

Tompkins County Strategic Tourism Planning Board

January 15, 2014
3:00 pm – 5:00 pm
CVB

Meeting Agenda	Minutes
1) Welcome new STPB Members and County administrative staff	5 minutes
2) November 2013 STPB Meeting Minutes <ul style="list-style-type: none">• ACTION – Approve Meeting Minutes	3 minutes
3) Privilege of the Floor	3 minutes
4) Nominating Committee <ul style="list-style-type: none">• Action – Vote to elect 2014 officers	3 minutes
5) Chair’s REPORT <ul style="list-style-type: none">• Results of December 2013 member interviews• 2014 draft committee assignments• Conflict of interest policy reminder	20 minutes
6) STPB process improvement next steps – Ethan Ash	10 minutes
7) City of Ithaca Parking Manager PRESENTATION – Frank Nagy	15 minutes
8) Tompkins County Priority Trails Strategy PRESENTATION – Tom Knipe <ul style="list-style-type: none">• ACTION – Endorsement	15 minutes
9) CVB Report – Bruce Stoff	15 minutes
10) Cayuga Lake Blueway Trail Plan PRESENTATION – Tom Knipe <ul style="list-style-type: none">• ACTION – Endorsement	20 minutes
11) Spring 2014 Tourism Grants- Tom Knipe <ul style="list-style-type: none">• Grant-funded events calendar and STPB calendar• Grant application and review schedule• United Way Community Impact Manager grant management system overview	10 minutes

Agenda Packet

- Draft November STPB Meeting Minutes (*to be provided prior to 1/15 meeting*)
- 2014 STPB Member contact list
- Draft 2014 STPB committee assignments
- “Salient points from STPB outreach calls in December 2013”
- Tompkins Priority Trails Strategy
- Cayuga Lake Blueway Trail Plan: Download and read [HERE](#).
- New STPB Calendar is [HERE](#) (Scroll to bottom)

Next Meeting - February 19, 2014



MISSION:

The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.

**Tompkins County Strategic Tourism Planning Board (STPB)
2014 List of Members**

Name	Phone	Email	Representation	First Start Date	Current Appointment Date	Current Term Start	Term Expires
Rita Rosenberg	345-2579	barber.rita@gmail.com	Agriculture	2/7/2012	2/7/2012	1/1/2012	12/31/2014
Susie Monagan*	274-3915	susiemonagan@gmail.com	Arts-Culture	5/19/2009	2/7/2012	1/1/2012	12/31/2014
Rick Adie*	254-2545	ra99@cornell.edu	Lodging	4/20/2004	2/7/2012	1/1/2012	12/31/2014
Sue Stafford	844-8222 x4456	StaffordS@tc3.edu	TC3	4/20/2011	2/7/2012	1/1/2012	12/31/2014
Sue Perlgut	272-3224	scperl@verizon.net	Arts-Culture	1/18/2011	12/18/2012	1/1/2013	12/31/2015
Anne Kellerman	319-5406	kellerman@prodigy.net	At-Large	1/18/2011	12/18/2012	1/1/2013	12/31/2015
Stephen Nunley	272-0403	stephen.nunley@gmail.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Miriam Musco	201-396-2517	miriammusco@yahoo.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Steven Hugo	273-7600	sh@holt.com	At-Large	1/23/2013	12/18/2012	1/1/2013	12/31/2015
Anthony Hopson	274-3111	ahopson@ithaca.edu	Ithaca College	5/18/2010	12/18/2012	1/1/2013	12/31/2015
Ethan Ash	280-7133	ethan.s.ash@gmail.com	Arts-Culture	10/18/2011	12/3/2013	1/1/2014	12/31/2016
Michael Mellor	301-758-3898	mjwm@me.com	At-Large	9/17/2013	12/3/2013	1/1/2014	12/31/2016
Christy Agnese	274-5769	cagnese@ithaca.edu	At-Large	10/17/2012	12/3/2013	1/1/2014	12/31/2016
Anne Gossen	319-5012	annegossen@gmail.com	At-Large	1/1/2014	12/3/2013	1/1/2014	12/31/2016
Ken Jupiter	272-4902	15steps@danica.com	Associate	1/1/2014	12/3/2013	1/1/2014	12/31/2016
Ian Golden	275-3572	ian@ftrc.com	Recreation	1/1/2014	12/3/2013	1/1/2014	12/31/2016
Lynette Scofield	279-7740	lynettescofield@aol.com	Lodging	1/1/2014	12/3/2013	1/1/2014	12/31/2016
John Gutenberger	257-2712	icq3@cornell.edu	Cornell University	1/1/2014	12/3/2013	1/1/2014	12/31/2016
Ex-Officio / Non-Voting Members							
Will Burbank	272-7555	wburbank@tomkins-co.org	Legislature, Non-Voting				Annual
John Spence	273-5072 x1	director@artspartner.org	CAP, Non-Voting				Ongoing
Bruce Stoff	272-1313	bruce@visitithaca.com	CVB, Non-Voting				Ongoing
Gary Ferguson	277-8679	gary@downtownithaca.com	DIA, Non-Voting				Ongoing
Jean McPheeters	273-7080	jean@tomkinschamber.org	Chamber, Non-Voting				Ongoing
Martha Armstrong	273-0005	marthaa@lightlink.com	TCAD, Non-Voting				Ongoing
Dwight Mengel	274-5605	Dwight.Mengel@dfa.state.ny.us	Government Transportation				Ongoing
Tom Knipe	274-5560	tknipe@tomkins-co.org	Staff				Ongoing
2014 Associate STPB Members							
Beverly Baker	272-2537	bb@bakertravel.net	Associate				
Carol Kammen		cck6@cornell.edu	Associate				

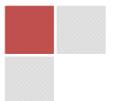
*going off the board at the end of 2014 due to term limits

STPB Committee Assignments 2014

Key blue type means on committee last year

Italics mean Associate STPB Member, Ex-Officio STPB member, or member of the community.

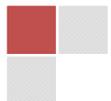
Committee	Meetings	Members by appointment	Admin	Chair	Committee Members
Executive	As needed	Former Chairs and Vice Chairs, Budget Chair and Current Chair and Vice Chair	Tom Knipe	Rick Adie	Rick Adie , Sue Perlgut , Anthony Hopson
Standing Committees					
Budget 4 Voting members required		Chair, Vice Chair	Tom Knipe	Rick Adie	Rick Adie , Anthony Hopson? , Stephen Nunley , Sue Perlgut , Sue Stafford , Christy Agnese
Membership & By-Laws 3 Voting members required	As needed		Tom Knipe	Lynette Scofield	Sue Perlgut John Gutenberger
Nominating Appointed by vote of the full board	As needed				
Grant Review Committees (2 voting members required)					
Tourism Project and New Tourism Initiative Grant Review	March, November (if needed)		Tom Knipe	Steve Hugo Ann Gossen	Jon Reis , Rita Rosenberg , Mike Mellor , Miriam Musco
Community Celebrations	March, November		Tom Knipe	Carol Kammen	Beverly Baker , Sue Perlgut , Jackie Kippola , Mike Lane? , Sue Stafford Anne Gossen
Arts and Culture Organizational Development Grant	March	Arts & Culture STPB reps	John Spence	?	Susie Monagan , Sue Perlgut , Ethan Ash , Anne Gossen , Leslie Ackerman
Tourism Capital Grant	April		Martha Armstrong	?	Steve Hugo , Ken Jupiter , Rita Rosenberg , Christy Agnese , others recruited by TCAD



Committee	Meetings	Members by appointment	Admin	Chair	Members
Tourism Marketing and Advertising Grant Review	March, November (if needed)		Tom Knipe Fred Bonn (tech. asst.)	Ethan Ash	Anne Kellerman , Sue Stafford , Stephen Nunley , Christy Agnese Lynette Scofield
Special Committees					
Planning & Evaluation	Monthly or bi-monthly		Tom Knipe	Ken Jupiter	Miriam Musco? , Anne Kellerman , Rick Adie , Michael Mellor , Gary Ferguson , Bruce Stoff , Martha Armstrong , John Spence
Festivals	One or two times/year		Tom Knipe	Susie Monagan	Susie Monagan , Rita Rosenberg , Vicki Taylor Brous , Gary Ferguson
Marketing Advisory Committee	Quarterly		Bruce Stoff	?	Stephen Nunley , Tom Knipe , Rick Adie , Michael Mellor , Ethan Ash? , Gary Ferguson others appointed by CVB
Beautification, Public Art, Signage			Jean McPheeters		Ken Jupiter , Rita Rosenberg , JoAnn Cornish , Gary Ferguson , Anne Gossen , Chrys Gardiner , Monika Roth , Tom Knipe

Ad Hoc Committees- need chairs

Heritage STPB Volunteers to date: [Anne Gossen](#), [Ian Golden](#), [Stu Stein](#)
 Agri-Tourism STPB Volunteers to date: [Ethan Ash](#), [Rita Rosenberg](#)
 Town Gown STPB Volunteers to date: [Steve Hugo](#), [John Gutenberger](#)



Salient points from STPB outreach calls in December 2013

Enjoy:

- Learning about the community- board meetings are informative
- Like the committee work –where it happens
- Getting to know and interact with more people in the community
- The work of STPB is relevant to my occupation and the success of my job/career
- Learning about tourism trends
- Being involved in a community board that has an economic impact
- Board is making the community a better place to visit, live and work
- STPB is an important and powerful board
- Diversity of the board- so many facets of our community represented and smart folks too
- Like grant committees- people take very seriously and really care
- STPB is making a difference- we are seeing more tourists
- It has inspired me to want to do more
- I am bringing a skill set to the board and the community is benefitting
- Opened my eyes to so many aspects of tourism and the community
- Powerful board given allot of responsibility by TC Legislature
- Being part of a “creative economy.” Arts stimulate the economy.
- Being involved in the community.
- Want to be on the board to protect/represent my interest/segment.

Challenges:

- Steep learning curb
- Not enough money to go around to worthy grant applicants
- Not enough time for involvement- many comments on this same vein

Criticisms:

- If you volunteer to be involved, keep your commitment
- Board meetings are too busy- not enough time as we get through necessary business.
Bureaucratic
- The board meetings are not a “creative space.”
- Would like to see more action.
- Don't like the arrows at the Universities
- You haven't used my talents

Concerns:

- STPB involvement with contracted groups: CVB, Beautification- we need more regular conversations with Jean (Chamber President) – more performance management from STPB. They need to be held accountable.
- Conflicts of interest that exist on the board- board has been swayed inappropriately in the last few years on some issues by board members who had conflicts
- How can I connect and make a difference. What am I supposed to be doing? How can I fit in?
- We will lose people if they are not engaged and feeling like they are making a difference.
- What do we on the STPB have the power to do?
- Is our mission clear
- Evaluation of what we are funding, what impact are we having? Evaluation difficult.
- Marketing Advisory Group needs to be resurrected in a meaningful way
- CVB needs to be providing more meaningful data- what do the numbers mean.
- How is TCAD spending our money?
- “I don’t feel that I have been able to contribute in a meaningful way.
- CVB needs to get serious about groups and mid-week business
- CVB needs to be educated on what a CVB does, particularly the group area should be doing- establishing accountability and goals.
- CVB should expect questions from STPB and not feel threatened or challenged
- There should be a budget for the Board members to attend certain statewide tourism meetings or to go to Albany to tourism related activities.
- We don’t focus enough on outdoor activities
- Bus tourism- we need to make it easier for them to visit our area. Need to do more with this market.
- So many of the grant requests want to do events in the summer. Needs to be spread around.

Kudos:

- Good training from Tom at orientation
- Our Strategic Plan
- Tom’s administrative work – providing data to make better decisions
- Tom is such an asset, many comments on the progress made due to Tom being in place
- To the passionate committee chairs who care deeply about what they are doing and the impact that they are having
- Retreat was very helpful.
- Learned a lot by attending the workshop grant meeting open to the community

How to get more engagement:

- Participate more in committees
- Notice of when STPB supported events and other tourism activities are taking place
- Bring on Associate members – good test to see what kind of board member they will be
- More task forces and less committees
- When are you not new and need to step up?

Suggestions:

- Ground rules for board meetings
- Chair should call on people to ask them to participate
- What our are values
- Invite people to join STPB who are interested in making things happen not maintaining
- Agri-tourism- repeated comments as this needing to be a focus area
- Way finding- we need to make it happen
- Have STPB members sign up for events and report back to the STPB. Wear a badge that says they are from STPB.
- Recruitment of board members is critical- who is missing or what sectors are missing
- People want to hear about the success stories
- Reach out to get others involved from the community, have recruitment meetings
- Calendar of when committees meet
- Match people's enthusiasm to committee work
- More regular meetings with Chamber and CVB

Unanswered:

- Beautification going forward- with Jean leaving and Dan Kline having to step down
- Associate members- need to reach out and hand pick some people that can add value
- Do we have the right committees
- How should the board meetings be structured- some want them more free flowing "ideation" and others feel that will not work.
- How can I be involved and make a contribution.
- Who is really in charge of hybrid committees?

Specific Suggestions

- Have tour of Rita's B and B
- For Dwight, specific transportation issues for tourists, best practices as regarding bus tourism
- Gary Ferguson talk on role of DIA in tourism
- STPB meeting at Cornell with bus tour
- Town/Gown ad hoc committee
- Susie Monogan give talk about her Fulbright in regards to tourism



TOMPKINS PRIORITY TRAILS STRATEGY

A VISION FOR NETWORKED TRAILS

IN TOMPKINS COUNTY

Picture it

By 2018, Tompkins County has become a destination for outstanding trail-based recreation and transportation. Residents and visitors alike can increasingly access our gorgeous parks and natural areas, the Cayuga Lake waterfront, downtown Ithaca, neighborhoods, and our rural villages and hamlets on a network of connected multi-use and thru-hiking trails.

We can get there from here

Tompkins County has remarkable potential to enhance its draw for trail-based recreation. We have natural beauty, cultural resources, and a large number of existing trails and proposed trail routes that can be completed and connected. Targeted trail development in the next two to five years can create a cohesive network that will form the basis of an impressive destination-quality trail system and local recreation and transportation resource. The County is fortunate to have many community trails, snowmobile trails, four-season trails, and state trails with which to build the network, and this effort will be further complemented by linking to the future Cayuga Lake Blueway Trail.

This paper outlines priority actions related to the development of five key trails that will provide the basis of such a network. All of these are at stages where real progress can be made in the near future with the right kind of focus and support. The five trails are: (A) the northern and middle sections of the **Black Diamond Trail**, (B) the **Ithaca-Dryden Trail** from the East Hill Recreation Way to Varna, (C) the extension of the **South Hill Recreation Way** to Brooktondale, (D) the **Cayuga Waterfront Trail, Gateway Trail**, and additional **Urban Connectors**, and (E) the **Finger Lakes Trail**. When completed, this network will form more than 120 miles of continuously connected trail in Tompkins County, with 51 miles on connected multi-use paths and 69 miles on the pedestrian-only Finger Lakes Trail.

The benefits are many

- **Tourism and Economic Development**
 - \$1.2 - \$3 million: annual local visitor revenues generated into communities hosting comparable trails¹
 - 100 million / 6 million: number of Americans who bicycle / cross-country ski
- **Quality of Life and Livability**
 - 58%/40% : Tompkins County households living within 1 mile / half mile of the completed trail network²
 - 12 : major parks and natural areas connected by the future trail network
- **Public Health**
 - \$3 billion: annual cost of physical inactivity in New York State
 - 33% / 67% : portion of American children/adults who are overweight or obese³
- **Environment and Conservation**
 - 80% : county goal for reduction of greenhouse gas emissions by 2050 (20% reduction by 2020)
 - 47% : portion of Tompkins County greenhouse gas emissions from transportation
 - 2.4 billion: gallons of fuel saved nationally every year if 10 percentage point increase in use of walking and bicycling for trips under three miles⁴
- **Transportation**
 - 50% : trips under three miles in the US, which are ripe for conversion to walking and cycling
 - 5-fold : increase in cycling in Portland, OR between 1990 and 2005 due to investment in bicycling infrastructure (from 1.2% to 6% of all trips)

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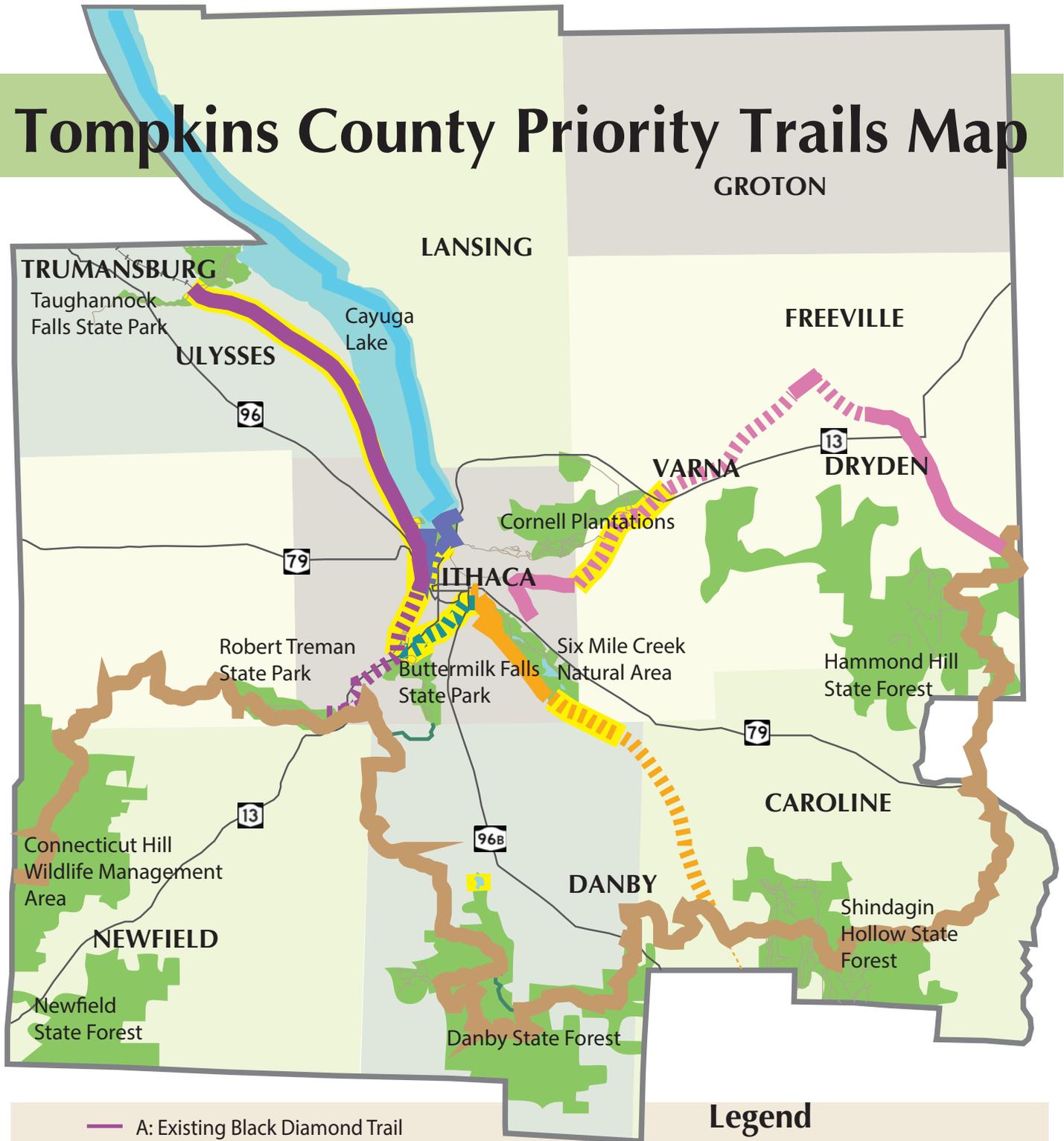
Comparison Case: Pine Creek Rail Trail, PA Economic Benefits

- 65 miles: length of connected trail
- 69% non-local trail users
- Majority reason for trail use: Recreation
- 138,227 annual users
- 57% of trail users stayed overnight
- 3.34 nights: average trail-associated stay
- \$3-\$5 million annual trail-associated spending on soft goods* and lodging

Source: Pine Creek Rail Trail 2006 User Survey and Economic Impact Analysis

** soft goods are beverages, candy/snack foods, sandwiches, ice cream, restaurant meals, other (does not include hard goods such as bicycles and other equipment)*

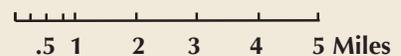
Tompkins County Priority Trails Map



- A: Existing Black Diamond Trail
- ⋯ Future Trail
- B: Existing Ithaca- Dryden Trail / East Hill Recreation Way
- ⋯ Future Trail
- C: Existing South Hill Recreation Way
- ⋯ Future Trail
- D: Existing Cayuga Waterfront Trail
- ⋯ Future Cayuga Waterfront Trail
- ⋯ Future Gateway Trail
- E: Finger Lakes Trail

Legend

- Action Areas
- Other Trails
- Natural Areas
- State Highways
- Water Features
- Cayuga Lake Blueway Trail



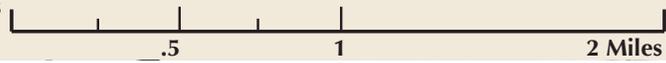
Tompkins County Priority Trails

Urban Connectors



- Legend**
- A: Existing Black Diamond Trail
 - - - Future Trail
 - B: Existing Ithaca - Dryden Trail / East Hill Recreation Way
 - - - Future Trail
 - C: Existing South Hill Recreation Way
 - - - Future Trail
 - D: Existing Cayuga Waterfront Trail
 - - - Future Trail
 - . - . Gateway Trail & Urban Connectors
 - Action Areas

- ★ Access Points
- Other Trails
- Natural Areas
- State Highways
- Local Streets
- Water Features
- Cayuga Lake Blueway Trail



KEY ACTION SUMMARY

Much can be accomplished to create this **county-wide trails network** if all parties involved share a focus on a small number of key actions. Municipal, county and state officials; trails advocates and users groups; property owners; business groups; conservation groups; institutions of higher education and other stakeholders, together can make this vision a reality. Below are key actions that can be implemented in the next two to five years. More detailed descriptions and status summaries for each of the five major trails follow in this document.

A: Black Diamond Trail (BDT)

- A1. Support the ongoing activity and the collaborative work of the City of Ithaca, Towns of Ithaca and Ulysses, Village of Trumansburg and NYS Parks to open the northern section between Cass Park and Taughannock Falls State Park.
- A2. Support State Parks, working with the City and other partners, in identifying a funding strategy and project management plan to develop the portion of the trail from the end of the Floral Ave extension near Cass Park to Buttermilk Falls State Park.
- A3. Develop highly visible trailhead amenities, such as in Cass Park.

B: Ithaca- Dryden Trail

- B1. Address concerns of the DEC Game Farm which is adjacent to the trail alignment in Varna.

C: Extension of South Hill Recreation Way

- C1. Communicate with and develop accommodations for a landowner adjacent to the eastern terminus of the existing recreation way who currently uses the proposed corridor as a driveway.
- C2. Address ownership and maintenance issues through discussions between the current trail planning committee and members of the Town of Ithaca's Public Works Committee.
- C3. Negotiate a Memorandum of Understanding for maintenance and management between Ithaca, Danby, Dryden and Caroline (and NYSEG as the owner if an easement is provided).

D: Cayuga Waterfront Trail, Gateway Trail, and Urban Connectors

- D1. CWT: Stay committed to the completion of the CWT through the final stage. Further fundraising for furnishings will also be solicited.
- D2. Gateway Trail: Support easement negotiations on Emerson property. Plan for and support crossing improvements at Stone Quarry Road. City and Town: Develop a Project Management Plan for the section between Emerson and Hudson Street.
- D3. Streets and Sidewalks: Identify and improve on-street bike and pedestrian networks within the urban area that provide clear connections to trails.
- D4. Creek Corridors: Develop corridor plans for Six Mile Creek, Cascadilla Creek, and Lower Fall Creek.

E: Finger Lakes Trail (FLT)

- E1. Secure permanent protection of the entire FLT within the Emerald Necklace, with the goal of maintaining a scenic corridor width of at least 300 feet.
- E2. Develop a FLT gateway in Tompkins County to enhance public access to the trail and offer interpretation of nearby natural and cultural resources.
- E3. Encourage municipalities along the trail to recognize the value of the trail as a recreational resource for our residents and develop or strengthen land-use planning tools that can be used to protect the Finger Lakes Trail and buffer it from nearby development.
- E4. Encourage associated connecting trails such as the Hammond Hill- Yellow Barn Connector.

Sustaining the Network: Key Actions to sustain all priority trails

- S1. Ensure appropriate funding for maintenance so that trails can remain safe and usable.
- S2. Develop/support volunteer Friends of the Trail groups.
- S3. Pursue accessibility improvements so that everyone can use the trails.
- S4. Install wayfinding and interpretive signs.
- S5. Market the trail network to residents and visitors.
- S6. Establish a formal County trail advisory board.
- S7. Encourage participating municipalities to officially recognize this trails strategy.
- S8. Develop links to nearby attractions and services.

A: Black Diamond Trail

Description

The Black Diamond Trail (BDT) is a proposed multi-use trail network connecting Taughannock Falls State Park, Allan H. Treman State Marine Park (adjacent to Cass Park), Buttermilk Falls State Park and Robert H. Treman State Park. When built, it will provide over 15 miles of off-road, connected pathways for non-motorized users (i.e. bicyclists and pedestrians). It is helpful to view the development in three sections: Taughannock Falls State Park to Cass Park; Cass Park to Buttermilk Falls State Park; and Buttermilk Falls State Park to Robert H. Treman State Park. The northern portion of the trail, from the city of Ithaca to Taughannock Falls State Park, is on track to be completed in the near term. The section between Cass Park and Buttermilk Falls also has potential to be developed in the near term, and would provide a key connection between the BDT, Cayuga Waterfront Trail and the South Hill Recreation Way.

Who Is Involved

New York State Office of Parks, Recreation and Historic Preservation (NYSOPRHP) - Finger Lakes Region is responsible for the Black Diamond Trail. Other stakeholders include the City of Ithaca, the Towns of Ithaca and Ulysses, and other destinations and organizations along the route. A citizens group, Black Diamond Trail Enthusiasts Network (BDTEN) came together in February 2006 to advocate for completion of the project, particularly the northern section from Cass Park to Taughannock Falls State Park.

Current Status/ Recent Action

The land acquisition issues that have stalled progress on the section from Taughannock Falls State Park to Cass Park are resolved. State Parks now owns and has easement access to the corridor. Other recent actions:

- Culvert installations at road crossings on the northern section are complete.
- Construction of the Glenwood Creek Bridge and Willow Creek Bridge is complete, thanks in part to a large bequest from the Treman family.
- In 2013, NYSOPRHP received significant NY Works funds to complete construction of the northern section of the trail including culvert/drainage upgrades, surfacing, railings and signage. Construction is expected to begin in 2014.
- The City of Ithaca built a 2,000 foot trail section along Floral Avenue in 2013 that will become part of the BDT section between Cass Park and Buttermilk Falls State Park.
- In early 2013, the City of Ithaca applied for STEP funding to complete the segment from Floral Avenue to Buttermilk Falls State Park. While the application was not funded, it articulates clear steps to develop this section and can be used as a basis for future funding requests.

Action Items and Overcoming Key Barriers to Progress

- A1. Support the ongoing activity and the collaborative work of the City of Ithaca, Towns of Ithaca and Ulysses, Village of Trumansburg and NYS Parks to open the northern section between Cass Park and Taughannock Falls State Park.
- A2. Support State Parks, working with the City and other partners, in identifying a funding strategy and project management plan to develop the portion of the trail from the end of the Floral Ave extension near Cass Park to Buttermilk Falls State Park.
- A3. Develop highly visible trailhead amenities, such as in Cass Park.

Future Phases

- Right-of-way acquisitions still need to be addressed in the section between Buttermilk Falls and Robert H. Treman State Parks.

B: Ithaca-Dryden Trail

Description

The future Ithaca-Dryden Rail Trail will provide a continuous off-street connection from East Ithaca and Cornell University out to Dryden Lake, passing through Varna, Etna, Freeville and Dryden. It will also link up with the Finger Lakes Trail at its eastern end. The section proposed for immediate action is an extension of the East Hill Recreation Way, connecting Cornell University and the East Hill neighborhood to the hamlet of Varna. Future sections will connect to the Village of Freeville and finally, the Village of Dryden. The East Hill Recreation Way currently terminates at Game Farm Road.

Who Is Involved

The East Hill Recreation Way is located in the Town of Ithaca and goes to the border of the Town of Ithaca / Town of Dryden. The proposed trail extension (the Varna Segment) is fully in the Town of Dryden. Large stretches of this 2.8 mile segment are currently owned by Cornell University and the New York State Department of Environmental Conservation (DEC).

Current Status/ Recent Action

- The Town of Dryden Planning Department and the Town of Dryden Recreation Department have begun conversations with Cornell University and the DEC about routes and trail development. The Varna Section runs south along the Monkey Run Preserve, part of Cornell Plantations. Cornell is working with Dryden on development of the trail.
- Other parts of the proposed trail to Varna are somewhat clear of brush and are used informally. There is also an informal network of trails off of the main trail.

Action Items and Overcoming Key Barriers to Progress

B1: Address concerns of the DEC Game Farm which is adjacent to the trail alignment in Varna. The DEC- managed Game Farm is adjacent to the trail and addressing concerns from the DEC Game Farm is the most important step required to move this trail project forward. A formal decision from the state needs to be made.

Future Phases

The Ithaca-Dryden Rail Trail can be thought about in five sections: 1) Varna section - recommended for short-term action to provide a continuation of the Recreation Way to the east, to the intersection of Routes 13 and 366; 2) Fall Creek Valley Corridor - a future section that would connect Varna to Freeville through Etna, 3) Freeville section – an existing trail in the Village of Freeville, 4) Freeville-Dryden section - a future section connecting Freeville to the western start of the Jim Schug Trail, and 5) Jim Schug Trail – an existing rail-trail connecting the Village of Dryden to Dryden Lake and the Finger Lakes Trail.

After the Varna section, the Fall Creek Valley Corridor is the next recommended trail project in the Town of Dryden. The Route 13 to Etna Lane section begins at the intersection of Route 13 and Hall Lane and extends to the Hamlet of Etna. Hall Lane would provide an on-street route to connect with the railroad right-of-way. Private land owners control most of this corridor with one-third of its 2.1 mile length being located on two farms. NYSEG owns an 800' section and the Finger Lakes Land Trust is the adjacent owner of a 900' section in Etna. An at-grade crossing of Route 366 would be required. There is currently a large property for sale that is within the future trail alignment between Route 13 and Etna. Since the Ithaca-Dryden Trail is on the Official Town of Dryden map any development proposal will need to accommodate the trail. The lower portion of the property is in a Conservation Zoning District and an easement or other protection of open space will be required prior to development.

The Etna Lane to Freeville section is a 2.9 mile segment that crosses large stretches of active farm land. Between Etna Lane and the Freeville Village boundary, land is privately owned but two-thirds of the total right-of-way for this stretch is located on one farm. The corridor appears to be intact for most of its length. Inside the Freeville Village boundary, most of the right-of-way is publicly owned and known as the Freeville Trail.

C: Extension of South Hill Recreation Way

Description

The South Hill Recreation Way is a non-motorized, multi-use recreation way that follows the route of a former rail bed. There is community interest to extend the South Hill Recreation Way two miles east of its current terminus on Burns Road in the Town of Ithaca to reach Banks Road in the Town of Caroline. This extension would greatly improve the accessibility of the trail corridor to residents of the hamlet of Brooktondale, and other nearby communities. From the terminus of the current South Hill Recreation Way (Burns Road), the proposed trail extension would follow the former railway east and terminate at Banks Road in the Town of Caroline, passing through the Towns of Ithaca, Danby, and Dryden.

Who Is Involved

The Town of Ithaca owns the majority of the existing South Hill Recreation Way, and a portion is owned by New York State Electric and Gas (NYSEG). NYSEG currently owns the corridor for the proposed extension. The corridor is within the Towns of Ithaca, Danby, Dryden and Caroline. Establishment of the trail requires involvement from the four towns and community members. A Friends of the South Hill Recreation Way has also been proposed.

Current Status/ Recent Action

- This project has received initial support from adjacent landowners and users of the current South Hill Recreation Way. The involved Towns have passed resolutions in support of the proposed project.
- In May 2010, the Cornell student group Design Connect administered a phone survey of adjacent landowners along the proposed extension of the trail to gauge their support. Of the 16 landowners along this corridor, thirteen were reached and eleven were willing to discuss their feeling on this project. Nine landowners expressed their support for the trail and two expressed their opposition.

Action Items and Overcoming Key Barriers to Progress

- C1. Communicate with and develop accommodations for a landowner adjacent to the eastern terminus of the existing recreation way who currently uses the proposed corridor as a driveway.
- C2. Address ownership and maintenance issues through discussions between the current trail planning committee and members of the Town of Ithaca's Public Works Committee.
- C3. Negotiate a Memorandum of Understanding for maintenance and management between Ithaca, Danby, Dryden and Caroline, and NYSEG as the owner if an easement is provided.

Future Phases

An informal trail from Banks Road to White Church Road is currently used by snowmobilers and property owners along a NYSEG easement. A plan for a future extension along this corridor to the Finger Lakes Trail should be developed.

D: Cayuga Waterfront Trail, Gateway Trail, and Urban Connectors

Description

A system of trails across the county requires a clear, understandable system of 'urban connectors.' These include on-street bike routes, sidewalks, city foot trails and key multi-use trail connectors that create convenient, easily found, usable routes across the city core. Some key trail elements of this system are in place, are underway or are envisioned:

- The Cayuga Waterfront Trail (CWT) is a six mile paved multi-use trail to be completed in 2014. The CWT connects waterfront destinations to several neighborhoods.
- The Black Diamond Trail (BDT) planned middle section (described in A).
- The Town of Ithaca planned multi-use Gateway Trail will connect the South Hill Recreation Way (Hudson Street trailhead) to Buttermilk Falls State Park and the Cass Park to Buttermilk Falls section of the BDT. It will connect to the BDT via an existing pedestrian bridge over Route 13 at Buttermilk Falls.
- If linked, existing foot trails along Fall Creek, Cascadilla Creek and Six Mile Creek gorges can provide additional pedestrian connections to and between multi-use trails.

The City of Ithaca Trails Master Plan (2004) outlines multi-use and pedestrian trails that currently exist, are in the planning phase, or have been proposed. Additional connections are available, particularly bike routes such as envisioned in the 2011 ITCTC Ithaca Neighborhood Greenways Study and the 2012 City of Ithaca Bicycle Boulevard Plan. On East Hill, an extension of the Lower Fall Creek Walk could be a key element in a connection between the CWT and the future Ithaca-Dryden Rail Trail. The existing Lower Fall Creek Walk is accessible via Stewart Avenue a short distance uphill from Ithaca High School (near the CWT) and links with Cornell Plantations' 45 miles of foot trails in the Fall Creek gorge area.

Who Is Involved

The Cayuga Waterfront Trail Initiative is a partnership between the Tompkins County Chamber of Commerce Foundation and the City of Ithaca. The project lead for the Gateway Trail is the Town of Ithaca. Cornell Plantations oversees the existing Cascadilla Creek and Fall Creek footpaths. The City of Ithaca and the Town of Ithaca are responsible for all streets and sidewalks, and those within Cornell campus are the institution's responsibility.

Current Status/ Recent Action

- The two-mile CWT Cass Park loop and a 1.7 mile section between Stewart Park and the Farmers Market are complete. Construction on the gap between Cass Park and the Farmers Market is expected in 2014. Funding has been secured; the State of New York is working on final land acquisition. Pedestrian crossings across Route 13 are to be improved at both Dey and Third Streets in 2014.
- The Emerson Property is being subdivided and a trail easement for the Gateway Trail is being negotiated with the City of Ithaca.
- Reconstruction of the Cascadilla Creek footpath has been underway since its closing after tropical storm Lee in fall 2011. FEMA funding was secured. Full reopening is expected in 2014.

Action Items and Overcoming Key Barriers to Progress

- D1: CWT: The community needs to stay committed to its completion through the final stage. Further fund-raising for furnishings will also be solicited.
- D2: Gateway Trail: Support easement negotiations on Emerson property. Plan for and support crossing improvements at Stone Quarry Road. City and Town: Develop a project management plan for the section between Emerson and Hudson Street.
- D3: Streets and Sidewalks: Identify and improve on-street bike and pedestrian networks within the urban area that provide clear connections to trails.
- D4: Develop corridor plans for Six Mile Creek, Cascadilla Creek, and Lower Fall Creek
- Explore the potential of a foot bridge over Six Mile Creek from the Commons to the Wildflower Preserve, to create a connected trail.
 - Perform a planning/feasibility study for the Lower Fall Creek Walk between the East side of the CWT and the start of the existing Lower Fall Creek walk at the Stewart Avenue bridge over Fall Creek.

Future Phases

Future urban connectors include: Lehman Alternative Community School Multi-Use Trail, and the Lower Fall Creek Walk. The LACS Trail could provide much needed pedestrian and bicycle infrastructure on West Hill and connection to CWT and BDT.

E: Finger Lakes Trail

Description

The Finger Lakes Trail (FLT) is a 900-mile system of hiking trails that includes a 563-mile main trail extending from Allegany State Park to the Catskill Mountains through the Finger Lakes and Southern Tier regions. A 78-mile section of the FLT runs through the Emerald Necklace, a corridor of forested, hilly landscapes south of Cayuga Lake in Schuyler, Tompkins and Tioga counties. The Emerald Necklace encompasses more than 50,000 acres of public open space and features a diversity of wildlife habitats and landscape features. Approximately 40 percent of the FLT within the Emerald Necklace corridor is on publicly-owned land and the remaining 60 percent is hosted by 58 private landowners.

Who Is Involved

The Finger Lakes Trail Conference was formed by volunteers in 1962 and is the coordinating group for the Finger Lakes Trail System. Since its creation, the portion of the trail in southern Tompkins County traversing the “Emerald Necklace” has been stewarded by the Ithaca-based Cayuga Trails Club. The Cayuga Trails Club maintains and constructs the trail, associated bridges, lean-tos and trailhead signage. The Cayuga Trails Club is also responsible for maintaining relations with private landowners who host the trail.

Current Status/ Recent Action

In recent years, development pressures and other factors have led to displacement of the trail from private lands and subsequent routing along public roads in some areas – not the hiking experience that was originally intended. The Cayuga Trails Club is currently working on adding FLT signage to identify the trail at road crossings. The Finger Lakes Land Trust and Finger Lakes Trail Conference recently completed acquisition of a 48-acre parcel in Enfield featuring half a mile of the trail as well as a remnant old growth maple forest.

Action Items and Overcoming Key Barriers to Progress

- E1: Secure permanent protection of the entire FLT within the Emerald Necklace, with a goal of protecting a scenic corridor width of at least 300 feet.
- E2: Develop a FLT gateway in Tompkins County to enhance the public access to the trail and offer interpretation of nearby natural and cultural resources.
 - In the Town of Danby: locate gateway within Jennings Pond section of Buttermilk Falls State Park on Bald Hill Road, located a short distance from 96B. The trail gateway will be developed in conjunction with the NYS Office of Parks, Recreation and Historic Preservation and the Town of Danby. Wayfinding signs should be placed along NY State Route 96B to direct visitors to gateway.
 - Explore development of a connecting trail between Jennings Pond and the Finger Lakes Trail. This would require a land owner agreement that has not yet been secured.
- E3: Encourage municipalities along the trail to recognize the value of the trail as a recreational resource for our residents and develop or strengthen land-use planning tools that can be used to protect the Finger Lakes Trail and buffer it from nearby development.
- E4: Encourage associated connecting trails such as Hammond Hill- Yellow Barn Connector.

Future Phases

As additional trail connections are made to the Black Diamond Trail, South Hill Recreation Way, Buttermilk Falls State Park, Robert Treman State Park and the Dryden Jim Schug Trail, there will be great opportunities to enhance the visibility of the Finger Lakes Trail – Emerald Necklace for locals and visitors.

Two additional gateways/trailheads have also been envisioned: in the Town of Caroline on Route 79, and in the Town of Ithaca on the east side of Route 13. Future phases should look to develop these.

Sustaining the Network

Proper maintenance and promotion of the county-wide trail network is necessary to provide a safe and useful system, protect the financial investment that has been made to construct the trails, and ensure continued future use of the trails for residents and visitors of the County.

The following items will be considered and, if appropriate, implemented to support the development of all trails that are part of the county-wide trail network:

- 1. Maintenance:** Securing appropriate funding for maintenance is necessary to ensure that trails remain safe and usable. Some types of maintenance can be performed by citizen volunteers and some types of maintenance require trained professionals.
- 2. Support and/or Develop Volunteer Friends of the Trail groups:** Citizen groups play an important role in trail development and success. To better respond to simple trail maintenance issues and to help identify needs for larger improvements, volunteer Friends of the Trail groups should be developed and/or supported.
- 3. Accessible Trails:** Accessibility improvements should be proactively pursued and expanded; such as installing measures to allow people with mobility impairments and/or vision restrictions to better use the trails.
- 4. Wayfinding Signs:** Appropriate, detailed and uniform signage is necessary to the success of the county-wide trails network, both within the City urban connectors and for those trails connecting to the rural areas of our county. It is also important that the signage provide information such as points of interest along the trail and an overview of the larger trail network.
- 5. Marketing of Trails:** Partner with county, regional and statewide tourism promotion agencies to encourage use by both residents and visitors.
- 6. Advisory Board:** Establish a County Trails Advisory Board to support implementation of this strategy.
- 7. Endorsement:** Encourage participating municipalities to officially recognize this strategy so that future boards know and understand the intent of pursuing the trails network project.
- 8. Develop** on-street, sidewalk, and/or spur trail connections between main trail corridors and attractions, business districts and services, especially for the Black Diamond Trail (links to Cayuga Medical Center, Cayuga Nature Center, Village of Trumansburg), Ithaca-Dryden Trail and Cayuga Waterfront Trail.

More Benefits of Trails

Stories of Trail Benefits from Other Places

Owners of restaurants and lodging facilities report that they are serving customers who have come into town specifically to ride the trail. – Mineral Belt Trail, Leadville, CO

In recognition of the many health, educational, and travel benefits the Greenway Trail offers, Blount Memorial Hospital, Alcoa, Inc, and other businesses have donated more than \$300,000 worth of funds and easements to enhance the trail. – Greenway Trail, Maryville to Alcoa, TN

Residential developers are recognizing the value of the Silver Comet Trail as an attraction for prospective homeowners. For example, a community of 322 homes is being constructed adjacent to the trail in Dallas, GA. The developer also plans to construct a community trail that will connect to the Silver Comet Trail. – Silver Comet Trail, Rockmart, GA.

“Good recreational facilities are a critical part of the mix when recruiting employees,” says James Stitt, President and Chief Operating Officer of Cutco Cutlery Corporation, which employs upwards of 850 people near the Allegheny River Trail in Olean, NY.

A study of Maryland’s Northern Central Rail-Trail found that trail-related tax income to the state totaled \$303,000, while the trail’s management and maintenance costs were \$192,000.

In Vermont, tourists stay an average of one day longer in Stowe than in other resort areas in the state; this extra day and revenue are attributed to the Stowe Recreation Path, a 5.5 mile multi-use trail.

References for Trail Benefits on page 1

- 1 http://www.ptny.org/pdfs/greenways/publications/economic_benefits.pdf
- 2 Tompkins County Planning Department analysis
- 3 http://www.railstotrails.org/resources/documents/whatwedo/atfa/ATFA_20081020.pdf
- 4 http://www.railstotrails.org/resources/documents/whatwedo/atfa/ATFA_20081020.pdf

Further Resources

Links: Tompkins County Multi -Use Map

The **Tompkins County Multi-Use Trail Map** was updated by the Ithaca/Tompkins County Transportation Council (ITCTC) in November 2010. It shows the status of the full planned multi-use trail network for Tompkins County, which was articulated in the 1996 Transportation Trail/Corridor Study. Trails shown as existing have been built and are open to the public. Trails in progress are those that have been allocated funding and are at some stage in their design or construction. Proposed trails are those that have been identified in plans but have not been funded or advanced in any other way. The Tompkins Priority Trails Strategy is intended to complement this existing planning work by identifying trail segments which are current priorities for development, along with specific short-term key actions.

View the map: <http://tompkinscountyny.gov/files/itctc/projects/MultiUseTrails2010.pdf>

Links: Related Trail Plans and Studies

- Black Diamond Trail Master Plan – New York State Parks, 2008 (blackdiamondtrail.org/?page_id=13)
- Dryden-Freeville Trail Map and Description on the Town of Dryden’s website (dryden.ny.us/departments/planning-department/dryden-trails/dryden-freeville-trail)
- Finger Lakes Trail System Map – Finger Lakes Trail Conference website (fltconference.org/trail/go-hiking/interactive-map-segmented/)
- City of Ithaca Bike Boulevard Plan (www.cityofithaca.org/departments/dpw/engineering/traffic.cfm)
- Cayuga Waterfront Trail (cayugawaterfronttrail.com)
- Ithaca Neighborhood Greenways Study and Conceptual Plan, ITCTC, 2011(tompkins-co./itctc/projects/#NeighborhoodGreenways)
- South Hill Recreation Way – Extension Feasibility Study - DesignConnect, 2012 (designconnectcornell.com/wp-content/uploads/Feasibility_Study.pdf)
- Transportation Trail/Corridor Study - ITCTC, 1996
- Town of Ithaca Parks, Recreation, and Open Space Plan(1997), Transportation Plan (2007), and Trail Survey (2009): town.ithaca.ny.us/documents-publications

Recommended Reading

- Benefits of Trails and Greenways, AmericanTrails.org (americantrails.org/resources/benefits/index.html)
- Benefits of Rail-Trails, Rails to Trails Conservancy (railstotrails.org/ourWork/trailBasics/benefits.html)
- Greenways & Trails: Bringing economic benefits to New York, Parks and Trails NY, 2010 (ptny.org/pdfs/greenways/publications/economic_benefits.pdf)
- Research Summary – Economic Benefits of Trails and Greenways, Newton Trails (newtontrails.org/uploads/5/3/1/5/5315816/economic_impact.pdf)
- Pine Creek Trail 2006 User Survey and Economic Impact Analysis (railstotrails.org/resources/documents/resource_docs/RTC_PineCreekGuide_web.pdf)

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