

Appendix E. Trail Town Short-Term & Long-Term Evaluation Form

Business Checklist

Operations	Yes	No
Is the central business district easily identified?	<input type="checkbox"/>	<input type="checkbox"/>
Do business hours match customer needs (i.e., open late and on weekends)?	<input type="checkbox"/>	<input type="checkbox"/>
Are downtown businesses clustered in a compact area?	<input type="checkbox"/>	<input type="checkbox"/>
Are customers greeted warmly when they walk through the door?	<input type="checkbox"/>	<input type="checkbox"/>
Are the merchandise and store clean and well kept?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses cross-promote?	<input type="checkbox"/>	<input type="checkbox"/>
Are there window displays that show off the community's heritage?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses encourage window shopping?	<input type="checkbox"/>	<input type="checkbox"/>
Accommodations and Amenities		
Do businesses offer out-of-town shipping for large items?	<input type="checkbox"/>	<input type="checkbox"/>
Are there publicly-accessible restrooms in the businesses?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses offer information on the town/region?	<input type="checkbox"/>	<input type="checkbox"/>
Can employees answer questions about the town or region?	<input type="checkbox"/>	<input type="checkbox"/>
Do employees answer questions in a friendly manner?	<input type="checkbox"/>	<input type="checkbox"/>
Do shops carry souvenirs, especially related to the town?	<input type="checkbox"/>	<input type="checkbox"/>
Are there public universal accessible restrooms in the businesses?	<input type="checkbox"/>	<input type="checkbox"/>

Appendix E. Trail Town Short-Term & Long-Term Evaluation Form**Signs**

	Yes	No
Are business signs clearly visible and well designed?	<input type="checkbox"/>	<input type="checkbox"/>
Do the signs clearly state what is being sold?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses clearly indicate that they're open?	<input type="checkbox"/>	<input type="checkbox"/>
Are business hours posted on the front door or window?	<input type="checkbox"/>	<input type="checkbox"/>

Does your town have the following types of food service?

Outdoor vending machines	<input type="checkbox"/>	<input type="checkbox"/>
Grocery or portable food	<input type="checkbox"/>	<input type="checkbox"/>
Coffee shop	<input type="checkbox"/>	<input type="checkbox"/>
Ice cream	<input type="checkbox"/>	<input type="checkbox"/>
Family-style restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Fast food or chain restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Informal café with wait service	<input type="checkbox"/>	<input type="checkbox"/>
Bar or tavern	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant with liquor service	<input type="checkbox"/>	<input type="checkbox"/>

Does your town have the following types of services?

Bike rental	<input type="checkbox"/>	<input type="checkbox"/>
Bike equipment and repair	<input type="checkbox"/>	<input type="checkbox"/>
Convenience store/quick stop	<input type="checkbox"/>	<input type="checkbox"/>
Drug store	<input type="checkbox"/>	<input type="checkbox"/>

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	Yes	No
24-hour ATM	<input type="checkbox"/>	<input type="checkbox"/>
Bookstore	<input type="checkbox"/>	<input type="checkbox"/>
Laundromat	<input type="checkbox"/>	<input type="checkbox"/>
Rental/outfitter	<input type="checkbox"/>	<input type="checkbox"/>
Does your town have these services and amenities?		
Hotel or motel	<input type="checkbox"/>	<input type="checkbox"/>
Bed and Breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Nearby camping	<input type="checkbox"/>	<input type="checkbox"/>
Emergency medical service available	<input type="checkbox"/>	<input type="checkbox"/>
Family medical service available	<input type="checkbox"/>	<input type="checkbox"/>
Shuttling service	<input type="checkbox"/>	<input type="checkbox"/>
Taxi service	<input type="checkbox"/>	<input type="checkbox"/>
Public park or green area	<input type="checkbox"/>	<input type="checkbox"/>
Calendar of events	<input type="checkbox"/>	<input type="checkbox"/>
Access to public email (e.g., library)	<input type="checkbox"/>	<input type="checkbox"/>
Sufficient trash cans	<input type="checkbox"/>	<input type="checkbox"/>
Special events to encourage people to come into town?	<input type="checkbox"/>	<input type="checkbox"/>
Do businesses use marketing tactics to invite people in?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a museum?	<input type="checkbox"/>	<input type="checkbox"/>
Are places open on the weekend?	<input type="checkbox"/>	<input type="checkbox"/>