

Semi-Annual Meeting May 12, 2022

Welcome!







1:30-:135 Welcome Remarks - Sarah Clark Stuart, Bicycle Coalition of Greater Philadelphia

1:35-1:45 Mileage/Trail Usage update - Shawn Megill Legendre, DVRPC

1:45-2:00 PECO process for approving trail projects - Suzanne Ryan, PECO

2:00-2:30 Strategic Plan working groups development

- 2:00-2:05 Overview Sarah Clark Stuart, BCGP
- 2:05-2:30 Breakout rooms

2:30-2:40 Stretch break

2:40-2:55 Communications and Marketing review - Brandi Horton, Rails-to-Trails Conservancy

2:55-3:00 Signage update - on road and on trail designs now available - Sonia Szczesna, Tri-State Transportation Campaign

3:00-3:30 New Segments Spotlight

- 3:00-3:15 South Jersey Transportation Planning Organization Trails Alan Huff, SJTPO
- 3:15-3:30 Schuylkill River Trail Brian Styche, Chester County Planning Commission



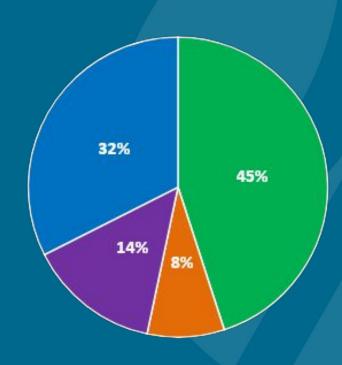
Shawn Megill Legendre Circuit Trails Coalition May 12, 2022

Circuit Trails Status Report



Mileage

- Almost 373 miles are now complete!
- Over 12 miles added since November 2021.
- About 45% complete.
- Need 127 miles to meet the 500 miles by 2025 goal



Existing (373 miles) In Progress (69 miles) Pipeline (118 miles) Planned (269 miles)



Completions

- Rancocas Creek Greenway: Amico Island to Pennington Park (Sponsor: Burlington County) – 3.5 miles total (2.3 new miles, 1.2 previously reported miles)
- Arney's Mount Trail (Sponsor: Burlington County) 1.4 miles (and an additional 0.8 non-Circuit Trail miles)

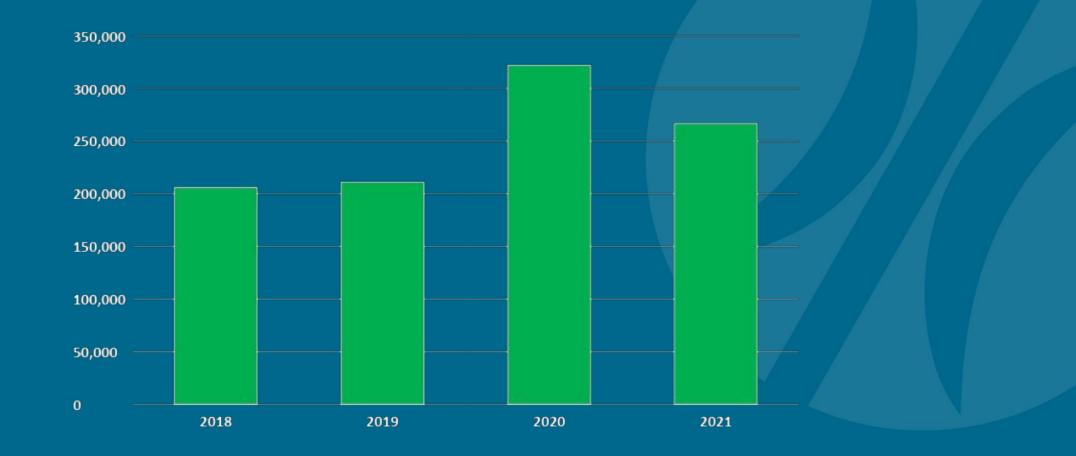


Completions

- Delaware River Trail: Spring Garden to Washington Ave (Sponsor: Delaware River Waterfront Corporation) – 1.9 miles
- Newtown Rail Trail: County Line Rd to Bristol Rd (Sponsor: Bucks County) – 2.5 miles
- Schuylkill River Trail: Parker Ford to Route 422 (Sponsor: Chester County) – 4.0 miles

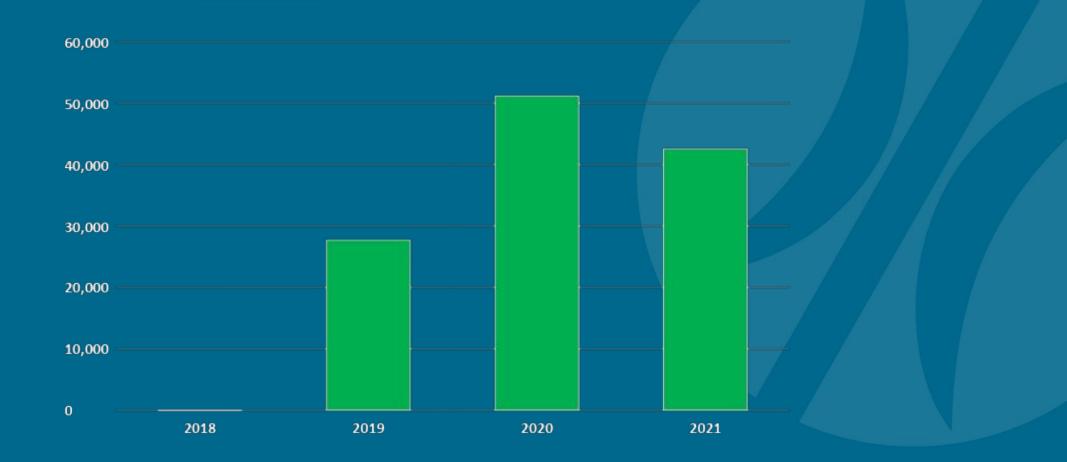


Annual Counts - Chester Valley Trail





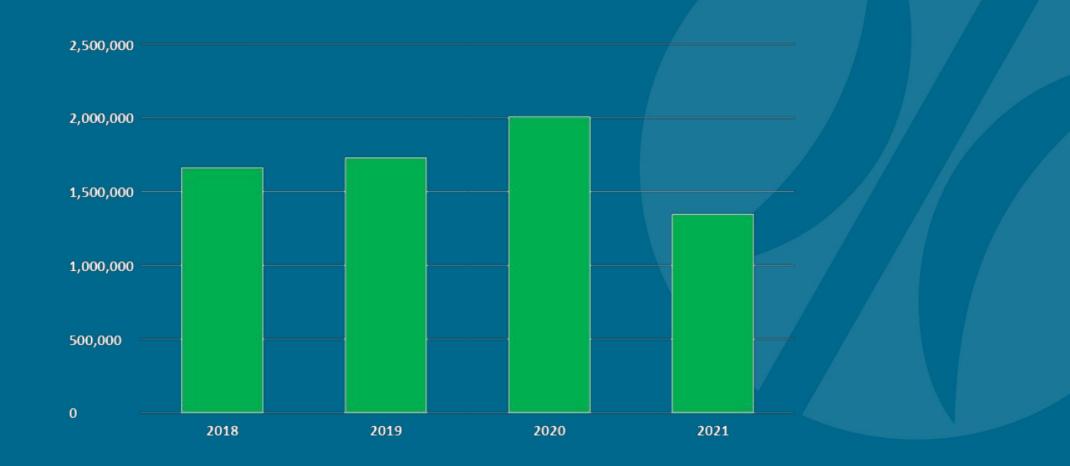
Annual Counts - DRT at Port Richmond



CIRCUIT TRAILS COALITION | CIRCUIT TRAILS STATUS REPORT

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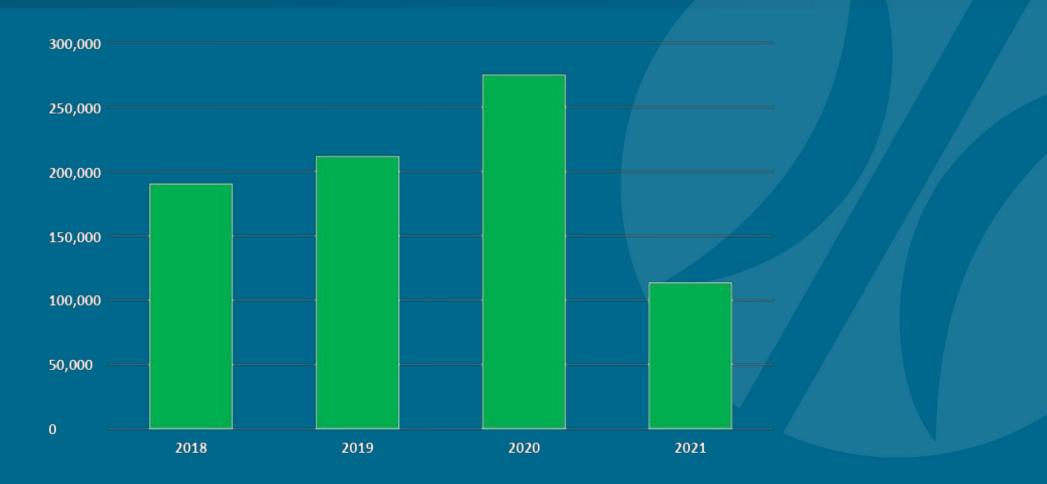
Annual Counts - Schuylkill Banks



CIRCUIT TRAILS COALITION | CIRCUIT TRAILS STATUS REPORT

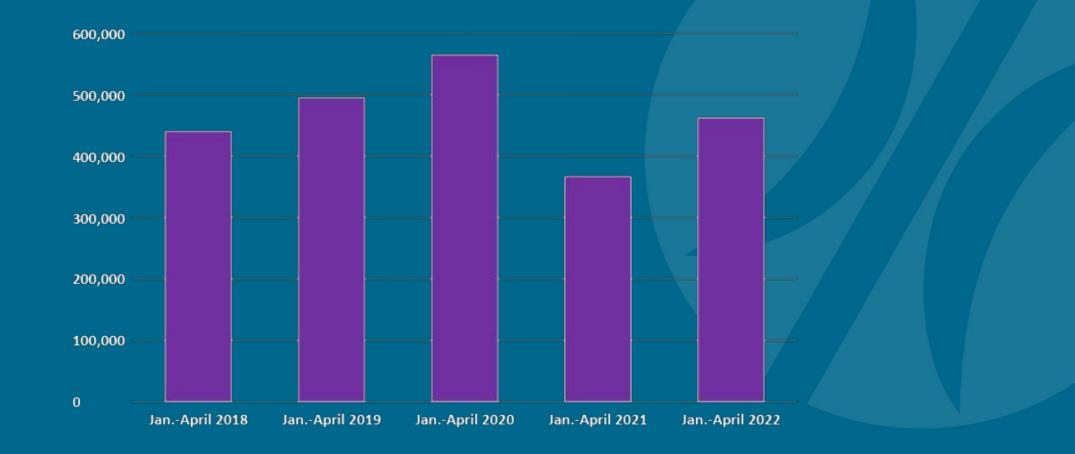
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Annual Counts - Wissahickon Trail



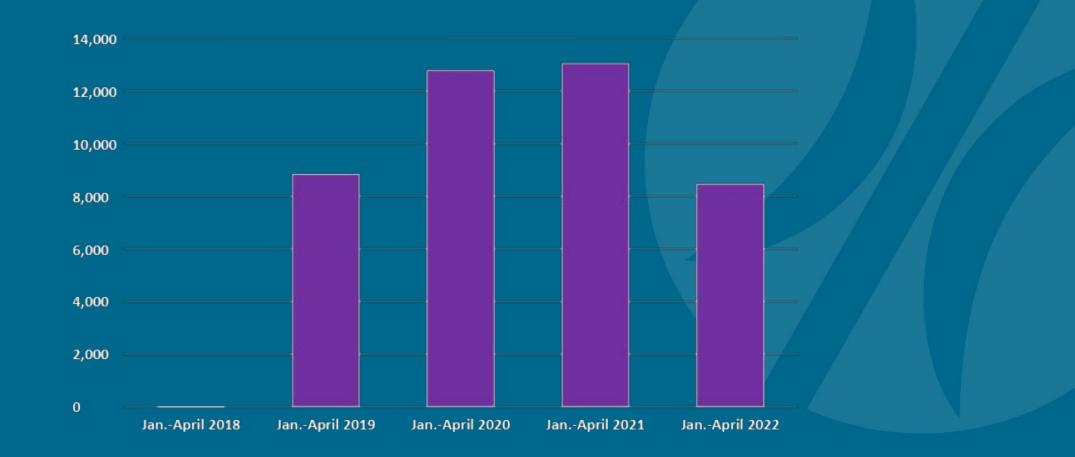


Jan.-April Counts - Schuylkill Banks





Jan.-April Counts - DRT at Port Richmond



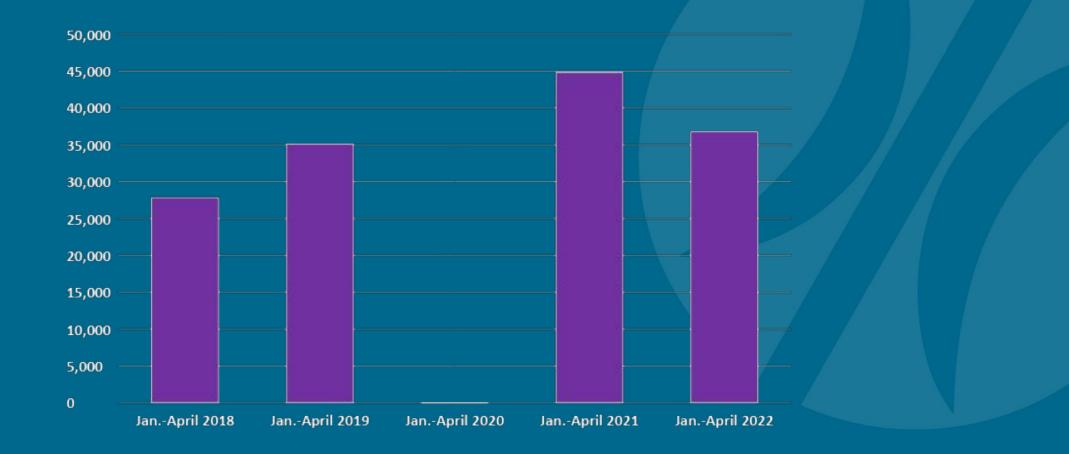


Jan.-April Counts - Monroe Twp. Bike Path



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Jan.-April Counts - SRT at Pawlings Road

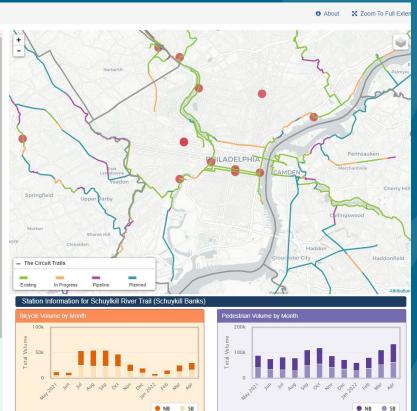




Web Viewer for Permanently-Installed Counters

Ødvrpc Permanent Bicycle and Pedestrian Counters

Previous Month Year-to-date (Apr 2022) (Jan 2022 through Apr 2022) Location Cyclists Pedestrian Cyclists Pedestrian Chelten Ave East Side Sidewalk N/A 89,820 24,541 N/A Chelten Ave West Side Sidewalk N/A 16.687 N/A 60,005 Chester Valley Trail N/A N/A N/A N/A Cynwyd Heritage Trail N/A N/A N/A N/A D&L Canal Trail (Tinicum Park) 1,338 2,040 2,144 5,677 D&L Canal Trail (Tullytown) 741 880 1,382 2.654 D&L Canal Trail (Washington Crossing) 8,727 2,911 12,558 8,115 446 Darby Creek Trail 9,994 825 21,353 Delaware River Trail (Port Richmond) 406 2,456 681 5,785 Delaware River Trail (Waterfront) 10,791 11,376 N/A N/A Lancaster Ave North Side Sidewalk N/A 13.358 N/A 47.677 Lancaster Ave South Side Sidewalk N/A 33,103 N/A 60,241 Lawrence-Hopewell Trail N/A N/A 94 5,815 Monroe Township Trail 1,396 3,886 3,084 10,619 N 5th St West Side Sidewalk N/A 19,316 N/A 75,464 Pine St Bike Lanes 20,307 N/A 60,832 N/A Schuylkill River Trail (Bartram's Garden) N/A N/A 163 876 Schuylkill River Trail (Kelly Dr) 22,235 16,620 49,582 47,215 Schuylkill River Trail (Pawlings Rd) 7,479 3,048 12,896 6,925



https://www.dvrpc.org/webmaps/permbikeped



Thank You!



Questions? Contact: Shawn Megill Legendre





PECO Rights of Way Use Policy

Suzanne Ryan, External Affairs Manager, Montgomery County

Confidential Information - For Internal Use Only



A transmission rights of way use policy has been developed to better align the region's critical transmission needs with interest in using the transmission rights of way for other purposes, including for recreational trails.



PECO's Commitment to Our Customers

- PECO remains committed to providing safe, reliable, affordable, and clean energy to the customers and communities we serve both today and into the future
- We are also committed to protecting and preserving the environment and combatting climate change by playing a leading role in the Greater Philadelphia Region's transition to a clean energy future.
- PECO is committed to continuing its Green Region Grant Program which has awarded \$2.6M to municipalities and community organizations to protect and preserve open space and expand the trail networks
- As power generation resources shift, PECO is committed to upgrade or construct new electric transmission infrastructure to support new usage patterns or meet new requests from PJM (the regional grid operator) to resolve any potential electric capacity issues.

Electric transmission lines are the backbone of the electric grid, supplying power to thousands of customers.

Rights of way are more than just open space – they are the highways allowing large amounts of power to be transmitted long distances, and they're an important part of maintaining reliability and delivering clean energy to the region

PECO expects to see a significant increase in projects to construct new transmission facilities and perform upgrades to existing facilities

These projects are required due to the change in power flow, retirement of generating facilities, load growth and aging infrastructure



Trail Policy Changes

These requirements and guidelines are intended to:

- Improve maintenance accessibility
- Provide future flexibility to relocate towers and or construct new facilities
- Reduce potential clearance conflicts arising from grading changes for trail construction
- In certain cases, allows transmission construction and maintenance to proceed without having to close off portions of an existing trail
- Maintain safer distances between the public and transmission facilities
- Allow recreation trails with certain restrictions

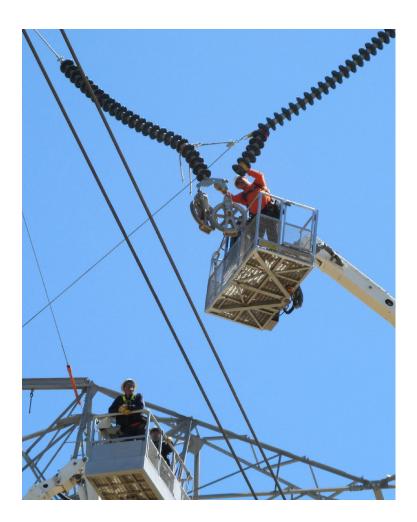
While many components of the recreational trail policy are not new – two changes are noteworthy

- Trails within a 500kV right of way are no longer permitted, and
- Trails within our other rights of way should be designed and built to within 15 feet of the edge of the right of way

Other guidelines contained within the PECO Design and Construction Standards:

- 25 foot clearance is required between any proposed trail and transmission structures
- Adding new structures or raising the existing grade underneath the transmission lines is not permitted
- Creating water retention basins is not permitted

Trail Application Process Changes



Another aspect of upcoming changes to our policy will be to both streamline the application process and provide direct access to our PECO engineering team to address questions directly just prior to and during the design phase.

- Initial inquiry phase including meeting with the applicant ~ 14 days within receipt of application
- PECO completes application evaluation across all affected departments
 ~ 90 days within receipt of application
- License agreement prepared and sent to applicant ~ within 21 days after application approval
- PECO applies for PUC approval and provides signed copy to applicant ~ generally within 14 days after receipt of signed agreement
- Final trail plans submitted to PECO and PECO performs final review for compliance with transmission standards
- Applicant receives approval to proceed with construction

Questions?

Looking Ahead to 2025

Over the next three years, the Circuit Trails Coalition will:

- ➡ Expand the Circuit Trails network, adding miles and making it more accessible and inclusive.
- Expand the Circuit Trails community, increasing the diversity of trail users.
- ➡ Expand the Circuit Trails Coalition, making it more relevant and representative.

EXPAND THE CIRCUIT TRAILS NETWORK, ADDING MILES AND MAKING IT MORE ACCESSIBLE AND INCLUSIVE.

Goal #1

Complete 500 miles of Circuit Trails by 2025 with a focus on increasing trail access within under-resourced communities.



Objective 1: Identify Priority Projects of the Circuit Trails Coalition

Objective 2: Generate public and governmental support for Priority Projects

Objective 3: Increase, diversify, and stabilize trail funding, particularly for Priority Projects

Objective 4: Secure maintenance funding for trails in under-resourced communities



EXPAND THE CIRCUIT TRAILS COMMUNITY, INCREASING THE DIVERSITY OF TRAIL USERS.

Goal #2:

Expand the number of Circuit Trail users among under-represented groups and residents of under-resourced communities.



Objective 1: <u>Market the Circuit Trails to potential new trail users</u> with a particular focus on under-represented groups and under-resourced communities.

Objective 2: <u>Support programming, events, placemaking, and group activities on</u> <u>the Circuit Trails</u>, particularly with a focus on increasing awareness of the Circuit Trails, increasing perceptions of safety on trails, creating a welcoming space for all, and improving local trail maintenance.

Objective 3: Evaluate and improve the efficacy of the Circuit Trails Ambassador program, particularly with a focus on increasing awareness of the Circuit Trails, increasing perceptions of safety on trails, creating a welcoming space for all, and improving local trail maintenance.

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EXPAND THE CIRCUIT TRAILS COALITION, MAKING IT MORE RELEVANT AND REPRESENTATIVE.

Goal #3 -

Better understand the coalition's make-up, capacity, and structure and evolve the Coalition as necessary so that it can better achieve its shortand long-term visions.

Objective 1: Assess the Coalition model and structure and make short-term changes as necessary based on the assessment.



Goal #4 -

Based on assessment findings, develop a Coalition and Steering Committee that is more diverse and representative of the various identities and lived experiences of current and potential trail users, where principles of justice, equity, diversity, and inclusion are central to our work.

Objective 1: Increase the number and diversity of members of the Circuit Trails Coalition and Steering Committee in terms of the institutions and the individuals who represent those institutions with regard to age, gender, race, ethnicity, perspective, ability, sexual orientation, and skill sets.

Objective 2: Create and sustain a learning community to support Coalition members in understanding and implementing the findings of the OpinionWorks research and other studies to increase diversity, equity, and inclusion on specific trail segments.

Objective 3: Secure at least \$150,000 (\$75,000 for two years) in funding for JEDI initiatives to be undertaken by Coalition members, and work to leverage it for greater investment.

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Strategic Plan Breakout Rooms

2-3 Breakout Rooms

Review the four Strategic Plan project areas that lends themselves to organizational collaboration

- 1. <u>Community Connections Project</u>
- 2. <u>County Action Teams</u>
- 3. Coalition Evaluation Project
- 4. Coalition Learning Community Project

Review and fill out the survey interest form





Marketing + Communications Plan 2022 Trail Season

Updated: May 12, 2022

2022 Communications Priorities

- Raise awareness and increase use of Circuit Trails among under-represented groups and residents of under-resourced communities
- **Build trail-segment-level grassroots** for priority projects to drive forward "500 Miles by 2025" advocacy campaign
- Recognize accomplishments and generate momentum: trail mileage, funding, political support, IRL engagement



Market Research Insights

Top takeaways applied to communications strategy:

- Place the trail user at the center of the story—the Circuit Trails are theirs to create the experiences they value and seek out
- Align the Circuit Trails with audience priorities—meet them where they are
- **Position the Circuit Trails as** <u>*THE*</u> destination</u>, and the experience as relevant to individual interests
- Diversify paid media channels to engage more relevant/influential channels
- Increase off-trail and tangible engagement opportunities to introduce the Circuit; provide reasons to keep coming back
- **Provide an experience**—self guided, in small groups or organized

Strategic Imperatives

- Build awareness + engagement among diverse audiences, leveraging media and partnerships to create opportunities for meaningful activations and meaningful cross promotional initiatives
- Create authentic representation of trail use and connection to trails through a series of "My Circuit Trails" initiatives
- Use language to communicate inclusion and welcome
- Maintain the momentum of The Circuit Trails general consumer awareness campaign
- Put broad brand recognition to work for advocacy in support of Action Teams and 500 miles x 2025 campaign



MY CIRCUIT THE CIRCUIT TRAILS

- **My Circuit Trails:** build upon 2021 seasonal campaign tagline putting the trail user at the center of the story, let user define "their fun"
- Activity hub: destination landing page and resource to encourage ongoing engagement bolstered by tangible products and outreach
- **Amplification:** video content, social, community partnerships and events, call to action (e.g., share your story)

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• **Tone:** Center on experiential content and activate personalized moments on the trail

My Circuit Trails Activity Hub

MY CIRCUIT THE TRAILS TRAILS

Stories | Events | Find Trails | Trail Tips & Etiquette | Walking & Running | Biking | Self-Guided Experiences | Virtual | Get Involved

No two trail experiences are alike. Some people like to walk, others prefer to ride. Some want to explore nature or their community, whereas others choose to sit back and relax. And some people want to do a little bit of everything! These differences are what make the trails special. Every trail user, whether a seasoned pro or new traveler, can find ways to make them their own.

- Web destination for curating individualized trail experience
- Content includes:
 - Relevant blogs
 - Sample itineraries and playlists (pending)
 - Video segments on people and places on the trails
 - Events
- Include Spanish-language
 content

Owned Media

- Video series on the people and places on the Circuit
- Blog refresh featuring video news segments, snackable Q&As, guest perspectives that highlight human interest angles and diverse communities
- Website overhaul with inclusion of language representation in partnership with JEDI task force [Spanish-language integration to start] and with My Circuit Trails page as hub
- Newsletter format prioritizes focus and reach of all owned content
- My Circuit Trails products for IRL engagement; scannable key ring tags, temporary signage, other engagement templates



Shared Media

- **Broaden the Universe** extend universe of community organizations that we follow and engage with as the Circuit
- **#MyCircuitTrails** content series with video, reinforcing that Circuit experiences, activities, and journeys are personal, relevant, wide open, and welcoming to all, especially for neighborhoods that border Circuit trails
- **MyCircuit Trails Playlist** a crowdsourced public Spotify playlist to engage trail users on the trails, at home or anywhere
- Diverse Voices highlight happenings as they relate to priority neighborhoods/JEDI focus areas, on-trail activations and events, new partnerships, social takeovers, etc.



Earned Media

- Cultivate Diverse Coverage AL DÍA, The Philadelphia Tribune, NBC10/Telemundo, PHL17/Univision, WDAS, Power99, etc. plus revisit general consumer reporters who cover trails, fitness, public space, etc.
- **Prioritize Community Coverage** Southwest CDC Globe Times, West Philly Local, New Jersey Free Press, Norristown Local, The Sentinel of Gloucester County, The Times of Chester County, etc.
- **Breaking News and Current Events** continue to utilize breaking news/current news cycles to pitch relevant Circuit Trails commentaries and advance advocacy priorities
- Trail Groundbreakings, Ribbon Cuttings & Notable Events/Programs continue to promote and message important trail development milestones such as groundbreakings, ribbon cuttings, advocacy "wins", funding awards



Paid Media

Full media plan may include:

- Digital -- Visit Philly
- Radio -- WDAS Partnership
- Print & Digital
 - Metro Philadelphia
 - Philadelphia Weekly
 - AL DÍA News
 - Uptown Standard & Black Philadelphia Magazine

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- Philadelphia Tribune
- Digital First Media [PA suburban syndicate]
- NJ.com
- Social Media Advertising
 - Facebook, Instagram
- Social Media Influencers
 - Instagram, TikTok
- Street Team Activations

Social Media Influencers



Jason L Hall

Vaccine Scientist, #BlackBirder, Doggos, LGBTQ+ ally, COMMUNITY science always, love all things nature, he/him/ Jason/ founder of @incolorbirdingclub linktr.ee/InColorBirding Followed by **thecircuittrails**

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Following

PA | NJ
✓ Inspiring Women to be confident while simplifying life
✓ Instabio.cc/GlamCandy



- 2021 Influencers: Jason Hall and Candyce Johnson
- 2022 Influencer Outreach: looking to work with more influencers and branch out to TikTok in addition to Instagram influencers
 - Target 4-8 influencer partnerships with varying levels of commitments (number of posts, partnership length, post types, etc.)
 - Target at least 2 influencers within the trail community and 2 who can introduce the Circuit to a potential new audience

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Campaign Cadence

Monthly Content June - October 2022

- 3 newsletters (in partnership with BCGP)
 - 1 Grassroots Newsletter (full audience)
 - 1 Coalition Newsletter
 - 1 Monthly Action to Circuit Citizens (engaged audience)/minimum
- 2 Circuit Trails Blogs (minimum)
- 1 My Circuit Trails Videos
- Paid Influencer Content— at least one post a month
- Ongoing social content weekly
- Ongoing earned media
- Paid media—runs per plan



Down Season Cadence

Monthly Content November 2022 – March 2023

- 3 newsletters (in partnership with BCGP)
 - 1 Grassroòts Newsletter (full audienće)
 - 1 Coalition Newsletter
 - 1 Monthly Action to Circuit Citizens (engaged audience)

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- 2 Circuit Trails Blogs
- Ongoing social content weekly
- Ongoing earned media

Your Action Plan!

- Training and Tools <u>tinyurl.com/CircuitSocialTools</u>
- Showcase Circuit: on website, materials, press
- Engage with the Circuit on social #OnTheCircuit, FB/Insta @thecircuittrails Twitter @circuittrails
- Share content (blog, events/ribbon cuttings/ground breakings, advocacy needs, community partnerships, opportunities)
- Use and submit photos: <u>tinyurl.com/circuitphotofolder</u>

Email updates, questions, swag and resources: anya@railstotrails.org



Light Rail to Trails: Connecting the River Line & the Circuit



TRI-STATE TRANSPORTATION CAMPAIGN

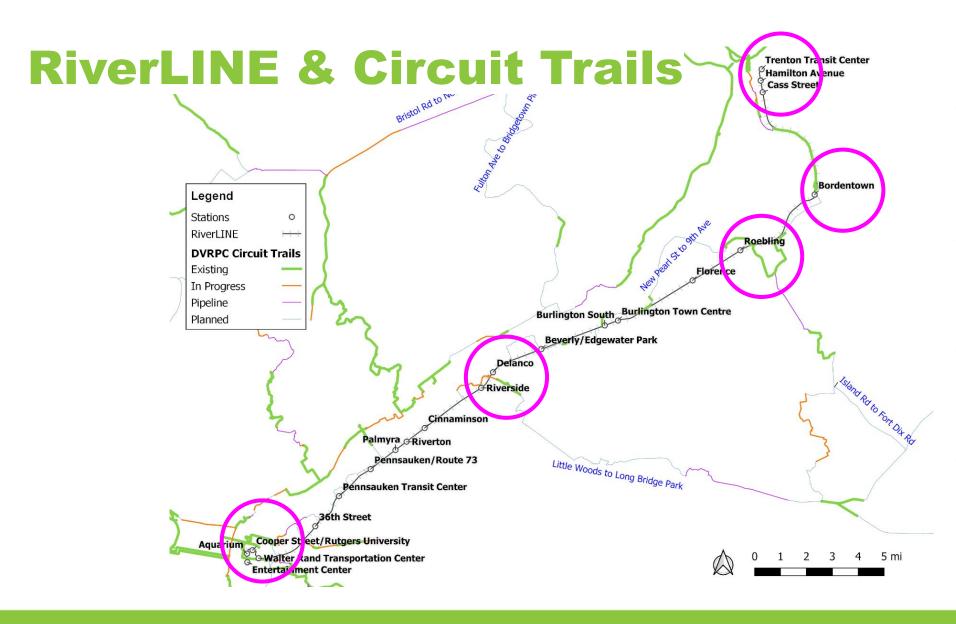








THE CIRCUIT TRAILS



- Prioritized stations that are near completed trails or soon-to-be completed trails for wayfinding and repair stations
- Added additional repair stands to stations with highest number of bicyclists getting on/off
- Kept in mind locations of existing repair stations (i.e. Trenton Transit Center & Cooper Street)
- Partnership with Cross County Connection TMA to keep an eye on the status of these

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Existing Options

Signage Options



TRAIL MEDALLION

3¹⁰ DIAMETER

PROPORTIONAL SIZE

A proud segment of

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100s of Miles of Happy

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DETAIL VIEW

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circulturalis.org

DESIGNED BY EASTERN STANDARD FOR THE CIRCUIT TRALS - JULY 2016 ALL CONTENT IS FOR PLACEMENT ONLY

New Sign Types

CIRCUIT Sign System Overview TRAILS **Design Intent Documentation** 10' 1'-4" CIRCU 1'-9 1/2" River Heritage Tr Dooper Street 💂 Bordentow 2'-3 Delawar River . Heritage 1 ST5a ST5b THE THE CIRCUIT TRAILS 3'-0* 2'-0' Obsistentings 8 milion 3' -N. 2' ----1' _____ ST5 ST3 ST6 ST2 ST7 (on-road) (on-road) (at stations) (on-trail) (on-trail) Trailblaze Sign 14" x 19" Two-destination Directional Sign 14" x 24" Station connections sign 12" x 24" Trail ID 12" x 17" Trail Connections 14" x 36" Single destination Up to two destinations, no mileage Up to four destinations, with mileage ST2a: bandit strap mount ST3a: bandit strap mount ST2b: U-channel post mount ST3b: U-channel post mount ST5a: bandit strap mount ST6a: bandit strap mount ST7a: bandit strap mount ST5b: U-channel post mount ST6b: U-channel post mount ST7b: U-channel post mount ST5d: fence mount ST6d: fence mount ST7d: wall/fence mount

This drawing represents design intent only. All measurements and installation guidelines are approximate. Sign Fabricator will be responsible - Verifying all dimensions, structures, and existing conditions in the field prior to execution of shop drawings. - Rodriving and coordinating the appropriate groups of any potential issues or obstructions that will affect the design intent prior to installation - Obtaining any necessary engineering seals or permits. - Verifying compliance with ADA and local sign codes with the appropriate groups for final approval prior to fabrication.

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n intent prior to installation.	Riverline Transit-to-Trails Signage Bicycle Wayfinding Sign System	21TSTC314001	03.11.22		As Noted		2.2
pricator will be responsible for:	Client/Project	Project No.	Date	Revisions	Scale	Notes	Page Number

THE

THE CIRCUIT TRAILS

Field Visit







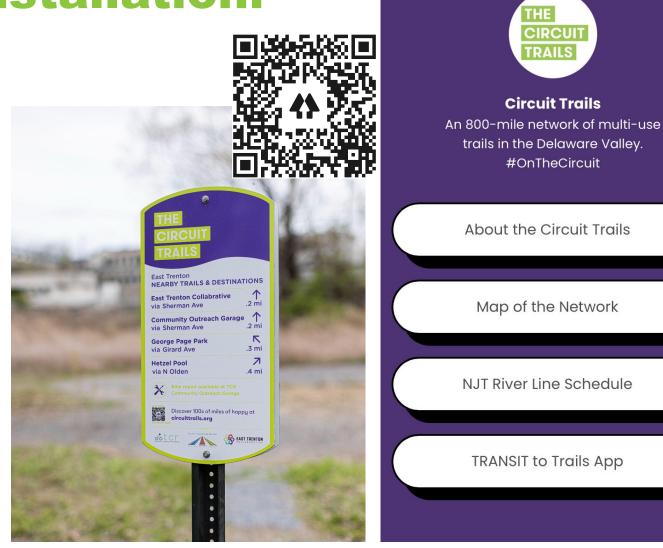


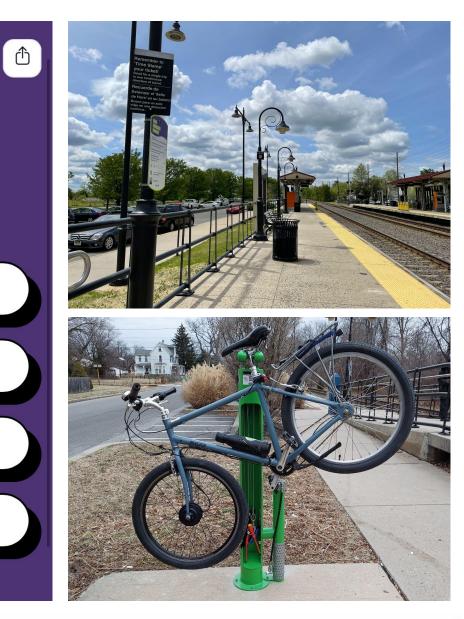
Co-Branding





Installation!





THE CIRCUIT TRAILS

Philadelphia to the Shore: Trail Connectivity in the SJTPO Region

Circuit Trails Semi-Annual Meeting Thursday, May 12, 2022



South Jersey Transportation Planning Organization







Your Support Has Been Key!

- Many partners, many lessons learned
- Generate local support
- Identify efforts to undertake
 - Branding and Communications
 - Atlantic County Bikeway West
 - Northern Cape May County
 - South Jersey Trails Advisory Committee



Branding & Communications

- Technical study 2018-2019
- Extensive public input
 - Brand naming
 - Select design



www.SJTPO.org/SouthJerseyTrails











Alignments Considered

Mullica



City



730

Proposed Alignment





Length: 22.3 miles Municipalities:

Egg

Harbor City

- Winslow Township
- Folsom Borough
- Buena Vista Township
- Hamilton Township



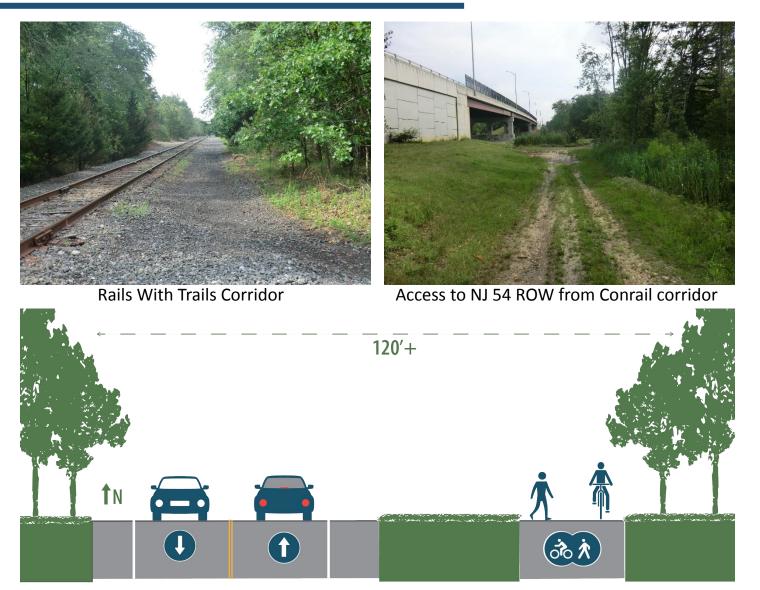
Focus Area 1

Folsom – Buena Vista

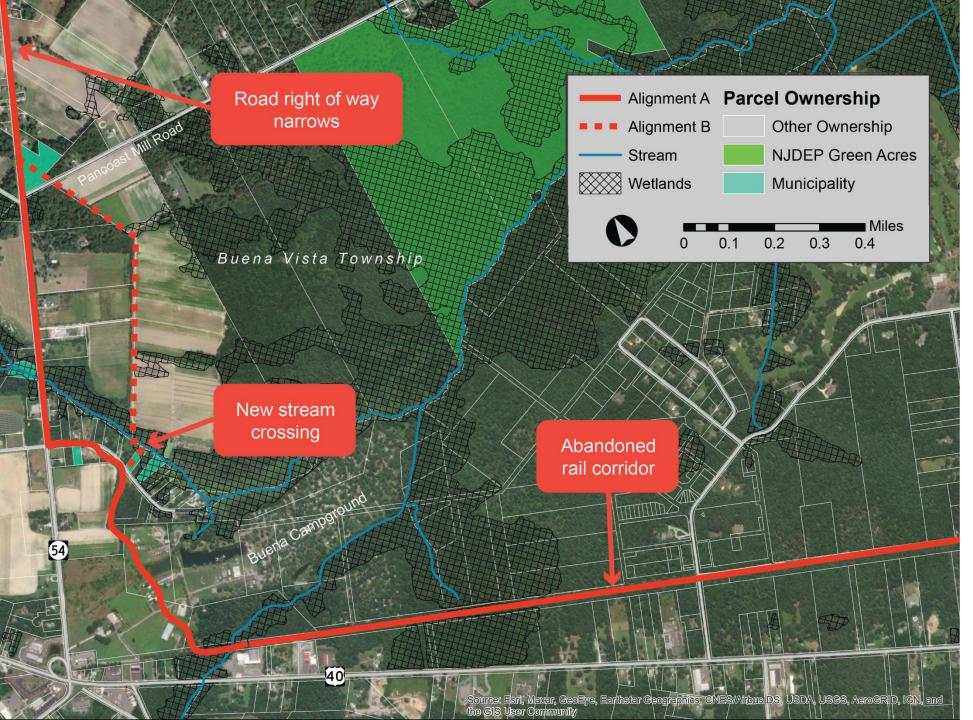


NJ 54 Alignment – East Side





Proposed (Looking North on NJ 54)



Focus Area 2

Buena Vista



Abandoned Rail Alignment



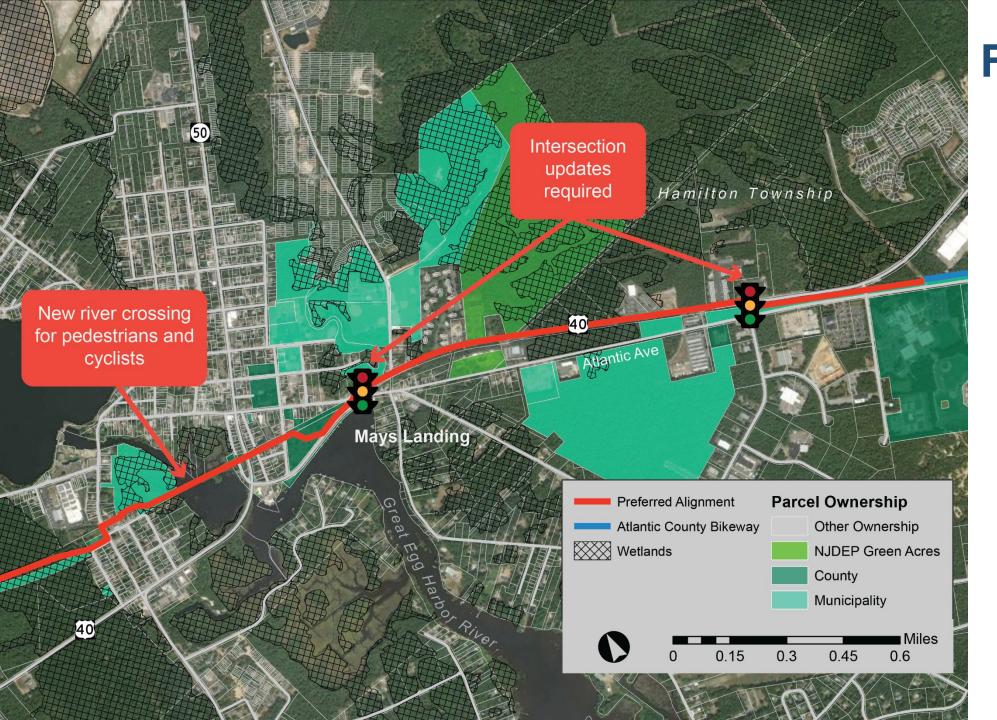
• Most of the corridor is cleared, but some areas have re-forested



Near Main Street (West End)

Strand Ave (East End)

Proposed

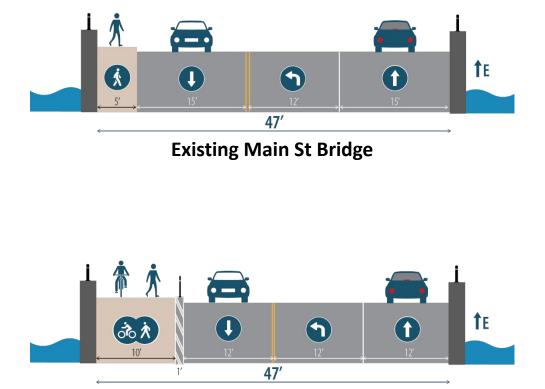


SOUTH JERSEY TRAILS

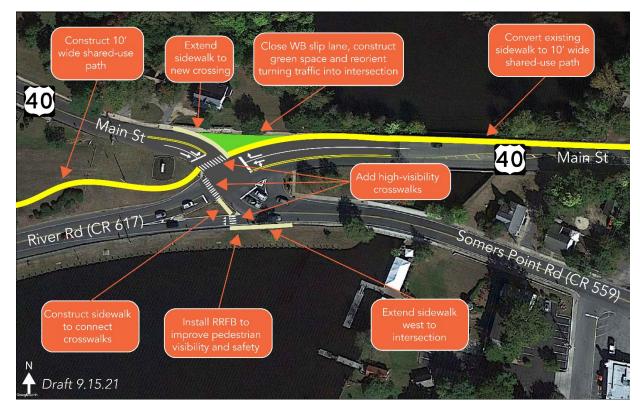
Focus Area 3 Mays Landing

Main Street and River Road Alignment

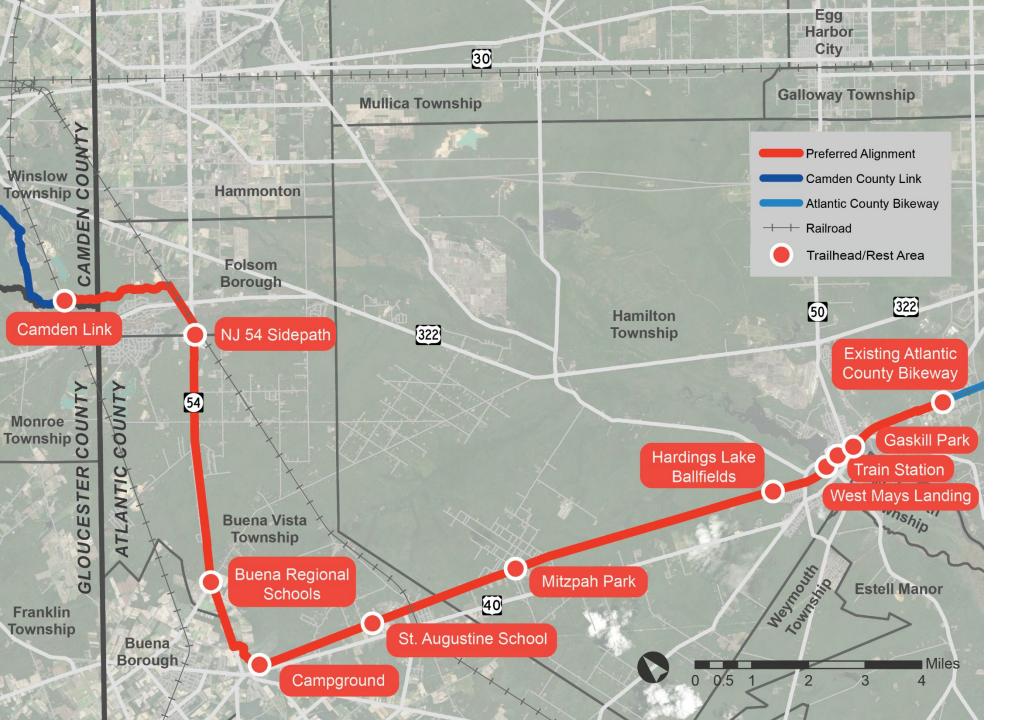




Proposed Main St Bridge



Proposed Alternative at Main St and River Road



Potential Trailhead Locations





Next Steps

- Advanced feasibility studies for 3 focus segments:
 - Additional environmental, right-of-way, cost analysis
- Coordination with stakeholders
 - NJDOT, NJDEP, NJSHPO, NJ Natural Land Trust, Conrail, property owners, and residents







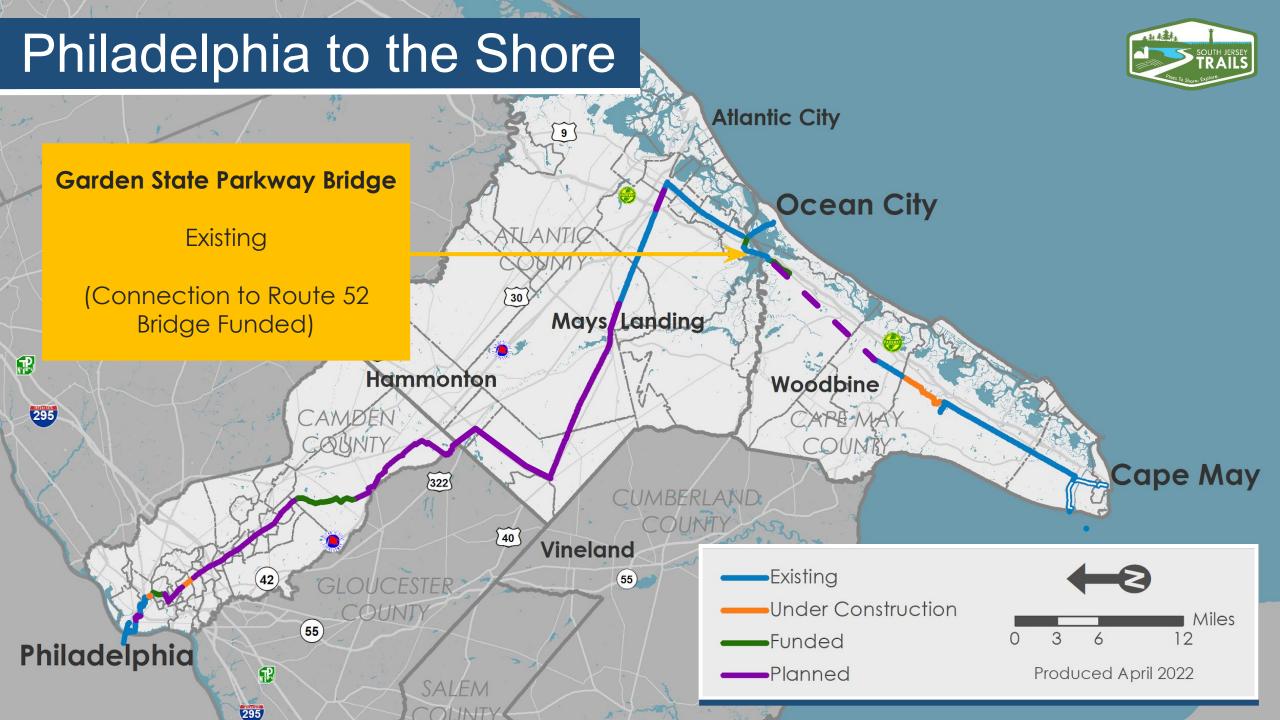




Route 52 Bridge: Somers Point/Ocean City

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Garden State Parkway Bridge

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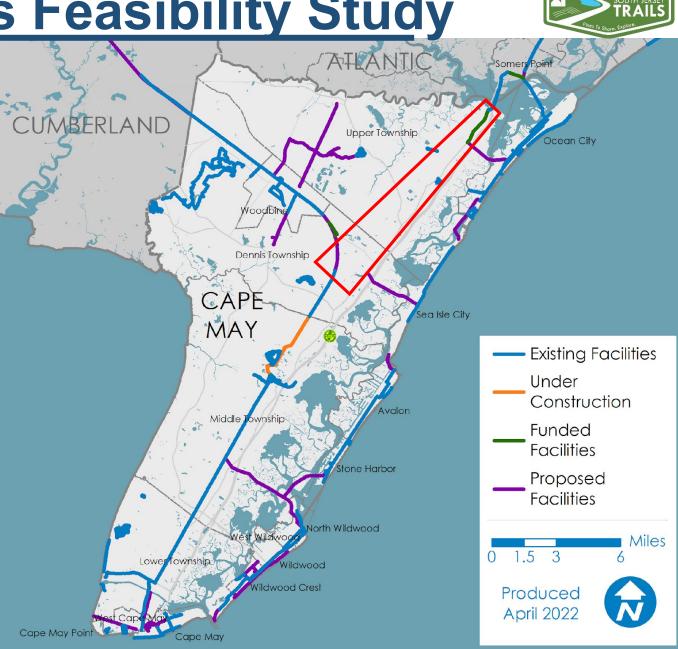
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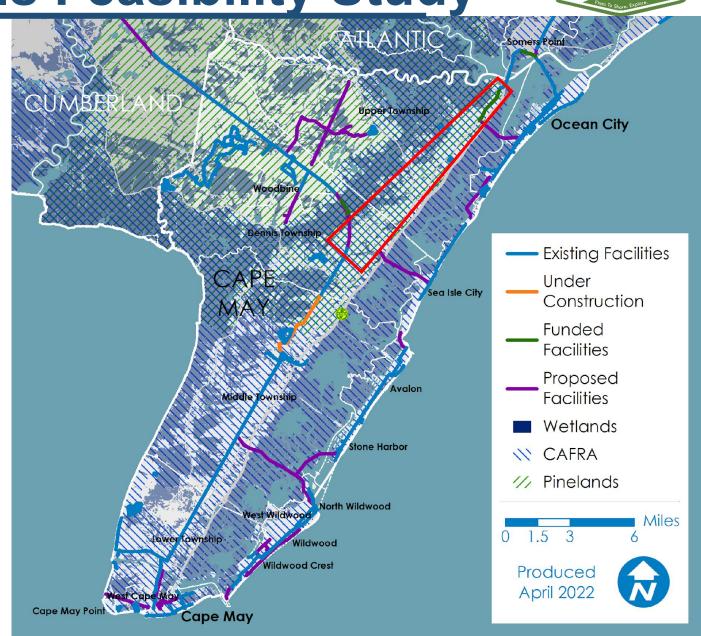
Cape May County Trails Feasibility Study

- •~10.5 miles
- Partnership between SJTPO, Cape May Co, Upper, and Dennis Townships
- Entirely off-road



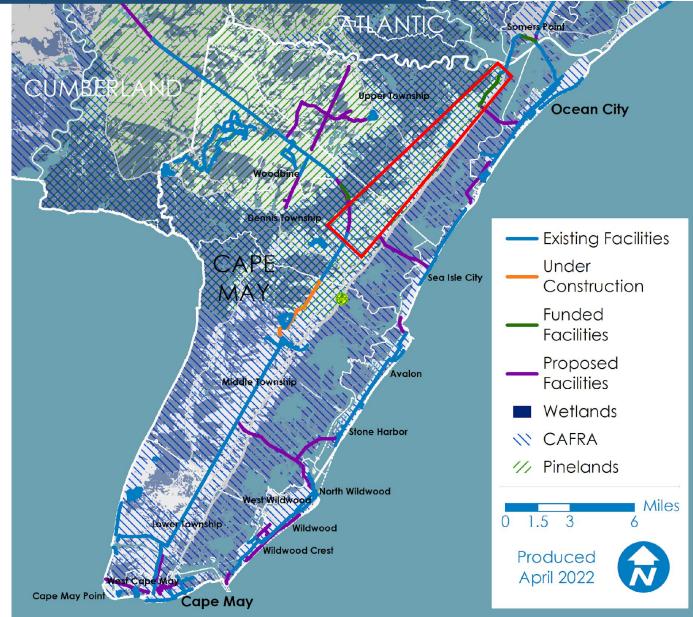
Cape May County Trails Feasibility Study

- Environmental constraints to the west
 - CAFRA
 - Pinelands
 - Wetlands
 - US Fish and Wildlife
- Compact development to the east
- Busy shore corridors throughout



Cape May County Trails Feasibility Study Effort will be driven by constraints

- Bulk of work is focused on environmental
- Public outreach can be more focused

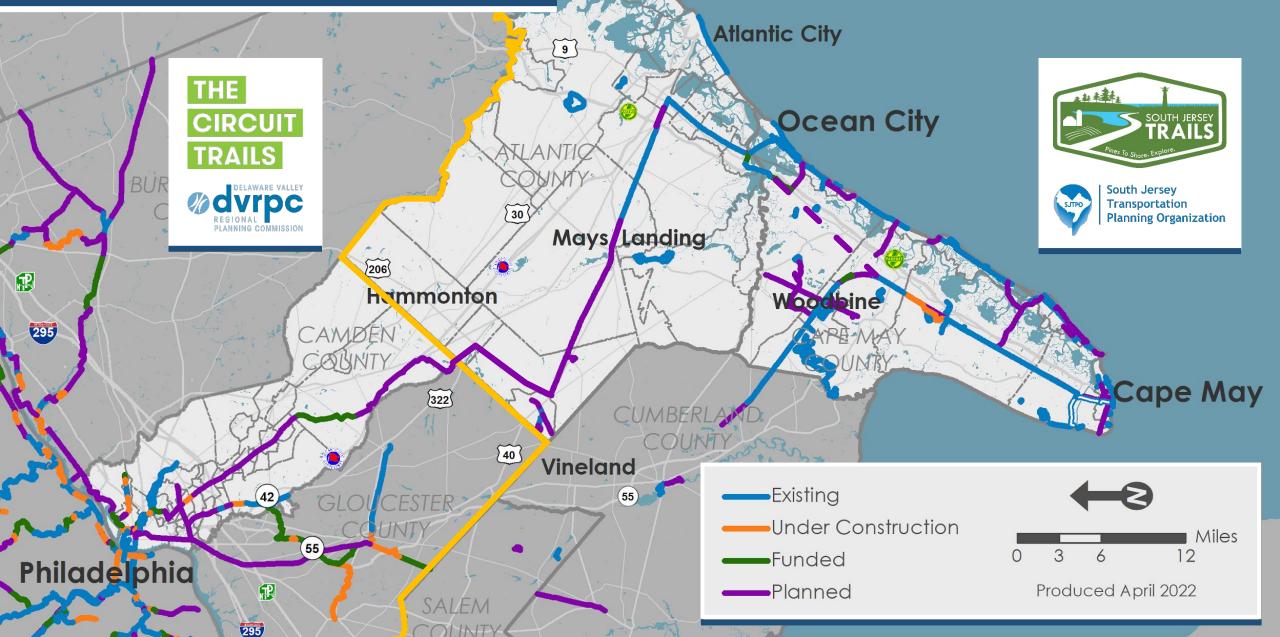






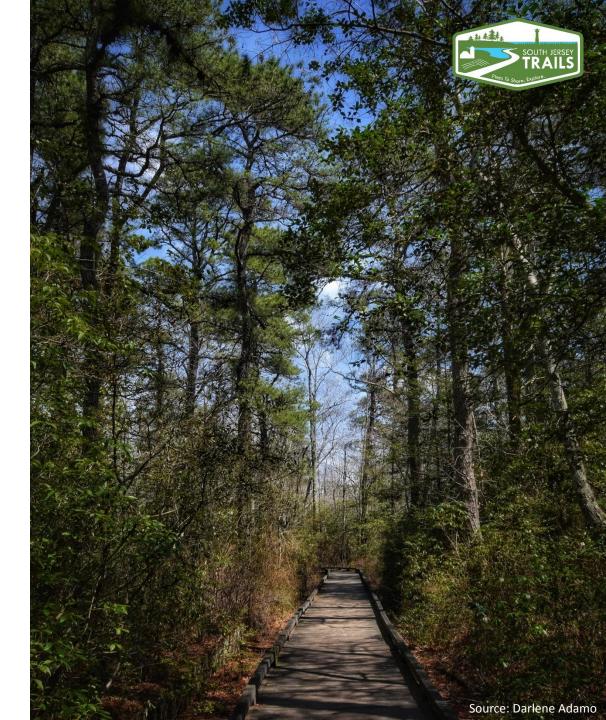


The Broader Network



Next Steps for SJTPO

- Complete Cape May County Feasibility
- Additional Coordination, environmental, ROW, on AC Bikeway West
- South Jersey Trails Advisory Committee
 - Stakeholders
 - Interested public
- Identify a visionary network
 - Atlantic & Cape May
 - Cumberland & Salem



Thank You!



Alan Huff

Program Manager – Safety Initiatives & Public Outreach <u>ahuff@sitpo.org</u>





South Jersey Transportation Planning Organization

www.SJTPO.org/SouthJerseyTrails

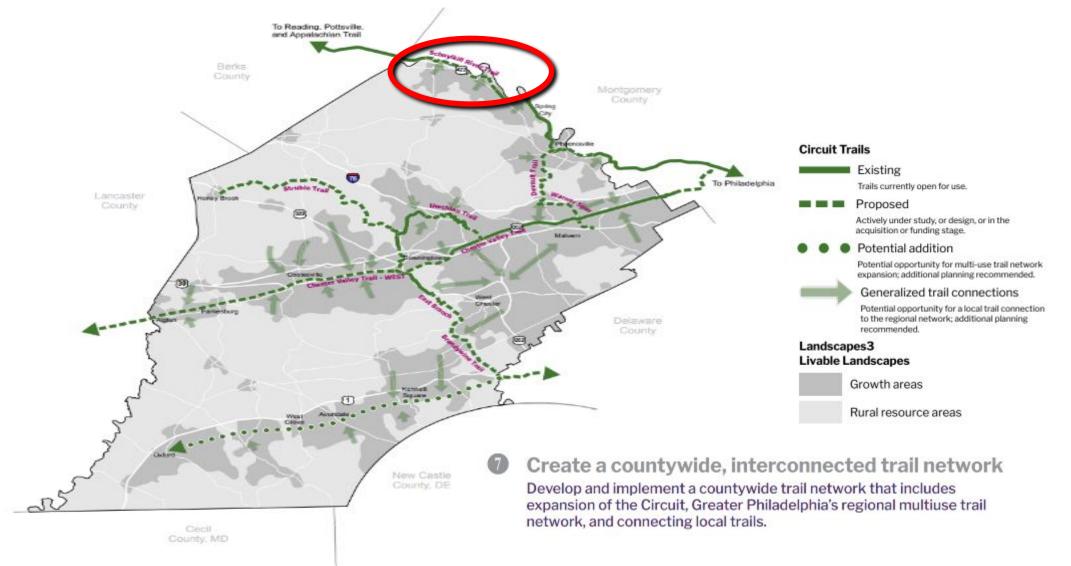
Schuylkill River Trail



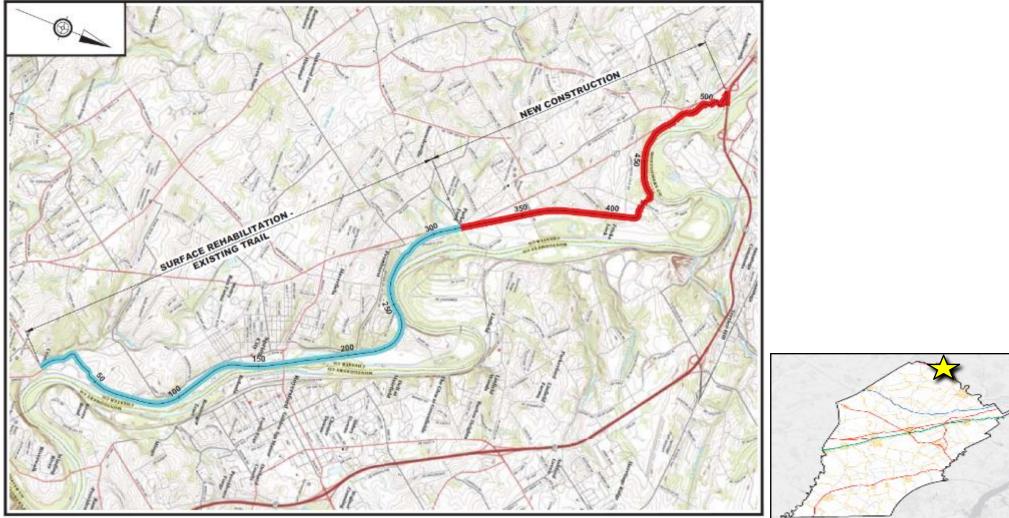
Brian E. Styche, RLA, AICP Multimodal Transportation Planning Director Chester County Planning Commission



The Circuit in Chester County

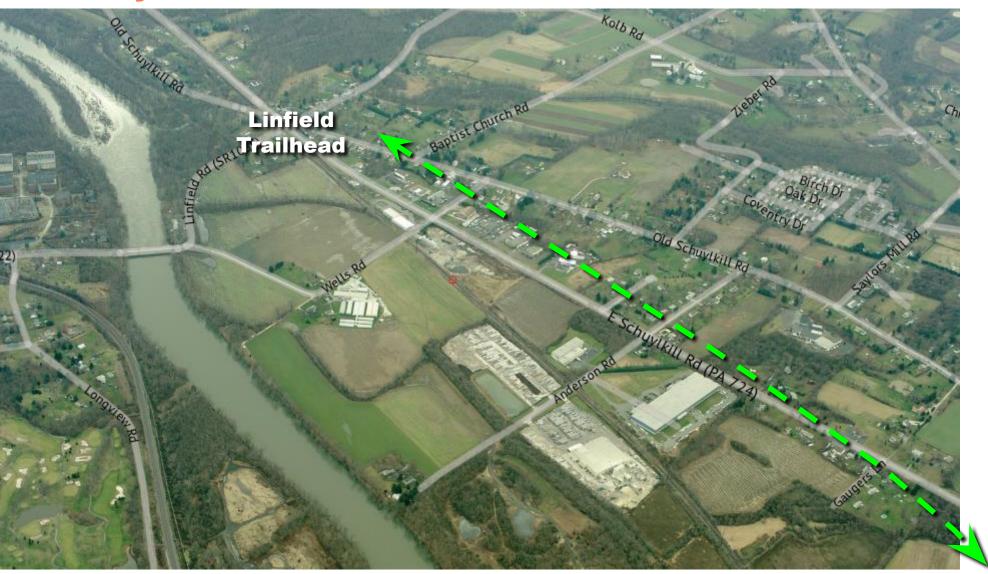






Source: Wilson Consulting Group, Inc.







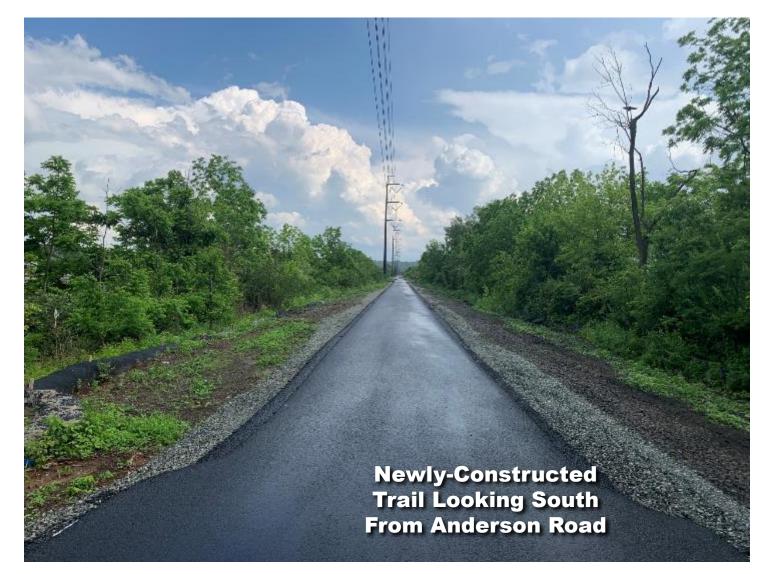
Schuylkill River Trail - Phase 2 – Linfield Trailhead



LINFIELD TRAILHEAD PLAN

Source: Wilson Consulting Group, Inc.



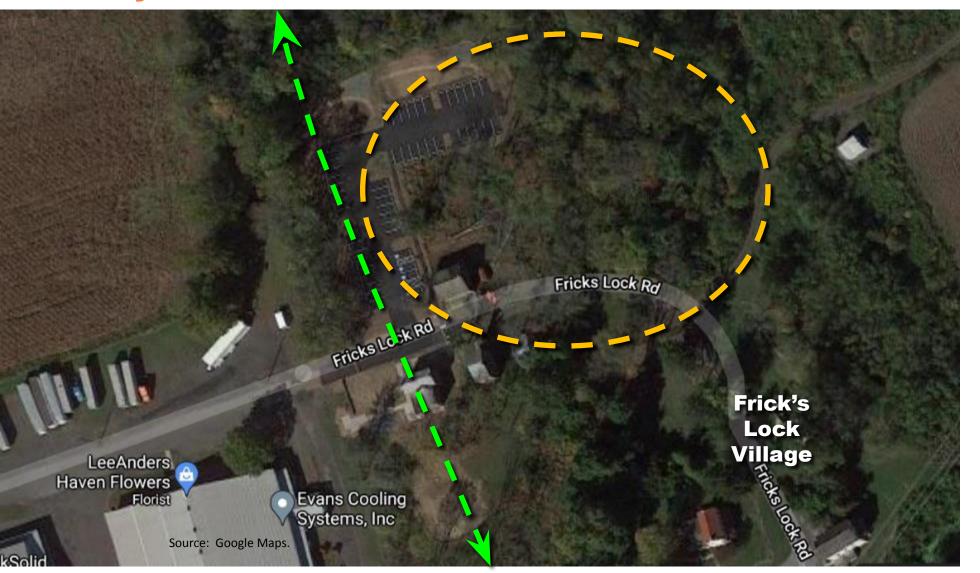








Schuylkill River Trail - Phase 2 – Frick's Lock





Schuylkill River Trail - Phase 2 – Frick's Lock











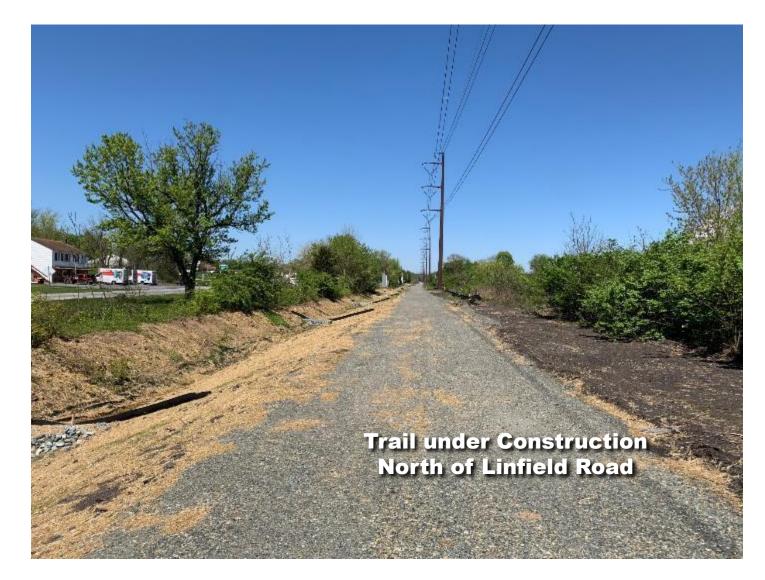














Schuylkill River Trail - Phase 2 – 422 Connector

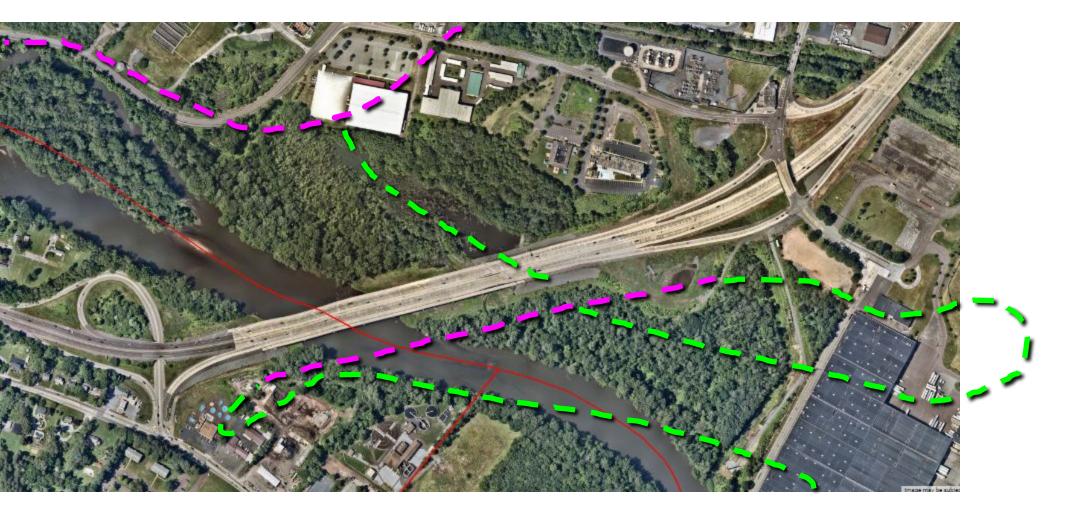


SR 422 CONNECTOR PLAN

Source: Wilson Consulting Group, Inc.



Schuylkill River Trail – Pottstown











Thank you!

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