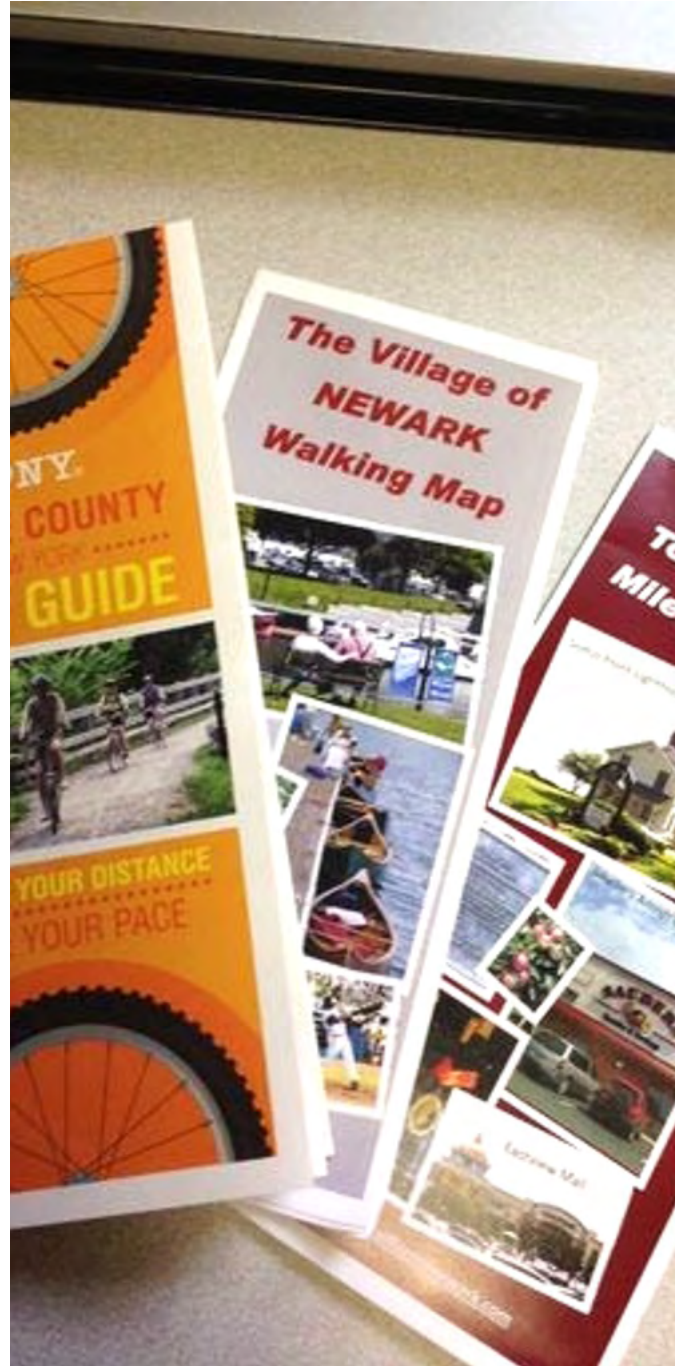
Promotion of available services and amenities is crucial for connecting visiting cyclists to the information they need in order to enjoy their stay. Newark has a strong history of promoting the village as a walkable, bikeable destination.

The Village's website's Visiting & Tourism page highlights Newark as a walkable, bikable community, and mentions the Canalway Trail as one of its attractions. The webpage highlights the amenities available for boaters at the Village Interpretive Center, but does not mention whether those amenities are available for cyclists as well.

Additional resources and brochures available include:

- **Wayne County NY Bike Guide** - includes several routes that include or start from Newark
- **Walking Map of Newark** - comprehensive guide to Newark's businesses, available in brochure form and displayed in the kiosk at T. Spencer Knight Park
- **60 Fun Things to Do Within 20 Miles of Newark** - mostly geared toward drivers, this brochure highlights activities and destinations in the region for visitors. Available in brochure form and displayed in the kiosk at T. Spencer Knight Park
- **Take A Hike!** - brochure highlighting a walking route within the village. Could be modified to promote these routes to cyclists wishing to explore more about Newark.

As part of the Empire State Trail Town program, a promotional webpage highlighting **Newark as a Trail Town** was developed on [cycletheeriecanal.com](http://cycletheeriecanal.com). The page highlights what makes Newark unique, trail access and visitor information, and provides an interactive map of the village.



# Overall Assessment

Through the Trail Town Self-Assessment, the public Placemaking Workshop, and the PTNY-led Bike Around ride and assessment, strengths and areas for improvement were identified. The results of these conversations and assessments are summarized below, and helped inform this plan's recommendations.

## Strengths

- Small town feel with all of the amenities of a bigger urban center
- Welcoming Visitor Information Center (Village Interpretive Center) at the Canal Port with free amenities for cyclists and boaters managed by the Chamber of Commerce
- Strong partner in the Arc Wayne, who manages a trailside cafe and ice cream shop (Erie Shore Landing)
- Vibrant Main Street, especially South Main which was recently re-done, with businesses that appeal to trail users (brewery, coffee shop).
- New Ebike shop that provides maintenance on regular bikes and offers trail-side rescue for trail users in the area.
- Robust schedule of summer festivals and events along the canal.
- Numerous trail access points within the village (Edgett St, T. Spencer Knight Canal Park, Lock 28B)
- Network of parks and green space throughout the village - T. Spencer Knight Canal Park, Colburn Park, Perkins Park.
- Central location between Rochester and Syracuse
- Paved trail in good condition through the village
- Victorian houses on East Ave
- Arts scene includes murals painted along the trail as well as Wayne County Council for the Arts
- Strong relationships with nearby canal towns, especially Lyons and Clyde
- Informational kiosk at T. Spencer Knight park with a Walking Map of Newark and business directory, in the process of being modernized/updated. Also available on the village website.

## Areas for Improvement

- No clear route to access Main Street (or anywhere on the south side of the canal) from the trail
- No access to Main Street/NY-88 from the trail
- No wayfinding signage pointing trail users to use East Ave to access S Main St/other attractions south of the canal
- Underpass under Main St is narrow and does not feel particularly welcoming
- Trail crossing of East Ave does not feel safe
- Not enough bike parking in town
- Not clear where Edgett St bridge goes from the trail
- No off-road trail on east side of village on Old Lyons Road
- No indication that trail users are approaching a community, especially when coming from the west.
- Currently no hotels - although several hotels are in the works!
- Village website does not provide information for thru-cyclists, especially regarding whether they are welcome to use the services at the Interpretive Center and whether they can camp at the park.
- Underutilized/unknown "Lockville" trail and limited interpretation of the canal remnants





# Recommendations

## Short Term Recommendations

*Strategies that can be implemented with minimal lead time before or during the next tourism season.*

### 1. Replace and augment existing wayfinding signage to provide clear routing and information for trail users.

- ◆ Coordinate with NYS Canal Corporation's Trail Manager, NYS OPRHP's Statewide Trails Program Planner, and the NYS DOT Region 4 Bike/Pedestrian Coordinator to identify a path forward to replace faded Erie Canalway Trail signs and add additional Empire State Trail signs and arrows where necessary.
- ◆ Continue working with Wayne County GIS to modernize the Newark Walking Map at T. Spencer Knight Park. Once developed, this map could be installed or provided as a pamphlet at multiple locations, including the Edgett St trailhead, local businesses, etc.

### 2. Seek to expand and promote low-cost/free overnight options for visiting trail users.

- ◆ Coordinate with NYS Canal Corporation to permit hiker/biker camping at T. Spencer Knight Park. This will require a modification to the existing permit with Canal Corporation's Real Property department. Once established, promote the availability of and the process trail users should use to register to camp on the village website and at the Welcome Center.
- ◆ Seek to certify Whispering Winds Campground as a **Bike Friendly NY campground**.
- ◆ Encourage local members of the community to join **Warmshowers**, a reciprocal hospitality website and app designed for touring cyclists by promoting it on the Village's social media and partner platforms.

### 3. Continue to educate Newark's visitor-oriented business about the benefits of bike-friendliness and encourage them to implement bike-friendly infrastructure and policies.

- ◆ Use the Greater Newark Chamber of Commerce's platform and individual site visits to communicate the benefits of **Bike Friendly NY certification** (attracting more trail users, listing on PTNY's **Newark Trail Town** landing page and map, visual identification through window decal) and help businesses apply.
- ◆ Encourage businesses to signal that they value trail users by "putting a bike on it." This can look like anything from bicycle-related storefront displays, a beer, ice cream, or sandwich named to commemorate the trail, bike or trail-themed souvenirs, or other little details. These visual cues will help trail users know that they are welcome.

### 4. Pursue creative ways to acquire additional bike parking in the village.

- ◆ Establish a village-endorsed model of bike rack. Investigate potential sponsors in health-related industries such as hospitals or insurance providers, or seek artists or welders who might be willing to craft the racks themselves.
- ◆ Pursue high density bike parking options like a bike corral for installation at T. Spencer Knight Park (in coordination with NYS Canal Corporation) and other village gathering spaces.

## 5. Begin planning for trail user accommodations while the Canal Port is undergoing construction.

- ◆ With community input, designate an alternate route for Canalway Trail users and plan for additional safety accommodations if necessary.
- ◆ Offer and promote an alternate camping option for thru-cyclists. Possibilities include increased promotion of Whispering Winds Campground, especially if they meet the requirements for Bike Friendly NY campground certification. Newark Fireman's Field was also identified as a potential option.

## 6. Promote all of the amenities and resources Newark has for visiting trail users.

- ◆ Solidify Newark Welcome Center as an Information Hub for cyclists
  - Educate Welcome Center staff about what cyclists need to know (e.g. Where can trail users stay overnight? Where can they rent a bicycle or find repair tools? How do they get back on the trail?)
  - Have bike pump, patch kits, and basic tools on hand to go above and beyond, or know where to direct trail users to access these amenities
- ◆ Create dedicated content for visiting trail users in Newark for use on the village website and in print materials.
  - Amend the content on the “**Visiting and Tourism**” page to specifically call-out the amenities that are available for cyclists at the Port of Newark/T. Spencer Knight Park
  - Create a new page under “Visiting and Tourism” and call it “Newark Trail Town” or something similar. This can link directly to the external Trail Town landing page, or the page can include original content including a welcome message to trail travelers and content drawn directly from the Trail Town landing page or a link to the Trail Town landing page.



# Long Term Recommendations

*Strategies that require increased investment may just require a longer time to be accomplished (2-5 years)*

## 1. Continue to build out relationships with partners that can add value beyond what Newark can offer alone.

- ◆ Continue to build out relationships and promotional resources with nearby canal communities, especially Palmyra, Lyons, Clyde and Savannah for events and other programs.
- ◆ Build on Newark's reputation for art and murals by partnering with the Wayne County Council for the Arts on public art projects along the trail.

## 2. Integrate new connections to the trail with new construction and renovation projects are trail-adjacent.

- ◆ Engage with NYS Canal Corporation to understand ownership of the southern portion of the former Garden Hotel parking lot and work with the hotel during renovations to allow access to the trail from the parking lot, potentially turning this space into a trailhead.
- ◆ Rebuild N. Main St with Complete Streets principles in mind. When rebuilding, consider seeking an easement so that trail users may access the Main St. bridge.
- ◆ If rebuilding any sections of the Erie Canalway Trail/Empire State Trail through T. Spencer Knight Park, employ current greenway trail design standards, as laid out in the Empire State Trail design guide.



- ◆ Improve the trail crossing of East Ave according to design standards for trail crossings laid out in the [Empire State Trail design guide](#), including by improving the transition from trail to road, painting a high-visibility “ladder” style crosswalk, and clarifying where the trail continues on Van Buren St.

## 3. Establish gateway elements on the trail at the west and east entrances to the village to invite trail users to visit.

*Gateway elements can be as simple as a “Welcome to Newark” sign, but can also include public art, landscaping/beautification, lighting, community wayfinding signage and maps, and improved amenities and infrastructure to make it clear that trail visitors are welcome.*

Approaching from the west:

- ◆ **Edgett Street trailhead:** Recognizing that this site has experienced vandalism in the past, consider creative placement or ways to establish a welcoming presence at or approaching the Edgett St trailhead.
- ◆ **Edgett Street trailhead to N Main St underpass:** Pursue funding to install pedestrian-scale trail lighting on this stretch of trail
- ◆ **Approach to N. Main St Underpass:** Engage with the NYS Canal Corporation about the potential to establish a “Welcome to Newark” sign and ensure that vegetation is consistently trimmed back from the trail during the tourism season.

Approaching from the east:

- ◆ **T. Spencer Knight Park:** Continue to embrace and develop T. Spencer Knight Park as a gateway by keeping the kiosk updated and by adding signage to direct trail users to Main Street via East Ave



#### **4. Prioritize bicycle and pedestrian connection and access to trails throughout the village.**

- ◆ Undertake a village Active Transportation and/or trails connectivity plan, or urge the Town or County to undertake one of these plans.
- ◆ Pedestrianize Van Buren St between N Main St and East Ave, potentially looking to include the stretch between East Ave and Murray St.
- ◆ Seek greater traffic calming on Rt 31, especially seeking to improve the pedestrian and cyclist crossing experience where Edgett St crosses Rt 31.
- ◆ Prioritize bicycle connectivity to areas zoned for lodging, especially considering connectivity between the trail and any new hotels being built over the next couple of years.
- ◆ Ensure that safe connections to the trail are considered for all new apartment developments.

# Implementation

*It doesn't do any good for a plan to just sit on a shelf, so Newark has identified a series of next steps to keep the Empire State Trail Town momentum moving forward.*

## » **Newark will commit to the Empire State Trail Town action agenda**

The village of Newark intends to pursue a village board resolution adopting the Action Agenda and to have the committee continue meeting periodically to assure the Action Agenda is adhered to.

## » **The Trail Town Steering Committee will maintain its current structure and continue meeting**

The committee is happy with how they have worked together and feels the structure is sustainable. The committee will continue to have the same structure with one chairperson overseeing regular meetings. It is important to continue to have a good cross section of members while trying to maintain at least a couple of the members who are avid bicyclists that are familiar with bicyclists needs.

Steering committee members will continue to include the Newark Rotary, Chamber of Commerce, Village Board, Wayne County Tourism and other passionate community members. The primary contact with PTNY will be the Mayor.

## » **The Trail Town Steering Committee will identify and secure funding to advance Trail Town projects**

- The Village will dedicate funding to many of the items
- **NYS Canal System Tourism Infrastructure and Events Grants**
- **2023 TAP/CMAQ/CRP**
- **Rails-to-Trails Conservancy**
- **Project for Public Spaces Community Placemaking Grants**
- **League of American Bicyclists Community Spark Grants**
- **People for Bikes**

## » **Newark will communicate progress on the Empire State Trail Town recommendations**

The Action Agenda, the municipality's commitment, and the community's official designation as an Empire State Trail Town will be shared with the public using press releases, social media posts, signage on the trail and publicizing it during a major Village event (i.e. The Taste of Wayne County, Wine and Artisans Festival, Music on the Erie, Community Pride Day).

The committee will use a regular report to track the progress on the recommendations. Progress will be communicated to the public in the same manner as was outlined above.

## » **Newark will ensure that it maintains Empire State Trail Town designation through subsequent years**

Newark will continue to meet the Trail Town criteria as set forth in the **Empire State Trail Town handbook**.

Prior to each tourism season (April of each year), the Trail Town steering committee will verify with PTNY that the information on the Trail Town landing page is accurate.

Each year, PTNY will host a virtual meeting for all Trail Towns to provide updates about the Empire State Trail and Trail Town initiative and allow Trail Towns to share progress on their action agendas. Newark will submit a brief written update prior to the meeting and send at least one representative.

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### **About Parks & Trails New York**

Parks & Trails New York (PTNY) is New York's leading statewide advocate for parks and trails, dedicated since 1985 to improving our health, economy, and quality of life through the use and enjoyment of green space. PTNY works to expand, protect, and promote a network of parks, trails, and open spaces throughout our state for use and enjoyment by all. For more information, visit [www.ptny.org](http://www.ptny.org).



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### **About the New York State Canal Corporation**

The New York State Canal Corporation runs the New York State Canal System, which includes the Erie, Champlain, Oswego and Cayuga-Seneca canals. Spanning 524 miles, the waterway links the Hudson River with the Great Lakes, the Finger Lakes and Lake Champlain. In 2017, the Canal Corporation celebrated the 200th anniversary of the groundbreaking for the Erie Canal, which occurred in the city of Rome on July 4, 1817. The Canal System includes the Canalway Trails, a network of approximately 420 miles of multiple-use trails across upstate New York. The Canalway Trails follows the towpaths of both active and historic sections of the New York State Canal System as well as adjacent abandoned rail corridors. Together, the canals and trails create a world-class recreationway that is a vibrant, scenic, and unique New York resource. To learn more about the New York State Canal and Canalway Trail System or to obtain a free map, please call 1-800-4CANAL4 or visit the Canal Corporation's website at [www.canals.ny.gov](http://www.canals.ny.gov).