Sustainable Community Development: GPS Mapping and Promotion of Community Assets

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“There are some basic values and assumptions underlying the community-based model of development. First, it values sustainability... Secondly, the community-based model stresses people development... Third, this model is culture based... Fourth, the community-based model is inclusive... Fifth, it starts with local resources... Finally, it is ecologically based.”

Helen Mathews Lewis, “Rebuilding Communities” (2009)
Building Upon Previous ATP Work: 2011 & 2012

"Trail Central" Capacity Analysis 2011

2011 -
Applied Anthropology students, Elizabeth Tillman, Ryan Crowley, Jennifer Crowley, Jenna Ouly, Ernest Benkovič, Desiree Lamer, Michael Morrison, Lauren Marshall and Mara Kloss conducted research on McKean/Warren counties capacity for developing geotourism economies. This research focused on Trail Town development, natural/historic resources, and services capacity. The students conducted townhall style public meetings in four towns within the counties to identify local support, resources, and capital. The final research project was presented at the Appalachian Teaching Project conference in Washington D.C. in December of 2011. This research provided background information to move forward with future development projects through the Appalachian Teaching Project program.

Sustaining the Work

At the end of November, seven Pitt-Bradford students—Kayla Branch, Morgan Emery, Lorenzo Herrera, Mara Kloss, Kelsey Krepps, Lauren Marshall, and Gregory Mirth—traveled to Washington, D.C. to deliver a professional presentation, “GPS Mapping and Community Development,” at the Appalachian Teaching Project meetings of the Appalachian Regional Commission.

The presentation related to a semester-long GPS trail mapping project conducted in Smethport, PA. The goal was to create an interactive smartphone application that allows users to learn about Smethport’s historical and environmental assets in order to promote local development, environmental and historical education, and public health.
Building Upon Previous ATP Work: 2013

“I sought to support the work of existing civic networks that engaged with the region’s cultural and natural resources in holistic ways.”

The Trailmaker Application and Interface
Our 2014 Partners: Warren, PA

Mission:
to grow future generations of leaders for Warren County.

Vision:
to foster community leadership by preparing participants to serve as trustees of Warren County in an effort to improve the quality of life and the economic vitality of the region.

“\lhe goal of participatory development is to empower participants through the process of development.” Susan E. Keefe (2009)

Our mission is to promote travel and tourism into McKean County increasing the economic vitality of our region.
Community-based development requires the ability to recognize and strengthen community identity

Susan E. Keefe, Participatory Development in Appalachia (2009)
Enhancing the Application: Web-Based Placement

“What about people without smartphones?”

Feedback from 2013 ATP Presentation
Enhancing the Application: Additional Point Types
Our Work This Year

• Summer Field Days in July and August Working With BOOM!
  • Photographed Oakland Cemetery, Local Churches, Parks and Monuments
• Met With Smethport and Bradford Regarding Application Update
• Held Two Technical Planning Sessions With BOOM! Collaborators
Our Work This Year

• Mapped Marilla Reservoir’s White Pines Trail
• Participated in the Allegheny River Cleanup & Met With Additional Collaborators
• Civil War Reenactment in Titusville, Pennsylvania
Our Work This Year

- ANFVB Visit and Update on Trail Central
- Work Days at the Warren Historical Society
- Work Days at the Bradford Historical Society
- BOOM! Visit to Campus to Work on Data Input
“Involving local people in research, decisions, and priority setting is a prerequisite for long-term sustainability and effectiveness of community development initiatives.” Susan E. Keefe (2009)
"In contrast to the industrial recruitment model for economic development, which concentrates on building physical infrastructure, a community-based model for economic development focuses on building community. Rural communities, it is argued, can no longer depend upon recruiting outside industry as their road to development."

Helen Mathews Lewis, “Rebuilding Communities” in Participatory Development in Appalachia by Susan E. Keefe (2009)
Route 6 Alliance: Heritage, Community & Sustainability

OUR MISSION
US Route 6 in Pennsylvania, through the eleven counties of Crawford, Erie, Warren, McKean, Potter, Tioga, Bradford, Wyoming, Lackawanna, Wayne and Pike, is the focus of an effort to preserve, enhance and promote the transportation heritage of one of the nation's first transcontinental highways; to sustain and enhance the small rural communities linked by the highway; and to preserve and enhance the natural, scenic beauty of one of America's favorite "road trips".
Route 6 Heritage Plans: Smethport and Warren

Visitor Experience Enhancement – “things to see and do”
- Permanent Visitor’s Center – at one of several sites
- Local promotional effort – brochure
- Hospitality Training/Education – for business owners/employees (in process)
- Marina Lake Park Master Plan – multi-faceted master and improvement plan
- Wayfinding Signage – at critical attractions
- The Woodworking/Artisan’s Center – in the former Christmas Store
- Historic District – key mansions/structures
- Coordination with MCHS on Museum enhancements
- Trail/Walkway education, network and tie-ins with regional system

Visitor Experience Enhancement – “things to see and do”
- Major Issue – better connections, coordination and publicizing of events, resources and activities
- Better focused message linking the “balance of resources” (nature, cultural, recreational, educational, etc.)
- “Trail Town” enhancements – water- and land-based trails
- Enhance the accessibility of the River
- Refocus on existing and past industrial heritage
Visitor Experience Enhancement – “things to see and do”

- Embracing the “Black Cherry Capital of the World” concept and creating corresponding interactive experiences
- Signage enhancements – wayfinding and welcoming
- Building on and expanding arts as part of the Kane experience
- Walking tours/trails and automobile tours
- Physical and visual quality enhancements – gateways and redevelopment efforts
- Marketing, interactivity and communication enhancements – including enhanced on-line presence and other technological approaches
Thank You