



## DELAWARE & LEHIGH NATIONAL HERITAGE CORRIDOR

### TRAIL TOWNS

D&L Trail Friendly Business Program

January 2021

#### Program Goals:

- Promote, connect, and support businesses that cater to trail users and support trails.
- Educate businesses about the needs of trail users and D&L Trail.
- Collect and share data on trail users and trail friendly businesses.

#### To become a D&L Trail Friendly Business you need to apply online and document these items.

These are the four core requirements that all trail friendly businesses must have:

- Trail Friendly atmosphere / welcoming to trail users – It's important for trail users to feel welcome and valued when they come to your business.
  - How is your business trail friendly / welcoming to trail users?
- Front line staff training / Local trail knowledge – You need to hold a training for all staff so they know the importance of trail users to your business and they have the ability to answer basic trail questions. The D&L staff can help you get training materials if needed. We envision this becomes a standard part of training staff / employees.
  - Document how you train your staff:
- Complete the D&L Business Survey- D&L has a simple form for business owners/ managers to complete.
  - Date(s) completed:
- Trail user amenities – Your business needs to provide some basic amenities to trail users who visit your business. Have at least 3 of the 7 available to people who come to your business:
  - Trail maps displayed – On wall or hand-out copies
  - Fill up reusable water bottles for free
  - Public bathroom
  - Electronic charging available for devices (USB plugin locations work great)
  - Wifi
  - Complementary lock for bikes or trail gear to use while at the business
  - Ability to ship items that customers purchase

In addition, you have to complete at least any 2 of the following

#### Community Support

- Support trail causes and/or be a member of an advocacy, planning, or trail group.
  - What group do you regularly participate in?
- Be a D&L Corporate Partner. Join and support the D&L by becoming a corporate partner.
  - Level:
  - Date Joined:

#### Infrastructure

- Trail Equipment Storage. Offer storage for trail users' equipment when they visit your business. You need to have at least one of the following:
  - Public bike rack near business
  - Bike parking area
  - Boat storage area
  - Long Term parking option for overnight trail users
  - Covered and secure storage\*\* All lodging options are required to have this for bikes
- Tools available for trail equipment repair that patrons can use. You need to have at least two of the following:
  - Bike tools
  - Bike air pump
  - Bike stand
  - General tools (screwdriver, hammer, etc.)
  - Cleaning area (brushes, water hoses)

#### Trail Promotion

- Host/Sponsor at least one public trail event per year.
  - Document the date, name, type of event, and how your business is involved.
- Have a regular / seasonal promotion for trail users.
  - Document the promotion.

All businesses are required to apply online to be a D&L Trail Friendly business. The designation is valid for 2 years after the application has been approved. After the time period is over the business will need to reapply. If the business does not reapply or meet the current standards, you will forfeit D&L Trail Friendly Business status and benefits. This is a voluntary program that either party can end participation by written letter.

All D&L Trail Friendly Business receive the following benefits:

- Promotion package and information about D&L Trail users.
- Free decal to display on store identifying you as a D&L Trail Friendly Business. Outdoor sign available for additional fee.

- Approval to use D&L Trail Friendly Business logo on your website, promotional, or marketing materials.
- Listed on the [delawareandhigh.org](http://delawareandhigh.org) trail business webpage with name, website, phone number.
- Inclusion in the D&L Trail Friendly Business list and press release distributed to statewide and regional media outlets each year.
- D&L social media post to announce your designation as a D&L Trail Friendly Business.
- D&L Blog post highlighting your business.
- If your business is located in an area that can be featured on a Trail Town Ride Guide Map, local rack card, or the D&L Guidebook you get a special map icon highlighting you as a D&L Trail Friendly Business. These items are updated periodically and any Trail Friendly Business that is currently approved will be featured. Most times for print materials we cannot retroactively add businesses and those added since printing will have to wait till the next version update.

Example Trail Friendly Business Logo

