

Capital District Transportation Committee
Bicycle Pedestrian Advisory Committee

February 12, 2019 Meeting Notes

Attendance:

Linda von der Heide, Rensselaer County Planning; Ivan Vamos, NYBC; Nate Owens, Town of Bethlehem; Brent Irving, CDTA; John Behan, Behan Planning and Design; James Rath, City of Troy; Valerie Deane, NYSDOT Region 1; Lauren Stairs, Schenectady County Public Health Services; Lauren Alpert, City of Albany Planning; Martin Daley, CDRPC; Lorenz Worden, Albany Bicycle Coalition; Paul J Forte, NYBC; Tina Carton, City of Saratoga Springs; John Mitchell, CCTWG, Halfmoon TOSC; Calvin MacDowell, Capital Roots; Tricia Bulatao, Albany County DOH; Laura Byer, Alta Planning and Design; Jen Ceponis, CDTC; Jordan Solano-Reed, CDTC; Dave Jukins, CDTC

1.0 New Business

1.1 Welcome and Introductions

1.2 Final Capital District Trails Plan Presentation, Behan Planning and Design

Trails plan has been released, following a four county-wide public effort. It primarily reflects core trails, with some supporting trails. The plan proposes 200 miles of new trails, to accompany the existing 89 miles. The committee requested VMT and greenhouse gas reduction numbers for each trail segment, for use with grant applications. Committee members discussed regional coordination and joint-efforts in regards to branding, signage procurement, and sponsorships.

Other questions and comments followed. The committee was informed that Michael Franchini presented the plan to the Chamber of Commerce, and the plan has been formally adopted by CDTC's Planning Committee. Trails were identified and ordered according to a prioritization matrix. Implementation guidance is included in the plan. Drone footage is available for municipalities and promotional purposes, and trail segments are available in GIS shapefiles. The trails plan can also be adopted by individual communities as a base for their own bike/ped, trail, and/or Complete Streets plans.

1.3 CDTC Updates

1.3.1 Trails Plan next steps – See above.

1.3.2 TIP Schedule Update – The Planning Committee approved amendments to two existing TIP projects - the Watervliet cycle track and Freeman's Bridge addition of a shared-use pathway. The Planning Committee also approved a \$6.5 million Bicycle & Pedestrian Network Set-Aside for the 2019-24 TIP.

1.3.3 Capital Coexist Mini-grants: Applications due Jan 31st

\$40,000 was requested for projects, with \$25,000 available. A subcommittee will meet later in February to recommend projects for funding.

Albany County Library has a materials lending library for the grants! Unused!

1.3.4 LOS evaluation subcommittee – CDTC has begun reviewing and testing around a dozen methodologies for bike and pedestrian LOS with a subcommittee and staff. CDTC will produce a white paper on the findings.

1.3.5 Regional Safety Action Plan update – no updates at this time.

1.3.6 2019 Bicycle & Pedestrian Education Series – APBP webinar on February 20th.

1.3.7 Complete Streets Advisory Committee Update(s) – no updates.

1.3.8 Smart Communities Task Force Update – CDTC expects a Smart Streetlights Guide for the Capital Region from Saratoga Springs, with techs and specs

1.4 TAP/CMAQ – NYSDOT had received a number of pre-applications and the final application deadline was August 16th. No updates on finalists.

1.5 Linkage Updates – See Linkage update table.

1.6 Local Program Updates

Schenectady County Public Health has a NYS grant for pedestrian safety education with agencies and various areas.

Albany will be producing a bicycle and pedestrian master plan. The Albany Connector Trail is in design phase.

Saratoga Springs is producing wayfinding/signage for the Greenbelt Trail. Planning is ongoing for the Connector Trail to Downtown, and for the Downtown Extender – inner core connector. Greenbelt Trail work is planned.

The Champlain Canal Trail is creating an Action Plan, and coordinating with the Erie Canalway.

Bike Rescue is installing Fix-It stations around the region for bicyclists.

Troy is undergoing a sidewalk assessment that is volunteer-based.

Albany County still has a Lending Library for pop-up projects!!!

Bethlehem is pursuing a street tree inventory with a Community Forestry grant.

1.7 Other Updates – Bike to School Day is May 8, 2019, and Bike to Work Day is May 17, 2019.

2.0 Upcoming Meetings

Meetings are open to the Public. The next CDTC Bicycle and Pedestrian Advisory Committee meeting is **March 12, 2019 at 9:00am at CDTC.**

Bicycle & Pedestrian Advisory Committee

February 12, 2019



Agenda

Welcome & Introductions

Presentation: Final Capital District Trails Plan, Behan Planning & Design

CDTC Updates

- Trails Plan next steps
- TIP Schedule Update
- 2019 Capital Coexist Mini-Grant Applicants
- LOS evaluation subcommittee update
- Regional Safety Action Plan update
- 2019 Bicycle & Pedestrian Education Series
- Complete Streets Advisory Committee Update(s)
- Smart Communities Task Force Update

NYS/USDOT Updates

Pedestrian Safety Action Plan

[TAP/CMAQ](#)

Linkage Updates – see Linkage update table

Local Program Updates

Other Updates

2019-24 TIP Schedule Update

Date	Action
October 17	New Candidate Project Solicitation emailed and mailed.
November 5 – 16	TIP Applications (PJP) Workshops
November 28	New Project Proposal Deadline (Sponsors have 6 weeks to submit proposals.)
December 28	Staff initial evaluations complete (Staff has 4 weeks to evaluate.)
January 9	Planning Committee meeting – Candidate Project lists available
January 2 – 11	CDTC Advisory Committees meet to discuss projects.
January 14	Project evaluation results provided to sponsors for review.
January 18	Sponsor comments on evaluations due to CDTC
January 29 or 30	February Planning Committee mail out with completed CDTC Project evaluations
February 7	Planning Committee meeting – Project programming
April 3	Planning Committee meeting – Complete project programming and begin 60-day public comment period.
June 6	Policy Board meeting – 2019-2024 TIP approval

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April 3	Planning Committee meeting – Complete project programming and begin 60-day public comment period.
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February 7	Planning Committee meeting – Project programming part I
February X	Planning Committee meeting – Project programming part II
April 3	Planning Committee meeting – Complete project programming and begin 60-day public comment period.
June 6	Policy Board meeting – 2019-2024 TIP approval



2019-24 TIP Update – Planning Committee Actions

- A579 Watervliet Bike Path – TIP Amendment approved
- S238 Freemans Bridge Over the Mohawk – TIP Amendment approved
- Project scores are available
- Project fact sheets can be found on CDTC website:

<http://www.cdtcmpo.org/news/solicit/351-tipprojectlist2>

- Planning Committee voted on set-asides

Local System Setasides

TIP #	Description	TIP Total	FFY 20	FFY 21	FFY 22	FFY 23	FFY 24
RG29	CDTC Project Development Support	\$675,000	\$135,000	\$135,000	\$135,000	\$135,000	\$135,000
RG103	Bicycle/Pedestrian Network	\$5,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
RG104	Bicycle/Pedestrian Network	\$6,500,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000
RG130	Travel Demand Management & Multimodal	\$3,000,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
RG131	Travel Demand Management & Multimodal	\$3,000,000	\$600,000	\$600,000	\$600,000	\$600,000	\$600,000
RG131	Bus Rapid Transit	\$13,700,000	\$2,740,000	\$2,740,000	\$2,740,000	\$2,740,000	\$2,740,000
RG132	Bus Rapid Transit	\$19,400,000	\$3,800,000	\$3,800,000	\$3,800,000	\$4,000,000	\$4,000,000
RG138	Local Low Volume Roads, Bridges and Culverts	\$5,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
RG139	Local Low Volume Roads, Bridges and Culverts	\$6,500,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000	\$1,300,000
	Total	\$36,075,000	\$7,135,000	\$7,135,000	\$7,135,000	\$7,335,000	\$7,335,000
	Average	\$7,215,000					

2019-24 TIP Bike/Ped Project Candidates

Project Name	Project Cost
Lake Avenue Corridor Improvement Project	\$ 218,000.00
Franklin Street Cycle Track	\$ 519,000.00
*Hampton Lake Loop Trail and Regional Connections Project	\$ 1,907,000.00
Carman Road Sidewalks	\$ 627,000.00
*Rensselaer Bicycle & Pedestrians Access Improvements	\$ 3,194,000.00
*Missing Links Program	\$ 4,346,000.00
*Clifton Country Road Pedestrian Enhancements	\$ 1,600,000.00
NY 146 and NY 146A Bicycle and Pedestrian and Bicycle Access Improvements	\$ 1,319,000.00
Freemans Bridge Road – Multi-Use Path	\$ 1,783,000.00
Dix Bridge - Clarks's Mill Road (CR42) over the Hudson Steel	\$ 771,000.00
Glenmont Road Bridge Widening Project	\$ 728,000.00
Grooms Road Multi-Use Trail Connection to Moe Road Multi-Use Trail	\$ 649,000.00
Hubbs Road-Main Street Multi-Use Trail	\$ 580,000.00
Gilligan Road Pedestrian Enhancements	\$ 684,000.00
East Old State Road Sidewalks	\$ 548,000.00
French's Mill Bike/Ped Bridge	\$ 543,000.00
Gun Club Road Sidewalk	\$ 666,000.00
*Route 5S Pedestrian/Bicycle Access Improvements	\$ 2,867,000.00
*Washington Avenue Ped/Bike Connection	\$ 927,000.00
Total Requested	\$ 24,476,000.00
TAP/CMAQ	\$ 14,841,000.00

Bike/Ped Set-Aside \$6.0M

TAP/CMAQ ???

2019 Capital Coexist Traffic Safety Ambassador Mini-grant Applicants

Project Sponsor	Contact	Contact Email	Sponsor Type	Project Type	Location	Total Project Cost	Total \$ Requested
Albany Bike Rescue	Dan Craven	albanybikerescue@gmail.com	non-profit	Bicycle Voucher Program	Albany	\$ 6,363.50	\$ 4,363.50
Albany County DPW	Bill Van Alstyne	william.vanalstyne@albanycountyny.gov	local government	Bicycle & Pedestrian Safety Gear Giveaways	Albany County	\$ 6,666.67	\$ 5,000.00
Bethlehem PD	Commander Adam Hornick	ahornick@townofbethlehem.org	local government	Walk & Roll Fest	Bethlehem	\$ 6,255.00	\$ 4,691.25
Capital Roots	Calvin MacDowell	healthycommunities@capitalroots.org	non-profit	Pedestrian safety campaign	Rensselaer & Cohoes	\$ 6,380.00	\$ 3,580.00
Niskayuna	Laura Robertson	lrobertson@niskayauna.org	local government	"Biking along the Boulevard" pop-up	Niskayuna	\$ 4,704.00	\$ 2,500.00
Rotterdam PD	Lt. Kyle Girard	kgirard@rotterdamny.org	local government	Helmet fitting & giveaways	Schalmont & Mohanasen Schools	\$ 3,946.67	\$ 2,960.00
Saratoga Springs	Tina Carton	tina.carton@saratoga-springs.org	local government	Demonstration/Pop-up project	Saratoga Springs	\$ 10,822.00	\$ 4,814.00
Schenectady County DOH	Carrie Dunn-Herrera	carrie.dunn-herrera@schenectadycounty.com	local government	Bike Rodeo Series (8 events)	Schenectady County	\$ 4,984.61	\$ 3,640.61
Waterford	David Woodin	woodind@town.waterford.ny.us	local government	School zone pedestrian safety campaign	Waterford	\$ 4,993.05	\$ 3,744.79
Albany PD	Gary Tucker	gtucker@albanyny.gov	local government	weekly bike rodeo pop-ups	Albany	\$ 6,666.67	\$ 5,000.00
Total						\$ 61,782.17	\$ 40,294.15
average						\$ 5,617.47	\$ 3,664.01

CDTC 2019 BICYCLE & PEDESTRIAN EDUCATION SERIES

Feb 20	3:00 – 4:00 PM	<i>Viewing Low-Stress Networks Through an Equity Lens</i>	.1 CEU	CDTC
Mar 20	3:00 – 4:00 PM	<i>Navigating Without Curbs: Accessibility on Shared Streets</i>	.1 CEU	CDTC
Apr 17	3:00 – 4:00 PM	<i>Designing Streets for the Speeds You Want</i>	.1 CEU	CDTC
May 15	3:00 – 4:00 PM	<i>Maintaining Green Infrastructure: Hints for Success</i>	.1 CEU	CDTC
Jun 19	3:00 – 4:00 PM	<i>Finding Common Ground with First Responders: Enhancing Safety and Maintaining Access in Street Design</i>	.1 CEU	CDTC
Jul 17	3:00 – 4:00 PM	<i>Return on investment for Active Transportation</i>	.1 CEU	CDTC
Aug 21	3:00 – 4:00 PM	<i>Getting the Green Light: Improving Actuation and Detection for Cyclists & Pedestrians</i>	.1 CEU	CDTC
Sep 18	3:00 – 4:00 PM	<i>Can We Talk About the Street? Building Support for Controversial Projects</i>	.1 CEU	CDTC
Oct 16	3:00 – 4:00 PM	<i>If We Build it Will They Come? Estimating Demand for Biking and Walking</i>	.1 CEU	CDTC
Nov 20	3:00 – 4:00 PM	<i>Aging in Place: Designing Communities to Support Mobility</i>	.1 CEU	CDTC
Dec 18	3:00 – 4:00 PM	<i>Education and Encouragement: Bringing the Right People Together</i>	.1 CEU	CDTC

Smart Communities Update

LED Smart Streetlight Guidebook

Letters of interest due Friday, February 22nd



STATUS OF LINKAGE PROGRAM STUDIES AS OF FEBRUARY 1, 2019

STUDY NAME AND LOCATION	SPONSOR, PROJECT CONSULTANT, CONSULTANT COST AND CDTC CONTACT	DATE PROGRAMMED	STATUS	ESTIMATED COMPLETION DATE AND COMPLETION TIME (ORIGINAL UPWP FUNDING DATE TO ESTIMATED COMPLETION DATE)	PROJECT WEBSITE LINK
ALBANY COUNTY					
1. Albany Patroon Creek/Washington Avenue Corridor Study	City of Albany Creighton Manning Engineering \$90,000 Carrie Ward	Planning Committee Selected 2/1/17. Policy Board Approved UPWP 3/2/17	The Study Advisory Committee is reviewing the draft final report and expects to meet in February to provide final comments.	February 2019 22 Months	https://washingtonpatrooncorridor.westalbany.com/
RENSSELAER COUNTY					
1. Hoosick Street Parkway Implementation Study	City of Troy TBD \$92,500 Rima Shamieh	Planning Committee Selected 2/7/18. Policy Board Approved UPWP 3/1/18.	The signed Memorandum of Understanding has been received by CDTC. The Request for Expressions of Interest is under development by CDTC and the City.	August 2019 15 Months	TBD
SCHENECTADY COUNTY					
1. Craig-Main Complete Streets Study	City of Schenectady Place Alliance \$90,000 Jacob Beeman	Planning Committee Selected 2/7/18. Policy Board Approved UPWP 3/1/18.	First study team meeting was held January 24, 2019. The Study Advisory Committee invitations have been sent out with first SAC meeting anticipated the week of February 11th.	August 2019 15 Months	TBD
CDTC NON-LINKAGE PLANNING INITIATIVES					
1. Greenway Trails Plan	Regional Behan Planning \$148,502 Jen Ceponis	Included in 2016-2018 UPWP RFP Issued August 2017	The final report was released in January and is available at www.cdcmpo.org/trails . This study is now complete.	December 2018 13 months from date of contract execution.	www.cdcmpo.org/trails
2. Regional Safety Action Plan	Regional VHB \$175,000 Sandy Misiewicz	Included in 2016-2018 UPWP RFP Issued September 2017	The consultant team is developing a full draft report to be available for internal review in early March.	January 2019 12 months from date of contract execution.	www.cdcmpo.org/safetyplan
3. I-787/Hudson Waterfront Corridor Study	Regional CHA \$350,000 Sandy Misiewicz	Included in 2016-2018 UPWP RFP Issued April 2014	The final report will be available in February following CDTC final review. It will be posted to both the project and CDTC's websites.	December 2018	http://787waterfrontstudy.blogspot.com/
4. Municipal Smart City Street Light Conversion and Evolving Technology Guidebook	Smart Communities Program Saratoga Springs Consultant TBD \$20,000 Jen Ceponis	Added to the 2018-2020 UPWP	A Request for Proposals is available with submissions due on February 22, 2019.	March 2020	TBD

**The Community and Transportation Linkage Planning Program for 2019-20
Project Evaluation and Funding Recommendation**

Sponsor	Project Name	CDTC Consultant Share	Local Consultant Share	Requested CDTC Staff Technical Assistance	Total Effort
Albany	Bicycle and Pedestrian Master Plan Update	\$67,500	\$22,500	\$10,000	\$100,000
Bethlehem	Cherry Avenue Extension and New Scotland Road Transportation Study	\$56,250	\$18,750	\$10,000	\$85,000
Menands	Menands Land Use Regulations Update	\$60,000	\$20,000	\$10,000*	\$90,000
Rensselaer	Rensselaer Train Station Connectivity Study	\$56,250	\$18,750	\$10,000	\$85,000
Wilton	Wilton Route 50 Corridor Study	\$55,125	\$18,375	\$10,000*	\$83,500
Total:		\$295,125	\$98,375	\$50,000	\$443,500

**CDTC added \$10,000 in technical assistance time for these studies based on past experience.*

Save the Date(s):

Bike to School Day: May 8

Bike to Work Day: May 17

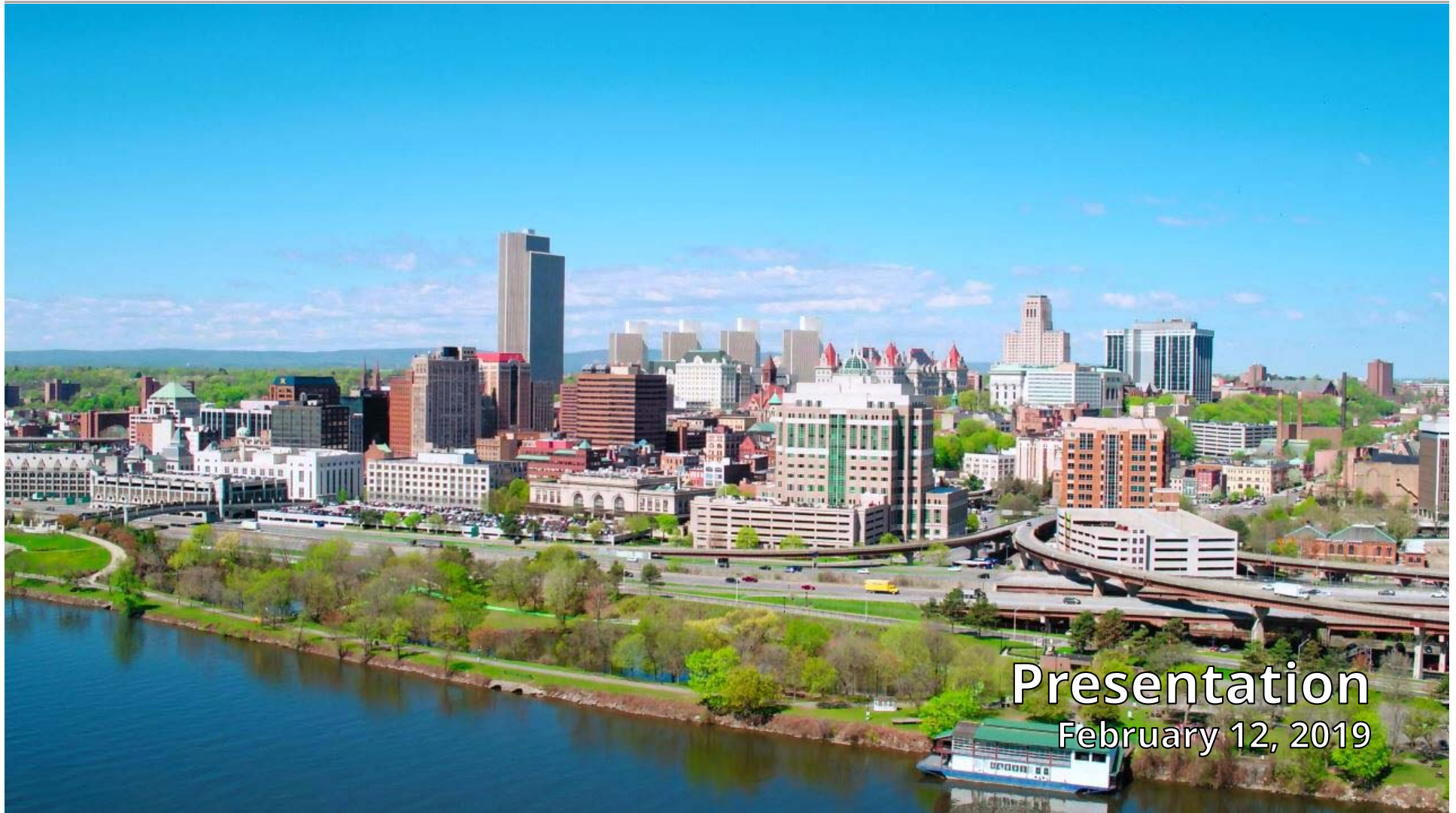
NEXT CDTC BIKE & PED ADVISORY COMMITTEE MEETING: **March 12, 2019** at 9:00AM at
CDTC



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN



Presentation
February 12, 2019



ConsultEcon, Inc.





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ALBANY





Trails Plan



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TABLE OF CONTENTS

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- Recreational Market Trends
- The Socio-Economic Benefits of Trails

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- Albany County Detail
- Rensselaer County Detail
- Saratoga County Detail
- Schenectady County Detail

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- Introduction
- Future Trail Use

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- Implementation Roadmap
- Marketing Strategy

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APPENDIX

- Trail Resources
- Appendix A: Trail Construction Impacts
- Appendix B: Residential Property Value Impacts
- Appendix C: Annual Trail Related Spending Impacts
- Online Survey Results





Draft Trails Plan



- Trail Resources
- Appendix A: Trail Construction Impacts
- Appendix B: Residential Property Value Impacts
- Appendix C: Annual Trail Related Spending Impacts
- Online Survey Results



PROJECT GOALS

THE OVERALL GOAL OF THIS PLAN IS TO DEVELOP AN UPDATED VISION

for a seamless regional transportation network that connects cities, towns and villages throughout the Capital Region.

THE CAPITAL REGION TODAY

AS PART OF THE PROCESS OF PLANNING A REGIONAL TRAIL SYSTEM,

it is important to understand where we currently are and what impacts multi-use trails and bike routes can have in terms of our quality of life, health, economic development, and how to best position ourselves to leverage these benefits.

To this end, the following specific goals are identified as subsets of this effort:

- 1. DOCUMENT EXISTING AND PLANNED TRAILS.** Document the assorted local and regional trails which have already been established throughout the capital region.
- 2. IDENTIFY GAPS.** Identify missing areas or gaps in the existing trail system which should be connected or could be connected as part of a larger regional network.
- 3. PUBLIC OUTREACH.** Reach out to the public to learn how they are using these existing trails, what new trail linkages they would like to see, and what types of uses or activities would be popular.
- 4. MEASURE ECONOMIC IMPACT AND OTHER BENEFITS.** Identify what the measurable economic benefits are of the local trail system, and project how these benefits might affect the capital region as part of an expanded network.
- 5. PRIORITIZE DEDICATED OFF-ROAD TRAILS.** Where possible, identify and prioritize the creation of safe off-road trail corridors, while understanding that on-road bike paths may be necessary to help complete connections.
- 6. CONNECT POPULATION CENTERS AND BUSINESS NODES.** Provide trail connections with areas of concentrated residential and business activity to help support commuting travel.
- 7. ILLUSTRATE THE PLAN.** Develop an overall vision plan map and description for the future regional trail network which establishes the "core" regional network trails, and may also include some secondary trail connections which help to augment the core system.
- 8. PRIORITIZE THE NETWORK.** Establish a prioritization matrix for implementation, with emphasis on those connections which are more readily viable or shovel-ready.
- 9. VISUALIZE THE NETWORK.** Develop video footage of existing and planned trail linkages through the use of aerial drone photography which can be used to help support and market the local trail system.
- 10. BRANDING & MARKETING.** Develop an overall branding and marketing plan which would strengthen and support this regional trails network, and help support local economic development.

This section reviews the current snapshot of the Capital Region today, reviews emerging recreational market trends, and attempts to quantify the many different benefits of having a local trail system. The purpose of this analysis is to help understand where we are today, so that we can compare and forecast the projected impacts of a larger regional trail system in the future. In a later section of this plan, Economic Benefits and Other Impacts, we calculate the anticipated benefits of an expanded future trails network proposed for the Capital District. Much of the analysis provided here is summarized from the full economic report, which is provided in the appendix.

REGIONAL MARKET CONTEXT

The Capital District as a whole represents a population of over 800,000 people, which is projected to grow at a faster rate than the rest of New York State. Between 2020 and 2030, this area is estimated to grow at a rate of 1.6 percent, whereas the state overall will have a growth rate of only 0.5 percent. Total employment is also projected to grow 12.6 percent between 2014 and 2024, with 75,770 new jobs expected to be added in the Capital District in the coming years. While the unemployment rate for the Albany-Schenectady-Troy area peaked in 2010-2012



at around 7.3 percent, the rate has since continued to improve, and as of 2016, it is 4.10 percent. All of this is very good news for a metropolitan area which is striving to remain competitive, but it is important not to get complacent. As the local population and economy continues to grow, the Capital District needs to continue to provide amenities and services which will help attract new residents and businesses in this competitive market.



RECREATIONAL MARKET TRENDS

RECREATIONAL MARKET TRENDS

Greenways and trails are a burgeoning national movement, responding to an increased national interest in outdoor recreation and exercise. Bicycling is one of the most popular outdoor sports in America. A recent 2014 benchmarking report from Breakaway Research Group (Breakaway Research Group; 2015) indicates that 34 percent of U.S. population rode a bike at least once in the prior year. Bicycles are used for commuting to work as well as for pleasure and fitness. The same research indicated that 32 percent rode for recreation and as much as 15 percent rode for the purposes of transportation.

ON A ROLL

Another research report by Gluskin Townley Group (Edmondson, B; 2011) identified trends in the U.S. Bicycle Market as follows:

BICYCLING IS NOT JUST FOR KIDS ANYMORE.

The number of children who ride bicycles declined more than 20 percent between 2000 and 2010, while the number of adults who ride increased slightly.

ENTHUSIASTS ARE DRIVING GROWTH.

More than 21.8 million American adults rode a bicycle 109 days or less in 2010, about the same as the number who rode that often in 2000. But another 3.4 million rode 110 days or more, and the number of frequent cyclists increased 12 percent over the decade.

WOMEN ARE LESS INTERESTED IN BICYCLING.

About 10.2 million women rode 109 days or less in 2010, a decrease of 13 percent since 2000.

...BUT FEMALE ENTHUSIASTS ARE ON THE RISE.

The number of women who rode 110 days or more exceeded 1.3 million and increased 8 percent during the decade. At the same time, the number of men who ride that frequently increased 15 percent.

OLDER RIDERS RIDE MORE.

Participation in bicycling falls off after the age of 55, particularly among women, but male riders who belong to the enormous baby-boom generation show few signs of slowing down. In fact, riding days for men tend to increase after they reach age 65.



In the report called Active Transport and Real Estate (Urban Land Institute; 2016), identifies that bicycling is the fastest growing form of transportation for commuters.

Increasingly, people are prioritizing walkability and bike-friendly neighborhoods. As a result, the demand for bike-friendly cities is shaping the way that cities are designed as well as the bicycle industry, in addition to having measurable economic impacts.

According to the National Bicycle Dealers Association, in 2013 the bicycle industry sold over \$6 billion worth of bikes and related equipment. There is also an observed correlation between miles of bike paths and number of bicycle dealers, as observed in Denver and Atlanta.

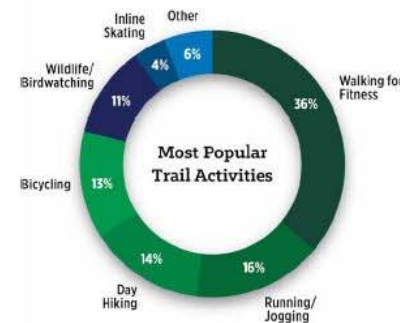
The building of physically separated bike lanes, from roadways and pedestrians, has increased significantly since 1991, with the passage of Intermodal Surface Transportation Efficiency Act which allocated federal funds to the construction of bicycle and pedestrian infrastructure. In 1992 only 50 bicycle infrastructure projects received federal funding, by 2010 that number grew to 2,763.

Bicycle sharing systems are an increasingly popular service in urban areas around the world. It provides a rentable bike at a low cost, typically for 30 to 45 minute ride increments. In 2004, there were only 13 large municipal bike-share systems worldwide, by 2015 there were more than 800.

Building trails and greenways can lead to booms in trail-oriented development, because they are an in-demand amenity. In fact, the building of the Minneapolis Midtown Greenway spurred more than \$750 million worth of new residential development.

Bicycle-friendly communities and destinations are beneficial for tourism and encourage tourists to have longer visits, spend more, and return more often. In South Carolina, the Sea Pines development had 15 miles of paved trails that led to the creation of a total of 112 miles of trails across Hilton Head Island because of a high demand for bicycling and bike rentals.

With the increasing trends in bicycling and recreational trail use, the Capital District should be positioning itself to take advantage of this growing market and provide amenities which attract these users.





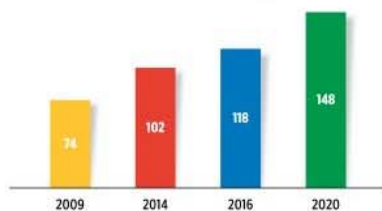
RECREATIONAL MARKET TRENDS

RECREATIONAL MARKET TRENDS

THE EXISTING TRAIL NETWORK IS GROWING

The Capital District currently enjoys a growing network of on and off-road multi-use paths and bike routes which people use for recreation, exercise and transportation. Between 2009 and 2016, the local trail network has grown from 74 miles to 118 miles of dedicated off-road routes, with another 4 miles being added in just the past 2 years. This number is projected to continue growing, with an estimated 148 miles of off-road trails by the year 2020. In addition, there are now 214 miles of on-road bike routes. (This includes state (103 miles) and county (58 miles) bike routes but does not include bike lanes or sharrows since CDTC does not have a comprehensive database of these facilities.)

Total Trail Mileage

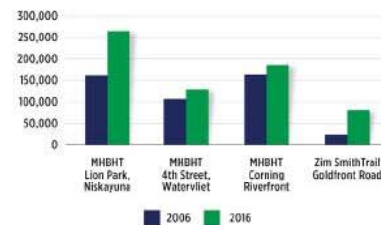


THE NUMBER OF TRAIL USERS IS GROWING

The new trail counts provided in the 2016 Regional Trail Perspectives study show trail usage in the area has been on the rise. Lions Park in Niskayuna recorded a 60% increase over 2006 traffic, with 36,926 people on the trail during the month of August alone.

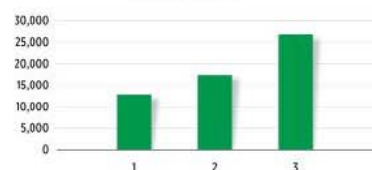
In that same period, the Zim Smith Trail recorded an increase of 250%. The 2017 annual report "Who's on the Trail" by Parks & Trails New York showed that higher than average user counts were also being identified along much of the Erie Canalway Trail.

Trail Usage Growth



Of the three trails that were counted in both the 2006 and 2016 studies, overall trail use was up about 25%, with an estimated 1.6 million visits to the Capital Trails in 2016. One might conclude that this increase in users is simply attributed to the fact that more miles of trail have been constructed, however when comparing the number of users per mile of trail, it is apparent that those numbers are increasing as well. This trend of increased users is great news which supports the growing need for an improved local trail network.

Users Per Mile



THE EMPIRE STATE TRAIL IS UNDERWAY

In the spring of 2017, \$200 million in funding was announced for the Empire State Trail, a 750-mile trail from New York City to Canada and from Albany to Buffalo, crossing right through the heart of the Capital District through each of the four counties. Anticipated to be completed by 2020, the Empire State Trail would create a significant north-south and east-west spine of our regional trail network. Capitalizing on this investment is a sound planning and economic development strategy.

miles of off-road trail, with 8 miles of enhanced on-road amenities for bicyclists and pedestrians. This project is currently in the public outreach and design phase, with construction scheduled to begin in 2019. Once complete, the AHET will connect Downtown Albany and the Mohawk Hudson Bike-Hike Trail with the Hudson River Valley Greenway.



The development of a larger Capital Region trail network which connects to this significant investment would successfully leverage these funds and serve a large audience of people throughout the area.

In September of 2017, it was announced that \$12 million of the \$200 million Empire State Trail construction funding will go towards constructing 22 miles of multi-use trail and bicycle-friendly on-road enhancements along the Champlain Canalway Trail. The Champlain Canalway Trail serves as approximately one-third of the route between Albany and the Canadian Border.

The Albany-Hudson Electric Trail (AHET) will be a 35-mile shared-use bicycling and pedestrian trail between the City of Rensselaer and Hudson. This segment of the Empire State Trail includes 27





THE SOCIO-ECONOMIC BENEFITS OF TRAILS

THE EXPERIENCE OF TRAILS AND GREENWAYS NATIONALLY has indicated that trail and greenway projects can promote job creation and employment by area residents and businesses in several ways.

Trails have a wide variety of use levels depending on their local market and physical context. Trail use studies estimate the volume of trail users, demographic of users, such as origin, age and household income; and trip characteristics. Studies are used to understand travel patterns, spending patterns and potential changes in use due to trail related improvements.

A survey of users on seven trails in Michigan found that most users used the trail for exercise or recreation and that the proportion of resident use ranged from 56% to 92% of trail users. (Vogt, Nelson and Steger; 2007)

According to a study of 10 trails in southern Nevada, enhancements in trail signage and wayfinding combined with a public marketing campaign increased trail use 33 percent within the period of a year. (Clark, Bungum, Shan, Meacham, and Coker; 2014)

A survey conducted by Rails-to-Trails Conservancy on the expanding Erie to Pittsburgh trail found that 51.8% of trail goers are biking and 27.8% are walking; and the two most popular reasons were for health (54.5%) or recreation (42.8%). (Tomes and Knoch; 2014).



THE SOCIO-ECONOMIC BENEFITS OF TRAILS

CONSUMER SPENDING

Spending on leisure, jogging, biking and walking is a major aspect of the national economy, but more importantly, a focus of the spending for these activities is the neighborhoods in which the activity occurs. Capturing the spending potential depends on having retail and service businesses located on or near the corridor, and the businesses offering goods and services desired by users. The volume of trail usage and users is an important factor in overall spending potential on a trail.

A 2010 report on several trails in Orange County, Florida, used survey data and a REMI impact model to estimate that the average spending per trail user is \$20 per visit, spent on food and beverage, transportation, books and maps, bike maintenance, rentals, and other spending categories. Based on an estimated 1.7 million people using the trails annually, the total estimated expenditure was \$32.6 million, which multiplied to \$42.6 million in sales. (East Central Florida Regional Planning Council; 2010)

A report on the economic and health benefits of bicycling in Iowa is among many that quantified the economic impact of biking by surveying cyclists in the state. The survey results an IMPLAN model that estimated total spending per year by both resident and visiting bicyclists, and, multiplied the spending to reach a total indirect and direct spending impact of \$52.0 million.

On average, bicyclists spend over \$1,200 on an overnight trip on Iowa trails. (Bowles, Fleming, Fuller, Lankford, and Printz; 2011)

Some reports covered outdoor recreation on a broader scale, such as one report that estimated the economic impact of recreation in Washington State. It was estimated that of the \$21.6 billion spent on outdoor recreation in the state in a year, \$20.5 billion remained in the state, circulated through direct sales, supply chain activities, and household wages. Further analysis was conducted to estimate the impact of the type of land on which recreational activities were conducted and the activities themselves. (Briceno and Schundler; 2015)

One survey of visitors to and business owners on the Great Allegheny Passage trail sought to estimate the impact the trail had on trailside businesses. Based on financial statements and spending patterns by visitors, businesses estimated that 25 percent of their revenues were attributable to the trail and two thirds of all businesses reported some increase in revenue because of their proximity to the trail. (Campos, Inc.; 2009)

A study completed in 2016 on the usage of Vermont trails determined that they are extremely valuable to the local economy. The out-of-staters bring \$30 million dollars in revenue—the key industries being food and beverage, lodging, and outdoor equipment. (Stowe Reporter; 2016)

TRAIL TOURISTS SPEND AN AVERAGE OF \$190 PER DAY, ADDING AN ESTIMATED \$15.4 MILLION TO THE CAPITAL DISTRICT IN 2016.



TRAILS VISION PLAN

TRAILS VISION PLAN



In developing an overall vision for a connected network of trails throughout the Capital District, the goal has always been about connections. Connecting from town to town, village to village, trails to trails, and people to people. This vision plan provides the framework for this network, interconnecting important routes throughout the four counties of Albany, Rensselaer, Saratoga and Schenectady.

The public involvement process from this vision planning effort resulted in a very high number of trail connections being proposed throughout the area. Not every idea proposed could be formalized in this plan, and it necessitated the prioritization of some connections over others. For this reason, the concepts developed in this plan have been categorized into two basic levels: "Core Trails" and "Supporting Trail Networks".

The Core Trails are those which have been identified and proposed as the primary transportation highways for non-vehicular travel around the Capital District. These routes often connect to areas outside of our four-county region and usually link together multiple towns or population centers.

The Supporting Trail Network is comprised of secondary connections which often serve lower population areas however are still very important to the functionality of the larger transportation network. In many ways, these trails are not unlike our secondary local road network, providing alternative routes, choices and access to the larger system.

A total of 18 Core Trails and 34 Supporting Trail Network segments have been identified in this plan, which are summarized below and described in more detail on a county-by-county level in the pages that follow. The 18 Core Trails identified would provide a total of over 214 miles of dedicated off-road trails and approximately 76 miles of on-road bike routes. This core trail network would successfully complete alternative transportation routes which connect Albany, Troy, Rensselaer, Schenectady, Mechanicville, Stillwater, Ballston Spa, Saratoga Springs, Schuylerville, Glens Falls and many other area communities.

Many of the trails described below are already constructed, or

have been planned for some time. For the purposes of identification in this document, temporary descriptive names have been assigned to newly proposed trails, however it is not suggested that these should be the actual names. Where ever possible, proposed trails were categorized as likely being primarily off-road, on-road, or a mixture of both, depending on initial feasibility. Mileages shown are estimated for planning purposes only.





Draft Trail Vision Maps

CORE TRAILS

The primary core trail network which connects Albany, Rensselaer, Saratoga and Schenectady Counties to each other and surrounding areas.

SUPPORTING TRAILS

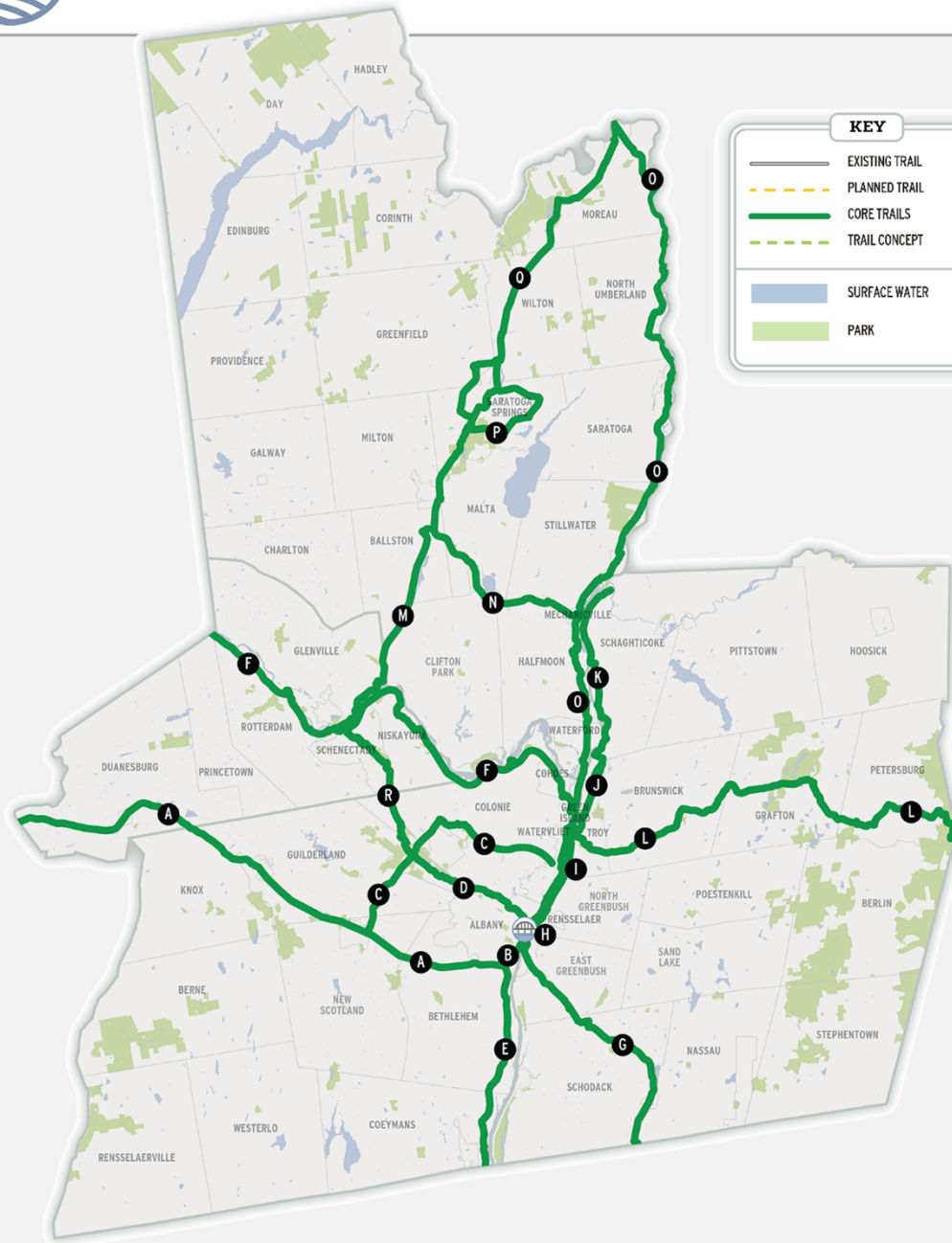
Additional trail connections which were identified during the project which provide important support to the larger network.



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN



KEY

- EXISTING TRAIL
- PLANNED TRAIL
- CORE TRAILS
- TRAIL CONCEPT
- SURFACE WATER
- PARK

CORE TRAILS

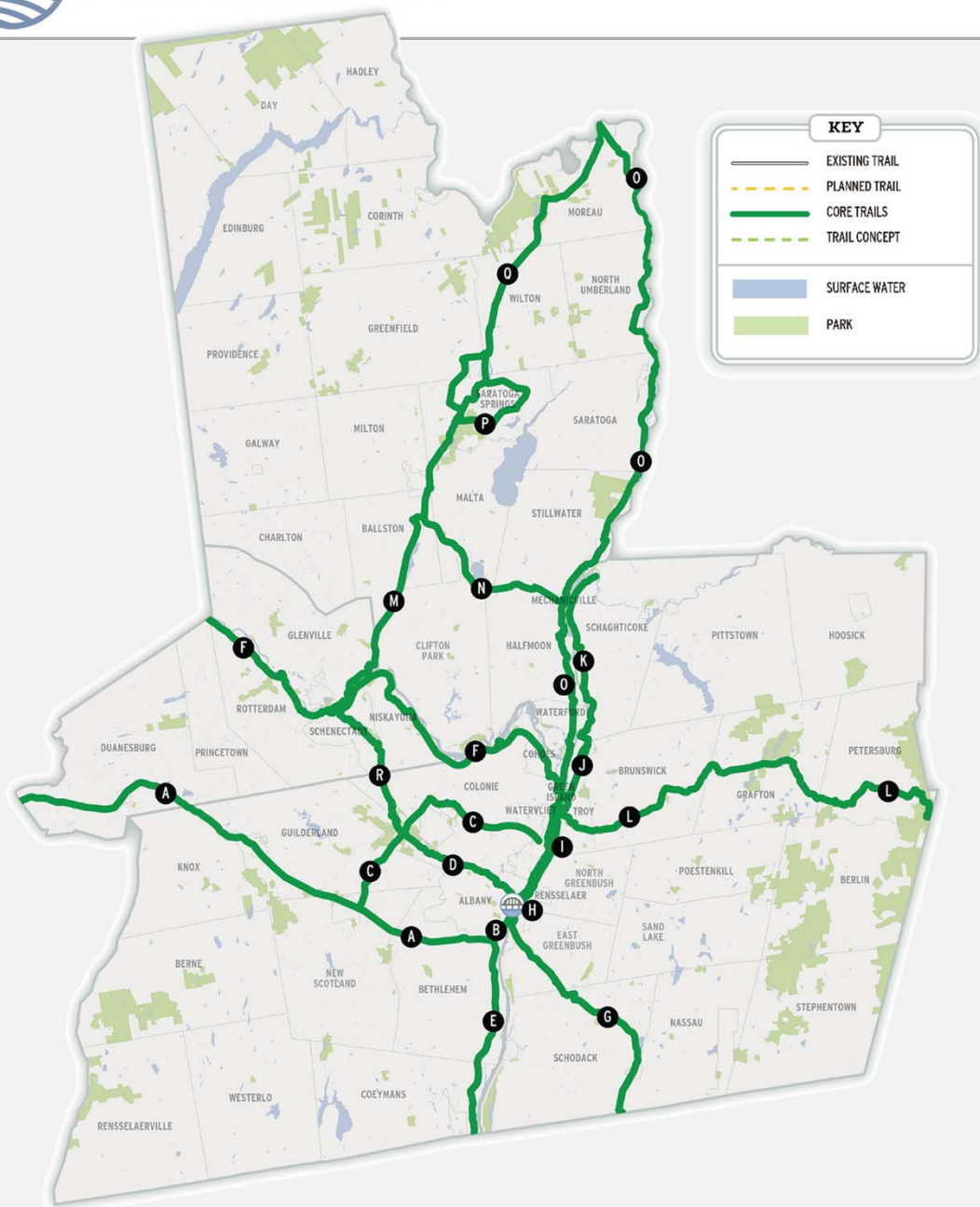
- A** Albany County Helderberg-Hudson Rail Trail
- B** South End Bikeway Connector
- C** Albany Loop
- D** Patroon Greenway
- E** Hudson Northway
- F** Mohawk Hudson Bike-Hike Trail
- G** Albany Hudson Electric Trail (AHET)
- H** Rensselaer Riverwalk/RPI Trail
- I** South Troy Riverfront Bikeway
- J** Uncle Sam Bike Trail
- K** River Road
- L** River to Ridge Path
- M** Ballston Veterans Bike Trail
- N** Zim Smith Trail
- O** Champlain Canal Trail
- P** Saratoga Greenbelt Trail
- Q** Wilton-Moreau Trail
- R** Schenectady Park Connector



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN



CORE TRAILS

A

ALBANY COUNTY HELDERBERG-HUDSON RAIL TRAIL (HHRT)

Off Road Trail • 31.1 miles total (20.3 in Albany)

The existing 9 miles of the Albany County Helderberg-Hudson Rail Trail provide an excellent foundation for the continuation of this popular trail northwest into Schenectady County, and improved connections northeast into the City of Albany. The existing trail, which is currently paved from South Pearl Street to Voorheesville, will continue to be improved to follow the rail line as a multi-use path to Voorheesville at the Albany County Rail Trail Pavilion on Grove Street. From there, new trail should be established along the rail bed to continue to the Village of Altamont, immediately adjacent to the Altamont Fairgrounds. A trailhead location for the village and fairgrounds—possibly near the Park Street & Fairview Ave intersection—is recommended to take advantage of the population center here and the high number of users which could connect during fairground events. A separate connection at the Altamont Oaks apartment complex would also be possible. This corridor could be rail-with-trail, or a complete rail-to-trail conversion. The planned future segment of this trail would ultimately connect with the planned **Schenectady-Helderberg Connector (2)**, **Ravena-Voorheesville Link (6)** and the **Albany Loop (C)**. Looking further into the future, this trail should continue north into Schenectady County, passing underneath Interstate 88, and into the Village of Delanson. From there, future considerations should be given to coordination with Schoharie County for a connection into Central Bridge. (Refer to Schenectady section for more detail in that county).



Capital District Trails Plan

Advancing a Vision for Connecting Communities

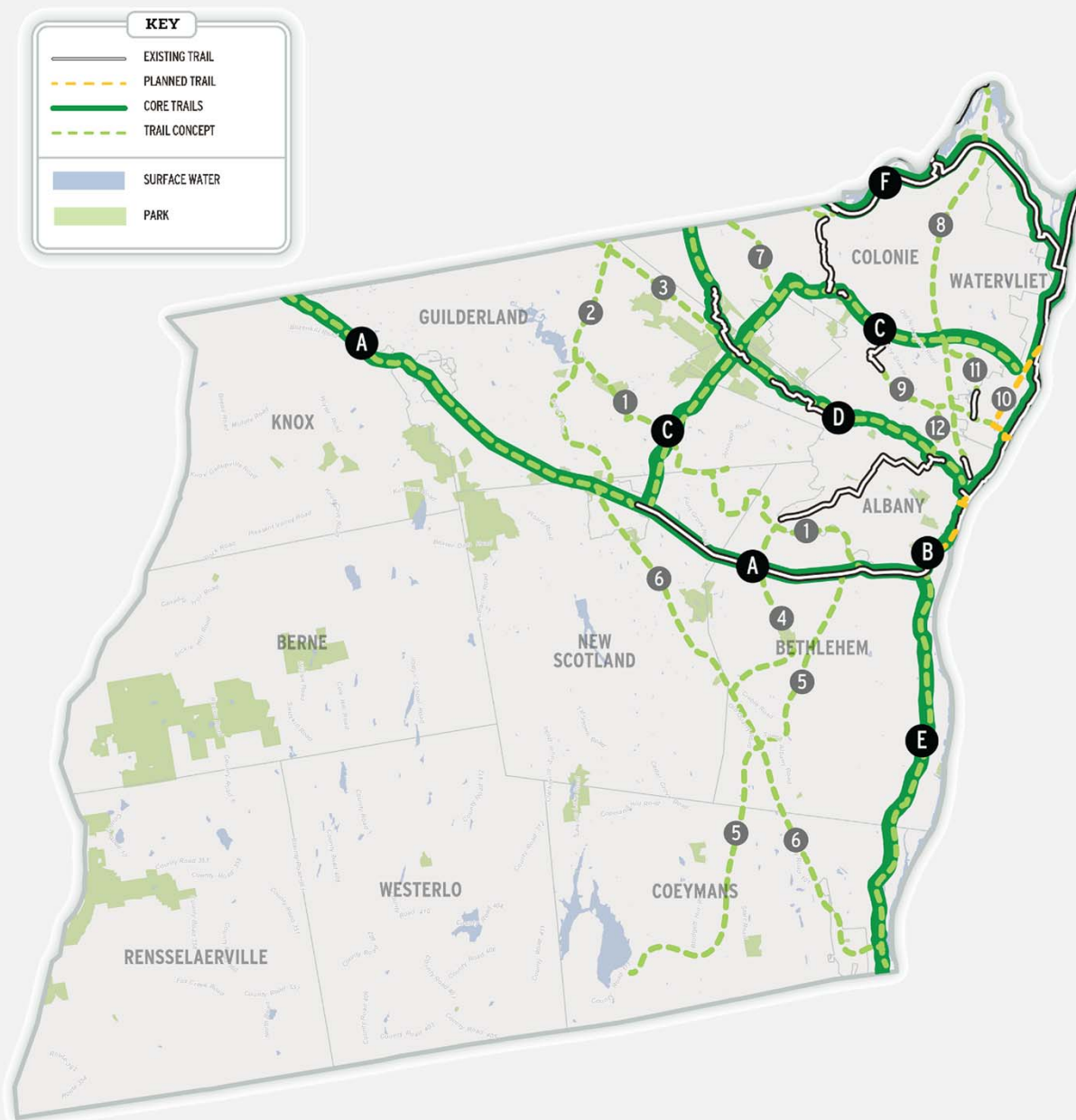
TRAILS PLAN

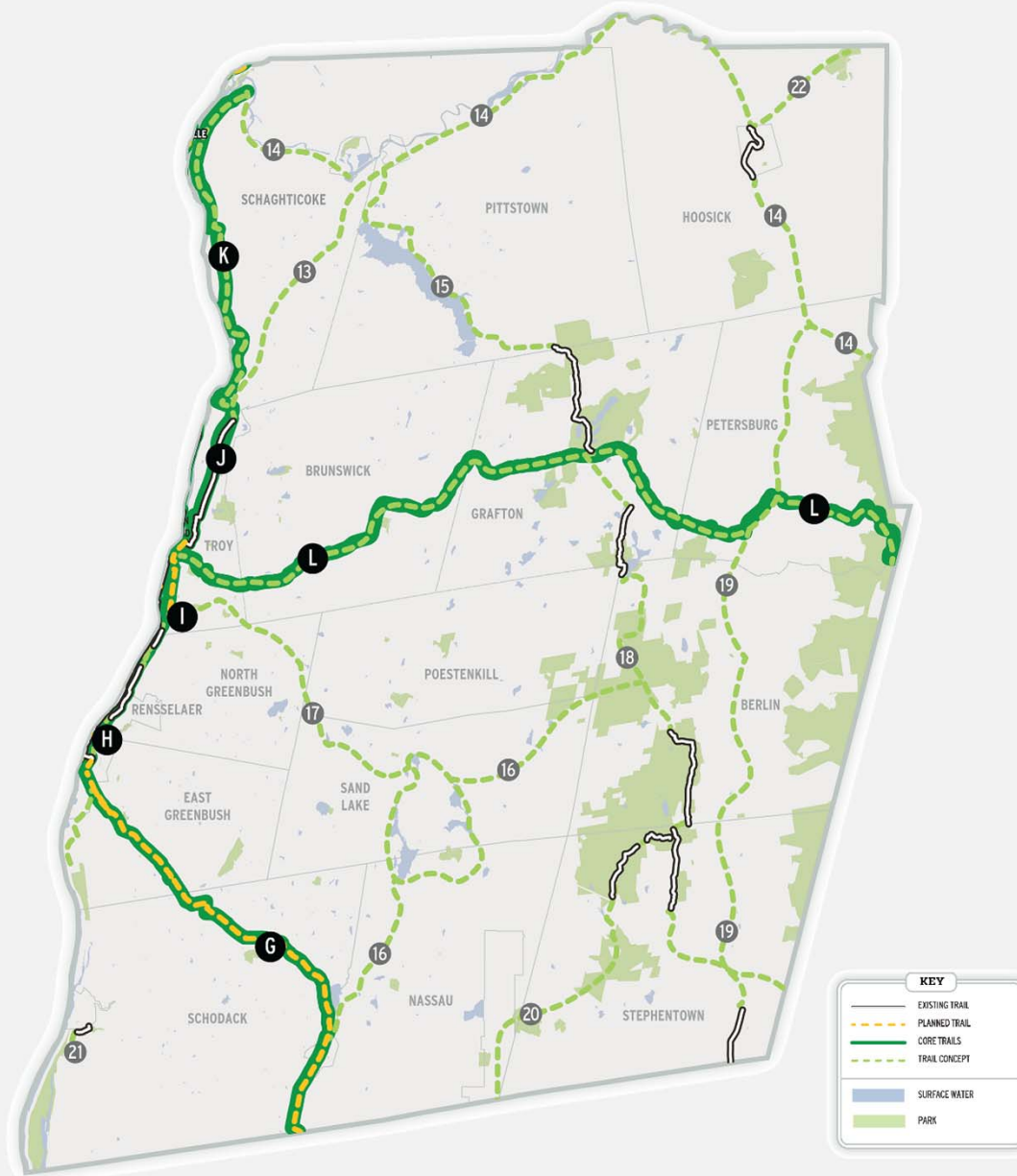
CORE TRAILS

- A** Albany County Helderberg-Hudson Rail Trail
- B** South End Bikeway Connector
- C** Albany Loop
- D** Patroon Greenway
- E** Hudson Northway
- F** Mohawk Hudson Bike-Hike Trail

SUPPORTING TRAIL NETWORK

- 1** Normans Kill Greenway
- 2** Schenectady-Helderberg Connector
- 3** I-90 Patroon Greenway Extension
- 4** Elm Avenue Bike Path
- 5** Reservoir Run
- 6** Ravena-Voorheesville Link
- 7** Consaul Road Bike Path
- 8** Bike Route 9
- 9** The Crossings Connection
- 10** Route 32 Cycle Track
- 11** Van Rensselaer Bike Path
- 12** Tivoli Crossing





CORE TRAILS

- G** Albany Hudson Electric Trail (AHET)
- H** Rensselaer Riverwalk/RPI Trail
- I** South Troy Riverfront Bikeway
- J** Uncle Sam Bike Trail
- K** River Road
- L** River to Ridge Path

SUPPORTING TRAIL NETWORK

- 13** Uncle Sam to Mahican Trail Link
- 14** Mahican Trail
- 15** Tomhannock North Ridge Run
- 16** Empire State - Rensselaer Plateau Link
- 17** Wynantskill Trolley Path
- 18** Rensselaer Plateau Ridge
- 19** Corkscrew Rail Trail
- 20** Nassau - Stephentown Path
- 21** Schodack Island - Castleton Connection
- 22** Hoosick to Bennington



Capital District Trails Plan

Advancing a Vision for Connecting Communities

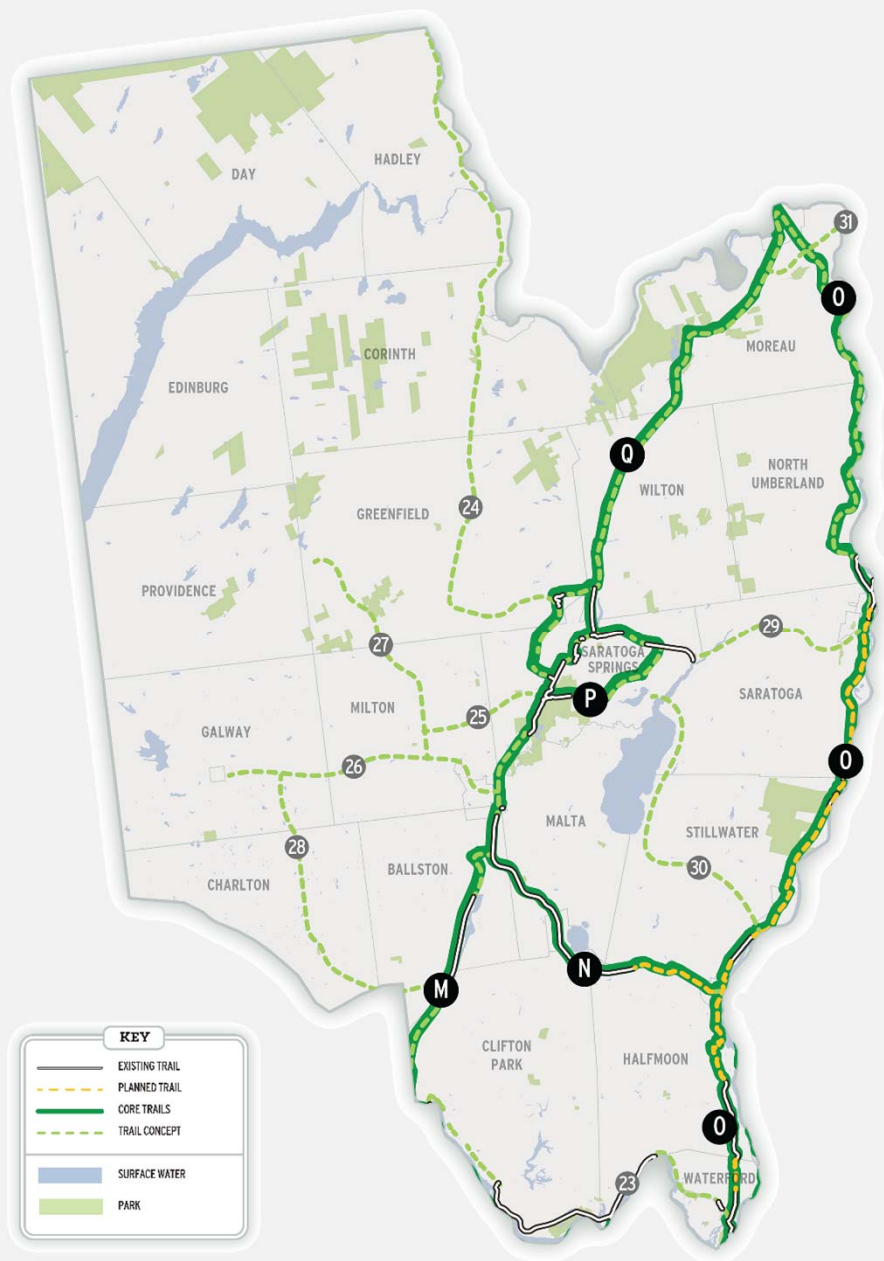
TRAILS PLAN

CORE TRAILS

- M** Ballston Veterans Bike Trail
- N** Zim Smith Trail
- O** Champlain Canal Trail
- P** Saratoga Greenbelt Trail
- Q** Wilton-Moreau Trail

SUPPORTING TRAIL NETWORK

- 23** Crescent Towpath Trail
- 24** Greenfield Line
- 25** Geyser Road Trail
- 26** Ballston Spa - Galway Link
- 27** Lake Desolation Path
- 28** Charlton Bike Route
- 29** Saratoga - Schuylerville
- 30** Stillwater - Saratoga Lake
- 31** Bluebird Road Bike Path



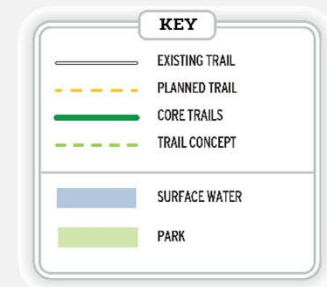
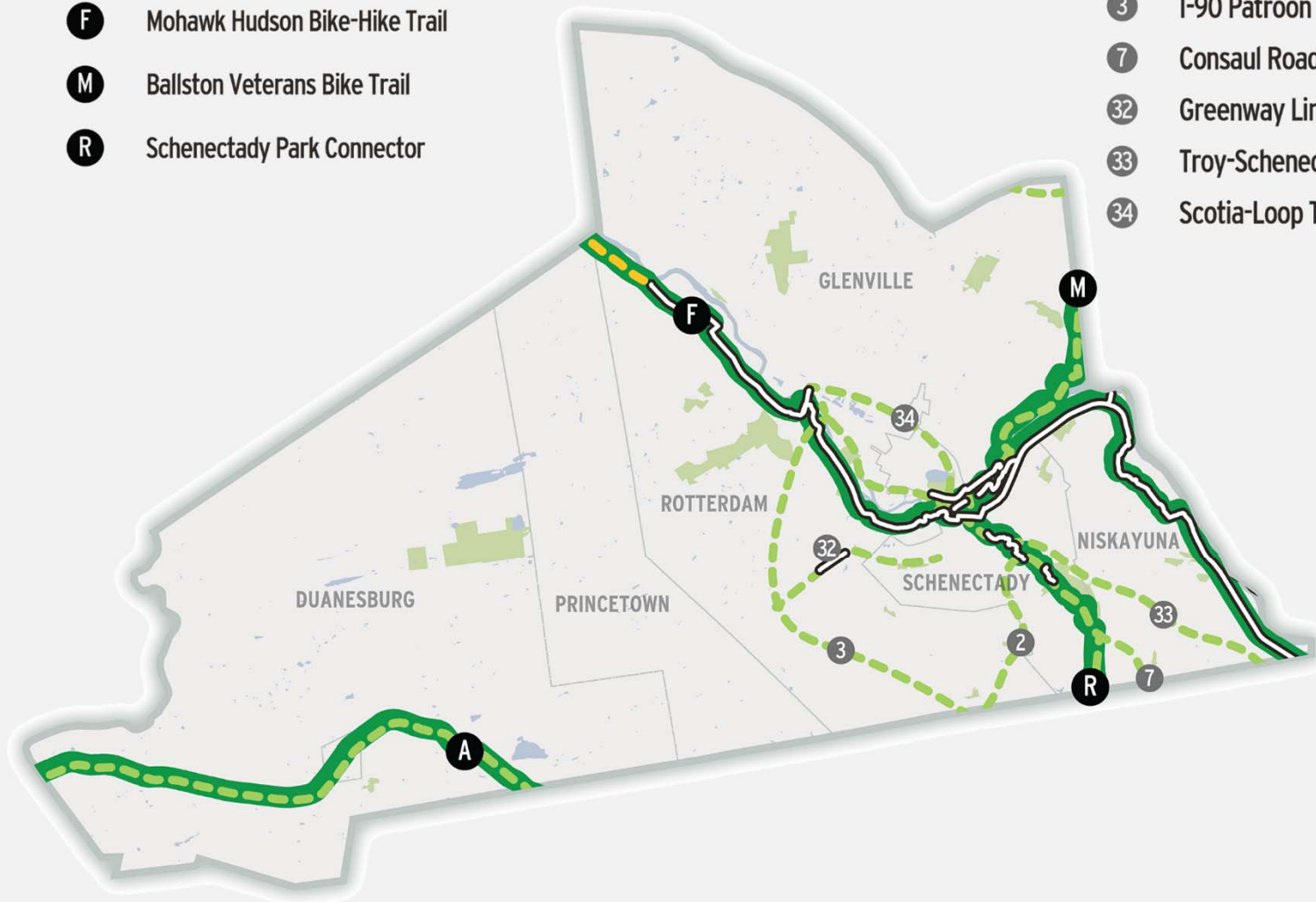


CORE TRAILS

- A** Albany County Helderberg-Hudson Rail Trail
- F** Mohawk Hudson Bike-Hike Trail
- M** Ballston Veterans Bike Trail
- R** Schenectady Park Connector

SUPPORTING TRAIL NETWORK

- 2** Schenectady-Helderberg Connector
- 3** I-90 Patroon Greenway Extension
- 7** Consaul Road Bike Path
- 32** Greenway Link
- 33** Troy-Schenectady Road
- 34** Scotia-Loop Trail





Map Key	Trail Identification	Primary Type	Total Miles	Miles Already Constructed	Miles To Be Completed
A	Albany County Helderberg-Hudson Rail Trail	Off-Road	31.1	8.7	22.4
B	South End Bikeway Connector	On-Road	1.5	0	1.5
C	Albany Loop	On-Road	15.2	0	15.2
D	Patroon Greenway	Off-Road	8.8	0	8.8
E	Hudson Northway	On-Road	11.7	0	11.7
F	Mohawk Hudson Bike-Hike Trail	Off-Road	41.1	39.7	1.4
G	Albany Hudson Electric Trail (AHET)	Off-Road	15.6	0	15.6
H	Rensselaer Riverwalk/RPI Trail	Off-Road	5.1	2.3	2.8
I	South Troy Riverfront Bikeway	On-Road	2.3	1.1	1.2
J	Uncle Sam Bike Trail	Off-Road	4.2	4.2	0
K	River Road	On-Road	10.0	0	10.0
L	River to Ridge Path	On-Road	28.6	0	28.6
M	Ballston Veterans Bike Trail	Off-Road	12.5	3.4	9.1
N	Zim Smith	Off-Road	15.7	8.7	7.0
O	Champlain Canal Trail	Off-Road	44.5	11.4	33.1
P	Saratoga Greenbelt Trail	Off-Road	17.9	8.3	9.6
Q	Wilton-Moreau Trail	Off-Road	16.1	0	16.1
R	Schenectady Park Connector	On-Road	7.0	1.5	5.5
Total			288.90	89.30	199.60

Source: Counties listed, NYS Office of Information Technology Services GIS Program Office (GPO) and NYS Department of Taxation and Finance's Office of Real Property Tax Services (ORPTS), and ConsultEcon, Inc.



PROJECTED EXPANSION

of the **CAPITAL DISTRICT TRAIL SYSTEM**

AFTER IMPLEMENTATION



**Midpoint of Range of Use Projected
for the Future Trail System*





PROJECTED ECONOMIC

IMPACT *to the* CAPITAL REGION

AFTER IMPLEMENTATION



\$23.7
MILLION

ANNUAL INCREASE
in
DIRECT TOURISM
SPENDING
in the
CAPITAL REGION



\$1.4
MILLION

PER YEAR

in

LOCAL TAX
REVENUE



\$48.9
MILLION

PER YEAR *in* TOTAL ECONOMIC
ACTIVITY *in the* CAPITAL DISTRICT



\$1.3
MILLION

INCREASE

in

LOCAL PROPERTY
TAX REVENUE



IMPLEMENTATION STRATEGY

OF THE CAPITAL DISTRICT GREENWAY AND TRAILS PLAN

IMPLEMENTATION ROAD MAP:

CONTINUING TO ADVANCE THE CAPITAL
REGION TRAIL SYSTEM

Community advocacy and support will continue to be an important factor in advancing trail projects from concept development and feasibility analysis, to project capital funding, environmental clearance and right-of-way acquisition through final design and construction. Reaching this latter “shovel-ready” stage has been an important milestone of the region’s growing group of trail advocates. In fact most of the trails that have been developed in the region started and were promoted by a small group of advocates. These dedicated individuals became organized and consistently over a period of many years volunteered their time and talent to promote trail development. Those efforts ultimately have been recognized with support from government leaders, at all levels, and other organizations who have taken on the trail projects and advanced them into reality.

The Elements of Successful Trail Development. Three elements stand out as foundational to advancing the development of a trail from concept to completion; advocacy, planning and leadership.

Trail advocates typically are the foundation of a trail project—defining and promoting the concept and providing a voice of continual support for the initiative and helping secure and advance the creation of a conceptual plan that describes the vision for the trail. A creative plan and design is also important to document the various aspects of the trail including what it will provide in terms of benefits, where it would connect and how it can be accessed and developed. Without leadership and support from the elected officials, public trail projects would otherwise die on

the proverbial vine. Leadership is a key component toward marshaling the financial and other resources needed to secure the right-of-way and approvals required to open a trail up for public use.



ESTABLISHING AND ADVANCING PRIORITY TRAIL SEGMENTS

Each core trail is part of the overall concept of creating what can serve as a dedicated alternative transportation system for the region. The trails identified as part of the supporting trail network comprise an important secondary system that are critical to the function and usability of the overall network by expanding access to a greater share of the region’s population. These systems provide a framework that would also connect to local bicycle and pedestrian systems to make a more dedicated and interconnected system. The CDTC Bicycle & Pedestrian Priority Network that had been previously developed included a sound methodology that was utilized as a reference in creating this plan for the regional trail system. As part of that priority network, the CDTC established





Capital District Core Trails: Prioritization Screening Tool

Map Key	Trail Identification	Primary Type	Potential Peak PM Traffic Bike Trips Per Trail Mile	Population Served Per Trail Mile	Relative Proximity to Environmental Justice Area	Project Readiness for Development	Initial Priority Level
B	South End Bikeway Connector	On-Road	I
I	South Troy Riverfront Bikeway	On-Road	I
J	Uncle Sam Bike Trail	Off-Road	I
R	Schenectady Park Connector	On-Road	I
D	Patroon Greenway	Off-Road	II
G	Albany Hudson Electric Trail (AHET)	Off-Road	II
H	Rensselaer Riverwalk/RPI Trail	Off-Road	II
C	Albany Loop	On-Road	II
F	Mohawk-Hudson Bike-Hike Trail	Off-Road	II
P	Saratoga Greenbelt Trail	Off-Road	II
A	Albany County Helderberg-Hudson Rail Trail	Off-Road	II
N	Zim Smith Trail	Off-Road	II
M	Ballston Veterans Bike Trail	Off-Road	III
Q	Wilton-Moreau Trail	Off-Road	III
E	Hudson Northway	On-Road	III
O	Champlain Canal Trail	Off-Road	III
K	River Road	On-Road	III
L	River to Ridge Path	On-Road	III



MARKETING PLAN

A brand is only as successful as its roll out plan. It must be put to work through consistent applications and marketing efforts so that the brand's visibility will increase and interest will peak. The following deliverables are recommended to market this trail network.

WEBSITE

A website is an important platform to reach all audiences and to inform and engage the public and stakeholders. It can be the hub for all information and resources related to this project and can be tailored to each different audience. For trail users it can include trail maps, locations of trail heads, information on different trails amenities and difficulty levels, and links to existing individual trail websites. For stakeholders it can provide the overall plan, updates on progress and information on how to become involved. For sponsors it should provide sponsorship information and access to brand assets. The website should be responsive (optimized for phones, tablets and computers alike) so it's mobile-friendly and offers access to every user. From a content standpoint, the site should be heavily branded and include compelling professional photography of the trail network.

Recommended Website Features:

- Trail Network Map (downloadable & printable)
- Interactive Map
- About Section
- A list of trails within the network and links to trail websites, if available. Additional information could include:
 - Trailhead Locations
 - Trail Amenities & Accessibility Information
 - Difficulty Level
 - Types of Trail Use (Hiking, Biking, Horseback, etc.)
 - Informational Descriptions & Historical Context (if applicable)
 - Connections to Other Trails

- Schedule of Trail-related Events
- Reports on Progress of Trail Plan
- Copy of Trails Plan
- Sponsorship Information
- List of Sponsors
- Tools for Project Partners, Existing Trails & Sponsors
 - Logos
 - Brand Guidelines
 - Social Media Graphics
 - Photography
 - Downloadable Trails Report Plan
 - Downloadable Maps
- Blog Posts/News Section*
- Contact Info

*Guest bloggers could be invited to develop content that can be shared on the website blog, social media and email blasts.

SOCIAL MEDIA

Social media platforms such as Facebook, Instagram & Twitter are great places to share information and resources and to engage with your audience. Given that this network represents a vast amount of trails in the region and this brand is meant to help promote not only the network, but the individual trails, content from specific trails and existing trail users is already abundant. Project partners and trail users should be encouraged to submit photos and content and to share their experiences on the trail network.

SOCIAL MEDIA RECOMMENDATIONS

- Feature and thank sponsors
- Share photos & videos
- Share updates on progress of trail network plan
- Share blog posts and news articles relating to project
- Link to project website whenever possible
- Create occasional graphics using trail network branding elements to promote events, openings of new trails and to thank sponsors
- Create a hashtag for the network and encourage audience to use the hashtag in their own posts
- Engage by liking, commenting and reposting other content
- Hold periodic contests to boost following and engagement
- Identify and engage with social media influencers that have a similar target audience
- Hold Instagram Takeovers with social media influencers
- Boost posts on social media to increase following, engagement and general awareness

SIGNAGE

Signage is not only crucial for wayfinding in trail networks, but it's great way to drive your brand. Signage should be developed to alert people that they are either on a trail that is part of the trail network and can connect to other trails, or they are near a trail that can connect them to another destination. This network's trail signage can be used by itself or in conjunction with existing trail signage. Different types of signage should be developed for trail heads, trail connections, road routes, trail routes, and shared trails.

- **Kiosks:** In high traffic areas, a kiosk should be placed that contains a trail map, the trail network map, the trail network brochure, a sign-in sheet, and any trail specific collateral or information.
- **Pole Banners:** In high traffic areas where infrastructure allows, pole banners that indicate you are on a network trail with the trail's name and logo should be installed.
- **Trail Connection Signage:** Directional signage with distance information and trail names should be placed at key connection points within the trail network.
- **Banners:** Large format vinyl banners with grommets are great for trail specific events and can be easily moved from place to place. Banners can include sponsor logos and trail network branding.
- **Trail Head Signage:** Trail head signage with trail network branding and trail information should be placed at trail access points.
- **Trail Markers:** Trail markers should be placed on trees or posts throughout trail network routes.
- **Road Signs:**

Route Signs: Signage for on-road routes to let people know they are on the trail network.

Directional Signs: Many people are unaware of trail access points, especially if they are not local. Directional signs along roads that are close to access points should be installed.



MARKETING STRATEGY

INITIAL BRANDING & MARKETING CONCEPTS

THIS PLAN PROVIDES A COMPREHENSIVE MARKETING STRATEGY TO BUILD AWARENESS of existing trails and the potential of new trails to create a multi-county trail network in the Capital District. This trail network provides alternative routes of transportation, connections and commuter options while also providing greater access to the outdoors and endless recreational opportunities. The plan needs to appeal to the general public, local businesses and elected officials alike in order to build support and progress.

This brand and marketing strategy should be used to promote the region and network as a whole and should provide tools to municipalities and tourism promotion agencies (TPAs), as well as independent trail networks and recreation facilities to help promote their own trails.

TARGET AUDIENCE

- COMMUTERS
- CYCLISTS
- LOCALS
- TOURISTS
- NATURE LOVERS
- FAMILIES
- RUNNERS
- CASUAL TRAIL USERS
- HIKERS
- BUSINESSES
- GOVERNMENT OFFICIALS

PROMOTERS

- LOCAL BUSINESSES
- TOURISM PROMOTION AGENCIES
- CHAMBERS OF COMMERCE
- CITIES, TOWNS & VILLAGES
- PARKS & RECREATION DEPARTMENTS
- LAND TRUSTS & CONSERVANCIES
- NON-PROFIT ORGANIZATIONS



THE LINK

- Has overtones of memorable transportation names like the Tube or the Metro
- Represents the relationship between the different trails in the region and between the Empire State Trail and the Capital Region Trail Network
- Artwork alludes to a trail marker and a bike tire



CAPITAL TRAILS NEW YORK

CAPITAL TRAILS NY

- Easily recognizable as a trails network in the Capital District
- Similar to the Empire State Trail name and can be easily linked to the statewide efforts
- Artwork shows trails linking urban and rural regions



CAPITAL CONNECTIONS

- Speaks to the goal of this network: to create trail connections in the Capital District
- The "C" icon portrays a trail, roundabout and a target



THE GREEN LINE

- A reference to routes of mass transit and to alternative and "green" transportation
- Easily lends itself to maps that include the network laid out like a subway line



UPSTATE PATHWAYS

UPSTATE PATHWAYS

- "UP" ties into New York State motto of "Ever upward"
- Artwork has transit feel and shows movement



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN

CAPITAL TRAILS NEW YORK



CAPITAL
TRAILS

NEW YORK



PRIMARY COLORS



Pantone 662 C

HEX:
#001C71

CMYK:
C:100 M:94 Y:24 K:21



Pantone 123 C

HEX:
#FFC627

CMYK:
C:0 M:24 Y:90 K:0

COLOR MODES

The brand's primary colors were chosen to tie into New York State's official colors. The Pantone® colors are identified here, as well as the color conversions for RGB (in Hex Code) and CMYK. For black and white printing, or other applications where color is limited, the secondary colors can be used.

SECONDARY COLORS



100% Black

HEX:
#000000

CMYK:
C:0 M:0 Y:0 K:100



30% Black

HEX:
#B2B2B2

CMYK:
C:0 M:0 Y:0 K:30

FONT USAGE

There are two main fonts within the brand: **Nunito** and **Klinik Slab**.

Nunito is the main font, which has been modified for the logo. It is also used for the Trail Designators. Its rounded letters make it friendly and legible. It boasts a wide range of weights and styles, making it perfect for headlines and body copy alike.

Klinik Slab is a bold serif font that provides a nice contrast to Nunito and makes it the perfect compliment. It is also available in a number of weights.

PRIMARY TYPEFACE

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!<>@#\$\$%

SECONDARY TYPEFACE

Klinik Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!<>@#\$\$%



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN

TRAIL SIGNAGE

TRAILHEAD SIGNAGE



TRAIL CONNECTION SIGNAGE



TRAIL BLAZE



EXISTING SIGNAGE



ROAD SIGNAGE

ROUTE SIGN EXAMPLES



DIRECTIONAL SIGN EXAMPLES





SPONSORSHIPS

Sponsorship opportunities are a great way to get businesses and residents involved with the development of the trail network and to give back. Sponsorship levels that fit all budgets should be available and multiple levels of sponsor recognition should be developed.

CORPORATE SPONSORSHIP RECOGNITION OPPORTUNITIES

- Promotion on trail network website, social media and email blasts
- Event sponsorship
- Guided staff hikes
- Hosted volunteer trail upkeep workdays
- Company logo on shirts, brochures, bags, and other trail network merchandise

RESIDENT SPONSORSHIP RECOGNITION OPPORTUNITIES

- Bench plaques
- Pavers
- Tree plaques/signage

ADOPT-A-TRAIL

- This can be offered as a premium level of support. It can be offered both to businesses and individuals to sponsor a trail section with larger donations. Trail adopters can get involved by helping with the upkeep of the trail and they can be recognized by the trail network with signage at each end of their trail segment and with branded merchandise giveaways.



Sponsorship Opportunities Brochure

KEY MARKETING PLAN TAKEAWAYS:

- All project materials should have a cohesive look and message so that the brand becomes easily recognizable.
- Project partners and sponsors should be provided with the tools (and free swag!) they need to help promote the trail network.
- Consistent engagement with the media and the public is key to gaining awareness and building support.
- Signage, print collateral, social media, and all other trail network materials and platforms should be treated as branding and marketing opportunities.

*Marketing will not necessarily be the responsibility of the Capital District Transportation Committee.

CORPORATE SPONSORSHIP

We sincerely hope that you join Capital Trails NY and show your support by helping to improve our trails, public transportation, and overall quality of life in our unique Upstate New York landscape. Every gift makes our network stronger.

FRIEND

\$500

- Company logo/listing on website
- Recognition in our quarterly e-newsletter

CONTRIBUTOR

\$1,000

All of the previous benefits PLUS:

- Opportunity to submit one blog post on our website
- Social media mention
- Trail connection signage sponsorship at location of choosing

BRONZE

\$2,500

All of the previous benefits PLUS:

- Company ad with link in one issue of e-newsletter
- Premium logo/name placement on sponsorship page
- Pole banner signage sponsorship at location of choosing

SILVER

\$5,000

All of the previous benefits PLUS:

- Capital Trails NY will manage a volunteer trail workday for your staff
- Company ad with link in quarterly issue of e-newsletters for 1 year
- Trailhead signage sponsorship at location of choosing

GOLD

\$10,000

All of the previous benefits PLUS:

- Exclusive, permanent logo/name placement on Capital Trails NY website homepage (Capital Trails NY is powered by [insert your company name here])
- Exclusive corporate sponsor page on website with short article, photos and description of involvement
- Company logo on all yearly print materials and event t-shirts
- Company ad with link in quarterly issue of e-newsletters for 2 years
- Trail kiosk sponsorship at location of choosing

We also offer program-specific sponsorships. For more information, please contact xxxxxxxx.



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RESIDENT SPONSORSHIP

HELPING HAND

\$100

- Capital Trails NY tote bag
- Capital Trails NY embroidered patch



GOT YOUR BACK

\$250

The previous gifts PLUS:

- 2 Capital Trails NY t-shirts
- 2 Capital Trails NY mugs



LEAD THE WAY

\$500

The previous gifts PLUS:

- Personalized paver honoring your donation to be incorporated at a trail of your choosing



TRAIL BENCH

\$1,000

Help support trail maintenance and provide a place for trail users to rest by becoming a trail bench sponsor. The bench can be dedicated in your name, in memory of a loved one, or for a valued co-worker. Your sponsorship provides the bench, installation when weather permits, and plaque with desired information.



ADOPT-A-TRAIL

\$2,500

Trail adopters can get involved by helping with the upkeep of the trail and can be recognized by the trail network with signage at each end of their trail segment. Sponsorship funds support local trail volunteers with tools, building materials, gas, food and beverages to help maintain the trails. Contact Capital Trails NY directly for more details.

ANY AMOUNT

Whether \$5 or \$5,000, we appreciate all that you can give! Every donation makes an impact.

We also offer program-specific sponsorships. For more information, please contact xxxxxxxx.

BRANDED MERCHANDISE

People love swag! Affordable branded merchandise can be handed out to trail users, sponsors, and project partners to spread the word about the trail network. More substantial merchandise options can be sold to raise money for the trail network. The key is to create quality products that people will want and will proudly use or display.

MERCHANDISE RECOMMENDATIONS:

- Vehicle Decals
- T-shirts
- Tote Bags
- Water Bottles
- Keychains
- Embroidered Patches
- Carabiners
- Field Guides
- Magnets
- Mugs
- Mini Flashlights
- Ornaments
- Deck of Cards
- Prints
- Greeting Cards
- Postcards
- Bike First Aid Kits
- Pens





Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN



Capital District Trails Plan

Advancing a Vision for Connecting Communities

Trail Management Best Practices

January

2019

Case Studies in Creating Successful Community Trails

THE ZIM SMITH TRAIL

Partnership: Intermunicipal Public and Not-for-Profit

Albany County (Landowner)

Town of Ballston

Town of Malta

Village of Halfmoon

Village of Round Lake

Supported by Saratoga PLAN





FRIENDS OF THE RAIL TRAIL (FORT)

BEST PRACTICES: CASE STUDIES IN TRAIL DEVELOPMENT

BEST PRACTICES: CASE STUDIES IN TRAIL DEVELOPMENT:
FRIENDS OF THE RAIL TRAIL (FORT)

THE ALBANY COUNTY HELDERBERG-HUDSON RAIL TRAIL

Partnership: Public/Private

Albany County (Landowner)
Town of Bethlehem
Town of New Scotland
Village of Voorheesville
Mohawk Hudson Land Conservancy (Lessee)
Supported by Mohawk-Hudson Cycling Club



BACKGROUND

The Albany County Helderberg Hudson Rail Trail (ACHHRT) is constructed on the former bed of the Delaware and Hudson railroad, which ran from Albany, through Delmar and Slingerlands, and eventually connecting to Binghamton. This section of rail line provided passenger train service from 1863 up until the 1930's, and continued freight service up until the 1990's, after which it became dormant and the railroad tracks were eventually removed in 2004.

In 2010, Albany County purchased over nine miles of the railway corridor for approximately \$700,000—with funding equally split between Scenic Hudson and a grant from the New York State Office of Parks Recreation and Historic Preservation—for the purposes of creating the multiuse path. A year after the purchase, a collection of volunteer trail advocates formed the Friends of the Rail Trail (FORT), established as a committee of the Mohawk Hudson Land Conservancy (MHLC). This advocacy group was instrumental in organizing the effort and encouraging local

officials to move forward on the project of creating the trail that is in use today.

Due to a unique agreement between Albany County, the Town of Bethlehem and the Mohawk Land Conservancy, the conservancy was able to lease a 1.9 mile stretch of the rail corridor. This lease agreement allowed volunteers to begin clearing and cleaning up the trail route, which helped to generate local support and excitement for what was to come. The first section of the trail, which extended from Veterans Memorial Park to the Firefighters Park in Slingerlands, was opened to the public in June of 2011. To help maintain the active portions of the trail which it was leasing, the Mohawk Hudson Land Conservancy developed the "Trail Ambassador" program, which recruited volunteers who were eager to keep the trail active, safe and clean. The success of this initial strategy led to similar leases on new sections of the corridor, which eventually reached five miles in length to the Village of Voorheesville.



CURRENT STATUS

Since its official opening, approximately 5.1 miles of the trail have been successfully paved and opened to the public, extending from South Pearl Street in Albany to New Scotland Road in Slingerlands. An additional 4 miles of trail—extending from Slingerlands to Voorheesville—is unpaved but is open for walking, jogging or mountain biking.

They have recently completed a signage program that was funded by a grant from the Hudson River Valley Greenway. This signage program was developed as part of communication plan which sought to create a "brand identity" for the Albany County

Helderberg Hudson Rail Trail that was easily identifiable, educate the public about the history of the rail line and encourage local support. The sign program included a new logo and trailhead identification to help welcome visitors and establish its identity.





ALBANY COUNTY HELDERBERG-HUDSON RAIL TRAIL COMMON TRAIL MAINTENANCE COSTS

EQUIPMENT COST	COST/HOUR	HOURS/DAY	DAYS/WEEK	WEEKS/YEAR	TOTAL EQUIPMENT COST/YEAR
Mower	\$20	6	2	32	\$7,680
Weed Wacker	\$1.65	6	3	32	\$950
Plow Truck	\$40	1	1	20	\$800

SUBTOTAL:

\$9,430 PER YEAR EQUIPMENT COSTS

LABOR COST	COST/HOUR	HOURS/DAY	DAYS/WEEK	WEEKS/YEAR	TOTAL EQUIPMENT COST/YEAR
Mowing	3 @\$20/hr	6	2	32	\$23,040
Weed Wacking	3 @\$20/hr	6	3	32	\$34,560
Inspection	1 @\$20/hr	1	5	32	\$3,200
Plowing	1 @\$20/hr	1	1	30	\$400

SUBTOTAL:

\$61,200 PER YEAR LABOR COSTS

TOTAL:

\$70,630 PER YEAR TOTAL EQUIPMENT AND LABOR COSTS

Source: Albany County Department of Public Works



PROJECT SUCCESSES & KEY TAKEAWAYS

- A key to the success of this trail program was having a dedicated leadership. The stewardship of the Trail Ambassadors program, which had developed very clear guidelines to assist volunteers in what they needed to know and do, greatly helped to advance their goals.
- Successful trail projects like this often start with an advocate at either the grass-roots level (working its way up) or at the highest government level (working its way down). When the HHRT project started, it started as a grass-roots movement that worked its way up. Either way it is done, the overall success of a trail project requires building strong buy-in and support at all levels.
- Trail projects often suffer from start/stop pauses that can halt momentum and lose public attention. It is important to have a plan in place that will help to bridge the gaps during the inevitable pauses and help keep a feeling of momentum so that you don't lose public support.
- When the land was initially purchased by Albany County, they didn't have the money to construct the trail, and so "No Trespassing" signs had to be erected until construction money could be acquired. This caused a large delay. In order to bridge this gap and maintain some momentum, they developed a strategy of accomplishing a small interim project which would hold the interest of the public and show results. They identified a two-mile section of trail between two town parks which could easily be converted to pedestrian use. By obtaining liability insurance through the conservancy, and developing a three-way licensing agreement with the town, county and the conservancy, they were able to get the No Trespassing signs removed and volunteer labor to open up a small section of the trail and have a ribbon cutting. This interim project was seen as a great success and milestone to maintaining the public support through seeing a goal achieved.
- Once they had the initial success and ribbon cutting of the interim project, they found it was easier to get the same partnerships together for the next section of trail between the Town of New Scotland and the Village of Voorheesville.
- Each successful segment of the trail which was achieved made building support and getting approval for subsequent work that much easier.
- It is recommended that early on in the process, supporters should focus on building an interested constituency and strategic partnerships.
- Always make sure to give ample credit to those who helped make the trail possible – especially policy makers and people in government who help provide crucial funding and approvals.
- When the rail line was originally abandoned, there were five separate advocacy groups who were looking to build a trail. To consolidate efforts, the five groups were consolidated into a central committee of the Mohawk Hudson Land Conservancy.

TRAIL RESOURCES

RESOURCES TO HELP START YOUR TRAIL PROJECT

[Getting Started: A Guide to Planning Trails in New York State, Parks & Trails New York](#)

[Getting on Track: Working with Railroads to Build Trails in New York State, Parks & Trails New York](#)

[Railbanking and Rail- Trails: A Legacy for the Future, Rails-to-Trails Conservancy](#)

[Acquiring Rail Corridors: A How to Manual, Rails-to-Trails Conservancy](#)

[Secrets of Successful Rail- Trails: An Acquisition and Organizing Manual for Converting Rails into Trails, Rails-to-Trails Conservancy](#)

[Rails-to-Trails Conversions: A Legal Review, Rails-to-Trails Conservancy](#)

[National Trails System Act, 16 U.S.C. 1247\(d\)](#)

[Universal Access Trails and Shared Used Paths: Design, Management, Ethical, and Legal Considerations, Pennsylvania Land Trust Association](#)

[Designing Sidewalks and Trails For Access Part I and Part II, U.S. Department of Transportation Federal Highway Administration](#)

[Sample Easement for Right-of-Way](#)

[Rail-Trail Maintenance & Operation: Ensuring the Future of Your Trail – A Survey of 100 Rail- Trails, Rails-to-Trails Conservancy](#)

[Rail- Trails and Liability: A Primer on Trail-Related Liability Issues and Risk Management Techniques, Rails-to-Trails Conservancy](#)

[Begin the Process of Converting a Rail Corridor Into a Trail and File a Public Use and Trail Use Request](#)

[Trail Construction and Maintenance Notebook, U.S. Department of Transportation Federal Highway Administration Recreational Trails Program](#)

[What's Under Foot? Multi-Use Trail Surfacing Options, Alta Planning + Design](#)



Capital District Trails Plan

Advancing a Vision for Connecting Communities

TRAILS PLAN



BEHAN PLANNING
AND DESIGN

THE CAPITAL DISTRICT TRAILS PLAN
IS A COMPREHENSIVE PLAN FOR THE
FUTURE OF THE CAPITAL DISTRICT

IT PROVIDES A VISION FOR THE
FUTURE OF THE CAPITAL DISTRICT
AND A ROADMAP FOR THE FUTURE

IT IS A PLAN FOR THE FUTURE



STATUS OF LINKAGE PROGRAM STUDIES AS OF FEBRUARY 1, 2019

STUDY NAME AND LOCATION	SPONSOR, PROJECT CONSULTANT, CONSULTANT COST AND CDTC CONTACT	DATE PROGRAMMED	STATUS	ESTIMATED COMPLETION DATE AND COMPLETION TIME (ORIGINAL UPWP FUNDING DATE TO ESTIMATED COMPLETION DATE)	PROJECT WEBSITE LINK
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ALBANY COUNTY

1. Albany Patroon Creek/Washington Avenue Corridor Study	City of Albany Creighton Manning Engineering \$90,000 Carrie Ward	Planning Committee Selected 2/1/17. Policy Board Approved UPWP 3/2/17	The Study Advisory Committee is reviewing the draft final report and expects to meet in February to provide final comments.	February 2019 22 Months	https://washingtonpatrooncorridor.webly.com/
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RENSSELAER COUNTY

1. Hoosick Street Parkway Implementation Study	City of Troy TBD \$92,500 Rima Shamieh	Planning Committee Selected 2/7/18. Policy Board Approved UPWP 3/1/18.	The signed Memorandum of Understanding has been received by CDTC. The Request for Expressions of Interest is under development by CDTC and the City.	August 2019 15 Months	TBD
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SCHENECTADY COUNTY

1. Craig-Main Complete Streets Study	City of Schenectady Place Alliance \$90,000 Jacob Beeman	Planning Committee Selected 2/7/18. Policy Board Approved UPWP 3/1/18.	First study team meeting was held January 24, 2019. The Study Advisory Committee invitations have been sent out with first SAC meeting anticipated the week of February 11th.	August 2019 15 Months	TBD
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CDTC NON-LINKAGE PLANNING INITIATIVES

1. Greenway Trails Plan	Regional Behan Planning \$148,502 Jen Ceponis	Included in 2016-2018 UPWP RFP Issued August 2017	The final report was released in January and is available at www.cdtcmpo.org/trails . This study is now complete.	December 2018 13 months from date of contract execution.	www.cdtcmpo.org/trails
2. Regional Safety Action Plan	Regional VHB \$175,000 Sandy Misiewicz	Included in 2016-2018 UPWP RFP Issued September 2017	The consultant team is developing a full draft report to be available for internal review in early March.	January 2019 12 months from date of contract execution.	www.cdtcmpo.org/safetyplan
3. I-787/Hudson Waterfront Corridor Study	Regional CHA \$350,000 Sandy Misiewicz	Included in 2016-2018 UPWP RFP Issued April 2014	The final report will be available in February following CDTC final review. It will be posted to both the project and CDTC's websites.	December 2018	http://787waterfrontstudy.blogspot.com/

STUDY NAME AND LOCATION	SPONSOR, PROJECT CONSULTANT, CONSULTANT COST AND CDTC CONTACT	DATE PROGRAMMED	STATUS	ESTIMATED COMPLETION DATE AND COMPLETION TIME (ORIGINAL UPWP FUNDING DATE TO ESTIMATED COMPLETION DATE)	PROJECT WEBSITE LINK
4. Municipal Smart City Street Light Conversion and Evolving Technology Guidebook	Smart Communities Program Saratoga Springs Consultant TBD \$20,000 Jen Ceponis	Added to the 2018-2020 UPWP	A Request for Proposals is available with submissions due on February 22, 2019.	March 2020	TBD

CDTC 2019 BICYCLE & PEDESTRIAN EDUCATION SERIES

You are invited to the CDTC Bicycle & Pedestrian Education Series. CDTC has purchased a series of webinars and educational opportunities which it is offering to Capital District public and private sector planners, engineers, and designers at no cost. CDTC offers webinars developed by the Association of Pedestrian & Bicycle Professionals (APBP), Institute of Transportation Engineers (ITE), Pedestrian & Bicycle Information Center (PBIC), and Transportation Research Board (TRB) throughout the year. The webinars are valuable and informative in advancing transportation planning and engineering in the Capital Region. Professional development and continuing education credits are available for most webinars. The schedule will be updated as new educational opportunities are announced.

DATE	TIME	EVENT	CREDIT	LOCATION
Jan 16	3:00 – 4:00 PM	<i>Bus Stops with Bikeways: Designing Transit Stops with On-street Bicycle Facilities</i>	.1 CEU	CDTC
Feb 20	3:00 – 4:00 PM	<i>Viewing Low-Stress Networks Through an Equity Lens</i>	.1 CEU	CDTC
Mar 20	3:00 – 4:00 PM	<i>Navigating Without Curbs: Accessibility on Shared Streets</i>	.1 CEU	CDTC
Apr 17	3:00 – 4:00 PM	<i>Designing Streets for the Speeds You Want</i>	.1 CEU	CDTC
May 15	3:00 – 4:00 PM	<i>Maintaining Green Infrastructure: Hints for Success</i>	.1 CEU	CDTC
Jun 19	3:00 – 4:00 PM	<i>Finding Common Ground with First Responders: Enhancing Safety and Maintaining Access in Street Design</i>	.1 CEU	CDTC
Jul 17	3:00 – 4:00 PM	<i>Return on investment for Active Transportation</i>	.1 CEU	CDTC
Aug 21	3:00 – 4:00 PM	<i>Getting the Green Light: Improving Actuation and Detection for Cyclists & Pedestrians</i>	.1 CEU	CDTC
Sep 18	3:00 – 4:00 PM	<i>Can We Talk About the Street? Building Support for Controversial Projects</i>	.1 CEU	CDTC
Oct 16	3:00 – 4:00 PM	<i>If We Build it Will They Come? Estimating Demand for Biking and Walking</i>	.1 CEU	CDTC
Nov 20	3:00 – 4:00 PM	<i>Aging in Place: Designing Communities to Support Mobility</i>	.1 CEU	CDTC
Dec 18	3:00 – 4:00 PM	<i>Education and Encouragement: Bringing the Right People Together</i>	.1 CEU	CDTC

Capital District Transportation Committee
 1 Park Place, Albany NY 12205
 (518) 458-2161
 Email iceponis@cdtcmpo.org with any questions

