Circuit Trails Semi-Annual Meeting
November 17th 2016
THE CIRCUIT TRAILS
100s OF MILES OF HAPPY
2016

- Launched the branding campaign
- Launched the new trail finding and brand building website
- Advertising throughout the region
- Social media out reach
- Earned media
- PSA’s
- Video
- Online banner ads
- Banners around the region
Campaign

Combined advertising, earned media, social media and online awareness

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>35,000</td>
</tr>
<tr>
<td>Social media</td>
<td>5400+</td>
</tr>
<tr>
<td>Media coverage</td>
<td>Approx. 75 news stories + TV PSAs</td>
</tr>
<tr>
<td>Digital outreach</td>
<td>Ads, retargeting, approx. 2MM imps.</td>
</tr>
<tr>
<td>Billboards</td>
<td>15 boards ;16 wks; nearly 30MM imps.</td>
</tr>
<tr>
<td>Blogs</td>
<td>50 blogs developed, posted</td>
</tr>
<tr>
<td>Buses</td>
<td>150 bus tails; 20 wks; approx. 10MM imps.</td>
</tr>
<tr>
<td>Cross promotion</td>
<td>REI, VisitPhilly, Indego, Philly Fun Guide, NJ</td>
</tr>
<tr>
<td></td>
<td>Tree Foundation, Bicycle Coalition of Greater</td>
</tr>
<tr>
<td></td>
<td>Philadelphia, DNC</td>
</tr>
<tr>
<td>Swag</td>
<td>T-shirts, hats, stickers, buttons</td>
</tr>
</tbody>
</table>
Advertising
Swag
Media Coverage
Miles of pedestrian trails coming to South Jersey

Matt Flowers, @CP_MFlowers  4:37 p.m. EST January 25, 2016

How many miles of new multi-use trails will be coming to South Jersey?

Walkers, joggers, bikers and those who enjoy an active lifestyle can expect new trail developments this year.

The Circuit Trails, a planned 750-mile network of bicycle and pedestrian trails across southeastern Pennsylvania and New Jersey, will be developing nearly four miles of multi-use pedestrian paths in Burlington and Camden counties this year.

Lights for Manayunk span
Philadelphia

The Circuit as Catalyst for Development

A new Urban Land Institute report features Philadelphia's regional bike-trail network as a development spark plug and resident magnet.

BY SANDY SMITH | APRIL 18, 2016 AT 6:30 AM

Kensington & Tacony Trail on Abandoned Railroad Breaks Ground

The 1.15-mile trail will pass through 4.5 acres of green space

BY MELISSA ROMERO | JUN 13, 2016, 10:00A

The Schuylkill Banks Boardwalk, a key connecting segment of the Schuylkill River Trail. The trail has become a magnet for real estate developers interested in marketing to clients seeking an active lifestyle and transportation choices. | Photo by M. Edlow for Visit Philadelphia™
New Bike/Pedestrian Bridge Connecting SRT to Valley Forge Opens Tomorrow

We see a nice, long, bridge-filled bike ride in your near future.

BY ADOUA FISHER | AUGUST 18, 2015 AT 10:30 AM

Across the Schuylkill, a sweet ride

This summer, a new bridge will connect the Schuylkill River Trail with Valley Forge National Historical Park.

By Dan Geringer

Staff Writer

When the dangerously deteriorated Betzwood Bridge was demolished in 1995, the only over-water bike path between the Schuylkill River Trail and Valley Forge National Historical Park disappeared with it. To placate irate cyclists, PennDot built a fenced boardwalk four feet wide to the eastbound shoulder of the neighboring Route 422 Bridge. The bellyaching got worse.

Amelia Lusinie, 24, of Spring City, often leads women's rides on the Schuylkill River Trail with her bike Chester County advocacy group. "Every time we ride [the bridge] into Valley Forge, it feels so unsafe," she said. "Some of the nails have come out. Some of the wood is loose. When you're on that bridge, I would not suggest looking down."

Michael Broxton, a lifelong bicyclist from East Gosden and a founder of Friends of the Chester Valley Trail, described the annoying passage in which "two bicyclists coming from opposite directions cannot ride past each other. You have the noise of cars whizzing along right next to you at 60 miles per hour."

But a sweet ride is just ahead for Broxton and Lusinie. This summer, PennDot's new Sullivan's Bridge—a $9.2 million, 14-foot-wide, pedestrian/cyclist river crossing built in the footprint of the Betzwood—will open, banishing the Route 422 boardwalk bridge forever.

Named for Maj. Gen. John Sullivan, who served under Washington at Valley Forge, Sullivan's Bridge is the 2015 award winner for the Circuit Trails, a burgeoning regional network of foot-power pathways to Mother Nature. Funded largely by government agencies such as PennDot and the U.S.A. John Baer, B2

PennDot's new Sullivan's Bridge will be 14 feet wide. BUCKS = CHES = DELCO = MONTCO = PHILADELPHIA

Trump could play well in Pa., and the U.S.A. John Baer, B2
Social Media – 2016 in Review

- **Twitter** – 741 followers (506 in May)
  - Increased total impressions per tweet by 40%
- **Facebook** – 3,954 page likes (2,983 in May)
  - Increased total engagements by 93%
- **Instagram** – 728 followers (414 in May)
  - Increased average to ~60 likes per post
Social Media – Audience

Facebook

Twitter
The Power of Sharing

The Circuit Trails
Published by Paliga Knapp 11/1 - November 3 at 3:23pm

Celebrate the most beautiful time of year #onthebicycletrail! Our latest blog highlights some of the unique activities you can find on trails near you as the temperature continues to drop.

Tacony Creek Park | Schuylkill Banks | Cooper River Dog Park | Delaware & Lehigh National Heritage Corridor | Pennsylvania Department of Conservation and Natural Resources | Bartram's Garden

Bundle Up for Cool Weather Fun

Just because the weather is growing colder doesn’t mean it’s time to hibernate! There are a ton of winter-weather activities happening on the trails. Bundle up and see what’s going on at a circuit trial near you. Treat your dog to a play-date...

Circuit Trails Spotlight: Krystal Philson, Cadence Youth Cycling

For many who attended the Bicycle Coalition of Greater Philadelphia’s annual gala last week, hearing the inspiring words of one young cyclist was a highlight...

11,602 People Reached vs. 1,220 People Reached

132 Reactions, Comments & Shares

112 Likes, Comments & Shares

54 Comments

11 Shares

178 Post Clicks

3 Photo Views

78 Link Clicks

CIRCUITTRAITS.ORG

1,229 people reached

Joseph Kauzman, Willton Gustavo and 21 others

Like Comment Share
Trail Signage

**BLADE SIGNS - 18'' x 18''**

- **OPTION 01**: A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **OPTION 02**: A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **OPTION 03**: A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

**SELFIE SPOT SIGN - 12'' x 21''**

- **OPTION 01**: THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **OPTION 02**: THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

**TRAIL AFFILIATION SIGNS - 12'' x 21''**

- **SHORT NAME**: SCHUYLKILL RIVER TRAIL
  - A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **AVERAGE NAME**: SCHUYLKILL RIVER TRAIL
  - A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **LONG NAME**: SCHUYLKILL RIVER TRAIL
  - A proud segment of THE CIRCUIT TRAILS
  - Discover 100s of miles of happy at circuittraills.org

- **WITHOUT PARTNER LOGOS (12'' x 18'')**

**CIRCUIT CONNECTIONS SIGN - 14'' x 36''**

- **PROPORTIONAL SIZE**: CIRCUIT CONNECTIONS
  - Columbia High Trailhead: 0.1 mi
  - Grand Avenue Trailhead: 1.5 mi
  - Springhouse Reservoir: 6 mi
  - Philmont Trail: 12 mi
  - East Treasure Trail: 40 mi

**TRAIL MEDALLION 3'' DIAMETER**

- **DETAIL VIEW**: A proud segment of THE CIRCUIT TRAILS
  - 100s of miles of happy at circuittraills.org

*DESIGNED BY EASTERN STANDARD FOR THE CIRCUIT TRAILS — JULY 2016
ALL CONTENT IS FOR PLACEMENT ONLY*
Looking ahead...2017

Year-two Marketing Campaign Goals
1) Expand our reach
2) Engage new audiences
3) Refine our messaging/brand
4) Provide more communications support to the Circuit partners
Tools

- PowerPoint template
- Postcards
- Brochures
- Swag

- Social media content
- Earned media support
- Trail maps
- Banners
- New tools people would use?
Title

- Bullet point 1 would go here
- As well as the second point you wish to articulate
- If you include pictures in any of these slides, I would make sure you use a solid black border.
Planning process

• Gathering feedback from users
• Reviewing the data/ what worked/or not
• Planning for next year:
  • Integrated campaign
  • Leverage earned media & social media
• Timeline:
  • Planning completed January
  • Campaign launch April-September
PennDOT
Historic Bridge Marketing Program
Help Build a Trail to History
CIRCUIT STATS

• 775 Circuit Miles in the DVRPC region
  • 320 miles complete
  • 70 miles in progress
  • 385 miles planned
• 57 miles built since January 1, 2012
• 70 miles in progress
2016 CIRCUIT STATS

• 12.5 miles completed between November 2015 and November 2016

• 17 miles expected to be complete by December 2017

• 102 miles in the Circuit “pipeline”
2016 Completed Circuit Trail Projects

Chester Creek Trail - Phase I

Sources: Esri, HERE, DeLorme, USGS, intermap, INCREMENT P, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the Esri User Community.
# Circuit Trails Completed between November 2015 and December 2016

<table>
<thead>
<tr>
<th>Primary Trail</th>
<th>Project Title</th>
<th>Type</th>
<th>Mileage</th>
<th>County</th>
<th>Sponsor</th>
<th>Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECG</td>
<td>Green Lane Connector</td>
<td>Paved Trail/Sidewalk</td>
<td>0.1</td>
<td>Bucks</td>
<td>Bucks TMA</td>
<td>Dec-16</td>
</tr>
<tr>
<td>Chester Creek</td>
<td>Chester Creek Trail - Phase 1</td>
<td>Paved Trail</td>
<td>2.8</td>
<td>Delaware</td>
<td>Delaware County</td>
<td>Dec-16</td>
</tr>
<tr>
<td>ECG</td>
<td>Sugar House Trail Extension</td>
<td>Paved Trail</td>
<td>0.1</td>
<td>Philadelphia</td>
<td>Sugar House/DRWC</td>
<td>Nov-16</td>
</tr>
<tr>
<td>SRT</td>
<td>Pencoyd Trail</td>
<td>Paved Trail/Bridge</td>
<td>0.5</td>
<td>Montgomery</td>
<td>Lower Merion/O’Neill</td>
<td>Oct-16</td>
</tr>
<tr>
<td>LHT</td>
<td>Lawrence Hopewell Trail - Carter Rd</td>
<td>Paved Trail</td>
<td>2</td>
<td>Mercer</td>
<td>Hopewell Township</td>
<td>Oct-16</td>
</tr>
<tr>
<td></td>
<td>Big Woods Trail</td>
<td>Stone Dust Trail</td>
<td>2.5</td>
<td>Berks</td>
<td>DCNR</td>
<td>Sep-16</td>
</tr>
<tr>
<td>SRT</td>
<td>Sullivan’s Bridge</td>
<td>Paved Trail/Bridge</td>
<td>0.25</td>
<td>Montgomery</td>
<td>PennDOT</td>
<td>Aug-16</td>
</tr>
<tr>
<td>Kinkora</td>
<td>Kinkora - Mansfield Park to Island Road</td>
<td>Paved Trail</td>
<td>2.5</td>
<td>Burlington</td>
<td>Burlington County</td>
<td>Jun-16</td>
</tr>
<tr>
<td>Newtown Square</td>
<td>Pennsy Trail</td>
<td>Trail</td>
<td>0.9</td>
<td>Delaware</td>
<td>Havertown</td>
<td>Mar-16</td>
</tr>
<tr>
<td>SRT</td>
<td>Phoenixville Phase III</td>
<td>Paved Trail</td>
<td>0.3</td>
<td>Chester</td>
<td>Phoenixville</td>
<td>Mar-15</td>
</tr>
<tr>
<td>ECG</td>
<td>Delaware Avenue Extension - Phase 1A</td>
<td>Paved Trail</td>
<td>0.6</td>
<td>Philadelphia</td>
<td>DRCC</td>
<td>Dec-15</td>
</tr>
</tbody>
</table>

**Total Trail Mileage** 12.45
TRAILS COMING SOON – 2017

1. Tinicum Route 291 - Winter 2017
2. Marcus Hook ECG - Spring 2017
3. K&T Trail, Phase 1 - Spring 2017
4. SRT - South St to Christian - Spring 2017
5. Pennypack Trail - Frankford Ave - Spring 2017
6. Bartram's Mile North - Spring 2017
7. Baxter Trail - Summer 2017
1. Darby Creek, Swedish Cabin to Kent Park - Fall 2017
2. Del Rvr Heritage Trail - Fieldsboro to Florence - Fall 2017
3. SRT - Hanover Street to Lower Pottsgrove - Fall 2017
4. SRT - Lower Pottsgrove to 422 Bridge - Fall 2017
5. Cobbs Creek Segment A - Fall 2017
6. Cobbs Creek Segment D - Fall 2017
7. Delaware River Trail - Washington Ave to Pier 70 - Fall 2017
8. FranKford Creek Greenway - Phase I - Fall 2017
9. North Park Drive Bike Lanes - Fall 2017
10. Bartram's Mile South - Fall 2017
11. Liberty Bell – Lansdale - Fall 2017/Winter 2018
DVRPC’s Automated Counts on the Circuit Trails

Presented By: Shawn Megli Legendre, AICP
Circuit Trails Coalition – November 2016
A Multi-Pronged Approach to Cyclist and Pedestrian Counting

- Permanent Count Program
- Project Counts
- Cyclical Count Program
Permanent Bicycle and Pedestrian Counters

- DVRPC installed 15 permanent counters on multi-use trails
- Counters use an infrared sensor and inductive loop to detect and distinguish bicycles from pedestrians
- Counters collect data continuously 365 days a year, 24 hours a day and wirelessly report data in 15 minute increments by direction and by mode
15 Counters
DVRPC’s Permanent Counter Webviewer

http://www.dvrpc.org/webmaps/PermBikePed/
Selected Statistics

• Through Nov. 15, the Schuylkill Banks Trail counter has recorded over 1.6 million uses in 2016.

• System-wide, we’ve recorded almost 2.8 million uses so far in 2016.

• On many trails, weekends are busiest. The Cooper River Trail, for instance, had a weekend daily average of 825 uses, compared to 649 in during the weekdays.
Schuylkill River Trail – Schuylkill Banks

- Pedestrian (Southbound)
- Pedestrian (Northbound)
- Bicycle (Southbound)
- Bicycle (Northbound)
Short-Term Bicycle/Pedestrian Count Web Viewer

http://www.dvrpc.org/webmaps/pedbikecounts/
Thank You

Shawn Megill Legendre
Senior Research Analyst
Office of Environmental Planning &
Office of Energy and Climate Change Initiatives
slegendre@dvrpc.org
215.238.2934
REGIONAL TRAIL FUND
Circuit Trails Strategic Plan 2017-2018
Goal #1 - Seek Regional Commitment to Finish the Circuit Trunk Lines by 2025 and to Maintain Circuit-Wide Trail Development of Completing 20 Miles Annually
Near Term Goal:
500 Circuit miles by 2025

Seek Passage of Resolutions in support

Municipal -
Townships & Boroughs

Councils, Commissions & Freeholders

Counties

THE CIRCUIT TRAILS
Goal #2 - Diversify the Base of the Circuit Trails (outside Trail Advocate Circle)
General Public

Trail Users

Ambassadors
Business, Institutions, NGO's

The Circuit Trails Coalition
Goal #3 - Create Diverse and Stable Trail Funding in New Jersey
Create and Enhance Sources of Diverse and Stable Trail Funding in NJ
Current Funding Sources for Trails

**Pennsylvania**

- Pennsylvania Transportation Implementation Program (through Congestion Mitigation and Air Quality Funds (CMAQ))
- Pennsylvania Transportation Alternatives Program
- DVRPC Regional Trails Program
- Commonwealth Finance Authority
- Department of Conservation and Natural Resources C2P2
- Department of Transportation’s Multimodal Fund
- Commonwealth Financing Authority’s Multimodal Fund

**New Jersey**

- New Jersey Transportation Implementation Program
- Congestion Mitigation and Air Quality Funds (CMAQ)
- New Jersey Transportation Alternatives Program
- DVRPC Regional Trails Program
- Department of Environmental Protection - Recreational Trails Program
- Local Aid Bikeways
Three-Tiered Approach

• Traditional, Existing Funding Sources
• Non-traditional, Existing Funding Sources
• New, Potential Funding Sources
TIER I:
Traditional, Existing Funding Sources

• Sample Funding Sources:
  • USDOT Transit, Highway, and Safety Funds (TIP, SRTS, CMAQ, etc.)
  • NJDEP Recreational Trails Program
  • NJDEP Green Acres Program

• Strategies for Engagement
TIER II: Non-traditional, Existing Funding Sources

• Sample Funding Sources
  • Hazardous Discharge Site Remediation Fund
  • NJEIT
  • New Private Foundations in Health sector, etc.

• Strategies for Engagement
TIER III: New, Potential Funding Sources

• Sample Resources
  • Federal Reserve Bank of Philadelphia
  • NJ Economic Development Authority’s Economic Opportunity Act

• Strategies for Engagement
NEXT STEPS

• Continue Strategies for Engagement
• Host Special Workshop in Winter/Spring 2017
• Identify, recruit, and connect with other trail advocates around the state
Goal #4 - Create Unified Signage for Circuit Trails Using a Modular Approach
Take the Survey!

http://tinyurl.com/circuitsigns
Goal #5 - Create Strategies to fill Gaps and Cross Key Rights-Of-Way
Railroad Strategy

- Inventory
- Analysis
- Packaging

Source: SPV’s Comprehensive Railroad Atlas of North America
Goal #6 - Share and Document Maintenance and Security Best Practices
Rail-Trail Maintenance

• Is it expensive?

• What does that mean?

• What are the implications?

• Is it important to have a more informed narrative?

• http://tinyurl.com/trailmaintenance
<table>
<thead>
<tr>
<th>Maintenance Activity</th>
<th>Percent of Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surface clearing of trail</td>
<td>10.8%</td>
</tr>
<tr>
<td>Mowing</td>
<td>12.0%</td>
</tr>
<tr>
<td>Vegetation management (leaf clearing, pruning, etc.)</td>
<td>11.2%</td>
</tr>
<tr>
<td>Keep trail-side land clear of trash and debris</td>
<td>11.5%</td>
</tr>
<tr>
<td>Whole tree removal</td>
<td>5.4%</td>
</tr>
<tr>
<td>Application of herbicides or pesticides</td>
<td>2.3%</td>
</tr>
<tr>
<td>Clearing of drainage channels and culverts</td>
<td>5.4%</td>
</tr>
<tr>
<td>Surface maintenance of parking areas</td>
<td>2.7%</td>
</tr>
<tr>
<td>Litter clean up, trash cans</td>
<td>2.7%</td>
</tr>
<tr>
<td>Maintenance of toilets at trailheads</td>
<td>13.0%</td>
</tr>
<tr>
<td>Maintenance of toilets along the trail</td>
<td>1.2%</td>
</tr>
<tr>
<td>Trailhead parking snow removal</td>
<td>1.1%</td>
</tr>
<tr>
<td>Repair/maintenance of signs</td>
<td>6.3%</td>
</tr>
<tr>
<td>Recovery from illegal acts of vandalism/dumping</td>
<td>5.3%</td>
</tr>
<tr>
<td>Other trail maintenance activities</td>
<td>9.1%</td>
</tr>
</tbody>
</table>
Who Performs Trail Maintenance?

- Trail group volunteers
- Municipal government staff
- Community volunteer groups
- County government staff
- State government staff
- Individuals with mandatory community service
- Non-profit paid staff
- Other
- Federal government staff

2005 vs. 2014 comparison with percentage values.
Who funds maintenance of the trail?

- Municipal government: 2005: 30%, 2014: 40%
- Non-profit: 2005: 35%, 2014: 30%
- County government: 2005: 25%, 2014: 30%
- Other: 2005: 5%, 2014: 10%
- Federal government: 2005: 0%, 2014: 5%
Q&A
Lawrence Hopewell Trail
130 Miles of Trails

Existing: 30 Miles

Construction: 6 miles

Planned: 94 miles

Plus over 100 miles of existing local trails
CONTEXT

PRIMARY TRAIL NETWORK

THE CIRCUIT TRAILS

100s OF MILES OF HAPPY
EXISTING CONDITIONS
PARTNERSHIPS
PARTNERSHIPS

OWNERSHIP

OWNER
SEPTA

PUBLIC-PRIVATE PARTNERSHIP AGREEMENT

LEASEE
COUNTY

SUB-LEASEE
FOCCB

SEPTA

Chester Creek Rail Trail
HISTORY

TIMELINE

1990s: Mike Fusco starts project
1997: FOCCB incorporates
1999: Start of feasibility study
2002: Feasibility study
2004: ROW legal analysis
2008-11: Lease negotiations
2008-14: Engineering
2015: County Open Space, Recreation, and Greenway Plan
2015: Construction
2016: Opening(!)
DESIGN AND DEVELOPMENT
DESIGN AND DEVELOPMENT
DESIGN AND DEVELOPMENT
LESSON LEARNED

THINGS THAT DIDN’T HELP

• Ownership disputes
  • 100-year-old agreement
  • Legal distinction between “inactive” and “abandoned”
• Stormwater runoff and adjacent property owners
LESSON LEARNED

THINGS THAT WORKED

- Dedicated leader
  - Mike Fusco
- Strong friends group
  - Show up at meetings
- Political support
- Social media
NEXT STEPS
CHESTER CREEK TRAIL - PHASE 2

Creek Road south to Bridgewater Road

Aston Township

Final Design: $416,000

Construction: Approx. $2mil.
CHESTER CREEK TRAIL - PHASE 3

Lenni Road north to planned Wawa Train Station

Middletown Township/Chester Heights Borough

Final Design: $300,000

Construction: Approx. $1.5mil.
Chester Creek Trail