



11TH ANNUAL TRAIL FORUM AGENDA

Charles Mack Citizen Center
Mooresville, NC
Thursday, December 6, 2018

- 8:30-9:00 **Registration**
- 9:00-9:30 **Welcome and Introduction (Lowrance Room)**
- 9:40-10:40 **Concurrent Session #1**
- ***Designing Accessible Trails and Greenways in North Carolina (Peddler Room)***
Laurel Wright, Chief Accessibility Code Consultant, NC Department of Insurance/ Office of State Fire Marshal
 - ***Beyond Awareness: Galvanizing Trail Advocates through Multimedia Storytelling (Merchant Room)***
Matt Powell, Director of Communications and Place Branding, Destination by Design
 - ***Challenges in Rural Tourism Development: A Case of Great Falls, SC (Cedars Room)***
Lauren Duffy, PhD, Assistant Professor, Dept. of Parks, Recreation, and Tourism Management, Clemson University
Bill Norman, PhD, Professor, Dept. of Parks, Recreation, and Tourism Management, Clemson University
Glinda Coleman, Executive Director, Great Falls Hometown Association
- 10:40-11:00 **Break**
- 11:00-12:00 **Concurrent Session #2**
- ***Navigating the Trail Easement Acquisition Process (Peddler Room)***
Saxby Chaplin, JD, Legal Counsel, Catawba Lands Conservancy
Matt Covington, JD, Director of Land Acquisition, Catawba Lands Conservancy
 - ***Small Town and Rural Multimodal Networks Design Guide (Merchant Room)***
Wade Walker, PE, Hon.ASLA, Vice President, Alta Planning + Design
Steve Bzomowski, Planner, Alta Planning + Design
Karyl Fuller, RPO Director, Isothermal Rural Planning Organization
Tony Tagliaferri, PE, Traffic Engineer, Division 10, NCDOT
 - ***Evaluating the Economic Impact of Shared Use Paths in North Carolina (Cedars Room)***
Sarah Searcy, Bicycle and Pedestrian Program Manager, Institute for Transportation Research and Education, NCSU
Steve Bert, AICP, Research Associate, Institute for Transportation Research and Education, NCSU
John Cock, AICP, Vice President Planning/Southeast Region, Alta Planning + Design
- 12:00-1:30 **Lunch - Ryan Gravel, AICP, LEED AP (Lowrance Room)**
- Best known for his master's thesis and early work that launched the Atlanta Beltline, Ryan Gravel is an urban planner, designer, and author working on infrastructure, concept development, and policy as the founder of Sixpitch. He recently completed the Atlanta City Design, which designs the city's inevitable change so that it grows into a better version of itself. Along with other projects at Sixpitch and his book, *Where We Want to Live*, (St. Martin's Press), Ryan investigates the cultural side of infrastructure, describing how its intimate relationship with our way of life can illuminate a brighter path forward for cities.
- 1:30-2:30 **Concurrent Session #3**
- ***The Haw River Trail: Conservation through Recreation (Peddler Room)***
Guil Johnson, CPRP, Coordinator, Haw River Trail
Brian Baker, JD, Director, Alamance Parks
 - ***Top Ten Ways to Effectively Work with Duke Energy (Merchant Room)***
Christy Churchill, RLA LEED GA, Project Manager, Public Safety & Recreation Strategy Planning Services, Duke Energy Corp.
 - ***East Coast Greenway State Level Strategic Planning – Get it Built! (Cedars Room)***
Iona Thomas, AICP, McAdams, Director, Public
Kathryn Zeringue, VA & NC Greenway Coordinator, East Coast Greenway Alliance
- 2:30-2:50 **Break**
- 2:50-3:50 **Closing Session**
- ***Greenways and Gentrification Discussion Panel (Lowrance Room)***
Moderator: Tabitha Combs, PhD, Research Associate, Department of City & Regional Planning, UNC Chapel Hill
Danielle Spurlock, PhD, Assistant Professor, Department of City & Regional Planning, UNC Chapel Hill
Elizabeth Delmelle, PhD, Assistant Professor, Geography, UNC Charlotte
John Cock, AICP, Vice President Planning/Southeast Region, Alta Planning + Design
- 3:50-4:30 **Wrap up - Trail Forum survey and raffle**

Designing Accessible Trails and Greenways in North Carolina A common issue faced by trail planners and designers is the understanding of rules and regulations regarding ADA compliance and building code requirements to ensure proper accommodations are made for persons with physical disabilities. This session will review current accessibility requirements at both the federal and state levels. Design provisions as well as requirements for different trail types and materials are included in the session. Additionally, the presentation will highlight the applicability of codes to allow for design flexibility and the acceptance of technical innovations related material choice.

Beyond Awareness: Galvanizing Trail Advocates through Multimedia Storytelling While public awareness is key to any trail project's success, the best project promotion creates trail advocates who work to realize the project out of their sheer enthusiasm for the trail – or as we like to call it “Trail Stoke.” Premier trail planners, Destination by Design, explore how to create and leverage trail-brand advocates through multimedia storytelling. Based on the firm's experience fusing storytelling into the planning process and promoting new trail projects across the state (such as the Northern Peaks Trail, Overmountain Victory Trail and Haw River Paddle Trail), this interactive session discusses the interplay of GIS story maps, websites, video and visual branding for project communication.

Challenges in Rural Tourism Development: A Case of Great Falls, SC While leveraging the recreational amenities that are required in Duke Energy's Recreational Management Program are critical to the future of the community, the development of Great Falls as a nature-based tourism destination also includes the future extension of the Carolina Thread Trail and the planned Dearborn Island State Park that would sit adjacent to the downtown area. Still, with both the actual and potential development that is on the horizon, the realities of rural tourism planning in the early stages of development have proven difficult. The purpose of this presentation is two-fold: 1) to discuss the successes and challenges faced in the initial stages of planning for nature-based tourism, and 2) share preliminary research from visitor and resident surveys collected in Summer 2018 at two festivals in the SC Piedmont Region that are along the Thread Trail and Catawba River.

Navigating the Trail Easement Acquisition Process No one will argue that one of the more challenging aspects of creating a trail system is working with property owners to secure easements on private property. It is common to witness a wide array of opinions and philosophies from property owners regarding the placement of trails on their land. If you are fortunate enough to get a favorable response from a property owner, the next challenge is working through the legal process of drawing up an easement agreement. Staff from the Catawba Lands Conservancy will present guidance on effectively navigating through this, often times, daunting process. From knocking on the door to final signatures, the presentation will unravel the complexities of this process to better serve your efforts to successfully secure that next easement.

Small Town and Rural Multimodal Networks Design Guide This session focuses on the FHWA report: Small Town and Rural Multimodal Networks (FHWA-HEP-17-024). Geared towards the practicing engineer/designer/planner or the professional liaison, this session will include an overview of design guide elements with examples from real world projects in North Carolina, including projects related to the Carolina Thread Trail. With the release of this publication by the Federal Highway Administration (FHWA), the Small Town and Rural guide focuses on design guidelines that aim to improve bicycling and walking in communities seeking solutions more tailored to their small town needs. This session will provide a look into this idea book for smaller communities, with visualizations and guidance for contemporary walking and biking facilities, with applicability to Carolina Thread Trail opportunities and challenges in rural NC.

Evaluating the Economic Impact of Shared Use Paths in North Carolina The Institute for Transportation Research and Education (ITRE) and Alta Planning + Design recently completed a multi-year project that investigated methods for quantifying the benefits associated with shared use paths (SUPs), such as greenways and trails. The purpose of the project was to design and test a methodology for consistently evaluating the economic contribution of SUPs in North Carolina. The comprehensive valuation framework used was based on three primary categories that included business, community, and user benefits. Four SUPs were selected to test the methodology. The American Tobacco Trail in Durham and the Brevard Greenway in Brevard were studied iteratively for three years, while the Little Sugar Creek Greenway in Charlotte and Duck Trail in Duck served as cross-sectional case studies. This presentation shares an overview and results from the project.

The Haw River Trail: Conservation through Recreation The Haw River Trail provides public access to Alamance County's most important natural feature. Built on the idea of conservation through recreation, the land and paddle trails allow the community to explore and appreciate its river while helping to conserve and protect this important resource. This session will focus on the process of working with landowners and local municipalities to acquire land for paddle accesses, developing community consensus and awareness around the health and usability of the Haw River, and how the Haw River Trail has become an economic engine for new businesses and communities.

Top Ten Ways to Effectively Work with Duke Energy Duke Energy is involved in the communities it serves throughout North and South Carolina. Under Federal Hydro-Licenses, Duke builds and maintains public recreation sites along many of our lakes and rivers. We currently operate 131 active sites and will be building over 50 more sites in the next 15 years. In addition to this, Duke also assists communities in the planning process related to trails through easements and grants from the Duke Energy Foundation. This presentation will outline the top ten ways to work with the company and will also provide an overview of the transmission ROW guidelines for trails as well as an overview of grants the foundation provides and how to apply for them.

East Coast Greenway State Level Strategic Planning – Get it Built! The NC - East Coast Greenway State Committee is the critical interface between the national ECG leadership and the local communities that will build, maintain, and program the completed greenway from Maine to Florida. While North Carolina currently boasts the most completed Metro Area along the 3,000 mile route, we also face significant challenges in achieving completion of the route in our rural communities. In order to focus and coordinate the activities of our member MPOs, RPOs, and municipalities, the Committee embarked on a strategic planning initiative that has yielded a powerful plan that will advance the greenway. This session will focus on how the strategic planning approach can be applied to achieving big goals, tools for communicating across jurisdictions, and metrics and accountability in effective strategic plans.

Greenways and Gentrification Discussion Panel This panel brings together urban planning practitioners and scholars with expertise in environmental justice, community-based participatory research, transportation equity, transportation-induced gentrification, and non-motorized transportation planning. Panelists will explore the costs and benefits of urban non-motorized infrastructure investments from the perspective of lower wealth and/or minority communities, with the aim of using knowledge gained from community-based scholarship and practice to identify means to understand, address, and ultimately offset the negative consequences of such investments.