



March 2012

**Bicycle and Marketing
Strategy**

Landmark Towns of the D&L NHC

**New Hope Borough
Bristol Borough
Morrisville Borough
Yardley Borough**

March 2012

Bicycle and Marketing Strategy

FINAL PLAN

Management Partnerships

Landmark Towns

Delaware and Lehigh National Heritage Corridor

Delaware Valley Regional Planning Commission (DVRPC)

Administered by New Hope Borough

Bristol Borough
Morrisville Borough
Yardley Borough

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Delaware Valley Regional Planning Commission—
TCDI

Delaware & Lehigh National Heritage Corridor

Bristol Borough

Morrisville Borough

Yardley Borough

New Hope Borough

Department of Conservation and Natural Resources,
Commonwealth of Pennsylvania

Bucks County Conference and Visitors Bureau

US Dept of the Interior National Park Service

Landmark Towns Board of Directors

Bristol Borough

Local Elected Official: Robyn Trunell (Borough Council member)

Local Appointed Official: Sally Bellaspica (Zoning Officer)

Local Civic Leader: Mark Carter (Bristol Revitalization Task Force)

Local Business Person: William Salerno (Solicitor)

Alternate: Susan Atkinson (Bristol Riverside Theatre)

Morrisville Borough

Local Elected Official: Nancy Sherlock (Morrisville Borough Council member)

Local Appointed Official: Tom H. Bates, Jr. (Borough Manager)

Local Civic Leader: Pat Schell

Local Business Person: Steve Dacey (Dacey's Pub)

Alternate:

New Hope Borough

Local Elected Official: Sharyn Keiser (Borough Council member/Alternate)

Local Appointed: John Burke (Borough Manager)

Local Civic Leader: Dawn Ellery (Sweet Escape)

Local Business Person: Louis Licitra (Rainbow Abstract)

Alternate: Ed Duffy (Borough Council member)

Yardley Borough

Local Elected Official: Jean Schmidling (Borough Council member)

Local Appointed Official: John Boyle (Borough Manager)

Local Civic Leader: Mike Ruttle

Local Business Person: Margaret Bork (Fun Matters)

Ex-Officio Members

Susan Taylor (Board Member)

Delaware & Lehigh National Heritage Corridor, Inc.

Jerry Lepping (Executive Director)

Bucks County Conference & Visitors Bureau

The statements, findings, conclusions, recommendations and other data in this report are solely those of the authors and do not necessarily reflect the views of any of the funding agencies for this project.

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Introduction



More Americans participate in cycling than skiing, golf, and tennis combined

The object of this study is to prepare a comprehensive bicycle strategy and marketing plan that will increase the number of bicycle-related tourists to the four Landmark Towns of the Delaware & Lehigh National Heritage Corridor: New Hope, Yardley, Morrisville, and Bristol boroughs. The goal is to stimulate economic development, trail-related business attractions, and job creation through increased awareness and recreational use of the towns and trails by local residents, and ultimately through regional and national tourism. Residents and visitors to the Landmark Towns will be encouraged to celebrate bicycling and to use recreational trails and parks in the region. To achieve this goal, this study has two basic parts:

The first part of the study includes an assessment of the existing assets that make a viable trail network linking the Landmark Towns along the Delaware River. The four towns have a rich inventory of cultural and historic assets, recreational amenities, lodging, compatible retail establishments, and restaurants. A review of the assets also includes an evaluation of the condition of the existing trail network that currently connects these four towns. While the towns are all linked by the Delaware Canal, portions of the canal between Morrisville and Bristol Borough have been encroached upon by development. In order to complete the linkage between the four boroughs, recommendations have been made for overcoming these gaps in the trail system to make a continuous trail system.

The second part of the study is an advertising and marketing campaign, with a recommended schedule of events that can be used to promote the four Landmark Towns and the trail network as a local and regional destination. To assist in developing an identity for bicycling in the Landmark Towns, recommended logotypes were developed to provide an exciting new brand for the annual bike and hike event. The report identifies strategies to engage local stakeholders, such as businesses, elected officials, interested groups, and regional stakeholders.

Why is this study important?

This year more than 43 million Americans will participate in the sport of bicycling, and 5.6 million of these enthusiasts will ride more than 110 days. Cycling has become the seventh most popular sporting activity in the nation, attracting a dedicated group of recreational and competitive participants. It has blossomed into a \$6.5 billion dollar industry. More Americans participate in bicycling than skiing, golf and tennis combined. This enthusiasm has spread through all levels of competition and recreation.

While cycling has become a sport that is accessible to all age groups and abilities, there are two distinct groups within the sport: competitive cyclists and avid or recreational participants. This report is geared toward the recreational cyclists.

Cyclists are educated, motivated, success-oriented individuals who typically work harder and longer than athletes in most other sports. Seventy percent of adult recreational cyclists and 81% of competitive cyclists have earned a college degree. Cyclists are also strong influencers within their families and local communities. They are actively involved with community issues and organizations, and nearly 65% have children at home. Additionally, 52% of cyclists rate their brand loyalty as high, which makes their influential power even more attractive to marketers. (Source: 2007 Active Network Inc.)

Overall Landmark Towns bicycle strategy goals & objectives

Goal

Strengthen the Landmark Towns and Delaware & Lehigh National Heritage Corridor by linking the communities and economies via a bicycle strategy and marketing plan

Objectives

- Increase profile/visibility of Landmark Towns through joint marketing efforts and special events
- Increase use of trail systems by bicyclists
- Create awareness in the communities of the value of trail-related businesses and activities
- Create bicycle-friendly businesses and communities
- Stimulate economic development related to the trail system (trail-related businesses & jobs)
- Increase trail-based and recreational/heritage/cultural tourism in the Landmark Towns
- Improve trail conditions and accessibility
- Reduce auto dependence, parking and congestion problems
- Improve overall quality of life in Landmark Towns

“When people arriving at a store by bicycle are treated with the same priority and respect as people arriving by car, that will translate directly to the bottom line”

(<http://grist.org/biking/2011-04-11-the-economic-case-for-on-street-bike-parking/>)

Background



Brief history of prior planning efforts

The concept of linking the Landmark Towns as a viable network for bicycle-related recreational tourism is not new to the region. Trail signage was installed along the trail corridor and dedicated on National Trails Day in 2008 to identify the network that links the four Landmark Towns. The Landmark Towns hosted the June 2009 "Town to Towpath Bike Hike" to encourage recreational use of the trail and to celebrate National Trails Day. In September of 2009 the Landmark Towns of Bucks County completed a *Strategic Wayfinding Plan*, designed to make it easier for visitors to navigate to, from, and through the Landmark Towns, in an effort to increase the vitality, local economy and quality of life in the towns. This comprehensive plan includes a strategy for installation of gateway, directional, and interpretive signage designed to enhance visitor experiences in the four communities.

In addition, the Delaware and Lehigh National Heritage Corridor, Inc. (D&L NHC) continues to work diligently, along with the PA Department of Conservation and Natural Resources (DCNR), to improve trail conditions and to provide greater trail signage and accessibility in the heritage corridor area. For example, a recent project in Morrisville included the installation of an important stairway, where none previously existed, providing access from the commercial downtown to the canal towpath. Previous efforts of the D&L NHC have also included installation of directional blade markers indicating the distance between downtowns, as well as ongoing collaborations with the Friends of the Delaware Canal, whose mission is to preserve and improve the Delaware Canal. New Hope Borough partnered with the D&L NHC Inc. on the Canal Walk Project, intended to improve an underused and blighted area on the west side of the canal and to facilitate access to the central business district. This project was completed in 2010 using federal, state, and D&L grant funds. The area along the trail was landscaped and equipped with lighting to connect visitors from public parking facilities at the end of Hardy Bush Way at Union Square to the New Hope & Ivyland Railroad and the downtown shopping district. Appropriate signage will be added as funding becomes available.

New Hope Borough and Bristol Borough are participants in the Delaware Valley Regional Planning Commission's (DVRPC) Classic Towns project (<http://www.classictowns.org/about/about-dvrpc>). Both towns have agreed to market their communities as great places to live, work, play, and raise families. Yardley Borough has begun the process of completing the Afton Avenue Streetscape project, a project designed to link Lake Afton to the commercial downtown with connecting paths to the Canal and Delaware riverfront.

DVRPC Regional Trails Network

The trail system within the DVRPC nine-county region has been divided into three categories: 1) trunk trails; 2) primary trails; and 3) secondary trails designated on the Regional Trails Program Targeted Trails list. The categories are based on length; how much is currently built or under public control (i.e., feasible); connections to populated areas, major regional parks and other trails; ability to serve as a transportation asset; and on the number of organizations that are actively working on and advocating for the trail.

The Delaware and Lehigh Trail has been designated one of the four regional trunk trails in the area (including the Schuylkill River Trail, the East Coast Greenway, and the Copper River Trail/Camden Greenway).

Greater priority may be given to funding trunk trails and primary trails. Projects applying for funding that are not listed on the network map are still eligible, but they need to demonstrate a logical connection to an existing or planned network trail. Such a "logical" connection can take into account future phases of trail development along a known or viable right-of-way.

Municipalities involved

The study area comprises four Landmark Towns that lie along the Delaware River and are linked by the Delaware Canal. The canal includes a towpath that extends for approximately 24.6 miles from New Hope Borough in the north, through both Yardley and Morrisville borough, and ends in Bristol Borough in the south. Each municipality has independently been developing linkages to the Delaware Canal State Park in an effort to promote cultural tourism.

The entire Delaware Canal Trail extends from Easton, PA in the north to Bristol Borough and is approximately 60 miles long. It is not only multi-county, but through its linkages, multi-state as well.

Other partners

There are a number of partners who play an active role in the development of a trail system that serves these communities and who can contribute to the success of this program.

Delaware and Lehigh National Heritage Corridor, Inc. (D&L NHC) is a non-profit organization that is responsible for the implementation of the National Heritage Corridor that includes the four Landmark Towns and the Delaware Canal that links them. The D&L NHC plays an active role in marketing the

corridor, in developing wayfinding signs, and in obtaining grants and funding improvements that will implement the viability of the Heritage Corridor.

(<http://www.delawareandlehigh.org/>)

The **Delaware Canal** and its towpath are a Pennsylvania State Park, a National Historic Landmark, a National Recreation Trail, part of the Lower Delaware Wild and Scenic River, and part of the East Coast Greenway.

(<http://www.dcnr.state.pa.us/stateparks/findapark/delawarecanal/index.htm>)

Pennsbury Manor in Morrisville, administered by the Pennsylvania Historical and Museum Commission and The Pennsbury Society, is the recreated country home of William Penn. Through tours, exhibits, and a full calendar of workshops and special programs, Pennsbury Manor shares the colonial world of Penn with visitors. (www.pennsburymanor.org/)

The **Friends of the Delaware Canal** hosts several annual events, educational seminars and clean ups designed to promote greater use of the trail and the Delaware Canal towpath. (<http://www.fodc.org/>)

The **Pennsylvania Department of Conservation and Natural Resources (PA DCNR)** is responsible for the administration and maintenance of the Delaware Canal State Park that extends from the City of Easton in the north to Bristol Borough in the south. PA DCNR maintains the towpaths, locks, and restrooms, as well as the canal water elevation. Since the canal is subject to damage by flooding of the Delaware River, maintenance is a continuing and costly problem.

The **East Coast Greenway (ECG)**, an urban trail system linking over 3000 miles in over 16 states and 25 major cities, has been working with the D&L NHC and Bristol and Morrisville Boroughs to close gaps in the existing trail system between these two communities, which includes the D&L Landmark Towns Trail. The East Coast Greenway has created marketing materials and a website designed to draw visitors to the trail system from Maine to Florida.

(www.greenway.org/pa.aspx)

The **Pennsylvania Environmental Council**, a non-profit organization that is responsible for obtaining and administrating grants for the implementation of trails and trail improvements, is currently involved with solving the problems relating to the existing trail gaps between Morrisville and Bristol boroughs as part of the Delaware Canal and East Coast Greenway work. (<http://www.pecpa.org/>)

The **Bucks County Bicycle Task Force** is made up of local volunteers and is administered by the Bucks County Planning Commission. It is currently in the process of developing a County Bicycle Master Plan program with a private consultant. The Task Force is well aware of the problems inherent with the existing routes between Morrisville and Bristol Borough. They have targeted this area as a high priority for future implementation.

(www.buckscounty.org/government/departments/CommunityServices/PlanningCommission/BucksCountyBikePlanNewsletter.pdf)

Public involvement Meetings

TCDI Meeting 1

A comprehensive public participation process was undertaken for this project in order to engage interested parties and stakeholders. The meetings involved ongoing meetings with a steering committee, which for the purposes of this report was called the Transportation Community Development Initiative (TCDI) Subcommittee. This subcommittee was comprised of representatives from the four Landmark Towns, the D&L, and the Friends of the Delaware Canal. The Bucks County Bicycle Task Force and the East Coast Greenway were represented by members of the CVDA Team. The initial meeting was undertaken to review the overall scope of the project, review information that was available for the project, and discuss current activities that would have an impact upon the planning process.

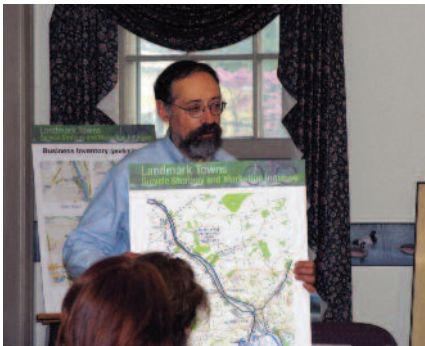
TCDI Meeting 2

A second meeting of the TCDI Subcommittee was held to review the assessment report, which included a review of the existing trail systems and bicycle amenities, as well as identification of the gaps in the existing towpath trail. There was discussion regarding how the trail system could be linked with the existing public transportation. An important part of the assessment included a review of related bicycle programs and preliminary marketing programs. There was also a brainstorming session to develop a branding recommendation for the bicycle and hike event.

Public Meeting 1

A public meeting was held in Yardley Borough on April 14, 2011 to discuss project goals and objectives and probable actions. This meeting provided an opportunity to review the assessment of existing conditions and marketing opportunities. Branding alternatives and the needs of the business community were also discussed. Participants had an opportunity to visit information stations set up within the room to discuss opportunities or concerns with members of the Project Team.

A survey was handed out to all attendees to elicit information about the riding habits, destinations, and comments about current bicycle facilities in the Landmark Towns. It should be noted that there were only 8 responses and that these responses may be somewhat skewed because several respondents were active in bicycle advocacy. Nevertheless, some interesting points emerged. For example, there was a desire for more bicycle parking in shopping areas, although perhaps a more important factor in shopping by bike was the presence of dedicated bike lanes. Public restrooms were mentioned frequently as being important. A complete compilation of survey results is in the Appendix to this report (Public Input Results from 4-27-11 Public Meeting).



Landmark Towns Bicycle Strategy and Marketing Initiative

Public Input
Please return this to the box located by the door where you signed in this evening.

Please provide your name and contact information so we can keep you informed about the project.
Name: _____
E-mail: _____

Please tell us about yourself

What type of rider are you?
There are three types of riders described by the Federal Highway Administration:
Type A. Experienced. Experienced adult and teenage riders who can operate under most traffic conditions
Type B. Basic. Casual or new adult and teenage riders who are less confident of their ability to operate in traffic
Type C. Child. Riders age twelve and under, whose judgment and motor skills are still less developed.
 Are you an "A" rider "B" rider How many "C" riders are in your family? _____

What towns do you ride in?
 Bristol Borough Morrisville New Hope Yardley

How far do you ride on a typical trip?
 1-5 miles 5-10 miles 10-20 miles 20-40 miles More

How many times do you ride per week? _____

How far do you want to ride?
 1-5 miles 5-10 miles 10-20 miles 20-40 miles More

What type of rider are you—trail or road?
 100% trail 100% road If a mix of trail and road, what percentage are you road ____ trail ____

Where do you ride today (other than the towns noted above)? _____

Where do you want to be able/comfortable to ride? _____

Where do your friends and family want to be able/comfortable to ride? _____

What is an ideal destination for your bike ride? _____

What type of roads do you ride today?
 Main roads such as roads between towns? Y N
 Do you ride on town center roads such as Pennsylvania Ave. in Morrisville, Mill St. in Bristol, Main St. in Yardley, and Main St. in New Hope? Y N If yes, which roads? _____

Do you ride between the Landmark Towns: Bristol Borough, Morrisville, New Hope, and Yardley?
 Town to town? Y N If yes, how often? _____

Public Meeting 4/27/2011

A second survey involved responses to a variety of logo phrases and taglines that might be used for marketing. The most popular ideas among attendees included: *Bucks Bikes, Ride Bucks, Ride the River, Bike the River, Bucks • Bicycles • Beauty • History, Experience Bucks River Towns, 4 Towns in 1 Trail, Bikeable • Walkable • Lovable, and Walk • Bike • Explore.* These ideas were noted for possible incorporation into a logo for biking events in the Landmark Towns.

TCDI Meeting 3

A third TCDI Subcommittee meeting was held to review the recommendations and alternatives for two separate aspects of the study: first, the recommended enhancements to the trail system and second, the recommended marketing plan with suggestions for a calendar of events including strategies for implementation.

TCDI Meeting 4

A fourth TCDI Sub Committee meeting was held in February 2012 to review the draft report and make necessary changes before the plan was presented to the public for their comments.

Public Meeting 2

A second public meeting was held in Yardley on March 27, 2012 to present and receive comments on the draft document. A number of useful suggestions were made concerning issues such as bicycle parking, especially security, and public restrooms. Following this meeting final comments were incorporated into the report and the final report was presented at four additional public hearings—once at each of the four Landmark Towns. At these meetings the report was presented to the governing bodies of each community, which subsequently approved and adopted the report.

Trail user survey

An informal survey of trail riders was conducted on Saturday, October 14, 2010 by Donna Boone of Landmark Towns and Andy Hamilton of CVDA in Yardley, Bristol Borough, and Morrisville, and by Andy Hamilton in New Hope. Bicycle riders and walkers responded to a sign asking for their assistance in the survey. The survey form and answers, as well as a complete compilation of responses, are included in the Appendix of this report.

Fifty-seven surveys were completed. The majority of users came from Yardley, followed by Bristol and New Hope. The home municipalities of the users should not be considered especially significant, since the surveyors did not spend equal amounts of time in each location. The majority of respondents were frequent users (daily or weekly) and most traveled under 10 miles on the trail.

TRAIL USER SURVEY
 Help the Landmark Towns serve you better!
 Bristol Borough • Morrisville • New Hope • Yardley

Why do a trail user survey? We hear that everyone loves our trail, but how can our towns along the trail serve you better?

What Municipality do you live in? _____ How far do you ride on the trail? _____

How often do you use the trail? _____

What types of services do you want in the towns along the trail? _____

What types of businesses do you want in the towns along the trail? _____

How do you want to learn about cultural destinations and businesses in the towns along the trail?
 E-mail Along the Trail on kiosks
 Phone application Other? _____

What do you want to buy when you are on the trail? _____

What sort of bicycle facilities should be in the towns?
 Bike parking Racks Covered bike parking
 Bike lanes Business route signage Other? _____

What are your favorite businesses in Bristol Borough, Morrisville, New Hope, or Yardley and why? _____

How often do you frequent businesses in these towns? _____

If you would like e-mail updates on Landmark towns, please provide your e-mail address: _____

CVDA
 Landmark Towns

Not surprisingly, the most frequently cited services and amenities needed on the trail and in towns were bathrooms and places to eat or drink. This is consistent with almost all surveys of travelers; restrooms, food/drink, and parking facilities are most desired. Car parking areas were not mentioned by respondents in this survey, but the need for bicycle parking was clear from the answers given. The most requested types of businesses within towns were restaurants, specialty food retail, and retail stores including clothing and souvenirs.

Many of the “wish list” items are already found in the Landmark Towns: bookstores, antique and craft stores, and bike shops. This may indicate that there is a market for these stores that can be well-served by better wayfinding and connections from the trail to commercial areas. Some of the wish list items, like antique stores, seem a little impractical for cyclists or hikers, unless they are thinking of these in terms of window shopping; again, this may point to the benefit of getting trail users to explore the towns.

E-mail and kiosks along the trail were the most frequently mentioned means of learning about cultural destinations and businesses in the towns.



Reviewing the Assets, Building upon the Potential

Area attractions **The Landmark Towns— linked by a common history**

Each of the four Landmark Town shares a connection to the Delaware River and the role that the Delaware Canal had on their local economy. The history of the towns is woven into that of early settlers in America, the Revolutionary War, and the Industrial Revolution. The historic and cultural resources of the Landmark Towns, including the Delaware Canal, are key area attractions for tourists.

In Portland, OR, with its well-established bikeway network, a survey found that 78% of visitors said that the city's bicycle-friendly reputation played a role in their decision to travel here.

<http://grist.org/biking/2011-06-06-the-grand-tour-how-bike-tourism-helps-local-economies/>

The same qualities that draw tourists to the Bucks County region also draw bicyclists to the Landmark Towns and the Delaware Canal—natural beauty, an interest in history, quaint towns with interesting architecture, dining by the Delaware River, a variety of unique shops. The Landmark Towns can capitalize on these assets in conjunction with a bicycle strategy to increase use of the trail and visits by trail users to the towns. Many bicyclists are more disposed to exploring towns than the average visitor on foot, simply because they are more mobile. The serendipitous detour is one of the delights of bicycle travel; the easier it is for this to occur, the more often it will.

Bristol Borough began as an eighteenth century port and served in the nineteenth century as the terminus of a massive canal system that linked the Pennsylvania coal region to the Delaware River and the City of Philadelphia. Morrisville, at the northernmost navigable section of the Delaware River, was the site of a mill, a ferry below the Falls and later an early bridge crossing the River to Trenton. Yardley also had a ferry, as well as a mill and tavern in its earliest years. Although New Hope is predominantly a nineteenth century town that grew with the expansion of the canal, it still has notable eighteenth century buildings. New Hope's development as a center of visual and theatrical arts in the twentieth century has given it national recognition and a strong tourist based economy today.

Bristol Borough

As one of the oldest boroughs in Pennsylvania, Bristol boasts a rich history, from its eighteenth century beginnings as a port and its nineteenth and twentieth century development as a milling and industrial center. The town has four historic districts: the Bristol Historic District, the Jefferson Land Association Historic District, and the Bristol Industrial Historic District, and the Harriman Historic District.



Radcliffe Street in Bristol

The Bristol Historic District has over 300 buildings, a few of which date to the early eighteenth century. It includes the 28 acres of the original town as laid out in 1697, and is bounded by the Delaware River and Lincoln, Pond, Cedar, and Mill streets. Most of the buildings are residential and only 22 are considered to be non-historic intrusions to the district. The Bristol Industrial Historic District, bounded by the Canal, Jefferson Avenue, Canal Street, the SEPTA train line, and Beaver Street, includes five large factory and mill complexes containing elements dating from 1875 to 1937. After the end of the canal boom in 1855, when river access north of New Hope permitted goods to travel directly to New York, efforts were made to attract new industries such as the Grundy Mills and the Bristol Carpet Mills. The district contains examples of early reinforced concrete construction.

The Jefferson Land Association Historic District, south of Route 13, consists of residential row houses and commercial buildings constructed in 1917 and 1918 as a response to the working class housing shortage during World War I. The use of row house construction differs from the single-family homes in most of the Borough. The Harriman Historic District, in the northern part of the Borough, is also related to World War I housing needs for shipyard workers, and is the largest single housing project ever undertaken by the Emergency Fleet Corporation of the United States Shipping Board.

Other historic sites include the General Stores and Mold Loft Building-Harriman Yard of the Merchant Shipbuilding Corporation and the Dorrance Mansion (300 Radcliffe Street), a superb residential Italianate mansion.

The Bristol Wharf hosts many festivals and numerous free concerts during the summer months, including Celtic Day, African-American Day, Italian Day, and Puerto Rican Day, all held at the Bristol Lions Park and Wharf along the Delaware River.

Morrisville



Summerseat in Morrisville

Summerseat was built around 1770 for Thomas Barclay, a Philadelphia merchant, and acquired by George Clymer in 1806, a signer of the Declaration of Independence for Pennsylvania and a merchant and politician. The Georgian house was restored in the 1930s and is used as the home of the Historic Morrisville Society. Although not a recognized historic district, Morrisville's Delmoor Avenue is home to many Carpenter Gothic and vernacular style homes.

There are two historic bridges in Morrisville that are worth visiting. The Calhoun Street Toll Supported Bridge (Trenton City Bridge) connects Calhoun Street in Trenton, NJ across the Delaware River to East Trenton Avenue in Morrisville.

Constructed in 1884 by the Phoenix Bridge Company of Phoenixville, PA, it was part of the original Lincoln Highway until 1920 (when the highway was moved to the Lower Trenton Bridge).

The Lower Trenton Toll Supported Bridge, better known as the “Trenton Makes Bridge” because of the large letters on the south side reading “TRENTON MAKES —THE WORLD TAKES”, installed in 1935, has been featured in various movies and television shows.

Yardley

Yardley’s Historic District reflects the town’s significance in the 18th and 19th centuries, first as a ferry crossing and then as mill location on the Delaware Canal. Lake Afton is a man-made millpond that is now the centerpiece of a park-like setting in the heart of the Borough.

While there are several 18th century Georgian or Federal-style buildings in the Historic District, most buildings are mid-19th century in a variety of styles: Gothic Revival, Carpenter Gothic, Queen Anne, Greek Revival, Stick, Italianate and Second Empire. Early 20th century styles include Foursquare, Romanesque Revival, Colonial Revival and Bungalow/Craftsman. The Yardley Grist Mill, on N. Main Street adjacent to Lakeside, was constructed c.1769 and has been converted to retail shops and offices.



Cyclists on Main Street in Yardley

New Hope

New Hope was the site of an early ferry crossing of the Delaware River and grew rapidly because of the economic impact of the river and canal. Buildings in New Hope that reflect the importance of the Canal include various commercial and industrial buildings. A locktender’s house remains at Lock 11. The Borough’s Historic District has over 20 eighteenth century buildings, the most famous of which is the Parry Mansion, constructed in 1784 by Benjamin Parry. It now serves as the home of the New Hope Historical Society. Many of the shops and residences in the Borough reflect the town’s history as a rural industrial community and as a river and canal town.

The Springdale Historic District near York and Sугan Roads is located about three quarters of a mile from the commercial core of the Borough.

A more complete listing of area attractions, with addresses, phone numbers, and websites, is included in the Appendix.



New Hope offers many distinctive shops for visitors’ enjoyment



The Delaware Canal towpath

Natural and Scenic Resources

The quality of the natural attractions offered by the river and the beauty of the surrounding countryside provides visitors with points of interest that compete with the area's historic sites. Delaware Canal State Park runs the entire length of the 60-mile long Delaware Canal, and the Delaware River corridor is a major greenway that is designated in the state greenway plan. The corridor also offers connections to a number of other greenways and parks. From Kitnersville to Washington Crossing, the Delaware is a National Wild and Scenic River (designated 2000).

As an example, Bristol Marsh, lying along the main stem of the Delaware River, is one of the few remaining freshwater tidal marshes in the Delaware Estuary. Freshwater tidal marshes support a greater diversity of plants and wildlife than saltwater marshes. According to The Nature Conservancy, Bristol Marsh is one of the best remaining examples of a tidal marsh in Pennsylvania.

In October 2011, Morrisville received a grant for the first phase of the restoration of the Morrisville Riverfront Preserve, a natural waterfront habitat. The borough is partnering with the Delaware Riverkeeper Network to improve public access and trails, eradicate invasive plant material, determine appropriate planting activities, and to develop a management plan for the Preserve.

Heritage Attractions

National Historic Landmarks within the Landmark Towns study area include the historic Summerseat in Morrisville, Washington Crossing Historic Park between Yardley and New Hope, and the Delaware Division of the Pennsylvania Canal, all easily accessible from the canal towpath. Pennsbury Manor, although not in the Landmark Towns, is nevertheless an historic asset for both Morrisville and Bristol boroughs because of the road access both communities provide to this historic site. The reconstruction of William Penn's 17th century country estate on the Delaware River offers bicyclists an interesting day-trip destination.

Museums and Arts

Visual arts and museums

New Hope has been a center for the visual arts for over a century. Its many galleries offer trail visitors a chance to "window shop" on their trips. Organizers of artists' studios tours may consider promoting the tours on bicyclist-centered websites, with New Hope as the starting point when appropriate.

The *Bucks County Children's Museum*, located near the New Hope & Ivyland Railroad station, at 500 Union Square in New Hope opened in November 2011. It focuses on introducing children to local history, science, and culture through interactive exhibits.

Goals of the Bucks County Bicycle Master Plan

- Provide a vision for a county-wide bicycle network with regional and local connections.
- Identify the most important bicycle generators and provide recommendations on the most appropriate facilities to be developed between key destinations.
- Identify standards that improve safety for bicyclists, pedestrians and motorists.
- Prioritize roadway for bike lanes, increase roadway shoulders where possible on key roadways and shared use paths.
- Describe how individual municipalities fit in the county-wide bike system.
- Create an environment in which pedestrians and bicyclists within Bucks County have the ability to conveniently and safely ride for transportation, recreation, fitness, and family fun.
- Use the master planning process to create and enhance relationships and partnerships that will advance implementation.
- Develop strategies for education of cyclists and motorists that encourage people to get out and bicycle more.

Source:

<http://www.buckscounty.org/government/departments/CommunityServices/PlanningCommission/BucksCountyBikePlanNewsletter.pdf>

Theater

Bucks County has had an active theater scene since the 1930s, when the *Bucks County Playhouse* in New Hope opened. After Moss Hart rescued an 18th century mill and transformed it into a theater, the Playhouse hosted many of Broadway's theatrical legends. Efforts are currently underway to restore and reopen The Playhouse.

The *Bristol Riverside Theater* on Radcliffe Street is an award-winning professional regional theater that produces both revivals and new works, with up to 185 performances a year. The ActorsNET of Bucks County is a resident theater company at the Heritage Center in Morrisville, a centerpiece of the Borough's riverfront development project, led by the Morrisville Heritage Development Association (MHDA), the nonprofit arm of the Borough's Economic Development Commission (EDC)

Although it is unlikely that cyclists and walkers will use the trail to attend shows at these theaters, cross-marketing and calling attention to their presence on kiosks may lead to an increased awareness of their presence and return visits.

Making the Bicycle Connections

Two recent Bucks County planning studies have dealt, directly or indirectly, with bicycling opportunities in the Landmark Towns: the *Bucks County Open Space and Greenway Plan* (2011) and the *Bucks County Bicycle Master Plan* (in process). The county Open Space Plan includes an inventory of natural, historic, and cultural sites connected with greenways and open space and details other planning efforts that may affect the Landmark Towns.

Bicycle accessibility from regional transportation systems

Getting to the Towns via Transit

Bristol Borough:

Bristol is well-served by public transit, with several bus and train lines providing connections.

Existing Rail Connections

Foremost among these is the Bristol station of SEPTA's regional rail *Trenton Line*. Connecting Philadelphia, Trenton, and points in between; hourly-base service is provided seven days a week.



Bristol train station

The Trenton Line train station is located adjacent to the Delaware Canal towpath, about a mile from Bristol's commercial center. A half-mile walk on sidewalks along residential Washington Street brings one to the Delaware River waterfront; a further half-mile walk on sidewalks along historic Radcliffe Street brings one to Bristol's commercial center. A slightly shorter walking route can also be taken between the train station and town center on a trail that follows the filled-in canal, featuring interpretive and directional signs. These routes utilize a portion of the canal towpath and Beaver Street, or alternately, a portion of the Spurline rail-trail.)

Existing Bus Connections

The *SEPTA Route 129* bus serves Bristol Borough, Bensalem and Penn-del. Origin points of the Route 129 are City Line loop on Frankford Avenue in Philadelphia and the Oxford Valley Mall. Hourly service is provided, six days a week. Seven round trips are scheduled on Sundays.

The *SEPTA Route 128* bus connects Bristol Borough with Levittown and the Neshaminy and Oxford Valley malls. Ten round trips are provided on weekdays; eight on Saturdays. There is no Sunday service. The Levittown bus stop is across the street from the Delaware Canal towpath.

The *SEPTA Route 304* bus connects the City Line loop on Frankford Avenue in Philadelphia with Bristol Borough. Ten round trips are scheduled Monday through Friday; there is no Saturday or Sunday service.

A major gap in transit access to Bristol Borough is the lack of transit and of a walkway over the Burlington Bristol Bridge. Given the daily service to Burlington on NJ Transit's River Line and other bus service, closing this gap would not only help to link this pair of towns economically, but would provide an interesting transit link for visitors to the Landmark Towns coming from numerous points in South Jersey.

Morrisville Borough

Existing rail connections

There are no passenger rail connections within Morrisville.

Existing bus connections

The Borough is served by the *SEPTA Route 127* bus. Route 127's origin points are Trenton and the Neshaminy Mall. Levittown Station—across the street from the

Delaware Canal towpath—is also served by Route 127. Hourly service is provided six days a week. There is no Sunday service.

The Route 127 bus is important because it provides connection across the Delaware River to downtown Trenton and the Trenton Transit Center. Passengers boarding at (or east of) the intersection of Pennsylvania Avenue and Bridge Street in Morrisville are charged a single fare for the ride across the river to Trenton.

In addition to the SEPTA regional rail Trenton Line, several New Jersey Transit routes converge at the Trenton Transit Center. These are:

- Northeast Corridor Rail Line to New Brunswick, Newark, New York City
- River LINE to Burlington and Camden
- Route 409 bus to Burlington, Mt. Holly, Philadelphia (via Rt 130)
- Route 418 bus to Mt. Holly and Camden
- Route 600 bus to Quaker Bridge Mall, Princeton
- Route 601 bus to College of New Jersey, Hamilton, White Horse
- Route 602* bus to Pennington
- Route 603* bus to Mercer Mall, Quakerbridge Mall and Hamilton Marketplace
- Route 604 bus to East Trenton
- Route 606 bus to Princeton, Mercerville, Hamilton Square
- Route 607* bus to Ewing and Independence Plaza
- Route 608 bus to Hamilton, West Trenton
- Route 609 bus to Ewing, Quaker Bridge Mall, Mercer County College
- Route 610* bus to Princeton (Seasonal Service)
- Route 611 bus to Parry Street Shuttle

* Connections can also be made in downtown Trenton

A major gap in Morrisville’s transit access is the absence of commuter rail service. Reopening of the regional rail station on SEPTA’s Trenton Line would provide convenient access for residents, workers, and visitors alike. Such an improvement has been discussed by Borough officials from time to time.

Yardley Borough

Existing rail connections

Yardley is served by the SEPTA regional rail West Trenton Line. Connecting Philadelphia, West Trenton, Jenkintown and intermediate points, hourly base service is provided seven days a week.

Existing bus connections

There are no bus connections within Yardley.

A major gap in Yardley’s transit access is the absence of commuter bus service.



Yardley train station



New Hope & Ivyland Railroad

New Hope Borough

Existing rail connections

During weekends in October, and occasionally at other times, the New Hope & Ivyland Railroad operates excursion service from SEPTA's Warminster Station to and from New Hope, linking with SEPTA trains from Philadelphia, Jenkintown and points in between.

Existing bus connections

New Hope is served by Trans-Bridge Lines buses, linking to Lambertville, Doylestown, and Quakertown. Origin points are Bethlehem, PA and New York, NY. Of significance to those planning “out and back” trips along the Delaware River are those runs that serve upriver Frenchtown as well.

Transit between the Towns

Public transit connections between the towns are limited. The bus routes have been designed to link the individual towns to places of employment, shopping centers and strip malls, and not with one another.

Both Bristol Borough and Morrisville are connected to Levittown by bus Routes 128 and 127, respectively. A through ride from Bristol Borough to Morrisville can be made utilizing Routes 128 and 127 by transferring between buses at Levittown. However, the two route schedules are not coordinated for timed transfers, so wait times may be as long as an hour.

Bristol Borough and Morrisville are linked, albeit indirectly, by the SEPTA Regional Rail Trenton Line. The train station in Morrisville has been closed for some years, but the train does stop a mile away at the Trenton Transit Center. This mile may be walked (across the Bridge Street Bridge), or the Route 127 bus may be utilized. As described above, the Route 127 bus runs hourly, Monday through Saturday.

Transit within the Towns

Because the public transit schedules in the study area are hourly (at best), transit within the towns is only marginally feasible. Route 128 bus stops in Bristol Borough (and Route 127 bus stops in Morrisville) are located at frequent intervals (one on virtually every block). However, for short (within town) trips, the time spent waiting for an hourly bus is probably better spent simply walking. As stated previously, the bus routes have been designed to link the towns to suburban places of employment, strip malls and shopping centers.

“Winter Garden City [FL] Manager Mike Bollhöfer credits the [bike] trail with the resurrection of Winter Garden's downtown, which was pocked with empty buildings before the first section of the path opened in 1994.”

http://articles.orlandosentinel.com/2011-10-17/news/os-trails-economic-impact-20111017_1_bike-trails-west-orange-trail-trail-users



Bicycle accessibility on public transit in the Landmark Towns study area

SEPTA trains

Two bicycles are permitted on each train car (thus a three-car train will accommodate six bicycles). Standard (non-folding) bicycles are prohibited during weekday peak periods (weekday early mornings and late afternoons). Standard bicycles must be stored in the handicap/wheelchair portion of the train. In the event that all handicap spaces on the train are occupied, cyclists are required to wait for the next train (but because many SEPTA stations are not yet handicap-accessible, this situation is uncommon). Collapsible bicycles, because SEPTA classifies them as baggage, are not limited by number and are permitted at all times. Groups wishing to travel together with bicycles should contact SEPTA at least five days in advance of the date so proper accommodations can be made.

SEPTA buses

Two bicycles can be placed on the front-mounted rack on all SEPTA buses. If both slots of the rack are occupied by bicycles, the passenger with a bike must wait for the next bus. This can be a serious drawback, as the SEPTA bus routes in the study area run infrequently (between one and two hours between buses). Because SEPTA classifies them as baggage, collapsible bicycles may be carried inside the bus. SEPTA's bike-on-transit policy is available on-line. (www.septa.org/policy/bike.html)

NJTransit buses

Two bicycles can be placed in the front-mounted racks on NJTransit buses. Bike racks have been installed on all buses in the NJTransit Southern Division (routes radiating from Trenton and on south). Bicycles may be carried on the racks at all times.

NJTransit trains

Two bicycles are permitted on each train car (thus a four-car train will accommodate eight bicycles). Standard (non-folding) bicycles are not allowed during weekday peak periods (weekday mornings and late afternoons), nor on major holidays or the day before a major holiday. In the event that all handicap spaces are occupied on the train, cyclists are required to wait for the next train. Collapsible bicycles are permitted on all NJTransit trains at all times.

Each NJTransit RiverLINE train has space for six bicycles. Bicycles are permitted on RiverLINE trains at all times, including weekday peak periods.

NJTransit's bike-on-transit policy is available on-line.

(www.njtransit.com/rg/rg_servlet.srv?hdnPageAction=BikeProgramTo).

Trans-Bridge Lines

Trans-Bridge buses carry bicycles in the cargo bay beneath the bus. Bicycles placed in boxes are carried for no charge; bicycles not boxed are carried for a flat \$7.00 fee. (www.transbridgelines.com/daily_info.htm#bagg)

Amtrak

Amtrak permits collapsible bicycles on all trains. Standard (non-folding) bicycles are permitted only on those trains that include a baggage car, and then only if the bicycle is placed in a box. Bicycles must be checked to a station offering checked baggage. At this time the Trenton Amtrak station does not offer baggage service.

New Hope & Ivyland Railroad

New Hope & Ivyland Railroad does not allow bicycles on any trains (strollers are forbidden as well).

Getting to the Towns by bicycle via other routes

There are a number of different regional routes, some of which are still in the planning stage, that connect to the Landmark Towns. Maps for these trails are found in the Appendix of this report.

Delaware River trails and greenways

The *Delaware River Water Trail Greenway* extends from Riegelsville to Bensalem in Bucks County, encompassing 16 waterfront municipalities, and is part of the *Delaware River Greenway Partnership*, a trail, which extends along the non-tidal Delaware River from Morrisville/Trenton to Hancock, New York. The tidal portion of the river is part of the Pennsylvania Environmental Council's 56-mile *Tidal Delaware River Water Trail*, from the Delaware River Falls in Morrisville to Marcus Hook, PA in the south. The proposed *Delaware River Heritage Trail* (designated a Primary Trail by the DVRPC) will link 24 communities in Pennsylvania, from Morrisville to Tacony, and in New Jersey, from Trenton to Palmyra.

East Coast Greenway (ECG)

When complete, the East Coast Greenway will connect major urban areas from Calais, Maine to Key West, Florida in a 3000-mile long system. The ECG has a major presence in the Landmark Towns, where it links Philadelphia to Trenton, New Jersey, traversing Bensalem and Bristol Townships and Bristol Borough to the Bristol Spurline Trail, then following the Delaware Canal into Morrisville and across the Calhoun Street Bridge. An on-road route uses Route 413 from Bristol Borough northwards to Trenton Avenue into Morrisville.

Washington-Rochambeau Revolutionary Route (W3R)

The W3R is a 700-mile long National Historic Trail that commemorates the crucial aid provided by France to the United States during the American Revolution. The route connects major New Jersey Revolutionary War sites (Monmouth, Morristown, Princeton, and Trenton) to Pennsylvania through Morrisville via the “Trenton Makes” (Lower Free) Bridge. The W3R website gives maps and auto routes through Pennsylvania (www.w3r-us.org/aa_setframes.htm)

9/11 Trail

The New York to Washington, DC leg of the 9/11 Trail (still in planning) will follow the East Coast Greenway. It will be co-located between Morrisville and Bristol Borough with the ECG, the W3R Trail, and the D&L NHC. There is expected to be a spur of the 9/11 Trail from Morrisville to the Garden of Reflection in Lower Makefield Township. The proposed trail will connect Somerset County, PA, New York City, and Washington, DC for a total of over 900 miles.

Doylestown-New Hope Connector

The Bucks County Planning Commission is undertaking a preliminary feasibility study for a connector route from Doylestown Borough to New Hope. Such a connection would make possible a Philadelphia–Bucks County circuit using SEPTA regional rail lines available in Doylestown Borough and Bristol Borough, with bicyclists riding the Delaware Canal to or from New Hope and the Rt. 202 trail to or from Doylestown.

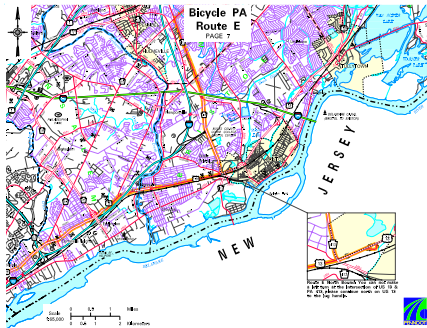
New Jersey Trails

One of the biggest draws that the Delaware Canal from New Hope to Bristol Borough provides is the availability of trails on both sides of the river, easily connecting to a number of rides in New Jersey and offering longer loop trips. Trail bicyclists can connect to the 68-mile long *Delaware and Raritan Canal State Park Trail* through New Hope or Washington Crossing, and road cyclists frequently use Route 29, which largely parallels the D&R Canal towpath along the river.

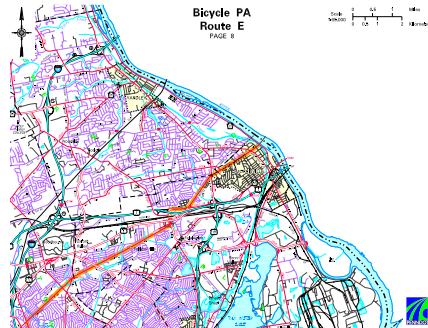
The *Delaware River Heritage Trail* is located across the Delaware River in New Jersey (see above) will eventually offer a loop that will link other historic river and industrial boroughs and towns in New Jersey to the Landmark Towns.

State Bike Routes

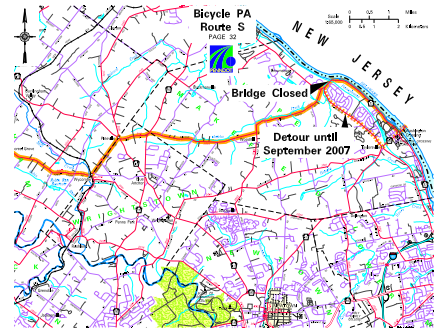
Pennsylvania has designated a number of State Highways as bicycle routes. A few of these routes go through a few of the Landmark Towns. State Route E is also known as the Pennsylvania segment of the East Coast Greenway; the current 52-mile long on-road version takes the cyclist through the heart of Philadelphia and through the Landmark Towns to Trenton. It will be shifted gradually to off-road facilities as they are developed. State Route S follows Forest Grove and Pineville Roads in Central Bucks to reach Route 32 in Taylorsville, exiting into New Jersey via the Washington Crossing Bridge at Route 532.



Bicycle PA State Route E



Bicycle PA State Route E



Bicycle PA State Route S

Bicycle/hiking routes between the Towns

The existing towpath of the Delaware Canal links the Landmark Towns, except as noted below. The towpath along the canal is a cinder path that varies in width between six to ten feet in width. Due to the cinders on the path, the surface is more suited to mountain bikes or off road bicycles with larger tires rather than road bicycles that have narrow tires that are hard to maneuver on the cinders safely. Given the narrow widths of the trail, there is a potential for conflicts between bicyclists and walkers in the congested areas of the path.

An alternative is to connect the towns with road routes that are easily accessible by both on-road and off-road bicycles. The issue of the road route approach is finding a road route that is safe for all age groups. There are a number of factors that affect road conditions for bicycling: cartway width, the presence or absence of shoulders, the condition of the road surface, whether the storm water inlets are safe for bicycle wheels, the amount of vehicular traffic, and the speed of the vehicular traffic. For example, the most direct route between New Hope Borough and Morrisville Borough is State Route 32. However, this is a highly traveled route with vehicles traveling at high speeds with no shoulders.

Therefore, as part of this study, both the state and municipal roads were evaluated between the Landmark Towns in order to develop an alternate road route. There are excellent opportunities to explore the beauty of Bucks County along this alternate route. With the exception of inlet safety, all of these issues were taken into account in the development of an alternate road route. (See *Recommendations for Enhancing the Bicycle Trail Experience* in this report.)

Gaps in the towpath route to connect the towns

There are five major obstructions on the towpath trail of the Delaware Canal between New Hope and Bristol boroughs. Most are the result of highway expansion projects undertaken before the value of an intact and continuous canal trail system was appreciated. The Levittown Shopping Center parking lot in Tullytown covers a portion of the Canal. While walkers can more easily circumvent the obstructions than trail cyclists or families with small children (due to the presence of stairs, grade changes, and the need to cross roads), the situation does present potential safety issues.

The removal of the obstructions is a major goal for a number of advocacy groups and is the subject of on-going grant funding efforts. Completely connected longer trails tend to bring greater economic benefits to the communities along their paths, as they draw visitors from farther away who tend to stay more than one day, as well as providing greater options for local users. But local or regional trail users, whether the trail is ultimately long or short, must confront these gaps and the potential dangers they pose everytime they use this section of the trail. In addition, circumventing the gaps sometimes entails trespassing on private property.

As noted below, these gaps are concentrated between Bristol Borough and Morrisville Boroughs. The major obstacles are:

Bridge Street, Morrisville Borough

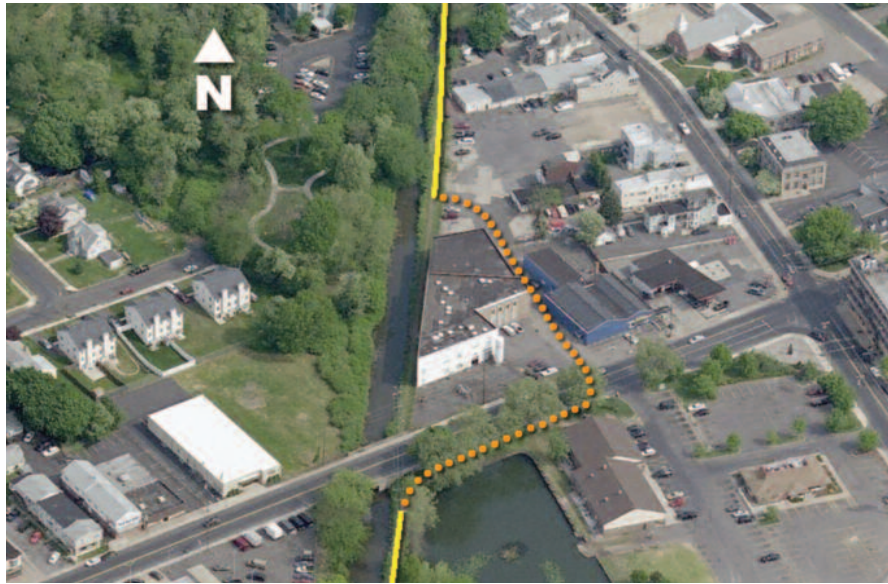
Trail users currently detour around Bridge Street in Morrisville by leaving the towpath, going through a private parking lot, crossing Bridge Street and re-entering the towpath via a concrete staircase.



Bridge Street obstruction in Morrisville, looking southbound



The northbound path terminates in a concrete staircase at Bridge Street

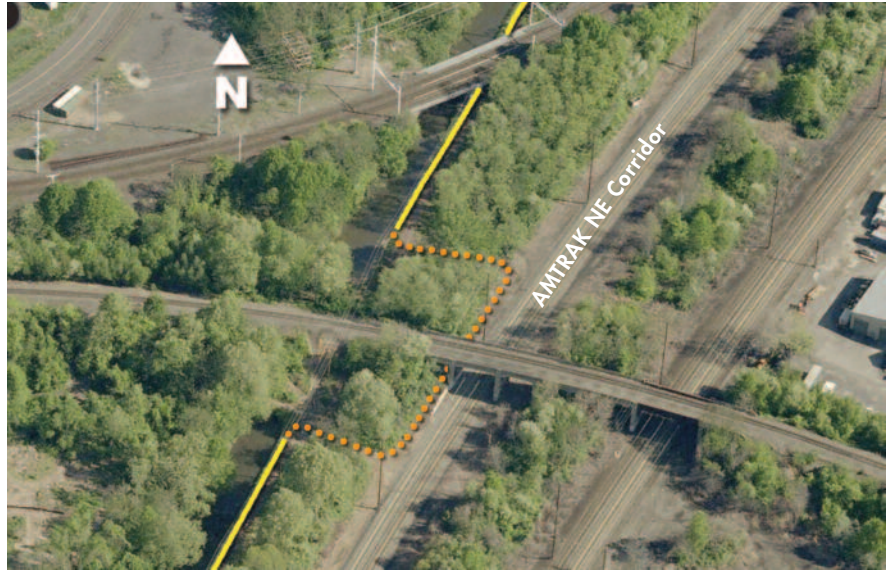




Conrail railroad embankment, Falls Township

Conrail railroad embankment, Falls Township

The Conrail obstruction is one of the most dangerous sites, where trail users use informal paths to either go under a bridge next to an active rail line (Amtrak's Northeast Corridor with the high-speed Acela) or climb up the gravel- and cinder-covered embankment to cross an active freight line. This is the subject of a current TIGER 3 grant application by PA DCNR and other partners to remediate the danger by the creation of a tunnel through the embankment.



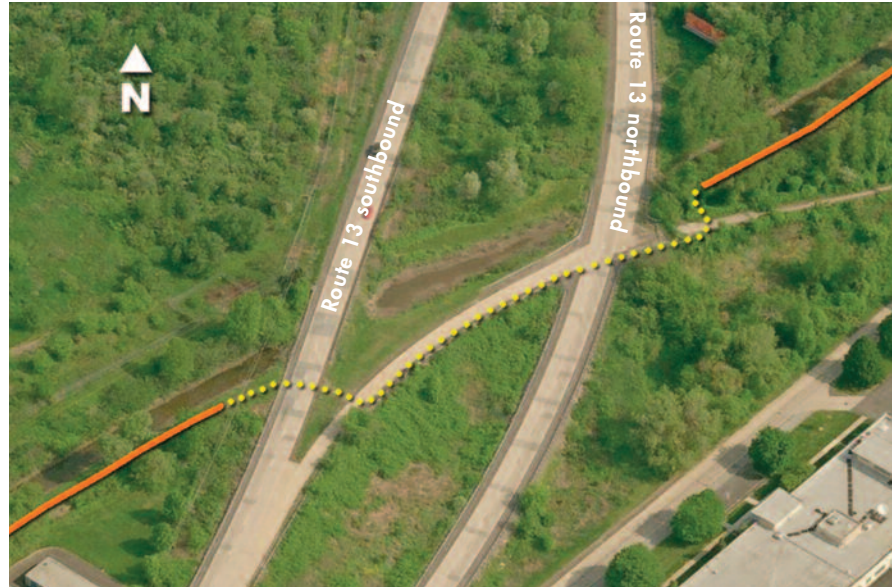
Tyburn Road embankment, Falls Township

The informal by-pass of this obstruction is an approximately ¼ mile long detour that consists of a path along an active rail line to the east of the canal.



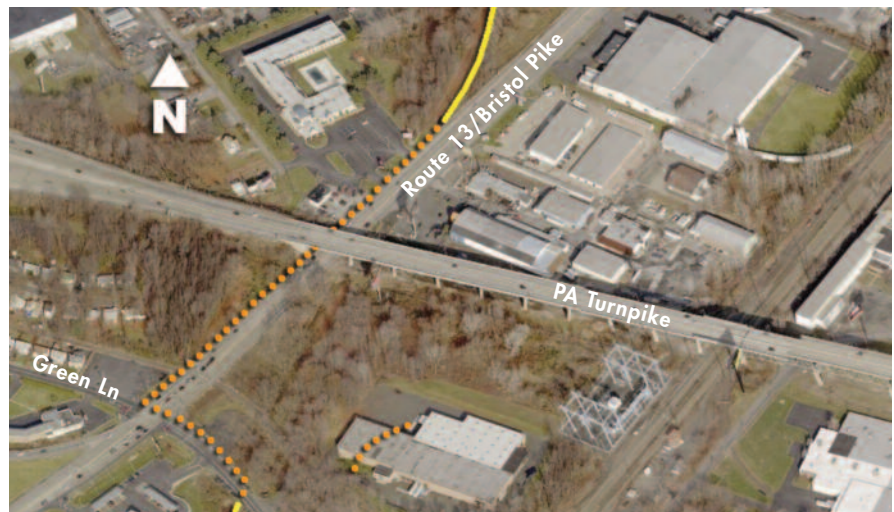
Route 13 Expressway crossing, Tullytown Borough

To circumvent the disruption of the trail and canal, users must exit the trail, climb over a guide-rail, and cross traffic at-grade at least twice. Engineering studies have been completed and funding approved in the autumn of 2011 for the elimination of this trail gap with the construction of pedestrian tunnels under Route 13 to connect the sections of the existing Delaware Canal Trail.



Route 13/Bristol Pike obstruction, Bristol Township

The detour for this obstruction is relatively safe compared to the others; trail users must walk or bike along the shoulder of Route 13 for about 3/10 mile.



Gaps in road routes between the towns

There are very few bicycling roads between Morrisville and Bristol Boroughs. It appears that at present there is no safe way for a bicyclist to go between these two communities due to route gaps between Morrisville and Bristol boroughs due to the following gaps:

- **The Tyburn Road overpass**

One issue that remains to be resolved is the possible bicycle use of a portion of Tyburn Road, which is a limited access divided highway and currently the only way to travel via bicycle between Bristol Borough and Morrisville. It is necessary for a bicyclist to get up over the overpass and use an on ramp and an off ramp. To resolve this gap it is recommended that Waste Management be contacted for a possible easement through their property that would allow access for a bicycle path to by-pass Tyburn Road and make a direct connection from the end of Pennsylvania Avenue to Ford Mill Road in Falls Township.

- **Route 13**

Route 13, which is the direct route between Morrisville and Bristol boroughs, is a high speed limited-access divided highway with signs that clearly state that non-motor vehicles are not permitted.

- **Old Bristol Road**

Old Bristol Road, near Tullytown and the ramp onto Route 13, is one-way northbound. Consequently, bicyclists cannot go southbound to enter into Tullytown.

Visitor support services/ user amenities

The strategies outlined in this report focus on increasing the number of local and regional visitors to the Landmark Towns and D&L Landmark Towns Trail in the immediate future, as unobstructed connections to the City of Philadelphia are developed and implemented by other partners. In the short-term, the provision of amenities and support services for local trail users is extremely important; cyclists and walkers will always need public restrooms, easily accessible parking, clear trail signage, and places to grab lunch or a snack. The ability to find these amenities easily is one of the key components of a positive trail experience.

Currently, D&L Landmark Towns Trail users are under-served for public toilets, signage directing visitors to support services (restaurants, snack bars, etc.) and attractions in the Landmark Towns from the trail itself, signage to and from public transit, and inexpensive overnight accommodations near the trail. A weekend bike trip “in the country” usually has to be planned well in advance to take advantage of the area’s bed and breakfast lodgings.

As the southern section of the D&L NHC system and its connections become seamless, the Landmark Towns will have the opportunity to turn day-trips into overnight stays—one of the best ways to attract and increase tourist spending. When long trails are completed and adequately promoted, the number of visitors rises dramatically. In 2001 trail users of the Great Allegheny Passage trail brought \$7,000,000 of revenue to the towns along the yet-to-be-completed trail; in 2009 trail users of the completely connected long-distance trail brought in \$40,000,000.

It will be important for the Landmark Towns to be “ready for company” as the use of the D&L Landmark Towns Trail increases, with attractive and inviting main streets and enough retail opportunities to capture visitor imaginations and dollars. Just as important, however, is the provision of more amenities for trail users, such as public restrooms, identification of transit/bicycle routing linkages and options, identification and promotion of bike-friendly restaurants and overnight accommodations, and identification of bike shops and other services for bicyclists on trail signage. Options for wayfinding kiosks that can be implemented quickly are discussed below in the section *Develop wayfinding kiosks*.

The following is an inventory of the trails and bicycle facilities within each of the towns that show a need for amenities that will attract and keep visitors.

Bristol Borough

Trails

The Delaware Canal towpath terminates in Bristol Borough, as does the canal itself. The path is argillite or a combination of stone and grass, and varies in width between six and eight feet. Due to several physical obstructions, the path is not continuous between Morrisville and Bristol.

Bike trails

The Spurline Trail, opened in 1980, incorporates a former rail spur and some of the former canal towpath, carrying trail users from the Bristol Marsh across downtown Bristol to Radcliffe Street near Green Lane. This smooth asphalt trail also connects with nearby ball fields, parks and recreation facilities, and an elementary school.

Existing sidewalks

There are extensive sidewalks within the Borough.

Morrisville Borough

Trails

The Delaware Canal towpath that extends from Easton to Bristol Borough passes through Morrisville. The path is argillite or a combination of stone and grass, and varies between six and eight feet in width. There are several obstructions in the Morrisville area, detailed elsewhere in this report, that prevent a seamless trip along the canal.

Bike trails

There are no bike trails within the Borough.

Existing sidewalks

There are extensive sidewalks with the Borough, such as Pennsylvania Avenue, Bridge Street, and extensively within the residential neighborhoods.

Bicycle facilities

There presently is only one bicycle rack located within the Borough. This is located at Trenton Avenue near the bridge to the City of Trenton. It is also close to the towpath to the Delaware Canal.

On average, trail users spend \$19 apiece while they are out and about, frequently on a meal or beverage.

http://articles.orlandosentinel.com/2011-10-17/news/os-trails-economic-impact-20111017_1_bike-trails-west-orange-trail-trail-users

Vehicle parking

There are two public parking facilities within the Borough located near the Canal towpath and within the park situated along the Delaware River.

Public bathrooms

There is one public bathroom located along the towpath near Trenton Avenue where it crosses the Delaware River.

State Bike Routes

State Route E enters the Borough along Trenton Avenue, where it connects to the Delaware Canal Towpath.

New Hope Borough

Trails

A continuous towpath along the Delaware Canal extends from the City of Easton in the north, to Bristol Borough in the south, through the boroughs of New Hope, Yardley and Morrisville. The path is argillite or a combination of stone and grass, and varies between six and eight feet in width.

Bike trails

Bike trails extend along the SR 202 Spur and a short portion of SR 32 north of the Borough.

Existing sidewalks

There are extensive sidewalks in the Borough, such as Main Street, SR 179, on the free bridge over the Delaware to Lambertville, and within the residential neighborhoods.

Bicycle facilities

There presently are eight bicycle racks within the Borough; these are well situated throughout the business sectors of the Borough. Many are placed near existing restaurant establishments.

Vehicle parking

There are four public parking facilities within the Borough. Except for the parking facility located at the school site, the remainder of these public parking areas are within close proximity of the towpath.

Public bathrooms

A public bathroom is located in the New Hope Visitors' Center. Patrons use bathrooms at various business locations such as Starbucks and Fred's Breakfast.

State Bike Routes: none

“Bicycling, just like walking, helps make a Main Street more vibrant”

<http://dc.streetsblog.org/2012/03/23/why-bicyclists-are-better-customers-than-drivers-for-local-business/>

Yardley Borough

Trails

The Delaware Canal towpath passes through Yardley Borough. The path is argillite or a combination of stone and grass, and varies between six and eight feet in width.

Bike trails

There are no bike trails within the Borough.

Existing sidewalks

There are sidewalks on Main Street, portions of Afton Avenue, and some of the residential neighborhoods.

Bicycle facilities

There are currently seven public bicycle racks in the Borough. A majority of the bike racks are well-situated within the center of the business sector of the Borough. Two bike racks are placed near the SEPTA rail station.

Vehicle parking

A public parking facility serves the commercial center of the Borough and two public parking lots are located at the SEPTA rail station.

Public bathrooms

There are no public bathrooms within the Borough, except at the Wawa Store.

State Bike Routes

State Bike Route S passes to the north of the Borough through Washington Crossing.

Bike shops and clubs

There are numerous bicycle clubs that are either located in the Bucks County area or that ride its roads with frequency. The Central Bucks Bike Club sponsors rides of different lengths, for different bike types and skill levels throughout the County, some of which start at Washington Crossing State Park and utilize the towpath. An expanded list of shops and clubs is included in the Appendix.

Marketing Plan



Overall marketing strategy

Cycling attracts a dedicated group of recreational and competitive participants that make it a \$6.5 billion industry

Marketing Plan note: The original RFP requested a marketing plan for several events and promotions. This plan has been modified to promote a single event that allows for minimal costs and internal D&L staff execution. The plan is designed, however, to be easily be revised and expanded in scope to promote future events and activities in all four Landmark Towns..

Program goals

- Increase local usage and tourism by regional bicyclists to the Landmark Towns, connecting recreational bicyclists with downtowns and local businesses and attractions
- Develop a bicycle-friendly branding identity
- Create a Landmark Towns bicycling event logo brand that can be adapted as necessary to generate interest in and excitement about various events
- Support planning, collateral design, advertising campaign and event branding that can be used, as desired, for events such as a town and trail bike/hike, National Bike Month/Bike to work day, a bicycle friendly business outreach and education campaign, and marketing of an Art Bike Racks Program

Marketing objectives

- Promote town and trail bike/hike event
- Through promotion of the event, build awareness of and interest in the trails, paths, businesses, and facilities supporting the Landmark Towns initiative (Bristol Borough, Morrisville, Yardley, New Hope)
- Increase participation in biking in the Landmark Towns
- Encourage the safe and regular use of bike paths, trails, local businesses and facilities

Market studies indicate that cyclists are actively involved with community issues and organizations, and nearly 65% have children at home

Recommended target audience

The local population was assessed within a fifteen-mile radius of the trail corridor that extends from New Hope to Bristol Borough, for a distance of approximately 34 miles. Based upon the most recent census data, there is a total of 561,271 people within the ten mile radius survey area. This further breaks down to 64,171 people in the New Hope area, 223,881 people in the Yardley-Morrisville area, and 273,219 people in the Bristol area. With this number of people it is possible to anticipate participation and support by recreational cyclists, road cyclists, mountain cyclists, bike clubs, and cycling retailers.

■ Primary

- Local residents within 15 mile radius of each of the 4 Landmark Towns:
- Encourage regular usage of the path and facilities

■ Secondary

- Cycling enthusiasts (on-road and off-road; casual and elite):
- Already looking for new and fun places to ride

■ Tertiary

- Regional tourism: 75 mile radius around Yardley (approximate center point of the study area)
- Easy access for day or weekend trips from Philadelphia suburbs, Lehigh Valley, Central New Jersey, and Wilmington DE

Marketing strategies

- Develop a brand identity for the bike event that conveys a sense of community, history, excitement, and that makes people want to visit, explore and ride the trail and towns
- Promote town and trail bike/hike event to encourage participation in the event, as well as awareness and usage of trail and to attract business to towns
- Use a combination of traditional, electronic, social, and mobile marketing tactics to capture different audiences and to generate awareness and interest, and encourage trail use among key target audiences
- Incorporate key messaging intended to attract different target audiences with different levels of interest
 - Local residents (“Look what’s in your own backyard”)
 - Families (“A great way to spend family time”)
 - Cycling enthusiasts (all types) (“Some of the most beautiful cycling in the country”)
 - Regional tourists (“Come, play, and stay”)
- Use existing websites (Landmark Towns, D&L, participating towns, etc.) to encourage repeat visits, acquire e-mail addresses for continuous marketing/promotion

- Tie in /piggy-back with existing national and regional cycling awareness opportunities
 - e.g. the League of American Bicyclists offers free Bike Month promotional tools like logos, posters, and banners
 - List on appropriate bicycling-oriented websites
- Partner with organizations and retailers for opportunities to collaborate to encourage cycling
 - Posters and flyers at local retail locations
 - Business bike rack sponsorships
 - Facilities sponsorships (benches, water fountains, etc.)
 - Promotional items (water bottles, bells, wrist bands, etc.)
 - Group/town advertisements in local newspapers, radio
 - Attract local media sponsorships for event

Description of recommended tactics

Website

- Add content (landing page) and registration information to existing Landmark Towns, D&L, participating towns, Chambers of Commerce, and other appropriate websites to promote the event at least 3 months in advance
 - Promote this landing page on all other communications (posters, flyers, e-mails, etc.)
 - Incorporate QR (Quick Response bar code) on print materials that people can scan with their mobile phones that will take them to the event landing page for more information and registration. QR codes can be generated online and are free of charge
 - Include specific event information including the length and terrain of the bike/hike event, available amenities, registration, etc. (use existing maps from D&L site if possible)
- Provide event landing page link, Landmark Towns and D&L to other appropriate local/regional/national websites, some of which are:

<ul style="list-style-type: none"> ● www.cbbikeclub.org ● www.buckscountybikes.com ● www.areaguidebook.com/bikingbucks.htm ● www.bicyclecoalition.org ● www.active.com/cycling/new-hope-pa/cycle-bucks-county-2011 ● www.trails.com ● www.tri-countycyclists.org 	<ul style="list-style-type: none"> ● www.buckscounty.org ● buckscountyalive.com ● visitbuckscounty.com ● visitbucks.com ● scenicbuckscounty.com ● Americantrails.org ● Railstotrails.org ● Explorepatrails.com ● Visitpa.com
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- Develop a Google Adwords keyword advertising program to attract search traffic to the Landmark Towns website and encourage participation in events (if funding is available).
- Consider keyword searches (with all variations):
 - Bicycling in Bucks County
 - Bike trails
 - Family events in Bucks County
 - Things to do in Bucks County
 - Delaware River events
 - Delaware Canal events
- An initial keyword analysis should be conducted using the Google Keyword Tool to determine the most effective keywords to incorporate into the campaign (see the *Pew Research Center* reports on the importance of search engines: <http://pewinternet.org/Reports/2011/Local-business-info.aspx> and on how people learn about the local community: http://pewinternet.org/Reports/2011/Local-business-info/~/link.aspx?_id=0E619FAD1E544B5E8805F91618C24257&_z=z)

E-mail campaigns

- Landmark Towns/D&L should continue to send regular (at least monthly) e-mails out to their existing lists to promote the use of the trails throughout the year, incorporating national and regional cycling opportunities (i.e. Bike to Work, Bike Month, National Trails Day, etc.)
- Develop specific e-mail campaigns around the bike/hike event
- Start e-mailings every 2 weeks at least 2-3 months prior to the event to encourage registration and participation
- Segment lists by target audience/messaging where possible
- Encourage trail/town visits during non-event times send e-mails with suggestions of things to do based on seasons; topics could include:
 - Seasonal
 - History
 - Shopping (holiday and other)
 - Feature local businesses
 - Explore the nature/ecology of the river
 - Family outings
 - Restaurant tours
 - Weekend trips (B&B's)
 - Educational/bike safety
 - Other local events (biking and non-biking)

Facebook, Twitter, Blog

- Link Landmark Towns website to existing Facebook page for D&L NHC
- Post regular information regarding events at least weekly 2-3 months prior to event
- Monitor daily and respond to any questions or concerns immediately
- Drive traffic (link) to websites to encourage event registration/participation
- Encourage social sharing of information (“forward to a friend”, etc.)
- ‘Follow’ local media outlets/personalities so they receive updates

Public relations

- Develop press releases and media alerts announcing event to all local media outlets (newspaper, radio, local TV)
- Make follow up phone calls to all media outlets to encourage coverage at event
- Ask media outlets to participate or sponsor events to encourage media coverage
- Invite government officials to events to encourage media coverage
- Consider extending a free registration to key officials and or media outlets (e.g., Justin Pizzi at the *10 Show*, etc.)

Collateral

- Develop window posters and flyers to be posted at all local retail outlets to encourage registration and participation in events
- Post posters/flyers at local libraries, schools, churches, grocery stores, banks, health clubs, etc.

Give-aways

- Develop give-aways for participants such as t-shirts, water bottles, wrist bands, car magnets that will continue to promote the trail/towns well after the events
- Sell give-aways at event and online to non-participants

Local newspaper (if funding available)

(Bucks County Courier Times, Burlington County Times, Doylestown Intelligencer, Bucks County Herald)

- Run advertisement promoting the bike/hike to drive people to the D&L website to register
- Ad schedule to be determined by budget but should run an ad at least 3-5 times 3-4 months prior to event (Ideally run an ad a week (Sundays) every week prior to the event)
- Depending on number of registrants planned, consider running ad weekly (Sundays) one month prior to the event
- Consider getting local retail business support and contributions for the development and placement costs of the ads

Local radio (if funding available)

- Develop simple radio spot to run on local radio to promote events and encourage registration/participation (in some cases, stations will develop simple spot for nominal cost as part of media buy)
- Negotiate best rates, in-kind, or radio participation in event to minimize costs

- Schedule to be determined based on costs but run at least two weeks prior to event
- Consider stations such as WXTU (Country) that have extremely loyal listener bases and relatively low costs compared to other stations
- Contact publicly-supported stations such as WHYY, WRTI, WDVR, WRDV, WLBS, and WXPB which typically announce public non-profit events on their community bulletin board calendars. Groups can also become paying station sponsors to increase the number of times they are mentioned on the air.

Miscellaneous

- List events on all appropriate local/regional/state events calendars, including:
 - Philly.com
 - PhillyBurbs.com
 - Bicycling.com
 - BringFido.com
 - Alliance for Biking and Walking
 - National Center for Biking and Walking
 - League of American Bicyclists
 - America Bikes
 - America Walks
 - Association of Pedestrian and Bicycle Professionals
 - American Trails
 - People for Bikes
- Co-market/ Cross-promote with other similar activities
 - Hand out flyers, hang posters at other local races, rides, runs and walks
 - Promote event at local farmers markets, fairs, festivals

Recommended event marketing tactics and budget

The following marketing actions represent a scenario in which sufficient funds are available for purchasing advertising in local and regional media. Due to budgetary constraints, the D&L NHC staff will be executing the recommended marketing tasks whenever possible. We have indicated this below. As participation in events grows, more extensive marketing can be considered.

Prices for purchase of collateral pieces and media ads have also been included in the budgets for the individual events; they do not represent additional costs.

Recommended Event Marketing Tactics and Budget

Tactic	Description	Responsibility	Estimated costs (based on 2011 costs)
Website content development	Event content and regular updates	D& L Staff	NA
Google Adwords* campaigns	Internet Keyword search advertising program	D&L Staff	Can set any budget level. Suggest between \$500–\$1,500/month for a keyword program
Email campaigns	Through existing Constant Contact account	D&L Staff	NA
Facebook Page	<ul style="list-style-type: none"> • Promote key events • Encourage Landmark Towns Bike Path culture, self-guided rides, etc. • Video tours and education 	D&L Staff	NA
Twitter	<ul style="list-style-type: none"> • Facilitate community interaction • Allow local businesses to promote special events etc. 	D&L Staff	NA
Public Relations	<ul style="list-style-type: none"> • Articles and press releases in key local and regional publications • Local news station and radio coverage of events 	D&L Staff	NA
Collateral pieces	Quantity TBD <ul style="list-style-type: none"> • Event brochures, posters, flyers, trail maps • QR Codes 	D&L Staff	\$5,000–\$10,000 <i>(get local retailer contributions)</i> QR codes are free
Promotional give-aways	Item and Quantity TBD <ul style="list-style-type: none"> • Water bottles • T-shirts • Car magnet • Wrist bands 		\$1,500–\$5,000 depending on item, quantity, price/unit <i>(get local retailer contributions)</i>
Local newspaper ads*	Advertisement to promote event, encourage participation	Will need graphic designer	\$500–\$1,500
	<ul style="list-style-type: none"> • Bucks County Courier • Doylestown Intelligencer • Burlington County Times • Bucks County Herald 	D&L Staff/ May be able to negotiate trade or non-profit rates	\$1,500–\$5,000/week depending on rate, size of ad, time of year, etc.
Local Radio*	Radio spot production	Most stations will do basic spot production very inexpensively	\$1,000–\$2,000 <i>(get local retailer contributions)</i>
	Media schedule <ul style="list-style-type: none"> • Timing TBD based on rates, availability 	D&L Staff/ May be able to negotiate trade or non-profit rates	\$1,500–\$5,000/week depending on rate, time of year, etc. <i>(get local retailer contributions)</i>

* If funding available. Based on 2011 non-negotiated open rates. Better rates should be able to be negotiated at actual time of media buy.

Calendars and marketing timelines

Please note: this calendar assumes that a major town and trail event will be held in June. The dates of additional activities that relate to bicycling and trail/towpath use have been included for the second half of the year.

Sample Calendar of Events & Marketing Timeline (based on 2012 dates)

	Week 1	Week 2	Week 3	Week 4
January				
Marketing	Contact local business for possible event co-marketing, funding, sponsorship opportunities	Initiate Google Adwords campaign for biking	<ul style="list-style-type: none"> Begin event press release, media alert development (develop media list if necessary) Identify key stakeholders/officials for invitation 	
Events		Community Planning Breakfast for town and trail event	New Hope/Lambertville Winter Fall Festival (already planned for 2012, maybe include towpath tour for 2013)	
February				
Marketing	Begin Town & Towpath collateral development	Begin event web landing page and e-mail campaign development	Investigate and quote potential event giveaways	Investigate weblink sharing with other appropriate sites/organizations
Events		Community Planning Breakfast for town and trail event		
March				
Marketing	<ul style="list-style-type: none"> Event web pages go live Event press release distribution 	Begin event e-mail marketing campaign/ Facebook/Twitter	Complete collateral development/ giveaways	<ul style="list-style-type: none"> Event e-mail #2 Facebook/Twitter
Events		Community Planning Breakfast for town and trail event		Spring Fun Ride on the D&L Landmark Towns Trail

	Week 1	Week 2	Week 3	Week 4
April				
Marketing	Contact radio stations and begin negotiations	<ul style="list-style-type: none"> • Event e-mail #3 • Facebook/Twitter 		<ul style="list-style-type: none"> • Event e-mail #4 • Facebook/Twitter
Events		Community Planning Breakfast for town and trail event	<ul style="list-style-type: none"> • Earth Week (April 16-April 22): • Send E-mail re: be friendly to the environment: Bike/Walk to Work 	<ul style="list-style-type: none"> • Earth Day (April 22) • Trail Appreciation Day • Spend a Day on the Trail
May				
Marketing	Begin newspaper and radio spot development, reserve newspaper space	<ul style="list-style-type: none"> • Event e-mail #5 • Facebook/Twitter 	Newspaper and radio campaigns begin	<ul style="list-style-type: none"> • Event e-mail #6 • Facebook/Twitter • Newspaper and radio campaign
National Bike & Fitness Month	Bike Rodeo & Demo Day	Community Planning Breakfast for town and trail event	<ul style="list-style-type: none"> • Bike to Work Week (May 14-18) • Bike to Work Day (May 18) • World-wide Ride of Silence (May 16, 2012) 	
June				
Marketing	<ul style="list-style-type: none"> • Final event e-mail • Facebook/Twitter • Media Alert distribution • Newspaper ad • Radio spot 	<ul style="list-style-type: none"> • Media follow-up • Facebook/Twitter • Newspaper ad • Radio spot 	<ul style="list-style-type: none"> • Media follow-up • E-mail thanks to participants/volunteers, etc. • Website/Facebook/Twitter updates 	
Events	National Trails Day	town and trail event		
July				
Marketing				
Events				Summer Sips: Brew and Bike Tour
August				
Marketing		Attend community events (including those in other communities) to promote Fall events in the Landmark Towns		
Events				

	Week 1	Week 2	Week 3	Week 4
September				
Marketing				
Events			<ul style="list-style-type: none"> • Bridge Ride • Harvest Day (Yardley) 	
October				
Marketing				
Events		<ul style="list-style-type: none"> • Fall Foliage Ride • Historic Bristol Day 		<ul style="list-style-type: none"> • Canal-o-Ween • Haunted town and trail Tour
November				
Marketing				
Events		Tails & Trails event		
December				
Marketing				
Events	D&L Holiday Happy Hour		D&L Holiday Happy Hour	

Branding of the D&L Landmark Towns Trail

Objectives

- Develop graphic branding to increase consumer awareness of the D&L NHC in the four Landmark Towns and promote the D&L Landmark Towns trail as a great place to bike and hike
- Create a logo that can be used for specific trail-related bike and hike events
- Concept collateral pieces such as brochures, posters and T-shirts/bike jerseys, to be used to create more awareness during bike tours and events
- Apply branding to the kiosk graphics to be displayed on the D&L Landmark Towns Trail and in the Landmark Towns in accordance with the previously published Strategic Wayfinding Plan

Recommendations

Round 1

After collecting data from the brainstorming meeting and the first public meeting, the first round of brand ideas was presented based on the possible names and taglines generated from the subcommittee and the public meeting.

Concepts 1-6

The following concepts were designed to create excitement for the consumer, informing them that in the four towns along the river, there is a trail that connects from town to town. Icons such as the abstract bikes, spokes, the curving path, and the common “bridges” to all four towns were explored.



Concepts 7-9

Concepts 7-9 explore the possibility that there should be one general brand for bike paths of this nature in the Bucks County area, with the intent to strongly sub-brand the specific towns (i.e. naming each trail in the tagline either by a number or an actual name). This would allow the joint use of marketing dollars and other resources such as websites and blanket newspaper advertising, while still having the ability to market specific “rides” in specific areas. This concept has the benefit of creating increased awareness of bicycling in the whole County, while still having the ability to tailor it to a specific community. The idea of discussing this with the Bucks County Conference and Visitors Bureau was brought to the table.

7



8



9



Round 2

The main goal of Round 2 was to create a design that would relate more closely to bicycling events and that could be adapted as necessary to different events and uses (e.g. for give-aways). After feedback from Round One, the decision was made to focus specifically on the Landmark Towns D&L Trail rather than biking in the county as a whole. No favorites for taglines were given.

The design for the icon should focus more on the trail itself or on the bicycling events connected to the economic enhancement of the four towns, depending on the emphasis given to the different components of the design. Direction was given that the icon of the bike be more casual—rather than a “road bike”—and this has been done in all of the concepts below.

Concepts 1-4: greater emphasis on Landmark Towns biking events

It is difficult to know whether the target market would know that D&L means Delaware & Lehigh, as opposed to the Canal towpath. It was suggested that the canal bridge (common to all four towns), be explored more graphically to tie the towns together. The curved path was still a likable icon.

1.



**Landmark Towns
D&L Trail**

bikable • walkable • lovable

2.



bikable • walkable • lovable

In Concepts 3 and 4 below, the phrase “Ride the...” could easily be changed to “I rode...” in marketing messages for items given at the completion of events. This personalization would help to promote the area and encourage a sense of ownership and pride in the area. One could envision residents driving around with car magnets, or wearing caps, wristbands, or other items that would function as free advertising for not only events but also the towns themselves.

3.



4.



Concepts 5-6: greater emphasis on the D&L NHC



The D&L NHC has established multiple sub-brands that are related to their main logo. This is also an avenue that can be taken, by modifying either the D&L or the Landmark Towns established logos for continuity.

Pros and cons: Although this approach may reinforce the established brand efforts of the D&L, it is not as solid as an overall brand for Landmark Towns bicycling events, and may not resonate as much as previous options with the target market, or help differentiate the desired events.

Regardless of which logo is chosen to represent the brand, a concentrated effort is required to promote and increase brand awareness among the target audience, which will fulfill the goals of proper branding and create the best overall success for the project itself.

5.



6.



Delaware & Lehigh Trail
Bike Walk Explore

Overall Event Strategy



This year more than 43 million Americans will participate in the sport of bicycle riding

The primary purpose of having D&L Landmark Towns events is to promote, encourage and stimulate economic development in the four Landmark Towns, Bristol Borough, Morrisville, New Hope and Yardley. There are several types of events that can and should take place under the supervision of the D&L and with the active support of the towns.

Three types are presented in this report: awareness events, educational events, and the major town and trail event. Each type of event will help further promote the D&L and the Landmark Town(s) that participate in the events.

A calendar of events has been compiled and included with this report. It is meant to be a guide for future planning, with the understanding that each event can and should be executed to the best of the abilities of the D&L and Landmark Towns given personnel and financial resources.

The events should be integrated with the appropriate marketing to encourage and promote maximum local and tourism traffic. Wherever possible, the marketing and event recommendations were integrated.

However, for more detail, please refer to the recommendations in the Marketing Strategy above for how to properly promote each event.

Awareness and educational events

The purpose of the awareness and educational events is to generate knowledge and community involvement in regards to the purpose and initiatives of the D&L Landmark Towns. These events are more like activities and do not necessarily require an extensive planning process. They can be executed in a 2–3 month time frame, depending on how involved the activities are. Each event is expected to have no more than 20–30 people participate. Educational events should be at no cost to the public, especially for the Bike to Breakfast and the Bike Safety Demonstration. Because the rides may have some costs associated with them and to ensure participation, it may be appropriate to charge a small participation fee of \$25.00 per person.

The events/activities should include formal and informal community planning meetings to assess the level of acceptance and support of the general community and the willingness of local businesses to assist with the efforts of the D&L NHC and the Landmark Towns. The activities/events will also offer local trail businesses the opportunity to showcase their products and/or services during the various scheduled activities.

These events can include:

- a **“Bike to Breakfast” (during Bike to Work Week)** campaign where local establishments that serve breakfast can host a volunteer from the D&L NHC or the Landmark Towns who can provide information about the trail and possibly offer a coupon or discount to people who “bike to breakfast” to the local establishment. Those who participate in the activity will be able to learn more about the trail and get information on how to support it as well as upcoming events.
- a **Bike Safety Demonstration (a.k.a. Bike Rodeo)** activity where the local police department and bike retailers can give information and demonstrate bike checks for safety. This type of event is good to do on a Saturday/Sunday in the spring or during an already-scheduled Town Festival Day or Community Day.
- a **Happy Hour (“Summer Sips” or a “Bike and Brew Tour”)** at a local establishment where attendees can get more information regarding the Landmark Towns, as well as register for special events including the bike and hike event. These can be done anytime of the year.



ECG event in Bristol, October 2011

Additional events might include a Spring Trail Ride, a Historic Hike, a Fall Foliage Ride, a Covered Bridge Tour, a Haunted Towns and Towpath Tour, and a Tails and Trails event. See the Calendar of Events for an appropriate time to schedule each of these events. The calendar is designed to give the D&L NHC and the Landmark Towns a feel for a good week to conduct each event. However, before a date is set in stone, consult all community calendars and make sure that the event is not competing with another local event or larger community event, as it will detract from the participation at your event.

Some marketing and promotion will have to take place in order to make the community at-large aware of the events and encourage participation. Additionally, any of the Landmark Towns that are participating will want to see that the D&L NHC is actively promoting the event and highlighting it. Make sure the corresponding town liaison and local businesses are copied on promotional material in which they are included to provide evidence of active marketing.

To market these events inexpensively, take advantage of existing websites, the Bucks County Conference and Visitors Bureau online calendar, and Bucks County Alive, in addition to the existing D&L NHC and Landmark Towns e-mail marketing efforts. Community Days, both in the Landmark Towns and in surrounding communities, are good places to promote educational events and the Delaware Canal. Take full advantage of social media opportunities. The D&L NHC and Landmark Towns websites are currently linked to Facebook and Twitter.

Landmark Towns town and towpath bike/hike event

There are additional things to consider when planning these events, especially the rides, including public safety, permits and insurance. For more information about planning the events, please refer to the section on *General Event Logistics* and the *Event Checklist*, which together provide a comprehensive overview on planning a bike/hike event.

The purpose of creating an annual bike/hike event through the Landmark Towns of Bristol Borough, Yardley, New Hope, and Morrisville is to enhance tourism within the Landmark Towns, as well as to promote the existing and improved bicycle trails throughout the four towns. In order to start planning such an event, a committee should be formed and it should decide upon a date that does not conflict with other town and community projects, as well as one that does not conflict with other bike/hike projects within the Greater Philadelphia region.

The date and length of time for the event greatly impacts its registration, logistics, and success. The committee should appoint a representative who will serve as a contact to state and local authorities (PennDOT and local municipalities). This representative would assist with the process of finalizing the event route(s), determining the need for street closures, and the planning of event logistics.

The event can be completed in a variety of ways, ranging from a one-town event that focuses on the attractions of each town, to a bike/hike trail ride that connects all four Landmark Towns.

Please note that the activities described below are designed to show options for events with a recommended course of action, rather than a final plan of execution. The events are based on similar events held on other trails, but have been tailored to the four Landmark Towns.

Initial town and towpath event options

The following options are appropriate for consideration as the first event for the Landmark Towns. Each of the first three options has been designed to be a stand-alone first-time event, starting with the smallest and most manageably-sized. The second and third options are larger and more complex in their administrative and organizational requirements; the third option suggests what in an “ideal world, one day in the future, we would like our event to look like.”

Budgets for these three options (included in the *Sample budget* section) are based on the assumption that most services would have to be purchased, and include costs for all anticipated services, items, and equipment.

The budget for Option 4, in the *Sample budget* section, presents figures for a less elaborate event and has removed costs that may be deemed not essential for an initial ride. It also assumes that many items and services will be donated. Option 4 is not a specific bike/hike event; it is a scaled-down approach most appropriate for the simplest event—the one-town and trail loop.

The bicycle-friendly business districts in Long Beach, CA provide a model of how to encourage cycling without adding infrastructure. Local businesses see bike access as a boon for local shopping and dining....Community bike rides, free bike repairs, bike valets at local events, and other programs have brought a flood of new customers into participating stores

dc.streetsblog.org/2012/03/23/why-bicyclists-are-better-customers-than-drivers-for-local-business/

OPTION 1: One-town and trail loop bike/hike event

The purpose of a one-town ride is to celebrate the attractions and towpaths in one of the four Landmark Towns. Each town has a unique history and culture that should be celebrated individually. The loop of the ride will start with registration and a small vendor/sponsor fair, and end with a street fair that allows local businesses and organizations to display their information. A ride or walk of any one town towpath—New Hope, Yardley, Morrisville, or Bristol Borough—is an achievable endeavor that still showcases the uniqueness of a Landmark Town, and will still attract tourism into the community. This event can be tied into an already existing town festival or community day, or can be a stand-alone event that the D&L NHC and Landmark Towns hold in the spring, summer or fall.

Logistics

The event should have a formal registration process, including online, paper and day-of registration options. Participants would be required to sign-in at the beginning of the event. If it is a morning event, we suggest an 8:00 am starting time; if it is an afternoon event, we suggest noon. Riders will receive a registration bag containing a map of the trail route, information on local businesses, attractions and public restrooms, a water bottle with a sponsor logo (if possible), and literature from each organization that may choose to sponsor the event. Sponsoring organizations are given booths/tents with which to display their literature and showcase their merchandise. Selling booth space around the registration tent to local non-sponsor retail establishments should also be considered.

If possible, anyone participating in the trail rides should be able to get a bike safety check performed by a sponsoring local retailer and/or the local police department. The bike rides should have staggered start times due to the size constraints of the trail. Rides should begin a half hour after registration and be staggered every 30 minutes. The rides can be broken down into fun/leisure rides, a family fun ride and educational rides where trail educators ride with the group. During the ride, Support and Gear (SAG) trucks/tents should be available to assist riders with any issues they may have with their bikes and/or equipment. Additionally, local police and EMS should be on-hand to assist with emergency situations. If there are bike patrol officers who can ride the trail throughout the day, they should monitor the trails as well.

The trail walk should begin after the bike rides have started and follow the same path as the bike ride. Walkers would be given a map of notable attractions and businesses along the way and be encouraged to explore the town(s).

Alternatively, and for safety reasons, the D&L NHC and Landmark Towns may choose to implement a non-towpath trail for the bike riders since the trail is not conducive to large crowds of walkers and bikers. It is recommended that an alternate street route that parallels to the towpath be used.

Closing ceremonies

To conclude the day's activities, a closing ceremony would be a fitting end to a great day of activity. It provides an opportunity to thank the participants and organizers as well as give one last occasion to recognize the event sponsors. This would also be a good time for a street fair, which would allow local businesses, including dining

facilities, trail businesses, bike retailers, historical/non-profit organizations, etc., to display their literature and/or merchandise. *Note:* Fair locations needs an area of at least 5–6 sq. feet per person, adequate parking space to accommodate all riders/guests, and space to construct a stage and booths/tents. The fair should include entertainment such as local bands/musicians, face painting, fireworks, etc.

Analysis for Option 1 event by town

New Hope

New Hope has a total area of 1.4 sq. miles, and is located at the confluence of the Delaware River and Aquetong Creek. Compared to the other Landmark Towns, New Hope's tourism industry is more developed and vibrant. The town already attracts bikers and tourists to its historic shops and trails.

A one-town ride through New Hope should focus on its bustling historic district, as well as its art and theater scene. Notable buildings/attractions include the Bucks County Playhouse, which has a rich history and scenic view of Aquetong Creek, the Parry Mansion, the New Hope & Ivyland Railroad, and the mule-drawn canal barge ride (currently not operating).

Yardley

Yardley's history dates back to 1682; it has been linked to George Washington's Delaware River crossing during the Revolutionary War, and was a safe haven for the Underground Railroad during the Civil War. In order to host a town and trail bike/hike event in Yardley, we recommend showcasing South Main Street, where one can find various examples of Second Empire, Queen Anne, and Victorian Gothic architecture. Notable buildings/attractions include the Continental Tavern (a station for the Underground Railroad); Lake Afton, a man-made pond in downtown Yardley; the historic district on Canal Street; and the Yardley Golf Club.

Morrisville

Morrisville, with a total area of 2.0 sq. mile, is located at the falls of the Delaware River. Notable buildings/attractions in this area include a scenic riverfront levy, a riverfront preserve, and Summerseat, which once served as George Washington's headquarters, and which is currently the home of the Historic Morrisville Society.

Bristol Borough

Bristol Borough is the southern terminus of the Delaware Canal and the Delaware and Lehigh Trail, and is the oldest town in Bucks County. Its Delaware River waterfront resembles a New England seaport, and many events are hosted at the river's edge. Notable buildings and attractions in Bristol Borough include the Radcliffe Street Historic District, the Margaret R. Grundy Museum, the Bristol Riverside Theater, the Bristol Cultural and Historic Foundation, and the nearby Silver Lake Park and Nature Center (in Bristol Township).



ECG event near Morrisville, October 2011

OPTION 2: Town-to-town bike/hike event

The purpose of a town-to-town ride is to showcase the historic and cultural attractions of two of the Landmark Towns, while allowing riders to travel down the D&L Landmark Towns Trail to get from one town to the other. Riders would

begin the day with registration in one town, and end with a closing ceremony and fair in the other town. We suggest that this event use the towpaths between New Hope and Yardley or Yardley and Morrisville, as there are some impediments to the trail between Morrisville and Bristol Borough that could discourage some riders and walkers.

Logistics

Registration will take place at the beginning of the route. We suggest that the event registration begin at 8:00 am; if it is an afternoon event, we suggest noon. Riders will receive a registration bag containing a map of the trail route, information on local businesses, attractions and public restrooms, a water bottle with platinum sponsor (a level of event sponsorship) logo, and literature from each sponsoring organization. Sponsoring organizations or companies should be given booths/tents in which to display their literature and showcase their merchandise. It may also be worthwhile to consider selling booth space around the registration tent to other local retail establishments.

If possible, anyone participating in the trail rides should be able to get a bike safety check performed by a sponsoring local retailer and/or the local police department. The bike rides should have staggered start times due to the size constraints of the trail. Rides should begin a half hour after registration and be staggered every 30 minutes. The rides can be broken down into fun/leisure rides, a family fun ride, and educational rides where trail guides/docents ride with the group. Additionally, organizers may wish to develop a separate on-road itinerary to accommodate “thin tire” riders who prefer road to trail riding.

During the ride, support and gear (SAG) trucks/tents should be available to assist riders with any issues they may have with their bikes and/or equipment. Additionally, local police and EMS should be on-hand to assist with emergency situations. If there are bike patrol officers who can ride the trail throughout the day, they should monitor the trails as well.

The trail walk should begin after the bike rides have started and follow the same path as the bike ride. Walkers would be given a map of notable attractions and businesses along the way and be encouraged to explore the hosting towns.

Alternatively, and for safety reasons, the D&L NHC and Landmark Towns may choose to implement a non-towpath option for bike riders, since the trail is not conducive to large crowds of walkers and bikers. It is recommended that an alternate street route that parallels the towpath as much as possible be used. See the *Proposed alternate on-road route to avoid Rt. 32/River Road* graphic below for viable options for the bike riders.

Closing ceremonies

To conclude the day’s activities, a closing ceremony at the final destination town would provide a fitting end to a great day of activity, as well as an opportunity to thank the participants and organizers and recognize the event sponsors. A street fair that allows local businesses, including dining facilities, trail businesses, bike retailers, historical/non-profit organizations, etc., to display their literature and/or merchandise would be an ideal accompaniment to the ride. *Note:* Fair locations need an area of at least 5–6 sq. feet per person, adequate parking space to accommodate

all riders/guests, and space to construct a stage and booths/tents. The fair should include local entertainment and fun activities.

Analysis for Option 2 event by different town-to-town routes:

Yardley/New Hope

The trail between Yardley and New Hope can be broken into three distinct routes: from New Hope to Bowman's Hill, from Bowman's Hill to Washington Crossing, and from Washington Crossing to Yardley. This route has a total distance of 11.0 miles. The entire trail is completely open and improved. A recommended on-road route for "thin tire" bicyclists is discussed below.

Trail attractions

- New Hope Canal Mule Barge Ride
- Historic Downtown New Hope
- Bucks County Children's Museum
- Bucks County Playhouse
- Parry Mansion
- New Hope and Ivyland Railroad
- Bowman's Hill Wildflower Preserve
- Crossing Vineyards and Winery
- David Library of the American Revolution
- Washington Crossing Historic Park
- Garden of Reflection

Bristol Borough/Morrisville

The trail between Bristol and Morrisville is 9.1 miles in total length. The main trail access points in Morrisville are located at Trenton Avenue near the Calhoun Bridge and Bridge Street at Mill Pond. Parking, restrooms and picnic facilities are available nearby. Trail access points in Bristol can be found at Edgely Road, Bristol Lagoon Park (however, the parking lot east of the Lagoon is not specifically for Trail or Lagoon users), the Railroad Station Parking Lot (Prospect St. at Washington and Jefferson) and downtown Riverfront Park. Parking is available at each access point except the Lagoon Park. The Falls Township Community Park has an access path from its facilities to the towpath.

There are significant issues, however, with trail obstructions on this route. Appropriate safety precautions should be taken where event participants must detour from the trail. Preliminary routing recommendations for on-road bicyclists to bypass these obstructions are discussed below.

Trail attractions

- Bristol Cultural and Historical Foundation
- Historic Downtown Bristol Borough
- Historic Morrisville
- Margaret R. Grundy Museum
- Summerseat (Historic Morrisville Society)
- Pennsbury Manor (not in the Landmark Towns, but a possible stop for a longer on-road cyclist route)
- Silver Lake Nature Center (not in the Landmark Towns, but a possible stop for on-road cyclists)

OPTION 3: Landmark Towns four-town full trail bike/hike event

The purpose of the Landmark Towns ride is to connect all four Landmark Towns in one event using the D&L Landmark Towns Trail. It is the grandest of the three town and trail bike/hike options and features all of the attractions of the trail, as well as those of the individual towns. The event description below assumes that routing difficulties for the Bristol Borough to Morrisville leg of the event have been worked out. If necessary, the event may have to be reconfigured in a northbound direction. A proposed on-road route is included in the graphic *Proposed alternate on-road route to avoid Rt. 32/River Road*.

With a bike/hike that connects all four towns in one day, there are several staging options.

Continuous ride

All bikers/hikers will begin with registrations in New Hope, continue to Yardley and Morrisville, and end in Bristol Borough (if possible) for the major closing ceremony and fair. Each town would have a shuttle stop where hikers can get on and be dropped off at any of the other three towns.

Staggered

With the exception of registered elite riders (those riding the entire trail length of 24.3 miles) and on-road riders, both of whom would be required to register in New Hope, each town would have a separate registration for hikers and family fun riders so they can start and stop in the towns of their choosing. Each town would have a shuttle stop where hikers can get on and be dropped off at any of the other three towns, ending with the closing ceremony and fair in Bristol Borough.

Separated

With the exception of registered elite trail riders (those riding the entire trail length of 24.3 miles) and on-road riders, both of whom would be required to register in New Hope, the bike riders would ride on a separately-defined trail that may include a street path. This will ensure that the riders and walkers each have a safe path to travel and would encourage participation from riders and walkers of different experience levels. Each town should have a shuttle stop where hikers and bikers can get on and be dropped off at any of the other three towns.

Logistics

We suggest that the event registration begin at 8:00 am; an afternoon event could begin at noon. Riders would receive a registration bag containing a map of the trail route, information on local businesses, attractions, and public restrooms, a water bottle with sponsor logo, and literature from each sponsoring organization. Sponsoring organizations or companies should be given booths/tents in which to display their literature and showcase their merchandise. Booth space around the registration tent could be sold to local non-sponsor retail establishments.

If possible, anyone participating in the trail rides should be able to get a bike safety check performed by a sponsoring local retailer and/or the local police department.

Whatever staging option is chosen, trail bike rides should have staggered start times due to the size constraints of the trail. Rides should begin a half hour after registration and be staggered every 30 minutes. The rides can be broken down into fun/leisure rides, a family fun ride, and educational rides where trail guides/docents ride with the group. During the ride, Support and Gear (SAG) trucks/tents should be available to assist riders with any issues they may have with their bikes and/or equipment. Local police and EMS should be on-hand to assist with emergency situations. Bike patrol officers, who can ride the trail throughout the day, would ideally monitor the trails as well.

The trail walk should begin after the bike rides have started and follow the same path as the bike ride. Walkers will be given a map of notable attractions and businesses along the way and be encouraged to explore each town they visit.

For safety reasons, the D&L NHC and Landmark Towns may choose to implement a non-towpath option for bike riders if the separated staging option is not chosen, since the trail is not conducive to large crowds of walkers and bikers simultaneously. It is recommended that an alternate street route that parallels the towpath be used. See the recommended routes in the *Proposed alternate on-road route to avoid Rt. 32/River Road* graphic as viable options for bike riders.

Closing ceremonies

As with the other two options, a closing ceremony and street fair would be a fitting end to the day. Only one town should host. Each town should be given a list of closing ceremony event criteria to determine if it can accommodate the ceremonies. The list of criteria should include the number in attendance, the space required to hold the ceremony and street fair, the audio-visual requirements, the number of volunteers needed to execute the ceremony, a draft timeline from set-up through breakdown of the ceremony, and any other information needed to make an informed decision about being able to accommodate the closing ceremony.



Event tents on Radcliffe Street in Bristol

Once the towns have decided whether or not they can accommodate the ceremony, there are a few options to consider for choosing the host town. The first option is a random drawing to determine the host community.

The second option is to use the list of criteria above as an application process and pick the town that can best accommodate the closing ceremony. This requires more effort, but will provide both the D&L NHC and the Landmark Towns with an opportunity to objectively evaluate capabilities and to make a conscious and carefully considered decision, rather than a random pick.

The third option is appropriate for a ride that starts in one town and ends at the fourth town. Depending on the course that is chosen, the closing ceremony should be at the end of the event ride. This would be determined in the early planning stages and should incorporate the criteria listed above to ensure that the town at the end of the ride can safely and adequately accommodate the ceremony.

Finally, should all the towns want an opportunity to host the closing ceremony, we recommend that there be a rotating schedule so that each town that desires to host would have the opportunity to do so.

Event timeline/ planning calendar

This timeline is based on a yearlong plan in conjunction with overall PR & marketing. It is suggested that when a four-town event is planned, the planning process should begin at least a year in advance. Its recommendations, however, can be adapted for an event of any scale.

Sample Event Timeline

12 months before event

- Select chairman, steering committee
- Recruit subcommittee members
- Set event budget
- Set and confirm date, time and place
- Determine goal of event and event name
- Decide on event logo
- Begin work on promotional materials

8 months before event

- Approach corporate and media sponsors
- Confirm sponsors

4-6 months before event

- Prepare media materials, PSAs, posters, brochures, banners, etc.
- Reserve equipment rentals, confirm facility fees and permits
- Contact health organizations to provide health screenings and information
- Recruit local celebrity (politician or sports figure) as honorary event spokesman

3 months before event

- Distribute PSA's to radio and TV stations
- Recruit entertainment, school bands, musical groups, children's activities
- Confirm food, snacks, and water stations
- Distribute event brochures and posters in community
- Begin recruiting volunteers for day of event

2 months before event

- Order T-shirts and prizes or have them donated
- Order participant numbers
- Continue recruiting volunteers for day of event

6 weeks before event

- Begin running promotional articles and PSA's
- Set up interviews for newspapers, TV and radio
- Prepare site signage: information, check-in, first aid, start/finish, and volunteer check-in
- Reconfirm ALL commitments
- Make a dry run through of event course

1 month before event

- Begin media blitz: TV and radio talk shows
- Submit community events and advertisements to newspapers
- Communicate to local businesses affected by the course

1-2 weeks before event

- Communicate to local businesses affected by the course with any updates
- Contact media for day of event coverage
- Complete participant registration list
- Put together participant packets
- Pick up t-shirts and prizes

Day of event

- Set up course markers with cones, roadblocks and start/finish line
- Set up tents
- Set up registration table
- Organize packet pickup by alphabet
- Mark off parking areas
- Set up public announcement system
- Post signage for all areas
- Set up stage area
- Direct photographer to appropriate location
- Layout electrical extension cords
- Mark off children's activity area
- Set up refreshment area
- Identify First Aid area
- Set up water stations
- Announce race start time (15 minutes prior to event)
- Start race
- Continue entertainment throughout event
- Thank sponsors throughout race
- Announce first participants to cross finish
- Thank participants for attending event
- Clean up site:* take down tables, tents, electrical equipment and organize trash disposal
- 1 week after event**
- Mail thank-you letters to sponsors, volunteers, and community partners
- Communicate final event participation count and amount of money raised to all sponsors
- Secure committee feedback and suggestion for next event
- Organize event binder for next year including suggestions and feedback

General logistics for any of the town and trail event options

The following is a general event logistics plan for planning any of the town and trail event options above. This plan can also be adapted and used for some of the smaller Awareness and Educational events outlined in Section III.

Registration

For registration, the following issues must be addressed:

Registration fees

Registration fees should be structured so that they allow the event to be at least revenue-neutral. Some sample budgets have been included in this report to help illustrate what the registration pricing should look like. We recommend that registration prices be kept low to encourage rider/walker participation, and suggest a multilevel price structure for adults, children, riders and walkers.

The following challenges will need to be tackled in the course of event planning:

- finding the right registration price to aid in covering your expenses, and not knowing the exact number of participants
- policing registrations for an event that is open to the community-at-large in a public setting where there will be additional people who may participate but not register.

Online Registration Options

As part of the event design, offer an easy way for people to register, as well as track the metrics for the event. We suggest that the primary method of registration revolve around an online platform.

The D&L's existing website, linked to that of the Landmark Towns, can track and manage registration for an event like the town and trail bike/hike event. For budgetary reasons, we recommend this as the first option.

However, if there are extenuating circumstances or additional unforeseen costs, we recommend the use of an online event registration site such as Eventbrite (www.eventbrite.com) that can provide all the backend services needed for a large scale event and can be integrated into the existing website with little or no cost to the D&L.

Paper Registration Options

In addition to an online registration option, there should be a paper option for registration. An 8½" x 11" flyer should be produced to be available to the D&L Landmark Towns constituency, and should be given to local business and civic establishments that are supporting the event for distribution to the customers and patrons who frequent them. The flyers can also include tear-sheets with online registration information

Comparing Registration Options

Name	Event Brite	Active.com	Acteva	Signmeup.com	Bikereg.com	Custom Software
Fee (% of ticket price)	\$0.025	6.5% + \$1/transaction	4-6% depending on ticket price	6.5% + \$1/transaction	<i>sliding scale:</i> 2.4-4.6% for \$10-100 tickets	0
Minimum fee per ticket	\$0.99	\$3.00	none	none	none	none
Maximum fee per ticket	\$9.95	none	none	none	none	none
Setup Fee	0	0	depends on services selected	0	0	significant start-up costs
Options for fees	paid by attendees or included in ticket price	paid by attendees or included in ticket price	paid by attendees or included in ticket price	paid by attendees or included in ticket price	paid by attendees or included in ticket price	credit card processing fees paid by org
Option to use your own merchant account	no	no	yes	yes	no	yes
How you get paid	anytime through PayPal or Google Checkout	check every 2 weeks	check every month	daily or monthly electronic funds transfer	check every month or upon request	direct deposit into account depending on merchant solution
Minimum before they send you payment	NA	none	none	none	250	NA
How they get paid	monthly invoices	deduct fees from registration income	deduct fees from registration income	deduct fees from registration income	deduct fees from registration income	merchant solution deduct fees
Pay by check option	yes	no	yes	yes	no	yes
Mail in registration option	no	no	yes	no	no	yes
Phone registration option	no	no	yes	no	yes	yes
Fax registration option	no	no	yes	no	yes	yes

Event marketing and communication

This portion of the planning process is critical to having a successful event. We understand that resources are limited; however, without proper marketing and promotion, turnout may be less than optimal.

There are several things to consider before marketing the event. First, develop a name for the event. It should incorporate the name of the D&L NHC and the Landmark Town which are producing the event to assist with the branding and marketing already in place for the D&L NHC and Landmark Towns. The name should be general enough that it can be used again if the event is repeated.

Second, consider the financial and manpower resources available for promoting this event. With limited resources, consider a marketing lead-time of about one year. This will enable the D&L NHC to get the event placed on individual and community calendars a year in advance. Then, provide e-mail updates, newsletter reminders and announcements at civic/community meetings on a monthly basis throughout the year.

To assist with event promotion, two timelines have been included with this report: a *Sample Calendar of Events*, a six-month plan based on an event held in June, and an *Event Timeline Planning Calendar* based on a full-year plan and designed in conjunction with overall marketing and PR efforts. Both calendars are adaptable to existing budget constraints and should be used as checklists to ensure that promotion of an event is on schedule. (More complete marketing ideas are included in the marketing section of this report.)

Promoting the event with websites and social media

An important component and low-cost option for promotion of the town and trail event is online presence. Existing websites, community websites and social media tools should be used to their full extent. Some actions involve things that have already been paid for, and others are free.

Once the marketing strategy, logo and flyers for the event have been fully developed, they need to be posted and updated regularly. All marketing collateral should be in electronic format including .pdf and .jpeg files for easy uploading and e-mail distribution. The websites www.landmarktowns.com and www.delawareandlehigh.org should also be regularly updated for Landmark Towns events. The events should be submitted to the Bucks County Conference and Visitors Bureau and Bucks County Alive (<http://buckscountyalive.com>), which send out weekly updates on what's happening in Bucks County. Additional online calendars to which events may be submitted include www.Philly.com and www.PhillyBurbs.com. The following websites promote walking and biking events: Bicycling.com, BringFido.com, Alliance for Biking and Walking, National Center for Biking and Walking, League of American Bikes, America Bikes, America Walks, Association of Pedestrian and Bicycle Professionals, American Trails, and People for Bikes.

The D&L NHC and the Landmark Towns have already taken advantage of the free social media market with links to FaceBook and Twitter. Although less popular, MySpace and FourSquare should also be considered. They should be

general pages under the Landmark Towns of Bucks County and linked back to the D&L website.

Finally, existing blogs should be used to maximize publicity for new events by linking to Networked Blog (www.networkedblogs.com/). Every time the blog is updated, it will automatically feed into any social media account linked to it. The most common portals are FaceBook and Twitter. Blogging provides the opportunity to reach not just a local market but a regional and national market as well. Good topics to blog about are the events that the D&L NHC is planning in each of the Landmark Towns, all of the notable calendar dates that affect the mission and purpose of the D&L NHC such as Earth Day, Bike to Work Day, National Trails Day, and any relevant information that the D&L NHC wants to disseminate about the organization and the Landmark Towns .

Print marketing and collateral material

Even though we live in a day in which most people live and breathe online information, there is still a strong segment of the population that gets its information from print. Again, once marketing materials for the town and trail event are available, strategically place articles and ads in the Bucks County local and regional newspapers and bike/hike publications that keep a calendar of events.

Additionally, create printed collateral such as postcards, posters, flyers, and registration brochures that can be mailed to constituents, distributed to each of the towns for distribution to local business as handouts, and to any participating business in the town and trail event to encourage event promotion and participation by their customers and communities.

This information should get out to the public as soon as it is ready, or as established by your marketing plan. (See the overall marketing section for more recommendations.)

Radio marketing

If the budget allows or an opportunity is presented to promote the event through a television or radio spot, this should be considered. Radio spots are probably more effective. Again, see the marketing section for more on television and radio spots.

Additional considerations

Insurance and permits

For any of the town and trail event options being considering (or any event for that matter), it is essential to have the proper insurance for the event. This can include one-day special event insurance, general liability insurance and even race insurance, depending on how the event is structured now or in the future. It is the consultant team's understanding that there is a general liability policy in place and that additional insurance can be added on for each event at little or no cost to the D&L NHC and the participating towns.

Additionally, the D&L NHC and participating towns will need to make sure that all necessary permits have been obtained for the event. This can be done through collaboration with the town(s) that are participating in the town and trail event.

Permits may be needed for the actual event for street closures, use of public spaces, and food sale/service during the event. Each town, Bucks County, and the Commonwealth will have rules and regulations requiring compliance that should be verified once planning has commenced.

Finally, event organizers must be in compliance with all ordinances for sound/noise, public health and safety, and traffic. Each town that is participating in the event should be able to supply a list of the ordinances, permits and insurance required to execute the event legally in their town.

Police and EMS presence

For the town and trail event, each town should be responsible for notifying its local police department and EMS services that the event is occurring. For health and safety reasons, police and EMS should be available throughout the day for any health concerns and/or emergencies.

If the local police have a bike patrol, it is recommended that they ride with the event participants throughout the day to ensure adequate response time should there be an emergency situation or the need for immediate medical attention.

There should also be a Police/EMS station in every participating town for the event that can serve as a lost and found, health check station, and security station for the event. It should be located near the registration station and/or in the center of the town activity and should be easily locatable by the attendees.

Finally, if the event is taking place on any roads that are under the jurisdiction of the Pennsylvania Department of Transportation or Pennsylvania State Police, the D&L needs to ensure that the proper state agencies are aware of the event and given the opportunity to make sure their officers and/or EMS services are available for the event.

Event entertainment

Most events have some sort of entertainment component associated with them. For the first town and trail event, consider having a local DJ or radio station on-site to provide music or broadcast live from the event. In the future, should the event become more like a town and trail festival event including the bike/hike, organizers will want to consider bringing in local entertainment such as performance artists, local bar/school bands and kid-friendly activities such as face painting or moon bounces. If the event becomes an all-day affair, consider end-of-event activities such as fireworks or a concert.

For entertainment on the trail, consider including educational specialists who can provide information about the various things they are seeing to hikers and riders as they walk/ride the trail.

Additional awareness and educational event possibilities (existing and potential)

Spring Ride on the D&L

Start the ride with a bicycle check and a bike maintenance education piece. Ride can originate in any of the towns where a bicycle shop is willing to be on site performing free maintenance.

Spring Bloom Ride

Start in Morrisville and ride to Bowman’s Hill Wild Flower Preserve. Start in the morning and tour the Preserve. Have lunch in New Hope at a local restaurant after which the ride would return to Morrisville with a break point bringing people off of the canal and into Yardley for refreshments and bike tune-ups.

Bike Rodeo and Demo Day

Have an educational training session with a League of American Bicyclists trained bicycle educator. This could be sponsored by a shop and a bicycle company that wants to showcase its new models.

Bike and Brew Fest

Starting at a trailhead, ride to a brewery or classic pub in another Landmark Town for lunch. The ultimate goal would be to have four rides in a month so that people could arrive in each of the Landmark Towns for relaxation, enjoyment, food and beverage. For instance, in week 1 start at a parking lot in New Hope and ride to Yardley; in week 2 ride from Morrisville to Bristol Borough on the on-road route. Week 3 could start in Yardley and ride to New Hope. Week 4 could culminate with the longest trail ride, from New Hope to Morrisville. However, this event should start with one ride and build from there. Consideration should be given to having van transportation available in the unlikely event of “over-indulgence.”

World Wide Ride of Silence, May 16th 2012

Create a ride of remembrance for bicyclists who have been killed. This ride should traverse one of the towns, with police control at intersections. Distance: approximately 5 miles. Time of day: evening, after rush hour, prior to dusk.

Bridge Ride

Sample the historic bridges of Bucks County with an afternoon ride that showcases the Calhoun Street Bridge, the Washington Crossing Bridge, and the New Hope free bridge. At each bridge there would be a rest stop. A historian at each location could describe the early

Food and beverages

A town and trail event is a great opportunity to encourage and promote local restaurants and specialty shops from each of the participating towns. The D&L can work with the towns to contract with local eateries and off-premise caterers to provide light fair and beverages for refreshment service throughout the event.

In the morning, bagels, muffins, doughnuts, coffee and juice are good things to have close to registration. Following the hike and ride, it is always a good idea to have snacks and lunch fair available to hungry participants. Pizza, hoagies, pretzels, sandwiches, chips, and other lunch foods are generally easy to obtain as either in-kind donations for sponsorship or at cost. However, this service should be generally free to the registered participants.

Additionally, if the hikes/rides are long paths, there should be water and snack stations set up every 5–10 miles so that walkers and riders can break and rehydrate. These stations can either be on the path or in the town(s) depending on what is determined to be the best location for them.

Another option for food and beverage can include carnival vending, where people will pay for their food and there is no cost to the D&L or the Landmark Towns. There should be a fee to participate as a vendor or a certain percentage of their day’s proceeds should be returned to the D&L and/or the town as a contribution.

The D&L NHC and the Landmark Towns will want to make sure that all food providers have the proper permits for food service and that everyone providing food and beverages is in compliance with state and county food service rules and regulations.

Tents and stations

Because this is an outdoor event, it is recommended that the D&LNHC and the Landmark Towns provide tenting for the following stations as a courtesy to those staffing the stations and for coverage from the elements: EMS stations; food/water stations; registration and closing ceremonies.

Tents can be rented from any number of rental facilities, including Tents & Events, Bucks-Mont Tent Rental, EventQuip, or Party Rental. Additionally, the D&L and the participating town(s) may have their own tents or relationships with tenting companies that they should use at least for the minimum tenting required.

Tables and chairs should be provided under each tent. The D&L and Landmark Towns should cooperate to provide the required number of tables and chairs if the towns have their own supplies. Otherwise, they can be rented from any party rental business.

transportation system and the importance of the bridge, past and present. Seek funding for this ride from the Delaware River Joint Toll Bridge Commission.

National Trails Day, June 2nd 2012

Develop a ride that would start in New Hope, continue to Yardley with a break point in town with water, light food and bike tuning, and end in Morrisville. Then return to New Hope with the rest stop now more centrally located at Washington Crossing.

Historic Architectural Treasures Ride

This event could be two rides on two consecutive weekends to draw additional participants. Choose 10 prominent structures in each town; there may be time to tour 1 or 2 in each town as well. Morrisville and Bristol could be one ride, and Yardley and New Hope another.

Patriots' Ride

Ride to the Revolutionary War sites along the canal, with a focus on the towns, also stopping at Washington Crossing Park and Bowman's Hill Tower.

Labor Day Lazy Ride

Ride downriver from New Hope to Morrisville with a stop in the Yardley business district. Continue to Morrisville and on-road to Bristol Borough. Have a late lunch at the King George II Inn and return to New Hope via trolley with a shuttle service truck for hauling the bikes.

Explore Bristol and Doo Wop into the Night

A family fun ride. Ride the trails of Bristol Borough and go to the Historic Bristol Doo Wop in the Park night.

Fall Foliage of the Delaware Canal Ride

Ride from Bristol Borough to New Hope, stopping at each town for a tantalizing bite and stopping at Pennsbury Manor or Bowman's Hill Tower. This would be a long ride, so a one-way and a two-way option should be available, with sign-up for the one-way allowed only in advance.

Haunted Towns and Towpath Tours

Walk the towns and towpaths during the month of October to see all the shops decorated for Halloween. Invite a historical expert to lead the tour and share all the spooky secrets of the towns and towpaths.

Canal-O-Ween Ride

Ride in costume from Morrisville to Yardley to see the jack-o'-lanterns. All bicycles must have front and rear lights; all road crossings should be staffed with police/volunteers.

Staging/audiovisual

When holding an outdoor event, being heard is always a challenge. A good public address system is important, especially for an opening address, public announcements, and closing remarks. The D&L NHC should first investigate what sound systems the participating town(s) have that can be supplied for the event. If there are none available, companies that specialize in outdoor sound services should be contacted for "all-weather outdoor sound."

For future events and with budgets permitting, the D&L NHC and the Landmark Towns may want to consider the addition of lighting and staging, especially if the event is held rain or shine.

Staff/volunteers

The number of staff and volunteers needed will depend on which events are chosen to produce, and the scope and size of each event. See the *Recommended Staff and Volunteer Direct Assignments* list of staff and volunteers.

We recommend that during rides there be at least 4 staff/volunteers riding with each group if possible.

Registration staffing: For registration, there should be two people per registration table and a minimum of four tables; one for pre-registered riders, one for on-site rider registration, one for pre-registered walkers, and one for on-site walker registration. This will help break up registration and keep things moving.

Budgets for the events are based on the understanding that the D&L NHC and the Landmark Towns will provide the primary staff for the event and that no outside planning and management company will be hired to help execute the D&L NHC/Landmark Towns events.

Additionally, the D&L NHC may wish to formally contract with the participating municipalities, specifically outlining what the D&L NHC will and won't provide and what the municipalities are expected to provide under the contract. Items that should be included are: volunteers, tables, chairs, sound equipment, tenting, negotiation with the local police and EMS services for presence at the event, a list of all permits, ordinances, and rules and regulations that the D&L NHC and participating municipalities must comply with in order to execute the event. This list is not exhaustive; other requirements may apply.

The D&L NHC would be responsible for drafting and submitting the agreement with the participating municipalities for their approval.

Recommended Staff and Volunteer Direct Assignments

The following jobs and assignments will be key to a successful event.

Job	Responsibility
Direct oversight and management of the event	D&L Staff
<ul style="list-style-type: none"> • Event Management Coordinator • Event Production Company 	<p>D&L Staff</p> <p>D&L Staff for now, but if budget permits an event production company is definitely recommended, so that the D&L staff can focus on the functioning of the D&L.</p>
Event PR & marketing	D&L Staff with the assistance of a marketing intern
Event registration management	through the online registration portal with the supervision of the D&L Staff with the assistance of a volunteer
Event Volunteer Chair(s)	Landmark Town(s)
Event Volunteer Working Committee	Landmark Town(s) and community
Event Volunteer Honorary Committee	prominent members of the retail and business community of Landmark Towns who are willing to lend their name/reputation to the event
Event Sponsorship Chair(s)	combined efforts of the D&L and Landmark Town(s)
Event Sponsorship Committee	combined efforts of the D&L and Landmark Town(s)
Community Liaisons	combined efforts of the D&L and Landmark Town(s)
Local Police & EMS	participating Landmark Town(s)

Costs of events

All events require funding to be produced. Sample budgets for all three town and trail event options have been included in this report. The budgets are based on bike/hike events that have been executed by other trail groups and current pricing on outside event staffing and rentals. (Several persons who were interviewed and who provided information about costs of comparable events have asked that their names not be made public.) These budgets are provided as guidelines and reflect costs that could be expected if services and necessary items are not donated and/or given at cost.

Based on discussions with the client, the consultant has estimated a \$10,000 budget for the initial town and trail event, with \$5,000-\$7,000 coming from sponsorships and the remainder coming from registrations of \$25 per person for 125 participants. This sample budget is included below. The sample budget is all-inclusive and requires that certain items be donated 100%, including tenting, tables, chairs, food and beverages. Additionally, this budget would be best suited for either a one-town ride event or a town-to-town ride event, rather than a full-scale four-town ride, which would require greater funding.

Sponsorship solicitation should begin as soon as the event date and location are set and the supporting materials have been finalized. With a 12-month planning process the solicitations should begin in month one for maximum exposure time for sponsors. With a 6-month planning process, the solicitations should be out after the first week of planning and given high priority.

All sponsorship opportunities should be included on the www.landmarktowns.com website as well as made available on the registration web page.

Sample budgets

Please note: these numbers are based on researched estimates from other trail bike/hike events and 2011 pricing models, and should only be used as a rough guide. Some assumptions are made about registration costs, donations, in-kind donations and equipment needs for the length and duration of the event. More accurate budget numbers and actual numbers can be provided when the events are more clearly defined.

As mentioned above, the budgets for Options 1, 2, and 3 represent a detailed listing of anticipated costs. Option 4 provides a budget for a situation in which the Landmark Towns decide that not all potential expenses listed are necessary for an initial event, and that costs be kept at a minimum. Option 4 is a scaled-down approach most appropriate for the simplest initial event—the one-town and trail loop—and relies more heavily on donated services and supplies. It also assumes that the staff of the Landmark Towns and the D&L NHC will handle most of the marketing efforts.

Sample Event Budget Checklist

Common Income Sources

- Event participation fees
- Sponsorship (cash)
- Sponsorship (in kind) such as food, printing, radio, other equipment, etc
- Sales of merchandise (t-shirts, jerseys, water bottles)
- Volunteer time (in kind donation)

Common Expenses

- Printing: flyers, inserts, posters, post cards, waivers, etc
- Advertising: for print, radio, web, television, etc
- Staff time from prep through wrap-up
- Volunteer time (\$20.51/hour)
- Event insurance
- Credit card or online registration fees
- Event supplies: pens, clipboards, tape, electrical cords, zip ties, patch kits, basic bike repair tools, first aid kits, water coolers and ice, foam core for route directional signs, marking chalk/paint, etc
- Public address system and stage or stage area
- Walkie-talkies: at least one for every staff member and key volunteer
- Location, equipment rental, and permit fees
- Ride merchandise: t-shirts, jerseys, socks, water bottles, etc
- Food: for rest stops, event-day staff and volunteers
- Rental truck to carry large items (tables, chairs, tents, etc)
- Police and EMS services

Required and Optional Expenses

Common expenses	Req'd	Opt.	Comments
Printing: flyers, inserts, posters, post cards, waivers, etc.	■		
Advertising: print, radio, web, television, etc	■		
Staff time from prep through wrap-up	■		
Event Insurance	■		
Permit Fees	■		
Event supplies: pens, clipboards, tape, electrical cords, zip ties, patch kits, basic bike repair tools, first aid kits, water coolers and ice, foam core for route directional signs, marking chalk/paint, etc.	■		<i>required if not already accounted for in general operating budget</i>
Food/beverages for rest stops, event day staff, and volunteers	■		
Location/venue fees	■		
Equipment rental fees (tables, chairs, rest tents)	■		<i>unless donated</i>
Police and EMS services	■		<i>unless donated</i>
Credit card or online registration fees		■	<i>optional if pay by check/cash only; required otherwise</i>
Rental truck to carry large items (tables, chairs, tents, etc.)		■	
Ride merchandise: T-shirts, jerseys, socks, water bottles, etc.		■	<i>can be either resold or a give-away with registration</i>
Public address system and stage or stage area		■	
Walkie-talkies: at least one for every staff member and key volunteer		■	
Audio/visual equipment		■	
Staging		■	
Tenting		■	

Landmark Towns Event Option 1: One-town

(Prepared: June 2011)

Please note that volunteer time donations have been included in both Income and Expense categories of this event option budget. Other costs, such as food, may also be balanced (“xeroed out”) in the Income category as donations. This budget will help organizers pinpoint actual costs of producing an event, for instance, in the case of fewer donations. This event budget represents what income and costs could be reasonably anticipated when the Landmark Towns events become more established. Costs and participation levels have been determined by interviews with a number of bicycling event organizers.

	Budget	Explanation	Est. income/ expenses
INCOME			
Registrations			
• Pre-registration	\$3,125	150 riders at an average of \$20 ((\$25 for adults and \$15 for kids under 12)	
• On-site registration	\$3,125	75 riders at an average of \$30 ((\$35 for adults and \$25 for kids under 12)	
Sales			
• Merchandise	\$1,250	50 T-shirts (\$15), 50 water bottles (\$10)	
Sponsorships and donations			
• Sponsorship	\$20,000	1 presenting sponsor at \$3,000, 1 Gold Sponsor at \$2,000, and 2 Silver Sponsors	
• Donations	\$1,000		
• In-kind donations	\$4,000	food, water, other beverages, bike equipment supplies, event supplies	
• Volunteer time (in-kind)	\$20,510	1000 hours of volunteer at \$20.51 (average volunteer price in PA)	
Total income			\$52,010

Landmark Towns Event Option 1

(continued)

	Budget	Explanation	Est. income/ expenses
EXPENSES			
Marketing and communication			
• Print collateral		<i>obtain accurate marketing costs from Marketing chapter</i>	
• Website		<i>included in your current operating expenses</i>	
• Other			
Direct costs			
• Insurance	\$750	<i>gathered from Tour de Belt in Harrisburg, PA</i>	
• Permits	\$700	<i>fluctuates depending on township and/or distance; sound; food/fair</i>	
• Police/EMS	\$500		
• Food	\$4,000		
Supplies and equipment			
• Emergency supplies	\$200		
• Office supplies	\$200	<i>clipboards, pens, paper, envelopes</i>	
• Other supplies	\$750	<i>stamps, etc.</i>	
• Tent rental	\$1,500	<i>for registration, support stations on the trail</i>	
• Audio support	\$1,000	<i>public address system and entertainment</i>	
• Staging	\$1,000		
• Rental equipment	\$1,000	<i>tables, chairs</i>	
Personnel			
• Volunteer time	\$20,510	<i>1000 hours of volunteer at \$20.51 (average volunteer price in PA)</i>	
• Staff time	\$13,000	<i>event planner and event staff and paid Landmark Towns staff time</i>	
Other			
• Miscellaneous	\$1,000		
Total expense			\$46,110
NET INCOME (PROFIT)			\$5,900

Landmark Towns Event Option 2: Town-to-town

(Prepared: June 2011)

Please note that volunteer time donations have been included in both Income and Expense categories of this event option budget. Other costs, such as food, may also be balanced (“xeroed out”) in the Income category as donations. This budget will help organizers pinpoint actual costs of producing an event, for instance, in the case of fewer donations. This event budget represents what income and costs could be reasonably anticipated when the Landmark Towns events become more established. Costs and participation levels have been determined by interviews with a number of bicycling event organizers.

	Budget	Explanation	Est. income/ expenses
INCOME			
Registrations			
• Pre-registration	\$5,000	150 riders at an average of \$25 ((\$35 for adults and \$15 for kids under 12)	
• On-site registration	\$2,625	75 riders at an average of \$35 ((\$45 for adults and \$25 for kids under 12)	
Sales			
• Merchandise	\$1,875	75 T-shirts (\$15), 75 water bottles (\$10)	
Sponsorships and donations			
• Sponsorship	\$30,000		
• Donations	\$1,500		
• In-kind donations	\$7,000	food, water, other beverages, bike equipment supplies, event supplies	
• Volunteer time (in-kind)	\$30,765	1500 hours of volunteer at \$20.51 (average volunteer price in PA)	
Total income			\$78,765

Landmark Towns Event Option 2

(continued)

Budget	Explanation	Est. income/ expenses
EXPENSES		
Marketing and communication		
• Print collateral	<i>obtain accurate marketing costs from Marketing chapter</i>	
• Website		
• Other		
Direct costs		
• Insurance	\$750	<i>gathered from Tour de Belt in Harrisburg, PA</i>
• Permits	\$700	<i>fluctuates depending on township and/or distance; sound; food/fair</i>
• Police/EMS	\$500	
• Food	\$4,000	
Supplies and equipment		
• Emergency supplies	\$200	
• Office supplies	\$300	
• Other supplies	\$800	
• Tent rental	\$5,000	<i>for registration, support stations on the trail</i>
• Audio support	\$1,500	<i>public address system and entertainment</i>
• Staging	\$2,000	
• Rental equipment	\$2,000	<i>tables, chairs</i>
Personnel		
• Volunteer time	\$30,765	<i>1500 hours of volunteer at \$20.51 (average volunteer price in PA)</i>
• Staff time	\$20,000	<i>event planner and event staff and paid Landmark Towns staff time</i>
Other		
• Miscellaneous	\$1,500	
Total expense		\$73,665
NET INCOME (PROFIT)		\$5,100

Landmark Towns Event Option 3: Four-town full trail

(Prepared: June 2011)

Please note that volunteer time donations have been included in both Income and Expense categories of this event option budget. Other costs, such as food, may also be balanced (“xeroed out”) in the Income category as donations. This budget will help organizers pinpoint actual costs of producing an event, for instance, in the case of fewer donations. This event budget represents what income and costs could be reasonably anticipated when the Landmark Towns events become more established. Costs and participation levels have been determined by interviews with a number of bicycling event organizers.

	Budget	Explanation	Est. income/ expenses
INCOME			
Registrations			
• Pre-registration	\$9,000	300 riders at an average of \$30 (\$40 for adults and \$20 for kids under 12)	
• On-site registration	\$4,000	100 riders at an average of \$40 (\$50 for adults and \$30 for kids under 12)	
Sales			
• Merchandise	\$2,500	100 T-shirts (\$15), 100 water bottles (\$10)	
Sponsorships and donations			
• Sponsorship	\$40,000		
• Donations	\$2,000		
• In-kind donations	\$10,000	food, water, other beverages, bike equipment supplies, event supplies	
• Volunteer time (in-kind)	\$41,020	2000 hours of volunteer at \$20.51 (average volunteer price in PA)	
Total income			\$108,520

Landmark Towns Event Option 3

(continued)

	Budget	Explanation		Est. income/ expenses
EXPENSES				
Marketing and communication				
• Print collateral		<i>obtain accurate marketing costs from Marketing chapter</i>		
• Website				
• Other				
Direct costs				
• Insurance	\$1,500	<i>gathered from Tour de Belt in Harrisburg, PA</i>		
• Permits	\$1,500	<i>fluctuates depending on township and/or distance; sound; food/fair</i>		
• Police/EMS	\$1,000			
• Food	\$7,500			
Supplies and equipment				
• Emergency supplies	\$400			
• Office supplies	\$500			
• Other supplies	\$2,000			
• Tent rental	\$7,500	<i>for registration, support stations on the trail</i>		
• Audio support	\$3,000	<i>public address system and entertainment</i>		
• Staging	\$2,000			
• Rental equipment	\$2,000	<i>tables, chairs</i>		
Personnel				
• Volunteer time	\$41,020	<i>2000 hours of volunteer at \$20.51 (average volunteer price in PA)</i>		
• Staff time	\$25,000	<i>event planner and event staff and paid Landmark Towns staff time</i>		
Other				
• Miscellaneous	\$3,000			
Total expense				\$100,420
NET INCOME (PROFIT)				\$8,100

Landmark Towns Event Option 4: Bike/Hike Event

Budget: \$10,000 (Prepared: October 2011)

	Budget	Explanation	Est. income/ expenses
INCOME			
Registrations	\$3,125.00	<i>125 participants at \$25.00 per participant: no difference in cost for adults vs. children</i>	
Sponsorships and donations			
• Cash sponsorship	\$7,000.00	<i>1 presenting sponsor at \$3,000, 1 Gold Sponsor at \$2,000, and 2 Silver Sponsors</i>	
• In-kind donations	\$0	<i>food, water, other beverages, bike equipment supplies, event supplies, including tents, tables and chairs</i>	
Total income			\$10,125.00
EXPENSES			
Marketing and communication			
• Print collateral	\$5,000.00	<i>low-range option for print collateral from Marketing chapter (see plan for more information)</i>	
• Website	\$0	<i>included in your current operating expenses</i>	
• Print advertising	\$1,000.00	<i>mid-range expense from the marketing plan, but does not include ad design fee</i>	
• Media		<i>obtain accurate marketing costs from Marketing chapter, but not really an option with 10K budget.</i>	
Direct costs			
• Insurance	\$0	<i>Per conversation with D&L</i>	
• Permits	\$700.00	<i>fluctuates depending on township and/or distance; sound; food/fair</i>	
• Police/EMS	\$500.00	<i>donation for services if no charge</i>	
• Food	\$0	<i>if all is donated</i>	
• Credit card fees	\$70.31	<i>based on 75% of registrations paid by credit card with average of 3% processing fee per transaction</i>	
Supplies and equipment			
• Emergency supplies	\$200.00		
• Office supplies	\$200.00	<i>clipboards, pens, paper, envelopes</i>	
• Other supplies	\$750.00	<i>stamps, etc.</i>	
• Tent rental	\$0	<i>no cost if donated by the town(s) for registration, support stations on the trail</i>	
• Audio support/ public address system	\$0	<i>no cost if donated by the town(s)</i>	
• Staging	\$0		
• Rental equipment	\$0	<i>no cost if donated by the town(s): tables, chairs</i>	
Other			
• D&L give-aways	\$1,000.00	<i>water bottles, T-shirts, sling bags</i>	
Total expense			\$9,420.31
NET INCOME (PROFIT)			\$704.69

Sources of funding

Given the current economic climate, sources of funding are limited and available resources are highly sought after and not as readily available as in years past. This list of sources is merely a suggested list of ideas of where to look for funding.

- **Grants** are one way of receiving funding for the town and trail ride. There may be limited government grants, private family foundations and some corporate foundations that may have some funding left to support this event. This option generally requires a lot of research and planning to start, as well as compliance with grant applications and cycles. Grant programs often have a long approval process and may miss event-funding deadlines. However, grants are often of a size sufficient to justify the effort. The funds can generally be used to help cover operational expenses associated with the event and possibly serve as underwriting for the event.
- **Sponsorships** are a second source of funding. In recent years, sponsorship dollars are down, but not gone. The key is to find corporations and businesses that are still giving and have a vested interest in the mission of the D&L NHC, the economic success of the Landmark Towns, and the biking/hiking industry itself. The large banks, financial institutions, pharmaceutical companies and insurance industry have had many restrictions placed on them during the last few years, which has tremendously decreased their ability to provide large corporate sponsorships, if any. Additionally, most of them now have sponsorship request cycles and/or a defined list of who they will support corporately.

With this in mind, the D&L NHC and the Landmark Towns should look to non-traditional corporate funding sources, including various bike manufacturing companies, health and wellness companies, and small family/local financial institutions that have a reason to support the Landmark Towns.

Additionally, sponsorship opportunities should start at \$100 for name/logo on the event T-shirt and/or event give-a-way and max out at \$5,000 for the Presenting Sponsor. Additional levels should be defined at \$1,000 or \$500 intervals and the higher levels should have a maximum number of sponsorships associated with them. For instance, an event might have one \$5,000 Presenting Sponsor, two \$3,000 Platinum Sponsors, two \$2,000 Gold Sponsors, and four \$1,000 Silver Sponsors. If all 9 sponsorships are sold, the D&L NHC and the Landmark Towns could raise \$19,000.

- **In-kind sponsorships** should not be overlooked. The event will require food and beverage. It is a good idea to reserve in-kind sponsorships for those businesses that are willing to provide food and beverages for the morning breakfast stations, water stations, and afternoon food stations. Many restaurants, beverage suppliers, and convenience stores will often supply refreshments for an in-kind sponsorship level. The donation value should correspond to the cash value of the cash sponsorships, and donors should be given equal visibility and recognition for supporting the event.

- *Small business donations* are a fourth source of funding. Many small businesses are happy to support events that will help them in the long run, but they don't have the resources to be large sponsors. Providing them with \$50-\$500 opportunities to support the event and offering them an opportunity to advertise their business is a way to keep the business community involved and invested in the success of the event. This is also a way to keep the Landmark Towns involved in raising funds for the event. Each participating town should be able to form a small committee—one or two people—who can contact local retail establishments and ask them to support the event. The volunteers should be individuals who know the business community and/or frequent the businesses they are soliciting. Solicitation materials should be provided by the D&L NHC and the Landmark Towns and all donations should be sent directly to the Landmark Towns for tracking and stewardship.
- *Private donations* are a fifth source of funding. These donations can come from family foundations and individuals. Family foundation donations are generally in response to a direct solicitation; however, individual donations may come through on your registration page or unsolicited from individuals who want to support the event and/or the D&LNHC and Landmark Towns but cannot attend the event. This source of funding has also declined over recent years, but can still be part of the picture, especially if a DONATE NOW button is incorporated into the registration site.

All of these sources of funds should be considered and pursued for the production of the town and trail bike/hike event.

Final recommendations for the event strategy

This is a comprehensive event strategies report, designed to provide as much information as possible to plan, manage and execute a full year of D&L NHC/Landmark Town events, tailored to accommodate the needs and goals of the D&L NHC and the Landmark Towns.

- First, undertaking a full calendar of events in the first year is often difficult and overwhelming. Therefore, we recommend that four of the awareness and educational events/activities be chosen and either *Option 1: One-town and loop trail bike/hike event* or *Option 2: Town-to-town bike/hike event*. This would provide a total of five events to work on for the first year and give room to experiment with additional smaller events. A larger town and trail event could develop over time, building community awareness and support. We suggest one event per town per quarter, giving each Landmark Town an opportunity to showcase itself during a particular season.

The initial town and trail event should take place during the month of June. Again, we recommend starting with either the one-town bike/hike or the town-to-town bike/hike, as this will be the most economical and financially responsible way to proceed for a first event. We recommend that the D&L NHC enter into a formal arrangement with the Landmark Towns that are participating in the event, identifying both the D&L's responsibilities and the towns' responsibilities as discussed earlier in this report.

Spreading out events and limiting them to a total of five events for the first year will enable both the D&L and the Landmark Towns to gauge how much they can handle, given their existing obligations and capacity.

- Second, we recommend for any combined bike/hike event that a road trail for the bicyclists be strongly considered, leaving the towpath to the hiker/walkers. This is primarily for the safety of the event participants. A potential road route has been developed and is included within this report.
- Third, it is critical that before planning begins for any of these events, there is buy-in and participation by local retail establishments. If they are not involved and onboard with the events, they can prove to be an impediment to the best intentions and efforts. Having community support is one of the most important ways to ensure successful events.



Recommendations for Enhancing the Bicycle Trail Experience

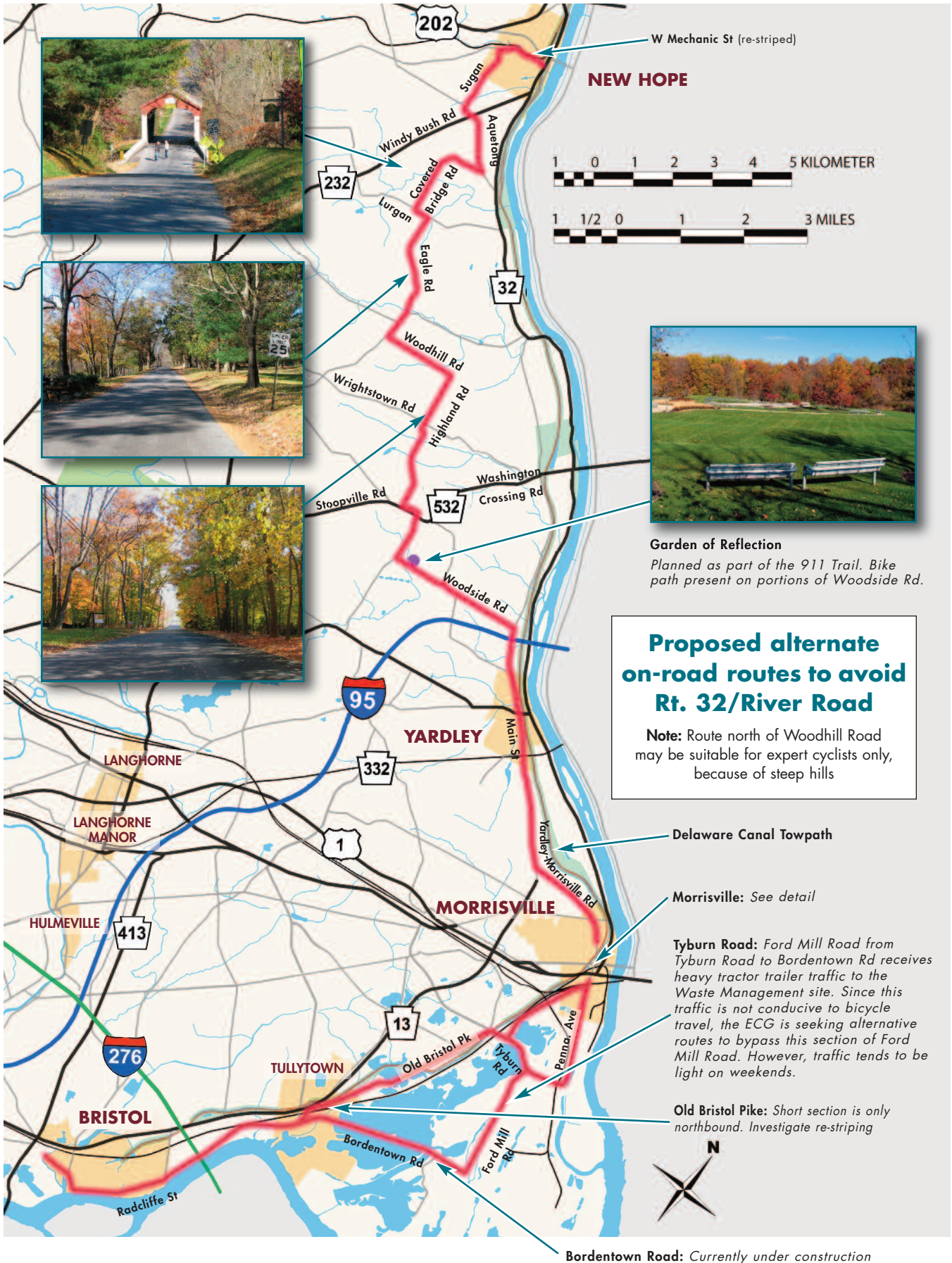
Develop an alternate safe bicycle road route

As noted earlier within the report, a safe alternative to an on-road cycling route on River Road/Route 32 is needed for travel between New Hope and Bristol Borough. The road routes discussed below were developed with input from experienced cyclists and with field-testing. The proposed route not only links the four Landmark Towns, but also goes through some very scenic rural Bucks County landscapes, follows a portion of the 911 trail, passes under a covered bridge, and includes some exciting urban and industrial landscapes.

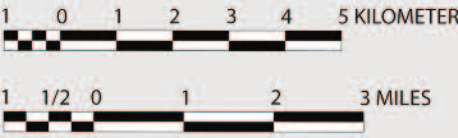
Roads between Bristol Borough and Morrisville

The roads between Bristol and Morrisville are the most problematic for developing an alternate on-road connection, not only because of their congestion, but because of the difficulties posed by major highways and railroad lines and heavy industrial development. Route 13 is the major route, but is a divided highway on which bicycles are not permitted. Even if they were to be permitted, the shoulder has been recently improved with milled shoulder rumble strips, which are extremely unsafe for bicycles. An alternate route is to take Radcliffe Street through the center of Bristol Borough and follow that to Old Bristol Pike, which has moderate traffic. Unfortunately, there is a gap along this route where Old Bristol Pike meets with Route 13, when Bristol Road (Old Route 13) becomes one-way northbound—there is no south-bound passage. Also, in both the north and south directions on the route, it is necessary to use a section of Tyburn Road to cross over the Amtrak tracks. Since Tyburn Road is a limited-access highway, bicycles may not be permitted. For these reasons, this is one area that may require some early action items in order to provide a safe crossing over the train tracks.

The remainder of Bristol Road has a narrow shoulder that affords some protection for the bicyclist. While this section of road goes through industrial areas and follows along the Amtrak line, it appears to have little traffic on the weekends. Bristol Road becomes West Philadelphia Avenue in Morrisville. An alternate route, and the one preferred by the East Coast Greenway, would continue through Tullytown onto Bordentown Road and then northward on Ford Mill Road. (Unfortunately, this Bordentown Road route between Bristol and Morrisville is currently not usable due to bridgework across Van Sciver Lake.) This route goes



NEW HOPE



Garden of Reflection
Planned as part of the 911 Trail. Bike path present on portions of Woodside Rd.

Proposed alternate on-road routes to avoid Rt. 32/River Road
Note: Route north of Woodhill Road may be suitable for expert cyclists only, because of steep hills

Delaware Canal Towpath

Morrisville: See detail

Tyburn Road: Ford Mill Road from Tyburn Road to Bordentown Rd receives heavy tractor trailer traffic to the Waste Management site. Since this traffic is not conducive to bicycle travel, the ECG is seeking alternative routes to bypass this section of Ford Mill Road. However, traffic tends to be light on weekends.

Old Bristol Pike: Short section is only northbound. Investigate re-striping

Bordentown Road: Currently under construction

past the entrance to Pennsbury Manor at Pennsbury Road. At the end of Bordentown Road, the route turns northward onto New Ford Mill Road. Then it is necessary to get onto the Tyburn Road limited-access highway for a short distance to reach South Pennsylvania Avenue. Again, since Tyburn is a limited access highway, bicycles may not be permitted.

Roads between Morrisville and Yardley

South and North Pennsylvania Avenue offers one option to go through the center of Morrisville's business district. An alternate route would be to take Washington Street, which largely bypasses the Route 1 interchange, making it more bicycle-friendly. Pennsylvania Avenue proceeds northwards, becoming Yardley-Morrisville Road, a low speed road through a beautiful residential district that extends through Lower Makefield Township en route toward Yardley Borough. This road ultimately becomes Main Street in Yardley and crosses the SEPTA West Trenton rail line at the SEPTA station. This route would be preferable to taking Route 32, which extends from Morrisville to New Hope.

Unfortunately, Route 32 is a narrow with high-speed traffic; recently a bicyclist was killed along a stretch of this road. While a number of bicyclists currently travel along this route, it is not recommended for safety reasons.

It should also be noted that it is possible to make a connection at Main Street in Morrisville to the Calhoun Street Bridge and the City of Trenton. From there one can connect to the Amtrak Train Station in Trenton. The Calhoun Street Bridge is also part of the East Coast Greenway, the 9/11 Trail, and the Washington Rochambeau Revolutionary Route.



Morrisville on-road bicycle routes

Southbound trail bicyclists can get off the towpath trail at Palmer Street and use either Pennsylvania Ave. or the route outlined in red above to reach the borough's central business district. Wayfinding signage would be needed to clearly mark the Center-Union-Washington Street route.

However, riders would have to carry their bicycles down the concrete steps from Bridge Street to continue on the towpath. Both cyclists and walkers must deal with the Rt. 13 obstruction to the south.

Two alternate routes using Pennsylvania Ave. and Washington Ave. are shown above in dark orange. A S. Pennsylvania Ave. route that bypasses the other canal obstructions is being explored by the ECG; it is anticipated that this route would also connect to Pennsbury Manor. Painted sharrows and new signage are recommended if these routes are adopted.

Another option to avoiding using the concrete steps is to work with landowners to get rights-of-way at the locations marked above ().*

Roads between Yardley and New Hope

Yardley's Main Street extends northward to where it crosses Route 332. It is possible to take Route 322 westward to Creamery Road, then northwards to Quarry Road, and westward to Lindenhurst Road. Alternately one can continue on Main Street until it becomes Taylorsville Road, and turn westward in Woodside Road; this route, however, does have the disadvantage of passing entrance and exit ramps for the I-95 interchange. Turning westward onto Woodside Road, the route offers a dedicated and separated bike lane along much of Woodside and runs past the Garden of Reflection, a destination along the 9/11 Trail. The route turns north on Lindenhurst Road, which has wide shoulders. Lindenhurst Road comes to a "T" intersection at Washington Crossing Road; going westward for about 500 feet until turning north on Highland Road, the route passes the entrance to the Washington Crossing National Cemetery.

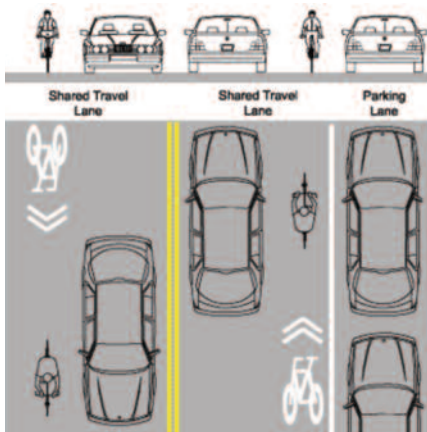
Highland Road is a scenic north-south rural lane that connects with the east-west Woodhill Road, another scenic road. Woodhill Road intersects with the north-south Eagle Road. While Eagle Road does not have heavy traffic, it offers a challenging ride because it must traverse a fairly steep hill known as Jericho Mountain. It then descends through historic farmland. Eagle Road terminates at Lurgan Road, which is ideal for bicycling. Lurgan Road connects to the lightly-used Van Sant (Covered Bridge) Road. It also goes through a scenic wooden covered bridge. There is a warning sign at the covered bridge requesting bicyclists to walk

their bicycles across the bridge. Presumably this is because of the large joints between the wooden floorboards.

Covered Bridge Road continues to Aquetong Road, which is a narrow road with more traffic than the other rural roads. A second bridge on Covered Bridge Road is currently under repair; until this work is completed, cyclists may have to travel eastward via Lurgan and Aquetong Roads to use a short section of River Road next to Bowman’s Hill. From its intersection with Covered Bridge Road, Aquetong Road offers rolling hills to where it connects to Sugan Road. Sugan Road has a newly paved surface that extends to Mechanic Street in New Hope Borough and the final route destination—the New Hope Visitors’ Center located at the intersection of Main and Mechanic Streets. It should be noted that Mechanic Street is designated one-way westbound for a portion of the road from Main Street to New Street, just west of the canal. Again, it would be necessary to obtain grants to stripe the cartway to allow for two-way bicycle traffic in a designated bike lane (shared lane in one directions, bike lane in the other).

Improve safety for on-road trail

To encourage safe on-road bicycling, the towns should investigate the use of sharrows on appropriate roads. The term sharrow is a combination of “shared-lane marking” and “arrow” and is a symbol that is painted in the middle of a travel lane to indicate that a bicyclist may use the full lane. Sharrows can be used where roads are too narrow for painted bike lanes.



A sharrow symbol alerts drivers to the fact that they are sharing a lane with bicyclists

An important issue with the use of sharrows occurs on state roads. Although sharrows are included within the 2009 Manual on Uniform Traffic Control Devices (MUTCD), PennDOT requires that a municipality obtain a Bicycle Occupancy Permit (BOP) for any on-road bicycle facility such as a bike lane or a sharrow. The permit requires that the municipality take the responsibility of maintenance for the facility. This is a burden on any municipality that desires to implement bicycle infrastructure.

This is an issue that will need to be addressed by each municipality between Bristol and Morrisville. PennDOT has waived the BOP maintenance requirement on a case-by-case basis for other projects. It is understood that Bristol Borough may not want the maintenance and liability that go hand in hand with on-road bike responsibilities.

An organized, multi-municipal plan of action is the best way to approach PennDOT on the issue of responsibilities related to the BOP. The Bucks County Planning Commission has been working on a similar situation with five municipalities on a proposed route from New Hope to Doylestown. It has received letters from each of the municipalities stating that it is interested in an on-road route, but each notes that it is concerned with the turn-back of maintenance and liability from the state to the municipality. A letter on this issue from each municipality and presented by the County to PennDOT sends a powerful message, and indicates that the County is the appropriate agency to handle multi-municipal issues with PennDOT. It is suggested that Bristol Borough and the communities between Bristol Borough and Morrisville write letters to the Bucks County Planning Commission expressing their interest in using sharrows and voicing their concern about the requirements of the BOP.

Fill the trail gaps **The 5 physical gaps**

The location and nature of the five major trail obstructions between Morrisville and Bristol Borough have been discussed above. Trail users can detour around these obstructions with varying degrees of safety. It is important to support the agencies that are working toward resolving these existing gaps.

Develop wayfinding signage

Kiosks

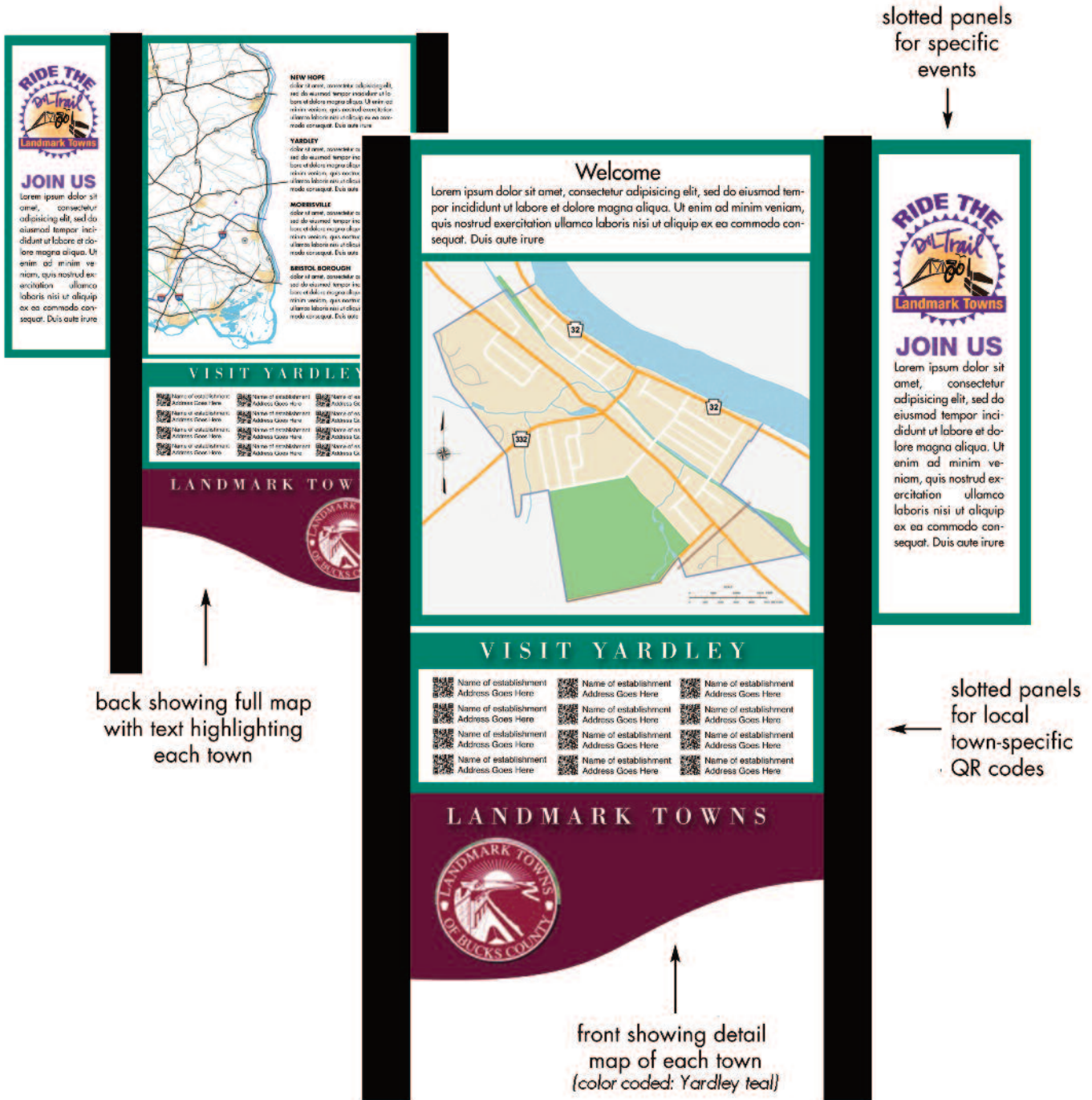
The *Landmark Towns Strategic Wayfinding Plan* of 2009 is an exceptionally complete exploration of the signage needs for the four Landmark Towns. A field survey of the towns and the major connecting routes was undertaken, identifying types of signs and key issues (sign clutter, size, maintenance, etc.) for each of the entities that is responsible for signage in the area, including PennDOT, SEPTA, D&L NHC, and individual municipalities. Key intersections and sign plans for intersections were discussed. In addition, potential destination signs that correspond to “points of interest” were identified for each of the Landmark Towns.

The *Wayfinding Plan* offers a comprehensive wayfinding and signage system that can be adapted for specific users such as motorists and pedestrians within the Landmark Towns. The ultimate goal of the program is to strengthen the connections between the D&L Trail system and the towns to enhance their economic vitality and quality of life. Designs for signs conform with existing D&L usage and incorporate the Landmark Towns brand.

Because the identity of the Landmark Towns has already been so clearly defined in the *Wayfinding Plan*, the kiosks recommended for linking the trail system, the towns, and bicycle wayfinding signs in this report are consistent with the prototypes of the Plan. In the context of the *Wayfinding Plan* and this report, the term kiosk is used to denote a double-faced freestanding pedestrian informational sign (rather than a booth or stand).

A kiosk prototype designed specifically for the Landmark Towns is shown below. Two maps would be included on each kiosk, one regional map showing the entire length of the D&L Landmark trail, and the other side displaying the appropriate Landmark Town, using the colors and fonts determined in the Wayfinding Plan. Additionally, a smaller easily-removable temporary side piece could be used to promote Landmark Towns bike and hike events.

Because of the frequency with which names change and businesses come and go, it is recommended that the local map not include business names, even those restaurants and snack shops that serve trail users. Keeping such a map up-to-date would be expensive and involved. Instead, the kiosk should have a smaller removable horizontal plaque below the local map that can be updated frequently and with less cost. The D&L NHC does not permit advertising by individual businesses on the trail. Instead, a QR (Quick Response) code could link smart phone users immediately to a Landmark Towns web page with *categories* of amenities used by bicyclists or walkers: restaurants, take-out food, bicycle shops, drug stores, lodgings, etc., listing their names, addresses, and phone number and links to the business’ website with business hours, menus, a map, etc. Business owners could create a page specifically for bicyclists or walkers with special



Example of trail kiosk designed to highlight each of the Landmark Towns as well as local events

One side of the larger permanent panel could show either the D&L Landmark Trail or the entire Delaware Canal Trail. Historic and cultural attractions for the entire area should be included on this larger map, as well as distances between towns and attractions. The individual Landmark Town side of the larger panel could include a brief welcoming introduction to the town. The lower removable panel is best suited to businesses and services, which are more likely to change than cultural attractions, and can be personalized with QR codes linking to web pages listing categories of amenities needed by trail users.

Businesses may wish to give trail users discounts.

discounts or offers for visitors. It may be possible on the local map to include general restaurant or shopping areas, or to include anonymous dots on a map to show general categories of businesses and services by location because, for example, one dine-in or take-out restaurant is often replaced by another.

To pay for these listings, the Landmark Towns may wish to charge a nominal fee (perhaps \$100/year) for inclusion on all of a town's kiosks. The fee could help defray the initial cost of the kiosk, as well as pay for updated signage. The placement of the removable business plaque below the local map makes it easier to use smart phones.

Mapping and recommended information for the kiosks

All regional and local maps on the kiosks should have the phone numbers and addresses of emergency services including hospitals, taxi services if available, information specific to each borough, locations of public restrooms (and times available if relevant), and distances to different destinations from the kiosk. The use of QR codes should be considered for all attractions that have websites, including the sites of the D&L NHC, the Landmark Towns, and state parks.

Town maps should include:

- Local attractions that may not be shown on the regional map, parks, public restrooms, train stations (it may be a good idea to include a QR code linking to SEPTA bus routes, since these can sometimes change)
- Trail access points and local connections
- Secure bike parking
- Public parking for trail users (for return trips)
- Towns may wish to highlight commercial or service areas on the map
- Categories of businesses linked to a website, highlighting bicycle services, dine-in and take-out restaurants, lodgings, food stores, pharmacies, etc. Addresses should be included
- Building numbers for individual blocks should be shown to make it easier to locate addresses quickly (e.g.: “300–400 →”)
- Historic districts (with short descriptions if space permits)

Larger-scale regional mapping on kiosks should include, at a minimum:

- Regional and local routes, including major transit, trail linkages
- Recommended on-road bicycling routes between Landmark Towns
- Distances between towns, trailheads, parking lots
- Public restrooms (to allow trail users to “plan ahead”)
- Visitors' centers
- Key arts and cultural destinations, with QR codes if possible. The bicycle-friendliness of these attractions should be a criterion for inclusion on the map.
- Locations where repair kits and repair capability are available

Proximity to towns and retail: kiosk placement

The use of kiosks with local maps on the trail at access points is as important as kiosks within each of the towns themselves. The following locations are recommended for kiosk placement:

Bristol Borough

- At the intersection of Mill Street and Old Route 13
- At the end of Mill Street near the Bristol Wharf pavilion
- Adjacent the Bristol Riverside Theater on Radcliffe Street
- On the plaza at the Grundy Library on Radcliffe Street
- At the Bristol Amtrak Train Station, one on each side of the tracks

Morrisville

- At the Morris Statue plaza at the intersection of Bridge Street and S. Pennsylvania Avenue
- Within the shopping center at the intersection of Trenton and Pennsylvania Avenues
- At the trailhead/public bathrooms at the intersection of E. Trenton Avenue and N. Delmorr Avenue

Yardley

- At the Yardley Train Station, one on each side of the tracks
- One at each access point on the towpath north and south of Afton Avenue
- In front of Starbucks at Main Street and Afton Avenue

New Hope

- American Legion parking lot at New Street, near Lock 11
- Mechanic Street at the Canal
- Bridge Street at the Canal
- Bridge Street at the entrance to the New Hope/Lambertville free bridge on the south side
- Mechanic Street at the Visitors' Center

Wayfinding at all transit stations

Currently, there is not a strong enough wayfinding system to lead train riders from the stations into Yardley and Bristol Borough and to the trail itself. Costs for wayfinding signage have been included in the Appendix, and possible locations for such signs have been noted on town maps.

Wayfinding for all bike routes

Any on-road routes, whether for a specific Landmark Town event or for a permanent on-road cycling route, need clear pavement marking and indications of that route. Route signage is usually placed at about 800-foot intervals, but some places will need more frequent signs to inform bicyclists of route direction changes and to confirm route direction, distance, and destination. All signage for on-road routes will need to conform to PennDOT standards.

Examples of these signs are included in the Appendix.

Secure bicycle parking

Provision of secure bicycle parking is essential for a community to take advantage of the economic benefits that bicycle tourists and shoppers can offer. Cyclists will not stay and dine or shop in a town when they feel that their bicycle is at risk; theft of a bike, no matter what its cost, mean that the rider no longer has transportation. Secure parking, on the other hand, can entice cyclists to explore a town on foot or eat at a full-service restaurant rather than getting takeout from a mini-mart.

Municipalities and businesses should explore various options for secure bike racks in visible locations in high pedestrian activity areas. There may be locations in which larger pay-by-use bike lockers would be appropriate. Additionally, portable racks could be added or removed as needed for larger events

Art bike rack program

A number of cities and towns throughout the country have begun art bike rack programs as a way to bring visual excitement to their downtowns, while providing functional cycling amenities and helping to raise awareness about the bicycle-friendliness of the host towns. Most of the programs have involved competitions: in Louisville, KY, Washington DC, and Easton, PA commissioned individual winners receive stipends to produce their projects, each of which is unique and sometimes themed to a specific site. In these three cases, the programs have been sponsored by Special Business Districts or initiatives. New York City's CityRack Design Competition, jointly sponsored by the NYC Department of Transportation and The Cooper-Hewitt National Design Museum, produced a design for a new standard bike rack for city sidewalks. But it also inspired others to create their own fanciful designs. (See: <http://cityroom.blogs.nytimes.com/2008/08/19/new-bike-racks-courtesy-of-david-byrne/?scp=1&sq=New%20Bike%20Racks,%20Courtesy%20of%20David%20Byrne&st=cse>)



The "Three Monkeys" bike rack in Easton, PA is a favorite photo location for photographs



Racks can reflect the businesses they support (Washington, DC)

The rich artistic heritage of Bucks County, and especially the New Hope area, as well as the popularity of the "Miles of Mules" public art project, suggests that an art bicycle rack program could serve both to ensure a variety of bike racks and also to generate awareness and excitement about the biking opportunities in the area through the publicity for the competition.

The choice of program option may depend on a number of factors, including the availability of funds and staff to administer the program, and the desired benefits to be derived from the program (e.g., to spotlight the Bucks County arts heritage, to bring attention to the trail system, to generate PR for sponsoring businesses, etc.) The willingness of individual Landmark Towns to host what is essentially public sculpture (depending on the type of program option chosen) should also be explored; as tastes in art are not universal, public buy-in and support is critical to success.

All options can take advantage of marketing efforts to highlight the different bike racks, such as a "find all the artists' bike racks" photo contest, or a ride event to see all the bike racks.

The bike racks resulting from each option will also have to be suitable for in-town placement in terms of safety, security, durability and corrosion-resistance, low maintenance, and no operational costs. It is also important that the ultimate product be usable as a bike rack—something that has not always been the outcome of some of competitions. In all cases, locations for racks in the public domain must be vetted by the municipality for ownership and to ensure that the proposed bike rack is sited so that it does not impinge upon pedestrian areas.

Option 1

In this case, individual artists would be able to decorate a bike rack (the shape to be determined), the design of which would be common to each of the towns. One possibility is to have a standard rack with a metal medallion that could be decorated or painted. The cross-bar could be used for branding or sponsorship (e.g. “Welcome to the Landmark Towns”, or “Smith’s Bike Shop”). A municipality might choose to sponsor larger bike racks for public spaces that could also be part of the art competition.

Competition

The contest could be open to all residents and business owners in the Landmark Towns, as well as students in any of the school districts associated with the towns. Alternately, the competition could be open to any Bucks County resident. A jury consisting (for example) of representatives from the Landmark Towns, the D&L NHC, local art schools or the Bucks County Community College, and a local museum such as the Michener could choose the winning designs. Advice on the feasibility/durability of the design should be provided by a representative from the bicycling community.



*Conceptual examples of Option 1 bike racks. In this example, the rack is best suited for one bicycle; other stock racks are available that can accommodate more than one bike.
Top left: front artwork surface
Top right: rear text message surface
Bottom: alternate shape*

Funding

The racks would be available for purchase by residents or business owners for placement within the central business districts of the Landmark Towns. Purchasers could choose from the winning designs submitted.

If purchasers have a specific site in mind for rack placement, they should contact the appropriate borough prior to purchasing a rack to ensure that its location is feasible and safe.

Payments to artists for their work could consist of either a monetary prize for each winner, whether or not their design is chosen for purchase, or a larger honorarium factored into the cost of purchase or sponsorship.

Advantages

This is probably the lowest-cost option for the program, and it offers the chance for artists in different media to compete, as long as their designs are durable enough for heavy outdoor use. Because the fabrication costs are minimal, the racks can be offered at lower cost to potential purchasers. In addition, materials costs will be lower for artists, thereby widening the field of participants.

Disadvantages

This option offers the least distinctive styles of bike racks, although colors and labels on the racks could be customized for each town if only one style of rack is chosen for the competition.

Other considerations

In cases where a particular business is identified as the sponsor of a rack, local zoning regulations should be consulted regarding signage. This does not seem to have become an issue thus far in those Landmark Towns in which local bike shops have donated racks in the downtown business districts.

Option 2

The second option involves a contest to design a bike rack that would relate specifically to the Landmark Towns and that would be used in all four towns. The winning submission would ideally incorporate an image or design that would reflect the towns, the heritage of the Delaware Canal, the history of the area, or some other unifying feature.

Competition

The contest could be open to all residents and business owners in the Landmark Towns, as well as students in any of the school districts associated with the towns. Alternately, the competition could be open to any Bucks County resident. A jury consisting (for example) of representatives from the Landmark Towns, the D&L NHC, local art schools or the Bucks County Community College, and a local museum such as the Michener could choose the winning designs. Advice on the feasibility/ durability of the design should be provided by a representative from the bicycling community. Costs for production should be considered in choosing the eventual winning design.

Competition rules would have to be much more specific than Option One, because designers will be starting from a clean slate rather than a tested design. Competitors should be urged to incorporate units and features from standard bike rack catalogs. An example of design guidelines is available at <http://nycityracks.wordpress.com/design-guidelines/>

Funding

This option would probably require a larger prize to reward the greater degree of effort by artists, possibly in the range of \$500-\$2000 (prize money will depend on the overall budget). In addition, the fabrication costs, although lower than for unique pieces, will be greater than Option One. A single bike rack in the shape of a fish was installed in Pottstown's River Park by the Schuylkill River Greenway Association at a cost of \$3375 in 2006.

The Landmark Towns could sponsor this competition by seeking grants for implementation from the Bucks County Conference and Visitors Bureau and the William Penn Foundation. Sponsorships for individual racks would have to be more expensive, possible in the range of \$1000 to \$3000, depending on what would be available from grants.

Advantages

This option offers the chance for a unique and unifying identifier for the Landmark Towns biking experience. Because identically-shaped racks would be produced for each of the towns, costs are lower.

Disadvantages

The products of different artists are replaced by a single design, and this may have less of an impact in terms of its publicity value: the rider will see only one basic rack design, even if colors vary from town to town.



The "Fish" bike rack in Pottstown, PA was assembled from standard bike rack parts



Not all racks are well-suited for bicycle parking (Downtown Louisville Management District, Louisville, KY)

Option 3

This option offers the greatest opportunity for artistic creativity, and will potentially provide the widest range of results. A pre-determined number of designs (Easton funds 3 art bike racks per year) would be chosen for production; ideally, designs would reflect the specific qualities of their hosting location, although this might not be essential. Depending on the designs submitted, Option 3 may produce what could be considered public sculpture.



Individual racks can be representational or...



abstract sculpture

*Tops: (Karel Mikola rack in Easton PA)
Bottom: (Downtown Louisville Management District, Louisville, KY)*

Competition

The contest might have to draw from a wider geographical area, since the design requirements are much more specific than Options One and Two. The jury membership would be similar, but would need members who have a stronger emphasis on practicality and feasibility of designs. As with Option Two, costs for production should be considered in choosing the eventual winning design, and contestants should be encouraged to incorporate readily-available bike rack components into their submissions. Production of each of the winning designs would be undertaken by artists themselves.

Funding

Each winning designer should receive a monetary prize/stipend, which would require a much larger budget than the other options. In the case of Easton, a \$2000 stipend is intended to provide support for materials purchase or fabrication. Reimbursement for material costs would depend on how the competition is structured (whether prize money is large enough to cover raw materials) and on how much money can be raised by sponsorships and from grants. Because production would not be standardized as in Options One and Two, fabrication costs would be greater (see the Pottstown fish rack above).

Advantages

This option could build upon the theme of Bucks County's artistic heritage most effectively, and would produce unique pieces. If the program is structured to be funded by sponsorship, each piece would require a larger donation, but might also carry a greater PR value for the sponsor/donor. Each piece could become a destination in itself, as a form of public sculpture, rather than being part of a series of adaptations of a basic design.

Although some designs may be elaborate, other competitions have produced simple, very effective bike racks that are functional and fun.

Disadvantages

This is the most expensive option because each rack would be one-of-a-kind. Some towns may not have strong enough visual or historic identities to inspire designs that relate specifically to those towns; they may therefore find their bike rack designs more generic in nature. This may not be an issue for those designs that are less literal, or for more whimsical entries.

If the contest assumes that artists will produce their own bike racks, the competitors will likely be limited to metal workers and sculptors. This would not be the case if winning designs were submitted by teams that included painters or decorative artists in their submission.

This option could also produce bike racks that are more vulnerable to the wear and tear of heavy use, and that might require more maintenance, if the wining designs are not carefully vetted for their durability and tamper-resistance.

Links to various art bike rack program websites have been included in the *Sources* section of the *Appendix*.

Fill other gaps in user amenities

Public restroom facilities

Not unexpectedly, trail user access to public restrooms is very limited, yet bathrooms are consistently named as necessary amenities in most surveys. The Landmark Towns may wish to consider the use of seasonal portable toilets (as done by Bristol Borough for the summer concert season). Seasonal toilets, while not ideal because cycling is a year-round sport, are a reasonable solution to this perennial problem. However, it should be noted that many female riders and families are not enamored of portable toilets.

A number of public buildings have toilets that can be used during business hours; unfortunately, many of these are not open on weekends, when there is the greatest need. As ridership on the trail increases and as more non-local visitors come, the willingness of private businesses to permit restroom use by non-customers may become strained. The Landmark Towns should discuss ways in which public restrooms can be provided for trail users.

Conversely, some businesses such as food stores or delis may choose to welcome riders in the hope that they will purchase items; this system works well in a number of popular cycling locations.

Bike-friendliness

The website “The Path Less Pedaled” offers five inexpensive ways for businesses to become bike-friendly (<http://pathlesspedaled.com/2011/05/5-easy-ways-to-be-a-bike-friendly-business/>).

- **Have a basic flat repair kit/pump handy,**

The most common expendables for bike tourists are tubes and tires. Flats can become a big problem in towns without nearby bike shops. Local businesses could also have information for trail users about where the nearest bike shops are located.

- **Have some maps handy.**

“Next to tubes and beer, the lifeblood of touring cyclists is a good map.” This is especially important for local hotels and B&Bs; promotional material from local attractions will help generate business for others in the area.

- **Offer u-locks or bike check-in**

Owners of bike shops or B&Bs and motels can offer bike tourists a u-lock for use during their stay. Motels and hotels can store bikes in their secure luggage areas.

“A recent study in Melbourne found that bike parking spaces are better at generating revenue than car parking spaces”

<http://grist.org/biking/2011-04-11-the-economic-case-for-on-street-bike-parking/>

■ **Roll-in to the rooms**

For the touring cyclist, the bike is everything—there is no bicycle touring without the bicycle, and parking an expensive bike out of sight behind a building is not acceptable for most travelers. Bike tourists feel more comfortable with the bike in the room with them; the risk of damage to a carpet is no different from that posed by a wheelchair or baby stroller.

■ **Have the right attitude**

Having the right attitude is the most important thing a business can do. “Bicycle tourists, admittedly, are a strange lot...we are eternally grateful for the small niceties that businesses and small towns may offer us. We remember acts of kindness and spread the word.”

League of American Bicyclists *Bicycle Friendly Business* Program

The League of American Bicyclists (www.bikeleague.org/) sponsors both a *Bicycle Friendly Community* program and a *Bicycle Friendly Business* program, which is a formal designation that differs from simply adding bike-friendly features such as those outlined above. The business program welcomes applications from any business, corporation, organization, association, government agency, or nonprofit group with more than two employees that promotes bicycling among its employees. Businesses must apply for membership and meet certain criteria to be recognized under this national program. The League also supplies technical guidance including parking guidelines, educational material, and examples of successful programs.

(<http://www.bikeleague.org/programs/bicycledfriendlyamerica/bicycledfriendlybusiness/faq.php>)

Cycling shoes

If businesses are going to accept bicyclists, the issue of clip-on cycling shoes must be addressed. Many road bicyclists use specialized shoes that clip to pedals to increase their cycling efficiency. However, the cleats or slotted shoe-plates on the soles have the potential to damage the soft wood (such as pine) floors that are often found in historic buildings. Some historic buildings do not permit any type of footwear that might damage flooring, including high heel shoes and some types of athletic shoes.

Many local businesses already welcome cyclists with clip shoes, and since the shoes are not especially comfortable for walking, some cyclists carry replacements to change into after a ride is completed. If ride events are planned that include historic sites, event organizers may wish to provide protective shoe coverings as part of the registration material for road cyclists, or to provide reusable coverings or slippers at the historic attractions, as is done at some sites now.

Landmark Towns Action Items



This section presents action items for the Landmark Town and identifies ways in which the Towns and the D&L NHC can implement the bicycle and marketing strategies in this report to increase bicycle use and strengthen local economies. To achieve the best results, this initiative has been designed to enroll more than just organizational partners and stakeholders. These implementation recommendations are geared toward generating interest to engage the whole community.

A. Organize partners to support the bicycling initiative

A key to the success of the program is the coordinated efforts of the partners

It is important that all of the partners (official and unofficial) associated with the Landmark Towns understand the vital role that this bicycle strategy can have upon economic development and revitalization of the Landmark Towns. To help foster cooperation the following action strategies and policies are recommended for the various partnerships:

■ Local businesses

- Work with local businesses to ensure that everyone understands the financial value of the cycling community and the benefits of being part of a longer trail system. Continue educational process by supplying new economic surveys and support material to business and Chambers of Commerce.
- Work to engage businesses as bike-friendly organizations. Establish criteria for bike-friendliness in Landmark Towns, looking especially at secure bicycle parking. Review the work of the League of American Bicyclists Bike Friendly America program. (<http://www.bikeleague.org/programs/bicycelfriendlyamerica/>)
- Work with local Chambers of Commerce to produce workshops for businesses on the benefits of going “bike-friendly.”
- Encourage bicycle-friendly businesses to offer discounts to bicyclists.
- Encourage businesses to provide secure bicycle parking at their locations.

Since 2007, 54 businesses catering to trail users on the 141-mile long Great Allegheny Passage have opened or expanded, creating 83 new jobs and paying out \$7.5 million in wages each year.

(Active Transportation Beyond Urban Centers)



- Work with local Chambers of Commerce or other business groups to provide secure bike parking, including exploring the possibility of offering a secure locker or room on a pay-by-use “hat-check system” basis.
- Work with local Chambers of Commerce to promote events that highlight the Delaware Canal and areas along the Delaware River (e.g., Bucks Beautiful’s *Color Along the Canal*—300,000 daffodil bulbs planted from Riegelsville to Bristol Borough that offer a reason to ride or walk the Canal Trail during the month-long blooming period).
- Engage the support and participation of local businesses in the events planned for the Landmark Towns.
- Enlist local businesses to financially support the wayfinding kiosks. This could not only pay for the initial costs of the kiosks, but will provide additional funds for updating of the kiosks and some related trail maintenance.
- Market local B&Bs and all bicycle-friendly overnight accommodations (including hotels) on bicycle websites.
- Encourage local hotel chains to support bicyclists (providing lower-cost accommodations available on shorter notice than typical Bucks County B&Bs). Hotels can provide bike parking in secure luggage rooms or permit bicycles in rooms. A hotel could also provide scheduled van service to take its guests to a public D&L Landmark Towns Trail access point.
- Encourage businesses and local museums and destinations to provide disposable/reusable alternate foot wear for bicyclists so bicycle shoes with clips do not damage flooring.
- In cooperation with area bicycle shops, develop bicycle safety workshops and local bicycle tours that connect to the Landmark Towns.
- Encourage local outfitters to run bicycle tours that connect the Landmark Towns with overnight accommodations at local B&Bs and lodgings.
- Monitor feedback from businesses about successes or shortcomings of the bicycle and marketing strategies.

■ **Local communities**

- Post marketing strategy report on municipal websites and ensure that local officials are familiar with it
- Work with local communities to support bike-friendly programs such as adopting a Complete Streets policy that provides for safe sidewalks and bicycle lanes in all boroughs.
- Encourage the installation of bike racks at cultural and business sites.
- Provide municipal commercial district bike parking in highly visible areas. Consider use of “bike corrals” on a trial basis (10 bikes parked in one former on-street car parking space). (<http://www.cityofmadison.com/bikeMadison/documents/OnStreetBikeparkKingStNews.pdf>)
- Bicycle-friendly policies should be incorporated into the land developments process for all new developments and parking lot enhancements within the boroughs.

“Bike-minded improvements in infrastructure and enforcement create healthier, more economically sound places, not just to visit but to live”

<http://grist.org/biking/2011-06-06-the-grand-tour-how-bike-tourism-helps-local-economies/>

- On any local community websites, indicate which establishments are bike-friendly, especially lodgings and restaurants.
- Encourage communities to offer public toilets for use of cyclists and hikers along the trail and in the Landmark Towns. Provide information on the importance of such amenities to tourism (lack of bathrooms is usually first in lists of heritage traveler and bicyclist concerns).
- Work with local communities to determine the best location for an on-road bicycle route linking the Landmark Towns.
- Once a permanent on-road route has been determined, seek funding for wayfinding signage through grants.

■ Local school districts

- Encourage local school districts to develop on-going educational safety programs to reduce bicycle crashes and increase pedestrian safety.
- Encourage local school districts to promote the road and trail connections along the D&L Landmark Towns Trail and between the Landmark Towns.

■ Continue to coordinate with local cycling groups and advocates

- Work with cycling groups and clubs to finalize the best on-road bicycling alternatives to the D&L Landmark Towns Trail.
- Encourage clubs to include or feature the Landmark Towns in group rides.

■ VisitBucksCounty.com and the Bucks County Conference and Visitors Bureau

- Encourage the inclusion of bicycle-friendly listings on the Bucks County websites:

Places to Stay:

Bed & Breakfasts, Country Inns & Cottages / Show Me...

Add "bicycle-friendly" category

Hotels in Bucks County / Show Me...

Add "bicycle-friendly" category

Accommodations in these locations:

Add: Along the Delaware Canal (or Delaware River)

- Indicate on all listings what type of bike is best suited for a particular ride or location (e.g. canal towpath vs.on-road cycling).
- Encourage the inclusion of all bicycle events promoting or sponsored by the Landmark Towns on the website.
- Encourage the inclusion of specific bicycle road tours and maps between the Landmark Towns on the Bucks County web site.

■ City of Trenton

- Work with the City of Trenton to increase wayfinding between the Amtrak Station and Morrisville, and to strengthen the identities of the two municipalities as the trail gateways to their respective states.

■ **SEPTA**

- Work with SEPTA to help promote the Landmark Towns as bicycle destinations via transit.
- Provide the necessary support that allows bicyclists to bring their bicycles onto all SEPTA lines.

■ **PennDOT**

- Build a constituency to support PennDOT in incorporating pedestrian and cycling safety into all roadwork and sidewalk enhancements.
- Advocate for the use of sharrows on state roads used for on-road cycling. The Landmark Towns should work in concert with the Bucks County Planning Commission to address issues of road maintenance and Bicycle Occupancy Permits with PennDOT (see “Improve safety for on-road trail” in text above).

■ **DCNR and PEC**

- Continue work with the Department of Conservation and Natural Resources (DCNR) and the Pennsylvania Environmental Council (PEC) to obtain TIGER Grants from the US Department of Transportation to complete the necessary improvements to the towpath and trail and the road route between Morrisville and Bristol boroughs.

■ **East Coast Greenway**

- Continue to work with the East Coast Greenway to help bring national recognition to the D&L Landmark Towns Trail and the Landmark Towns themselves.

B. Develop events and festivals

Keeping the Landmark Towns in the forefront

It is important to develop an on-going program that will bring recognition and business to the Landmark Towns throughout the year. These additional action items support the strategies and action items that have already been outlined within the marketing section of the report.

■ **Develop a calendar of thematic bicycle rides**

- The calendar of rides should be based upon various itineraries to cover various interests, such as history, historic architecture, nature, shopping, brew festivals, wine tasting, food festivals, art fairs, etc.
- Create a calendar of walking and bicycle tours for various levels of cyclists, such as road touring, cross country, families, etc.

■ **Develop an art bike rack program**

- Form a committee that is representative of the four Landmark Towns to see if there is an interest in the arts bike program.
- Contact businesses and potential sponsors to gauge the level of support that might be expected.

- Review the recommended locations and obtain the support of the property owners.
- Contact local colleges, design schools, artist groups, bicycle organizations, etc. to gauge the interest in the program.

■ Explore a weekend shuttle service

- Explore the possibility of a private outfitter operating a shuttle that would link people with their bicycles between Bristol Borough and New Hope during the weekends. This could be linked with area bicycle shops and lodging to accommodate overnight stays.

C. Coordinate management and marketing

On-going marketing is an important and necessary element to create the awareness that will promote the Landmark Towns. In addition to the marketing elements described elsewhere within the report, the following action items should to be undertaken:

■ Branding

- Review the graphic alternatives for the Landmark Towns Bicycle events that are found within this report
 - Determine how the chosen graphic may best be utilized in conjunction with the existing brands for the D&L National Heritage Corridor and the Landmark Towns.

■ Web marketing

To provide more support for the Delaware Canal trail and the Landmark Towns, create a major web section on the Landmark Towns website for “Touring the Towns by Bike or Foot” that includes a map of the road tour as defined within this report as well as the Delaware Canal trail. This should be the same level on the web site as “Dining, Shopping, Lodging, and Services”, etc.

- Continually update the calendar of bicycle tours and events on the Landmark Towns website.
- Update information relating to Landmark Towns calendar events on independent bicycling and trail web sites, (e.g. TrailLink.com at <http://traillink.com/home.aspx>)

■ Wayfinding

- Once the on-road route has been finalized, develop and install the approximately 120 PennDOT-approved bike route directional signs needed to direct bicyclists along the entire road route, both north and south, between New Hope and Bristol Borough as developed within this report (see also action A.1.2 above). *(Any marking or signage of a bicycle route on a PennDOT highway must be approved by PennDOT. Any marking or signage of a bicycle route on a township/borough highway must be approved by the township/borough.)*

- Provide clear wayfinding signs such as kiosks at all SEPTA transit stations to direct hikers and bikers to the Delaware Canal Trail, the shops within the Landmark Towns, and road cycling routes from New Hope to Bristol Borough.
- Locate kiosks with specific town information at trail access points closest to the Landmark Towns.
- At all towpath parking sites, provide kiosks showing distances to the Landmark Towns and directions to the shops within the Landmark Towns, bike shops, and lodging.

■ **Bicycle maps**

- Develop bicycle maps that show the bike road tour that links New Hope to Bristol Borough. Add local destinations, businesses, bike shops, lodging, and transit stations on the map. Obtain sponsorships from local businesses and cultural destinations to support the cost of the map.

D. Complete capital Improvements

In order to achieve some of these initiatives, there are a few capital improvements that need to be completed to make this bicycle initiative a success:

■ **Complete the Delaware Canal towpath connections**

- Work with DCNR and PEC to develop the necessary grants to eliminate the five remaining gaps in the Delaware Canal towpath between Morrisville and Bristol boroughs. (*Note: A grant was awarded in the fall of 2011 to eliminate one of the gaps on the trail at the Route 13 crossing. Another grant application has been made to address the Conrail Railroad Crossing in Falls Township.*)

■ **Complete the bike tour road connections**

- Work with Waste Management to acquire a right-of-way through their property at the southern end of Pennsylvania Avenue in order to connect directly to Ford Mill Road without having to use the Tyburn Road limited-access road.
- Investigate the possibility of eliminating a portion of a guide rail and re-striping a portion of Old Bristol Road near Tullytown to allow bicyclists to go southbound. (Old Bristol Road is currently only northbound along this section near Tullytown and Rt. 13.)
- Re-stripe a portion of West Mechanic Street in New Hope to allow eastbound bicycle traffic between New Street and River Road (Route 32).

■ **Enhance bicycle route safety**

- Paint sharrows and bike lanes on portions of the streets within the four Landmark Towns to enhance the safety of the bicycle road tour routes between the Landmark Towns.

Consultant team

Carter van Dyke Associates, *Lead Consultant*

Brown Dog Design, *Graphic Design*

Ignition Marketing, *Marketing Specialists*

RM Events, *Event Planners*

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