

Action Item for the EPTA Board of Directors

Adoption of the “90 by 90” Campaign

Background: Jim Holden had a vision of a completely connected trail from Erie to Pittsburgh. In the mid 2000s, Jim began talking to other trail advocates and builders about this vision. Rails to Trails Conservancy, in 2005, hosted a sojourn using trail on the ground, and making connections to the completed trail via road, and old rail corridors on what is primarily today’s main spine corridor of the EPT. The same year PA DCNR studied the idea to determine if the trail corridor was feasible. One year later, a group of dedicated volunteer trail advocates and others began to meet regularly. The EPTA adopted bylaws in 2008, and Jim was seated as the first President of the organization. Jim held a leadership role in the EPTA until his unexpected death in 2013.

During the January EPTA Board meeting it was brought up that perhaps the EPTA Board should consider setting a goal of 90% of the trail completed to celebrate what would have been Jim Holden’s 90th birthday in 2029. The marketing committee looked at the potentials of a campaign using the slogan “90 by 90,” and developed a logo for a campaign.

The "90 by 90" Campaign sets a realistic but challenging goal for the Erie to Pittsburgh Trail Corridor of having 90 percent of the trail complete on off-road routes by 2029. This goal will not only move the EPT to that 100% completely connected off-road trail connecting Erie to Pittsburgh, but it will also celebrate the person who had this vision, and infected others with his passion to see the project complete. In addition, the campaign will put show supporters, partners, and funders, we have a goal and it is public as well as the logo being an ongoing reminder for the next 10 years that the EPTA has a goal for the EPT corridor and needs their help. The cost to implement this campaign will not cost anything to implement. See the draft Campaign Plan.

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Recommended Motion: The Erie to Pittsburgh Trail Alliance adopt the “90 by 90” Campaign Plan and begin implementation immediately.

Purchase of Window Clings and Stickers for the “90 by 90” Campaign

As stated in the Campaign Plan under the heading of potential future uses of the campaign logo, there are stickers and window clings listed. These items can be used at handouts at events the EPTA Board Members attend. Stickers can be placed on the back of mailings, and on many other surfaces. Window clings can be placed in car windows rather than a bumper sticker that many do not wish to display on their vehicle, and/or given to businesses along the trail corridor that are trail friendly. We (the EPTA Board Members) know our community and businesses and are the best to determine if a business welcomes trail user and should be the one to offer them a window cling to designate this to trail users.

Quotes were sought via an Internet search, and since obtaining quotes from printers potentially along the corridor was difficult and time consuming the attached sheet shows quotes received from online vendors.

Recommended Motion: Print stickers and window clings at a cost not to exceed \$300.00 to assist in promoting the “90 by 90” goal.

Quotations for “90x90” Stickers and Window Clings

Specifications for quotes for stickers and window clings are as follows.

Stickers – 2 inches by 2 inches full color glossy finish. This size will allow the sticker to be used on mailings and may other items.

Window Clings – 5 inches by 5 inches to permit viewing easily if in a vehicle window or a business window/door. Window facing (print would be facing the window). Static cling.

| Vendor Name | QTY | Sticker Price | QTY | Window Cling Price | Discount | TOTAL |
|--------------------|------------|----------------------|------------|---------------------------|-----------------|---------------|
| StickerMule.com | 300 | 100.00 | 300 | 209.00 | -35.50 | 273.50 |
| StickerGiant.com | 300 | 111.80 | 300 | 467.50 | 0.00 | 579.30 |
| 4imprint.com | 1,000 | 495.00 | 300 | 426.00 | 0.00 | 921.00 |
| Sticker Genius | 250 | 95.00 | 250 | 369.00 | 0.00 | 464.00 |