



Bicyclists Bring Business Workshop Report

Schenectady

September 15 and 16, 2015

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The Bicyclists Bring Business Roundtable and Bike-a-Round are made possible by financial support from the New York State Canal Corporation.

To learn more about Bicyclists Bring Business, including previous years' workshops, visit www.ptny.org.



BACKGROUND

The popularity of bicycling and the growth of bicycle tourism are well documented by several studies, including one by the Outdoor Industry Association that states that bicycling is second only to running and jogging as the most popular outdoor activity in America by frequency of participation for adults. Additional studies in states around the country have demonstrated that bicycle tourists are a growing market, generating hundreds of millions of dollars per year in realized or potential economic impact. The Erie Canalway Trail (ECT), New York's premier multi-use trail, and one of the nation's longest, has an abundance of everything this growing market of bicycle tourists seek: safe, off-road cycling between historic communities; scenic landscapes, historic sites, parks and other attractions; detailed maps and route descriptions; and cycling options ranging from day trips to week-long adventures. According to the economic impact study of the ECT published in 2014, these factors – along with the widespread name recognition of the Erie Canal – help the ECT to attract nearly 1.6 million annual visits and generate over \$250 million in annual economic impact.

In order to help Canalway Trail communities capitalize on ECT tourism, Parks & Trails New York (PTNY) and the New York State Canal Corporation have conducted 13 Bicyclists Bring Business roundtables in communities across the state since 2006. In 2008 a *Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities* was produced by PTNY and the Canal Corporation to bring the message to an even wider audience. The goal of the roundtables and the guide is to help local businesses, elected officials, tourism

professionals, and community members discover what services and amenities are important to bicyclists so that they can better attract and profit from the growing bicycle tourism market.

In 2012, a community Bike-a-Round the morning following the roundtable was added, a field component that enables program participants to experience their community's services and infrastructure from the perspective of a visiting cyclist.

SEPTEMBER 2015 PROGRAM LOCATION

Parks & Trails New York, the New York State Canal Corporation, the City of Schenectady, and Proctors Theatre presented a free Bicyclists Bring Business roundtable at Proctors Theatre in the City of Schenectady on September 15, 2015. Proctors Theatre is a prominent vaudeville-era theater that is centrally located in Downtown Schenectady. The theater is less than a mile from the Erie Canalway Trail, locally known as the Mohawk-Hudson Bike-Hike Trail.



Schenectady is already home to bicycle-friendly businesses such as the Stockade Inn

Schenectady's location and status as one of the eastern anchors of the Erie Canalway Trail give local businesses and attractions a great opportunity to capitalize on trail tourism. A significant amount of reinvestment in the city's Downtown has led to the creation of a city center filled with dozens of handsomely restored historic buildings hosting restaurants, theaters, hotels, and shops. Adjacent neighborhoods such as the Stockade and Little Italy offer cyclists additional places to stop for food and accommodations.

In addition, next fall, Schenectady County will break ground on a new riverside trail that will intersect with the Erie Canalway Trail at Maxon Road and link it to a major mixed-use development featuring a casino, two hotels, shops, restaurants, apartments, and townhomes currently under construction. A recent user count study conducted by PTNY and the Canal Corporation estimates that Erie Canalway Trail usage in Schenectady ranges from 43,000 annual uses at the western gateway near the Van Slyck Island Park to 178,000 annual uses near the eastern approach in Lions Park. While many of these uses come from local residents, Schenectady's strategic location, approximately 30 miles from the trail's eastern end in Albany, makes it an ideal stopping point for long-distance trail travelers.

EVENING ROUNDTABLE

Approximately 25 people from across Schenectady and surrounding communities, including Albany and Troy, participated in the evening roundtable at Proctors Theatre. The roundtable was held from 6 to 8 p.m. so that business owners could attend on their way home from work.

After light refreshments and introductions from Schenectady Mayor Gary McCarthy and NYS Canal Corporation Director Brian Stratton, NYS Canal Corporation Trails Director John DiMura

"The roundtable gave me an opportunity to see how many local and state agencies are involved in the decisions that occur on and around our bikeways. It allowed me to see some of the things Schenectady should aim to do if it wants to engage tourists and even locals who bike regularly." -B3 Roundtable participant

began the roundtable by reviewing accomplishments and ongoing work along the ECT. Next, 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.



Roundtable participants represented a diverse background of residents, business owners, tourism professionals, and state and local officials.

In the discussion following the presentations, Roundtable participants pointed out the need for

improved signage directing trail users to Downtown Schenectady and more bicycle racks throughout the city. Participants also recommended expanding the trail system to provide links to major employment centers, such as General Electric, and engaging with the Chamber of Commerce to help businesses realize the potential economic benefits associated with accommodating touring cyclists.

All participants received a copy of *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 area residents, business owners, and state and local government representatives to explore Schenectady by bike. Looking at the trail and the community from the perspective of a first-time tourist was an eye-opening experience.

"I had a great time riding with local representatives and giving them a glance of what it's like to ride the path every day." -B3 Bike-a-Round participant

The 5-mile ride began with a short stroll down Schenectady's two blocks of pedestrianized Jay Street, which features many cafes, restaurants, and shops. The remaining route highlighted the trail's eastern and western approaches into Schenectady and on-road trail segments in the city's historic Stockade district. As the group made their way around, the cyclists referenced checklists found in the *Bicyclists Bring Business* guide.



Bike-a-Round participants discuss existing signage.

Participants indicated strengths of the trail network and suggested improvements at each of the nine designated stops along the way. Generally, participants observed the need for improved signage and wayfinding to indicate available amenities and road-trail intersection treatments to slow traffic and safely guide cyclists to the next trail segment. Specifically, participants suggested adding a kiosk in Van Slyck Island Park, which serves as the western gateway to the city, as well as improving the Jay Street Trailhead with additional signage and a curb cut.

PUBLICITY

The Canal Corporation, Erie Canalway National Heritage Corridor, Canalway Trails Association New York, Albany Bicycle Coalition, Friends of the Mohawk-Hudson Bike-Hike Trail, Capital District Transportation Committee, Mohawk-Hudson Cycling Club, Schenectady County, the City of Schenectady, and Proctors Theatre assisted PTNY in publicizing the event by e-mailing an invitation letter and flyer to a comprehensive list of bike clubs, shopkeepers, hotels, civic organizations and local governments across the Capital Region.

Invitations were also sent to area state and federal legislators, and flyers were posted at key locations in Downtown Schenectady; Proctors also displayed two large posters in their Arcade.

A press release was sent to media outlets in the Capital Region, including the Albany Times Union and the Schenectady Gazette, other local and regional papers, and all the major television stations.

The *Albany Times Union* published an article before the event and subsequently updated it after the bike-a-round. A reporter from the *Schenectady Gazette* attended and covered the Roundtable and a Gazette photographer attended the Bike-a-Round.

The event was publicized with an e-alert and an article in the PTNY [e-newsletter](#), as well as posts on [PTNY](#) and [ECT Facebook](#) and Twitter pages, reaching more than 10,000 people. The event has its own page on the PTNY website and was also featured on the events section of the PTNY homepage.

After the event, slides from the Roundtable presentations were posted on the Bicyclists Bring Business [event page](#). Summaries of the event were also published in PTNY's [e-newsletter](#) and in the newsletter for the statewide Canalway Trail system, *Canalway Trail Times*.

PARTICIPANT SURVEY

Roundtable and Bike-a-Round participants were asked to provide their email addresses for follow-up. Part of this follow-up included a participant survey.

All but one of the survey respondents considered the Roundtable worthwhile. The one respondent who did not find it worthwhile indicated that

more members of the business community should have been in attendance. All respondents who attended the Bike-a-Round found it worthwhile. All respondents indicated a willingness to continue to work with their community to improve opportunities for touring cyclists in Schenectady.

When asked what Schenectady needed to attract more bicycle tourists, 20% of respondents indicated more wayfinding signage; 16% said more bicycle- and pedestrian-friendly infrastructure such as sidewalks and bike lanes; and 12% chose more bike racks. Respondents also indicated that a bicycle-friendly business designation program, improved maps and kiosks, and general improvements to and completing the trail through the Stockade District would increase Schenectady's chances of attracting more bicycle tourists.

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

RECOMMENDATIONS

PTNY has prepared the following recommendations for increasing Schenectady's appeal to Erie Canalway Trail tourists. Comments from the Bike-a-Round and Roundtable have helped shape these recommendations.

Appendix C features a table outlining the recommendations and prioritized action items.

Recommendation 1: Capitalize on Schenectady's strategic location by promoting downtown amenities to trail travelers.

Schenectady's location, about a half a day's leisurely ride from the next closest city in either

direction, makes it a strategic stopping point for cyclists. A vibrant downtown and adjacent areas with restaurants, shops, and hotels already serve residents and traditional visitors to Schenectady. Strengthening the link between these areas and the Erie Canalway Trail through trailside promotion and marketing will help cycling tourists take advantage of these amenities.

Recommendation 2: Improve signage to ensure cyclists can easily access businesses and attractions from the Erie Canalway Trail.

Cyclists traveling through Schenectady traverse both on-road and off-road routes with varying degrees of wayfinding signage. Existing signage identifies the route and two kiosks provide travelers with basic local information. Enhanced wayfinding signage should direct cyclists from the trail to downtown Schenectady's businesses and attractions, clearly indicating their location as well as amenities such as public restrooms and Wi-Fi.

Recommendation 3: Maintain Erie Canalway Trail identity throughout wayfinding efforts.

The Erie Canalway Trail's local identity as the Mohawk-Hudson Bike-Hike Trail could confuse travelers and diminish marketing efforts if wayfinding signage and promotional materials don't include the Erie Canalway Trail name.



Existing dual-identity signage in Schenectady

Recommendation 4: Increase bicycle-friendliness in Downtown Schenectady.

Adding bicycle-friendly infrastructure and amenities such as bike lanes, cycle-tracks, and covered bicycle parking will ensure that tourists can safely and comfortably reach downtown destinations by bicycle. These improvements will also benefit non-tourists by providing an incentive for commuters and customers to ride their bikes downtown, reducing air pollution caused by traffic congestion and reducing the amount of space dedicated to automobile parking.

Recommendation 5: Coordinate local tourism promotion, trail development, and bike/ped advocacy efforts.

It is critical that local and regional stakeholders work together to pursue tourism and economic development goals related to cycling and usage of Schenectady's trail system. Bicycling and pedestrian improvements related to the local street and sidewalk network, such as installation of bike lanes or pedestrian amenities, serve both visitors and local residents. These should be coordinated with tourism and trail promotion.

Recommendation 6: Secure funding to complete recommendations.

Many recommendations may not require any additional funding, but a plan should be created to identify a variety of private and public grants

and contributions, as well as in-kind donations, to support implementation of recommended infrastructure and programming. Securing outside funding for recommendations that will require public investment can act as a catalyst for progress to move forward.

APPENDIX A

BICYCLISTS BRING BUSINESS WORKSHOP

SUMMARY

Roundtable Comments

September 15

1. Strengths of Erie Canalway Trail in Schenectady
 - a. Identity of ECT
 - b. Unique lodging opportunities adjacent (i.e. the Parker Inn, Stockade Inn)
 - c. Scenic beauty factor
 - d. Easy ride (flat, paved)
 - e. Community planning progress (recent CDTC linkage study), new trail construction along Mohawk Harbor
 - f. Local interest in trail segment (Friends of the Mohawk-Hudson, Trail Ambassadors, Mohawk-Hudson Marathon/Half Marathon)
 - g. Good “bones” (also an opportunity)
1. Opportunities
 - i. Good connections with communities already exist; make local information better available trailside
 - ii. Loop rides/routes
 - iii. Bicycle commuters want trail sections connected to downtown/employment centers
 - iv. Bicycle lockers (partnership with NYBC, other sponsors)
2. Weaknesses
 - i. Signage
 - ii. Marketing information (kiosks needed)
 - iii. Lacking bicycle parking

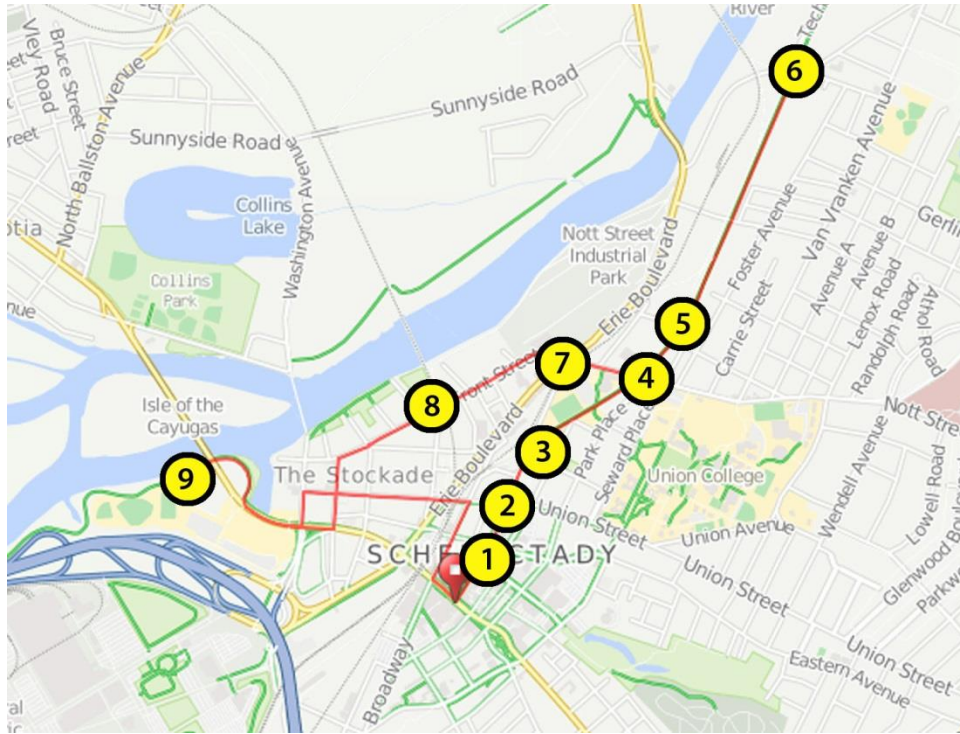
Bike-a-Round Observations

September 16

Each number corresponds to location on the map located at the end of this section.

1. Jay Street Pedestrian Mall
 - a. Pedestrian only. Could be a sign that says “walk bikes” or “bikes 5 MPH limit”
 - b. Not many (or any?) bike racks, can lock up bikes around lamp post.
 - c. Pedestrian/bicycle conflict
 - d. A bike staging area would be nice
2. Little Italy
 - a. Wayfinding sign is present
 - b. Confusing bike trail entrance after Little Italy. Curb cut, have to go single file.

3. Jay Street Trailhead
 - a. No logical entrance to the trail
 - b. Should be a sign with warning for curb drop and more signs to get to other side of the trail; should be uniform signage
 - c. Graffiti present on the sign at this location
 - d. Overgrown grass. Leaves were covering the trail.
4. Nott Street Crossing
 - a. Confusing
5. Peak Street
 - a. No signs
6. Maxon Road
 - a. Tough intersection
 - b. More advanced warning of “trail crossing ahead” would be beneficial
 - c. Construction for trail along Mohawk will start next fall
 - d. There are long term plans to relocate rail lines
7. Crossing Erie Boulevard
 - a. Confusing and bikers could end up there by accident
 - b. People might need to use road to get to river
8. Stockade District
 - a. Noticed there was no litter, almost zero graffiti
 - b. More signage – could be a mural on the railroad trestle before the Stockade
 - c. No sign to continue onto sidewalk on Washington – most bicyclists do not go on sidewalks so this should be more apparent. Information should be where people can’t miss it.
 - d. Pavement markers indicating historical sites could be added
9. Van Slyck Island Park (SCCC Parking Lot)
 - a. Western Gateway to Schenectady
 - b. Could locate a kiosk here
 - c. Could have a sign for both Erie Canalway Trail and NYS Bike Route 5 (goes right through Downtown Schenectady and Scotia)
 - d. Google maps does not recognize route (access ramps to Route 5/State Street), takes you up the road
 - e. The Cycling the Erie Canal guidebook shows two directions to go; add Bike Route 5 option.



Map of Bike-a-Round Stops

APPENDIX B

BICYCLISTS BRING BUSINESS WORKSHOP

PARTICIPANT SURVEY

1. Please enter your zip code:

12208 – Albany
 12305 – Schenectady
 12210 – Albany
 12232 – Albany
 12308 – Schenectady
 12308 – Schenectady

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

	Response Percent	Response Count
Business Owner	0%	0
Member/employee of a recreation based organization	11%	1
Member/employee of a community organization	22%	2
Village/town employee	0%	0
County employee	11%	1
Municipal Official	11%	1
Tourism Official	0%	0
Natural, recreational or historic site employee/volunteer	0%	0
Outdoor Enthusiast	33%	3
Other	11%	1

Other responses: “Avid cyclist” and “State Bicycle Coordinator”

3. Why are you interested in bicycle tourism?

1. Because as bicycle tourism increases, communities need to be planning for and building safer, more accessible bicycle infrastructure and my organization needs to provide the resources to make this happen

2. I am an experienced tour cyclist, having traveled all across the country by bike. I have lived in Schenectady for 10 years and think it is very well positioned to benefit from bicycle tourism. Having a welcoming, bike-friendly city improves quality of life for everyone.
 3. The City of Albany is interested in becoming more bike-friendly in general. The City is also interested in promoting itself as a tourist destination.
 4. I enjoy it myself and would like to help boost it in the State.
 5. Provides additional support for completing/improving the Canalway Trail through Schenectady County.
 6. Because I frequently take bicycle tours. I consider myself a bicycle tourist.
- 4. Did you attend the evening Bicyclists Bring Business Roundtable discussion in Schenectady on September 15?**

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

5. Was the Roundtable worthwhile?

	Response Percent	Response Count
Yes	83%	5
No	17%	1

Why was the Roundtable worthwhile, or not?

1. Interesting to hear varying perspectives, especially private sector (mostly bike shops)
2. It gave me an opportunity to see how many local and state agencies are involved in the decisions that occur on and around our bikeways. It allowed me to see some of the things Schenectady should aim to do if it wants to engage tourists, and even locals who bike regularly.
3. The presentations were interesting. It was useful to hear about the progress of the Erie Canal trail and hear ways that communities can take advantage of this attraction.
4. Good information and opportunity to network with cycling community.

5. Nice to hear other perspectives about the trail from a variety of community members.
6. The wrong people were there. The audience was defined by the title of the roundtable, but there were very few business people there. Were they invited?

6. Did you attend the Schenectady Bike-a-Round on the morning of September 16?

	Response Percent	Response Count
Yes	50%	3
No	50%	3

7. Was the Bike-a-Round worthwhile?

	Response Percent	Response Count
Yes	100.00%	3
No	0.00%	0

Why was the bike-a-round worthwhile?

1. As planners we often plan and recommend certain treatments, wayfinding, and infrastructure improvements for bicyclists and pedestrians. Often these are done based on maps and photos and not walking or cycling a route. The Bike Around brought a lot of attention to the obstacles bicyclists face when navigating through on-road portions of the trail such as poor signage, lack of wayfinding, safety, and accessibility.
2. I had a great time riding with local representatives and giving them a glance of what it's like to ride the path every day. Being able to see the small, easy fixes that would give bicyclists a view of downtown was incredibly beneficial.
3. Seeing the opportunity the trail brings for local businesses and how the trail integrates within the neighborhoods.

8. 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	100%	6
No	0%	0

Emails:

1. jceponis@cdtcmpo.org
2. drew.g.pearson@gmail.com
3. klawrence@albanyny.gov
4. thomas.benware@dot.ny.gov
5. steve.feeney@schenectadycounty.com
6. patrush1@verizon.net

10. 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.)	16%	4
Bike racks	12%	3
Benches	4%	1
Kiosks	4%	1
Community maps in central locations	8%	2
Visitor-friendly business hours	0%	0
Bicycle friendly business designation	8%	2
Welcome center	4%	1
Wayfinding signs	20%	5
Cooperative advertisements in cycling magazines	4%	1
Bicycle tour packages	4%	1
Luggage/bike transportation service	4%	1

Other responses:

1. Maps
2. Need a complete and improved bike trail and trail related infrastructure. Provide quality trail and other access improvements and let private sector take advantage of business opportunity.
3. A bicyclists welcome program, such as ones I've seen on or near other trails, would tell cyclists passing through that there is a safe storage for their bikes, amenities that touring cyclists need, such as device charging outlets, and a welcome to the cyclists who are dressed like cyclists. Safe havens along the trail, and in the cities through which the trail passes, will attract touring cyclists.

APPENDIX C

BICYCLISTS BRING BUSINESS WORKSHOP

RECOMMENDATIONS

RECOMMENDATION 1: Capitalize on Schenectady’s strategic location by promoting Downtown amenities to trail travelers.

Schenectady’s location, about a half a day’s leisurely ride from the next closest city in either direction, makes it a strategic stopping point for cyclists. A vibrant downtown and adjacent areas with restaurants, shops, and hotels already serve residents and traditional visitors to Schenectady. Strengthening the link between these areas and the Erie Canalway Trail through trailside promotion and marketing will help cycling tourists take advantage of these amenities.

Action Item	Priority Level
Action 1-1: Bring representatives from Proctors Theatre/Schenectady County Tourism Promotion Agency, the downtown business improvement group, Metroplex, Mohawk Harbor development, Schenectady County Historical Society, and other tourism and business groups together to develop a marketing message for Schenectady that focuses on its location as a short day trip or stopping point for a longer trip.	Short-term Priority
Action 1-2: Work with the Capital District Transportation Authority (CDTA) to incorporate bicycle-friendly amenities at the new Amtrak station they are building in Downtown Schenectady.	Short-term Priority
Action 1-3: Consider amenities that cater to bicycle tourists such as repair stands, public showers, secured bike storage, and 24-hour bicycle vending machines (see Bikestock). Some communities (http://www.canals.ny.gov/boating/marinas.cgi) along the Erie Canalway Trail have these amenities as part of larger centers that serve boaters.	Medium-term Priority

RECOMMENDATION 2: Improve signage to ensure cyclists can easily access businesses and attractions from the Erie Canalway Trail.

Cyclists traveling through Schenectady traverse both on-road and off-road routes with varying degrees of wayfinding signage. Existing signage identifies the route and two kiosks provide travelers with basic local information. Enhanced wayfinding signage should direct cyclists from the trail to downtown Schenectady's businesses and attractions, clearly indicating their location as well as amenities such as public restrooms and Wi-Fi.

Action Item	Priority Level
Action 2-1: Replace signage that is missing (i.e. ECT trail blaze is missing from Union St in Stockade) or covered with graffiti (Jay St trailhead).	Short-Term Priority
Action 2-2: Introduce wayfinding signage and pavement markings in the Stockade and at major trail-road intersections that direct cyclists to tourist destinations and businesses, including restaurants, shops, and hotels. Allow temporary signage pointing to destination and give additional information such as phone number, location, and website. Install kiosks at the eastern and western gateways to Schenectady detailing attractions and services available to cyclists.	Short-Term Priority (temporary signage) Medium-Term Priority
Action 2-3: Add pictogram signage with symbols for WiFi, restrooms, visitors center, and other amenities for bicycle tourists.	Medium-Term Priority

RECOMMENDATION 3: Maintain Erie Canalway Trail identity throughout wayfinding efforts.

The Erie Canalway Trail's local identity as the Mohawk-Hudson Bike-Hike Trail could confuse travelers and diminish marketing efforts if wayfinding signage and promotional materials don't include the Erie Canalway Trail name.

Action Item	Priority Level
Action 3-1: Ensure that all wayfinding signage includes reference to Erie Canalway Trail. This action item could apply not only to Schenectady but also to the other towns and cities through which the Mohawk-Hudson Bike-Hike Trail passes.	Short-Term Priority
Action 3-2: Encourage local businesses to reference Erie Canalway Trail on marketing materials targeting bicycle tourists.	Short-Term Priority
Action 3-3: Publicize statewide continuity of the trail to residents by adding signage similar to the signs at the Corning Preserve in Albany and Niskayuna that show mileage to destinations such as Buffalo, Rochester, and Syracuse.	Medium-term Priority
Action 3-4: Incorporate Erie Canalway Trail name into local planning documents such as CDTC's New Visions plan and Schenectady county and city plans to instill a greater sense of local ownership of ECT name.	Medium-term Priority

RECOMMENDATION 4: Increase bicycle-friendliness in Downtown Schenectady.

Adding bicycle-friendly amenities such as bike lanes, cycle-tracks, and covered bicycle parking will ensure that tourists can safely and comfortably reach downtown destinations by bicycle. These improvements will also benefit non-tourists by providing an incentive for commuters and customers to ride their bikes downtown, reducing air pollution caused by traffic congestion and reducing the amount of space dedicated to automobile parking.

Action Item	Priority Level
Action 4-1: Adopt a city-wide Complete Streets policy to ensure that cyclists' needs are accounted for when the city is undertaking road reconstruction and paving projects.	Short-Term Priority
Action 4-2: Install bicycle racks on the Jay Street Marketplace.	Short-term Priority

Action 4-3: Implement Schenectady’s bicycle master plan	Medium-Term Priority
Action 4-4: Establish a bicycle infrastructure fund through Metroplex that allows county economic development monies to pay for bicycle enhancements such as bicycle racks.	Medium-Term Priority
Action 4-5: Improve the section of the Erie Canalway Trail as it transitions to an on-road route at the intersection of Washington Avenue and State Street by better defining sidewalk space allocated for cyclists and adding directional pavement markings	Medium-Term Priority
Action 4-6: Encourage businesses to participate in PTNY/NYS Canal Corporation’s Bicycle Friendly Business program currently under development. Also, expand existing programs such as the Bicycle Benefits program to include businesses in Schenectady.	Medium-term Priority
Action 4-7: Raise awareness for bicycling through events such as Ciclovias (temporary bicycle-only streets), downtown bicycle rodeos, and offer valet parking for bicycles at major events.	Medium-term Priority

RECOMMENDATION 5: Coordinate local tourism promotion, trail development, and bike/pedestrian advocacy efforts.

It is critical that local and regional stakeholders work together to pursue tourism and economic development goals related to cycling and usage of Schenectady’s trail system. Bicycling and pedestrian improvements related to the local street and sidewalk network, such as installation of bike lanes or pedestrian amenities, serve both visitors and local residents. These should be coordinated with tourism and trail promotion.

Action Item	Priority Level
Action 5-1: Take these recommendations before the Schenectady City Council and the Capital District Bicycle and Pedestrian Advisory Committee to bring awareness to the local and regional planning levels.	Short-term Priority

Action 5-2: Establish a bicycle tourism advisory committee at the Schenectady Tourism Promotion Agency (Proctors) to coordinate bicycle tourism marketing efforts with general marketing efforts. Committee members may also represent business and recreational interests.	Medium-Term Priority
Action 5-3: Involve committee members in the planning processes for local and regional trail projects, including those funded by federal Transportation Alternative Program (TAP) in 2014: \$1,101,206 for the Central Park to Downtown Schenectady Trail Connection; and those funded by the regional MPO, CDTC, in 2015: \$75,000 for the Schenectady Urban Bike Infrastructure Master Plan.	Medium-Term Priority
Action 5-4: Continue to advocate for Closing the Gaps in the Erie Canalway Trail and to allow bikes on Amtrak trains. Regionally, Schenectady County has a gap in Rotterdam and Albany County has a gap between Green Island and Watervliet.	Medium-Term Priority

RECOMMENDATION 6: Secure funding to complete recommendations.

Action Item	Priority Level
<p>Action 6-1: Assign local economic development staff the responsibility for grant writing. Research the following grant programs:</p> <ul style="list-style-type: none"> ○ NYS Canal Corporation: http://www.canals.ny.gov/community/grant.html ○ NYS Office of Parks, Recreation and Historic Preservation: http://nysparks.com/grants/ ○ Erie Canalway National Heritage Corridor: http://www.eriecanalway.org/get-involved_grants-fund.htm ○ Capital District Transportation Committee: http://www.cdtcmpo.org/linkage.htm ○ Other NYS agencies offering grants through the CFA process: http://regionalcouncils.ny.gov/ 	Short-Term Priority

<ul style="list-style-type: none"> ○ New York State Department of Transportation, Transportation Alternatives Program: https://www.dot.ny.gov/tap ○ Community foundations ○ Corporations ○ HMOs and health care providers 	
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