

Broome County Outdoor Recreation Mapping and Promotion Project

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Broome County Planning
May 12th, 2016

Overview

Background

Data Collection

Trail Mapping

Promotional Strategy



Broome County Comprehensive Plan

- December 2014
- County's natural beauty identified as a major strength and opportunity.
- These assets can be an integral part of diverse initiatives including:
 - Economic Development
 - Tourism
 - Healthy Communities
 - Alternative Transportation



Broome County Comprehensive Plan

- Recommended actions include:
 - Assess and fill in gaps in data regarding outdoor recreation opportunities
 - Heavily market recreational opportunities, including use of social media, advanced smart phone and GPS enabled mapping and existing organizations and venues
 - Improve access to recreational and scenic resources through promotion and additional infrastructure such as boat launches, fishing access sites, and increased signage
 - Support businesses that provide services and enhance the use of scenic and open space resources such as fishing and hunting guides, canoe and kayak sales/rentals, bicycle shops, and cross country ski shops.

What are some of the messages?

- Broome County is a destination for outdoor recreation enthusiasts (or boating enthusiasts, hiking enthusiasts, etc.).
- Broome County has opportunities for living an active, healthy lifestyle.
- Broome County offers a number of alternative transportation opportunities.
- Broome County offers a lot to do and is not boring.
- Broome County has many opportunities to enjoy its natural scenic beauty.

Partners

- Broome County Planning
- Greater Binghamton Chamber of Commerce
- The Agency
- Broome County Health Department
- Binghamton Metropolitan Transportation Study
- Broome County Parks



Broome County Outdoor Recreation Mapping and Promotion Project

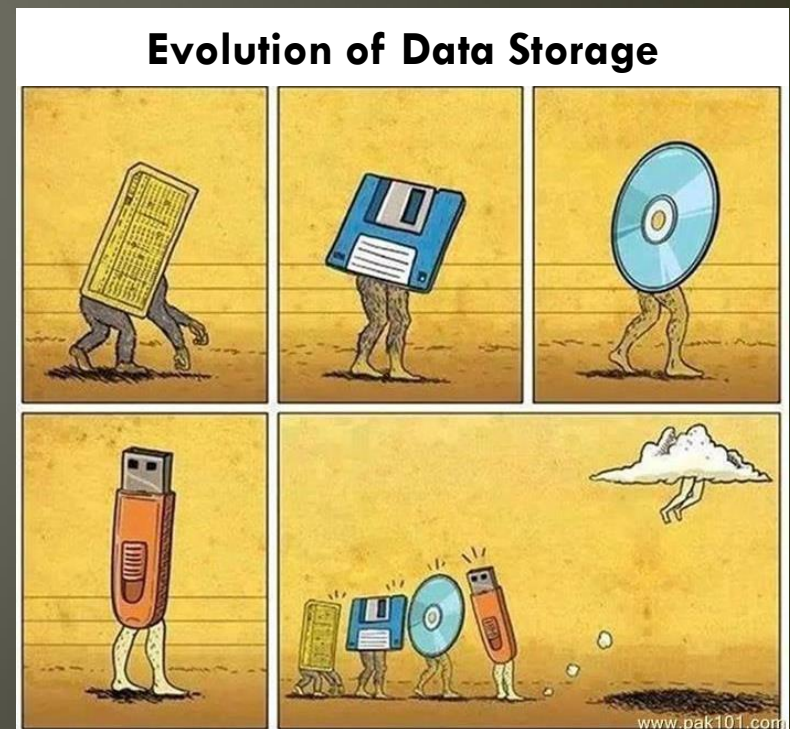
- Goal of the project
 - Collect and map outdoor recreation data and develop a promotional strategy to increase awareness, usership and economic benefits.
- Two phases:
 - **Data Collection**
 - Identify and gather existing data into single database.
 - Identify and fill gaps in the data.
 - **Promotional Strategy**
 - Develop a branding and marketing strategy that showcases the outdoor recreation opportunities we have to offer.
 - Modern, effective strategies and technologies that meet the needs of the modern outdoor enthusiast and the casual user.



Data Collection

Data Collection

- Outdoor recreation data available, but not readily usable
- Maintained by several individuals/organizations
- Sometimes outdated
- Not compatible with modern technological uses (mapping applications/social media)



Existing GIS Data

Clubs and Agencies

Outside Data
Sources

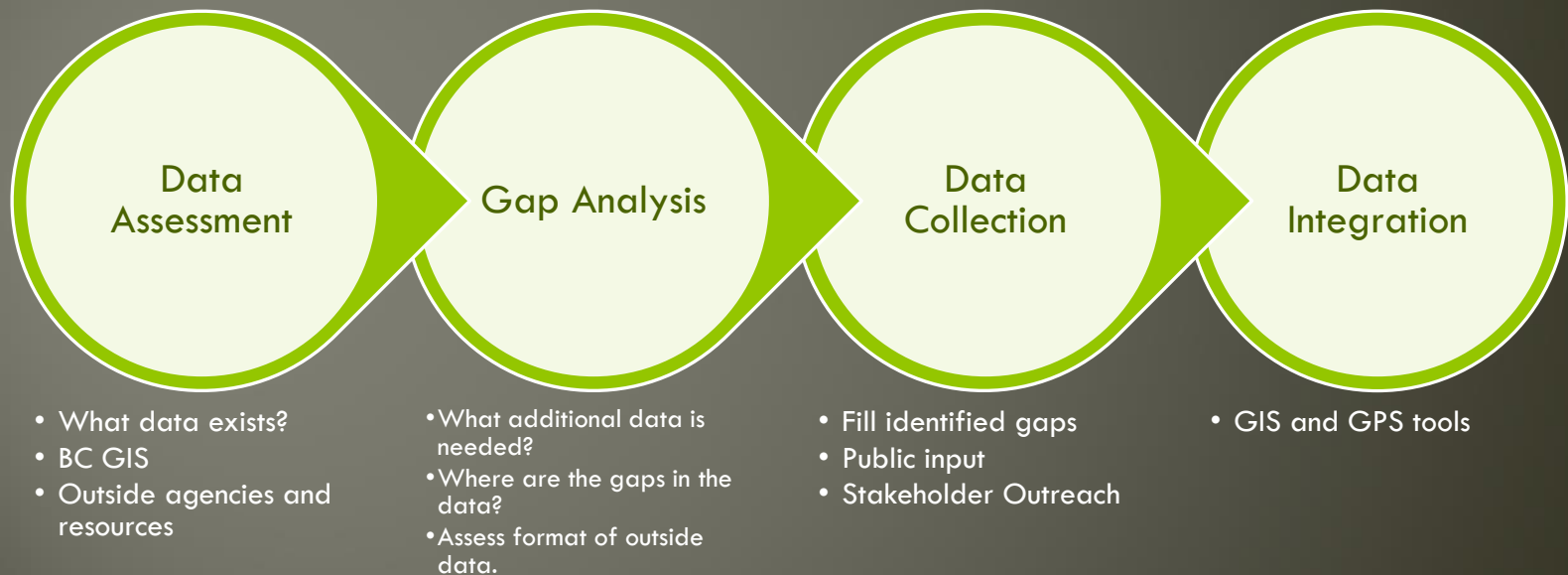
Public Input

Outdoor
Recreation
Data Set

- ✓ Municipalities
- ✓ Chamber of Commerce
- ✓ Private businesses
- ✓ Youth organizations
- ✓ Recreational Clubs and Organizations

Data Collection Process

- Focused on collecting and standardizing data.



Broome County GIS

- Broome County has invested resources in developing an excellent mapping department (www.bcgis.com)
- Ability to map almost any resource
- However, requires work to establish complete data sets and put it them into a usable format.
- Some items that we have mapped:
 - Boat launches, parks, snowmobile trails

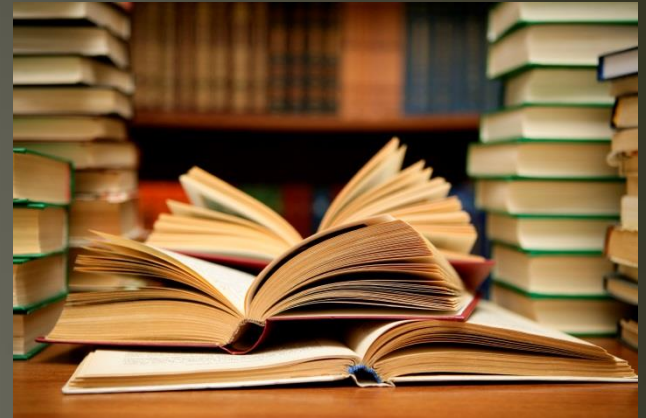
Questions?

- Is the existing data up to date and accurate?
- Is there more data that can be added to the Broome County system?
- Are there features and characteristics associated with resources that should be added to make use and promotion of these resources easier and more effective?



Outside Resources

- Local plans
 - Susquehanna Heritage Area Management Plan
 - Broome County LWRP
 - Open Space Plan
- Online websites and databases
 - NYS GIS data
 - Local clubs and organizations
- Printed documents
- Questions
 - What data is available?
 - What is the format of the data?



Local Clubs and Agencies

- Local organizations and agencies that use resources, and/or service those that do are a key source of information.
- Maintain their own lists, inventories or maps that highlight this information.
- Can provide information through knowledgeable members or staff.
- Utilize other existing sources of information that can inform our data collection process.

Local Clubs and Agencies

- Ahwaga Canoe Club
- Broome County Health
- Broome County Parks
- BC Snoriders
- Binghamton Metropolitan Transportation Study
- Broome County Sportsmen's Association
- Environmental Management Council
- Headwaters River Trail
- Naturalists' Club of Broome County
- New York Trail Riders Organization
- NYS Department of Transportation
- Southern Tier Bicycle Club
- Triple Cities Hiking Club
- Trout Unlimited

Stakeholder survey

- Initial Data Assessment
 - Identify existing sources of data and data needs
1. What outdoor activities are relevant to you?
 2. What destinations are important to you?
 3. What associated features would be useful?
 4. Does your organization maintain any data?
 5. What other resources do you use?

Results

Features	Attributes Mapped
Bike Trails	Trail Type, Length, Address, Website
BMX Trails	Address, Website
Boat Launches	Launch Type, Parking Availability, Restrooms, Website
Boat Rental	Types of Boats Available, Schedule, Phone, Website, Address
Botanic Garden	Acreage, Phone, Website, Address, Schedule
Campgrounds	Address, Website, Walking Trails, Boating, Fishing, Hunting, Picnic Area, Playground, Swimming, Volleyball, Basketball, Tennis, Recreational/ Sports Fields, Bike Trails, Golf, Horseshoes, Restrooms, Showers, Laundry
Boat Routes	Start and End Points, Portages, Rapids, Length
Carousels	Phone, Address, Website
Cross Country Skiing	Rentals, Length, Address, Website
Dog Parks	Leash Requirements, Address, Website
Farmers Markets	Schedule, Address
Fishing	Water Body Type, Fish Type, Parking Availability, Acreage, Boat Access, Restrooms, Address, Website

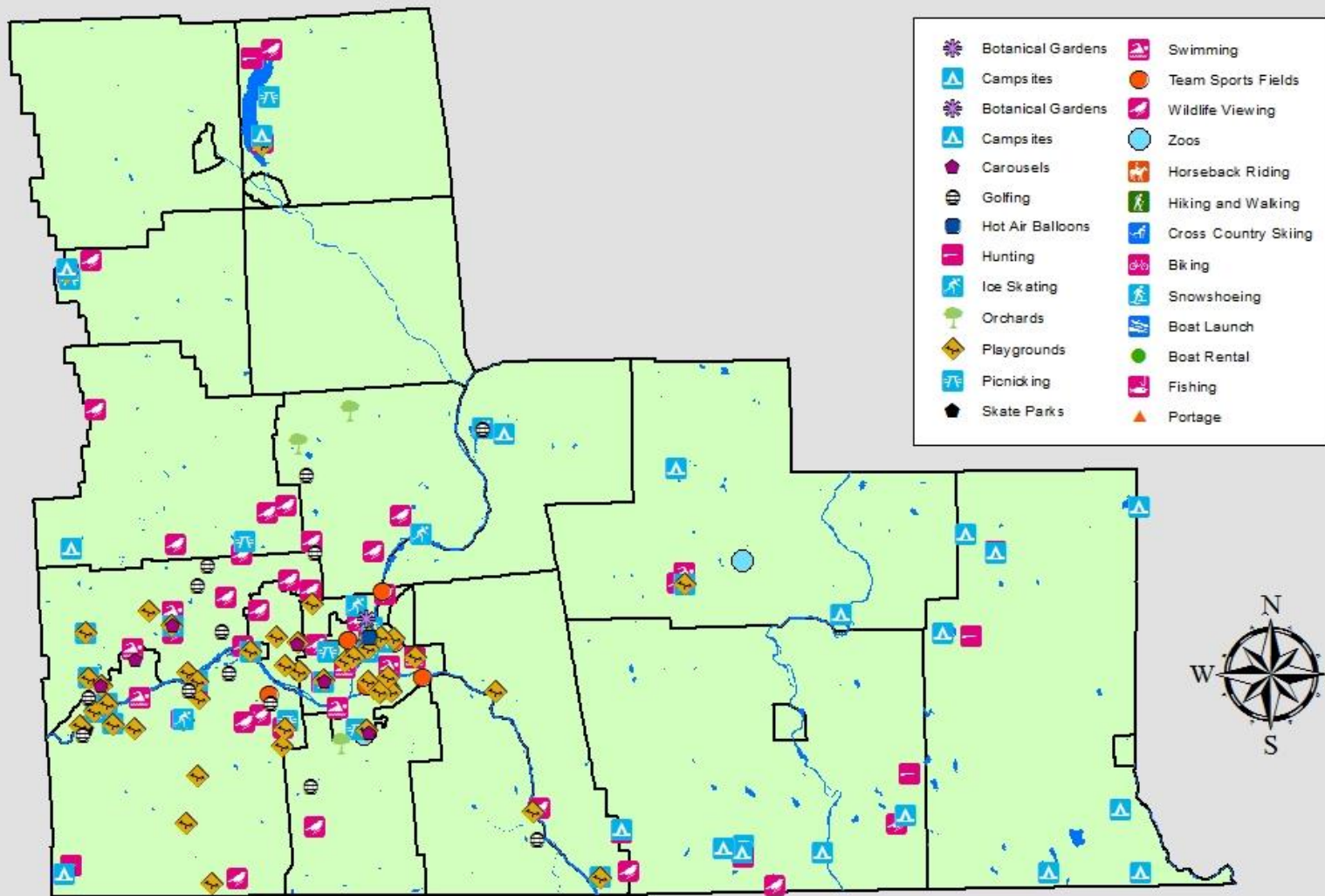
Results

Features	Attributes Mapped
Golfing	Type of Course, Driving Range, Type of Golf (miniature, disc, etc.), Phone, Address, Website
Hiking and Walking Trails	Length, Surface Type, Restrooms, Address, Website, Unique Features, Difficulty, Hours, Elevation, Elevation Gain, Walk-Time, Near Town
Horseback Riding	Length, Parking, Address, Website
Hot Air Balloon Tour	Appointment Required, Phone, Website
Hunting Grounds	Acreage, Type of Game, Phone, Address, Website
Ice Skating	Rentals, Type of Rink (indoor/ outdoor), Phone, Address, Website
Municipal Parks	Municipality, Website, Address
Orchards	Types of U-Pick Fruit, Market, Address, Website
Picnicking	Pavilions, Grills, Tables, Restrooms, Address, Website
Playgrounds	Park, Address, Website
Portages	Portage Side
Shooting Range	Number of Ranges, Indoor/ Outdoor, Website
Skate Parks	Admission Fee, Restrooms, Phone, Address, Website

Results

Features	Attributes Mapped
Snowmobiling	Length, Parking, Address, Website
Snowshoeing	Rentals, Length, Address, Website
Swimming	Type (pool, lake), Schedule, Fee, Lifeguard, Restrooms, Changing Areas, Showers, Phone, Address, Website
Recreation/ Sports Fields	Field Type, Restrooms, Parking, Address, Website
Waterslide	Address, Website
Wildlife Viewing Spots	Designated Trail, Parking, Restrooms, Address, Website
Zoos	Phone, Address, Website

Outdoor Recreation in Broome County



The background of the slide features a stylized representation of tall green grass or reeds against a light gray gradient. A solid green horizontal band spans the width of the slide, serving as a background for the title.

Trail Mapping

Walking and Hiking Trails

Features	Attributes Mapped
Hiking and Walking Trails	Length, Surface Type, Restrooms, Address, Website, Unique Features, Difficulty, Hours, Elevation, Elevation Gain, Walk-Time, Near Town

- Identified as a significant data set, but incomplete
 - Points on a map but not trails themselves.
 - Maps are maintained by several different sources
 - Trail maps that are available, aren't necessarily formatted to be compatible with mapping applications
- Trail Mapping Project Initiated

Information Needed from a Hiker's Perspective

sert Selection Geoprocessing Customize Windows Help

1:278,369 Drawing Arial 10 B I U A

Labeling Fast Georeferencing hawpond.tiff - Band_1

Table

Nature Preserve Trails

	FID	Shape *	TRAIL	Difficulty	WALK_TIME	NEAR_TOWN	FEATURES	PARKHOURS	ELEVATION	ELEV_GAIN	SURFACE	FACILITIES	LENGTH_MI
	0	Polyline	Anthill	Difficult	45	VESTAL, NY	Steep Slopes	Dawn to Dusk	1600	470	Soil/ Grass	Parking, Bench	1.24735
	1	Polyline	Anthill Spur	Easy	5	VESTAL, NY		Dawn to Dusk	1400	110	Soil/ Grass	Parking, Bench	0.156439
	2	Polyline	Connector	Easy	10	VESTAL, NY	Yellow Spotted Salamander	Dawn to Dusk	1070	30	Soil/ Grass	Parking, Bench	0.399811
	3	Polyline	Cross Country Ski	Easy	15	VESTAL, NY		Dawn to Dusk	1540	90	Soil/ Grass	Parking, Bench	0.420833
	4	Polyline	Field	Difficult	25	VESTAL, NY	Scenic View	Dawn to Dusk	1490	250	Soil/ Grass	Parking, Bench	0.526894
	5	Polyline	Forest Loop	Difficult	20	VESTAL, NY		Dawn to Dusk	1300	240	Soil/ Grass	Parking, Bench	0.844508
	6	Polyline	Hillside	Easy	5	VESTAL, NY		Dawn to Dusk	1200	40	Soil/ Grass	Parking, Bench	0.197727
	7	Polyline	Interpretive	Easy	25	VESTAL, NY		Dawn to Dusk	1070	50	Soil/ Grass	Parking, Bench	0.647727
	8	Polyline	Marsh	Easy	15	VESTAL, NY	Marsh View	Dawn to Dusk	1040	40	Soil/ Grass	Parking, Bench	0.703599
	9	Polyline	Oak	Difficult	20	VESTAL, NY	Steep Slopes	Dawn to Dusk	1220	200	Soil/ Grass	Parking, Bench	0.449243
	10	Polyline	Pipeline	Moderate	20	VESTAL, NY		Dawn to Dusk	1020	120	Soil/ Grass	Parking, Bench	0.65947
	11	Polyline	Pond	Easy	30	VESTAL, NY	Pond/ Marsh View	Dawn to Dusk	1070	50	Soil/ Grass	Parking, Bench	0.795076
	12	Polyline	Ravine	Easy	5	VESTAL, NY		Dawn to Dusk	1060	70	Soil/ Grass	Parking, Bench	0.220076
	13	Polyline	Redwing	Easy	10	VESTAL, NY	Yellow Spotted Salamander	Dawn to Dusk	1050	30	Soil/ Grass	Parking, Bench	0.270076
	14	Polyline	Ridge	Easy	5	VESTAL, NY		Dawn to Dusk	1300	100	Soil/ Grass	Parking, Bench	0.167803
	15	Polyline	Saddle	Moderate	15	VESTAL, NY	Steep Slopes	Dawn to Dusk	1490	450	Soil/ Grass	Parking, Bench	0.713826
	16	Polyline	Snowshoe	Moderate	20	VESTAL, NY		Dawn to Dusk	1440	180	Soil/ Grass	Parking, Bench	0.515341
	17	Polyline	Vernal Pool	Easy	5	VESTAL, NY		Dawn to Dusk	1050	50	Soil/ Grass	Parking, Bench	0.246402
	18	Polyline	Water Tank	Easy	5	VESTAL, NY		Dawn to Dusk	1340	70	Soil/ Grass	Parking, Bench	0.172159

0 (0 out of 19 Selected)

Nature Preserve Trails

1225288.211 8553

Trail Background

- Created working database
 - Recreational Trails of Broome and Tioga Counties (2002)
 - NYS Parks and Recreation
 - Broome County Parks and Recreation
 - BMTS
- Trail Overview
 - History
 - Number of Trails
 - Size of Park

Mapping Methodology

- NYS GIS Clearinghouse
- Trimble Geo XM
- Arc GIS
- Broome County Data
 - Topographic
 - Terrain Data
 - Aerial Images



What we have so far...

<u>Trail</u>	<u>Location</u>	<u>Mapped</u>	<u>Miles</u>
Binghamton University	Vestal	Y	9.4
Cole Park	Colesville	Y	1.4
Otsiningo Park	Dickinson	Y	3.3
Riverwalk	Binghamton	Y	2.5
Chugnut Trail	Endicott	Y	0.6
IBM Glen	Union	Y	4.6
Whitney Point Lake	Whitney Point	Y	8.5
Wolfe Park	Chenango	Y	3.4
Chenango Valley State Park	Chenango	Y	13.6
Port Dickinson Community Park	Dickinson	Y	0.8
River Park	Kirkwood	Y	0.6
Valley Park	Kirkwood	Y	0.3
Rail Trail	Vestal	Y	3.9
Aqua Terra	Binghamton	Y	3
Broome County Dam	Dickinson	Y	0.5
Arnold Park	Vestal	N	-
Greenwood Park	Whitney Point	N	-
Tracy Creek	Vestal	N	-
Hawkins Pond Nature Area	Windsor	Y	6.1
Jones Park	Vestal	Y	4.1
Marsh Pond State Forest	Ninevah	N	-
Skyline Drive State Forest	Windsor	N	-
Whittaker Swamp State Forest	Deposit	N	-
BC Corporate Park	Conklin	Y	1.1
Beaver Flow Creek	Harpursville	N	-
Finch Hollow Nature Center	Johnson City	Y	1
Oquaga Creek State Park	Sanford	N	

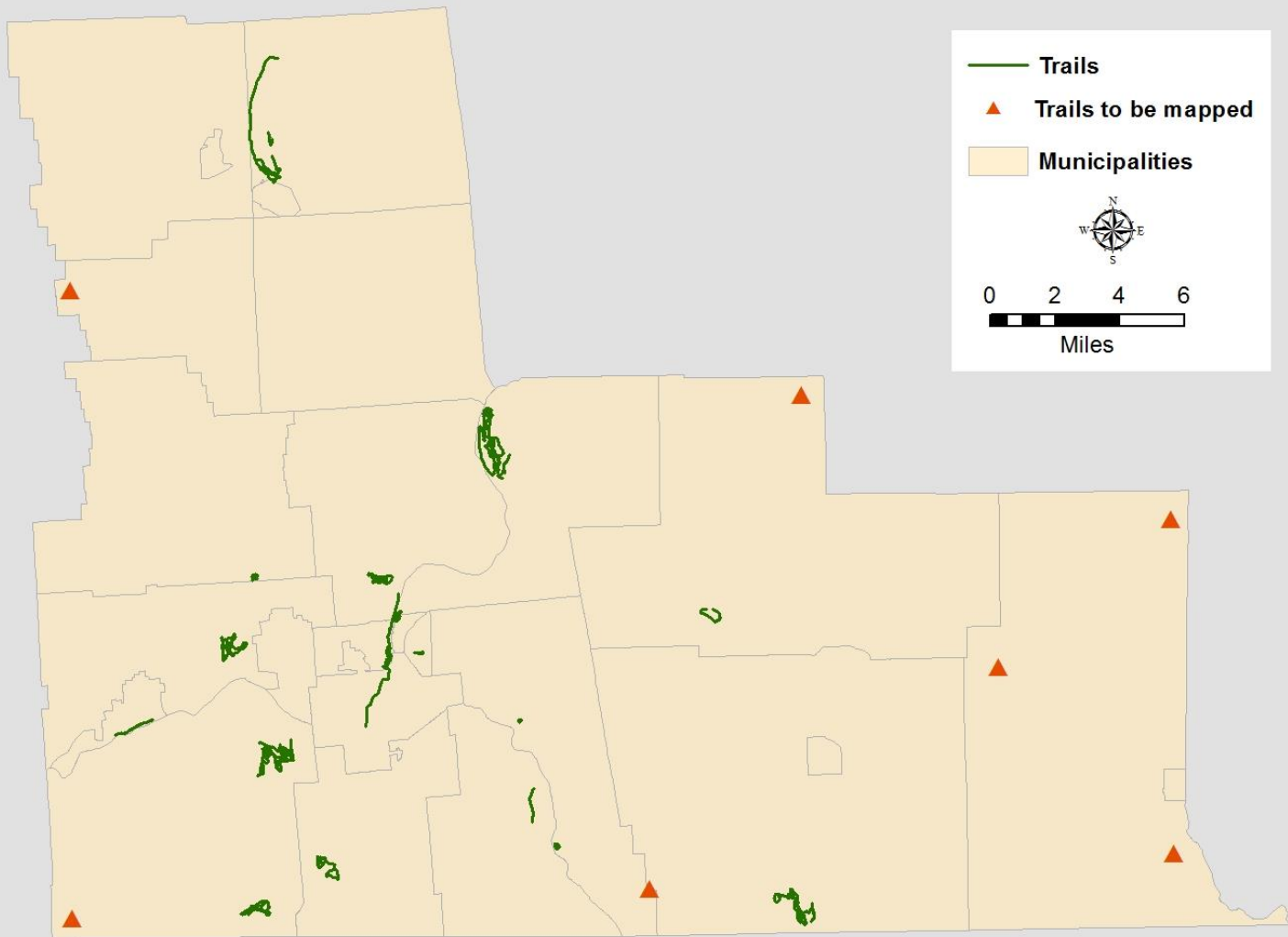
19 different places

Over 100 trails

Approx. 70 miles

What we have so far...

Broome County Walking and Hiking Trails



Binghamton University Nature Preserve

BROOME COUNTY OUTDOOR RECREATION

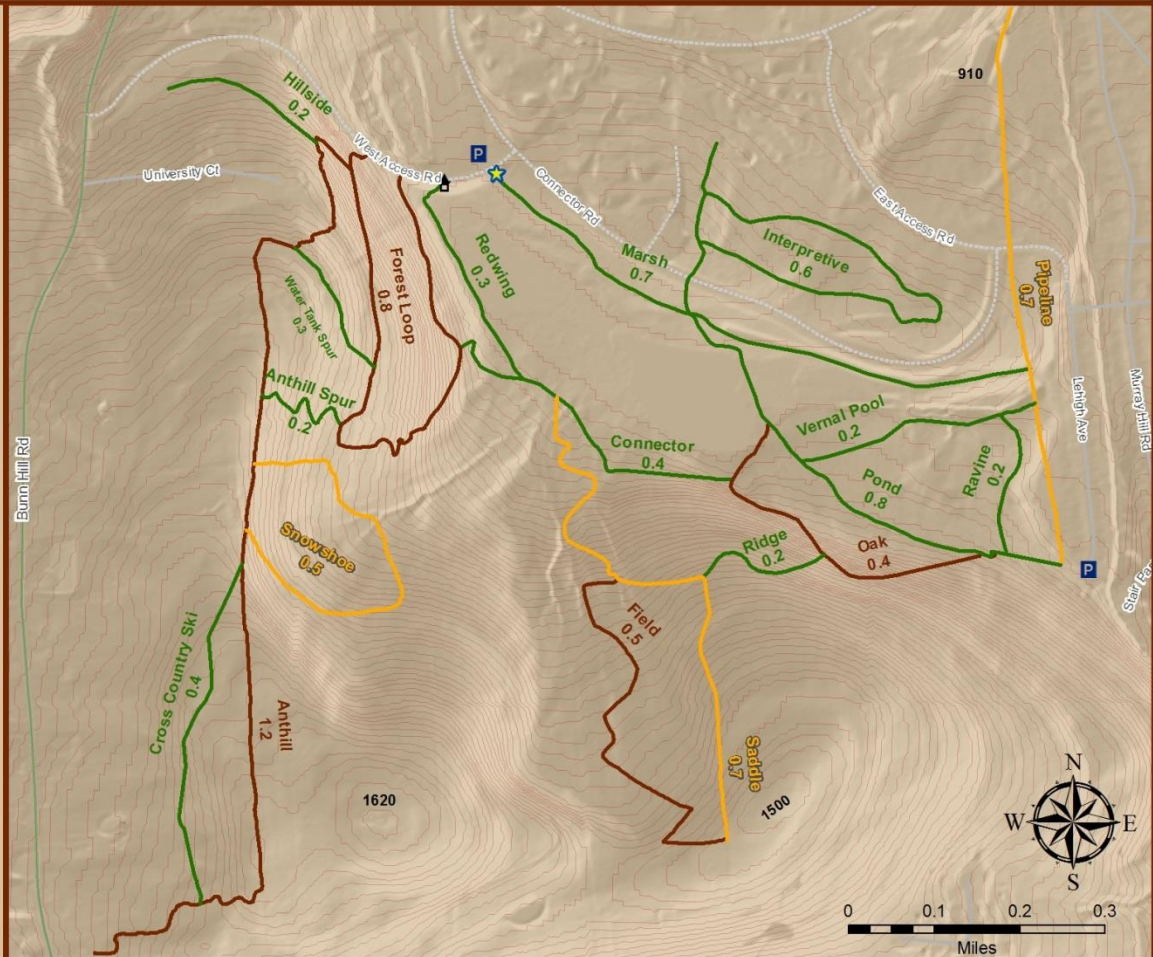
Binghamton University Nature Preserve Trail System Town of Vestal

Features

- ⛴ Gazebo
- P Parking
- ★ Trail Head

Trail Difficulty

- Easy
- Moderate
- Difficult





Wolfe Park Nature Trails

BROOME COUNTY OUTDOOR RECREATION

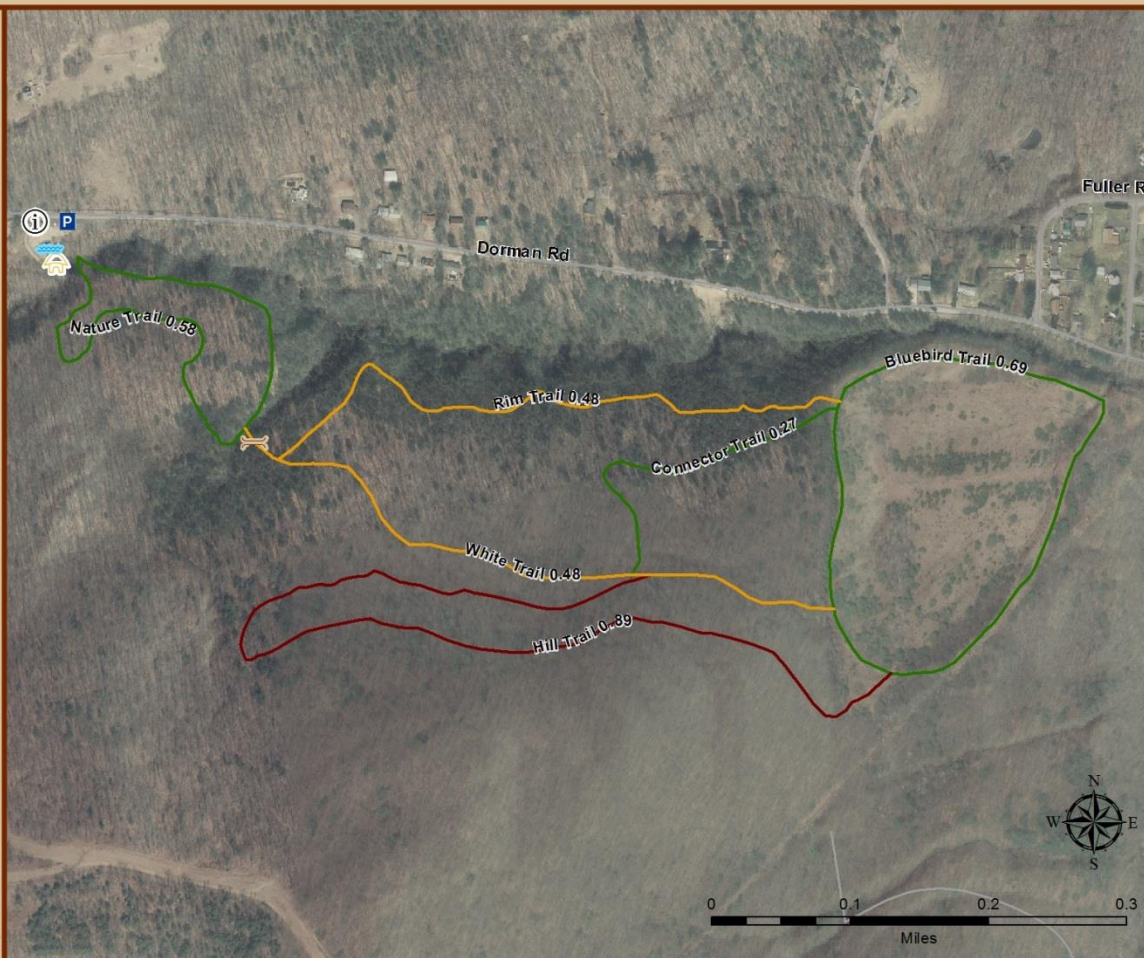
Wolfe Park NatureTrail System Town of Chenango

Features

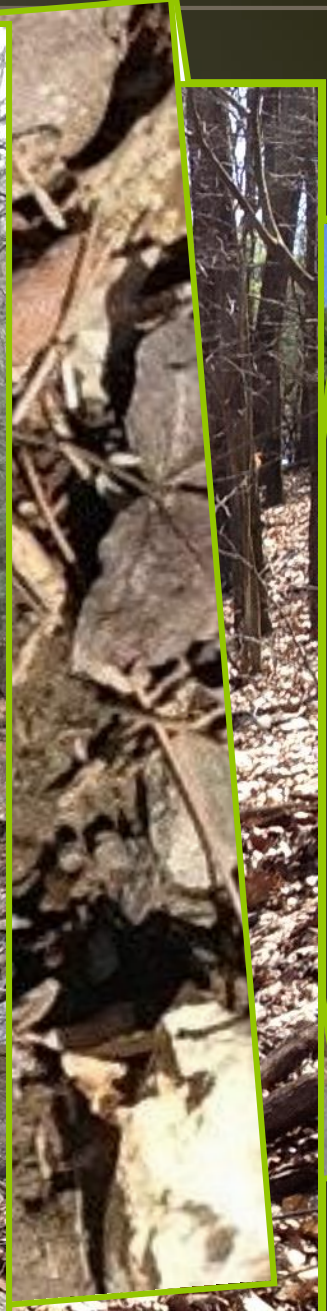
-  Foot Bridge
-  Parking
-  Gazebo
-  Pond
-  Trail Information

Trail Difficulty

-  Easy
-  Moderate
-  Difficult





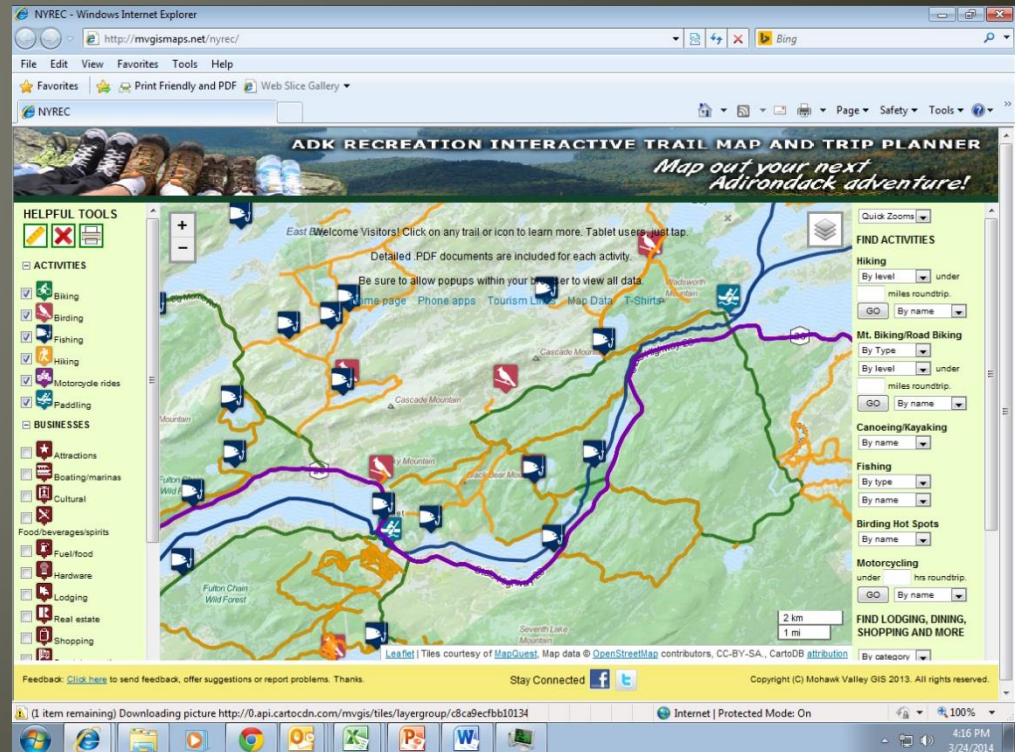


The background of the slide features a stylized green grass pattern on a light gray gradient. A solid green horizontal bar spans the width of the slide, positioned below the grass. The title 'Promotional Strategy' is written in white, bold, sans-serif font on this bar.

Promotional Strategy

Promotional Strategy

- In beginning stages, to be completed in Spring 2017
- Goals:
 - Use data to increase awareness, usership, and economic benefits associated with outdoor recreation opportunities.
 - Focus on integrating mobile ready, web-based tools that appeal to the modern user.
- Promotional Strategy
 - Interactive Mapping Tool
 - Strategic Marketing Plan
 - Branding Strategy
 - Promotional Materials
 - Web Presence
 - Social Media



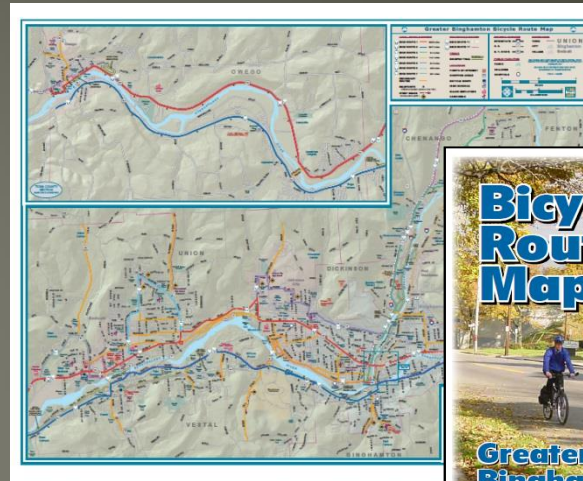
Adirondack Trails – Mapping Tool
<http://adktrailmap.com/>

Other Potential Tools and Materials

Mobile-Friendly Online
Presence/Apps

Nashvitality

www.nashvitality.org

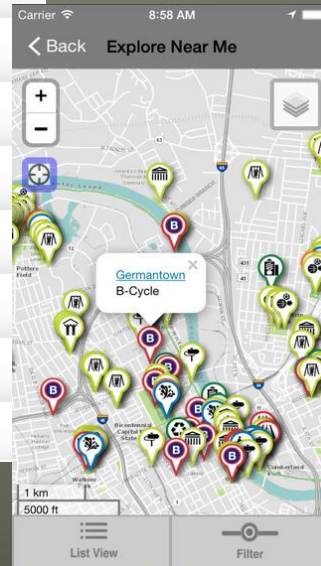


Static Maps

*BMTS Bicycle Route
Map*

Social Media

*Wake County Parks
Instagram*



#OurWakeCountyParks Instagram Contest

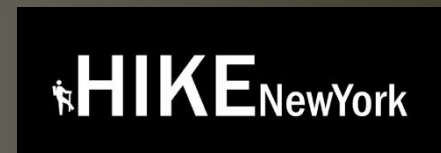


Join in the fun!

Follow us @wakegovparks and tag your
photos with #OurWakeCountyParks.

Next steps:

- Hire a consulting marketing firm
- Phase 1:
 - Branding strategy
 - Mobile-friendly website
 - Interactive mapping tool
- Phase 2:
 - Promotional materials
 - Social media integration
- Phase 3
 - Stand-alone App?



Next steps:

- Public/Stakeholder Input
 - Upon completion of initial version of interactive mapping tool we will do outreach to identified stakeholders to assess:
 - Accuracy and completion of data
 - Functionality of mapping tool



Find us on
Facebook

Updates are posted on Broome County Planning's Facebook page:

www.facebook.com/BCPlanning

**Broome County Department of Planning** at Arnold Park.

Published by bcplanning@co.broome.ny.us [?] · April 19 at 9:04am ·

We took advantage of the beautiful spring weather yesterday and mapped the trails at Arnold Park in Vestal. So far, we have mapped over 60 miles of Broome County's walking/ hiking trails with more to come! This week we will begin mapping the trails at Hawkins Pond Nature Area in the Town of Windsor.

What trails would you like to see mapped? Let us know!

#outdoor #recreation #hiking #walking #trails #nature #landscapes
#BroomeCounty

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2,637 People Reached**110** Reactions, Comments & Shares**79**

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1

Love

0

On Post

1

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2

On Shares

273 Post Clicks**43**

Photo Views

0

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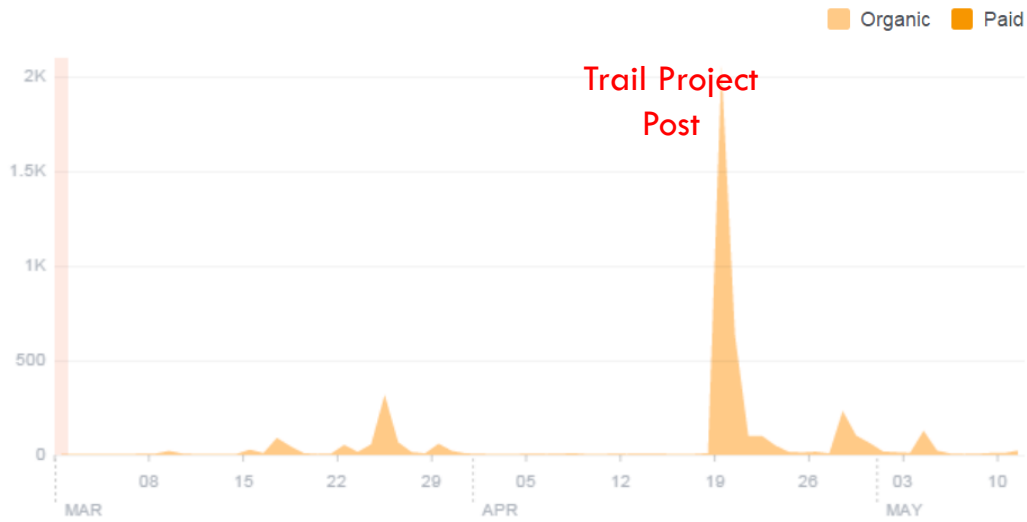
230

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NEGATIVE FEEDBACK**0** Hide Post**0** Hide All Posts**0** Report as Spam**0** Unlike Page

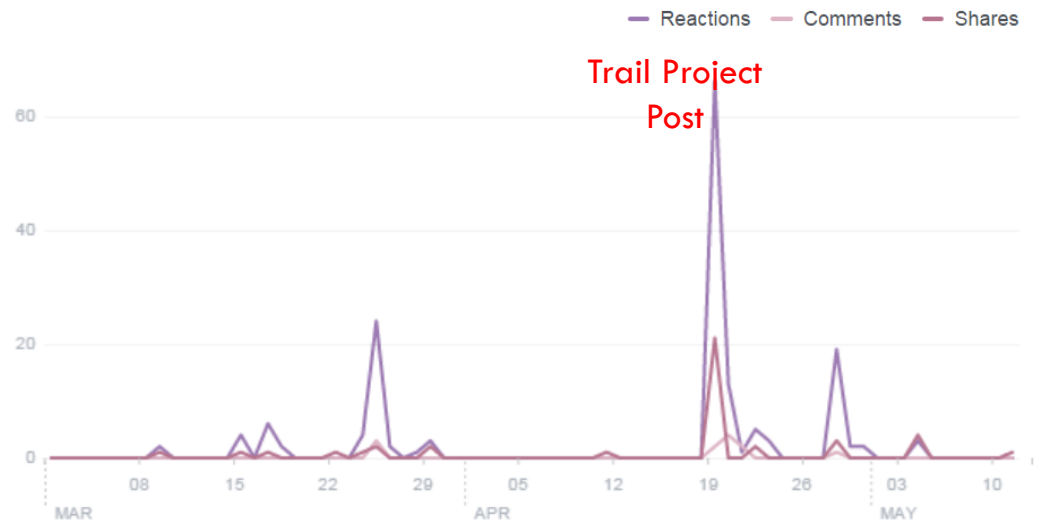
Post Reach

The number of people your posts were served to.



Reactions, Comments, and Shares

These actions will help you reach more people.



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