



## 02 Establish Vetted GSW Bicycle Routes

A set of established routes in the GSW will help facilitate tourism by providing a clear “menu” of experiences for prospective visitors to choose from. These routes will vary in distance, terrain and elevation, allowing riders to easily “choose their own adventure” based on readily available attributes. Each route will also list amenities available in different locations on the route, including accommodations, campgrounds, off-road

trail access, bike shops, bike rental availability, public restrooms and convenience stores. The routes described in the table below are based on vetted data from CycleADK and provide a broad spectrum of possible rides applicable to many types of cyclists. A detailed breakdown of amenities for each of these routes is provided in Appendix B of this report.

Route Name	Distance	Ascent/Descent	Start	Finish	Primary Surface	Secondary Surface
IndianLake_to_Inlet_Gravel_BFC	39	+2586/-2492	Indian Lake	Inlet	Natural	Asphalt
Inlet_OldForge_26.8mi	26.8	+1247/-1247	Inlet	Inlet	Asphalt	Asphalt
Inlet_OldForge_42.2mi	42.2	+2348/-2348	Inlet	Inlet	Asphalt	Asphalt
Inlet_to_IndianLake_Gravel_BFC	38.4	+2577/-2556	Inlet	Indian Lake	Natural	Asphalt
Inlet_to_NorthCreek_75.3mi	75.3	+4143/-4842	Inlet	North Creek	Asphalt	Asphalt
NorthCreek_BrantLake_40.1mi	40.1	+2083/-2085	North Creek	North Creek	Asphalt	Asphalt
NorthCreek_BrantLake_Century_100.3mi	100.3	+6134/-6134	North Creek	North Creek	Asphalt	Asphalt
NorthCreek_StonyCreek_60.7mi	60.7	+4086/-4086	North Creek	North Creek	Asphalt	Asphalt
NorthCreek_to_Speculator_68.4mi	68.4	+3662/-2922	North Creek	Speculator	Asphalt	Asphalt
SchroonLake_BrantLake_68mi	68	+3750/-3750	Schroon Lake	Schroon Lake	Asphalt	Asphalt
SchroonLake_Pottersville_35.8mi	35.8	+2149/-2149	Schroon Lake	Schroon Lake	Asphalt	Asphalt
Speculator_Northville_72.5mi	72.5	+3295/-3295	Speculator	Speculator	Asphalt	Asphalt
Speculator_to_Inlet_66.8mi	66.8	+3869/-3838	Speculator	Inlet	Asphalt	Asphalt
Speculator_Wells_38.7mi	38.7	+1862/-1862	Speculator	Speculator	Asphalt	Asphalt

*Replicating this strategy across the Adirondack Park will provide a broader menu of options for Adirondack visitors and local recreational cyclists. A similar level of route detail for other regions will be essential, and in some cases, is currently available from select sources, such as CycleADK.*



## 03 Establish an Adirondack Trail Brand

The Great South Woods and Greater Adirondack Park would benefit from a unified brand - a look and feel that ties contiguous clusters of trails together - and a communications plan which elevates awareness of the trails as a tourism destination throughout the region and beyond. Peer trail systems have flourished utilizing this model, providing both a wealth of best practices and benchmarks, as well as additional resources to advance cycling in the Great South Woods. There are three major components to this effort which include:

1. Visual design standards centered around a logo and corresponding assets.
2. A marketing strategy reflective of a unified brand voice, coupled with a plan for regular outreach.
3. An expansive digital application which compiles navigational and amenity data across the park.



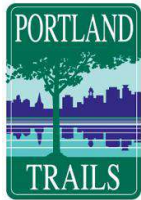
Adirondack  
-Trails-

**Peer Trail Brands**

Many trail networks across the country have taken this approach to unify their trail networks around a central brand. These examples offer a snapshot of similar efforts. The Empire State Trail is particularly relevant as it directly abuts the Adirondack Park and presents opportunities for joint promotions.



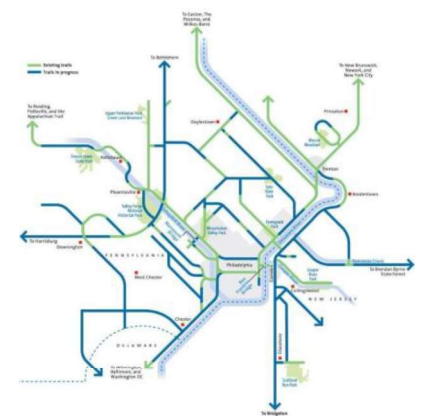
*New York State*



*Portland, Maine*



*Atlanta, Georgia*



*Philadelphia, Pennsylvania* 43

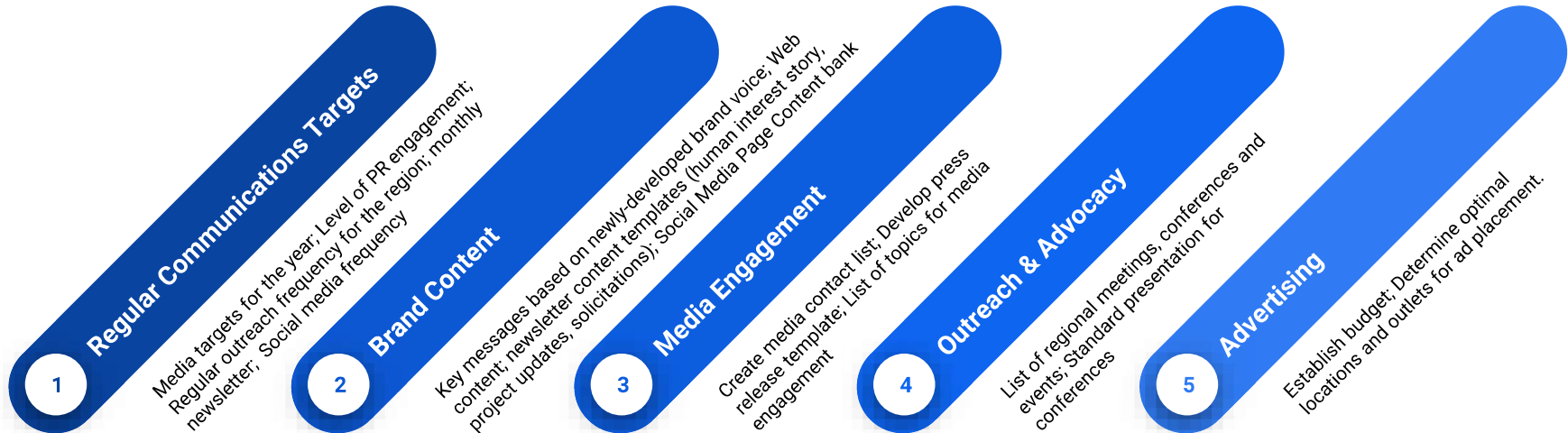
## The Adirondack Communications Plan

In accordance with newly established brand standards, the Adirondack communications Plan will lay out priority messages and audiences, regional marketing opportunities, media relations approach and social media strategies. This plan should lay out clear cut goals and an actionable roadmap to reach and motivate key target audience members. A timeline and deliverables will be developed for each task identified in the plan. The Communications Plan will be structured as follows:



## The Adirondack App

Leveraging data from Adirondack Wayfinder project, the proposed Adirondack Application will serve as a central repository for all of the Adirondack cycling and active tourism assets including geocoded destinations, attractions, accommodations, routes, campgrounds and Amenities (bathrooms, bike shops, etc.).





## 04 Bike-Based Tourism Toolkit for Local Businesses

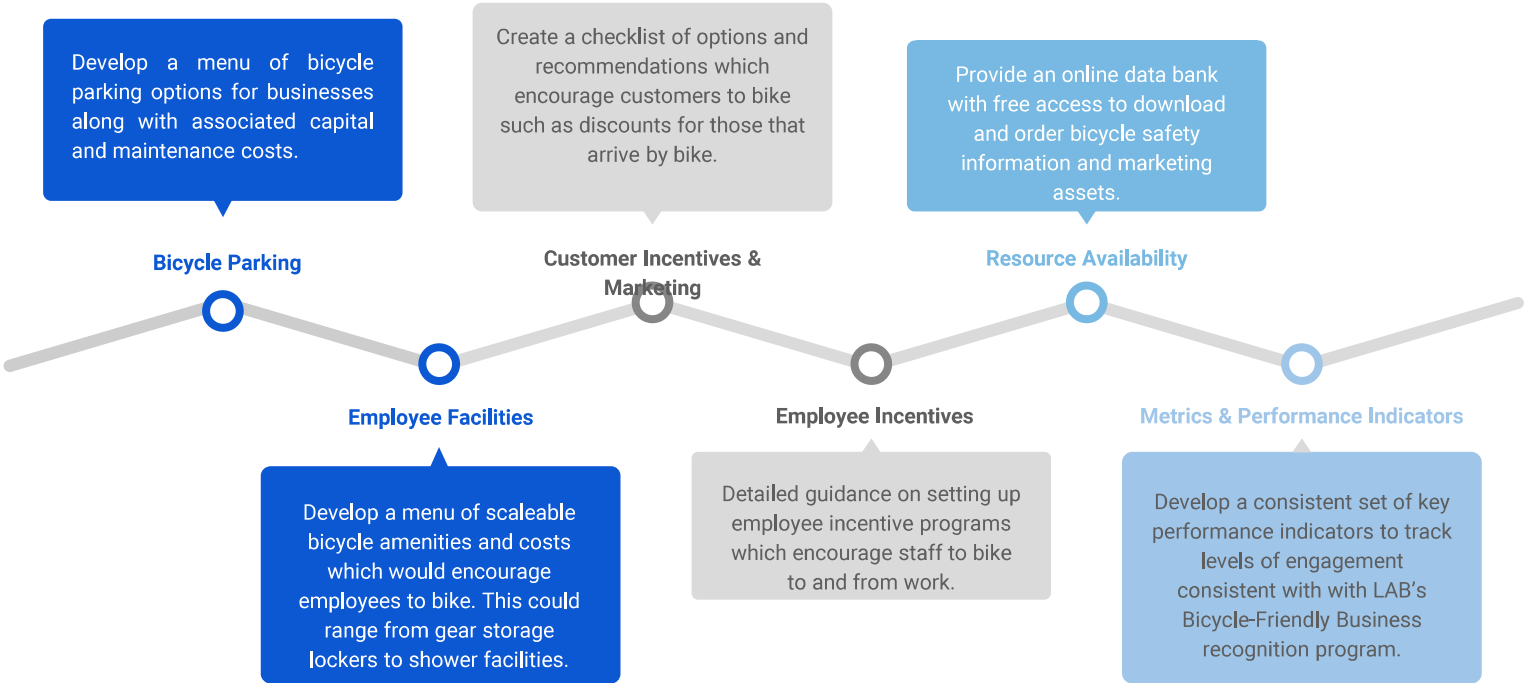
As noted previously, local lodging, commercial opportunities and bike shops are highly desirable for bicycle tourists interested in local context. In addition to the brand and communications plan, the Great South Woods (and Greater Adirondack Park) would greatly benefit from a bike-based tourism toolkit for existing and emerging businesses. This would provide a frame for specific amenities needed to attract bike based tourists, extend their stays and create an experience for return visits. From bike racks, fixit stations, access to clean water and toilets the toolkit would also provide strategies for online marketing and social media platforms for sharing experiences and opportunities to provide feedback from the perspective of someone new to the Adirondack Cycling brand. This toolkit can be "delivered" by the New York Bicycling Coalition, who have been promoting and driving bike based tourism in NYS for nearly three decades, and have acted as the statewide clearinghouse

for the League of American Bicyclists Bicycle Friendly certification program as it relates to colleges, businesses and government programs. The delivery system can include on site evaluation, local or regional workshops and a shared webinar training. The transition for an individual business or community to bike friendly status and certification is low-cost and involves a simple shift in marketing and branding. The following page outlines the anatomy of such a toolkit and recommendations for it's content.



# Anatomy of a Bicycle Toolkit for Local Businesses

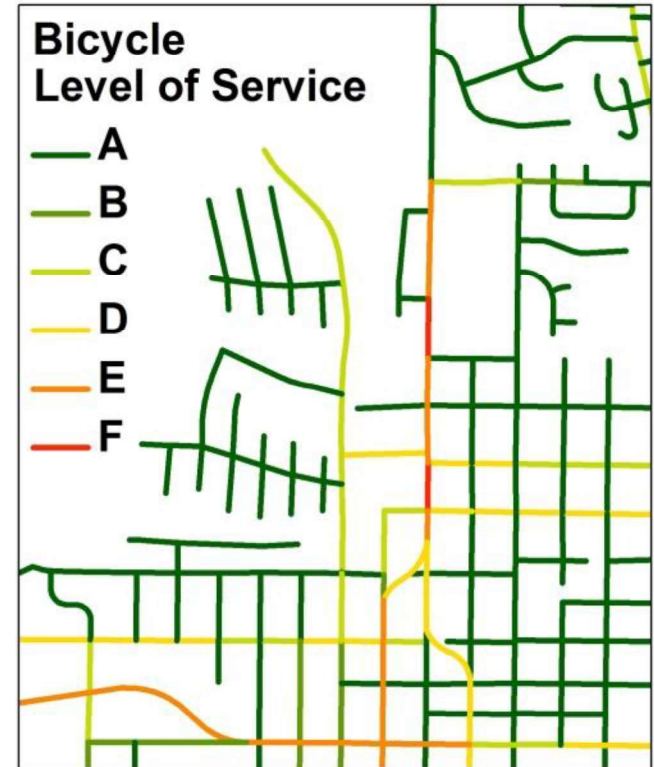
## INFRASTRUCTURE > ENCOURAGEMENT > EDUCATION > MEASUREMENT





## 05 Building a Better Dataset

The Great South Woods and Greater Adirondack Park would benefit from a more robust dataset on current trail and bike route conditions. This will provide regional planners and decision-makers with better information with which to prioritize trail improvements, upgrades and extensions. This will require a park-wide bicycle level of service analysis as a baseline for trail and roadway conditions. The Adirondack Cycling Coalition can work with regional agencies and authorities to establish a centralized database of existing trails and on-road bicycle routes. To ensure the integrity of this system, Coalition members should work with trail maintainers to set up regular reporting mechanisms and schedules to ensure accurate data on trails and roadways.



### ***Proposed Approach***

Adirondack Cycling Coalition members should work together to create a comprehensive plan for timely and accurate data collection across regional trails and on-road bicycle facilities. Major facilities would be ranked and scheduled for regular data collection, while lower-priority assets will be observed with less frequency. There are a range of data collection options ranging from manual counts to more sophisticated automated data collection technologies. Some of these solutions are described below:



### ***Inductive Loop Sensors***

These permanent counters are embedded in pavement to count bicycle utilization. They are typically accompanied by a standing infrared sensor as they are unable to track pedestrian movement. The capital cost of procurement and installation would limit the usage of these sensors to major paved trails.



### ***Manual Counts***

Manual counts require staff to observe a specific location at prescribed intervals on a seasonal (or other frequency) basis. While labor-intensive, these counts benefit from a higher degree of behavioral observation and geographic flexibility.



### ***Modular Counting Devices***

Modular counting devices can be affixed to a stationary object and camouflaged to avoid detection and theft. These devices can be moved and utilized across multiple trails at different intervals, making them a cost effective solution for trail counting across the Adirondacks.



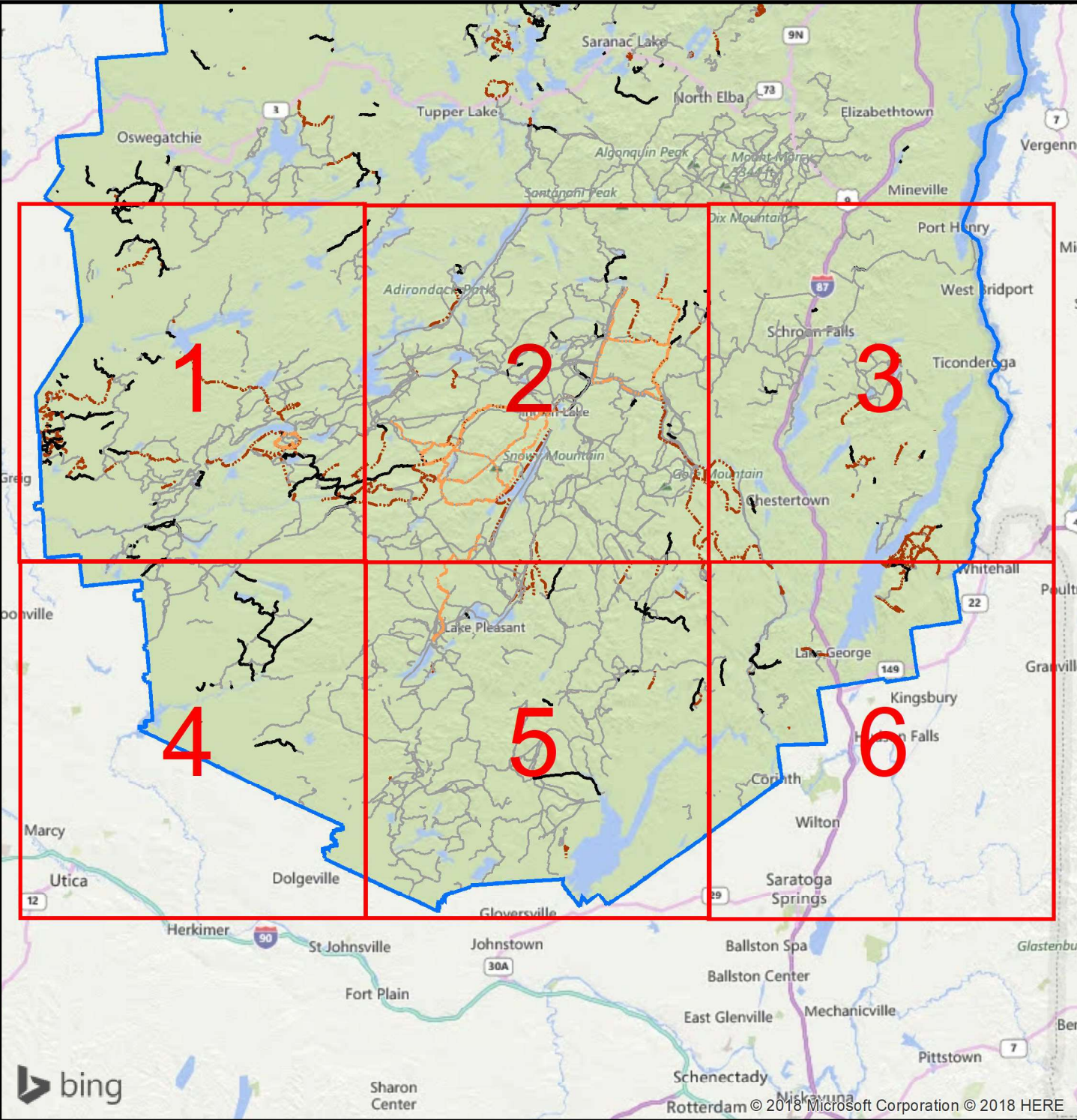


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# Appendix A: Detailed GSW Route Maps

# Great South Woods Bike Trails

## Adirondack Park Inset 2



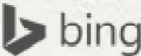
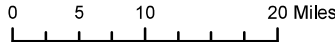
Adirondack Park Boundary

**Roads and Trails**

- Trails Allowing Biking
- Road
- Road Access
- All Other Trails
- Recommended Improvements

Sources: Adirondack Park, Microsoft Bing Maps

Map Created May, 2018 by Building Up Dreams, LLC



# Great South Woods Bike Trails

## Adirondack Park

### Inset 1



— Adirondack Park Boundary

**Roads and Trails**

--- Trails Allowing Biking

— Road

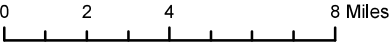
— Road Access

— All Other Trails

--- Recommended Improvements

Sources: Adirondack Park, Microsoft Bing Maps






Map Created May, 2018 by Building Up Dreams, LLC

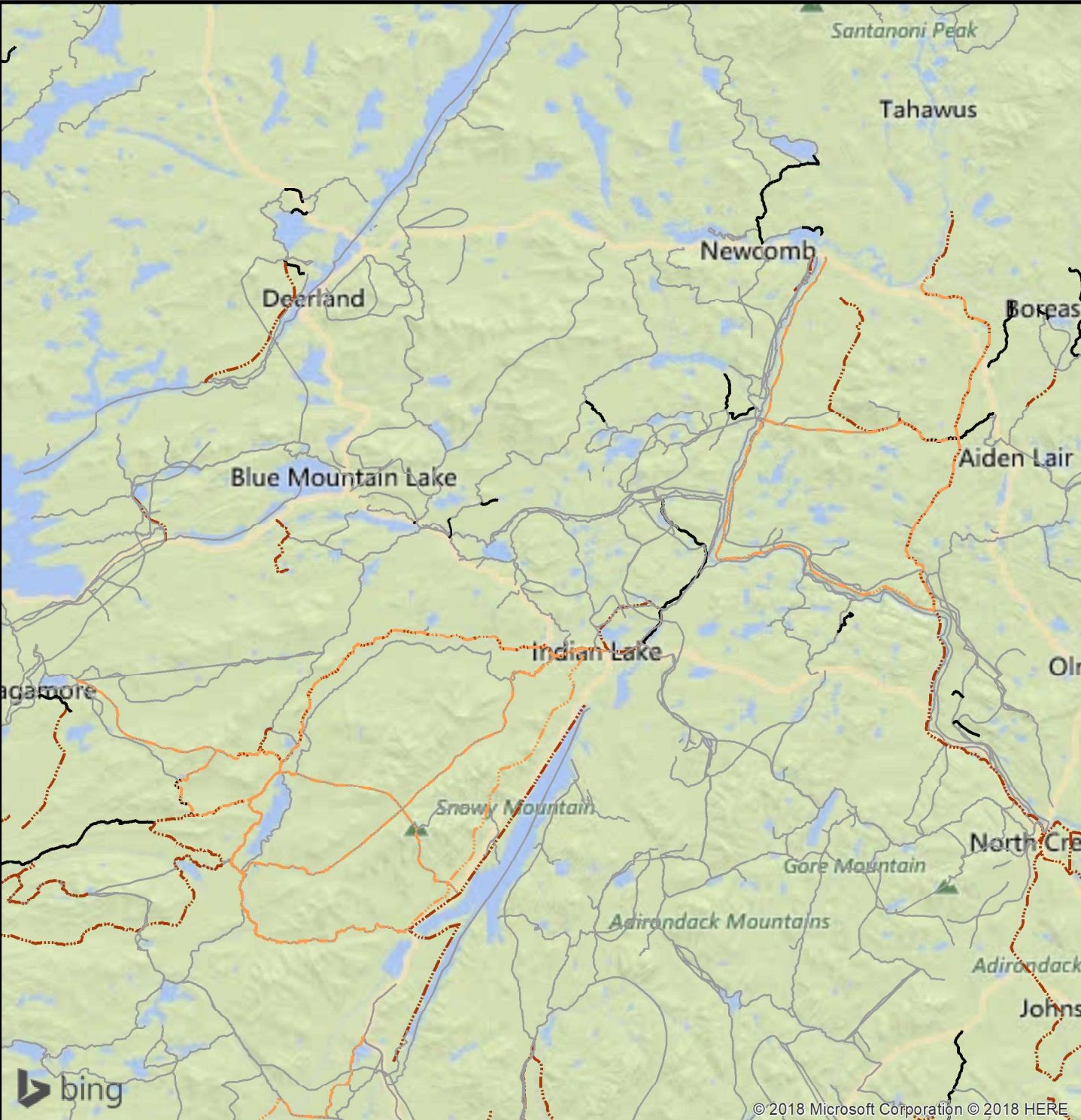


# Great South Woods Bike Trails

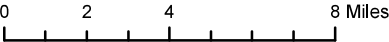
## Adirondack Park

### Inset 2

-  Adirondack Park Boundary
- Roads and Trails**
-  Trails Allowing Biking
-  Road
-  Road Access
-  All Other Trails
-  Recommended Improvements



Sources: Adirondack Park,  
Microsoft Bing Maps  
Map Created May, 2018  
by Building Up Dreams, LLC



# Great South Woods Bike Trails


## Adirondack Park

### Inset 3

 Adirondack Park Boundary

**Roads and Trails**

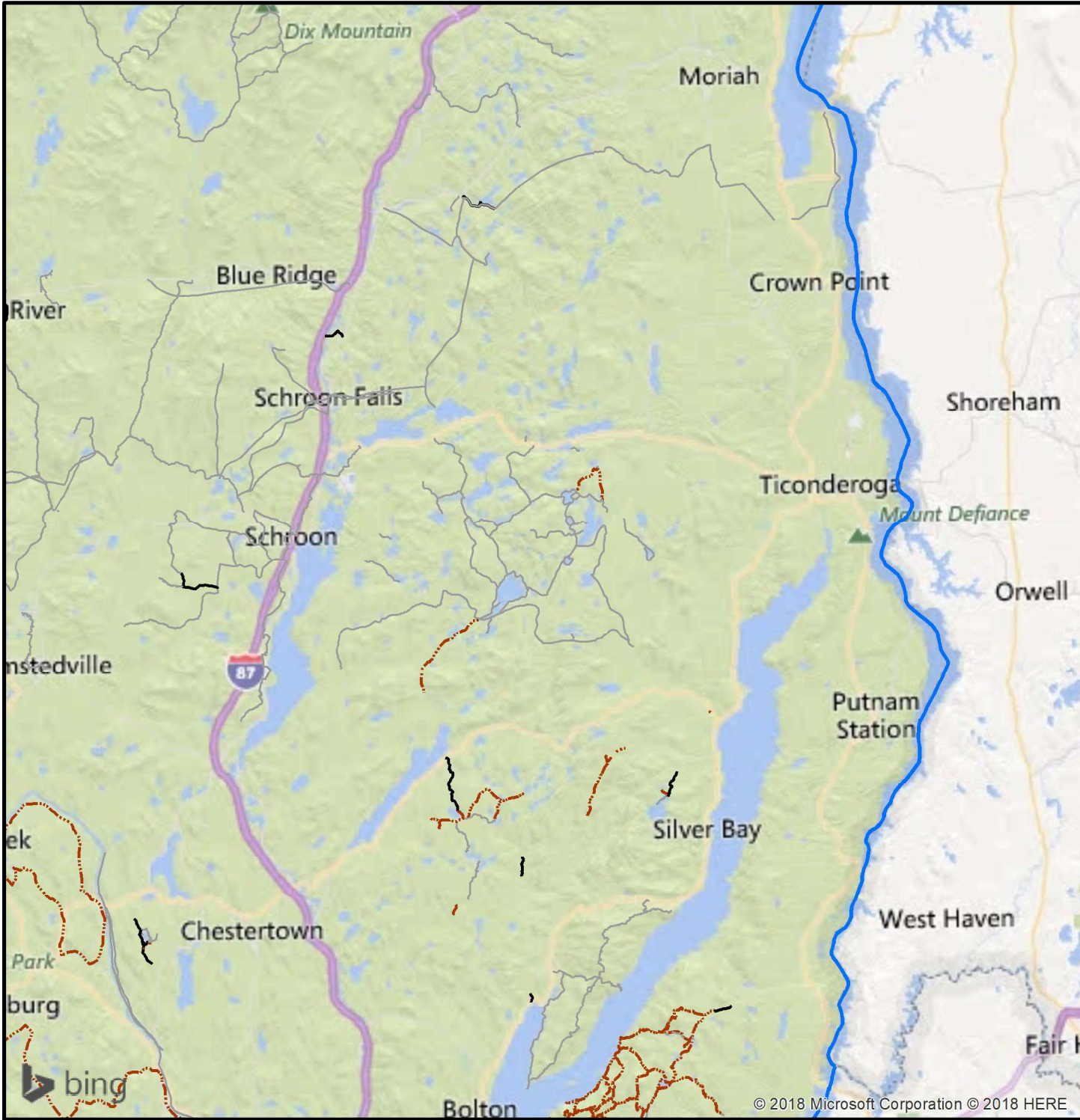
 Trails Allowing Biking

 Road

 Road Access

 All Other Trails

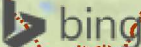
 Recommended Improvements



Sources: Adirondack Park, Microsoft Bing Maps

Map Created May, 2018 by Building Up Dreams, LLC

0 2 4 8 Miles



# Great South Woods Bike Trails

## Adirondack Park Inset 4



Adirondack Park Boundary

**Roads and Trails**

Trails Allowing Biking

Road

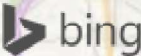
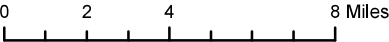
Road Access

All Other Trails

Recommended Improvements

Sources: Adirondack Park, Microsoft Bing Maps

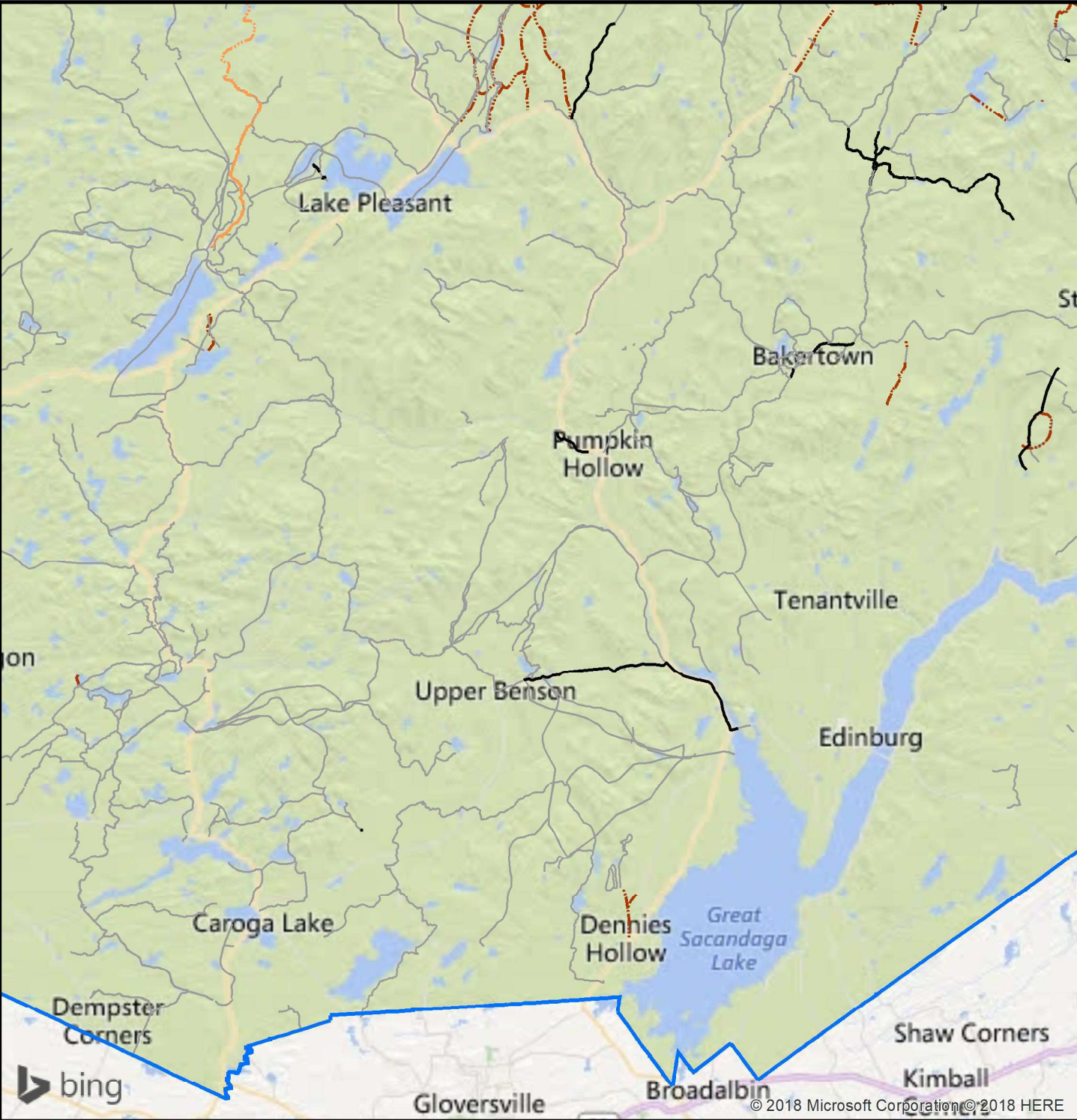
Map Created May, 2018 by Building Up Dreams, LLC



# Great South Woods Bike Trails

## Adirondack Park

### Inset 5



Adirondack  
Park Boundary

**Roads and Trails**

Trails Allowing  
Biking

Road

Road Access

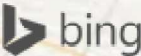
All Other Trails

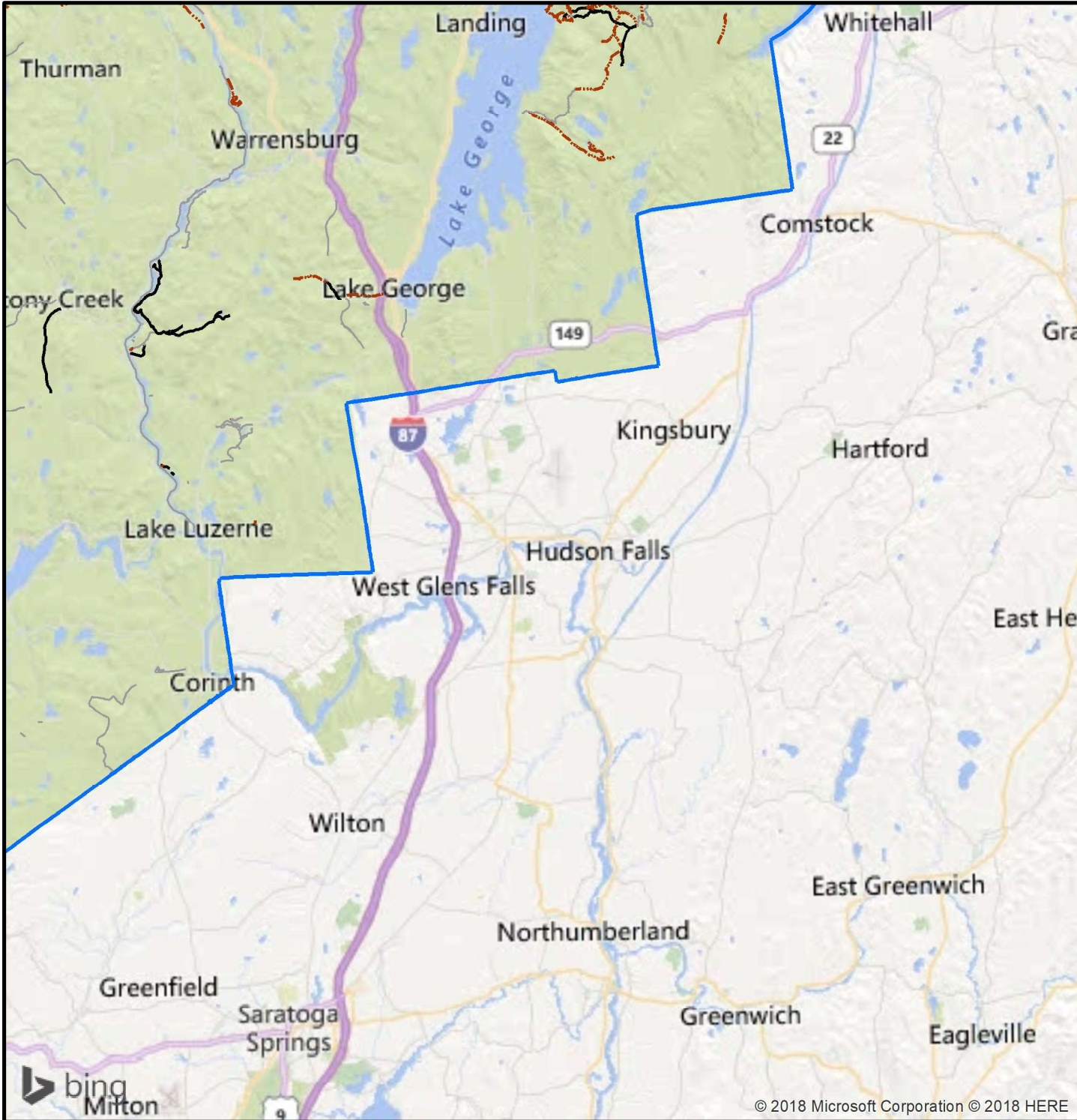
Recommended  
Improvements

Sources: Adirondack Park,  
Microsoft Bing Maps

Map Created May, 2018  
by Building Up Dreams, LLC



0 2 4 8 Miles





# Great South Woods Bike Trails

## Adirondack Park Inset 6

-  Adirondack Park Boundary
- Roads and Trails**
-  Trails Allowing Biking
-  Road
-  Road Access
-  All Other Trails
-  Recommended Improvements

Sources: Adirondack Park, Microsoft Bing Maps  
 Map Created May, 2018 by Building Up Dreams, LLC







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# Appendix B: Recommended GSW Route Data



# Indian Lake to Inlet

Distance: 39 Miles  
Elevation: +2586/-2492 ft  
Primary Surface: Natural  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Inlet, Old Forge, Indian Lake
Off-Road Trail Access	Inlet (Fern Park), Inlet (Limekiln Lake), Indian Lake
Bike Shops	Inlet
Bike Rental	Inlet
Public Restrooms	Inlet, Indian Lake
Convenience Stores	Inlet, Indian Lake



## Inlet to Old Forge (Short)

Distance: 26.8 Miles  
Elevation: +1247/-1247 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Inlet, Old Forge
Off-Road Trail Access	Inlet (Fern Park), Old Forge (McCauley Mountain/Maple Ridge)
Bike Shops	Inlet, Old Forge
Bike Rental	Inlet, Old Forge
Public Restrooms	Inlet, Eagle Bay, Old Forge
Convenience Stores	Inlet, Old Forge



# Inlet to Old Forge (Long)

Distance: 42.2 Miles  
Elevation: +2348/-2348 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Inlet, Old Forge
Off-Road Trail Access	Inlet (Fern Park), Old Forge (McCauley Mountain/Maple Ridge)
Bike Shops	Inlet, Old Forge
Bike Rental	Inlet, Old Forge
Public Restrooms	Inlet, Eagle Bay, Old Forge
Convenience Stores	Inlet, Old Forge



# Inlet to Indian Lake

Distance: 38.4 Miles  
Elevation: +2577/-2556 ft  
Primary Surface: Natural  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Inlet, Old Forge, Indian Lake
Off-Road Trail Access	Inlet (Fern Park), Inlet (Limekiln Lake), Indian Lake
Bike Shops	Inlet
Bike Rental	Inlet
Public Restrooms	Inlet, Indian Lake
Convenience Stores	Inlet, Indian Lake



# Inlet to North Creek

Distance: 75.3 Miles

Elevation: +4143/-4842 ft

Primary Surface: Asphalt

Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Inlet, Raquette Lake, Long Lake, Newcomb, North Creek
Off-Road Trail Access	Inlet (Fern Park), North Creek Ski Bowl
Bike Shops	Inlet
Bike Rental	Inlet
Public Restrooms	Inlet, Raquette Lake, Blue Mountain Lake, Long Lake, Newcomb, North Creek
Convenience Stores	Inlet, Raquette Lake, Blue Mountain Lake, Long Lake, Newcomb, North Creek



# North Creek to Brant Lake

Distance: 40.1 Miles  
Elevation: +2083/-2085 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	North Creek (Ski Bowl), Pottersville
Off-Road Trail Access	North Creek Ski Bowl, Brant Lake
Bike Shops	Brant Lake
Bike Rental	N/A
Public Restrooms	North Creek, Pottersville, Brant Lake, Chestertown
Convenience Stores	North Creek, Pottersville, Brant Lake, Chestertown



# North Creek to Brant Lake (Century)

Distance: 100.3 Miles  
Elevation: +6134/-6134 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	North Creek (Ski Bowl), Pottersville
Off-Road Trail Access	North Creek Ski Bowl, Brant Lake
Bike Shops	Brant Lake
Bike Rental	N/A
Public Restrooms	North Creek, Pottersville, Brant Lake, Chestertown, The Glen, Stoney Creek, Johnsburg
Convenience Stores	North Creek, Pottersville, Brant Lake, Chestertown, The Glen





# North Creek to Stony Creek

Distance: 60.7 Miles  
Elevation: +4086/-4086 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	North Creek (Ski Bowl), Dagget Lake
Off-Road Trail Access	North Creek Ski Bowl
Bike Shops	N/A
Bike Rental	N/A
Public Restrooms	North Creek, Chestertown, The Glen, Stony Creek, Johnsburg
Convenience Stores	North Creek, Chestertown, The Glen



# North Creek to Speculator

Distance: 68.4 Miles

Elevation: +3662/-2922 ft

Primary Surface: Asphalt

Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	North Creek (Ski Bowl), Speculator, Piseco
Off-Road Trail Access	North Creek Ski Bowl, Speculator (Oak Mountain)
Bike Shops	N/A
Bike Rental	N/A
Public Restrooms	North Creek, Speculator, Oxbow Lake, Lake Pleasant
Convenience Stores	N/A



# Schroon Lake to Speculator

Distance: 68 Miles  
Elevation: +3750/-3750 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Schroon Lake, North Creek Ski Bowl
Off-Road Trail Access	North Creek Ski Bowl, Brant Lake
Bike Shops	Brant Lake
Bike Rental	N/A
Public Restrooms	Schroon Lake, North Creek, Chestertown, Brant Lake, Pottersville, Horicon (Town Beach)
Convenience Stores	N/A



# Schroon Lake to Pottersville

Distance: 35.8 Miles  
Elevation: +2149/-2149 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Schroon Lake, Pottersville
Off-Road Trail Access	N/A
Bike Shops	N/A
Bike Rental	N/A
Public Restrooms	Schroon Lake, Pottersville
Convenience Stores	Schroon Lake, Pottersville



# Schroon Lake to Northville

Distance: 72.5 Miles

Elevation: +3295/-3295 ft

Primary Surface: Asphalt

Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Speculator, Wells, Northampton (Northville)
Off-Road Trail Access	Speculator (Oak Mountain)
Bike Shops	N/A
Bike Rental	N/A
Public Restrooms	Speceulator, Wells, Northville
Convenience Stores	Speculator, Wells, Northville



# Spectator to Inlet

Distance: 66.8 Miles

Elevation: +3869/-3838 ft

Primary Surface: Asphalt

Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Speculator, Lewey Lake, Indian Lake, Raquette Lake, Inlet
Off-Road Trail Access	Speculator (Oak Mountain), Inlet (Fern Park), Inlet (Limekiln Lake)
Bike Shops	Inlet
Bike Rental	Inlet
Public Restrooms	Speculator, Indian Lake, Blue Mountain Lake, Raquette Lake, Inlet
Convenience Stores	Speculator, Indian Lake, Blue Mountain Lake, Raquette Lake, Inlet



# Spectator to Wells

Distance: 38.7 Miles  
Elevation: +1862/-1862 ft  
Primary Surface: Asphalt  
Secondary Surface: Asphalt

Amenities	Locations
Campgrounds	Speculator, Wells
Off-Road Trail Access	Speculator (Oak Mountain)
Bike Shops	N/A
Bike Rental	N/A
Public Restrooms	Speculator, Wells
Convenience Stores	Speculator, Wells



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# Appendix C: Organizational Inventory



# Regional Partnership Inventory



The Adirondack Park Agency (APA) is a New York State government agency created by the State Legislature to develop long-range public and private land use plans for the largest park in the continental United States.



The Adirondack Regional Chambers of Commerce (ARCC) has been recognized as the advocate for, and of, business in the tri-county region. The ARCC's mission is to partner with and support regional businesses to grow, succeed and thrive.



The Adirondack Glens Falls Transportation Council (A/GFTC) is the regional Metropolitan Planning Organization (MPO) responsible for facilitating regional cooperation around transportation planning



The Adirondack Regional Tourism Council provides access to information on the Adirondack Region to facilitate tourism.



## Other Organizations

- Sierra Club
- The ADK Nature Conservancy
- Adirondack Lakes Survey Corporation
- Adirondack Explorer
- Adirondack Ecological Center
- Adirondack Lake Assessment Project
- Adirondackers for Access