

2016

Bicyclists Bring Business FINAL REPORT



*Prepared by Parks & Trails
New York for the New York
State Canal Corporation*

December 2016

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Bicyclists Bring Business Wayne County 2016 Final Report

Background

Bicycling is the second most popular outdoor activity in the U.S. and a major part of the fast-growing adventure travel sector.¹ In fact, cycling is now the third most common vacation activity, with nearly 30 million Americans taking a bicycling vacation within the last five years.² Factoring in day-to-day riding and bike vacation spending, cycling contributes approximately \$133 billion to the U.S. economy.³

With one of the nation's premier multi-use trails, the cross-state Erie Canalway Trail (ECT), connecting charming small towns, large urban centers, and hundreds of cultural and historic sites, Upstate New York is a cycling destination with growth potential.

The ECT has an abundance of everything this growing market of bicycle tourists seek: safe, off-road cycling; scenic landscapes, historic sites, parks and other attractions; detailed maps and route descriptions; and cycling options ranging from daytrips to week-long adventures. According to the economic impact study of the ECT published in 2014, these factors – along with the widespread name recognition of the Erie Canal – help the ECT to attract nearly 1.6 million annual visits, and generate over \$250 million in economic impact.

In order to help Canalway Trail communities capitalize on ECT tourism, Parks & Trails New York (PTNY), in partnership with the NYS Canal Corporation, has conducted Bicyclists Bring Business roundtables in communities across the corridor for the past 13 years. In 2008, PTNY and the NYS Canal Corporation also produced *Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities* to bring the message to an even wider audience. The goal of the roundtables and the guide is to help local businesses, elected officials, tourism professionals, and community members discover what services and amenities are important to bicyclists so that they can better attract and profit from the growing bicycle tourism market.

¹ Outdoor Foundation, *Outdoor Recreation Participation Topline Report 2015*,
<http://www.outdoorfoundation.org/pdf/ResearchParticipation2015Topline.pdf>

² United States Travel Association (formerly Travel Industry Association of America), *Trends in U.S. Domestic Travel and Activities*

³ Outdoor Industry Foundation, *The Active Outdoor Recreation Economy: A \$730 Billion Annual Contribution to the U.S. Economy*,
www.outdoorindustryfoundation.org

In 2012, PTNY added a community Bike-a-Round ride to the morning following the roundtable, a field component that enables program participants to experience their community's services and infrastructure from the perspective of a visiting cyclist.

October 2016 Program Location

Parks & Trails New York and the New York State Canal Corporation chose Wayne County, along the ECT in western New York, to host the 2016 Bicyclists Bring Business (B3) events.

Western New York's canal heritage is evident in its charming canal communities, complete with historic lift bridges and other canal infrastructure, and in the many attractions and heritage sites that preserve the past. Wayne County's 35-mile stretch of Erie Canal tells its own unique story, connecting historic canal communities and the Montezuma Swamp, an internationally-regarded bird sanctuary. The County's 18 miles of existing ECT form the eastern end of nearly 130 miles of continuous multi-use trail from Buffalo to Lyons. With new sections of trail opened in recent years, and a working group actively pursuing funding to fill in remaining trail gaps, Wayne County is well positioned to become a premier destination for cycling tourists and other recreationalists.

Beyond the trail itself, Wayne County Tourism, individual communities, and community groups have done significant work in promoting the area's unique heritage and natural scenery and in marrying history and recreation in ways that appeal to locals and visitors alike. The county tourism office has produced a county biking map, with recommended routes of varying lengths available both [online](#) and in brochure form. Several communities have their own walking and/or biking maps, as does Trail Works, a volunteer organization focused on developing trails and encouraging trail use. Trail Works has also been a driving force behind an effort to highlight Wayne County's plethora of historic murals, many depicting iconic Erie Canal scenes. The group has also been active in building and maintaining trails and in creating interpretive signage and activities. In Lyons, a dedicated group of volunteers has installed interpretive signage and other trail-related amenities. Lyons, along with Palmyra, have created a Canal Ambassador program with assistance from the NYS Canal Corporation to bring a welcoming environment and an incentive to patronize businesses to the shores of the Erie Canal.

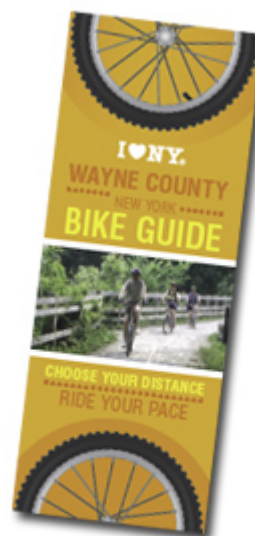


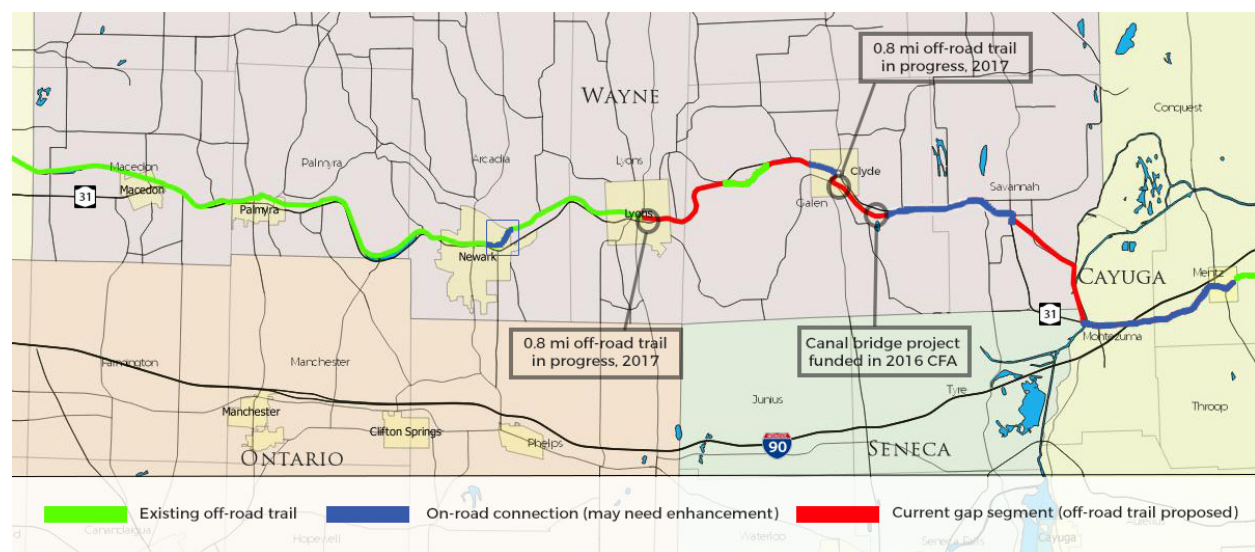
Figure 1. Wayne County Bike Guide

Savannah, the site of the evening presentation portion of this year's B3, sits at the eastern edge of Wayne County. There is currently no off-road Erie Canalway Trail in this area, with cross-state cyclists routed onto Route 31 and other roads between Lyons, in Wayne County, and Port Byron, in Cayuga County, where the trail resumes.

The Village of Newark, site of the community Bike-a-Round portion of B3, is located in central Wayne County. Newark is the most populous community in the County. Continuous off-road Canalway Trail runs from the western edge of Wayne County, through the communities of Macedon, Palmyra, Port Gibson, and through Newark. There is a short on-road section between the Village's eastern edge and the off-road trail that extends to the Canal Corporation Dry Dock Facility. Another short on-road segment links to the county-owned Abbey Park in Lyons, where off-road trail resumes. This off-road section extends to NYS Route 14. Between Lyons and Port Byron, there are a few short sections of existing, off-road trail, but this 23-mile segment is predominantly on-road.

Wayne County's trail prospects received a boost during the writing of this report, with funding for re-decking of the Canal bridge east of Clyde included in the annual Regional Economic Development Awards (i.e. "CFA" awards). This canal crossing represents a critical link in the regional trail network, and the announced funding should add momentum for efforts to secure funding for proposed off-road trail west of the bridge, and for on-road enhancements east of the bridge.

Figure 2. Wayne County Trail Status



Based on a 2015 trail count conducted by PTNY, an estimated 31,711 annual visits occur at the Erie Canal Marina in Palmyra, the only location in Wayne County for which this data is available. This is relatively low when compared to other locations in western and eastern New York, most likely due to the absence of any sizable metropolitan area. The majority of users counted at this location were cyclists (67%).

Evening Presentation

For the first time, the evening portion of B3 was offered as part of a larger program, a Nature-based Tourism Summit at the Montezuma Audubon Center in Savannah. Since the Canal Corridor offers such a range of recreational and cultural opportunities, it made sense to complement the bicyclists bring business message with presentations on birding, hunting, and fishing and the economic opportunities they present. The Montezuma complex boasts a range of recreational opportunities, including trails, and places for birding, boating, and hunting.

After refreshments and networking Chris Lajewski from the Montezuma Audubon



Figure 3. Bill Sweitzer from the Canal Corporation presents at the Montezuma Audubon Center

Center began the event with a welcome, and then educated those gathered on the economics of birding in New York State, a major generator of tourism dollars. Mr. Lajewski also hinted at future cycling routes through the Montezuma complex. PTNY followed with a presentation on the economic benefits of bike-tourism and strategies local communities can employ to better cater to cyclists. William Sweitzer from the New York State Canal Corporation was next, highlighting the upcoming World Canals Conference in

Syracuse as well as planning for the Erie Canal Bicentennial celebration, both in 2017. Ora Rothfus from Wayne County Planning provided a virtual tour of the ECT corridor as it traverses Wayne County, pointing out both completed trail sections and planning for those sections that remain unfinished. Jim Eckler from the Montezuma Field Office of the Department of Environmental Conservation presented on the economic impact of other outdoor recreation, including hunting and wildlife viewing. The final presentation was from Chris Kenyon, with Wayne County tourism, and focused on the local and regional impacts of sport fishing. Brief discussion followed.

Approximately 45 people from Wayne County and other nearby areas attended the evening event.

Notes from the evening presentation are included in Appendix A.

Morning Bike-a-Round

On the morning of October 26, the day following the Savannah event, PTNY staff joined area residents, business leaders, representatives from local and county government, and members of the Wayne County trail and cycling community to experience the ECT in Newark, Wayne County's largest community.



Figure 4. Bike-a-round participants in discussion at the Whitbeck Road trailhead

Looking at the trail and the community from the perspective of a first-time tourist was an eye-opening experience. The seven-mile ride began with a quick “out” from downtown Newark to the Whitbeck Road trailhead. Participants stopped for the first of almost a dozen short discussion and observation sessions. Participants rode back by the same route, but stopped for a quick look at the Cannery Row business district. Stops at the Newark Visitor Center, Whispering Winds Campground, Lockville, and the former site of a state mental health facility allowed the group to see sites that cycling tourists may visit, view the two main entry points into the Village, and to navigate the cycling infrastructure as these visitors would. A final stop at the Hoffman Clock Museum at the public library provided some respite from the chilly conditions.

As the group made their way around, the cyclists referenced checklists found in the *Bicyclists Bring Business* guide. Participants indicated strengths of the trail network and suggested improvements at each of the designated stops along the way. The discussion continued after the ride at a lunch at Parker's Grille & Tap House, where participants also took time to record notes and further reflections and to reference the B3 guide once again.

For notes from the bike-a-round, see Appendix A.



Figure 5. Instagram post showing Bike-a-Round participants at Newark's new information kiosk and self-serve bike repair station

Publicity

PTNY promotes each year's B3 events through a variety of physical mailings, phone calls, electronic communications, and social media. The official B3 invite and flyer was physically mailed to elected officials (municipal, county, state, and federal), county economic development, planning, and tourism officials, and a selection of area business owners, civic groups, and tourism operators. PTNY staff followed this communication up with phone calls and email reminders in many cases.

Two large email blasts were sent to PTNY members and others on existing lists within a six-county area in western and central New York.

Other email communication went to bicycling clubs in the Rochester area.

PTNY supported this direct outreach with posts on the PTNY and ECT Facebook pages, stories in multiple editions of PTNY eNews, and Twitter and Instagram posts from organizational accounts.

The event also had its own page on the PTNY website and was also featured on the events section of the PTNY homepage.

The following entities assisted in publicizing and promoting this year's B3 events, generally through email blasts to their individual lists, but in some cases physical distribution of the event flyer, phone calls, and personal visits to business owners and

other to encourage participation.

- Canalway Trails Association New York
- Trail Works
- Wayne County Business Council
- Wayne County Tourism
- Wayne County Planning
- Montezuma Audubon Center
- Empire State Bed & Breakfast Association
- Western Erie Canal Alliance
- Wayne County Cornell Cooperative Extension – Strengthening Our Area Residents (SOAR)
- Village of Newark

PTNY sent a press release and media advisory to media outlets in Central New York, the Finger Lakes, and Western New York media regions. Unfortunately, no press coverage resulted from this outreach.

After the event, PTNY posted slides from the roundtable presentations on the Bicyclists Bring Business event page. PTNY also published summaries of the event in e-News and in the electronic newsletter for the statewide Canalway Trail system, *Canalway Trail Times*.

Participant Survey

PTNY asked attendees from the evening presentation in Savannah and Newark Bike-a-Round participants to provide feedback via an online survey.

Of those who received the survey, 11 people (31%) submitted responses.

All respondents found the evening presentation and/or bike-a-round worthwhile and informative, and all but two participants indicated a willingness to work with other attendees and the wider community to improve the cycling environment and to take advantage of opportunities for trail-related economic development in Wayne County.

When asked what Wayne County needed to attract more bicycle tourists, 91% indicated that additional bicycling and pedestrian infrastructure such as sidewalks and bike lanes was desirable. Bike racks and cycling maps in central locations were chosen by 64% of respondents as necessary to attract and cater to cyclists. Creation of a bike-friendly business designation, a welcome center, increased wayfinding signage, and bicycle tour packages also generated support from more than 1/3 of respondents.

Table 1. "In your opinion, what does your community need most to benefit from Canalway Trail tourism?"

	Response Percent	Response Count
Bike/pedestrian infrastructure (sidewalks, bike lanes, etc.)	91%	10
Bike racks	64%	7
Benches	18%	2
Kiosks	9%	1
Community maps in central locations	64%	7
Visitor-friendly business hours	27%	3
Bicycle friendly business designation	45%	5
Welcome center	36%	4
Wayfinding signs	55%	6
Cooperative advertisements in cycling magazines	27%	3
Bicycle tour packages	36%	4
Luggage/bike transportation service	9%	1

Other Input

Participants on the October 26 bike-a-round filled out the Assessment Checklist (How Bicycle-Friendly is Your Canal Community?) from the *Bicyclists Bring Business* guide. Several themes emerged from respondent answers and comments.

The assessment asks whether there exists a Bicycle Advisory Group or Committee, and most respondents identified Trail Works as this group in Wayne County.

There were several comments regarding Complete Streets policies or resolutions, with respondents mentioning that the idea has been brought up in Lyons, but has not been acted on. In addition, one respondent mentioned that Clyde, in eastern Wayne County, has passed a Complete Streets resolution.

Most respondents felt that cyclists would know where they were (i.e. which community they've entered) based on signage or gateways, especially in the downtown areas, but that they may not be able to route themselves to the village center based on road

signage. Similarly, many respondents noted a lack of signage on the roads directing cyclists and motorists to the Erie Canalway Trail.

As far as bike-friendliness of area roads, most respondents thought that streets most likely to be used by cyclists lacked bike lanes. Respondents also noted a lack of secure (ideally covered) bike parking in Wayne County communities.

Recommendations

PTNY has prepared the following recommendations for increasing both Wayne County and the Village of Newark's appeal to Erie Canalway Trail tourists. Comments from the evening presentation in

Savannah and the Bike-a-Round in Newark have helped shaped these recommendations. PTNY has offered separate recommendations for Wayne County and Newark, but in many cases, the recommendations targeting Newark could be applied to similarly-positioned communities in Wayne County such as Macedon, Lyons, Clyde, and Palmyra.



Figure 6. Cyclists experience Newark's scenic section of Erie Canalway Trail on the bike-a-round

WAYNE COUNTY

WAYNE COUNTY RECOMMENDATION 1: Capitalize on Wayne County's strategic location by promoting trailside amenities to long distance touring cyclists.

Wayne County is located at the eastern end of almost 130 miles of continuous Erie Canalway Trail between Buffalo and Lyons. Moreover, since many locations in the county are within a day's ride of Rochester and two-day's ride of Syracuse, it is strategically positioned to take advantage of both long distance touring cyclists and trail users embarking on shorter journeys. Regardless of their length of travel, however, these trail users need easy access to similar amenities such as places to eat, rehydrate, and rest. It's particularly important for these amenities to be advertised from the trail whether by kiosk, sign, or in a guide or on a website. The village of Newark has done a great job of offering information on the availability of amenities and services at the visitor's center located at the Port of Newark.

Action Item	Priority Level
Action 1-1: Bring representatives from the Wayne County Business Council, Wayne County Tourism, Trailworks, and other tourism and business groups together to develop a marketing message for Wayne County that focuses on its strategic location as the eastern anchor for 130 miles of continuous Erie Canalway Trail and existing amenities in Macedon, Palmyra, Newark, Lyons, and Clyde.	Short-term priority
Action 1-2: Encourage businesses to participate in the Bike Friendly New York certification program being launched by PTNY and the NYS Canal Corporation in 2017. More information about the certification program, including how the program benefits businesses and communities, is available at www.ptny.org/bikefriendly .	Short-term priority
Action 1-3: Post operating hours for Port of Newark and other facilities catering to Erie Canal and Canalway Trail users. This information should be posted at facilities, at kiosks, and online.	Short-term priority
Action 1-4: Add pictogram signage with symbols for WiFi, restrooms, visitors centers, and other amenities for bicycle tourists on existing kiosks and wayfinding signage.	Medium-term priority

WAYNE COUNTY RECOMMENDATION 2: Capitalize on iconic Erie Canal infrastructure, artifacts, and heritage prevalent in Wayne County

Wayne County is home to some of the most iconic Erie Canal scenery that draws visitors to the trail, including historic, charming downtowns like those found in Palmyra, Lyons, and Clyde, and picturesque canal infrastructure such as the Aldrich Change Bridge in Macedon. The fact that the Erie Canalway Trail runs directly adjacent to the Erie Canal through much of western Wayne County makes the area home to some of the most accessible history and beauty along the corridor. It's important that tourism marketing in Wayne County actively promotes this unique environment to bicycle tourists to successfully position itself as a destination along the Erie Canalway Trail.

Action Item	Priority Level
Action 2-1: Continue canalside beautification program that has led to the installation of murals and interpretative signage.	Ongoing priority
Action 2-2: Identify several Erie Canal landmarks adjacent to the Erie Canalway Trail and prominently feature them in marketing materials.	Medium-term priority
Action 2-3: Create new marketing and/or organize events that tie in with the statewide celebration of the Erie Canal's Bicentennial,	Short-term priority

being organized by the NYS Canal Corporation and other entities.	
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WAYNE COUNTY RECOMMENDATION 3: Incorporate cycling tourism messaging into overall eco-tourism marketing efforts

The prevalence of world-class recreation areas such as the Montezuma Audubon Center and the Montezuma Wildlife Refuge and the fishing and wildlife viewing opportunities along Lake Ontario elevate Wayne County's tourism appeal. It's important, however, that these marketing efforts also take into account the natural beauty and outdoor recreation potential of the Erie Canalway Trail. Many wildlife viewing enthusiasts and sportsmen likely own a bicycle or would enjoy a walk along the Erie Canalway Trail.

Action Item	Priority Level
Action 3-1: Link outdoor recreation opportunities by ensuring that ECT marketing materials are available at significant tourism facilities such as the Montezuma Wildlife Refuge and Montezuma Audubon Center.	Short-term priority
Action 3-2: Attend tourism promotion trade shows to highlight Wayne County to markets outside Western and Central New York.	Medium-term priority
Action 3-3: Create weekend itineraries that encourage participating in multiple forms of outdoor recreation activities.	Medium-term priority
Action 3-4: Utilize local cycling advocates and existing groups such as Trailworks to form a bicycle tourism advisory committee to coordinate bicycle tourism marketing efforts in communities across Wayne County. This group should work in conjunction with Wayne County Tourism. Committee members may also represent business and recreational interests.	Medium-term priority

WAYNE COUNTY RECOMMENDATION 4: Incorporate trail construction and maintenance projects into economic development opportunities.

With economic development opportunities and established industrial operations located adjacent to the trail between Macedon and Newark, it may be possible to include trail maintenance and construction funding into community benefits agreements negotiated during large redevelopment or expansion projects. The Erie Canalway Trail can also be included as part of a larger strategy to recruit corporations and top talent to Wayne

County.

Action Item	Priority Level
Action 4-1: Conduct an inventory of parcels available for redevelopment that may lead to community benefit agreements	Short-term priority
Action 4-2: Establish language for community benefit agreement that mentions Erie Canalway Trail	Short-term priority

WAYNE COUNTYRECOMMENDATION 5: Enhance bicycle friendly infrastructure and on-road connections to the Erie Canalway Trail

While approximately half of the Erie Canalway Trail corridor in Wayne County is completed as off-road trail, there are opportunities to improve the on-road sections by installing route marking signage and complete streets infrastructure such as bike lanes. For the more densely populated Wayne County communities located along the trail, ensuring that trail users can safely access the downtown businesses and attractions from the trail is an important step to take to fully capitalize on Erie Canalway Trail tourism, as well as making the trail more accessible for residents.

Action Item	Priority Level
Action 5-1: Adopt county-wide complete streets policy. (Cornell Cooperative Extension can assist with complete streets work.)	Medium-term priority
Action 5-2: Encourage villages along the trail to adopt complete streets policies	Medium-term priority
Action 5-3: Involve bicycle tourism advisory committee members in the planning processes for local and regional trail projects, including those funded by the Transportation Alternative Program (TAP)	Medium-term priority
Action 5-4: Encourage Wayne County communities to address lack of local bike shops by installing bicycle vending machines to provide direct access to bike parts and accessories (Bike Fixation and Bike Stock are two of the leading providers of these machines), additional self-service bike repair stations as currently exists in Newark, and/or working with local retailers to stock bike equipment. (Hardware stores are generally a good option.)	Medium-term priority

WAYNE COUNTY RECOMMENDATION 6: Complete the Erie Canalway Trail between Lyons and Savannah

Closing the remaining gap in the Erie Canalway Trail in Wayne County would make the region more appealing for bicycle tourists who are seeking an entirely off-road experience. Moreover, a seamless multi-use trail through the heart of Wayne County would bring innumerable health and environmental benefits to county residents. Closing the gap between Lyons and Savannah is also significant because it would extend the continuous off-road trail segment from Buffalo all the way to Savannah, leaving just approximately 10 miles of on-road trail between Syracuse and Buffalo.

Action Item	Priority Level
Action 6-1: Incorporate Erie Canalway Trail into local planning documents to ensure that it is included in future trail construction projects	Medium-term priority
Action 6-2: Identify route and any parcels/ ROW easements that need to be acquired between Lyons and Savannah	Medium-term priority
Action 6-3: Assemble Erie Canalway Trail economic impact messaging that can be used to persuade decision makers regarding the importance of completing the trail	Short-term priority

WAYNE COUNTY RECOMMENDATION 7: Create a welcoming environment by introducing the Trail Ambassador program to Wayne County

The Canalway Ambassador program that already exists in Palmyra and Lyons helps to create a welcoming environment for boaters on the Erie Canal. The Canalway Ambassadors not only welcome the boaters, they also encourage them to visit businesses and attractions. Similarly, expanding the Erie Canalway Trail Ambassador program that exists in the Rochester, Syracuse, and Capital District areas to Wayne County would likely bring more cycling tourists into businesses and attractions. Trail users would also feel more comfortable using the trail with the regular presence of a Trail Ambassador team.

Action Item	Priority Level
Action 7-1: Establish small group of dedicated volunteers to become Erie Canalway Trail Ambassadors for Wayne County.	Short-term priority
Action 7-2: Conduct regular bicycle or foot patrols in high traffic areas to create a presence on the trail	Short-term priority

WAYNE COUNTY RECOMMENDATION 8: Secure funding to implement these recommendations

Action Item	Priority Level
<p>Action 8-1: Research and apply when appropriate for the following grant opportunities:</p> <ul style="list-style-type: none">• NYS Canal Corporation: http://www.canals.ny.gov/community/grant.html• NYS Office of Parks, Recreation and Historic Preservation: http://nysparks.com/grants• Erie Canalway National Heritage Corridor: http://www.eriecanalway.org/get-involved_grants-fund.htm• Other NYS agencies offering grants through the CFA process: http://regionalcouncils.nys.gov/• New York State Department of Transportation, Transportation Alternatives Program: https://www.dot.ny.gov/tap• Community foundations• Corporations• HMOs and health care providers	Short-term priority

NEWARK

NEWARK RECOMMENDATION N1: Expand and enhance complete streets infrastructure throughout the Village of Newark.

Cycling tourists venturing into Newark from the west via the Erie Canalway Trail will be coming from a multi-use trail, which offers the greatest level of separation and sense of safety from vehicle traffic. The transition between the trail and road can be jarring for some users, especially families with young children. Moreover, the transitions between the trail and village streets are both the first and last impressions cycling tourists will have, so it's important to have bicycle friendly infrastructure such as bicycle lanes on major streets, ample bicycle parking outside businesses, and wayfinding signage.

Currently, Newark does have some bicycle infrastructure such as shared use markings ("sharrows") and bicycle racks near the library and the marina visitor's center, which also features a bicycle repair station. Major business districts such as downtown Newark and the Cannery Row shopping center are likely destinations for cycling tourists

and would therefore benefit most from complete streets treatments. Expanding the bicycle friendly amenities will not only benefit touring cyclists, it will also benefit residents; and in many cases, it will make streets safer for all users.

Action Item	Priority Level
Action N1-1: Adopt a complete streets policy that requires consideration of bicycle use in road projects. Visit https://www.smartgrowthamerica.org/app/legacy/documents/cs/policy/cs-chart-samplepolicy.pdf for examples of award-winning complete streets policies. (Cornell Cooperative extension can assist with complete streets work.)	Short-term priority
Action N1-2: Encourage taxi companies to be ready to handle bicycles.	Short-term priority
Action N1-3: Ensure that there are secure bike racks at convenient locations in downtown Newark and near the Cannery Row shopping center. Secure racks are mounted into a sidewalk and allow bicycles to be locked to rack at two locations. (Visit http://c.ymcdn.com/sites/www.apbp.org/resource/resmgr/Bicycle_Parking/EssentialsofBikeParking_FINA.pdf for more information about bicycle parking best practices.)	Short-term priority
Action N1-4: Make sure that bicycle lanes and shoulders are clearly marked and free of debris or broken glass; whenever possible, provide off-road multi-use paths to major destinations.	Medium-term priority

NEWARK RECOMMENDATION N2: Strengthen gateways at eastern and western approaches into Newark, and at critical trail junctures

Gateways are one of the best ways to attract touring cyclists into your community. They provide a sense of arrival and allow communities to display important business and amenity information in one place. The western approach to Newark already features a gateway at Whitbeck Road, however, it lacks business and amenity information crucial to cyclists trying to determine whether they should stop or continue on to the next community. Important amenity information includes where the nearest showers, bicycle repair station, access to WiFi, and places to eat and spend the night are located. Using a bulletin board or kiosk to display this information allows for flexibility in case this information changes in the future. Benches and picnic tables can also go a long way to create a welcoming gateway. Moreover, cyclists heading into Newark from the west may not be aware of the large business district accessible via the Cannery Row bridge, between Whitbeck Road and downtown.

Action Item	Priority Level
Action N2-1: Erect “Welcome to Newark” signs along the Erie Canalway Trail at each entrance into the community.	Short-term priority
Action N2-2: Make sure that all overpasses and crossings feature street signs.	Medium-term priority
Action N2-3: Compile a list of places that offer access to food, showers, WiFi, and bicycle sales and repairs, and lodgings and make sure they are prominently featured on a map or kiosk.	Short-term priority
Action N2-4: Install a sign/kiosk at the junction of the trail and Cannery Row bridge with information on nearby businesses and services. (A pedestal already exists from previous signage.)	Medium-term priority

NEWARK RECOMMENDATION N3: Strengthen bicycle friendly amenities at the Port of Newark

One of the most important amenities for cyclists is a bike shop. Unfortunately, there is not a single place in Wayne County to purchase spare tubes and other necessary bike supplies. If there is currently not a market to open a full service bike shop in the community, a fully-automated bicycle vending machine is a good alternative. Similar to a snack or drink vending machine, bike vending machines operate 24/7 and provide direct access to bike parts and accessories and can also include an easy to use air pump. [Bike Fixation](#) and [Bike Stock](#) are two of the leading providers of these machines. The Port of Newark is an ideal location for this amenity since it already features a bicycle repair station.

Action Item	Priority Level
Action N3-1: Enhance the existing bike repair station with an air pump for inflating bicycles tires.	Short-term priority
Action N3-2: Install signage directing visitors to water and restrooms, and post hours when restrooms are open and after-hours options.	Short-term priority
Action N3-3: Install additional covered refuge areas.	Short-term priority

APPENDIX A

Bicyclists Bring Business Workshop

Summary

Evening Presentation – October 25, 2016

Montezuma Audubon Center, Savannah

Comments:

- Adventure Cycling maps include information about each town
- Bike Maintenance Stations are a good trailside amenity; some like the one in Newark include QR codes that link to directions; too many bike repair stations and other infrastructure may detract from the natural scenery that draws so many to the trail
- Getting the ECT designated as a bird conservation trail could increase the trail's visibility among bird watchers and generate a more significant economic impact in Wayne County communities
- West Shore Trail could become the future ECT through Wayne County; existing West Shore Trail already passes through the Montezuma Audubon Center
- Advanced Atomization Technologies is firm (GE, Parker Hannafin collaboration) located right on trail route in Clyde; owner is supportive of trail as it would be a benefit to employees, and could help attract and keep young workers
- Montezuma Audubon Center distributes Birds Bring Business cards that are similar to bike version that PTNY created

Bike-a-Round – October 26, 2016

Newark

Comments and observations (organized by discussion location):

Start: Newark Garden Hotel: trailside signage highlights hotel adjacent to trail

Stop 1: Newark Gateway at Whitbeck Rd

- Good kiosk but it lacks local amenity information
- Bridge beams could be painted to welcome cyclists to Newark

- More interpretative signage along the route between Whitbeck Rd and the Newark Garden Hotel
- Trail conditions: inconsistent trail surface and width; changes are too abrupt for some riders; some riders would be more comfortable taking West Shore Rd
- Bathrooms and other facilities between Newark and Palmyra are lacking – Palmyra's bathrooms are locked
- Winter usage: would it be possible to get someone to maintain the trail?

Stop 2: Cannery Row

- Bike ped bridge over Canal is a good connection to Wegmans/other amenities
- Need complete streets treatments along Rte 31 to make connection between trail and amenities – currently there is no shoulder
- Kiosk would be useful on trail at bridge crossing – locate it where gazebo used to be
- Laundromat is located right next to trail
- Bike racks, car parking, and signage could turn this location into an official trailhead
- Historical/interpretative signage needed

Stop 3: Port of Newark

- Very nice facility: features water, showers, laundry, local information, bike parking, bike repair stand
- primarily marketed to boaters, should consider expanding visibility for cyclists
- Kiosk features map of downtown and local businesses
- Bike repair stand is a very useful amenity, but there is no air pump
- No access to restrooms after hours: Clyde allows access by calling police department for access code

Stop 4: Whispering Winds Campground

- Includes driving range and mini golf
- 29 hook ups for RVs, only three spots for tents, however, owner plans to expand
- No signage from trail

Stop 5: Lockville

- Good gateway, includes kiosk similar to the one at Whitbeck Rd; same problems, however, with lack of amenities displayed on kiosk
- Bollard and half-gate on trail section here presents hazard if not seen by cyclists; signage at cyclist eye level could help
- Interpretative signage details rich history of location

Stop 6: DDSO Property

- Major redevelopment opportunity
- Not too close to the trail, however

Stop 7: Newark Public Library/Hoffman Clock Museum

- Free bike lock rental
- Water fountains
- Wifi / computers
- Clock museum makes library destination in and of itself
- No signage from route to indicate the availability of any of these amenities

General observations:

- Bike infrastructure (bike lanes) does exist on Route 31, but it's not connected to create a network; bike lane could be better marked; marking should be repainted when road maintenance occurs
- Not much signage from the trail to indicate nearby amenities
- Trailworks and other groups may be willing to assist Newark, and other communities, in creating and installing interpretive signage

APPENDIX B

Bicyclists Bring Business Workshop

Participant Survey

Table 2. "Please enter your zip code:"

ZIP Code	Location	Number of Respondents
14513	Newark (Wayne)	4
13146	Savannah (Wayne)	2
14489	Lyons (Wayne)	2
14502	Macedon (Wayne)	1
14516	North Rose (Wayne)	1
13166	Weedsport (Cayuga)	1

Table 3. "Please select any affiliation you may have that influenced your decision to attend the event(s):"

	Response Percent	Response Count
Business Owner	18%	2
Member/employee of a recreation based organization	36%	4
Member/employee of a community organization	27%	3
Village/town employee	18%	2
County employee	0%	0
Municipal Official	18%	2
Tourism Official	0%	0
Natural, recreational or historic site employee/volunteer	0%	0
Outdoor Enthusiast	45%	5

Other	0%	0
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Table 4. "Why are you interested in bicycle tourism?"

I'd like to see what can be done to improve any and all tourism.

It will impact economic development within our community.

I did the Erie Canal Ride and BonTon Roulette ride in the past 2 years. I'm a recreational cyclist. I want NY to further develop bike trails/bike lanes and promote cycling. Paving shoulders along rural roads, and maintaining paved shoulders, create bike friendly routes. I'm on the Seaway trail along Lake Ontario and large sections of the roads through Wayne County are not bike friendly, e.g. there are no paved shoulders nor painted side lane markings. Much of the Canalway Trail through Wayne County is not complete. My daughter and I are registered for Bike Maine in 2017. We'll spend \$2500 on this (1) week trip, 400 riders will register, which means that \$500,000 will be generated by this one healthy event. This seems like an economic opportunity for Wayne County. I suggest that the short rides you organized to promote biking in Savannah and Newark take place June thru September, as the weather is a little cool in late October!

Bicycle tourism is growing, and we have trails in our town. Additionally, like most communities, agriculture is becoming less of our populations' employment and source of income. Tourism will hopefully bring business to our town.

I am interested in any endeavors that will improve the economic climate in Upstate New York State.

Our community has the Erie Canalway Trail, the Erie Canal and other trails available to tourism and residents. Our Park is about 500 feet from the canal and trails.

I am a bicycle tourist and want to make my community more bike friendly for others.

As a member of the community who is working on a grant to improve the health of our residents, I support having a trail for our residents to use which could also be used by tourists to help improve the economic health of our community. Engaging bicycle tourist not only to pass through our community, but stop and visit it can only bring good things for our residents.

I enjoy local bicycle tourism personally, ie. being a tourist in neighboring communities. I also see an opportunity for visitors to our Erie Canal communities in Wayne County to have a better experience.

I'm interested in increasing traffic in the area of our future business location.

I would like to bring bicyclists to my business, as well as improve our local downtown community.

Table 5. "Did you attend the evening Bicyclists Bring Business presentation in Savannah on the evening of October 25?"

	Response Percent	Response Count
Yes	82%	9
No	18%	2

Table 6. "Was the evening presentation worthwhile?"

	Response Percent	Response Count
Yes	100%	9
No	0%	0

Table 7. "Why was the evening presentation worthwhile, or not?"

Informative.

It was important to represent our community and to see what else we can do to promote the impact of bicyclists within our community.

It was great to hear all of the factors involved with birding and biking. I enjoyed visiting the Montezuma Audubon Center and hearing of opportunities.

I was not able to stay for the entire presentation.

Met with inspirational leaders for tourism. The Audubon center, I didn't even know it existed. I thoroughly enjoyed it. The presenters seemed passionate about the wildlife, fishing and birds that accompany the wonderful trail system we have. Let's close the gap.

You presented information that hopefully will lead to a more bike-friendly Wayne County.

Many very good insights on what can be done to attract and encourage tourists to visit our community.

Networking and information-sharing with like-minded people can be a powerful motivator for change. The evening of presentations in Savannah was like that, and I hope that some new collaborative initiatives grow out of our conversations that night.

Very informative about the ways that tourism brings business and revenue to local

communities, as well as showing the potential the Canalway Trail has to do just that.

Table 8. "Did you attend the Newark bike-a-round on the morning of October 26?"

	Response Percent	Response Count
Yes	55%	6
No	45%	5

Table 9. "Was the bike-a-round worthwhile?"

	Response Percent	Response Count
Yes	100%	6
No	0%	0

Table 10. "Why was the bike-a-round worthwhile?"

It provided valuable feedback as to what items the Village of Newark can do to improve their community to attract bicyclists.

It provided an opportunity to look at the community from the perspective of a cyclist/tourist and think about ways to generate income.

It will be if at least some of your recommendations are heeded.

We explored not only the existing portions of the trail in Newark, but also some of the opportunities to improve the experience of the trail users.

I missed the bike-a-round itself but was able to join for the discussion afterward. It was really neat to grab a snapshot of our community in real-time, and then bounce questions against what we saw in terms of best practices for bicycle tourism. There's a lot more we could do in Wayne County to be bike-friendly.

It got people thinking about ways to make the community more cyclist-friendly, as well as what might attract bicyclists to each community.

Table 11. “Would you be willing to work with other members of your community or neighboring communities to encourage more Canalway Trail tourists to stop in your community?”

	Response Percent	Response Count
Yes	80%	9
No	20%	2

Table 12. “In your opinion, what does your community need most to benefit from Canalway Trail tourism?”

	Response Percent	Response Count
Bike/pedestrian infrastructure (sidewalks, bike lanes, etc.)	91%	10
Bike racks	64%	7
Benches	18%	2
Kiosks	9%	1
Community maps in central locations	64%	7
Visitor-friendly business hours	27%	3
Bicycle friendly business designation	45%	5
Welcome center	36%	4
Wayfinding signs	55%	6
Cooperative advertisements in cycling magazines	27%	3
Bicycle tour packages	36%	4
Luggage/bike transportation service	9%	1

Other responses:

1. Unfortunately we have very limited businesses in our community, but I would like to see future business endeavors geared toward the tourism visitors to our town.