



Trail Town Certified Network (TTCN)

Project Overview

The Trail Town Certified Network (TTCN) is a *free* association for all businesses and organizations that serve trail users in our Trail Towns; its members commit to helping each other make the most of trail users' patronage. We support and promote local businesses and organizations in their pursuit of practices that are economically sound, environmentally conscious, and socially mindful for the benefit of businesses, consumers, and their communities. The TTCN was created out of a partnership with the Student Conservation Association Trail Town Outreach Corps and Sustainable Pittsburgh.



The goal of the Trail Town Certified Network is to work with small businesses to promote and provide information regarding sustainable and trail friendly practice.

Why sustainable?

Studies have shown that trail users will travel an extra 7 blocks for a businesses that are more environmentally friendly. Not only does it create a great public image for the business or organization, but it can also help them save money and increase their profits. Simply changes such as changing out lightbulbs or incorporating more Energy Star Certified products can help them increase their bottom line.

Why trail friendly?

With increased trail user presence in towns some businesses are still catching up on this new trend. We work with the businesses to help them improve their infrastructure such as bike racks, or provide them information to be a better informed business about the trail and surrounding attractions.

Recruitment & Evaluations

Members for the Trail Town Certified Network (TTCN) have been recruited in a variety of ways. We have reached out to potential members directly through means of door-to-door, phone, or email. The Trail Town Program® has expanded significantly by partnering with local organizations and small business organizations to assist with recruitment and promoting the TTCN. This has helped the Trail Town Program® greatly increase membership. In early 2014 membership was around 40 and currently there are *over 120 members across three trail corridors*.

Each new member of the TTCN must complete an evaluation with a Trail Town Program® employee. These evaluations are broken into the two distinct sections we are looking at, sustainable and trail friendly. The evaluation take each business about 10 minutes to complete. We go through questions on topics such as energy efficiency, water conservation, trail knowledge and facility accommodations. Within a few weeks of their evaluation a report is generated with suggestions on how they can become more sustainable and trail friendly. Some of these suggestions can be as simply as changing out lightbulbs to switching to alternative energy sources.




Here are examples of marketing materials that have been done for members of the TTCN.




Each member of the TTCN receives a window decal to display in their window to signify their membership.

Trail Town Certified Network



Over 100 businesses and growing!

Who are they?
Trail Town Certified Network members are accommodating to trail users and make it easy for you to travel *green* on the trails!



What do they do?
They are dedicated to incorporating practices that benefits society, the environment, and the economy!

Look for Trail Town Certified Network window decals!

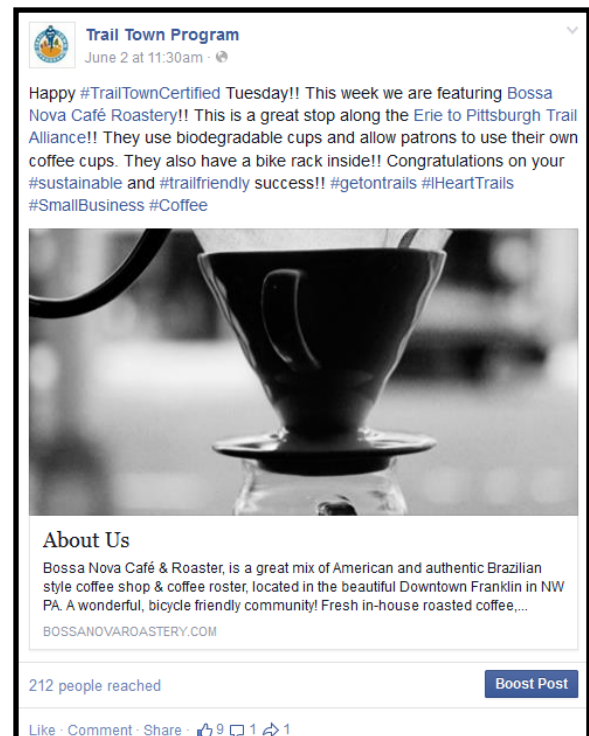
10,000 rack cards have been printed and distributed across western Pennsylvania and northern Maryland to help promote the TTCN and it's members.

Marketing

Members of the TTCN receive benefits of free marketing through the Trail Town Program®. Every member of the network receives a window decal to place in their window. This is a great symbol for them to have to promote their membership.


Members are also highlighted on our social media page and newsletter. In 2015 “Trail Town Certified Tuesday” was launched on the Trail Town Program® Facebook page with the hashtag #TrailTownCertified. Each week a member of the network would be highlighted as well as their sustainable and trail friendly practices.

In 2015 the Trail Town Program® released 10,000 rack cards across western Pennsylvania and western Maryland to promote the TTCN and its members. On the back of the rack card a QR code was included to direct people to our website. This year the Trail Town Program® will be updating it's website to feature a section on the TTCN members and their location along the trails.



Trail Town Program
June 2 at 11:30am · 🌐

Happy #TrailTownCertified Tuesday!! This week we are featuring Bossa Nova Café Roastery!! This is a great stop along the Erie to Pittsburgh Trail Alliance!! They use biodegradable cups and allow patrons to use their own coffee cups. They also have a bike rack inside!! Congratulations on your #sustainable and #trailfriendly success!! #getontrails #IHeartTrails #SmallBusiness #Coffee



About Us
Bossa Nova Café & Roaster, is a great mix of American and authentic Brazilian style coffee shop & coffee roaster, located in the beautiful Downtown Franklin in NW PA. A wonderful, bicycle friendly community! Fresh in-house roasted coffee,...

BOSSANOVAROASTERY.COM

212 people reached Boost Post

Like Comment Share 🍷 📄 📌 1

Impact

With the Trail Town Certified Network the Trail Town Program® has had the opportunity to reach out to over 120 small businesses and organizations throughout western Pennsylvania and northern Maryland.

The TTCN has increased networking amongst members. Each year various summits are held featuring information sessions on topics such as marketing, bike infrastructure, sustainability tips, packaging, and group tours. In the Spring of 2015 the Trail Town Program® summit held it's first "happy hour" to help increase networking amongst members. It was a great success and members really enjoyed the atmosphere to network with each other. As a result of these summits businesses and organizations have increased partnerships.

With the increased awareness of the benefits of sustainable practices member of the TTCN have been eager to implement or get more information of sustainable practices for their establishments. These members see the value in these changes and have already begun to make simple changes such as changing out light bulbs, recycling, and replacing electronics with Energy Star Certified Products.

TTCN members have also increased the trail friendly practices by purchasing bike racks through our Bike Rack Program, getting bike repair kits, and partnering with other local businesses to create packages.



Examples of Summit flyers that have been held.

Attendance can range between 40 and 60 people per event.



Opportunities

Within the past year the Trail Town Certified Network has increased membership by over double. The TTCN is a great way to bring businesses and organizations together within a similar target audience. With the network growing there is increased need to host more networking events in various location to increase networking. Also having more smaller workshops throughout the year in between the larger summits.

Businesses and organizations have expressed interest in increasing their sustainability and trail friendly efforts. The is a great opportunity for the Trail Town Certified Network to offer micro grants to these businesses and organization to assist in their sustainability and trail friendly upgrades. The Trail Town Certified Network would be a great small scale way for business to obtain those small grants opposed to applying with larger entities such as state and federal governments where competition is much higher and award probability is lower.

