BICYCLISTS BRING BUSINESS WORKSHOP FINAL REPORT

ONEIDA, NY

October 9th and 10th 2013

City of Oneida Recreation Department

Oneida Rail Trail Committee

2013 Bicyclists Bring Business Workshop – Oneida, NY

Background

According to the U.S. Travel Association, bicycling is now the third most common vacation activity in the country, with more than 27 million Americans who have taken a bicycling vacation in the past five years. A recent study by the Adventure Travel Trade Association found that bicycle travel for pleasure generates $89 billion in revenue annually in the U.S. The Erie Canalway Trail (ECT) has an abundance of almost everything this growing market seeks, including safe, mostly off-road cycling between historic communities; scenic landscapes, historic sites, parks and other attractions; detailed maps and route descriptions; and cycling options ranging from daytrips to week-long adventures. These factors – along with the widespread name recognition of the Erie Canal – provide the ECT with the potential to attract large numbers of tourists each year.

In order to help Canalway Trail communities capitalize on ECT tourism, Parks & Trails New York (PTNY) has conducted 11 “Bicyclists Bring Business” community roundtables in communities across the state since 2006. In 2008, PTNY also produced *Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities* to bring the message to an even wider audience. The goal of the roundtables and the guide is to help local business people, elected officials, tourism officials and citizens discover what services and amenities make a difference to bicyclists when choosing a touring destination so that they can better attract and profit from the growing bicycle tourism market.

In 2012 PTNY added a field component: a community bike-a-round the morning following the roundtable. The goal of this activity is to enable program participants to get out and experience their community’s services and infrastructure from the perspective of a cyclist visiting the downtown business district.

October 2013 Program Location

Parks & Trails New York, the New York State Canal Corporation and the Oneida Rail Trail Committee (ORTC) presented a free roundtable entitled “Bicyclists Bring Business” at the Kallet Civic Center in the City of Oneida on October 9, 2013. Oneida was chosen because the ORTC is currently working on a network of rail trails within the city that would connect to the ECT, the city is located within a section of the trail that had not yet hosted a Bicyclists Bring Business event – the Old Erie Canal State Park section – and because downtown Oneida contains a wonderful mix of historic architecture, friendly people and local businesses that are less than a mile from the ECT.

Evening Roundtable

The roundtable was held from 6-8 p.m. so business owners could attend on their way home from work. Over 40 people participated in the event.

After light refreshments and introductions, NYS Canal Corporation Trails Director John Dimura began the roundtable with a PowerPoint

Presentation designed to review accomplishments and ongoing work along the ECT. Subsequently, PTNY Executive Director Robin Dropkin presented insights and ideas gleaned from other bicycle-friendly communities and cited statistics that substantiated the impact of bicycle tourism on local economies. Photos from her visits to the Le P'tit Train du Nord in Quebec and the Katy Trail in Missouri illustrated how trail-side communities have created programs and developed infrastructure to cater to the bicycling tourist.

In the discussion following the presentations, roundtable participants pointed out the need for wayfinding and information on the trail, improved bike facilities in local towns and villages, bike tourism data (number of tourists, spending, etc.), grant resources, making businesses more bike-friendly, marketing and promotion, a trail to connect the City of Oneida to the ECT and shuttle and return trip planning.

Everyone present received a copy of Parks & Trails New York's *Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities*.

Morning Bike-a-round

The morning after the roundtable, PTNY and Canal Corporation staff joined a group of residents, business owners and local government representatives to visit the City of Oneida by bike. Seeing the trail and the community from the perspective of a first-time tourist was an eye opener for everyone. As they made their way around the city, the cyclists referenced the checklists found in PTNY's *Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities* which generated suggestions for improvements to the trail, signage, street infrastructure, and businesses and attractions that could increase the likelihood that someone would stop and visit and even stay overnight. Discussions at planned stops along the bike-a-round also identified a number of needs and opportunities for Oneida, including:

- the need for wayfinding signage on the ECT,
- the need for cleaning of the shoulder between the ECT and the city,
- the opportunity for a community gateway kiosk at the Dollar General plaza,
- the need to determine and promote offerings that are authentic to the area,
- the need for convenience stores near the trail to carry simple bike repair materials,
- the opportunity to capitalize on the beautiful architecture and well maintained homes of Oneida,
- the need to complete the Oneida Rail Trail to create an all off-road loop connection from ECT to Oneida and back,
- the need for a local or county complete streets policy,
- the opportunity for doing group bike rides around town to raise awareness,
- the need to have public restrooms available,
- the need for shopkeepers to be able to answer questions about the ECT and the area in general, and
- the need for more bike friendly businesses.

Next Steps Recommendations

In order to help Oneida capitalize on ECT tourism, PTNY has prepared recommendations for next steps that stem from the participant comments and discussions at the roundtable and bike-a-round. These recommendations are an outgrowth of the ideas shared by community members, business owners and government officials and are intended to help Oneida and surrounding communities translate their visions for bicycle tourism in their town into successful realities. Each recommendation is accompanied by a list of actions to implement the recommendation. Each action is prioritized as either Short-term, Medium-term or Long-term based on the importance of the

action, the capacity to complete the action and the desires of the community. The seven recommendations are as follows:

1) Improve signage and wayfinding between the ECT and Oneida
2) Encourage businesses to become more bike friendly
3) Market and promote Oneida as a bicycle destination
4) Complete Oneida Rail Trail and off-road connection to the ECT
5) Determine what offerings are authentic to the area, not offered elsewhere on ECT
6) Build off of the current momentum and existing groups in the area
7) Secure funding to complete recommendations

See Appendix A for the full list of next step recommendations and prioritized action items.

Roundtable Summaries

After the roundtable, participants were emailed a summary (see Appendix B) of the comments from the discussion session and the bike visit. Persons who registered for the roundtable or bike visit but did not attend also received a copy of the summaries. A summary of the 2013 roundtable comments was also posted on the Parks & Trails New York website.

Publicity

The Canal Corporation, ECNHC, the Canalway Trails Association New York, the ORTC, the Oneida Parks and Recreation Department and other local groups assisted PTNY in publicizing the event by emailing an invitation letter and flyer to a comprehensive list of clubs, shopkeepers, associations and local governments in the region. PTNY also sent the invitation to area state and national legislators and to bike shops, B&Bs and inns. Flyers were also put up at various locations around Oneida and main street businesses were invited in person.

A press release was sent to media outlets across the state, including the Oneida, Rome, Utica and Syracuse newspapers. Prior to the event an article appeared in the Utica Observer-Dispatch (http://bit.ly/1fuWG7Q) and the Madison County Courier (http://bit.ly/1cvTNk0). Articles announcing the roundtables were also included in electronic newsletters produced by PTNY (http://conta.cc/18okYjz). The event was advertised on the PTNY home page for nearly one month.

The Utica Observer-Dispatch and Oneida Daily Dispatch ran stories after the event.

Campbbell, Ned. “Oneida touts community to cyclists” *Utica Observer Dispatch.* October 10, 2013. http://bit.ly/It28v9

Will, Nick. “Parks and Trails New York says bicycle tourism could stimulate economy.” *Oneida Dispatch.* October 10, 2013. http://bit.ly/1bZkFNA

Participant Survey

The 36 persons who provided an email address and who attended the roundtable and/or the bike-a-round were emailed a summary as well as a link to a survey of both events. Fourteen persons (39%) responded to the survey.

All the survey respondents who attended either the roundtable or the bike-a-round stated that the events were worthwhile, although one person who attended the roundtable stated both yes and no. All but one respondent indicated that they were willing to work with other members of their community or neighboring communities to encourage more Canalway Trail tourists to stop.

When asked what their community needs most to benefit from Canalway Trail tourism, 93% of respondents chose wayfinding signs. Second in popularity with 64% of respondents each was bike/ped infrastructure and bicycle friendly business designation.

The full results of the participant survey – including answers to open-ended questions – are provided in Appendix C.

APPENDIX A
BICYCLISTS BRING BUSINESS
RECOMMENDATIONS FOR NEXT STEPS
OCTOBER 9 &10, 2013
ONEIDA, NEW YORK

In order to help Oneida capitalize on ECT tourism, PTNY has prepared recommendations for next steps that stem from the participant comments and discussions at the roundtable and bike-a-round. These recommendations are an outgrowth of the ideas shared by community members, business owners and government officials and are intended to help Oneida and surrounding communities translate their visions for bicycle tourism in their town into successful realities. Each recommendation is accompanied with a list of actions to implement the recommendation. Each action is prioritized as either *Short-term, Medium-term or Long-term* based on the importance of the action, the capacity to complete the action and the desires of the community.

RECOMENDATION 1: IMPROVE SIGNAGE AND WAYFINDING BETWEEN THE ECT AND ONEIDA

There is currently no signage or indication of the numerous amenities available in Oneida when traveling on the ECT. Oneida is less than one mile from the trail and could be an easy stop for travelers; they just need to be aware of all the great offerings available to them.

- **Action 1-1:** Install general services signage on the trail at the junction with Route 46. Since Oneida is within the Old Erie Canal State Park section of the trail, coordination with the NYS Office of Parks, Recreation and Historic Preservation will be required. *Medium-term Priority.*
- **Action 1-2:** Install a Community Gateway Kiosk away from traffic to provide detailed information about the community history, services, businesses and amenities. Along with the Kiosk, bike parking and benches could also be installed at this location. The Dollar General lot was suggested as a good location for the Kiosk. Will require coordination with parking lot landowner. *Long-term Priority.*
- **Action 1-3:** Creation of both digital and “place-based” maps to be distributed at the kiosk, in local businesses and community spaces and online. May be opportunities to work with the Madison County Planning Department or Madison County Tourism Agency. *Medium-term Priority.*

RECOMENDATION 2: ENCOURAGE BUSINESSES TO BECOME MORE BIKE FRIENDLY

Demonstrating the potential value of catering to bicyclists and encouraging business owners to become more bike friendly could make the community as a whole more attractive to bicycle tourists.

- **Action 2-1:** Engage local businesses, either through the Greater Oneida Chamber of Commerce or independently, to explain how they could become

more bike friendly. Below is a list of ideas that businesses could implement to achieve this objective. *Short-Term Priority.*

- Install bike racks/bike parking (may be opportunities with the Mohawk Community College welders club)
- Ensure businesses have websites and adequate web presence so cyclists on the trail can find them (entries in yelp, google maps, trip advisor etc.)
- Let bicyclists know they are welcome on business websites and advertisements
- Participate in Bicycle Benefits reward programs such as http://www.bicyclebenefits.org/
- Ensure shopkeepers can answer questions about ECT and other trail systems

RECOMENDATION 3: MARKET AND PROMOTE ONIEDA AS A BICYCLE DESTINATION

Collectively marketing Oneida and the surrounding communities as bicycle destinations could increase visitation and visibility of these communities to potential bicycle tourists.

- **Action 3-1:** Work with the Madison County Tourism Agency to ensure the Erie Canalway Trail, the Old Erie Canal State Park and other bicycle attractions (Ridges of Madison County, etc.) are prominently featured in tourism brochures, planners and websites. *Short-Term Priority.*
- **Action 3-2:** Work with the NYS Office of Parks, Recreation and Historic Preservation to discuss ways to collectively market the Old Erie Canal State Park. *Medium-Term Priority.*
- **Action 3-3:** Create local, regional or Old Erie Canal State Park events. *Medium-Term Priority.*

RECOMENDATION 4: COMPLETE ONEIDA RAIL TRAIL AND OFF-ROAD CONNECTION TO THE ECT

The benefits of a local rail trail system are many: improved quality of life, a healthier population, greater local real estate values, more active transportation options, and reduced air pollution. Bicycle and pedestrian projects also generate jobs and can bring tourism dollars into the local economy. Completion of the Oneida Rail Trail system would realize these benefits for local residents as well as improve the physical and economic connection between Oneida and the ECT. An interesting trail ride between Oneida and the ECT that includes both historic and natural features would demonstrate the bike-friendliness of Oneida and greatly improve the likelihood of ECT bicycle tourist stopping in the city. In addition, the proposed rail trail system would create a “loop connection” to the ECT, the most desirable trail connection for bicycling tourists (no back tracking necessary).

- **Action 4-1:** Continue Oneida Rail Trail Committee efforts to plan and develop the rail trail system. *Short-term Priority.*
- **Action 4-2:** Continue Oneida Rail Trail Committee efforts to secure a TEP grant or other funding for signage, new trail, etc. *Short-term Priority.*

- **Action 4-3:** Work with local and county legislators and officials to pass municipal or county resolutions in support of the rail trail development efforts. *Short-term Priority.*

RECOMENDATION 5: DETERMINE WHAT OFFERINGS ARE AUTHENTIC TO THE AREA, NOT OFFERED ELSEWHERE ON ECT

With over 200 communities along the ECT, it is important for Oneida and the surrounding communities to determine what unique characteristics differentiate the experience for tourists in their community.

- **Action 5-1:** Generate a list of natural, historic and cultural resources located in the area and determine the best way to promote these amenities to the cycling tourist. Examples of amenities identified during the workshop include: local restaurants and diners, the Mansion House, the Historical Society, and the many grand homes and beautiful architecture that exists within the community. *Short-term Priority.*
- **Action 5-2:** Camping opportunities are limited along the ECT, so communities that provide easy to access camping options can quickly become must-stop destinations for those traveling with a tent. Within Oneida, there may be opportunities to promote camping by ECT tourists at either Mt. Hope or at the Duross Conservancy. Investigate and publicly promote these opportunities. *Medium-term Priority.*

RECOMENDATION 6: BUILD OFF OF THE CURRENT MOMENTUM AND EXISITNG GROUPS IN THE AREA

With the current efforts of the Oneida Rail Trail Committee, the Bicyclists Bring Business Workshop and the interest of many local businesses and residents, it is important to keep the momentum from these activities moving forward.

- **Action 6-1:** Hold informal group bike rides around town to raise awareness for bicycling in the community. *Medium-term Priority.*
- **Action 6-2:** Hold "get to know each other" bike rides, similar to the Tuesdays on the Towpath, for other bike advocates in nearby communities including: Oneida, Chittenango, Canastota, Hamilton and others. *Medium-term Priority.*
- **Action 6-3:** Convene group or committee to discuss the implementation of the recommendations and next steps based on the workshop participants (see Appendix C). *Short-term Priority*.

RECOMENDATION 7: SECURE FUNDING TO COMPLETE RECOMMENDATIONS

While many recommendations would not require any public investment, securing outside funding for those that will require public investment would allow progress to move forward.

- **Action 7-1:** Assign a person or committee to be responsible for grant writing and research the following grant programs. *Short-term Priority.*

- Canal Corporation Grants: http://www.canals.ny.gov/community/grant.html
- NYS Office of Parks, Recreation and Historic Preservation: http://nysparks.com/grants/
- Erie Canal National Heritage Corridor: http://www.eriecanalway.org/get-involved_grants-fund.html
- Other NYS agencies offer grants through the CFA process: http://www.esd.ny.gov/ConsolidatedFundingApplication.html
- Community foundations

APPENDIX B
BICYCLISTS BRING BUSINESS WORKSHOP SUMMARY
OCTOBER 9 &10, 2013
ONEIDA, NEW YORK

ROUNDTABLE COMMENTS
OCTOBER 9, 2013

1. *Use of both digital maps and "place-based" maps and kiosks*
    a. *Wayfinding signs are also important*
    b. *Showing distances and/or travel times is important*
    c. *It was noted that distances may be better than times because speed of traveler cannot be assumed*
    d. *Could have a QR Code on the trail to bring tourists all information they need*
2. *Cost vs. benefits: How much will all the improvements cost? Is it worth it?*
    a. *Specific costs are dependent upon the projects that are implemented, but in general benefits often outweigh costs, particularly locally*
    b. *A lot of volunteer time goes often goes into local projects*
    c. *Outside money from grants*
3. *What grants are available?*
    a. *Canal Corporation Grants: http://www.canals.ny.gov/community/grant.html*
    b. *NYS Office of Parks, Recreation and Historic Preservation: http://nysparks.com/grants/*
    c. *Erie Canal National Heritage Corridor: http://www.eriecanalway.org/get-involved_grants-fund.html*
    d. *Other NYS agencies offer grants through the CFA process: http://www.esd.ny.gov/ConsolidatedFundingApplication.html*
    e. *Community foundations: Chittenango Museum was able to get a signage grant from a community foundation.*
4. *There is a lot of bike-tourism potential in Oneida*
    a. *Need numbers of trails users to convince people*
    b. *Plans to install trail counters in the next year or two*
5. *Where are bike racks in Oneida?*
    a. *Library*
    b. *High School (most people didn't know)*
    c. *Little or none elsewhere*
6. *Businesses should market themselves as bike-friendly*
    a. *Website*
    b. *Advertisements*
    c. *Bike-racks*
    d. *Bicycle Benefits reward programs: http://www.bicyclebenefits.org/*
7. *Consensus that bicyclists like to stop at historic sites*
8. *Marketing and promotion:*

    a. *Cycling the Erie Canal Guidebook*
    b. *Are there ways to collectively market the Old Erie Canal State Park*
    c. *Relay Race – Each County does a section*
    d. *Events just for the Old Erie Canal State Park*
    e. *Ridges of Madison County – 10 Scenic Bike Rides in Central New York http://www.madisontourism.com/biketour.pdf*

9. *Cyclists need information on the trail*
    a. *Cyclists on the trail don't often know what is available in the city, what is in town, how far to next town, etc.*
    b. *Need specific info to get them off the trail*
    c. *Bicyclists want to know what roads are like, how far it is into the village, what businesses are open, etc.*
    d. *Many folks are from outside CNY*
    e. *Is there signage of things to see or do near the trail in Oneida? No*
        i. *Signs, symbols, individual businesses*
        ii. *Businesses could pay*
        iii. *NYS Canal Corporation is working on a pilot program for services signage*
        iv. *Since Oneida is within the Old Erie Canal State Park section of the trail (not managed by Canal Corporation), would have to reach out to OPRHP to put up informational signage about the communities*

10. *Digital vs. printed promotional and informational materials*
    a. *Mobile apps becoming more and more popular*
    b. *PTNY has mobile optimized map of ECT with attractions, services, etc. – Very popular*
    c. *Businesses need websites and web presence so cyclists on the trail can find them (yelp, etc.)*

11. *How do people get from the ECT to Oneida? Is there a trail?*
    a. *The Oneida Rail Trail Committee looking to create a connection using a TEP grant for signage, new trail, etc.*
    b. *Paved shoulder on Route 46/North Main Street*

12. *How far are people willing to go off trail? Are they willing to up and down hills?*
    a. *5, 10, 15, 20 miles… it varies depending on what services/amenities they are looking for*

13. *It is important to make your community comfortable for cyclists*
    a. *Bicyclists benefits (http://www.bicyclebenefits.org/) or other bike reward programs*
    b. *Bike racks and other facilities*
        i. *Mohawk Community College: welders club will be making some for the community*

14. *Great Swamp Conservancy*
    a. *Great ECT side trip*
    b. *How to get into brochures?*

        i. *Contact producer of brochures (local tourism promotion agencies, Erie Canal National Heritage Corridor, etc.)*
    c. *How to get signage?*
        i. *Speak with trail managers (Canal Corporation, OPRHP, .local municipalities, etc.)*

15. *Chittenango Museum now has rental bikes*

16. *Shuttling: how to make it back to your starting point in a long or short distance ride?*
    a. *Missing amenity on the ECT*
    b. *Orlando rail has "stations" where you can rent and return bikes in different locations*
    c. *Creeper trail in VA has lots of shuttle services*
    d. *Amtrak: PTNY working to get bikes on trains*

ONEIDA BIKE VISIT SUMMARY
OCTOBER 10, 2013

BIKE-A-ROUND OBSERVATIONS

Ride into Oneida and Stop #1 at the Dollar General

- *No signage or indication of a place you might want to visit when traveling on the trail*
- *No mileage pointing the distance to Oneida*
    - *Mileage is by Rt 316 but not by Rt 46 (which we took)*
    - *Discussion of where signage should be located: depends on if travelers are coming from the east or west*
- *Sign listing churches in the area was nice*
- *Good shoulder for riding, but some glass and debris on the shoulder*
    - *Municipal street sweeper*
    - *Adopt-a-highway program*
- *Could use share the road signs along Rt 46*
- *Shorter curbs are better: make it easier to pedal on the shoulder*
- *Potential opportunity for advertising on the shoulder using chalk*
- *Dollar General lot could be a good place for a Community Gateway Kiosk away from traffic*

- *Could also have*
    - *Bike parking*
    - *Benches*
    - *Water and Restrooms (or at least signs to them)*

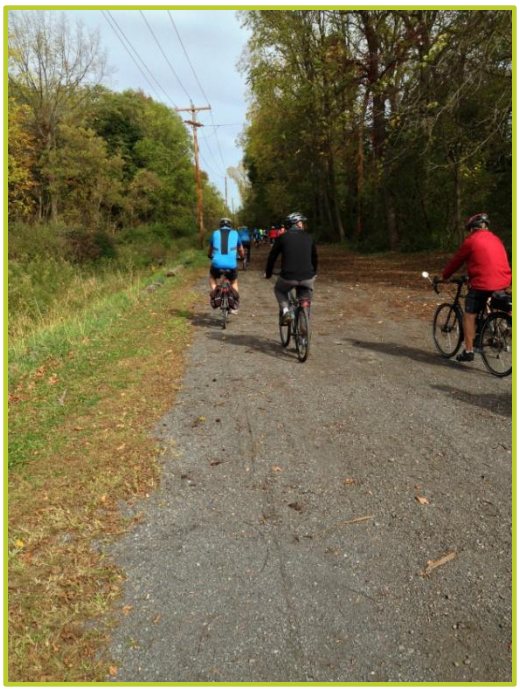
Ride down Main Street (Rt. 46) and Stop #2 in front of Choo Choo Charlies

- *Street Parking on Main Street*
    - *Possibility of removing parking from one side to create two way bike lanes*
    - *Could be difficult because churches use street parking on weekend*
- *Determine what offerings are authentic to the area, not offered elsewhere on ECT*
    - *Oneida has three good diners*
    - *Ice cream/sweet shop*
    - *Camping is allowed at Mt. Hope*
    - *Duross Conservancy has 2.5 miles of trails and space for primitive camping*

- *Post office and Library*
    - *PO is one block off main, new library will be on main*
    - *Signage to these locations important*

Ride down Main Street (Rt. 46) and Stop #3 at Allen Park

- *One proposed rail trail is near Allen Park*
- *Opportunity for a sign at Vets Field*
    - *Good place for kids to enjoy the park*
    - *Red Hill is place to get water, snacks*
- *Try to get convenience stores near the trail (Byrne Dairy, Red Apple) to carry simple bike repair materials such as patch kits, tubes, chain links. Only place to get these item now is Walmart.*
- *Rt. 5 is a state bike route and could have signage to direct people to trail*
- *Grand homes, historic district and historical society*
    - *Oneida has beautiful architecture and many well maintained homes*
    - *Opportunities for home tours*



- *There are currently yuletide house tours*
- *Could do a bike architectural tour*
- *Could do a QR/Smartphone tour as part of the rail trail*

Ride up Broad Street and Stop #4 at Maxwell Field

- *Proposed rail trail runs by Maxwell Field*
- *City of Oneida owns most of the corridor and mows*
- *11.3 miles that will connect Oneida with the ECT and Wampsville*
- *Could go all the way to the mansion house*
- *Signs for the Oneida Rail Trail from the ECT would be important*
- *Could be an all off-road loop connection from ECT to Oneida and back*

Ride on Oneida Rail Trail/on road and Stop #5 at Library

- *Library offers wifi, free computers and guest passes*
- *Library info is good for kiosk; also let them know other wifi locations*
- *Kiosk should let people know where health care is as well: doctors, hospitals*
- *Library wifi is available in the front yard of the library even if the library is closed*
- *History room at the library available for visitors*
- *Canal history is available at both the library and at the historical society*
- *"The Market" retail could be great for bicyclists: local NY products*

GENERAL OBSERVATIONS AND LA VIE BOHEM LUNCH DISCUSSION

- *Section riders (bicyclists who ride one section of the ECT at time) need overnight parking*
    - *No overnight parking to get on the trail in Oneida*
    - *Wampsville has parking*
    - *Make the trail easily accessible so people feel they could do it*
- *Local or county complete streets policy*
    - *Could be another way to ensure the community is attractive to cyclists (i.e. bike friendly)*

    - *Lots of people were seen biking around town; could be good for visitors and locals too*
- *Doing group bike rides around town could raise awareness*
    - *People were very friendly and respectful of the bike-a-round participants (didn't speed around them, etc.)*
    - *Some community members took pictures of the group*
- *Opportunity for a "get to know each other" bike ride for other bike advocates nearby: Oneida, Chittenango, Canastota, Hamilton etc.*
- *Wanderers Rest: long group rides from Hamilton to Canastota, Oneida to benefit local animal shelter*
- *Public restrooms are important, but need a way to let people know where and when they are available*
    - *Parks have open restrooms at certain times of the year*
- *Parks in Oneida are well manicured and look good; make people feel comfortable*
- *Ability for merchants to mail purchases back home is a great amenity for bike tourists*
- *Proposed rail trail system would provide for great side trips*
    - *Takes you to interesting places*
    - *Mansion House*
- *Can shopkeepers answer questions about ECT and other trail systems?*
    - *Room for improvement*
    - *Library, post office, town hall*
- *The Wampsville tie in will be important for people traveling east*
- *Making businesses more bike friendly*
    - *Pedestrian and bicyclists scale for signage (unlike some business signs that are extremely tall and oriented for cars traveling by from farther distances at high speeds)*
    - *Outdoor seating*
    - *Bike racks*
    - *Flags*
    - *Window boxes, planters*
    - *Printing on the road*

APPENDIX C BICYCLISTS BRING BUSINESS PARTICIPANT SURVEY

(14 RESPONDENTS; 39% OF ATTENDEES)

1. **Please enter your zip code:**

   12065 - Clifton Park
   13032 - Canastota
   13035 - Cazenovia
   13037 - Chittenango
   13057 - East Syracuse
   13104 - Manlius
   13134 - Peterboro
   13212 - North Syracuse
   13219 - Syracuse
   13346 - Hamilton
   13421 – Oneida (4 respondents)

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

	Response Percent	Response Count
Business Owner	7.10%	1
Member/employee of a recreation based organization	35.70%	5
Member/employee of a community organization	28.60%	4
Village/town employee	14.30%	2
County employee	7.10%	1
Municipal Official	7.10%	1
Tourism Official	14.30%	2
Natural, recreational or historic site employee/volunteer	28.60%	4
Outdoor Enthusiast	50.00%	7
Other	7.10%	1

Other response: Planner

3. **Why are you interested in bicycle tourism?**

1. I am an avid bike rider and manage/own a SUP [Stand up Paddle Board] and Bike Rental Company
2. Because it brings business!
3. I am avid cyclist and I believe that upstate NY is an under utilized cycling destination. We have world class scenery, historic sites and magnificent communities. We have lots of room to bring additional tourism dollars to upstate NY from the cyclists.
4. I am a cyclist and have participated in 3 or 4 day bike tours in other states. We CAN do it here in central New York. We have great biking roads, small towns and trails (being developed). With our Erie Canal trails, this would be a perfect destination trip for individuals or groups.
5. I am a bicycle tourist.
6. Because it would be great to bring new people/dollars into our community; and as a planner, it's important to consider all types of transportation!
7. Promotion, development and use of local trails
8. Drawing bicyclists from the Old Erie Canal Tow Path Trail into Chittenango will help to boost our economy.
9. I was part of the creation of four trails in our county in 2006. Among the plans for future developments were adaptations for biking. I began then to learn more about biking tourism at that time, but developments did not happen.
10. Biking is a great way to get around; everything looks different (better in most cases) from a bike. Therefore, I am interested in facilitating biking as not only a tourism activity but a source of transportation, exercise, and quality of life factor.
11. The GSC [Great Swamp Conservancy] is 3 1/2 miles from the Canastota Canal Trail; we make a good day trip for cyclists from any point in Central NY, have parking for cycle trailers who want to make us a begin/end point of their trips, have bathroom, water, drinks for refreshing on rides, offer beautiful trails for nature exploration, photography
12. I ride, and I was thinking of opening a bike shop.
13. Believe bicycle tourism is part of our economic development niche in creating a multi use trail system that connects to the Erie Canal Trail
14. Because it can bring a much needed to boost to our local economy

4. Did you attend the evening Bicyclists Bring Business roundtable discussion in Oneida on October 9th?

	Response Percent	Response Count
Yes	100.00%	14
No	0.00%	0

5. Was the roundtable worthwhile?

	Response Percent	Response Count
Yes	100.00%	14
No*	7.10%	1

*Note: One respondent selected both yes and no.

6. Why was the roundtable worthwhile, or not?

1. I had been thinking of expanding my bike rentals to the Erie Canal path. I had purchased the Parks and Trails guide to the Canal and I was able to meet the people who put that literature together. It gave me contacts to people who really know the whole canal system and who will be able to provide valuable information to me in the future.
2. I need metrics to convince my board that we should invest in bicycling promotion. thank you for delivering.
3. Good information.
4. There was enthusiasm and knowledge from the attendees. If we could tap into some of the bike clubs across the state for assistance we could have one of the best trails/roads rides in the East.
5. I saw a lot of local people and business owners who seemed new to the idea of bicycle tourism. They need to be educated on the importance of bicyclists to them.
6. Yes - got to hear about worthwhile projects across the state, country; great chance to network with others of similar mindset.
7. It encouraged me to work harder to coordinate activities with other groups in the village. I'll attend a meeting next week where I'll represent the Creek Walk Committee. Others will represent the Drydock Museum, Chamber of Commerce, municipal govt., Parks Commission and Planning Board. Thanks for giving us a nudge.
8. Provided more information and resources.
9. I enjoyed hearing from the variety of speakers. I also could tell Robin had a real passion for biking not only as her job but in her personal life which made the workshop more inspiring and beneficial.
10. I made several valuable connections with organizations and individuals who can benefit the GSC, learned more places to assist with developing signage for the GSC , Was pleased to meet in person folks who I had communicated with online
11. Starts the conversation.
12. A lot of ideas were shared as to how to attract bicyclists to businesses in our City. Also met a lot of people striving for the same goal which was refreshing. Look forward to working with most of them again!

7. **Did you attend the Oneida bike-a-round on the morning of October 10th?**

	Response Percent	Response Count
Yes	42.90%	6
No	57.10%	8

8. **Was the bike-a-round worthwhile?**

	Response Percent	Response Count
Yes	100.00%	6
No	0.00%	0

9. **Why was the bike-a-round worthwhile?**
    1. Great to share ideas on how to lure riders into the City of Oneida from the Erie Canalway Trail.
    2. I missed the bike ride as I just had a knee replacement, But next time I will be there!
    3. Local businesses and officials need to know what they are missing. We (bicyclists) got off the Erie Canal Trail at the meeting point used for the bike-a-round...we would have gone into Oneida for lunch and shopping/exploring if info had been available. We saw no evidence of a town close by, so we continued on to Canastota and spent our money there.
    4. I had the opportunity to meet with other like-minded folks and make connections to different organizations that I hadn't before. I truly believe the input from the bike-a-round will be used by the City of Oneida to bring about real positive change and I wanted to be a part of that.
    5. It is a start to bring more awareness to the biking issues.
    6. I realized that we have alot to offer in our community and people from the outside really liked our City. Sometimes people that live here only see the things that detract from the overall appearance of the City. I learned we have alot to offer!

10. **Would you be willing to work with other members of your community or neighboring communities to encourage more Canalway Trail tourists to stop in your community? If so, please input your email address.**

	Response Percent	Response Count
Yes	92.90%	13
No	7.10%	1

Emails:

1. nowavesnoworries@verizon.net
2. scottflaherty@madisontourism.com
3. nronsvalle@townofhalfmoon.org
4. Jane126126@Verizon.net
5. jmragland@gmail.com
6. dzebley@hotmail.com
7. chittcreekwalk@twcny.rr.com
8. dwillsey@twcny.rr.com
9. jamie.hart@madisoncounty.ny.gov
10. greatswampconservancy@gmail.com
11. jeffs@hamilton-ny.gov
12. pmeakin@oneidacity.com
13. lgriff@oneidacity.com

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

	Response Percent	Response Count
Bike/pedestrian infrastructure (sidewalks, bike lanes, etc.)	64.30%	9
Bike racks	57.10%	8
Benches	14.30%	2
Kiosks	35.70%	5
Community maps in central locations	57.10%	8
Visitor-friendly business hours	50.00%	7
Bicycle friendly business designation	64.30%	9
Welcome center	42.90%	6
Wayfinding signs	92.90%	13
Cooperative advertisements in cycling magazines	21.40%	3
Bicycle tour packages	7.10%	1

Luggage/bike transportation service	14.30%	2
Other	42.86%	6

Other responses:

1. We still have a high priority to create the bicycling infrastructure.
2. In our small town, Chittenango, we have, the Erie Canal Boat Museum (with the Erie Canal trails passing by) and our Creek Walk, a trail through town following the Chittenango Creek. We would need better signage along the Canal to direct travelers to town center for restaurants. We have destinations in Chittenango, such as the OZ Museum, a Zoo on Lakeport Road, and of Course, the Chittenango Canal Boat Building at Chittenango Landing. We already have a group crossing NY State stop at our museum on the Canal for a break. This is a group biking across NY State.
3. All of the above are needed, but I think that starting with signage, maps and bike lanes are the starting points.
4. Signage at the Lakeport Road parking area/ rest stop to give visitors wayfinding information for Chittenango Landing Canal Boat Museum , businesses in the Village and Chittenango Falls. Stationary benches on the tow path on each side of the intersection.
5. Education is number 1 in my opinion! I truly believe that that people aren't utilizing even the level of infrastructure we have now to its potential for biking. If we did more bike riding 101 with folks, had events around biking, etc I really think that could have the most impact and it is something that could be done relatively quick with little to no money.
6. Need to have a trail from Oneida to Hamilton.