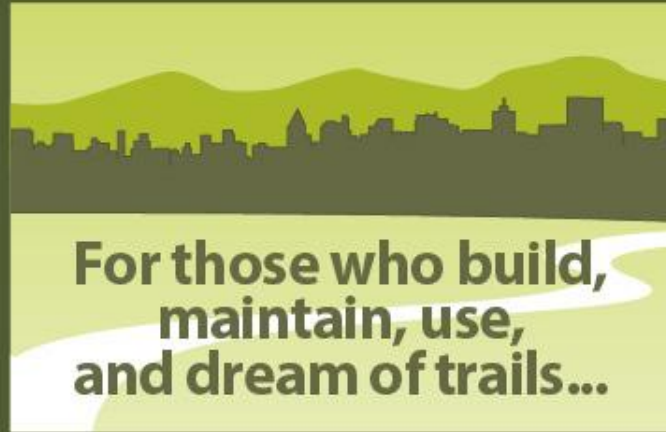


Advancing Trails



American Trails

Smart Outdoor
sponsoring paths for the future.

OUR MISSION

To provide **consistent signage**
across state green ways and trails
in a way that promotes recreational
safety and **enjoyment**
for all users.

Supported by American Trails

CONSISTENT SIGNAGE

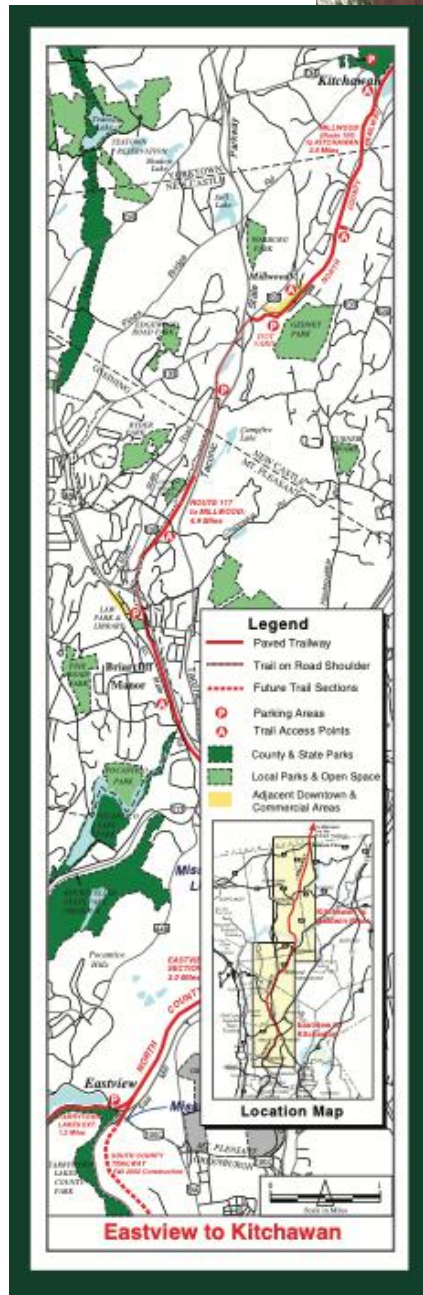
Consistent signage will be installed at all trail heads and access points. These are located at the beginning of each trail and at each cross section in between streets.

These signs welcome users while providing trail maps, safety features, and emergency information, including a trail finder with exact locations.



TRAIL MAPS

Trail maps are at each trail head and access point so that users can easily identify where they are *and where they're headed*.



NORTH COUNTY TRAILWAY

FOR YOUR SAFETY & ENJOYMENT PLEASE OBSERVE

TRAIL CLOSÉS AT DUSK.

- STAY TO RIGHT
- BICYCLISTS MUST WEAR A HELMET
- USE REASONABLE & CONTROLLED SPEED
- WALK BICYCLES ACROSS ROADWAY CROSSINGS
- BE COURTEOUS & CONSIDERATE
- DO NOT LITTER
- CARRY IN CARRY OUT
- DOGS MUST BE LEASHED
- CLEAN UP AFTER YOUR PET
- NO MOTORIZED VEHICLES

WE NEED YOUR HELP
If you witness quality vandalism on the trail, please call the Westchester County Police for help. (914) 741-4334

CAUTION AHEAD
Erosion may have caused cracked or uneven surfaces. Walk and ride safely.

HSS Westchester
U.S. #1 in Orthopedics



MILE MARKERS

Mile markers are placed 5,280 feet from start to finish. A mile wheel is used to make sure visitors track the correct mileage.



EMERGENCY SYSTEMS

All signs include location identification:

- GPS Information
- GIS 911 Emergency System

//

The new mile references have been used twice in Westchester County. Once for a police incident and once for a medical emergency.

- Lt. Gina DiLeo, "629" Communications Division,
Westchester County Dept. of Emergency Services

//

*This quote was only two weeks after the new mile markers were installed.



TOUCHLESS TECHNOLOGY

Using touchless mobile technology, users can tap or scan the QR code to gain access to useful and relevant content as they explore the trail.

Users often continue to reference the mobile experience long after the initial tap.

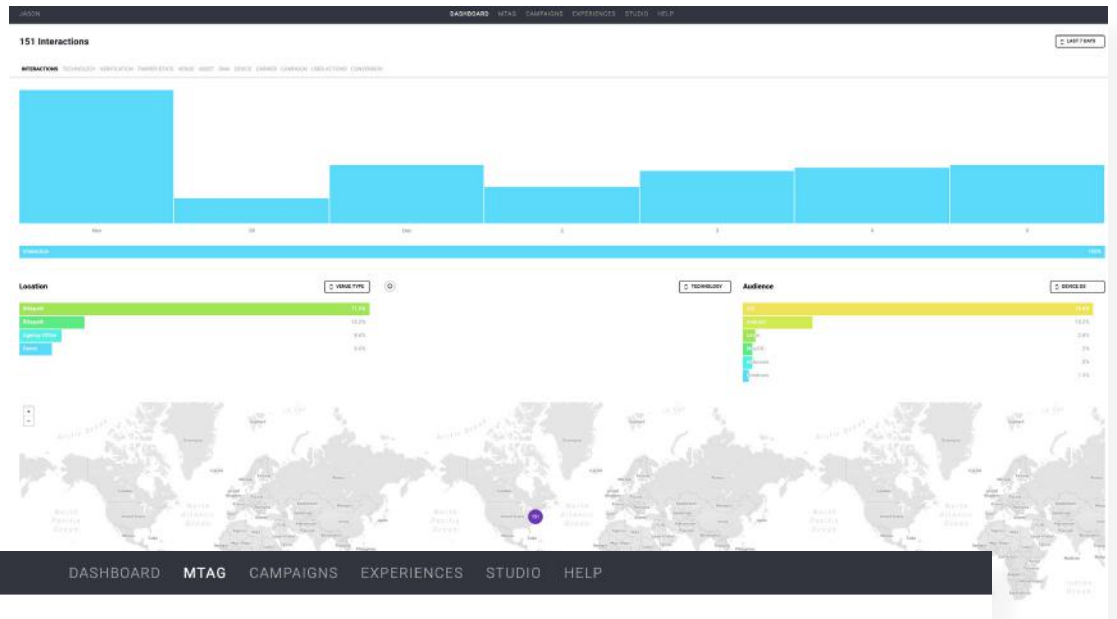


[Scan the QR code or click here to view the experience](#)

PLATFORM ANALYTICS

Ability to view scan information in real time from the back end of the Blue Bite tracking software.

Blue Bite

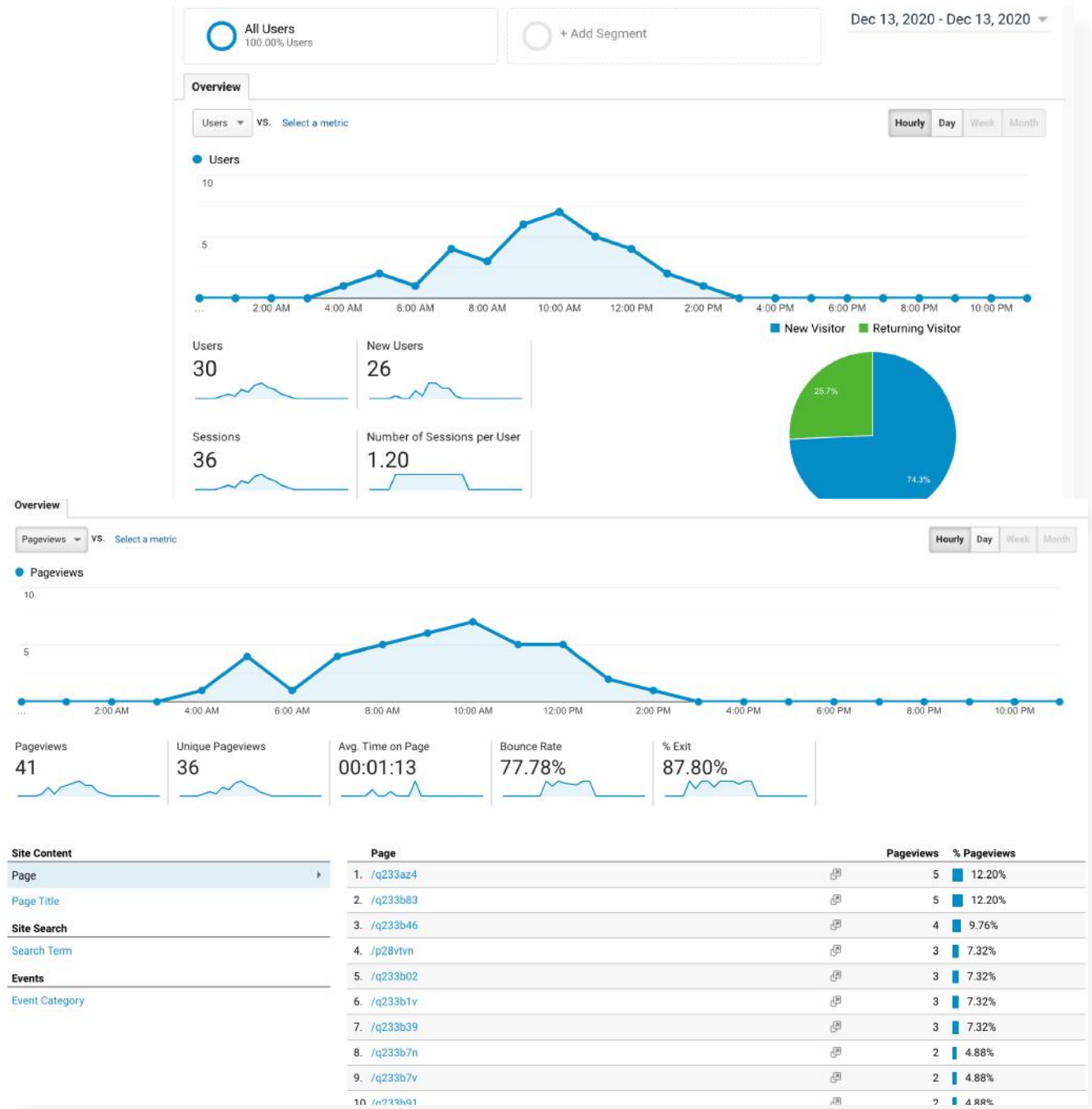


<input type="checkbox"/>	MTAG	TYPE	TECH	VENUE TYPE	VENUE NAME	ASSET TYPE	ASSET ID	EXPERIENCE	STUDIO ID	USES UID	UID	STATUS	NOTE	LAST	INT
<input type="checkbox"/>	126125558	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 18	Experience	Westchester	No		active	Pleasantvill	12 minutes ago	22
<input type="checkbox"/>	126125731	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 1	Experience	Westchester	No		active	Yonkers /	24 minutes ago	124
<input type="checkbox"/>	126125475	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 26	Experience	Westchester	No		active	Yorktown	2 hours ago	84
<input type="checkbox"/>	126125525	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 21	Experience	Westchester	No		active	Briarcliff	2 hours ago	20
<input type="checkbox"/>	30298558	Physical	QR, NFC	Bikepath	Pinellas Trail	Poster	BKP12345	OOH - Bike Path		No		active	Nestle	2 hours ago	226
<input type="checkbox"/>	126125426	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 31	Experience	Westchester	No		active	Granite	4 hours ago	23
<input type="checkbox"/>	126125467	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 27	Experience	Westchester	No		active	Yorktown	4 hours ago	72
<input type="checkbox"/>	135854339	Physical	QR	Agency Office	Bulk Inventory	QR Code	2020-10-06	Experience	Westchester	No		inventory		4 hours ago	635
<input type="checkbox"/>	126125434	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 30	Experience	Westchester	No		active	Arnawalk	5 hours ago	62
<input type="checkbox"/>	120545777	Physical	URL	Demo	Bikepath Country	Demo	Westchester	Experience	Bikepath	No		demo		18 hours ago	559
<input type="checkbox"/>	126125491	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 24	Experience	Westchester	No		active	Millwood /	20 hours ago	38
<input type="checkbox"/>	30298475	Physical	QR, NFC	Bikepath	Pinellas Trail	Poster	BKP12345	OOH - Bike Path		No		active	Nestle	22 hours ago	140
<input type="checkbox"/>	126125723	Physical	QR	Bikepath	North County	Mile Marker	Mile Marker 2	Experience	Westchester	No		active	Yonkers /	23 hours ago	65

PLATFORM ANALYTICS

Additional information can be pulled from Google Analytics.

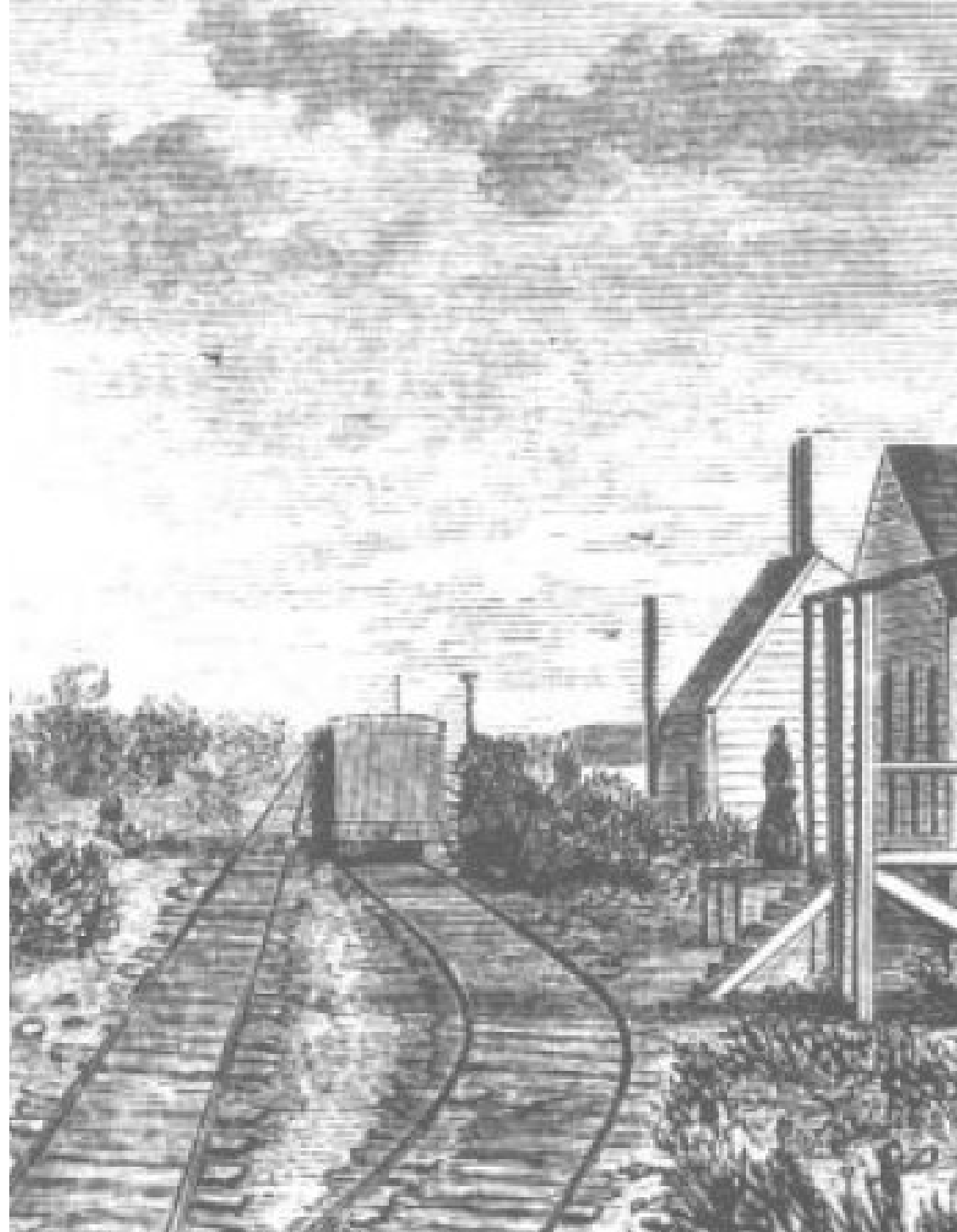
On a chilly December day, we're seeing 40+ scans on our mile markers, which doesn't even include the trail heads or maps.



TRAIL HISTORY

These trails used to be railroads and have now been converted to rail trails.

In addition to being a place of recreation, rail trails have a great deal of history that can be included in the physical or digital experience of our smart signage.



SIGN DESIGN

Created as a collaboration between the parks team.

Each sign is designed to blend within its surroundings in a way that doesn't obstruct the natural beauty of the trails.



30" x 45"

NORTH COUNTY TRAIL

For Your Safety and Enjoyment Please Observe

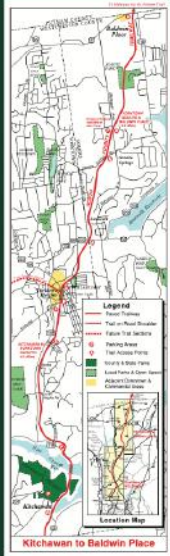
- TRAIL CLOSES AT DUSK!
- STAY TO RIGHT
- BICYCLISTS MUST WEAR A HELMET
- USE REASONABLE & CONTROLLED SPEED
- WALK BICYCLES ACROSS ROADWAY CROSSINGS
- BE COURTEOUS & CONSIDERATE TO OTHERS
- DO NOT LITTER
- CARRY IN CARRY OUT
- DOGS MUST BE LEASHED
- CLEAN UP AFTER YOUR PET
- NO MOTORIZED VEHICLES

WE NEED YOUR HELP

If You Witness Graffiti/Vandalism on the Trail, Please Call the Westchester County Police Tip Line at (914) 741-4334


CAUTION AHEAD

Erosion May Have Caused Cracked or Uneven Surfaces
Walk and Ride Safely




Kitchawan to Baldwin Place

BE PREDICTABLE. BE ALERT. BE COURTEOUS. ENJOY YOUR TRAIL.



Jefferson Valley
Briarcliff



ad size 30"x7.75"

20" x 45"

NORTH COUNTY TRAIL

WESTCHESTER COUNTY

NATIONALLY ACCREDITED
PARKS
WESTCHESTER COUNTY

For Your Safety & Enjoyment Please Observe

TRAIL CLOSSES AT DUSK!

- STAY TO RIGHT
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CAUTION UNEVEN SURFACE AHEAD



Eastview to Kitchawan

BE PREDICTABLE. BE ALERT. BE COURTEOUS. ENJOY YOUR TRAIL.



Northwell Health
Connecting you to the care you need



www.northwell.edu

ad size 20"x7.75"

FABRICATION

2 Month Process



INSTALLATION



MAINTENANCE & UPKEEP



SPONSORSHIP OPPORTUNITIES

We secure local and national sponsors for each sign approved by the contracted entity, including on the smart trail platform. A negotiated and contracted percentage is annually given back each calendar year.

In this contract with Westchester County, we contracted with Friends of Westchester County Parks.



SPONSORSHIP OPPORTUNITIES

Each trail also has chosen amenity sponsorship opportunities, including:

- Water Stations
- Stretch Stations
- Bike Fix It Stations



SOLE SOURCE CONTRACT

Once contracted:

- All signs
- All mile markers
- Assessment/Sign Placement GPS
- Design
- Materials
- Construction/Fabrication
- Delivery
- Maintenance of signs

*100% covered and paid for
by Smart Outdoor**

*Looking for 5 year contract and
5 year reoccurring renewable



Thank You!



Smart Outdoor
sponsoring paths for the future.