2026 WNY Trail Town Application

Parks & Trails New York

Instructions

Western NY Trail Town Program

The Western NY Trail Town Program, made possible with support from the Ralph C. Wilson Jr. Foundation, offers technical assistance and recognition to communities along the Genesee Valley Greenway State Park that are ready to embrace outdoor recreation as a driver of economic growth, community pride, and quality of life.

Through the Western NY Trail Town Program, PTNY helps participating towns strengthen connections between their downtowns, trails, and recreational assets — helping to develop a network of stakeholders and a long-term plan to transform them into destinations where residents and visitors alike can explore, stay, and thrive.

Program Benefits

Selected towns will receive:

- Nine months of hands-on technical assistance from PTNY
- Workshops and community engagement events, including a *Bike Around Assessment* and *Placemaking Workshop*
- A custom Trail Town Action Agenda, outlining short- and long-term goals for trail-related investments
- Eligibility for [Western NY Trail Town grants](#) upon completion of the program and other grants-related assistance
- Access to a regional network of other Trail Towns working to grow recreation and economic opportunity

Who Can Apply

Eligible applicants include municipalities located directly adjacent or within one mile of the **Genesee Valley Greenway State Park**. Applications must demonstrate municipal support and include at least one committed community partner organization (such as a Main Street association, recreation or conservation group, or service club). Questions about eligibility or program requirements can be directed to Erica Schneider at eschneider@ptny.org.

How to Apply

Applications close **February 16, 2026 at 11:59 PM.**
To apply, complete this online Trail Town application and submit required materials, including:

- A municipal resolution or letter of support
- A letter of support from a community organization
- Details about local amenities, assets, and potential Trail Town steering committee members

Selected communities will be notified in mid-March 2026 and begin the program in spring 2026.

Applicant Information

Project Name*
Community name
Character Limit: 100

Municipal Representative Contact Information

The municipal representative may be a planner in the planning or economic development department, but in smaller communities, it may be the supervisor, manager, or some other position. This person will be assumed to be PTNY's primary contact with the municipality.

Municipal Representative Name*
Character Limit: 50

Municipal Representative Title*
Character Limit: 50

Municipal Representative Email*
Character Limit: 50

Evidence of Municipal Support*
Attach a municipal resolution *(preferred)* or a letter on official letterhead from the mayor or supervisor in support of the application. In the case of a group application, attach a combined PDF containing all the resolutions/letters from each participating municipality. A sample resolution and a sample letter of support are both available for download.
File Size Limit: 5 MB

Supporting Community Organization

At least one community partner (non-profit or other community organization) must commit to investing time and resources into advancing the Trail Town initiative. Partner organizations in the past have included bicycle/pedestrian advocacy groups, Main Street Associations, and Friends groups of local parks or trails, but this list is not restrictive. *Please attach letters or emails indicating support and commitment from any such partners below.*

Name of Community Organization*
Character Limit: 50

Community Org Representative Name*
Character Limit: 250

Title of Community Org Representative*
Character Limit: 40

Community Org Representative Email
Please provide the best email to reach the community organization's representative at.

Character Limit: 30

Other Supporting Organizations
If there are other community organizations or entities who support the application and/or have provided letters of support, please list them here.

Character Limit: 2000

Letter of Support*
Attach the letter of support from the community organization. If there are multiple supporting organizations, please attach a combined PDF of all letters of support. In the letter, please include the mission of the organization and how the organization will support the effort during the Trail Town process.

File Size Limit: 4 MB

Proposed Trail Town Steering Committee*
Provide a proposed Trail Town steering committee, including the names of potential committee members, along with their emails, and the organization, if any, that each member represents. Please ensure that you have spoken with any potential steering committee members before listing them on the application. This list is not intended to be binding or restrictive, but rather is intended to give an idea of who may be involved going forward.

Character Limit: 1000

Trail Town Qualities

These questions are designed to provide a picture of what is available to trail users and residents in terms of the outdoor recreation economy.

Describe the Connection between Town & Trail*

Describe the route for cyclists and pedestrians between the trail and the downtown business district. Consider bike and pedestrian facilities, as well as whether there is currently any signage to direct trail users off the trail.

Character Limit: 1000

Other Recreational Assets*

Besides the Genesee Valley Greenway, what other recreational assets are located within the town or nearby?

Character Limit: 10000

Restrooms and Drinking Water Accessibility*

Describe where visitors can access restrooms and drinking water in the community. This can be a municipally operated restroom/drinking fountain or be a business whose restrooms are open to the public and/or that offers drinking water to trail users.

Character Limit: 1000

Overnight Accommodations*

What overnight accommodations are available and welcoming to trail users?

 Check all that apply.

Choices
Camping area
Hotel
Motel
Bed & Breakfast
Hostel
Short Term Rental (AirBnB, VRBO, etc)
Warm Showers host
Other

List of Accommodations*

Give a brief list of the accommodations available for visiting trail users in the community or provide more context if needed. If there are none in the Town itself, provide a few examples of overnight accommodations nearby.

Character Limit: 1000

Food and Beverages*

Where can trail users get food and drinks? This can be a grocery or convenience store or a restaurant that welcomes trail users. Check all that apply.

Choices
Cafe/Restaurant
Coffee Shop
Ice Cream Shop
Convenience Store
Grocery Store
Craft Beverage Establishment (brewery, winery, etc)
Other

List of Food and Beverages*
Include a list of food and beverage establishments. Highlight any businesses that are especially welcoming to trail users, and describe any gaps in services in the Town.

Character Limit: 1000

Visitor Information Availability*
Where can visitors go for information about the community? This can be a visitors/welcome center, chamber of commerce, library, or village hall, or a regularly updated trail-oriented bulletin board or kiosk.

Choices
Visitor/welcome center
Chamber of commerce
Library
Municipal hall
Regularly updated, trail-oriented bulletin board/kiosk
Other

Visitor Information Resources
Describe where trail users can get information about the trail or the community.

Character Limit: 500

Bicycle Parking
Are there bike racks along the trail or downtown? Describe where trail users can park their bikes while exploring the community.

Character Limit: 500

Why Should This Community Be Certified?*
What makes the community unique among trailside communities, including notable attractions, recreational opportunities, or festivals, events, and programs that currently serve or could potentially serve as a draw for trail users?

Character Limit: 5000

Trail Town Preparedness

The following questions ask for more information about existing policies and plans, as well as current challenges and goals for participating in the program.

Planning Initiatives & Projects*

List and link to any plans, planning initiatives or projects conducted or underway in the community, especially work that integrates or supports the growth of a trail culture (Comprehensive Plans, NY Forward or DRI applications, Brownfield Opportunity Area Plans, Local Waterfront Revitalization Plans, or others). Describe how each plan or project supports or complements participation in the Trail Town program.

Character Limit: 5000

Trail-friendly and Active Transportation Policies*

List and describe any trail-friendly or active transportation policies or ordinances in place or being pursued by the municipality. These could include a Complete Streets ordinance, Vision Zero policy, 25 mph municipality-wide speed limit, etc.

Character Limit: 5000

Challenges*

What are the biggest challenges or barriers to creating an enhanced connection between the community and its outdoor recreation assets, or to drawing outdoor recreation visitors?
Character Limit: 5000

Trail Town Goals*

What does the community most hope to gain from participating in the Trail Town program?

Character Limit: 1000

Why now?*

Why is now the best time for the community to pursue Trail Town status? Are there any projects or other circumstances that may detract from the ability of the municipality to commit to the Trail Town program this year

Character Limit: 1000

Underserved Populations*

Explain how a Trail Town effort in the community would incorporate historically underserved populations, such as low-income neighborhoods, communities of color, people with physical or intellectual disabilities, older adults and/or people with limited English proficiency.

Character Limit: 5000

Trail Town Manual*

By checking the following box, I certify that I have reviewed the 2026 WNY Trail Town Manual and understand the scope of work. If selected, I agree to provide a meaningful level of commitment in an effort to achieve the goals, objectives and strategies laid out in the manual

for the duration of the program.

Choices

Yes, I have reviewed the 2026 WNY Trail Town Manual