Semi-Annual Meeting
May 9, 2019
Circuit Trails Completed Since November 2018 – 1.0 miles

- D&L – Tyburn Road Crossing – 0.23 miles
- D&L – CSX Tunnel – 0.04 miles
- Cross County Trail – Virginia Drive (Rush Gears to Pine Run) – 0.58 miles
- Ben Franklin Bridge Ramp – 0.15 miles*

*Fully complete by June
Circuit Trail Status Changes

- **Existing**: +1.7 miles
- **In Progress**: +4.5 miles
- **Pipeline**: -25.1 miles
- **Planned**: +18.9 miles
MAY 2019 CIRCUIT STATUS

• 814 Circuit Miles in the DVRPC region
  • 334.7 miles Complete
  • 76.6 miles in Progress
  • 94.9 miles in the Pipeline
  • 307.7 miles Planned

• 28 Circuit Miles in Berks County
2019 Circuit Status  814 miles
Circuit Trails Potentially Coming in Fall 2019

- Upper Bucks Rail Trail – 3.0 miles
- Cobbs Creek Segment A – 1.0 miles
- Grays Ferry Swing Bridge – 0.2 miles
Overview

• Communications Goals:
  • Raise awareness of Circuit trails vision
  • Increase use of existing Circuit Trails
  • Drive support for Circuit Trails among influencers + elected officials
  • Recognize accomplishments
• Paid + Earned + Shared + Owned Approach
2019 Objectives

• “Meet the Circuit” → “Use the Circuit” → “Connect on the Circuit”

• Emphasize the Circuit Experience - role of trails connecting people to destinations across the region - Go. Do. Discover. #onthecircuit

• Demonstrate momentum beyond infrastructure development
Key Initiatives
Opening Day for Trails

• 28 events across the Circuit

• Rides, walks, cleanups, dog walks, birding, kite-flying, and more

• 14 media hits: Action News, Good Day Philadelphia, The Morning Call, etc

• 10 events with AWE centers
Scavenger Hunt

• Returning this year!
  o June 15 - September 15 (River Days)
• 50+ destinations
• Visit priority locations/events using Circuit Trails and participate in easy activities to “complete” scavenger hunt
• Partner toolkit
• circuittrails.org/scavengerhunt
• Please donate prizes
• Email anya@railstotrails.org for your location to be listed
Media Strategies
Paid Media

- 6ABC Partnership
- Transit
  - Silverliner Rail Car Video
  - Digital Bus Shelters
  - SEPTA Bus Tails
- Digital and Print
  - VisitPhilly
  - Paid Social Posts
  - Retargeting Ads
  - Metro Skybox Ads
  - Google Display Ads
Earned Media

- 48 media hits in 2019 so far
  - 100 Resolutions
  - Opening Day for Trails
  - Trail project developments
  - Event announcements
  - Folding in editorial, user-centric content
    - Go. Do. Discover. #onthecircuit
**Gateway Park opens to the public after 2 decades**

*Gateway Park opens to the public*

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**Courier Post**

**New Burlington County biking miles for Circuit Trail: Where will they be and when?**

*Carla Gomaz, Cherry Hill Courier Post*  
Published 2:25 p.m. ET Feb. 28, 2019  
Updated 2:25 p.m. ET Feb. 28, 2019

Circuit Trails supporters accept a Burlington County Board of Freeholders resolution from Freeholder Baldev Singh this month. It commits the county to build more bike trails as part of a regional bicycle network in New Jersey and Pennsylvania. (Photo: Santa Szczepaniak)

Circuit Trails aim to connect people of all ages to jobs, communities and parks. Its trail goal is 800 miles by 2040.

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**9 nature-heavy bike routes in Philly**

*The trails with the most green spaces*

By Anna Merriman  
@AnnaMerriman  
Apr 22, 2019, 5:33am EDT
Shared Media

- Twitter - 1,575 followers (+148)
  - 129,200 impressions since May

- Facebook - 7,265 followers (+1,480)
  - 333,032 impressions/reach since May

- Instagram - 2,011 followers (+272)
  - Resharing strategy increases engagement
Owned Media

- Circuittrails.org
  - Events
  - Blog
  - Trail Information
  - Scavenger Hunt Landing Page

- Monthly Public Newsletter: 10,900 recipients
Looking Ahead
What’s Next #OnTheCircuit

- Maximize Media Moments
  o Ben Franklin Bridge Ramp opening - Summer 2019
  o Schuylkill River Swing Bridge - TBD
  o Trail funding announcements
  o Editorial content - what to Go. Do. and Discover #onthecircuit

- Engaging Influencer Relationships
- New Photos
- Media Tour - TBD
Action Plan!

- Events: Let us us know! (website, newsletter, press, etc.)
- Order swag: www.tinyurl.com/circuitswag2019
- Share a post on the Circuit blog
- Engage with Circuit social
- Submit photos: tinyurl.com/circuitphotofolder
- Submit locations for scavenger hunt
- Volunteer scavenger hunt prizes
- Recruit Ambassadors
- Install signage
- Email updates, questions: anya@railstotrails.org
Sarah Clark Stuart
Executive Director,
Bicycle Coalition Of Greater Philadelphia
Chair, The Circuit Trails Coalition

Nate Dorfman
Program Coordinator
Pennsylvania Environmental Council

THE CIRCUIT TRAILS

Chair, The Circuit Trails Coalition
DVRPC (MPO) – a Key Partner

750/2040
500/2025
Circuit Trails Pipeline Manager Tool

Welcome to the Circuit Trails Pipeline Manager! The purpose of this tool is to facilitate coordination between the many different organizations that are implementing trail projects that will contribute to the Circuit Trails network.

To get started using the tool, you will first need to create an account by clicking the “Sign Up” button. Once you have completed the signup, your credentials will be reviewed. You will be notified by email when they have been verified and then you will be able to log in to the tool.

Please direct all comments, feedback, and questions to Frank Maguire, Trails & Recreation Program Manager at the Pennsylvania Environmental Council (fmaguire@pecpa.org).

USERNAME: ____________________________________________

PASSWORD: ____________________________________________

LOGIN

SIGN UP
PROJECT PROFILE

BENSEN - BIDDE LN TO STATION AVE

Segment Profile

Segment ID: 142
DONR Gap #: 142

State: PA
County: Bucks

Segment Name: Benasem - Biddle Ln to Station Ave
Trail Length: 0.68 Miles
Length: 3,814.27 Feet

Primary Trail Name: ECG
Secondary Trail Name: Bucks ECG

Status: Pipeline
Timeline: Worked

Right of Way Control: Obtained

Project Phase:
- Notion / Idea Developed
- Concept Plan Completed
- Schematic Plan Completed
- Preliminary Engineering Underway
- Preliminary Engineering Completed
- Final Engineering Underway
- Final Engineering Completed
- Awarding Construction Funding
- Construction Funding Obtained

Environmental Concerns:
- Phase II Site
- Adjacent to Open Waterway(s)
- Subject to Flooding / Inundation
- Invasive Species Infestation
- State Environmental Agency Clearance Required

Development Concerns:
- Bidding Issues
- Federal Requirements
- Poor Working Conditions
- Poor Soils
- Railroad Approval Required
- State Transportation Agency Approval Required

Right of Way Concerns:
- Railroad
- Road
- Other

Planning Concerns:
- Legal
- Funding
- Infrastructure
- Environmental
- Politics
- No Sponsor

Segment Description:
From Benasem Greenway Master Plan for Segments 10-11: the trail will occupy County properties on either side of the street, with a marked crossing at Gravel Pike.

Once funding for final design has been secured for this section, the County, Township, and stakeholders will coordinate necessary ecological enhancements and the degree of public access allowed for these sites.

Other Comments:
Includes the following segments per the Benasem Greenway Master Plan (2012):
- Segment 10: Station Ave to Gravel Pike (Penn 787)
- Segment 11: Gravel Pike to Biddle Lane
Originally, the entire 24 miles of the Cross Camden County Trail was classified under “pipeline” status. Based on our meetings, the trail has been divided into:

- 10 “planned” miles
- 2 “in progress” miles
- 12 “pipeline” miles
Status of Circuit Miles

- Completed: 35% (286 mi)
- In Progress & Pipeline: 41% (334 mi)
- Planned: 24% (196 mi)
500 miles by 2025

500 Mile Goal

334 Complete

166 To Build
500 miles by 2025

166 Miles To Build

75 In Progress

91 In Pipeline
500 miles by 2025

75 miles In Progress

≈ 70 segments
500 miles by 2025

91 miles in Pipeline ≈ 55 segments
Draft Strategic Plan 2019-2021

Goal #1 - Advocate for Priority Trails to Ensure Region Completes 500 miles of Circuit Trails by 2025

Goal #2 - Promote Diversity, Equity and Inclusion within the Circuit Trails Coalition

Goal #3 - Advocate for Diverse and Stable Trail Funding

Goal #4 - Promote the Circuit Trails through communications and marketing to increase public awareness and use of the trails

Goal #5 - Create a Strategy for Working with Regional and National Railroads in order to Obtain Right-of-Way

Goal #6 - Provide Guidance on Issues that Serve as Roadblocks to Trail Development

Goal #7 - ???????