THE CIRCUIT TRAILS
Communications Update
Circuit Trails Coalition Semi-Annual Meeting
May 2017
Quick Refresher

**Objectives**

- Raise awareness of Circuit Trails’ vision
- Increase use of existing trails
- Drive support for trails among influencers, officials
- Recognize accomplishments
Looking Back

• Opening Day for Trails
• Trail Openings
• Media coverage
• Social media growth
Opening Day for Trails

- Official opening of trail season
- Part of a national effort
- 10+ events across the region
- Hundreds to thousands of trail lovers across the region
Opening Day for Trails
Opening Day for Trails

By Lindsey Nolen

To celebrate Opening Day for Trails, the Circuit Trails Coalition and Rails-to-Trails Conservancy joined local outdoor enthusiasts on a segment of the...
Opening Day for Trail

We're live at Penn Treaty Park for The Circuit Trails opening day. Tons of people have gathered to try to break the world record of largest frisbee relay!
Opening Day for Trails
Trail Openings

• Chester Creek Trail
• Bartram’s Mile
Chester Creek Trail opens after 23 years

The 2.9 mile trail, running through Middletown Township in Delaware County, joins a growing network of trails in the region.

By Joseph Nekras

A steady stream of joggers, cyclists, and parents pushing strollers crossed an old railroad bridge over Chester Creek Tuesday afternoon.

Led by bike-weekend cyclists, they walked, ran, and pedaled from the bridge to the rear of the Appleton Creek Trail, a ribbon of asphalt that threads through woodsed areas in Middletown, Limerick, and surrounding suburbs.

The trail, which opened in 2015, is expected to eventually stretch for 12 miles from the town of New Britain to the Blue Trail, a 25-mile path that runs along the Delaware River.

"It’s a beautiful morning," said Nancy Niles, as she walked with her husband, Glenn and daughter, Karly, where the trail intersects with Sussex and Drexel roads.

"It’s a great way to get kids into fitness," said Niles, who is the mother of two gifted athletes. "It’s a great way to get kids into fitness.

The trail is a joint project of the town of New Britain, the borough of Limerick, and the Chester Creek Conservancy, which purchased the land for the trail.

The Conservancy was founded in 1995 by a group of neighbors who wanted to protect the wetlands and streams that run through the area.

The trail is part of a larger vision to create a greenway that runs from the Delaware River in the north to the Schuylkill River in the south.

The long-awaited Bartram’s Mile Trail officially opened on Earth Day this past weekend, and officials said its debut would give West Philadelphia’s Bartram’s Garden a boost in attendance.

A boost in visitation for Bartram’s Garden would be a boon for the region, which has reaped millions of dollars in economic impact from Greater Philadelphia’s gardens.
Media Results

Bucks County Herald
Bucks County Courier Times
BILLY PENN
TOWN TOPICS
PHILADELPHIA DAILY NEWS
THE PEOPLE PAPER
philly.com
CBS Philly
PHILADELPHIA BUSINESS JOURNAL
The Ambler Gazette
Metro
PLANPHILLY
ACTION NEWS
The Philadelphia Inquirer
Wawa of the Delaware
The Times Herald
Hill
Berks-Mont TRI COUNTY LOCAL
PHIL 17
KING OF PRUSSIA COURIER
Courier-Post
The Intelligencer
Daily Local News News
THE CIRCUIT TRAILS
PennDOT gives 13 bicycle and pedestrian infrastructure projects in Greater Philadelphia $9.3M

Bensalem to play matchmaker, connecting portions of 3,000-mile nature trail

Cyclists will benefit from trail improvements
On the drawing board: A bike trail to connect South Jersey to everywhere

NATURAL SELECTIONS: The Circuit: the region’s exploding trail system

The Circuit makes news almost weekly — Bratton’s Mile is the new section being worked on in the next year or so.
LETTER: Transit, bike paths key to Camden’s growth

The Courier Post 10:25 p.m. ET March 11, 2017

Planning grant money to redesign the Walter Rand Transportation Center
Comegno/Staff Videographer

New Philly area trails show 2016 wasn't all bad

Randy Lobasso

One bright spot of 2016 was the opening of Sullivan’s Bridge.

2016 is over, but its place as the worst year in recent history has become one of those viral internet memes. Some beloved celebrities died, the global refugee crisis hit a boiling point (and became a horrible point of contention in the West), and American and Russian internet trolls teamed up to help a guy who argues with teenagers on the internet become the leader of the free world.

Phila. region’s cyclists get boost from grants

State aid will help expand protected bike lanes and bike-sharing. Suburban trails also get funding.

By Jason Laughlin Staff Writer

Philadelphia’s efforts to become more bicycle friendly got a big boost Tuesday from state grants supporting biking infrastructure in the city.

The city received $984,692 to add 10 docking stations to the Indego bike-share program, which already has 191 stations and 1,000 bikes. And $250,000 more will go to creating up to 17 miles of protected bike lanes.

The grants were among 21 state Transportation Alternatives grants announced by Gov. Wolf Tuesday, totaling $43 million for projects such as trails, street improvements, and biking and walking infrastructure.

Philadelphia also got $1 million for a more than half-mile-long trail along the Delaware River between Magee Avenue and Princeton Avenue, and $600,000 for improved access ramps to Baltimore Avenue near Stover D. Harrington school.

Rutgers, Chester, Delaware, and Montgomery Counties were also beneficiaries, receiving a collective $6.5 million. The projects funded included two, to expand the Circuit Trails, a proposed 750-mile network of bike trails stretching over nine counties in Pennsylvania and New Jersey.

The city currently has just two miles of protected bike lanes, on Ryan Avenue and the Penn Street Trail, and the grant, when added to a $300,000 state grant received last year, could fund up to 25 miles of new protected bike lanes on A13.
Rehearing on mixed-use ordinance in Upper Dublin clarified
Promenade can begin process under existing ordinance
By Linda Keanell on 10/20/2005. Comments

UPPER DUBLIN >> A resolution to support construction of 500 miles of circuit trails by 2025 was approved by the township board of commissioners Tuesday night on the agenda.

The Pennsylvania Environmental Council has asked municipalities to consider joining the Circuit, Paul Leonard said, adding he thought Upper Dublin was the first to vote.

“There is no cost involved in joining the initiative,” Commissioner Liz Ferry said.

West Rockhill supports regional trail plan
Almost 400 towns, including West Rockhill, are part of the Circuit.

Supporting the Circuit Trails and its goal of building 180 more miles of trails by 2025, Circuit Trails to 500 miles, was approved by the West Rockhill Township Board of Commissioners at the April 19 meeting.
Social Media

• Facebook – 4,347 page likes
  9.9% increase since November

• Twitter – 927 followers
  25.1% increase since November

• Instagram – 1,044 followers
  43.4% increase since November

Facebook is the #2 referral source to the website behind Google
Website

- Big traffic increases
  - 81% increase in traffic over the same period last year
What’s Ahead?

• **Tools – owned, earned, shared & paid media**
  - Desksides
  - Op-eds
  - Blogs, newsletters
  - Social media
  - Swag
  - Transit signage

• 6ABC partnership
• Print advertisements
• Event promotion
• Ribbon-cuttings
• Groundbreakings
Circuit Trails Challenge

- 2017 theme – 5 months, 500 miles
- Encourages trail use & informs users of long-term goal
- Personal, family or “walking warrior”
Paid Campaign

- PATCO & Riverline Posters
- SEPTA & NJT Bus Ads
- SEPTA Silverliner Video Ads
- METRO Skybox Ads
- Digital
- 6ABC Partnership
6ABC Partnership

circuittrails.org
Trail Openings

- K&T Trail – Phase 1 – Opens Monday!
- Marcus Hook (June)
- Tinicum Route 291 (June)
- Cooper’s Poynt (Summer)
- SRT – South to Christian St. (Summer)
Desksides

• **Philadelphia**
  • Inquirer, Philadelphia Magazine, WHYY, etc.

• **Pennsylvania Counties**
  • Bucks County Courier Times, Times Herald, Delco Times, etc.

• **New Jersey Counties**
  • Courier Post, NJ.com, Trentonian, Burlington County Times, etc.
Partner Engagement

Everyone loves swag!

Order your swag here: www.tinyurl.com/circuitswag
Partner Engagement

Imagine your event here!

Let us know about upcoming events here: tinyurl.com/circuitevents

(Plus, borrow banners, signs and more)
Partner Activities

- Event support (materials, resources, etc.)
- Earned media (event promotion, human interest stories, etc.)
- Social media participation (takeovers, event coverage, etc.)
- Blog content (guest posts, feature events, etc.)
- Custom advertising (region/location specific)
- Event advertising (cost-sharing for custom placements)
Thank you!

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