

TRAIL MAPPING

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Mahaska Community Recreation
Foundation, Oskaloosa

Do your homework first!

- Collect examples from Iowa and other places
 - Borrow best practices
- If you were a visitor to your trail what you would want to know?

What should I include on mapping?

- Talk to your chamber, motel and bike shop about the questions and information requested most frequently
- Talk to people you know who like to go other places to bike or walk
- Make a listing of items you want to include in brochure, on a website and on mapping

What are the goals of your mapping, brochure, website?

- Just mapping?
- Education?
- Cross marketing other community amenities?
- Primary focus the local users or marketing to people from Iowa and beyond?

Recruit a good graphic artist

- Have a concept of the mapping and content you want to share
- Find a company or individual you can work with
 - Someone you can be honest with
 - Someone with talents in brochure design as well as making getting information ready for website

Picture Your Brochure in Brochure Stand

- Think of this when determining size and layout
- Have name of trail and city on top three inches of brochure
- Eye catching plus easy to see and read
- Determine if you want to use community tourism marketing themes

Map Components

- Trail mileage
- Community attractions and places of interest
- How to get to your trail-highways & streets
- Trailheads and amenities
- Hospital
- On-street vs. off-street
- Compass—north/south
- Campgrounds, motels, B & B's
- Other recreational amenities-pools, golf
- Future trail segments
- Eating/ice cream establishments

Map Components

- Type of trail surfacing
- Handicapped accessibility
- Where are you located in Iowa?
- Brochure as mailer?
- History of your trail or area
- Terrain-think of young and first time trail users
- Bike routes in your county or area
- Donation opportunities for your trail project

Brochure/Website Components

- Features that make your trail special and worth visiting
- Mapping
- Education—trail etiquette
- Other trails in your area—cross market
- FAQ's
- Contact phone number and/or e-mail
- Website link

A Word about Photos

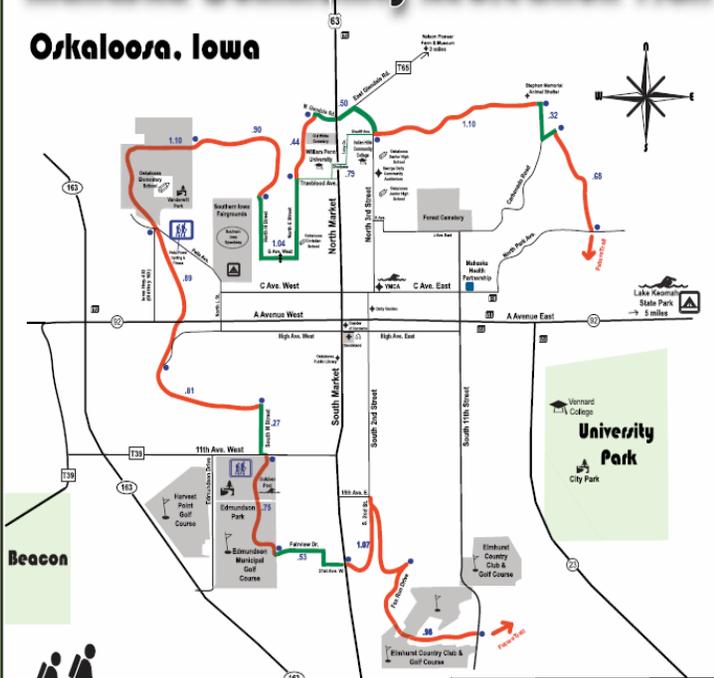
- Need high quality photos
 - Think ahead
 - Stage photos, if necessary
 - Find trail enthusiast to help with photos
- Photos show people using proper trail etiquette and good safety practices
- Don't use unless you have good ones
- Photos from a variety of seasons
- Photos showcasing unique trail features

Website Mapping

- Think of file size when designing -- download time
 - Have friends try it out so you know the download time
- Photos can affect download time as well

Mahaska Community Recreation Trail

Oskaloosa, Iowa



Questions:

Mahaska Community
Recreation Foundation
www.teammahaska.org
1-641-672-2499



Mahaska Community Recreation Trail

FAQs

Is there a fee to use the trail? No.
What are the trail hours? Sunrise to sunset.
Is the trail open year round? Yes; however, snow is not removed during winter months, and caution must be used due to snow and ice.
Who can use the trail? Walkers, bicyclists, skateboarders, rollerbladers, joggers, and nature lovers.

Are motorized vehicles permitted? Maintenance vehicles, motorized wheelchairs, golf carts, and the Trail Tram are the only motorized vehicles permitted.

In an emergency, who should I call? 911, using your cell.

If I need to report a problem along the trail, who should I call? Use your cell and call 641-672-2499.

How is the trail construction funded? An initiative of Mahaska Community Recreation Foundation, construction is funded through donations, hotel/motel tax, city and county contributions, and grants including Vision Iowa.

What is the length of the trail? Eleven of the planned 15 miles are currently complete. Visit the recreation link on www.teammahaska.org for new trail additions.

Areas of Interest:

- Many locally owned eating establishments
- Lake Keomah State Park
- Four Area Golf Courses
- Edmundson Park and Pool
- Shopping or a Movie
- Bowling or Roller Skating
- Nelson Pioneer Farm & Museum
- Southern Iowa Speedway
- Travel 15 miles to Pella's "Volksweg Trail" (www.redrockarea.com)

Visit the recreation link and community events calendar on www.teammahaska.org

Motels:

- Comfort Inn - 1-800-228-5150
www.choicemotels.com
- Red Carpet Inn - 1-800-255-2110
- Rodeway Inn - 1-800-228-2000
www.rodewayinn.com
- Super 8 Motel - 1-800-800-8000
www.super8.com
- Traveler Budget Inn - 641-673-8333

Bed & Breakfast:

- McNeill Stone Mansion
www.thestonemansion.com
641-673-4348

Trailheads

Trailheads feature parking, restrooms, and water.

- Edmundson Park - 11th Avenue West (T39)
- Pedal Power Cycling and Fitness - 1718 Pella Avenue (Iowa Hwy. 432 also known as Old Hwy. 163 or North L)
Offers bikes, bike repairs, and accessories.

Trail Etiquette

All Users

- Show courtesy and respect to other trail users at all times.
- Use the right side of the trail.
- Follow all trail rules and hours.
- Obey all traffic signs, and move to the side when taking in a scenic view.
- Always pass on the left.
- Respect the rights of property owners.
- Keep dogs on a leash and remove pet feces from trail.
- Travel with a buddy in case of an emergency.
- Stay clear of the trail when stopped.
- Yield to wheelchairs, no matter who has the right of way.

Bicyclists

- Always wear a helmet.
- Yield to pedestrians and rollerbladers.
- Give audible warning when passing pedestrians or other bicyclists. A friendly greeting like, "Hello, passing on your left" or ringing a bell is considerate.
- Ride at a safe speed. Slow down and form a single file in congested conditions, reduced visibility, and other hazardous conditions.

Rollerbladers

- Blade at a safe speed.
- Listen for audible warnings of faster trail users to pass.
- Wear helmets and protective gear.
- Be predictable!
- Blade straight.

Pedestrians

- Watch out for other trail users.
- Be especially alert when running.
- Listen for audible signals and allow faster trail users (runners and bicyclists) to pass safely.



Should your group include persons with limited mobility, contact Mahaska Community Recreation Foundation (641-672-2499) to schedule the Trail Tram.

Other Tips

- If still developing trail then notate website that will be updated with new segments
- Make sure that mapping is easily updateable
- If don't have a website specific for your trail partner to get information on another local website
- Remember all the other trail websites and create links and ask to be on their site

Proofing

- Double and triple check map and all parts of flier
- Get new sets of eyes to look at it
- It may take a number of drafts to get what you want the first time

Once Mapping/Brochure Printed

- Keep track of comments for your next reprint
- Know technology changes—mapping gets more sophisticated
 - Check with cities, counties and utility companies for mapping
 - Get your trail GPS'd
- Know your map can be used for other projects

GOOD LUCK!

Questions?? Give me a call.

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