

# Titusville Trail Town Top 20 Projects

Administration	
1	A1 Establish a Trail Town Action Team (TTAT) to lead, direct, delegate, and promote implementation of recommendations <i>This is your 'lead' Advocacy Group to implement Trail Town projects</i> Coordinate with existing agencies, non-profits, and local government to implement projects
2	A2 Select a Trail Town Action Team 'liaison' for the TTAT to communicate and cooperate with supporting agencies: Titusville Redevelopment Authority (TRA), Titusville Renaissance Incorporated (TRI), Oil Region Alliance, Chamber of Commerce, Crawford County Visitors Bureau (CVB), etc
Marketing	
3	10 Titusville is already part of the Oil Region Alliance and the Oil Heritage Region. Promote 'tagging' Titusville as a Trail Town and a bike friendly community through Trail Town facility improvements, blogs and articles, photographs, and events, linked to the current marketing venues
4	11 Website is the most important tool- conduct a web search for "Titusville" to realize the 'message' being communicated. Coordinate intended 'message' with each of the agencies and web host to 'speak in 1-voice'. View the website as a visitor portal and potential investor gateway; first impression for potential visitor and investors. Is it easy to maneuver, does it list services, attractions, links to regional attractions, promote travel packages? Is there a map? Does it easily link or direct business services?
5	12 Website- Promote outdoor activity, trail town atmosphere, bike friendly community (BFC), local university, etc- Post trail map on-line
6	14 Marketing with One Voice- cooperate with Oil Region Alliance, Crawford Visitors Bureau, and Chamber of Commerce
7	15 Create Hub and Spoke itineraries with neighboring communities; include in town and near town attractions
Education	
8	7 Promote Safety Awareness Programs with local schools and law enforcement (for both walking and bicycling)
Business Improvements/Business Attraction	
9	22 Business hours need to be expanded, include weekends. Consider opening on Sundays and Mondays (Monday is an active trail user day). Hours should be posted and easily visible.
10	28 Façade improvements and night lighting improvements; promote current façade program. Paint, landscaping, decorative lighting are primary improvements
11	29 Community clean up projects- particularly around trail and community bike route; Earth Day; prior to marathon and other large events.
12	30 SCORE- coordinate with SCORE Erie for retired business professionals to assist Titusville businesses
Infrastructure & Capital Construction Projects	
13	35 Way-finding signs (for motorists)- Consistent, clear signage offering directions to town and trailhead Gateway signs 'Trail Town' placards; directional sign pointing to trail access and parking; MUTCD standards for regulatory and safety
14	36 Way-finding signs (for trail users)- Bike route signs from trail to town and through town as a route system- directional & wayfinding, MUTCD standards for regulatory and safety, and including Kiosk information. (Include pavement markings as part of Bike Route system and Share the Road markings through town) (Include signing trail with 'Trail Town ahead X miles')
15	37 Implement sidewalk, crossing, traffic calming and accessible route recommendations from the Walk Works study for construction of 'safe routes' to school/university
16	38 Construct the Trail-to-Town Bike Route Bike lane markings, lane signing, directional and informational signing, mid-block signal at crossing, and trailhead parking along S. Martin Street.
17	39 Information kiosks for trail users (digital information- business directory, services & events, map, contact information, Wi-Fi service)
Other Projects	
18	47 Beautification & general appearance of business district Community gardens/gateway gardens; use landscaping to improve streetscape Community building façade renovations and community space clean up projects Re-lamping of streetlights- LED and metal halide bulbs (increased light levels, lower energy and true color, less replacements)
Community Awareness	
19	1 Educate all businesses, community organizations and municipal departments as to the benefits of trail towns...
20	2 Promote daily bicycling and walking in the community; participate in national bike month activities