



# Twelve Town Airline State Park Trail Master Plan

## ADVOCACY COMMITTEE Meeting Agenda 2\_25\_21

- A. Role Review
- B. Setting 2021 Committee Tasks
- C. Template for Region Marketing & Website
- D. Project Online Newsletter
- E. Data and More Data
- F. EZ Map Sub Project
- G. UConn Trail Counts – User Survey
- H. Accessibility Pilot Project
- I. Film Script – Marketing the Trail
- J. Education – Youth Engagement

## Role Review

## Committee Members

Heart and Soul of the Project & Plan

Set the Scene...Broaden the input...

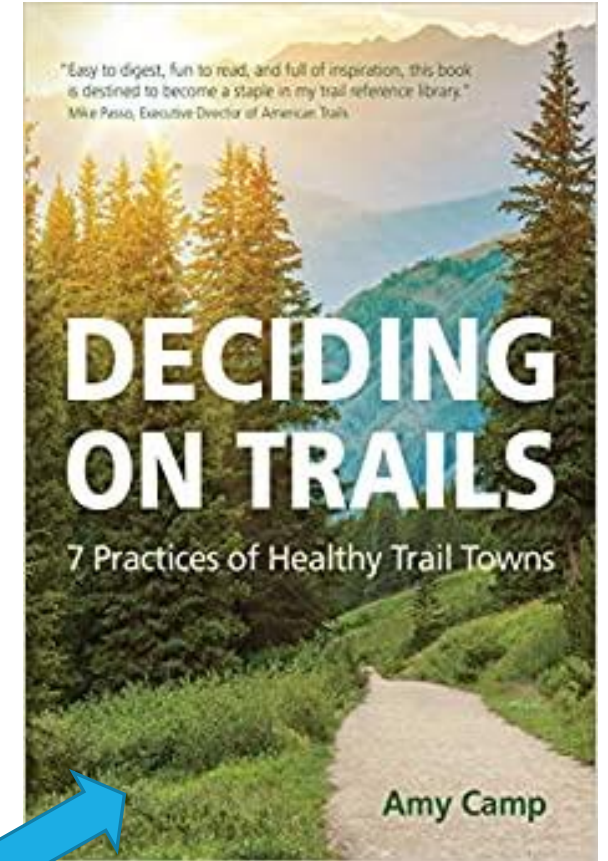
Expand the Enthusiasm...

Build the ALSPT Region...

...Cultivate THE CULTURE



Set the Scene for  
Regional  
Branding  
Webinar Resource  
to Watch



Trail Culture: Book To Read  
Amazon Kindle \$9.99  
Paperback: \$19.95

<https://register.gotowebinar.com/recording/6170420085605312525>



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## 2021 COMMITTEE TASKS

**Committee Goal: Create strategies to promote the Air Line State Park Trail as a regional asset in partnership with CT DEEP: including but not limited to wayfinding (both physical and web-based), building a regional website, photography, events, regional logo, advertising, and build-the-buzz campaign**

ADVOCACY, OUTREACH, & MARKETING COMMITTEE MEMBERS	TOPICS DISCUSSED	COMMITTEE DISCUSSION NOTES
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	Who is missing and needs to be invited to participate in this committee?	Academic institutions; Town communication reps; Regional communication reps; Arts Councils
	What type of data or information is available that would benefit the project and marketing the ALSPT?	Existing profiles of town outreach policies; inventory of what groups exist (advocacy): Statewide Trails Portal (counters); user data
	What tools are needed so the committee can better respond to specific project planning questions?	Consultants – event planner, graphic designer, environmental engineer, outreach specialist
	Which other committees do you want to caucus with?	All
	Other topics to address at next workshop:	Specialized regional events – walks, runs, ride, veteran events; Cohesive wayfinding signs
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**A REGIONAL LOGO FOR TOWNS**  
**STRATEGY FOR REGIONAL/TOWN/BUSINESS/RESIDENT/PARTNER**  
**AND MOST IMPORTANT USER BUY-IN**  
**DEADLINE FOR CONSOLIDATION - ASAP**

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# REGIONAL AIRLINE TRAIL NEWSLETTER

FOR THE MASTER PLAN OR TO BUILD PUBLIC INTEREST IN A REGIONAL CULTURE OR BOTH?

Need Writers - PUBLIC INTEREST PIECES – PHOTOS PROJECT UPDATES

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#### AIR LINE STATE PARK TRAIL

### MASTER PLAN FEBRUARY 2021



#### NEWS OF OUR WORK

by Jeanne Davies

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#### HISTORICAL TIDBITS

by John Smith

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#### SPOTLIGHT ON PUTNAM

by Annie Brown

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- **DATA... and more data**
- **EZ MAP Subproject**
- **UConn Trail Counts Support – User Survey Potential**

Data will populate an understanding of the scope of activities and people involved

- Trail focused centered events – all seasons
  - Permitting Requirements
  - Emergency support for events
  - Marketing – Event or the Trail or Both
- Businesses interacting with trail users
  - Food – Service
  - Equipment- Outfitters
  - Tourism
- User data
  - past, current and potential
  - Types of activities
  
- MOST EXPEDIENT WAY TO COLLECT THAT WILL ALSO BUILD REGIONAL IDENTITY





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- **ACCESSIBILITY PILOT PROJECT**
- **FILM SCRIPT**

**Accessibility Pilot Project** – Town Park to Trail – innovation construction as template – funded by a private foundation that heard about the ALSPT Master Plan Project – Good for the plan/good promo piece

**Film Script** – Budget covers a film production for marketing the human-interest side and attractions found by using the trail. So far, we have Jeanne, Steve and Hannah on the script committee. It will take a few months to develop ideas and then engage in filming events over 2021- 2022, coordinating with our filmmaker.

**Youth Engagement-Education** – Youth bring the community together and help residents to engage in the amenity asset at their backdoor. Jillian will work within our project, with Tyra and with other youth projects as needed to showcase regional efforts of the 12 Town ALSPT Committee.



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# INFORMED HOMEWORK FOR ADVOCACY Committee Members

## 1. CULTURE – WHO IS THE AIRLINE TRAIL

<https://register.gotowebinar.com/recording/6170420085605312525>

## 2. TYPES OF WEBSITES – Building Our CULTURE

<https://thegreattrail.ca/>

<https://ptittraindunord.com/en/>

<https://palmettoconservation.org/palmetto-trail/>

<https://gaptrail.org/>

## 3. East Coast Greenway – THE BIGGER PICTURE

<https://www.greenway.org/>

<https://portal.ct.gov/-/media/DOT/documents/dpolicy/WaterNoiseCompliance/DEEPDOTSummit/5GreenwaysCommunityInvolvementEastCoastGreenwaypdf.pdf>

## 4. ENCOURAGE SOMEONE YOU THINK IS IMPORTANT TO ATTEND THE NEXT MEETING

**NEXT MEETING DATE: APRIL --?--, 2021**