THE CIRCUIT TRAILS

Circuit Trails Semi-Annual Meeting
November 13, 2019
Circuit Trails Update

November 2019
Pier 70 (Walmart) Trail
Sugar House Connector
Circuit Trails Completed Since May 2019 – 0.6 miles

- Pier 70 Trail – 0.2 miles
- Liberty Bell Trail Lansdale – 0.3 miles
- Sugar House Connector – 0.1 miles
- D&L Towpath - Tyburn Road Underpass and CSX Tunnel – 0.3 miles*
- Ben Franklin Bridge Ramp – 0.15 miles*

*Counted as complete in May 2019
Newtown Branch Rail Trail
Cobbs Creek Section A
DRHT – Route 130 Bypass
Other Circuit Trails under construction

- Grays Ferry Swing Bridge – 0.2 miles
- Route 29 Bridge – 0.2 miles
Circuit Trails likely starting construction by July 1, 2020

- Chester Valley Trail Extension – 3.8 miles
- Schuylkill River Trail – Chester County – 3.7 miles
- Chester Valley Trail Section 4a – 1.0 miles
- D&L – Bridge Street Crossing – 0.1 miles
- Arneys Mount Trail – 1.5 miles
Circuit Trails likely starting construction by the end of 2020

- Pennypack Trail Extension – 0.8 miles
- MLK Trail Reconstruction – 4.0 miles
- Rancocas Creek Greenway, Amico Island to Pennington Park – 2.3 miles
Go. Do. Discover.
2019 Marketing Campaign Outcomes

Nov. 14, 2019
Goals

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

- Raise awareness of Circuit trails vision
- Increase use of existing Circuit Trails
- Drive support for Circuit Trails among influencers + elected officials
- Recognize accomplishments
2019 Objectives

- Emphasize the “Circuit Experience”
  **Go. Do. Discover. #ontheCircuit**
- Increase engagement with coalition members, partners and ambassadors
- Demonstrate momentum beyond infrastructure development
Top Takeaways

• **Milestone moments** matter [Ben Franklin Bridge! 100th Resolution!]
  *Fueled this season’s 118+ earned media hits in 2019*

• **Dynamic advertising**: Targeting, Integrating IRL events, 163.3 million impressions (95% growth!)

• **Amplify, amplify, amplify**—curate the best content + show off coalition

• **Targeting for a qualified audience**
  *37% increase in time on site; 16% increase in pages per visit; 12% decrease in bounces*

• **Content + Engagement** = strong social growth!
  *98% growth! Total audience 17,942 (vs. 9088 in 2018)*
Key Initiatives
Opening Day for Trails

• 28 events across the Circuit

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

• Media launch of the season: Action News, Good Day Philadelphia, The Morning Call, etc

• 10 events with AWE centers
Scavenger Hunt

- Great source of partner engagement through social media and prize donations
- Continues to drive trail use and engagement
- Continues to be web traffic driver
- 68,900 total treasure map views
Media Tour
Looking Ahead
What’s Next #OnTheCircuit

- Network visibility
- Audience growth + engagement
- Increase storytelling + advocacy
- Diversify the Circuit voice
- Create more IRL brand interaction
  - Signage
  - Ambassadors
  - Education and etiquette
Your Action Plan!

• Training and Tools
  tinyurl.com/CircuitSocialTools
• Order swag:
  www.tinyurl.com/circuitswag2019
• Engage with the Circuit on social
• Share content (blog, events, opportunities)
• Submit photos: tinyurl.com/circuitphotofolder
• Participate in events
• Email updates, questions:
  anya@railstotrains.org
Project Showcase
Camden Circuit
Waterfront Trails Update

Sarah Bryant
Cooper’s Ferry Partnership
November 14, 2019
Creating nodes along the Circuit & building out the Camden Circuit network
Unlocking Camden’s 14+ miles of waterfront

- Until four years ago, only three public access points to the water
- Today, there are five more
- Another two anticipated in the next two years
PRISON TO PARK
Cooper’s Poynt Waterfront Park
CRAMER HILL WATERFRONT PARK

CONCEPTUAL PLAN

FISHING PLAZA
SENSORY GARDEN
HABITAT CONSERVATION ISLAND
TIDAL WETLAND
KAYAK LAUNCH
FISHING POND
ENTRY PLAZA
PEDESTRIAN BRIDGE
FISHING POND
PLAYGROUND
SENSORY GARDEN
POTENTIAL FUTURE COMMUNITY GARDEN
PICNIC AREA
AMPHITHEATER
SUMMIT VISTA
LIVING SHORELINE ACCESS AREA
RESTORED WETLAND AND CONSERVATION AREA
HABITAT CONSERVATION ISLAND

LEGEND
- EXERCISE STATIONS
- EDUCATIONAL/HISTORIC FEATURE
- LIVING SHORELINE AREA
- REFORESTATION PLANT COMMUNITY
- ACCESS AREA
- SUMMIT VISTA
- LIVING SHORELINE ACCESS AREA
- RESTORED WETLAND AND CONSERVATION AREA
- HABITAT CONSERVATION ISLAND
3 miles of trail!!
Cooper’s Poynt Waterfront Walkway
North Camden and Cramer Hill Waterfront Trail Extension
NORTH CAMDEN - PROPOSED ALIGNMENTS
Thank you!

SARAH BRYANT
Director of Community Initiatives / Cooper’s Ferry Partnership
bryant@coopersferry.com / 856.757.9154
Bridesburg Riverfront Park:
Phase 1 Construction
Bridesburg Park is the last of eight planned parks on the North Delaware River Greenway to be opened to the public.
Bridesburg Riverfront Park
Public opening for Phase 1: Goal is June 2022

Snapshot:

• Public involvement in 2015 design process established momentum and interest from Bridesburg community.

• 100% CD in summer 2019.

• Phase 1 construction is $4.7M. Raised $3M to date.

• Phase 1 construction complete in 2022. Phase 2 completed in 2025.

• Dedicated FT staff for community engagement started in May 2019.
William Penn Foundation Grant

Local neighborhood engagement will build community and stewardship.

Engagement starts in 2019 and continues through first season of park operations.

Grant includes:

- A community engagement manager.
- Mini-grant program.
- Evaluation to benchmark visitorship.
- A small endowment drive for maintenance.

Community Advisory Council:

- Local residents
- Commit to 3 years and receive stipend and travel
- Create and manage mini-grant program for local leaders
- Goal is to guide stewardship and programs when park opens.
Study Trips
Camden, NJ
Akron, OH
Philadelphia
Takeaways

Building trust with community takes time, openness, and never stops.

Start with a spirit of experimentation - low-cost pilot projects have big impacts.

"Parks are beautiful, but it how you use them that makes them great.”
Goal 1: Moving The Circuit Forward to Reach 500 Miles by 2025
DVRPC – Key Partner

CONNECTIONS2040
PLAN FOR GREATER PHILADELPHIA
fostering sustainability, equity, and innovation

750/2040
Status of Circuit Miles as of July 2019

38% 311 mi

41% 334 mi

21% 171 mi

Completed
In Progress & Pipeline
Planned
Reaching 500 Miles by 2025

500 Mile Goal

334 Complete

166 To Build
Reaching 500 Miles by 2025

CIRCUIT TRAILS PIPELINE MANAGER

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@peccp.org).

USERNAME: 
PASSWORD: 

LOGIN
SIGN UP
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<th>PA</th>
<th>NJ</th>
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<th>Total segments</th>
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### Reaching 500 Miles by 2025

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<th>Segment Description</th>
<th>Status</th>
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Reaching 500 Miles by 2025

12 Policy Recommendations
Reaching 500 Miles by 2025

DVRPC

• Create a ROW acquisition team
• Support multi-municipal authorities
• Enhance capacity for trail planning & development
Counties

- Capacity
- Trail maintenance
- Lead on significant corridors
- County trail plans
Reaching 500 Miles by 2025

PennDOT

- Hire a FT District Bicycle/Pedestrian Coordinator
Reaching 500 Miles by 2025

**NJDOT**
- Capacity
- Complete Streets Checklists
- Flex federal funding

**NJDEP**
- Capacity
- New Fund
Reaching 500 Miles by 2025

Circuit Trails Coalition

- Working Groups
- Identify Critical Gaps
Reaching 500 Miles by 2025

Sarah Clark Stuart
Executive Director

Chair, Circuit Trails Coalition
Goal #2: Promote Diversity, Equity and Inclusion within the Circuit Trails Coalition
Goal #3: Advocate for Diverse and Stable Trail Funding
New Jersey
Task #1: Prevent any rescissions associated with the Federal Transportation Funding

- Obligated their funding in full
- Join national groups in pushing for a rollback of the rescissions
- Blog with recommendations for trail projects with a safety-focus.
  - 533 e-mails to the NJDOT Commissioner’s Office
Task #2: “Top 10 for Building & Funding Trails”

- Research completed on other statewide networks
  - Maryland
  - New York
  - Delaware
  - & more.

- Building on the work done with the Pipeline report to build the case for trails statewide in NJ!
Task #3: Partner with other Trails in the State to Push for Dedicated Funding Source(s).

- Using the “Top 10” document to bring other groups in the state together including:
  - SJPTO
  - NJTPA
  - Trail advocates outside of the Circuit region
Task #4: Work with DVRPC on their update to Funding Trails in New Jersey Guide.

- This new guide will be completed soon!
Task #5: Host Event & Webinar on this topic

• To be determined after report is released.
Pennsylvania
THE CIRCUIT TRAILS

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 5: How to Best Work with Rail
Goal #6: Provide Guidance on Issues that Serve as Roadblocks to Trail Development
Breakout Session

• Join working groups
• Next steps
• Finalize and prioritize goals
• Outputs
• Assign tasks/roles