Welcome!
Agenda

1:30-1:135 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
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
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

Bar chart showing the number of annual counts on the Chester Valley Trail from 2018 to 2021. The counts are as follows:

- 2018: 200,000
- 2019: 200,000
- 2020: 350,000
- 2021: 300,000

The chart indicates a significant increase in 2020.
Annual Counts - DRT at Port Richmond

- 2018: 0
- 2019: 30,000
- 2020: 60,000
- 2021: 50,000

60,000
50,000
40,000
30,000
20,000
10,000
0

2018 2019 2020 2021
Annual Counts - Schuylkill Banks

- 2018: 1,500,000
- 2019: 2,000,000
- 2020: 2,500,000
- 2021: 1,500,000
Annual Counts - Wissahickon Trail
Jan.-April Counts - Schuylkill Banks
Jan.-April Counts - DRT at Port Richmond

- Jan.-April 2018
- Jan.-April 2019
- Jan.-April 2020
- Jan.-April 2021
- Jan.-April 2022
Jan.-April Counts - Monroe Twp. Bike Path

- Jan.-April 2018
- Jan.-April 2019
- Jan.-April 2020
- Jan.-April 2021
- Jan.-April 2022
Jan.-April Counts - SRT at Pawlings Road

![Graph showing Jan.-April Counts for SRT at Pawlings Road from 2018 to 2022.]

- Jan.-April 2018: 28,000
- Jan.-April 2019: 35,000
- Jan.-April 2020: 40,000
- Jan.-April 2021: 50,000
- Jan.-April 2022: 35,000
Web Viewer for Permanently-Installed Counters

https://www.dvrpc.org/webmaps/permbikeped
Thank You!

Questions?
Contact: Shawn Megill Legendre
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PECO Rights of Way Use Policy

Suzanne Ryan, External Affairs Manager, Montgomery County
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
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: Market the Circuit Trails to potential new trail users with a particular focus on under-represented groups and under-resourced communities.

Objective 2: Support programming, events, placemaking, and group activities on the Circuit Trails, 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.
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 short- and 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.
Strategic Plan Breakout Rooms

2-3 Breakout Rooms

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

1. Community Connections Project
2. County Action Teams
3. Coalition Evaluation Project
4. Coalition Learning Community Project

Review and fill out the survey interest form
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 **THE** destination**, 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 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)

• **Tone**: Center on experiential content and activate personalized moments on the trail
My Circuit Trails Activity Hub

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

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.
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
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
  - 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

- **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
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 Grassroots Newsletter (full audience)
  ○ 1 Coalition Newsletter
  ○ 1 Monthly Action to Circuit Citizens (engaged audience)

● 2 Circuit Trails Blogs
● Ongoing social content weekly
● Ongoing earned media
Your Action Plan!

• Training and Tools tinyurl.com/CircuitSocialTools

• 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: tinyurl.com/circuitphotofolder

  Email updates, questions, swag and resources: anya@railstotrails.org
Light Rail to Trails: Connecting the River Line & the Circuit
RiverLINE & 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
Existing Options

Signage Options
New Sign Types

Sign System Overview

ST2 (on trail)
- Trail ID: 10' x 17'
- ST2a: bandi strap mount
- ST2b: U-channel post mount

ST3 (exit trail connections)
- 10' x 19'
- ST3a: bandi strap mount
- ST3b: U-channel post mount

ST5 (on trail)
- Trailbound Sign: 9' 10" x 8'
- Single destination
- ST5a: bandi strap mount
- ST5b: U-channel post mount
- ST5c: fence mount

ST6 (on trail)
- Two-destination directional sign: 10' x 10'
- Up to two destinations, no mileage
- ST6a: bandi strap mount
- ST6b: U-channel post mount
- ST6c: fence mount

ST7 (on trail)
- Station connections sign: 10' x 20'
- Up to four destinations, with mileage
- ST7a: bandi strap mount
- ST7b: U-channel post mount
- ST7c: fence mount
Co-Branding
Installation!

Circuit Trails
An 800-mile network of multi-use trails in the Delaware Valley.
#OnTheCircuit

- About the Circuit Trails
- Map of the Network
- NJT River Line Schedule
- TRANSIT to Trails App
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
Camden County Link
(The Circuit Trails Network)
Existing, Funded, Under Construction, and Planned
Length: 22.3 miles

Municipalities:
- Winslow Township
- Folsom Borough
- Buena Vista Township
- Hamilton Township
NJ 54 Alignment – East Side

Access to NJ 54 ROW from Conrail corridor

Rails With Trails Corridor

Proposed (Looking North on NJ 54)
Focus Area 2
Buena Vista

Road right of way narrows

New stream crossing

Abandoned rail corridor
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
Focus Area 3
Mays Landing

New river crossing for pedestrians and cyclists

Intersection updates required

Great Egg Harbor River

Parcel Ownership:
- Preferred Alignment
- Atlantic County Bikeway
- Wetlands
- Other Ownership
- NJDEP Green Acres
- County
- Municipality

Map legend showing distances in miles:
- 0
- 0.15
- 0.3
- 0.45
- 0.6

Mays Landing

Hamilton Township

Eastern Egg Harbor River

Atlantic Ave
Main Street and River Road Alignment

Existing Main St Bridge

Proposed Main St Bridge

Proposed Alternative at Main St and River Road

- Construct 10' wide shared-use path
- Extend sidewalk to new crossing
- Close WB slip lane, construct green space and reorient turning traffic into intersection
- Convert existing sidewalk to 10' wide shared-use path
- Add high-visibility crosswalks
- Construct sidewalk to connect crosswalks
- Install RRFBs to improve pedestrian visibility and safety
- Extend sidewalk west to intersection

5' 13' 13' 12' 12'

47'

5' 13' 17' 12' 12'

47'
Potential Trailhead Locations
Next Steps

• Advanced feasibility studies for 3 focus segments:
  • Additional environmental, right-of-way, cost analysis

• Coordination with stakeholders
  • NJDOT, NJDEP, NJSHP0, NJ Natural Land Trust, Conrail, property owners, and residents
Philadelphia to the Shore

Atlantic County Bikeway East
Existing

Atlantic City
Ocean City
Mays Landing
Woodbine
Cape May
Hammonton
Vineland
Philadelphia

Existing
Under Construction
Funded
Planned

Produced April 2022
Philadelphia to the Shore

The Missing Link
Planned

Existing
Under Construction
Funded
Planned

Produced April 2022
Philadelphia to the Shore

Pleasantville to Somers Point Bike Path
Existing
Philadelphia to the Shore

Route 52 Bridge
Existing

Mays Landing
Hammonton
Vineland
Woodbine
Ocean City
Atlantic City
Cape May

Philadelphia

Legend:
- Existing
- Under Construction
- Funded
- Planned

Produced April 2022
Route 52 Bridge: Somers Point/Ocean City
Philadelphia to the Shore

Garden State Parkway Bridge
Existing

(Connection to Route 52 Bridge Funded)
Garden State Parkway Bridge
• ~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
Philadelphia to the Shore

Bike Lanes
(to Cape May City and Cape May Lewes Ferry to Delaware)
Existing, Under Construction

To Delaware via Cape May Lewes Ferry
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

Source: Darlene Adamo
Thank You!

Alan Huff
Program Manager – Safety Initiatives & Public Outreach
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www.SJTPO.org/SouthJerseyTrails
Schuylkill River Trail

Brian E. Styche, RLA, AICP
Multimodal Transportation Planning Director
Chester County Planning Commission
Create a countywide, interconnected trail network

Develop and implement a countywide trail network that includes expansion of the Circuit, Greater Philadelphia’s regional multiuse trail network, and connecting local trails.
Schuylkill River Trail - Phase 2

Source: Wilson Consulting Group, Inc.
Schuylkill River Trail - Phase 2
Schuylkill River Trail - Phase 2 – Linfield Trailhead

Source: Wilson Consulting Group, Inc.
Schuylkill River Trail - Phase 2

Newly-Constructed Trail Looking South
From Anderson Road
Schuylkill River Trail - Phase 2
Schuylkill River Trail - Phase 2 – Frick’s Lock

Bathroom Facility at Frick’s Lock Village
Schuylkill River Trail - Phase 2
Schuylkill River Trail - Phase 2

Grading of Trail on Former Schuylkill River Towpath
Schuylkill River Trail - Phase 2

Trail under Construction
North of Linfield Road
Schuylkill River Trail - Phase 2 – 422 Connector

Source: Wilson Consulting Group, Inc.
Schuylkill River Trail – Pottstown

Circuit Coalition Semi-Annual Meeting – 5/12/22
Schuylkill River Trail - Phase 2
Thank you!

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