Welcome

Circuit Trails Semi-Annual Meeting
November 7, 2018
Status of the Circuit Trails

November 2018
Trenton Wellness Loop
Lower State Rd TAP Trail
Circuit Trails Completed Since May 2018 – 2.4 miles

- Baxter Trail – Firing Range Sect. – 0.62 miles*
- Trenton Wellness Loop – 1.05 miles
- Lower State Road TAP Trail - 0.77 miles
- SRT – Washington St. to Lower Pottsgrove – 0.9 miles**

*Opened on summer weekends only in 2018
**Counted as complete in May 2018, though the trail is scheduled to be officially complete November 2018
Circuit Trails Potentially Coming in 2019

- Tyburn Road Crossing – 0.2 miles
- CSX Tunnel – 0.05 miles
- Cobbs Creek Segment A – 1.0 miles
- Grays Ferry Swing Bridge – 0.2 miles
- Upper Bucks Rail Trail – 3.0 miles
- Pennypack Trail Extension – 0.8 miles
2018 CIRCUIT STATUS

- 815.5 Circuit Miles in the DVRPC region
  - 334.1 miles Complete
  - 74.3 miles in Progress
  - 122.8 miles in the Pipeline
  - 284.3 miles Planned
- 28 Circuit Miles in Berks County
November 2018 CIRCUIT STATUS

- **65.6 miles built** since January 1, 2012
- **2.4 miles completed** between May 2018 and November 2018
- **5.2 miles potentially completed** by December 2019
2018 Circuit Status  81 miles

- Planned: 35%
- Existing: 41%
- Pipeline: 15%
- In Progress: 10%
As a result of campaigns by multiple New Jersey advocates, the New Jersey Department of Transportation authorized $23 Million for spending in 2018.

But there is still more to do!
Marketing & Communications Update

Brandi Horton & Anya Saretzky, Rails-to-Trails Conservancy
Christine Reimert & Paige Knapp, Devine + Partners
2018 Strategies

**Paid + Earned + Shared + Owned Approach**

- “Meet the Circuit” → “Use the Circuit” → “Connect on the Circuit”
- Build visibility among trail users and decision makers
- Emphasize role of trails connecting people to destinations across the region
2018 Results

- Earned Media Reach: 43.9 million
- Paid Media Impressions: 167.3 million
- Shared Media: audience approaching 10,000
- Newsletter Reach: 10,900
- Social = 48% increase in traffic referrals
- 20 events with Circuit “staffing”
Key Initiatives
Opening Day for Trails

- 28 events across the Circuit
- Rides, walks, cleanups, dog walks, birding, tree planting, mussels
- 23 media hits: Action News, Good Day Philadelphia, Burlington County Times etc.
Scavenger Hunt

- Experiential engagement opportunity
- **50+** destinations
- Mini-challenges for engagement
- Results:
  - 46,000 map views
  - 19.4K page views (up 2K from ‘17)
  - 400+ users participated
  - Total social reach: 290,000+ users
  - Grand prize winner visited EVERY location
Partnerships

• Alliance for Watershed Education
• WHYY/Bartram’s Garden
• REI
• Community Events
Media Strategies
Paid Media

- **Print**: 3.4 million
- **Transit**: 151 million
- **Broadcast**: 9.3 million
- **Digital**: 3.6 million

**167.3+ million**
Top Performer

207,900 impressions
2,800 clicks
Strong brand integration opportunity
Earned Media

• 85 media hits in 2018
  • Ribbon cuttings/openings, Opening Day, Watershed Ice, Senator Takes a Hike, funding, resolutions, event round ups/trails as destinations

• Total audience: 43,984,373

• 2019: Beyond Trail Openings
  • Improvements, community events etc
Extension of the Schuylkill trail dedicated

William Penn grant will connect Schuylkill River Trail to lush greenery

Riders on the Schuylkill River Trail are about to see a new expansion that will connect the path to 340 acres of lush greenery. The greenery itself isn’t new – it’s the home of Upper Roxborough’s Schuylkill.

Bike enthusiasts will be happy to know local and regional trails are continuing to expand while new laws also have been passed to aid bicyclists in New Jersey.

At least two new trail segments opened since last summer in the tri-county region, and more are on their way and are in various phases of design and construction.

More: Bike-share program to pedal into Camden

More: In South Jersey, cycling clubs are advocating for safer roads, trails

More: SJ students learn lessons in mountain biking

Those trails will add off- and on-road segments to the planned 750-mile Circuit Trails network encompassing five counties on the Philadelphia side of the Delaware River and four counties in South Jersey — Burlington, Camden, Gloucester and Mercer. So far more than 340 miles have been completed, according to Delaware Valley Regional Planning Commission officials.
Shared Media

● Twitter - 1,427 followers (+318)
  ○ 129,200 impressions since May

● Facebook - 5,785 followers (+802)
  ○ 333,032 impressions/reach since May

● Instagram - 1,739 followers (+462)
  ○ Instagram Takeovers (RTC, WHYY, Little Babies) expanded content reach
Owned Media

- **Circuittrails.org**
  - Nearly 55,000 users May - Oct. (80%+ new)
  - Web sessions up ~30%
  - Page views up ~5%

- **Monthly Public Newsletter:** 10,900 recipients
## Owned Media

### Top Pages by Page Views

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Home</td>
<td>Circuit</td>
</tr>
<tr>
<td>2. Find Trails</td>
<td>Circuit</td>
</tr>
<tr>
<td>3. Circuit Trails Scavenger Hunt</td>
<td>Circuit</td>
</tr>
<tr>
<td>4. About the Circuit Trails</td>
<td>Circuit</td>
</tr>
<tr>
<td>5. Schuylkill River Trail (SRT)</td>
<td>Circuit</td>
</tr>
<tr>
<td>6. What’s Happening: Events</td>
<td>Circuit</td>
</tr>
<tr>
<td>7. Pennypack Trail</td>
<td>Circuit</td>
</tr>
<tr>
<td>8. Happening #onthecircuit</td>
<td>Circuit</td>
</tr>
<tr>
<td>9. Chester Valley Trail</td>
<td>Circuit</td>
</tr>
<tr>
<td>10. Newsletter Signup</td>
<td>Circuit</td>
</tr>
</tbody>
</table>

### Which channels are driving traffic?

- Display (Google Ads): 44.3%
- Direct: 20%
- Organic Search: 20.9%
- Social: 7.7%
- Referral: (Other)
- Email: Paid Search
Looking Ahead
What’s Next #OnTheCircuit

- Photo library
- Growing the “Ambassador Program”
- Demonstrating Momentum
  - Infrastructure developments
  - Resources (circuittrails.org!)
  - Community engagement
  - Coalition participation
Action Plan!

- Events: Let us know! (website, newsletter, press, etc.)
- Order swag: www.tinyurl.com/circuitswag2018
- Share a post on the Circuit blog
- Engage with Circuit social
- Submit photos: tinyurl.com/circuitphotofolder
- Email updates, questions: anya@railstotrails.org
CIRCUIT TRAILS COALITION
“PROJECT PIPELINE”

NOW, THEREFORE, BE IT RESOLVED, THAT THE NINE COUNTY REGION COMPLETE 180 MILES OF CIRCUIT TRAILS BY 2025 IN ORDER TO ACHIEVE 500 MILES OF COMPLETED CIRCUIT TRAILS
PROJECT PIPELINE COUNTY MEETINGS

PURPOSE:

To accelerate “In-Progress” and “Pipeline” status trail segments by …

- Identifying Public & Private Project LEADS
- Obtaining Financial and Other Resources (writing grants)
- Advancing Project Segment Design (hiring and managing professionals)
- Obtaining Right-of-Way
- Rallying and Amplifying Public Support
COUNTY MEETING SCHEDULE
FIRST ROUND

- Montgomery County: December 10 @ 2 p.m.
- Chester County: December 11 @ 2 p.m.
- Camden County: December 14 @ 1 p.m.
- Philadelphia Members: January TBD
- City of Philadelphia: January TBD
Next Steps: Circuit Signage Program

Anyà Saretzky, Rails-to-Trails Conservancy
Signage Goals:

• Unify Circuit Trails through brand awareness
• Educate local trail users about the network
Process

- Identified as goal in 2016 Circuit Strategic Planning Process
- Research
- Design
- First Round: Test
- Second Round: Roll Out
- Third Round: Ongoing Program
Circuit Signage: Out in the Wild

- Signage installed on 15 trails
- Coming soon on 4 trails
- 146 signs and counting
Thank You to Our Early Adopters!

- Kinkora Trail
- Delaware River Trail
- Neshaminy Creek Greenway
- Merchantville Bike Path
- Cooper River Trail
- Lawrence Hopewell
- D&L Trail
- Valley Forge Trail
- Tacony Creek Trail
- Forbidden Drive
- John Heinz
- Darby Creek Trail
- Radnor Trail
- Struble Trail
- Chester Valley Trail
- Schuylkill Banks
Next Steps: The Power Is Yours

- Third Round: Ongoing Program
- Goal: Circuit Signage on all existing trails and new trails
- Funding available as part of Regional Trails Program
- Or funded through your organization
Get Started:

- ID Funding
- Pick signage type and location
- Order proofs
- Submit manufacturing order
- Install
- Photograph and report locations
Signage Options

Email anya@railstotrails.org for more information
Inclusive Trail Planning
Report and Workshops for the Circuit Trails Coalition
Statement on Equitable Trail Development

Borrowed from the Capital Trails Coalition:

- Recognize societal inequities that disproportionately impact many minority groups
- Analyze unique challenges to specific populations’ mobility and connectivity
- Use this information to advocate for solutions that help trails serve all communities
- Use this lens proactively to influence the Coalition’s decision making
Survey of Circuit Trail Coalition Members and Partners

Where respondents are working

- Urban: 32%
- Suburban/Rural: 26%
- Multi: 42%

How respondents work with trails

- Advocacy: 18%
- Education: 12%
- Planning: 14%
- Programming: 19%
- Funding: 17%
- Coalition coordination: 12%
- Construction: 7%
- Maintenance: 1%
Survey of Circuit Trail Coalition Members and Partners

How often do you equate the Circuit Trails with issues of inclusivity, social equity, and environmental justice?

On a scale from 1 - 10, to what extent do you believe that the Circuit Trails Coalition can do more to advance equity and inclusivity in its work?
Survey of Circuit Trail Coalition Members and Partners

On a scale from 1 - 10, to what extent does your organization work to build partnerships with organizations and groups that are working on social justice issues in their communities?

On a scale from 1 - 10, to what extent does your organization take steps to advance equity and inclusivity internally?
Case Studies: Trail Planning

Cooper’s Poynt Park and Cross Camden County Trail

Mantua Greenway
Case Studies: Trail Planning

K&T Trail

11th Street Bridge (Washington DC)
Case Studies: Programming

Tookany/Tacony-Frankford Watershed Partnership

Bartram’s Garden
Case Studies: Programming

Gearin’ Up Bicycles (Washington DC)

I Bike Camden, I Walk Camden, I Paddle Camden
Case Studies: Programming

Trail Ranger Program, Washington Area Bicyclist Association
Tool Kit for Inclusionary Trail Planning

- Community organizing framework
- Understanding the community
- Planning Events
- Implementation of Trail
- Institutional Change
Inclusionary Trail Planning Workshops

**January 15 & January 30**
Hosted by PEC and the Working Group
Professionally facilitated

Learning Objectives (not exhaustive):
- Build a shared language around inclusivity and equity
- Learn about the history of this work through case studies
- Learn how to build organization-wide or agency-wide buy-in
- Provide tools to help organizations and agencies take action

Mark your calendars!
Connecting Healthcare and the Outdoors

Prescribe-a-Trail & NaturePHL
Preliminary Research

- October 2013 the Affordable Care Act passed
- Community Health Needs Assessment or “CHiNA”
- Hospital Associations of PA and NJ
- Delaware Valley Health Care Association
- County Health Departments
- Hospitals
- Programming
Prescribe-a-Trail is......

- Hour-or-so long trail walks led by a doctor or other clinician.
- Clinician speaks to the walkers for 10 minutes then walks with the group and answers their questions.
- Partnership between health care organization and local trail group.
- Easy-to-organize.
- No cost.
- Started Fall 2015. 60 walks. 720 people.
- For more info and handbook, go to Rails-to-Trails Conservancy website.
Rationale for Hospital Selection

43 hospitals/ health care offices researched and 9 identified as high priorities:

- proximity to a Circuit Trail
- Hospital/health system size and reach
- significance of and construction status of trail
- whether an extension or linkage is planned
- existence of a capable trail partner
- areas with significant trail gaps
- income level of the hospital’s service area
Participating Hospitals & Healthcare Organizations

- Main Line Health (Lankenau, Riddle, Paoli, Bryn Mawr)
- Penn Medicine Valley Forge
- Phoenixville Hospital
- Jefferson Brind Marcus Center for Integrative Medicine
- Premier Orthopedics
- Cooper
- Roxborough
- Aria and more.
Why Hospitals Participate

- Implementing CHiNA
- Meeting wellness goals
- Brand recognition through community engagement (PR)
- Walker to patient conversion
- Walking treats over 40 diseases.
“There are many benefits of walking everyday. It strengthens your heart, helps control your weight, prevents dementia [and] gives you energy, but most of all it releases endorphins to make you happy.”

Charlene A. Burkholder, MSN, CRNP
Orthopedic Service Line Director, Joint Replacement Coordinator
Phoenixville Hospital
Why Hospitals Participate

- Employee engagement
- Provider-patient relationship enhancer
- Modeling preventive care
- Effectiveness of being outside the traditional doctor-patient setting
“Prescribe-a-Trail allows our doctors to interact with people in a rare way; without an appointment, without a confined time, without the dreaded co-pay. Being able to have a conversation in such a relaxed setting is a game changer for our doctor-patient relationships.”

Kathleen Rantz
Marketing Representative
Premier Orthopaedics
Hurdles and Solutions

- Fear of low turnout
- Hospital bureaucracy
- Unique workplace
- Lack of buy-in from hospital decision-makers
# Events & Classes

## Prescribe-a-trail: Free community walks

Join our health practitioner for information and advice on how to achieve maximum health during a brisk walk.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Saturday, September 22, 2018</td>
<td>Exercise and your heart</td>
<td>9:00-10:00 am</td>
</tr>
<tr>
<td>Tuesday, October 2, 2018</td>
<td>Cancer and nutrition</td>
<td>10:00-11:00 am</td>
</tr>
<tr>
<td>Friday, October 19, 2018</td>
<td>Sleep basics</td>
<td>9:00-10:00 am</td>
</tr>
<tr>
<td>Saturday, October 20, 2018</td>
<td>Fighting cancer with exercise</td>
<td>9:00-10:00 am</td>
</tr>
<tr>
<td>Tuesday, November 13, 2018</td>
<td>Prediabetes 101</td>
<td>10:00-11:00 am</td>
</tr>
</tbody>
</table>

Friends of Haverford Trails/Darby Creek Trail/Merry Place
600 Glendale Road, Havertown, PA 19083
Meet at the southern end of the trail near Merry Place

Valley Forge Park Alliance
1400 North Outer Line Drive
King of Prussia, PA 19406

Friends of Radnor Trail Park
West Wayne and Highland Avenues
Radnor, PA 19087
Meet at the West Wayne Avenue entrance of the Radnor Trail

Friends of Haverford Trails/Darby Creek Trail/Merry Place
600 Glendale Road, Havertown, PA 19083
Meet at the southern end of the trail near Merry Place

Valley Forge Park Alliance
1400 North Outer Line Drive
King of Prussia, PA 19406

All fitness levels welcome • Comfortable/sturdy shoes required • To be cancelled in the event of inclement weather

For more detailed directions, call or visit:
1.866.CALL.MLH
mainlinehealth.org/prescribeatrail
GET OUT & GET ACTIVE
CHALLENGING YOU TO LOG 165 MILES FROM MAY TO NOVEMBER ON YOUR TRAIL TO HEALTH!

VIEW CHALLENGE
A HEALTHY CHALLENGE, A HISTORIC TRAIL

St. Luke’s University Health Network (St. Luke’s) and Delaware & Lehigh National Heritage Corridor (D&L) have partnered to bring the community a family fun initiative — Get Your Tail on the Trail. The “trail” is the nearly continuous 165-mile multi-use D&L Trail which stretches from Wilkes-Barre to Bristol, PA. The free program aims to help people of all ages and abilities to meet their personal fitness goals and experience the value of the local trails through day-to-day challenges, public events, and incentives.

Learn More >

PRESENTED BY

St. Luke’s University Health Network
Next Steps

- Expand the program to health insurance companies
- Add a count component
- Collaborate with NaturePHL
  - Expand into more diverse areas
  - Co-branding
Introduction

- NaturePHL is a cross-sector program helping Philadelphia children and families achieve better health through activity in local parks, trails, and green spaces.
- A collaboration that brings together physicians, clinicians, educators, public health advocates, park and recreation agencies, and other organizations to offer outdoor activity prescriptions.
- Through NaturePHL, we connect families with healthy outdoor play in their neighborhoods through education about health benefits, incentives, and resources.
- Modeled after two major existing programs: Park Rx America (formerly DC Park Rx) and OutdoorsRx.
Research Driven

- Childhood obesity rates:
  - Nationwide: 17%
  - Philadelphia: 21%

- Among the nation’s 10 largest cities, Philly has:
  - Highest rates of hypertension and cardiovascular disease
  - 2nd highest rates of obesity and diabetes.
2008 University of Pennsylvania study:

- 32% of residents living within a ½ mile of one of 6 parks studied reported never having visited the park.
- Top 3 reasons cited:
  1. Lack of time
  2. Work commitments
  3. Didn’t know the park existed
Research Driven

Lower incidence of 15 diseases—incl. depression, anxiety, heart disease, diabetes, asthma, and migraines—found in people living within a ½ mile of green space.

So, why isn’t every doctor prescribing outdoor recreation?

➢ Doctors often don’t live in the same neighborhoods as their patients, so are unable to give specific, local advice on how to get outdoors.
➢ Even though Philly has lots of green space, many people don’t know where or how to get outdoors in their neighborhood.
NaturePHL Lead Partners

- The Schuylkill Center for Environmental Education
- Children’s Hospital of Philadelphia
- Philadelphia Parks and Recreation
- The U.S Forest Service
NaturePHL Timeline

- 2014 - Schuylkill Center Director of Education connects with CHOP pediatricians over shared desire to bring park prescriptions to Philadelphia
- 2015 - Lead pediatricians bring on other interested providers, formalize CHOP partnership
- 2016 - Focus groups held, park audits begun
- July 2017 - Nature Navigator hired, physician training sessions held
- August 2017 - program launched at Cobbs Creek and Roxborough clinics
- August 2018 - program launched at Karabots and South Philadelphia clinics
Program Dynamics

- Nature Navigator
- Patient Family Education Materials
- Web Map & Park Database
- Medical Professional Training
- Park Events
- Research & Analysis
Clinical Implementation

- NaturePHL is integrated into CHOP’s electronic health record system (EPIC).
- Counseling on increasing time outdoors is a main part of the primary care physician’s workflow during each patient visit.
- Patients receiving counseling are young children aged 5-12 coming into their well child visit (yearly checkup).
  - We are excited to expand this age group. Providers are currently targeting adolescents (12-18) as well and problem visits (adhd, obesity, asthma)
NaturePHL : Universal Counseling

“The American Academy of Pediatrics recommends that all children get an hour or more of physically active play every day. The best kind of play happens outdoors! Our practice is proud to partner with NaturePHL to connect our kids and families with nature, right here in our city. Check out: www.naturephl.org to learn more!”
Nature Navigator

- In order to increase adherence to outdoor prescriptions, CHOP physicians refer patients and their families to a “Nature Navigator”.
- This research shaped role involves motivational interviewing techniques and other tactics to increase the patient's time outdoors.
- The position is filled by a Community Health Worker that has a background in health counseling, knowledge of community resources, and experience in environmental education.
NaturePHL Website

www.naturephl.org

Our web platform is designed to be a tool for physicians giving NaturePHL prescriptions and a resource for families to find nearby parks and greenspaces.

GOAL: elevate website visibility to expand our audience and improve the health of Philadelphia through access to parks, trails, and green space.
Moving Forward

- A major long term goal for NaturePHL is the creation a scalable toolkit that can be distributed to other healthcare partners in the city of Philadelphia and beyond.
  - We are currently working on expanding within CHOP primary care as well as the idea of implementing in St. Christopher’s in the upcoming year.
- We also are trying to expand our program to work with all audiences and ages.
  - Adolescents, adults, behavioral clinics etc.
Partnership Opportunities for the Circuit Trails

- Expansion of NaturePHL’s map
  - The addition of circuit trails will help to expand age group and current boundary of Philadelphia.
- Partner as we expand
  - Partnering with both NaturePHL and Prescribe-a-Trail to elevate our programs and initiatives.
- Programming
  - Helping us create programming on the circuit trails for adolescents, and adults.
- Providing Resources
  - Assist in the creation of new materials and seek out funding.
Prescribe-a-Trail & NaturePHL Collaboration

NaturePHL
- Programming with Prescribe-a-Trail to cohost events and walks
- Increase and expand audience by including Circuit Trails in mapping platform

Prescribe-a-Trail
- Increase diversity by bringing programming to NaturePHL’s locations
- Improve metrics – both in quantity and reach

This collaboration will result in opportunities to create better marketing
Cross County Trail Update

Montgomery County Trail Easement, Whitemarsh Township 2017
Proposed County-Wide Trail System

- Chester Valley Trail
- Coatesville Trail
- Coatesville Trail
- Duncannon Trail
- Liberty Trail
- Manayunk Trail
- Pennypack Trail
- Parkinson Trail
- Power Line Trail
- Schuylkill East Trail
- Schuylkill River Trail
- Stone Creek Trail
- Susquehanna Trail
- West County Trail
- Wissahickon Green Ribbon Trail
- 202 Parkway Trail
- Mill Hill Trail
- Perkiomen Trail Extension
- Green Lane Park
- Highlands Trail
- Skippack Trail
- Schuylkill West Trail
- Tookany Creek Trail
- Rockbridge Trail
- Cynwyd Heritage Trail
Cross County Trail, November 2018 Status

- 5.33 miles exist
- 2.53 miles under construction
- 1.32 miles in design
- 50% complete by early 2021
Germantown Pike to Fort Washington State Park

- Phase 1 construction is expected to begin in 2019
- Phases 2 and 3 TBD
Germantown Pike to Fort Washington State Park
Fort Washington State Park to Susquehanna Road

- 2.53 miles being built by Upper Dublin Township
- Phased construction, 1 mile completed in 2018, full build out by summer 2021
Fort Washington State Park to Susquehanna Road
Fort Washington State Park to Susquehanna Road
Susquehanna Road to Pennypack Trail

- No current design or construction projects
- Alternatives analysis
- Upper Moreland / Hatboro regional trail feasibility study (TCDI)
Susquehanna Road to Pennypack Trail
“Bridging the Trenton Gap”

Wellness Loop

&

D&R Canal / Del. River Heritage Trail Connector
D&R Greenway Land Trust

• Established 1989
• 302 properties - 20,500 acres preserved
• We own / manage-
  – 2500 acres in fee
  – 3800 acres easements
  – 26 trail miles
D&R Greenway Land Trust

• We are **NOT:**
  
  – The D&R Canal State Park
  – The D&R Canal Commission
  – NJ Water Supply Authority

• We **ARE...**
D&R Greenway’s focus area
Please join us!!!

Please join the Honorable Reed Gusciora, City Council Members, D&R Greenway Land Trust and Project Partners to dedicate the new -

**Trenton Wellness Loop**

**When** 3:00 PM on Thursday, November 8

**Where:** Trenton Battle Monument
348 North Warren Street

**What:** Celebrate completion of *The Wellness Loop* bicycle lane project in downtown Trenton.

After ribbon cutting, there will be an ‘inaugural ride’ around the loop, so *bring your bicycle*!

**RSVP** – jwatson@drgreenway.org
For more information, contact Jay Watson directly at 609.924.4646
Education...