Welcome!
In Memoriam

Elissa Garofalo

Jun King
Mileage Update

- Nearly 380 miles are complete!
- Six miles added since November 2022.
- About 45% complete.
- Over 73 miles are in progress
Recent Completions

- Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles
Recent Completions

• Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles
• Delaware River Trail: Aramingo Ave to Lehigh Ave (Sponsor: PennDOT) - 0.75 miles
Delaware River Trail: Aramingo Ave to Lehigh Ave
Recent Completions

- Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles
- Delaware River Trail: Aramingo Ave to Lehigh Ave (Sponsor: PennDOT) - 0.75 miles
- Delaware River Trail: Princeton Ave to Cottman Ave (Developer-built) - 0.26 miles
Strategic Funding Updates
Strategy Overview

Secure federal funds for Circuit projects to reach the goal of 500 miles by 2025
• Bipartisan Infrastructure Law - Discretionary Funds/Carbon Reduction Program

• Transportation Improvement Plan/DVPRC

• Transportation Alternatives Set Aside (TASA)/Project Capacity
Moving the Circuit Forward to Reach
500 MILES BY 2025

Strategies to accelerate the completion of The Circuit Trails
4th Edition

Published by the Bicycle Coalition of Greater Philadelphia on March 2023
• 11 policy recommendations

• Tables of projects ready for federal/state funding by county

• County maps
The following table sorts the 8 trail segments in Camden County that have been identified as ready for federal, state and local funding, and its Gap Analysis Score to identify priority projects that require action to reach 500 miles by 2025. Additionally, the Circuit Trails Coalition has identified priority trail projects (highlighted in green) in the 9-county region to ensure the region reaches the interim campaign goal of 500 miles by 2025 with the purpose of connecting the Circuit's critical gaps.

<table>
<thead>
<tr>
<th>Trail</th>
<th>Segment Description</th>
<th>Trail Status</th>
<th>Funding Readiness</th>
<th>Miles</th>
<th>Priority Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camden County Link</td>
<td>Cooper River Bridge</td>
<td>In Progress</td>
<td>Federal</td>
<td>0.06</td>
<td>25</td>
</tr>
<tr>
<td>Cooper River Trail</td>
<td>Admiral Wilson Blvd Trail</td>
<td>Pipeline</td>
<td>Federal</td>
<td>0.50</td>
<td>25.5</td>
</tr>
<tr>
<td>Cooper River Trail</td>
<td>Pub Connector</td>
<td>In Progress</td>
<td>Federal</td>
<td>0.12</td>
<td>24</td>
</tr>
<tr>
<td>Cooper River Trail</td>
<td>Route 130 Crossing</td>
<td>In Progress</td>
<td>Federal</td>
<td>0.19</td>
<td>21</td>
</tr>
<tr>
<td>Merchantville Trail</td>
<td>N 36th St to Euclid Ave</td>
<td>In Progress</td>
<td>Federal</td>
<td>0.56</td>
<td>24.5</td>
</tr>
<tr>
<td>Camden County Link</td>
<td>Somerdale Rd to Wakonda Rd</td>
<td>In Progress</td>
<td>Federal</td>
<td>0.45</td>
<td>12</td>
</tr>
<tr>
<td>Camden County Link</td>
<td>State St to near Memorial Ave</td>
<td>Planned</td>
<td>Federal</td>
<td>0.91</td>
<td>32</td>
</tr>
<tr>
<td>Camden County Link</td>
<td>New Brooklyn County Park</td>
<td>Planned</td>
<td>Federal</td>
<td>1.51</td>
<td>18.75</td>
</tr>
<tr>
<td><strong>Burlington - Camden Trail</strong></td>
<td><strong>Union Rd to Pennsauken Creek</strong></td>
<td><strong>Conceptual</strong></td>
<td>State/Local</td>
<td>Conceptual</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Total Miles:** 4.3
See available resources below for the Circuit Trails community.

Resource Library

Search

EQUITY AND JUSTICE ON THE CIRCUIT TRAILS

500 MILES BY 2025 CAMPAIGN

Moving the Circuit Forward To Reach 500 miles by 2025 Report (April 2023)
THE CIRCUIT TRAILS

Pennsylvania
NEW JERSEY

THE CIRCUIT TRAILS

New Jersey
Action Alert  circuittrails.org/get-involved/advocate/

You can help by making sure your commissioners are on board. Send a letter to your commissioners today by selecting your county from the list below.

- BUCKS COUNTY →
- GLOUCESTER COUNTY →
- BURLINGTON COUNTY →
- MERCER COUNTY →
- CAMDEN COUNTY →
- MONTGOMERY COUNTY →
- CHESTER COUNTY →
- PHILADELPHIA COUNTY →
- DELAWARE COUNTY →
Questions?
Programming, Awareness and Engagement
Community Grant Program
2023 Grantees
Photo: Daniel Paschall, ECGA -- Delaware Riverfront Trail -- Chester Bike Rodeo 2023
THE CIRCUIT TRAILS

Awareness + Engagement
Market Research: Immediate Actions

Our communications strategy addresses the following recommendations from the JEDI report:

- #1 Invite everyone to have their fun on the trail.
- #2 Extend an overt welcome.
- #3 Host organized group activities.
- #9 Show people enjoying the trail.
- #10 Leverage local social media and traditional door-to-door.

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
- Put broad brand recognition + growing grassroots to work for advocacy in support of Action Teams and 500 miles x 2025 campaign
- Maintain the momentum of The Circuit Trails general consumer awareness campaign
Raising Awareness
Engaging Neighborhoods
Your Action Plan

- **Showcase Circuit**: on website, social, materials, press
- **Engage with the Circuit on Social**: #OnTheCircuit, FB/Insta/TikTok @thecircuittrails, Twitter @circuittrails
- **Share Content**: blogs, events/ribbon cuttings/ground breakings, advocacy needs, community partnerships, opportunities
- **Amplify the Circuit Story**: Circuit Citizens and advocacy, events, fun happenings

Training and Tools: tinyurl.com/CircuitSocialTools

Photos: tinyurl.com/circuitphotofolder

Share updates, ask questions, get swag and resources: anya@railstotrails.org
5 Minute Break
Coalition Assessment Project
Circuit Trails Coalition 2023-2033

Coalition Assessment Project

- We’ve come so far in 10 years!
- What does the next 10 years look like?
- To get there, who/what are we missing?
- To get there, how should we adjust?
Coalition Assessment Process

Phase 1 Objectives:
- Understand the coalition’s current conditions
- Consider the effects of those conditions towards our short/long-term vision

Activities:
- Mapping “what is”
  - Membership, Org Structure, Communications
- Member survey
  - Member needs & interests, coalition strengths / needs attention
# Benefits of Membership

What does your organization **get from being a member** of the Circuit Trails Coalition?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Agree / Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has access to learning and information that improves our work</td>
<td>96%</td>
</tr>
<tr>
<td>Benefits from being part of a coalition that <strong>has priorities and provides coordination to achieve them</strong></td>
<td>93%</td>
</tr>
<tr>
<td>Has a bigger voice on trails and related issues than we have on our own (membership results in greater influence / impact.)</td>
<td>89%</td>
</tr>
<tr>
<td>Better understands DVRPC priorities, programs, information and tools</td>
<td>82%</td>
</tr>
<tr>
<td>Benefits from receiving information about and access to funding opportunities</td>
<td>81%</td>
</tr>
</tbody>
</table>
Benefits of Membership

How could the Coalition better contribute to your organization meeting its own goals?

Themes include:

- Desire for more specific support, technical assistance for or engagement with local projects. Including highlighting partners, communities, projects/connections.
- Focus more on activating and programing trails
- More cohesive communications; continued support for outreach
- Some smaller / less resourced organizations: support for finding funding or guidance on how to grow to get staff.
- Sharing funding announcements so organizations find out in timely way / not surprised.
Member Engagement

High agreement:
- Familiarity and alignment with coalition priorities
- Gain benefits from engaging in the coalition

Needs attention:
- Coalition can improve member engagement
- Can increase understanding of HOW to be involved
- And how to bring ideas, issues, projects forward for consideration

Noteworthy:
- Members have different capacity levels to engage w/ the coalition.
- Need to identify additional ways to engage and support smaller/less resourced orgs.
Member Engagement

Other conclusions / member suggestions:
- Should create an onboarding process
- Should more regularly share ways members can engage
- Clarity around JEDI Task Force/Learning Community, how to engage
- How Action Teams work needs attention
- Need to cultivate and develop more leaders within the coalition
- (And a range of additional responses/ideas)

Noteworthy:
- Only about 50% of members would or have invited a peer to join the coalition
Coalition Benchmarking

Members ranked their level of agreement with statements about the coalition regarding 10 key factors of coalition strength.

**Top areas of STRENGTH:**
- Clear Purpose and Shared Goals
- Strategic Analysis and Direction
- Mutual Benefits
- Celebration and Rewards

**Top areas that NEED ATTENTION:**
- The Right Members
- Value to Membership
- Effective Internal Communication
- Clear Decision-Making Processes
What are your initial reactions? What stands out to you?
How would the coalition need to change to increase your interest in inviting others?
Member Survey - Discussion

How would the coalition need to change to increase your interest in inviting others?

Turn and talk (5 min)  Share out (5 min)
Member Survey - Share Out

How would the coalition need to change to increase your interest in inviting others?

NOTES:
THE CIRCUIT TRAILS

Closing Activity
Grab A Partner and Discuss

- What are your organization’s top three barriers to accessing state and federal resources?

- What is your organization doing to support under-resourced/overburdened communities in accessing resources in this historic moment?

- Enter your answers on Menti
Excursions: 3:30-5:00

- Walking tour of Cramer Hill Park, David Bean, New Jersey Department of Environmental Protection, leaving from gate behind the Kroc Center

- Kayak trip leaving from Pyne Poynt Park, Don Baugh, Upstream Alliance (must have registered in advance)