



Bicyclists Bring Business Workshop Report

Glens Falls

September 10-11, 2019



Canal
Corporation

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The Bicyclists Bring Business Roundtable and Bike-a-Round are made possible by financial support from the New York State Canal Corporation.

Special thanks to the following organizations for their help in planning and executing the 2019 Bicyclists Bring Business Roundtable and Bike-a-Round, and for providing comment on the draft version of this report:

- Warren County Safe & Quality Bicycling Organization
- Warren County Tourism Department
- Feeder Canal Alliance
- The Queensbury Hotel
- Davidson Brothers Brewing Company

Visit www.ptny.org to learn more about Bicyclists Bring Business, including summaries of workshops from previous years' workshops.



BACKGROUND

By the end of 2020, the Empire State Trail (EST) will be complete, providing a connected trail system from New York City to the Canadian border and from Albany to Buffalo. This \$200 million mega-project is constructing new stretches of trail across the state and linking up existing trail systems such as the Erie Canalway Trail (ECT), the Champlain Canalway Trail (CCT), and the Hudson River Valley Greenway, to create what will be the nation's largest state-wide trail system.

The EST will allow New York to capitalize on the well-documented growth of bicycle tourism and the popularity of bicycling. Studies by the Outdoor Industry Association have listed bicycling as second only to running and jogging as the most popular outdoor activity in America by frequency of participation for adults. Additional studies in states around the country have demonstrated that bicycle tourists are a growing market, generating hundreds of millions of dollars per year in realized or potential economic impact. The Empire State Trail will bring new tourists and economic development to trailside communities, with the state projecting 8.6 million annual users. Building new trail sections will also bring “backyard” recreational opportunities to many communities along the route.

The state Canalway Trail system, consisting of the ECT, CCT, and other connecting trails, serves as the spine of New York's multi-use trail system. Communities along the Canalway Trail system have an abundance of everything the growing market of bicycle tourists seek: safe, off-road cycling between historic communities; scenic landscapes, trailside attractions; detailed maps and route descriptions; and cycling options ranging from day trips to week-long adventures. According to a 2014 economic impact study completed by Parks & Trails New York (PTNY), the ECT attracts nearly 1.6 million annual visits and generate over \$250 million in annual economic impact.

In order to help Canalway Trail communities capitalize on ECT tourism (and future EST tourism)

Parks & Trails New York (PTNY) and the New York State Canal Corporation have conducted 14 Bicyclists Bring Business roundtables in communities across the state since 2006. In 2008 Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities was produced by PTNY and the Canal Corporation 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.

In 2012, a community Bike-a-Round the morning following the roundtable was added, a field component that enables program participants to experience their community's services and infrastructure from the perspective of visiting cyclists. 2016's Bicyclists Bring Business, in Wayne County, marked another event first, as the evening roundtable was part of a larger discussion about the impact of a variety of outdoor recreation including birding, fishing, and hunting.



The first Bicyclists Bring Business bike-a-round was held in Albion in 2012

SEPTEMBER 2019 PROGRAM LOCATION

Parks & Trails New York and the New York State Canal Corporation selected the City of Glens Falls in Warren County as the host community for the 2019 Bicyclists Bring Business roundtable. Returning to the city ten years after Bicyclists Bring Business was first hosted in Glens Falls, this event provided the community with the opportunity to take stock of what's worked over the past decade and what ought to be a focus for the years to come.

Glens Falls is located in eastern New York, at the point where the Hudson River turns from its meandering course out of the Adirondacks and heads south towards Albany before eventually reaching New York City. The city serves as the gateway to the Adirondacks, as, along with the Lake George area about 10 miles to the north, it is the last major populated area for travelers from the south.

While not directly on the route of the Empire State Trail, Glens Falls is poised to be a major stop for long distance travelers, as the combination of the Feeder Canal Trail and the Warren County Bikeway positions the city on a connecting route between the Empire State Trail and the Adirondacks.

"We continue to close gaps in the Canalway Trail system and facilitate the completion of Governor Cuomo's 750-mile Empire State Trail. Cyclists will soon have an unparalleled state trail network to enjoy and explore. That will mean more riders coming through canal communities, where I'm confident many businesses will soon find they are busier than ever."

- NYS Canal Corporation Director Brian U. Stratton

Moreover, the urban area is the most significant cluster of services for Canalway Trail cyclists heading north on the Champlain Canalway Trail, with dining, lodging and shopping options found to a greater extent than in any other location between Whitehall and Waterford. Glens Falls' downtown



*Glens Falls' downtown district
Photo Source: BiketheByways.org*

area is a regional center for retail and dining options, with breweries such as Davidson Brothers serving as anchors along Glen Street. Glens Falls is also home to Cool Insuring Arena, a sports and entertainment venue, and various cultural institutions, most notably the Hyde Collection art museum.

Glens Falls is the largest in a collection of municipalities along this stretch of the upper Hudson River, along with the villages of South Glens Falls, Hudson Falls, and Fort Edward. The town of Queensbury, north of the city, is home to the Great Escape amusement park and various shopping options, including a number of outlet stores. Moreau Lake State Park is the nearest state park, located less than ten miles south of Glens Falls. Other regional open spaces include Gurney Lane Recreation Area in Queensbury, which in addition to various picnic areas and ballfields features almost 10 miles of single track mountain bike trails of varied difficulty level. Gurney Lane is linked to local neighborhoods and schools by the Rush Pond Trail, a 2.6-mile-long trail suitable for hiking or mountain biking. Significant municipal parks in Glens Falls include Haviland's Cove Park, located along the Feeder Canal Trail on the banks of the Hudson River.

TRAILS IN GLENS FALLS

Two regionally significant multi-use trails have a terminus in Glens Falls, with the two trails less than a mile from one another at their closest point. This connection is critical to making Glens Falls part of the journey for long distance cyclists.

The Feeder Canal Trail runs west to east alongside the Glens Falls Feeder Canal from Queensbury to Fort Edward. The westernmost stretch of trail starts at Overlook Park on the Hudson River, near where a dam in the Hudson River diverts water into the still-functioning Feeder Canal. From this point, the trail runs for about 2 miles along the old canal towpath between the Canal and the Hudson River to a parking lot off of Glen Street/U.S. Route 9. The Feeder Canal Trail continues as an on-road route from this trailhead north along Glen Street to Centennial Circle, the city's main downtown intersection.

The trail turns east here along Warren Street/NYS Route 32 for just under a mile before returning to the Canal towpath at Shermantown Street. The trail is again along the Feeder Canal for just over 4 miles through the eastern side of Glens Falls and into the village of Hudson Falls, running past a series of locks known as the "Five Combines" before ending at a "T" intersection with the Champlain Canalway Trail.

The Champlain Canalway Trail through this stretch will run as an off-road trail from Fort Edward north to the village of Fort Ann when complete, and will also serve as a part of the Empire State Trail.

The other major trail in Glens Falls is the Warren County Bikeway. The trail runs for almost 10 miles from Glens Falls north to Lake George Village along the right-of-way of an old Delaware & Hudson railroad branch. The southern terminus of this trail is just one block away from the on-road section of the Feeder Canal Trail, and less than a half of a mile from the eastern half of the Feeder Canal's off-road section of trail.

The largest issue for the navigation of trails in the area is the on-road connection between the two stretches of the Feeder Canal Trail and the Warren County Bikeway. This connection largely travels along heavily used state highways, including Warren Street (NYS Route 32) and Glen Street (U.S. Route 9).

Other bicycle trails in the region include the Betar Byway, which runs along the Hudson River in the Village of South Glens Falls for approximately $\frac{1}{2}$ of a mile, with an extension on a 1.3-mile gravel road known as the SGF Beach Bikeway Extension. Additionally, U.S. Route 9 in South Glens Falls and south through the Town of Moreau is designated a part of the Saratoga County Heritage Trail.



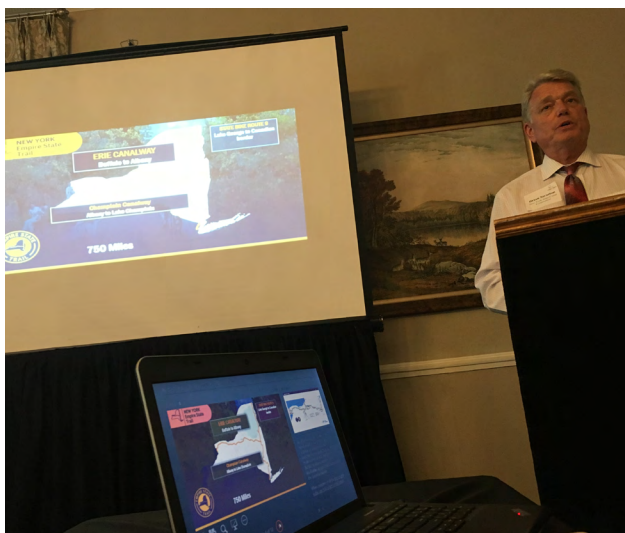
Glens Falls is located on the banks of the Hudson River. Photo Source: City of Glens Falls

EVENING ROUNDTABLE

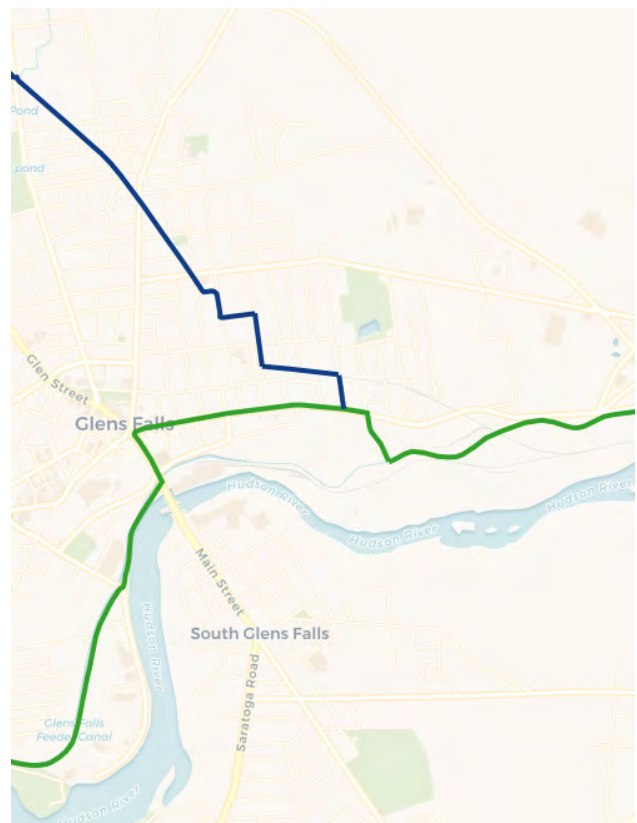
On September 10 and 11, 2019, the annual Bicyclists Bring Business roundtable and community bike-a-round were held in Glens Falls, returning to the city ten years after they were first hosted there. The two-day event was attended by more than 60 people who offered diverse perspectives on the needs of a touring cyclist, and enhanced collaboration opportunities between business owners, residents, and elected officials to enhance the city's reputation as a cycling destination.

Glens Falls' rich history and setting as gateway to the Adirondacks provides cyclists and outdoor enthusiasts with a unique experience along the state's Canalway Trail system. The diverse businesses and amenities in the area continue to fuel the local tourism economy and truly enrich the experience for cyclists. As the trail network expands with the upcoming completion of the Empire State Trail, we are excited to work with communities and help them take full advantage of the business that bicyclists can bring.

In a Bicyclists Bring Business first, the host for the evening round-table, the Queensbury Hotel was named as the newest official Bike Friendly New York certified business, showcasing the local business community's dedication to accommodating cyclists.



Canal Corporation Director Brian Stratton speaks during the evening program



Current Trail Routes through Glens Falls - Warren County Bikeway in Blue, Feeder Canal Trail in Green

The evening presentations by the New York State Canal Corporation and Parks & Trails New York staff provided updates on trail projects currently underway. The completion of these trail segments will close critical gaps along the Empire State Trail, a 750-mile multi-use trail, that will be the nation's largest state network of multi-use trails when it is completed in 2020.

Brian Stratton, Director of the New York State Canal Corporation, informed attendees of the Canal System and Canalway Trail's impact on the economy of upstate New York and on the Canal Corporation's grant programs to support trail development. Sasha Eisenstein, Trails Manager at the Canal Corporation, followed with an update on the status of the Empire State Trail, citing specific projects that will help close the gaps in the existing Erie Canalway Trail, providing safer riding conditions and improving connections between the trail and its host communities.



The Queensbury Hotel was certified as a Bike Friendly New York business

The final presentation came from Dylan Carey, Project Director at Parks & Trails New York, on bicycle tourism as an economic driver and recommendations for attracting cyclists using examples from around the country. The presentation communicated best practices for catering to bicyclists and cycling tourists, successes of other popular multi-use trails such as the Great Allegheny Passage in Pennsylvania and Le P'tit Tren du Nord in Quebec, and highlighted resources local community members can use to bring cyclists to their business districts. Carey shared images of local businesses that accommodate cyclists and amenities that trail-side communities provide, adding to the experience for both local and long-distance trail users.

Following the presentations, groups were assembled to participate in a “social brainstorming” exercise that identified opportunities to increase the number of bicycle-friendly businesses in the area, build upon the suite of amenities that are attractive to cyclists, and impediments to achieving these goals. The three groups consisted of a mix of bike shop owners, members of the Warren County Safe and Quality Bicycle Organization (WCSQBO), local bicyclists, elected officials, and tourism industry workers. Offering their suggestions, participants discussed the necessary mechanisms that communities like Glens Falls need to accommodate cyclists. Group facilitators found that individuals focused their discussion on funding, infrastructure, marketing, technology, and education.

See Appendix A for a more detailed summary of the discussion.

BIKE-A-ROUND

On September 11, 2019 PTNY and the Canal Corporation organized a bike tour of the City of Glens Falls with members of the WCSQBO and other interested bicycle advocates. The bike-a-round aims to get local residents and decision makers to view their local trail system as if they were visiting cyclists, and to see what the community does well in attracting cyclists and what it could improve upon.

Beginning in the parking lot of the Queensbury Hotel cyclists headed north on Bay Street to the Warren County Bikeway. Heading southeast to the end of the trail, cyclists navigated residential streets, taking an opportunity to visit Grey Ghost Bicycles, situated along the Warren County Bikeway, to talk to the employees about the services they can provide for long distance cyclists.



WCSQBO members provided local knowledge as part of the bike-a-round

Using New York State Route 32 to access the Glens Falls Feeder Canal Trail via Shermantown Road, riders expressed that the Feeder Canal Trail provides riders with a different trail experience than the Warren County Bikeway, which passes largely through tree-lined, residential neighborhoods. The Feeder Canal served a primarily industrial function for much of its existence, and that's very much still the reality today. The local wastewater treatment facility and a parking area for cement trucks frames the Feeder Canal with cautionary signage warning users to remain on the trail, and not venture on to adjacent private property.

The group turned around at Warren Street in Hudson Falls and headed back west along the Feeder Canal. From this vantage point, cyclists got to experience the trail travelling west with views of the Hudson River, the same way riders coming off the Empire State Trail would. The Feeder Canal's eastern end at the Champlain Canalway Trail meets the northern leg of the Empire State Trail, just east of Hudson Falls and north of Fort Edward. Riding back along the easternmost stretch of the Feeder Canal Trail, riders passed Haviland Cove Park and ended the loop tour by navigating neighborhood streets towards the downtown area via South Street to Davidson Brothers Brewery.

During the ride, cyclists identified signage gaps, potential safety issues, and alternative routes that would enable riders to access the local business district from the Feeder Canal.

"I thought the entire program was great. Met some wonderful people from around Saratoga, Washington and Warren Counties that I wouldn't have met and will now connect with. I think the summary presented with this survey is a big help. Now, this conversation needs to continue to put together the action plan and implementation."

- B3 Attendee



Participants in the bike-a-round discuss trail surfaces and on-road connections

PUBLICITY

The Canal Corporation and the Warren County Safe & Quality Bicycling Organization assisted PTNY in publicizing the event through email alerts, in-person promotion, and social media. Invitations to the event were sent to area elected officials, businesses, and civic organizations. Invitations were also sent to area state and federal legislators, and flyers were posted at key locations in the area. A press release was sent to media outlets in the region, including local and regional papers and all the major television stations.

The event was publicized with an e-alert and an article in the [PTNY e-newsletter](#), as well as posts on [PTNY](#) and [Erie Canalway Trail](#) Facebook pages, reaching more than 10,000 people.

After the event, summaries were published in [PTNY's e-newsletter](#) and in the newsletter for the statewide Canalway Trail system, [Canalway Trail Times](#).

PARTICIPANT SURVEY

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

Twelve people submitted responses. When asked what Glens Falls needed to do to attract more bicycle tourists, ten respondents indicated that the presence of community maps in central locations were most desirable. Nine of twelve respondents also indicated a need for bike/pedestrian infrastructure, such as sidewalks or bike lanes, and more cooperative advertisements in cycling magazines.

See Appendix B for a full summary of survey responses.

Survey responses to
“What does your community need most to
benefit from Canalway Trail tourism?”

	Response Count	Response Percent
Bike/pedestrian infrastructure (sidewalks, bike lanes, etc.)	9	75.0%
Bike racks	7	58.3%
Benches	4	33.3%
Kiosks	5	41.6%
Community maps in central locations	10	83.3%
Visitor-friendly business hours	3	25.0%
Bicycle-friendly business designation	6	50.0%
Welcome center	4	33.3%
Wayfinding signs	6	50.0%
Cooperative advertisements in cycling magazines	9	75.0%
Bicycle tour packages	7	58.3%
Luggage/bike transportation service	3	25.0%



Grey Ghost Bicycles in Glens Falls is located along the Warren County Bikeway

OTHER INPUT

In 2009, participants from the Glens Falls Bicyclists Bring Business presented the following ideas that could be implemented to further accommodate and build awareness of the importance of bicycle tourists. Parks & Trails New York and the Canal Corporation recommend that the City reconsider some of these proposals and evaluate their potential for improving cycling in the area.

- Provide convenient means to transport bicycles on other modes of transportation (buses, taxis, etc.).
- Contact [WSWHE BOCES](#) to discuss possibility of enhanced collaboration and initiating a project for BOCES students to build bike racks for a bike friendly businesses.
- Encourage businesses to consider the option to ship purchases to accommodate traveling cyclists that are unable to fit items on their bikes.
- Identify and apply for funding opportunities that can help educate business people about needs/ desires of cyclists and potential value of meeting them.

RECOMMENDATIONS

RECOMMENDATION 1: Identify opportunities to attract cyclists and enhance the Glens Falls area's reputation as a cycling destination.

Communities should evaluate different strategies for increasing visitation through outreach efforts and promotion. In showcasing bike friendly businesses and amenities, communities can attract more cyclists and create a network of individuals dedicated to supporting local economies while strengthening community ties.

- Take full advantage of the outreach tools offered by social media. Using a variety of social media platforms can increase the visibility and reach of cycling organizations for little to no cost, and using event pages that coordinate with these outlets can help boost participation and awareness of local efforts. Resources such as [Network for Good](#) can provide guidance on social media best practices, and many social media aggregators have how-to information, such as [HootSuite](#) and [HubSpot](#).
- Incorporate hashtags and spend money to “boost” your posts on social media. If used to its full capacity, social media can be a powerful tool to help promote cycling in the region and encourage bicycle tourism.
- Encourage residents to contribute towards promotional videos and photography. The local community will be the biggest advocate and greatest resource. Personal stories that are documented through video and photography are a great visual aid to showcase user experience.
- Host locally-themed rides that highlight cycling sight-seeing opportunities such as seasonal foliage and notable local points of interest. Rides should include both those that appeal to cycling enthusiasts and can draw from a broader region, such as the rides currently offered by the [WCSQBO](#), and rides that encourage new or more reluctant cyclists to participate. These can be modeled after rides such as [Slow Roll Buffalo](#). Partnering with local bike shops can help encourage participation from the local community, and ending rides at local businesses can bring visibility to the economic potential of catering to cyclists.
- Host rides that coincide with fundraising pushes undertaken by national or statewide organizations, such support research for medical causes. Dedicating a ride and proceeds to support such causes can help boost community engagement and bring media attention to the issue at hand and the presence of cyclists in the community.
- Integrate cycling messaging into general promotions undertaken by local tourism promotion agencies, chambers of commerce, and others, and explore the potential for additional marketing campaigns. Work with the [Adirondack Regional Chamber of Commerce](#), [Lake George Regional Chamber of Commerce & CVB](#), and others who promote the area to integrate the presence of cyclists in the area and the potential economic impact from attracting cyclists into existing tourism promotion efforts.
- Encourage businesses to participate in PTNY/NYS Canal Corporation's [Bike Friendly New York business certification program](#). Promoting the Bike Friendly New York program to businesses and encouraging cyclists to prioritize shopping at Bike Friendly businesses whenever possible can help spur greater accommodation for cyclists from the business community.
- Submit an article, purchase a magazine ad, or contribute to a blog post in a cycling-focused outlet. Magazines and websites such as [Reclaim Magazine](#), [OutsideOnline](#), [Wired](#), [BikeHacks](#), [MomentumMag](#), and countless others can help bring the region to the attention of the cycle tourism market.

RECOMMENDATION 2: Collect local data to demonstrate need, evaluate economic impact, and showcase user experience.

Establishing a narrative that can communicate the economic need and benefit of local bicycle networks can help facilitate meaningful discussions between community leaders and residents, serve as a basis for funding requests, and result in enhanced bicycle facilities. This narrative should be driven by quantitative and qualitative data to help substantiate requests.

- Develop a trail user survey available in hard copy or digital form to be advertised in local businesses. Results from the survey can provide municipalities with useful information that can be later used to advocate for additional project funding. Rails to Trails Conservancy has developed a [trail user survey](#) to learn more about trail users and their experiences, and RTC's resources include best practices for conducting a survey and how to structure the survey to provide useful results. Understanding who your users are, and how they are using your trail network, is an important way to ensure that your business community is effectively catering to these potential customers
- Use permanent counting methods to more accurately track usage of the local trail network. Partnering with statewide organizations on trail counting protocols can help extrapolate full-year count data from temporary counts. If a permanent counter is purchased, an entity such as the local Metropolitan Planning Organization (A/GFTC) should be designated as responsible for maintenance, monitoring, and evaluation of the data recorded.
- Ensure that maps detailing cycling amenities in the area that identifying both off-road trails and preferred on-road cycling routes and showing links to local attractions and other amenities are widely available. This map should exist as both electronic and print versions; the print version should be made available at all local attractions. Many resources have existing maps, such as [Warren County, A/GFTC](#), and [WCSQBO](#). Models such as the [Mohawk Valley's Bike Thru History campaign](#) can be used as templates for visitors to customize their visits and create unique experiences.
- Promote the use of phone applications to help crowd-sourced data collection efforts. Sites such as [Crowdsourced Transport](#) can help aggregate information on which routes cyclists use and where improvements are needed through the use of GPS tracking data.



Trail Signage along the Warren County Bikeway is confusingly mislabeled as the Feeder Canal Trail, but displays bikeway rules



The morning bike-a-round ended with lunch at Davidson Brothers Brewing

RECOMMENDATION 3: Improve existing bicycle facilities to ensure that cyclists can easily access businesses and attractions from the Feeder Canal and the Warren County Bike Trail.

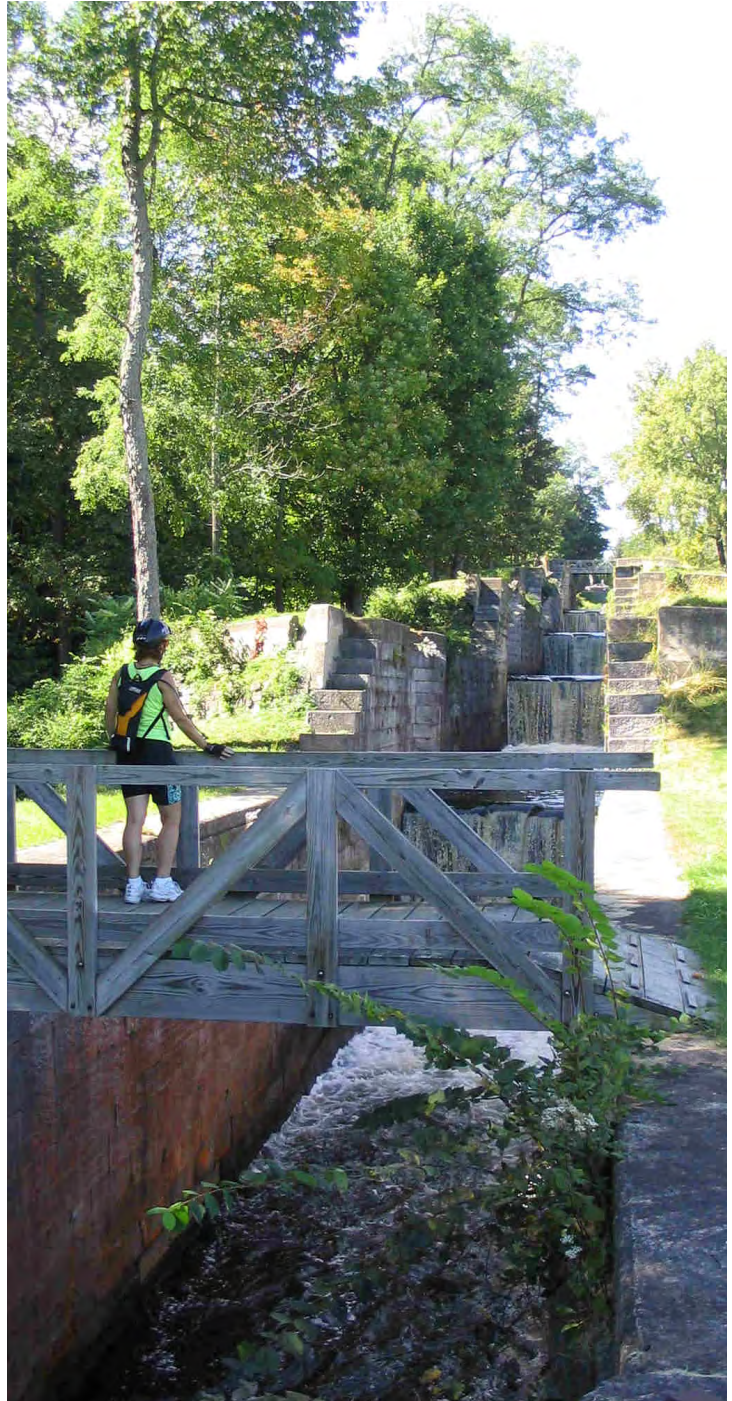
Enhanced bicycle facilities and innovative design features are attractive to local cyclists and visitors because they create a cohesive network that allows for easy navigation. Communities should develop a conceptual plan that includes locations to implement feasible design recommendations and funding sources available.

- Work with the local municipalities and the Adirondack/Glens Falls Transportation Council to identify opportunities to take advantage of the [“Make the Connection Program,”](#) which assists local municipalities that are considering small-scale bicycle projects, into regional trail planning efforts.
- Install additional amenities that cater to bicycle tourists such as Fix-It stations, public restrooms and showers, and secured bike storage. Explore the use of funding from municipal and state governments, non-profit organizations and others to create these amenities.
- Identify locations that can serve as “welcome centers” for bicycle tourists that are interested in learning more about cycling in the Glens Falls area. Potential locations include the Rogers Island Visitors Center, the “T” intersection between the Feeder Canal and the Champlain Canalway Trail, the Five Combines along the Feeder Canal, Cooper’s Cave, the planned Warren County Bikeway trailhead/parking area on Bay Road in Queensbury, Crandall Library, and more.
- Install kiosks at Feeder Canal and Champlain Canal, identifying attractions and services available to cyclists, and mapping the regional trail network. Partner with NYS Parks and the NYS Canal Corporation to promote shared materials.
- Continue to incorporate complete streets principles into transportation planning efforts. Many communities in Warren and Washington Counties have adopted complete streets policies, and Queensbury has hosted several complete streets training seminars. All proposed transportation projects should be heavily scrutinized to ensure that the needs of non-motorized users are being fully understood and given fair consideration. More information about Complete Streets is available from [NYS DOT](#) and from the [National Complete Streets Coalition](#).
- Support organized statewide advocacy efforts in favor of bicycling and bicycle infrastructure. Joining existing efforts, such as [lobby days](#), allows your voice to be added to others statewide to promote the availability of resources from the state, while meeting with local leaders can help create a personal connection between cycling advocates and decision makers.

RECOMMENDATION 4: Improve youth bicycle and pedestrian safety education.

For the next generation of cyclists, learning how to navigate shared roadways as a motorist and non-motorist is critical. Understanding the rules and requirements from both perspectives will enhance safety for all roadway users. Bicycle education is especially important for junior drivers who would benefit from increased knowledge of bicycle safety instruction prior to receiving driver education.

- Bring together a diverse group of informed educators to provide the region's youth with information about bicycle safety from various disciplines.
- Collaborate with a wide range of stakeholders, such as local bike shops, bike advocacy groups, businesses, the Adirondack/Glens Falls Transportation Council, School Superintendents, NYS Department of Health Glens Falls District Office, County Traffic Safety Boards, and County Departments of Health to form a working group dedicated to promoting youth cycling safety.
- If this group is made up of volunteers, it is important to establish a structured working group with reasonable goals and outcomes. The group should agree on a mission/objective, designate a chair or facilitator, determine short and long term goals, define operations, and designate milestones.
- In order to incorporate bicycle and pedestrian safety training in the classroom, leaders must be educated, and certification is a great way to enhance your credibility. Interested working group members can be certified as [Bicycle League Cycling Instructors](#) (LCI) to lead education initiatives.
- Contact your [State representative](#) to learn more about administering a Safe Routes to School program in your community.
- Create a list of recommendations that can help raise awareness about the need for bicycle and pedestrian safety education among the region's youth. Present these recommendations to the Glens Falls Board of Education, City Council and the Warren County Board of Supervisors.



One of the most picturesque stretches of the Feeder Canal Trail is known as the “Five Combines”

RECOMMENDATION 5: Secure funding to complete recommendations.

Funding resources are available at the local, state, and federal level, as well as from private funding. Application consideration should be dependent on the project details, amount, and familiarity with the kind of work being proposed. For many funding sources, the state or a municipality must be the sponsor of the grant request, non-governments are not eligible.

A number of U.S. Department of Transportation funding sources can be used for bicycle and pedestrian-related purposes. [More information on these federal funding can be found here](#). Note that much federal funding is directed to the state to be disseminated. Information on how federal funding is used by the New York State Department of Transportation [can be found here](#).

Other state grant programs that can be used for bicycle infrastructure include:

- [Canalway Grant Program](#). This program from the New York State Canal Corporation funds projects that demonstrate some or all of the following for the NYS Canal System including the Canalway Trail: expand public access, increase visitation and recreational use, stimulate private investment, improve services and amenities for Canalway land and water trail users, and enhance the connections between the canal and the corresponding region.
- [Consolidated Local Street and Highway Improvement Programs \(CHIP\\$\)](#). This formula driven program is administered by the NYSDOT to assist localities in financing the construction, reconstruction, or improvement of local transportation infrastructure.
- [Local Waterfront Revitalization Program](#). This program is administered by the NYS Department of State, provides matching grants to eligible municipalities located along New York's coasts or designated inland waterways for planning, design, and construction projects to revitalize communities and waterfronts.
- [Recreational Trails Program](#). This federally funded program is administered by the NYS Office of Parks, Recreation, and Historic Preservation, and provides funds to States to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized trail uses.
- The [Hudson River Valley Greenway has three different grant programs](#) available to communities in the Hudson Valley who have selected to participate in the Greenway. Saratoga and Washington Counties are eligible, as are a number of municipalities within these counties.

The [Adirondack/Glens Falls Transportation Council](#) is responsible for completing and updating the regional Long Range Transportation Plan, the Unified Planning Work Program, and the Transportation Improvement Program. These periodically include funding and technical assistance opportunities. A/GFTC also offers the [Make the Connection Program](#) that assists municipalities in funding improvements to the regional bicycle and pedestrian travel network.

Private funding opportunities can also be found for bicycle/pedestrian projects, including, but not limited to:

- The [PeopleForBikes Community Grant Program](#), which supports bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride.
- The [Project for Public Places Southwest Airlines Heart of the Community Grants Program](#), which has a mission of building connections that bring people together and strengthen communities for a more resilient future.

APPENDIX A

BICYCLISTS BRING BUSINESS WORKSHOP

ROUNDTABLE SUMMARY

Roundtable Comments

September 10

1. Funding for projects, equipment, etc.
 - a. How do we get more businesses involved?
 - b. Seek out donations or sponsorship opportunities
 - c. Capital needed to attract businesses to open next to trails
2. Safety Concerns
 - a. Youth safety education classes should be included in the PE curriculum
 - b. Youth at night not using lights or reflective vests
 - c. Bicycle safety can be promoted using social media videos
 - d. Support legislation to allow municipalities to reduce speed at intersections
 - e. Pedestrian and bike safety protocol as part of an education campaign
3. Marketing/design/promotion
 - a. How can communities market cycling as more of a “touring concept”
 - i. Destination based, rather than route based
 - ii. Trails connected to breweries/ “brewing trails”
 - b. Communities should host more events with cycling as just one component (e.g., Over the Top Walk, Bike, Brew)
 - c. Communities should organize a theme ride of the month
 - d. Tabling opportunities at medical fundraising events to promote healthy lifestyles
 - e. Not enough promotion of the Empire State Trail (will start to see EST promoted as part of I Love NY)
 - f. Rides coincide with national organizations/medical fundraising (i.e., Race for the Cure)
 - g. Use resources that highlight how trails increase real estate prices
 - h. Labeling/immediate recognition of bike friendliness should be standardized (e.g., gateways)
 - i. No “bikes welcome” program in place
4. Information sharing and technology
 - a. Not enough data for local communities regarding economic impact
 - b. Need to develop a tool to identify and track user experience
 - c. A cohesive statewide bicycling map would be useful
 - d. Visitor center should be a one-stop for information
 - e. Information should be located at tourist hubs (Glens Falls City Hall kiosk/map)
 - f. Create and distribute map and signs of the BFB’s across the state
 - g. Use #BFB hashtag more widely
 - h. Road condition warnings should be well documented and accessible
 - i. What are other BPAC doing across the state?
 - j. Localities should implement signage guidelines
 - k. Mobile applications specific to the community documents amenities, navigation, etc. would be useful
 - l. Staff should be able to provide cycling tourists with information (where to go, what to see, directions, etc.)
 - m. Utilize public forums like bikereg.com

5. Infrastructure

- a. Identify overnight parking options
- b. Surface texture for touring cyclists is unknown because it is not documented
- c. Mapping for cyclists is not detailed enough to provide cohesive route
- d. Need to solicit more bicycle collections/donations
- e. More amenities should be available (e.g., bike racks) for out of town cyclists
- f. Arrows and signage should designate surrounding attractions (POIs)
- g. Create bike parking (shelter) using out-of-the-box ideas such as storage containers
- h. Dedicated bike parking should be available at private municipal lots
- i. More flashing lights to alert motorists of crossing cyclists at critical intersections
- j. Need better designed buffer lanes
- k. 'Push to cross' at crossroads should be at every major intersection
- l. Share the road signs should meet the 3' law
- m. Provide solar powered lights along the trail for night rides
- n. Create Fix it stations at the local Stewarts
- o. Increase amount of dedicated bike lanes
- p. Bike racks should be coated to endure inclement weather

6. Collaboration

- a. Engaging other active communities (gyms, cycle classes, skier, etc.)
- b. Engaging the underserved through bike share programs
- c. Partnerships and groups should work together to promote BFB
- d. Communication with businesses and sending information (to places like bike shops)
- e. Discounts and marketing program BFB sticker/redeem discounts & specials
- f. Designate establishments where cyclists are allowed to recharge cellphones

7. Engaging with elected officials

- a. Meet with elected officials to promote your community needs by attending a lobby day
- b. Submit comments during open comment periods (comments on State Transportation Infrastructure Program due on September 23), or bills of interest
- c. Contact your local representatives

APPENDIX B

BICYCLISTS BRING BUSINESS WORKSHOP

PARTICIPANT SURVEY

1. Please enter your zip code:

05764 – Poultney, VT
 12801 – Glens Falls (5)
 12804 – Queensbury (2)
 12845 – Lake George (2)
 12887 – Fort Ann (2)

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

	Response Count	Response Percent
Member/employee of a recreation based organization	2	16.6%
Member/employee of a community organization	6	50.0%
Municipal Official	1	8.3%
Tourism Official	1	8.3%
Natural, recreational or historic site employee/volunteer	3	25.0%
Outdoor Enthusiast	8	66.7%
Other: Bicycle Commuter	1	8.3%

3. Why are you interested in bicycle tourism?

- I love mountain biking and my town. I've seen how beneficial mountain biking is to other areas
- I manage a trail system in nearby Poultney, VT that aims to gather more community support for trails, our downtown, and build upon the already existing tourism to our area.
- Bicycle tourism is increasing in our rural, historic areas as well. Washington County is historic, beautiful and bikeable.
- I think it can add to the bottom line for a lot of local businesses.
- I work for the LG Chamber of Commerce, all forms of cycling are important to our tourism economy and quality of life.
- Economic benefits; better overall community health and happiness; sustainable economic development opportunities
- I am not interested in "tourism" as much as bicycling as a more sustainable, safe, & environmentally sound alternative transportation mode for the local residents.
- I am an avid cyclist and work in the hospitality business
- Tourism is the number two economic driver in Warren County. Anything that we can do to increase the economic impact is good for the residents (lower taxes), county government (more taxes) and tourists (fun things to do!)
- Because it's a natural. Cycling and tourism and healthy communities are a perfect fit.

4. What attractions, amenities or business areas in the Glens Falls area are most important to connect cycling tourists with?

- Local breweries and restaurants.
- Food, lodging, other activities for evenings.
- Any places that are easy to locate and get to, with appropriate signage and marked bike lanes

- Services, lodging, and food.
- Hotels, shopping facilities, entertainment facilities, Lake George and Regional offerings.
- Dining, bike paths and the promotion of “bike friendly” businesses
- Eateries, cafes, breweries; lodging; coworking spaces (reliable internet connection, use of technology, vibrant & welcoming community of folks with local knowledge).
- Facilitate access to local attractions, amenities, & businesses
- Hotels, restaurants, B&B
- The Warren County Bikeway, parks, the Arts, community events, restaurants, and the library!

5. In your opinion, what does your community need most to benefit from Empire State Trail tourism?*

	Response Count	Response Percent
Bike/pedestrian infrastructure (sidewalks, bike lanes, etc.)	9	75.0%
Bike racks	7	58.3%
Benches	4	33.3%
Kiosks	5	41.7%
Community maps in central locations	10	83.3%
Visitor-friendly business hours	3	25.0%
Bicycle friendly business designation	6	50.0%
Welcome Center	4	33.3%
Wayfinding Signs	6	50.0%
Cooperative Advertisements in Cycling Magazines	9	75.0%
Bicycle Tour Packages	7	58.3%
Luggage/bike transportation service	3	25.0%

*Respondents not limited to one response

6. What sections of trail or other cycling infrastructure are most in need of maintenance to improve connections with local businesses for cyclists?

- D and H Rail Trail Granville North due to lack of support, poor signage, entrances, and accessibility issues.
- Signage for cyclists in logical areas and completion of the CCT
- We need to complete the off-road trails planned to connect the Warren County Bikeway to Feeder Canal and the Champlain Canal. Many municipal, county and state roads need resurfacing, wider shoulders (bike lanes)
- Lack off and on-road side bike paths.
- Connecting Lake George to Glens Falls.
- Bike lanes from trails to local businesses
- Lower feeder canal trail needs upgrading and signage
- From Fort Ann to Whitehall
- Bolton Road is very dangerous

7. What are the most significant barriers in Glens Falls to attracting cyclists to local businesses?

- Roads and canal trails have an appeal proportional to the attractiveness of the area and destinations. Mountain biking increases the appeal of the area
- Businesses right on the trail must really benefit.
- Safe cycling city streets is a challenge.

- Funding
- Lack of a regional plan by businesses and government to commit to attracting bicyclists and making needed improvements.
- Connecting tourists from other highly visited areas to come to Glens Falls
- Traffic.
- We need bike friendly streets.
- Bike lanes and reduced speed limits (enforced) in business districts
- No bike racks
- Hoteliers need to know more about cycling to promote and develop packages.
- Lack of advertising

8. What recommendations do you have for developing the Glens Falls area as a gateway for cyclists between the Adirondacks and the Empire State Trail?

- The development of an extensive and very attractive mountain bike trail network in the watershed area will make Glens Falls/Queensbury area highly attractive. This attractiveness will benefit road routes and canal trails.
- More collaboration and cooperation between communities and counties
- City Hall should lead this effort.
- Improve signage that will make bicyclists aware of the many offerings of our region.
- An action plan, promotion of plan to get the word out to business owners who would have a stake in being more bike friendly, then promotion out of market inviting those types of visitors to the area.
- A shift in mindset. Enhanced marketing efforts. Local businesses can start appealing to bicyclists with organized programming and promotions.
- Advertise bike friendly businesses
- Group organization with marketing skills.
- Take Amtrak. Sponsor cycling tours highlighting the area's history, arts, music, etc. Provide a dinner for cycling families.

9. Do you have any other comments on attracting cyclists to businesses in local communities?

- There are mountain bikers and road bikers, but there is tremendous overlap in these communities. Becoming a mountain bike destination can be a very low cost volunteer driven effort. The economic impact studies of mountain biking on communities is extensive and very positive. If we combined that with the development of canal trails and road trails, we will greatly enhance our attractiveness as a destination. Bicyclists are attracted to extensive networks near attractive towns. Attractive towns have local breweries, restaurants, natural beauty, parks and annual events.
- Make sure businesses update any listings they have that are searchable by phone.
- Centralized leadership, creativity, energy, commitment, and funding.
- Alter/add messaging to current promotions already happening. More of a "did you know"...
- Concentrate efforts on local population
- Do we have enough capability to host a large "rally" like Americade or Car Show?
- Promote Citi Tour Bikes, available to tourists and families.

10. What opportunities for the installation of signage and kiosks should be considered in this area? Where should these be located?

- Near all historic locations, buildings, etc. and at intersections
- On the local bike trails as well as major street entry points to the community.
- Starting from the kiosk at Feeder Canal/Champlain Canal, information as to area offerings, directions to attractions, better signage at intersections, and "You are here signs" in strategic locations. Include pictures and maps.

- Hire a professional to guide the city in its efforts to develop wayfinding signage to showcase dining, snowmobiling, local rec/parks, etc.
- At city entrances. Downtown on Glen Street.
- Signage pointing to local attractions in Whitehall like Skene Manor, museum, Historic Grounds, Rail Yard and Tap Room, the local campground. Hiking trails in the area.
- At the start of the Feeder Canal, the Warren County Bikeway, Lake George

11. Do you have any additional comments regarding attracting cyclists to local businesses in the Glens Falls area?

- There are advertising and support opportunities that are extensive in the mountain biking community. At the same time mountain bikers seek out the local flavor of the towns.
- We need a strategy and people dedicated to implementation.
- Turn this conversation into an action plan and implementation.