

**THE
CIRCUIT
TRAILS**

Semi-Annual Meeting
November 17, 2021

Welcome!



What are you hoping to get out of today's meeting?

<https://tinyurl.com/circuitjams>

Agenda

1. Steering Committee Election Process - Sarah Clark Stuart
2. Strategic Plan - Sarah Clark Stuart
3. Mileage Update - Shawn Megill Legendre, DVRPC
4. Stretch Break
5. Communications Update - Brandi Horton, Rails-to-Trails Conservancy
6. Justice Equity Diversity and Inclusion Successes - Will Fraser, Clean Air Council
7. Naming and Disrupting White Supremacy in the Environmental Field Announcement - Sonia Szczesna, Tri-State Transportation Campaign
8. Action Teams Progress - Patrick Monahan, Bicycle Coalition of Greater Philadelphia

Circuit Steering Committee Election

Nominate a candidate by Dec 6: <https://tinyurl.com/circuitnom>

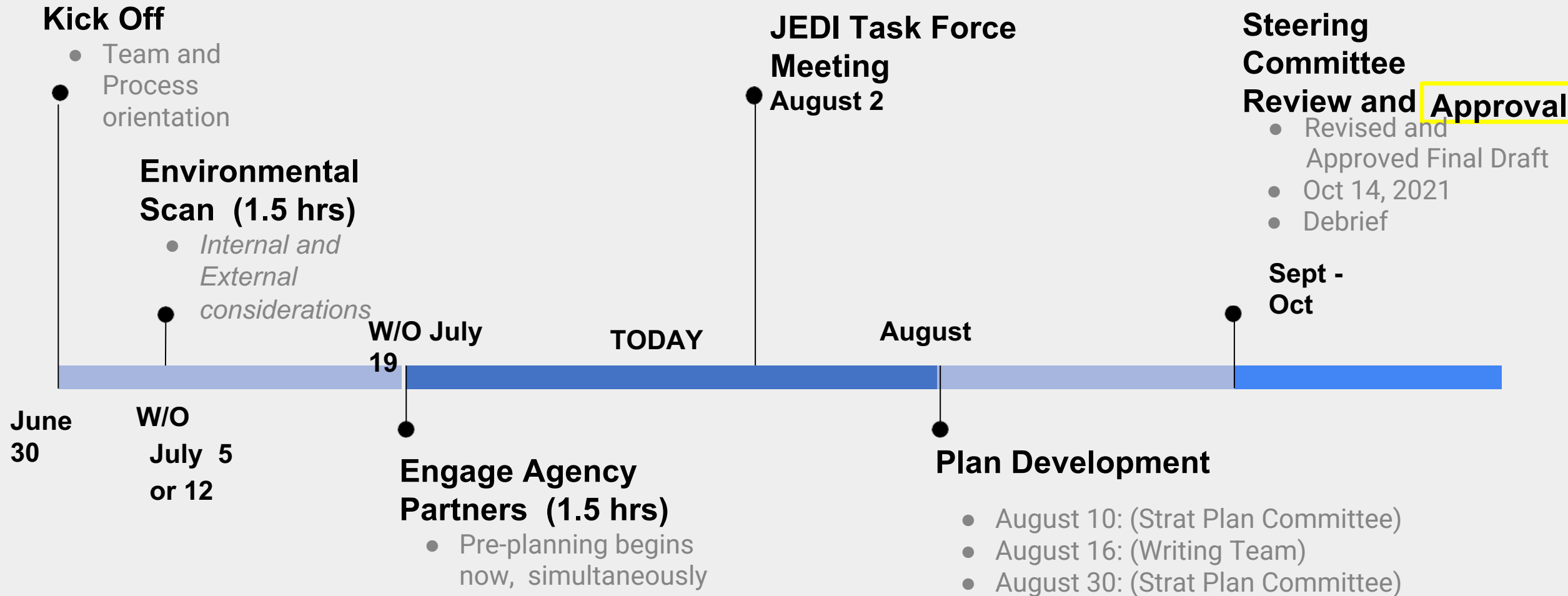
Members of the Steering Committee:

- Meet monthly
- Must be a nonprofit member of the Coalition
- Provide guidance to the Coalition
- Further the Coalition's strategic goals
- Vote on the inclusion of new trails and members
- Represent the Coalition at a minimum of two events per year

Circuit Trails Coalition Strategic Plan 2021-2025

November 17, 2021

Process and Timeline



Overview

**Kick Off
Enviro
Scan**

Context,
Insights

**Engage
Agency
Partners**

Partner
Perspective

**Deep
Dive
On
Equity**

Plan
Foundations

**Develop
Plan**

Heart of it:
Synthesis,
Revising

**Revise
and
Finalize
Debrief**

Bringing it
Together with
Members

For Whom

Non-Profit members who are part of the
Circuit Trails Coalition

How Data Informed This Plan

OpinionWorks research study

Mission

The mission of the Circuit Trails Coalition is to raise the profile of multi-use trails and their public benefits so that the Circuit Trails network becomes a *completed* and *widely used* significant regional project. The successful execution of the goals in this plan will enable the 65 Coalition members, working with an active Steering Committee of elected member representatives, to fulfill this mission.

Value S

The Circuit Trails Coalition is motivated by the belief that trails are for the use, enjoyment, and benefit of everyone.

To expand the number and diversity of users we must think and act differently about mobility -- from the personal choices of individuals to the allocation of dollars that support more environmentally friendly, energy efficient modes of transportation that connect people to jobs, major destinations, the natural environment, and to one another.

Values, continued

Addressing modes of transportation alone will not result in increased trail use or increased user diversity. This realization underscores the importance of justice, equity, diversity, and inclusion as core values in all aspects of trail planning, programming, outreach, and advocacy, including the composition and work of the Circuit Trails Coalition and Steering Committee. Every aspect of our work must be guided by integrity, transparency, and accountability to our members, partners, funders, and each other. In addition to our “people values”, we are committed to building, maintaining, and using safe, comfortable, accessible trails in ways that contribute to environmental sustainability.

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.

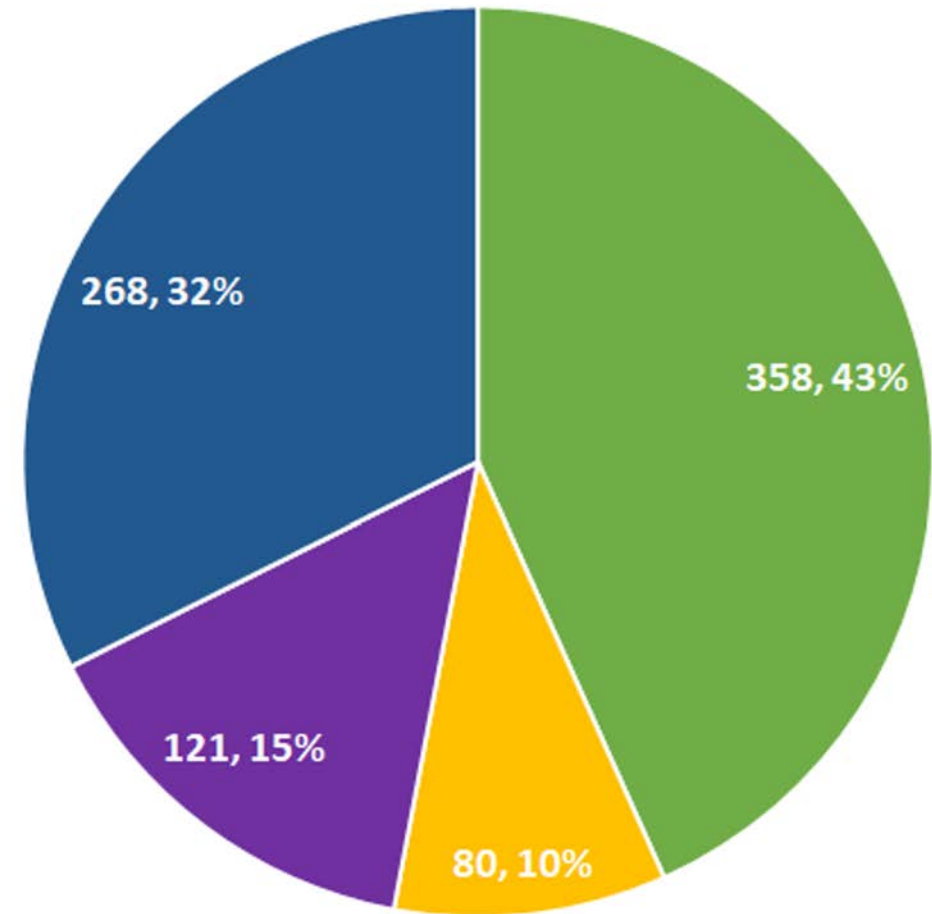
Objective 3: Secure at least \$150,000 (\$75,000 for two years) in funding for JEDI initiatives to be undertaken by Coalition members, and work to leverage it for greater investment.

Strategic Plan Breakout Rooms

<https://tinyurl.com/circuitjams>

Mileage

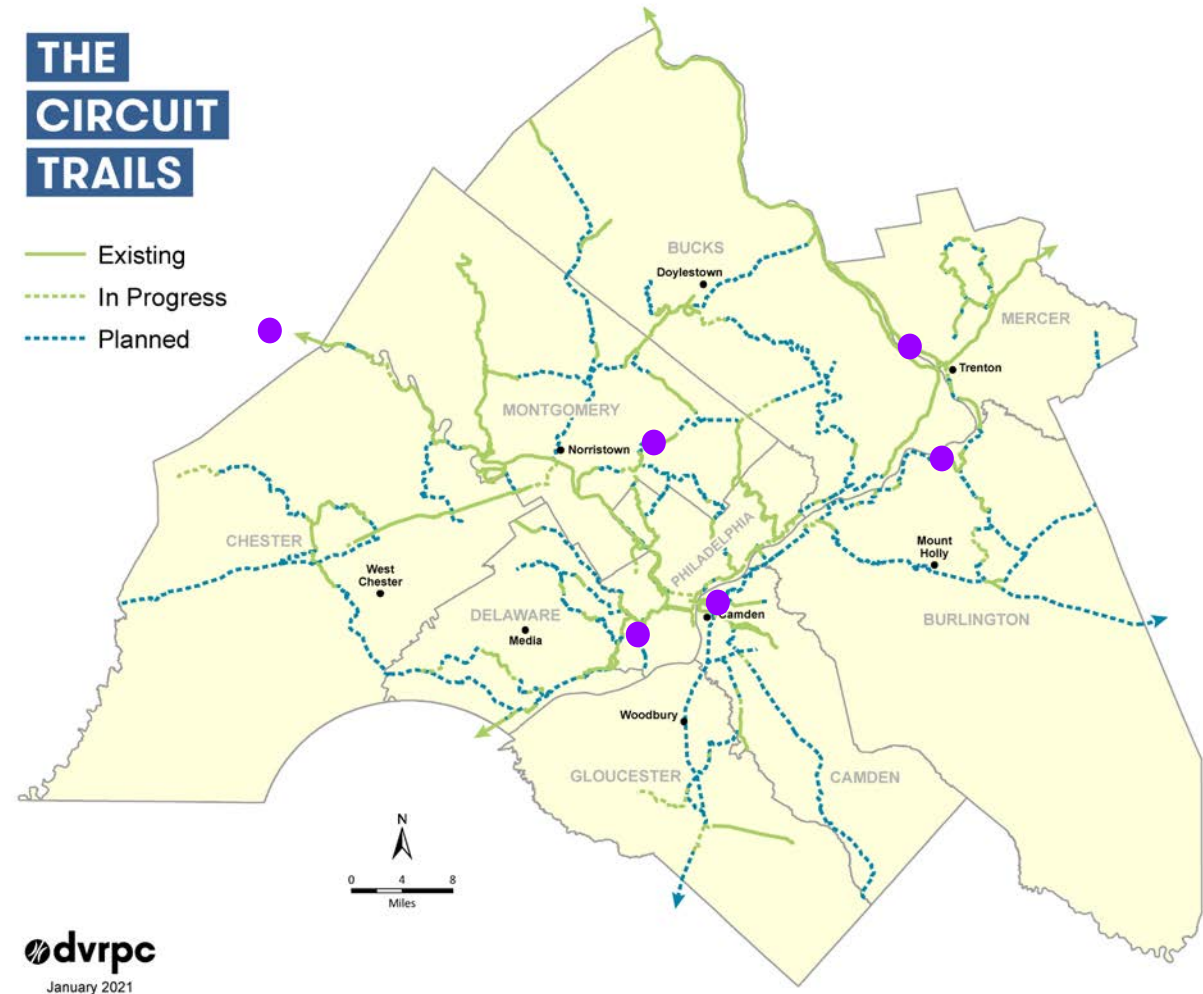
- Overall, 358 miles of Circuit Trails now complete
- About 4.5 miles added so far this year, with an additional 1.9 expected before year's end
- Over 15 miles estimated to be completed and opened next year.



■ Existing ■ In Progress ■ Pipeline ■ Planned

Recent Highlights

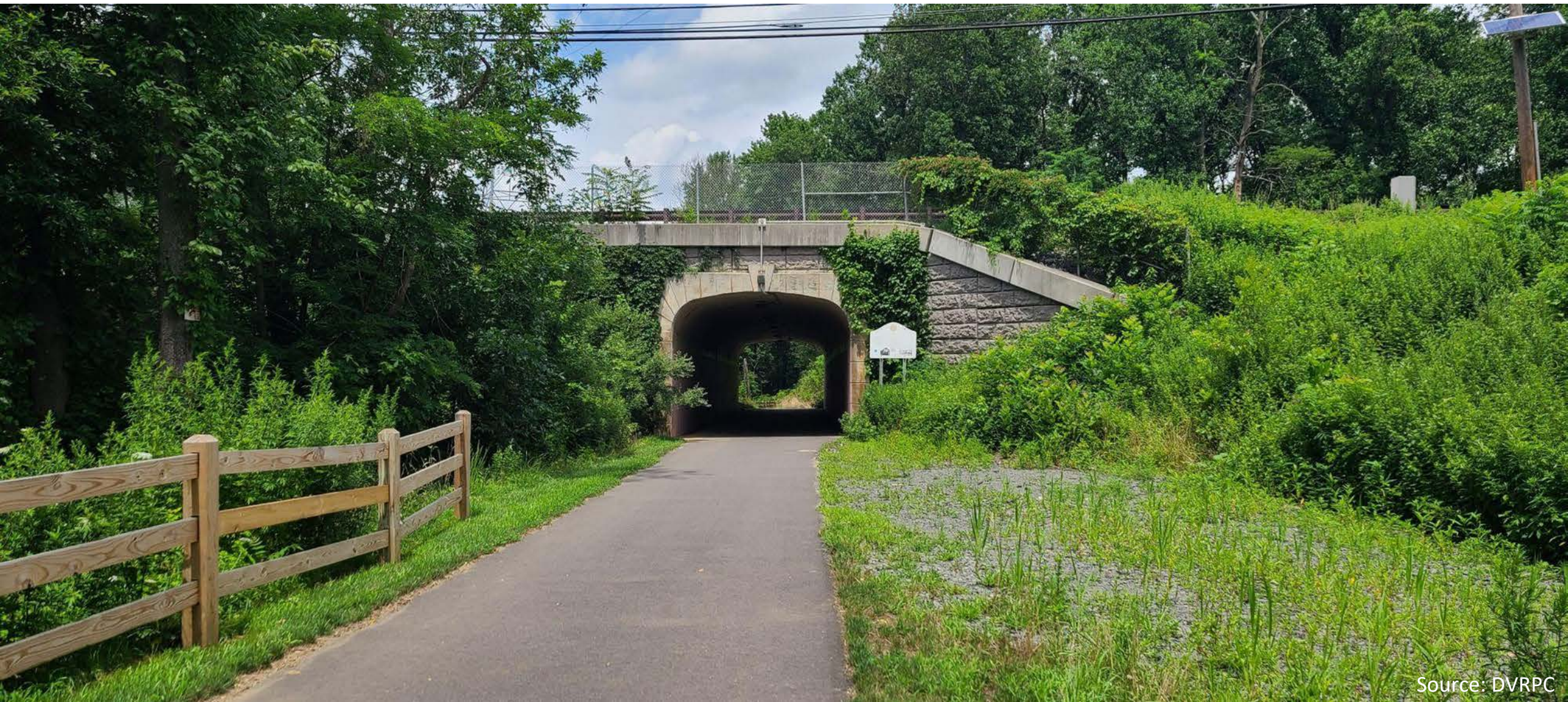
- Delaware River Heritage Trail: NJ Transit Riverline Crossing – 0.05 miles
- Delaware River Heritage Trail: Cramer Hill Waterfront Park – 0.77 miles
- Scudder Falls Bridge Trail – 0.76 miles
- Cross County Trail: PA 309 Overpass to Life Time/TruMark Entrance – 0.17 miles
- Schuylkill River Trail: 56th St to near 61st St – 0.35 miles
- Schuylkill River Trail: Whittaker Bridge – 0.05 miles



DRHT - NJ Transit Riverline Crossing



DRHT - Route 130 Bypass



DRHT - Cramer Hill Waterfront Park



Scudder Falls Shared Use Path



Scudder Falls Shared Use Path



SRT - 56th St to near 61st St

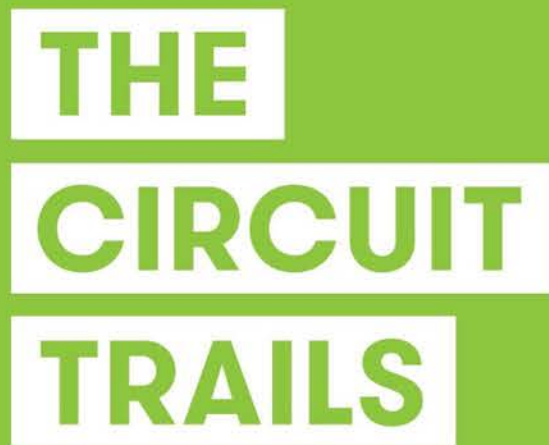


SRT - Whittaker Bridge



SRT - Whittaker Bridge





Marketing + Communications Plan 2021 Trail Season Recap

Nov. 17, 2021

Brandi Horton, Rails-to-Trails Conservancy

Market Research Insights

Results from the JEDI Working Group study offers powerful insights for communications strategy, which will be tested during the 2021 trail marketing season.

Top takeaways:

- **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**—whether it's self guided, in small groups or organized

Strategic Imperatives

- **Maintain the momentum** of The Circuit Trails general consumer awareness campaign
- **Cultivate relationships** with diverse community-based organizations and media across to create opportunities for meaningful activations, content development, and cross promotional initiatives
- **Create authentic representation** of and connection to trails through a series of “My Circuit Trails” initiatives
- **Use language** to communicate inclusion and welcome when and where possible

2021 Communications Priorities

- Raise awareness and increase use of Circuit Trails vision among avid + interested trail users and new-to-trail audiences
- Increase understanding, awareness and engagement with Circuit Trails among diverse populations in JEDI focus areas
- Build trail-segment-level grassroots for priority projects to drive forward "500 Miles by 2025" advocacy campaign
- Recognize accomplishments: trail mileage, funding, political support, IRL engagement

2021 Communications Strategies

- Transition from “**Proud to Trail**” to “**My Circuit Trails**” in messaging, content and engagement
- Increase storytelling that **showcases diverse trail users**, having diverse experiences, in diverse neighborhoods—video, editorial/web/social, press
- **Engage less traditional tactics**—street teams to connect with neighborhoods near trails, temporary signage to increase “way finding” and trail branding, influencers—community partners, ambassadors and paid
- **Target paid media in new and proven channels**—WDAS/iHeart Radio and Visit Philly confirmed

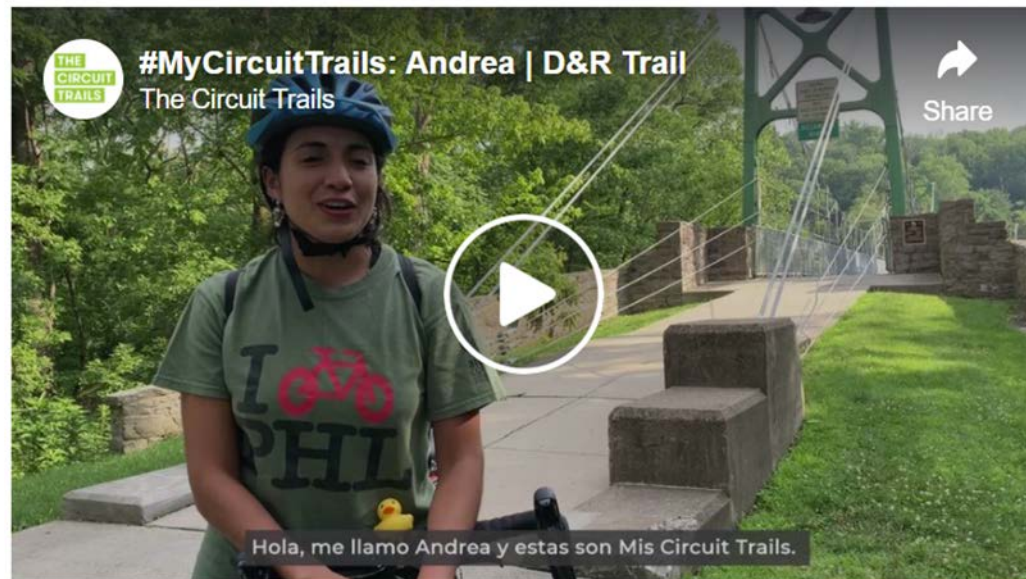
2021 Communications Strategies



[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.

- Positioning trails as the destination
- Branded across paid, shared, owned—digital and in person events
- Results: 10,300 UPV (85% new)
- Top blogs: destinations + how-to
- 5,000 key tags distributed

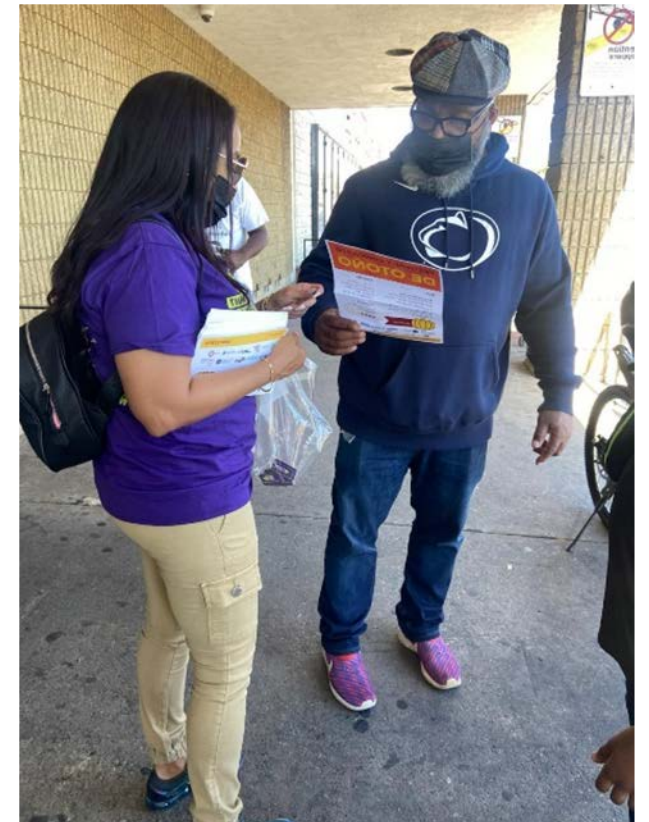


My Circuit Trails Stories

- 6 stories, 52K+ views
- Leveraged ambassadors + trail partners + focus neighborhoods
- Evergreen social storytelling content

My Circuit Trails Activations

Norristown (SRT), Camden (Cooper's Poynt Park), Southwest Philly (Cobb's Creek Trail), Trenton (Cyclovía), Northeast Philly (TTF Fall Festival)







ART
ALL
DAY



CICLOVIA
OPEN STREETS | TRENTON

OPEN STUDIOS
OPEN STREETS
SATURDAY
SEPTEMBER 18
12-6:00 pm

We're joining forces for a day of art, bikes, outdoor activities, and tours!

Art All Day is Trenton's open studio tour and showcase of creative sites around the city.

Ciclovía: Open Streets Trenton reimagines the city's streets for people and play.

Ciclovía streets: Warren Street (Downtown Trenton) | Breunig Avenue (East Trenton)
Grab a map and explore! Tours start and end at Artworks, 19 Everett Alley.

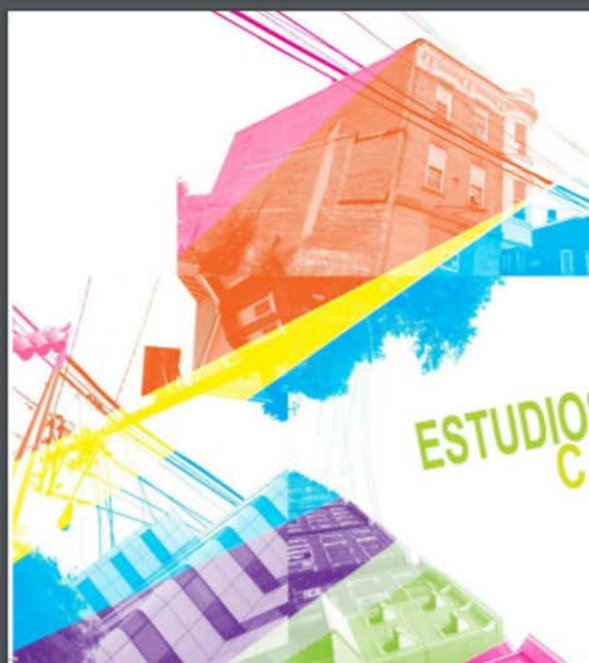
artallday.artworkstrenton.org



Follow us!

Twitter: @aadtrenton / Facebook: artalldaytrenton / Instagram: artworkstrenton

ARTWORKS



ART
ALL
DAY



CICLOVIA
OPEN STREETS | TRENTON

ESTUDIOS ABIERTOS
CALLES ABIERTAS
SÁBADO
18 DE SEPTIEMBRE
12 a 6:00 p. m.

¡Unimos esfuerzos para disfrutar de un día de arte, bicicletas, actividades al aire libre y recorridos!

Art All Day es el tour de estudios abiertos de Trenton y muestra de centros creativos alrededor de la ciudad.

Ciclovía: Calles abiertas de Trenton reinventa las calles de la ciudad para las personas y el juego.

Calles de la ciclovía: Warren Street (centro de Trenton)/Breunig Avenue (East Trenton)
¡Tome un mapa y explore! Los recorridos comienzan y terminan en Artworks, 19 Everett Alley.

artallday.artworkstrenton.org



¡Síguenos!

Twitter: @aadtrenton / Facebook: artalldaytrenton / Instagram: artworkstrenton

ARTWORKS



UPTOWN STANDARD
PRESENTS

1st Annual
UPPITY AWARDS

OCTOBER 9TH, 2021
COMMODORE BARRY CLUB
(6815 EMLIN ST, PHILADELPHIA, PA 19119)
7 PM - 1 AM
TICKETS \$25.00

AWARD CATEGORIES
CHANGE MAKER - NONPROFIT - COACH
TEACHER - BEST HAIR STYLIST - BEST BARBER

SUBMIT NOMINATIONS & BUY TICKETS:
UPTOWNSTANDARD.COM



MIS CIRCUIT **THE CIRCUIT TRAILS**

Disfruta de los senderos de la región

Corre, camina o monta en bicicleta. Relájate o juega. Entra en la naturaleza.
Haz lo que amas en el circuito de senderos. #OnTheCircuit

circuittrails.org/mycircuittrails



MY CIRCUIT **THE CIRCUIT TRAILS**

Enjoy the Region's Trails

Run, walk or bike. Relax or play. Get into nature. Do what you love #OnTheCircuit.

circuittrails.org/mycircuittrails

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consigue el equilibrio perfecto entre sus notas y su vida.

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+ 700 new seats
= PHLpreK's biggest year yet!

Learn where and how to enroll
PHLpreK.org 1-844-PHL-PREK

Office of Children and Families
CITY OF PHILADELPHIA



The Circuit Trails

November 1 at 12:00 PM · 🌐

"70 miles of seamlessly connected Circuit Trails is huge! A critical connection for the Circuit Trails is now under construction in Montgomery County that will connect the Chester Valley Trail (CVT) and the Schuylkill River Trail (SRT) in Norristown. From there, access to the Perkiomen Trail and Cross County Trail are just a few miles away."

via [Pennsylvania Environmental Council](#)



PECPA.ORG

Critical Connection for Circuit Trails Nearing Completion - Pennsylvania Environmental Council



The Circuit Trails

November 9 at 12:00 PM · 🌐

ICYMI: Recently, we joined partners and community members in celebrating the ribbon-cutting for the newest segment of [Schuylkill Banks](#) in Southwest Philadelphia, from Bartram's to 61st Street!

This new segment helps improve connectivity for pedestrians and bicyclists, and it marks exciting progress [#OnTheCircuit](#).



SOUTHWEST CDC

GLOBE TIMES

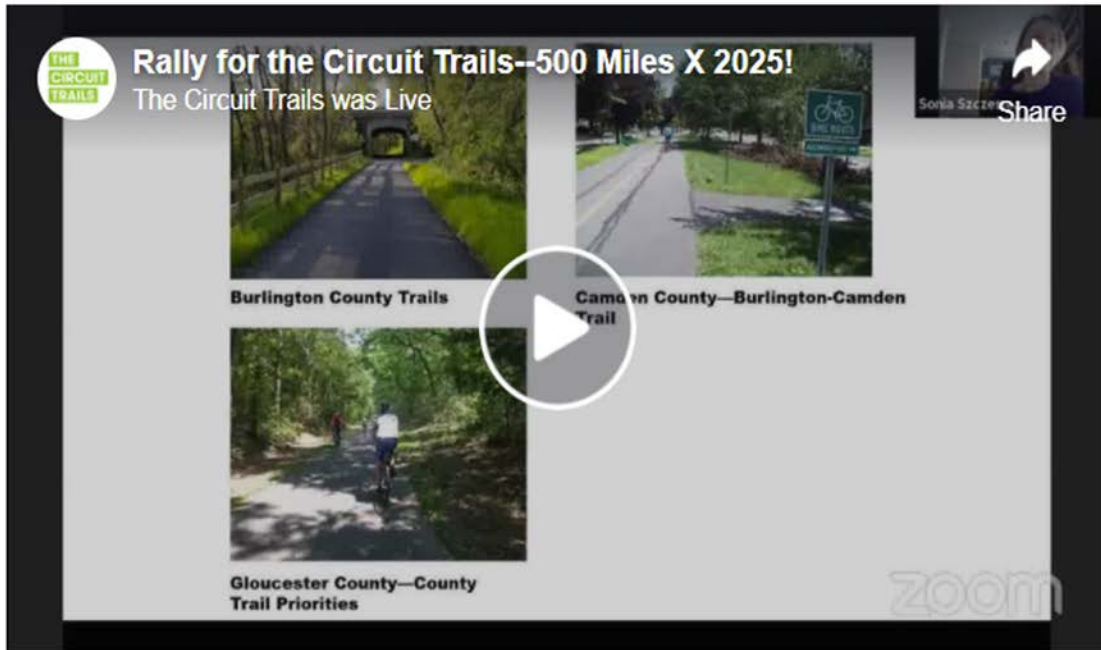
Bartram Gardens to 61st Street Trail and Greenway Open to the Public



"This trail segment, which is part of the five-county Schuylkill River Trail and 800-mile Circuit Trails network, is accessible using the 56th Street Plaza, where there are bicycle and vehicle parking options."

Get Involved

[BECOME A CIRCUIT CITIZEN](#) | [SHARE YOUR GRATITUDE](#) | [SIGN UP FOR NEWSLETTER](#) | [FIND A TRAIL](#)



[BUCKS COUNTY →](#)

[BURLINGTON COUNTY →](#)

[CAMDEN COUNTY →](#)

[CHESTER COUNTY →](#)

[DELAWARE COUNTY →](#)

[GLOUCESTER COUNTY →](#)

[MERCER COUNTY →](#)

[MONTGOMERY COUNTY →](#)

[PHILADELPHIA COUNTY →](#)

Moving the Circuit Forward to Reach 500 Miles by 2025:

[CAMDEN COUNTY →](#)

To help move forward the Circuit Trails in Camden County, please learn more about how to get involved below and by continuing to watch this space for updates!

[SIGN ON TO BECOME A CIRCUIT CITIZEN →](#)

Let Camden County leaders know that the Circuit Trails are important to you by expressing your gratitude:

[SEND THANK YOU NOTE →](#)

Explore the interactive Camden County StoryMap:

[EXPLORE MAP →](#)

Watch the action team virtual meeting to learn how Camden County can help the region reach 500 miles by 2025:



Greenway connecting Delaware, Schuylkill rivers slowly inches forward



Spring Garden Street Photo credit Pennsylvania Environmental Council

“It’s such an important corridor,” she said. “It connects the Delaware River Trail to the Schuylkill River Trail. It also is connecting a north-south divide between a Center City area and neighborhoods to the north. We know from bicycle counts that it’s one of the most frequented bicycle routes. And we also know, sadly, that people have been killed there.



The Circuit Trails

November 14 at 12:00 PM · 🌐 · 📷

The growing 800-mile Circuit Trails network was highlighted as a model for future active transportation 🚶🚲🛴 systems in this [WIRED](#) article about the infrastructure bill.

Thank you to everyone who is moving progress forward
[#OnTheCircuit!](#)



WIRED.COM

The Infrastructure Bill: 5 Key Takeaways

Pedestrians and transit systems will benefit from the \$1.2 trillion pl...

Results By The Numbers

Web Engagement: 154,500 upv (year to date)

Video Reach: 52K views

Social Community: 25,846

[10% growth on Facebook, 20% growth on Instagram]

Paid Media Reach: 3.24+ million (print, digital, radio)

Earned Media: 190 media mentions (through 11/2021 – 53% growth)

Your Action Plan!

- Training and Tools tinyurl.com/CircuitSocialTools
- Engage with the Circuit on social
#onthecircuit
FB/Insta @thecircuittrails
Twitter @circuittrails
- Share content (blog, events/ribbon cuttings/ground breakings, advocacy needs, opportunities)
- Use and submit photos:
tinyurl.com/circuitphotofolder

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



THE CIRCUIT TRAILS

Implementing the JEDI Study on the Circuit Trails: Cobbs Creek

Nov. 17, 2021

Will Fraser, Clean Air Council

JEDI Study Implementation: Cobbs Creek Trail

Overview

- Cobbs Creek Background
- Equity of Access to Trails Study
- Study recommendation takeaways
- Examples of implemented actions

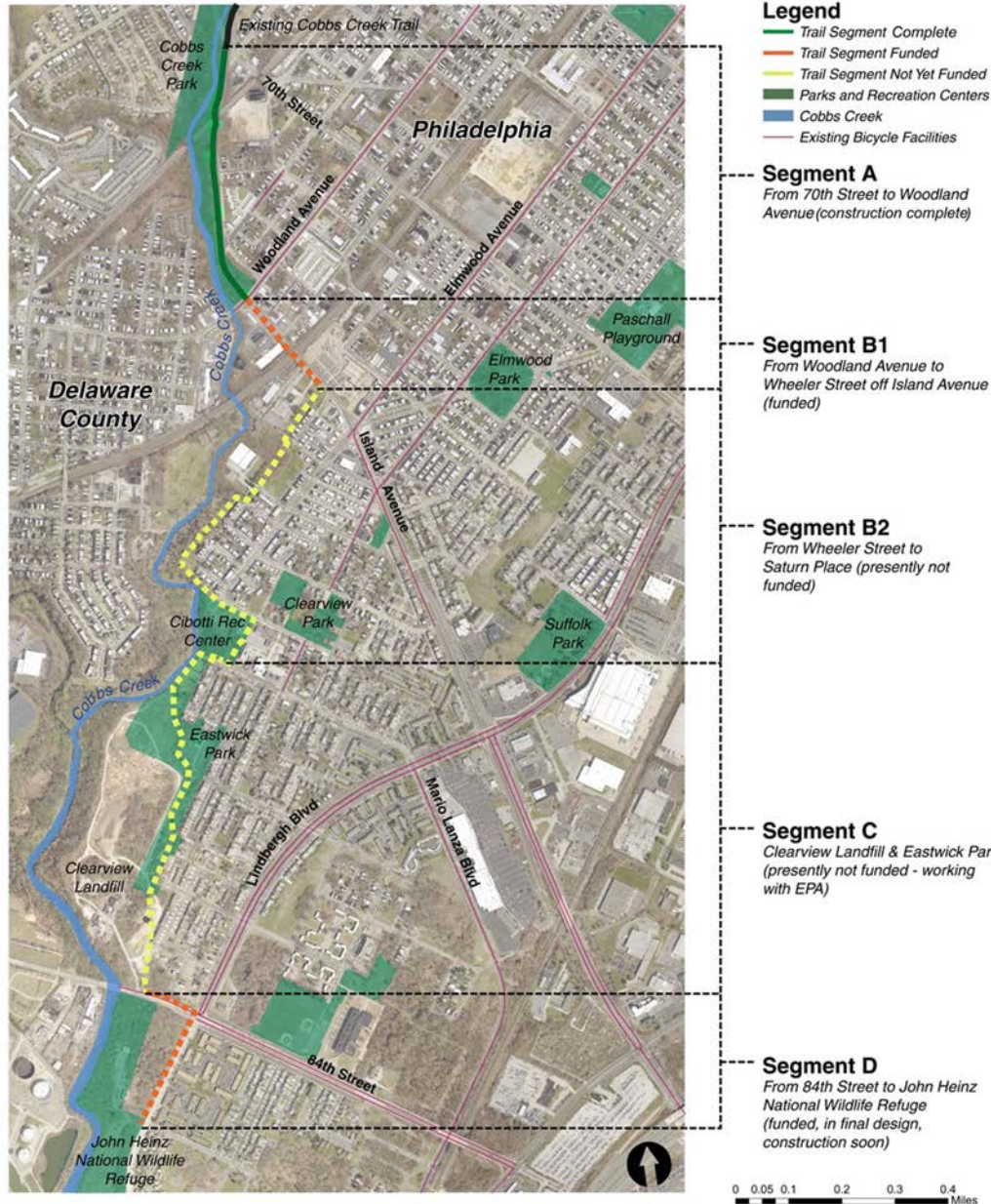
How can trail organizations engage, motivate, and welcome underrepresented trail users?

welcoming Programming
appropriate Security
inviting Infrastructure
creative Greening
authentic Outreach

The study results reveal that people want to access and care for nature, but need to feel welcomed first.



Cobbs Creek Connector Trail



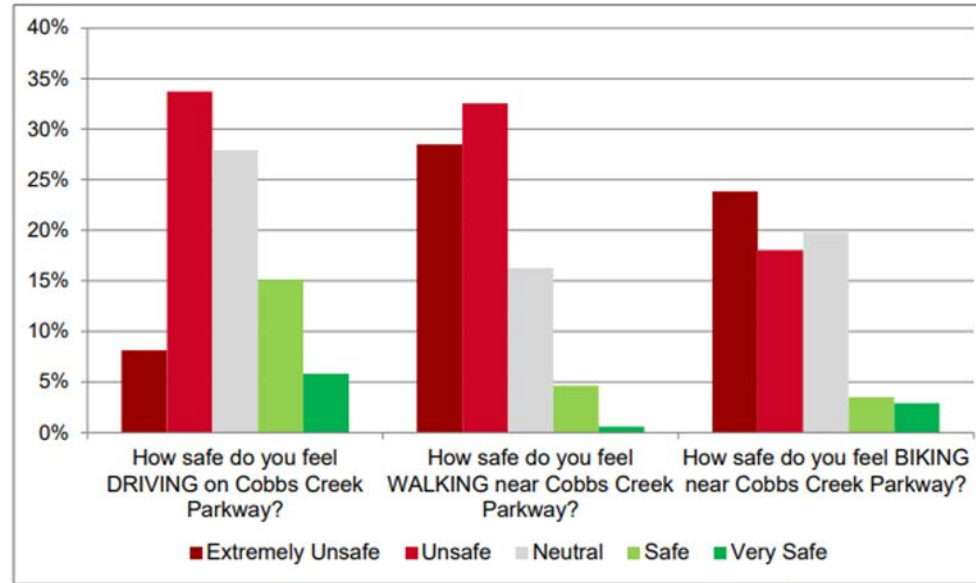
- Will connect entire length of Cobbs Creek Park to John Heinz National Wildlife Refuge
- New trail segments created momentum to support and improve the existing trail
- Segment A opened Spring 2020
- Segment D in construction 2021



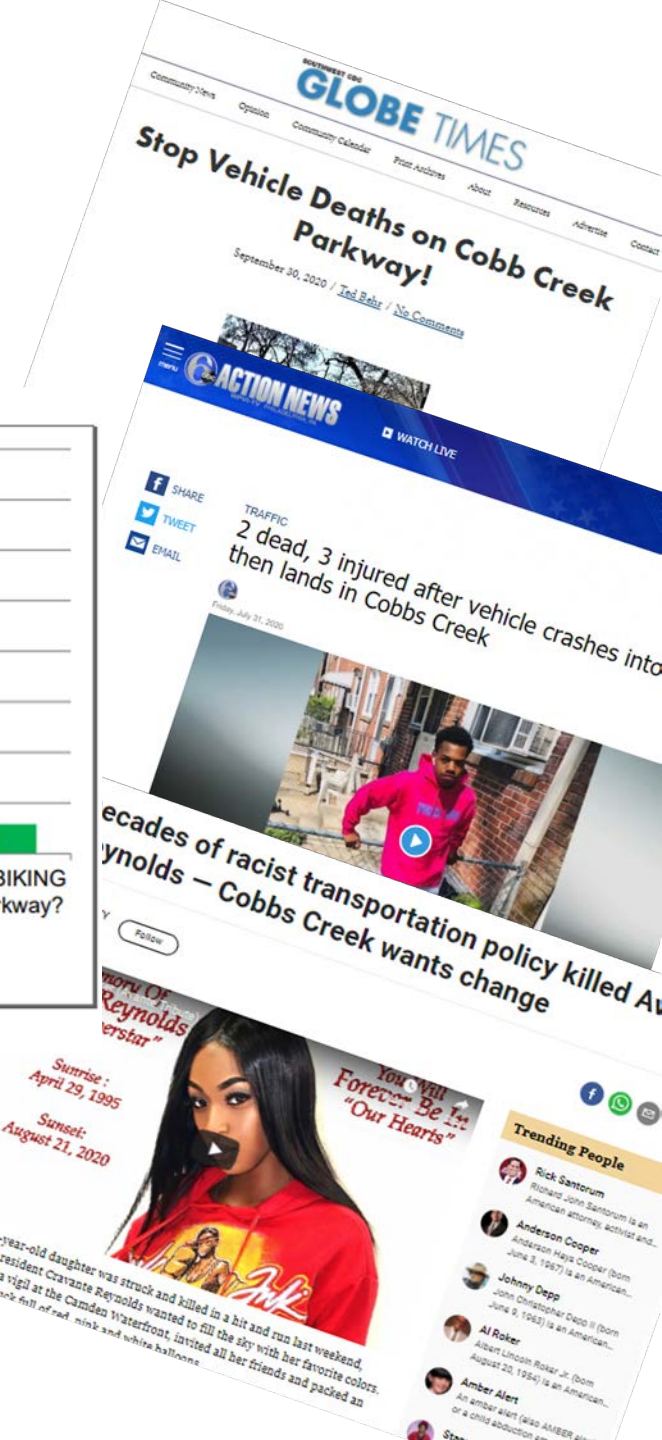
Cobbs Creek Trail Quality of Life Issues

- A 2019 DVRPC survey shows the majority of residents felt **unsafe walking** and driving near Cobbs Creek Parkway & **extremely unsafe biking** near the Parkway
- Between 2012-2016, there were **155 crashes** and 2020 saw three people killed along Cobbs Creek Parkway

Figure 4: How safe do you feel near Cobbs Creek Parkway?



Source: DVRPC, 2018



Community Demands for Change

Local community activists organized a press conference to demand change along the Parkway and petitions and requests for residents to contact electeds followed.



Representative Response

City and State elected officials responded by contacting Philadelphia Streets Department and PennDOT calling for immediate improvements to the Parkway.

City & State Action

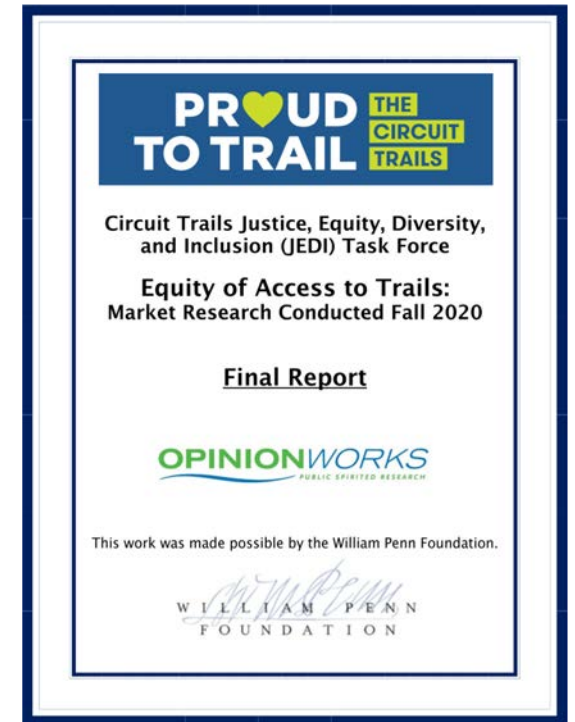
Throughout 2021 and into 2022 the Street's Dep't & PennDOT will fund and install:

- **Rumble strips** along the center lanes, Girard Avenue to Baltimore Avenue
- **Lane separators** at locations between Delancey Street and Florence Avenue (slightly-raised blocks shaped like curbs with plastic delineators)
- **Reduce lane widths**, add pedestrian **crossing markings**, and install **safety signage**
- Enforcement of illegal truck travel



Cobbs Creek Trail Partners

- Have held monthly meetings since 2020
- Include community groups and local stakeholders, city agencies
 - Register of Wills
 - Parks and Recreation
 - Philadelphia Water Department
 - Office of Transportation, Infrastructure, and Sustainability
 - Land Health Institute
 - Darby Creek Valley Association
 - Heinz Wildlife Refuge
 - UC Green
 - East Coast Greenway
 - Bicycle Coalition
 - Cobbs Creek Neighborhood Association
 - Cobbs Creek Environmental Center
 - Cobbs Creek Ambassadors
 - Cobbs Creek Recreation Center
 - Fairmount Conservancy
 - Cobbs Creek Library
 - Southwest CDC
 - WeWalkPHL
 - Parks and Recreation
 - Millbourne Borough
 - Upper Darby Borough



○ Equity of Access to Trails Study Results

What can trail advocates and other interested stakeholders do to engage, motivate, and welcome nearby residents in these neighborhoods onto the trails?

How can trail organizations engage, motivate, and welcome underrepresented trail users?

welcoming Programming
appropriate Security
inviting Infrastructure
creative Greening
authentic Outreach

The study results reveal that people want to access and care for nature, but need to feel welcomed first.

10 Actions to take

1. Establish an appropriate security presence
2. Create a green oasis
3. Develop places to gather and relax
4. Focus on trail maintenance and amenities
5. Install signage
6. Invite folks to have fun
7. Extend an overt Welcome
8. Host organized group activities
9. Show people enjoying the trail
10. Leverage social media and traditional door-to-door





Study Results

Many people in these focus groups asked for more traditional and interpersonal means of communication propagated in the neighborhood – flyers handed out door-to-door, conversations, and traditional mail.



Cobbs Creek Trail Event

Outreach

1. Leverage Local Social Media and Traditional Door-to-Door

- Engage local influencers to get on the trail
- Leverage social media
- Door-to-door flyers, mail, and conversations

1. Show people enjoying the trail

- Images of people who look like them
- Images of real people from the neighborhood





Study Results

Residents hope for accessible places where they can dip out of their normal world and dip in to a peaceful, green environment, even if only for a short time.



Cobbs Creek Whitby Meadows

Greening

1. Create a green oasis

- Creative design
- Colorful and natural





Study Results

The best way to overcome a subtle lack of welcome into public spaces, focus group participants said, is to offer compelling and irresistible activities and events and actually invite people into those public spaces, wholeheartedly.



Cobbs Creek Trail Event



Programming and Welcome

1. An invitation to have fun

- Offering events and activities
- Festivals and music that tie to local culture
- Pop-up shops, local vendors, etc.



Study Results

Many people want to be on the trail with a friend or in a group, both for fellowship and to alleviate their safety concerns.



Cobbs Creek Park is home to an environmental center, trails, playgrounds, and so much more to explore! This bingo card was created to encourage park visitors to explore all the park has to offer. Test your park knowledge and find four of the clues up, down, or diagonally in a line to become a park champion!



Use the map on the flip side to find location clues where the pictures above are located. Use this bingo card to explore Cobbs Creek Park and take photos/selfies at these landmarks and get "BINGO". Make a social media post tagging @FeetFirstPhilly with #CobbsCreekVSH or email photos to feetfirstphilly@cleanair.org to earn a prize. If you are able to visit all these landmarks please do! Join us at the end of the month for an info session where you will be entered into a grand prize drawing. Let's get active this November!

Programming and Welcome

2. Organized Group Activities

- For fellowship and for safety
- Explore interests – birdwatching, nature hikes
- Exercise groups, yoga



Cobbs Creek Trail Event





Study Results

Examples of places to gather and relax could include places to picnic and BBQ, playgrounds, and benches and other places to sit.

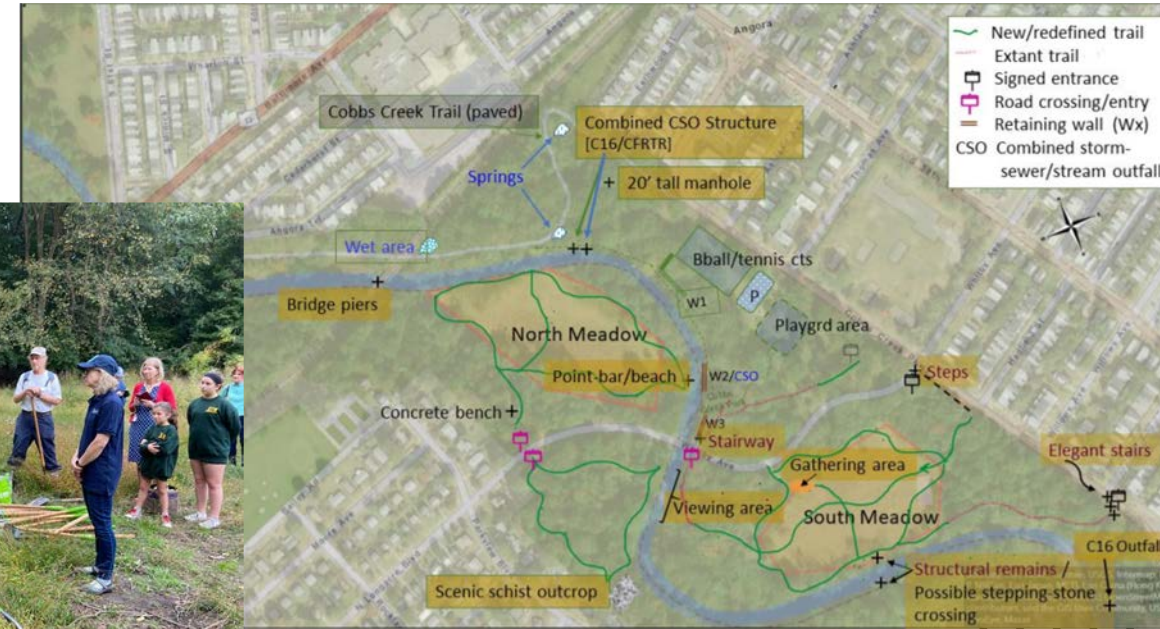
Physical Infrastructure

1. Places to Gather and Relax

- Picnic and barbecue spots
- Playgrounds
- Benches and other places to sit



Cobbs Creek Environmental Center



Whitby Meadows



Study Results

People hoped for better maintenance of the trail surface, lighting in certain areas, and easier or safer access points including adequate parking.

Physical Infrastructure

2. Trail Maintenance and Amenities
 - Lighting
 - Parking at trailheads
 - Restrooms, bike share, boat rentals, etc.





Study Results

Study groups suggested that signage could tie into the Circuit Trails Network, not just pointing the way to the local trail, but also indicating further destinations that could be accessed through the regional trail network, to enhance that thirst for exploration.

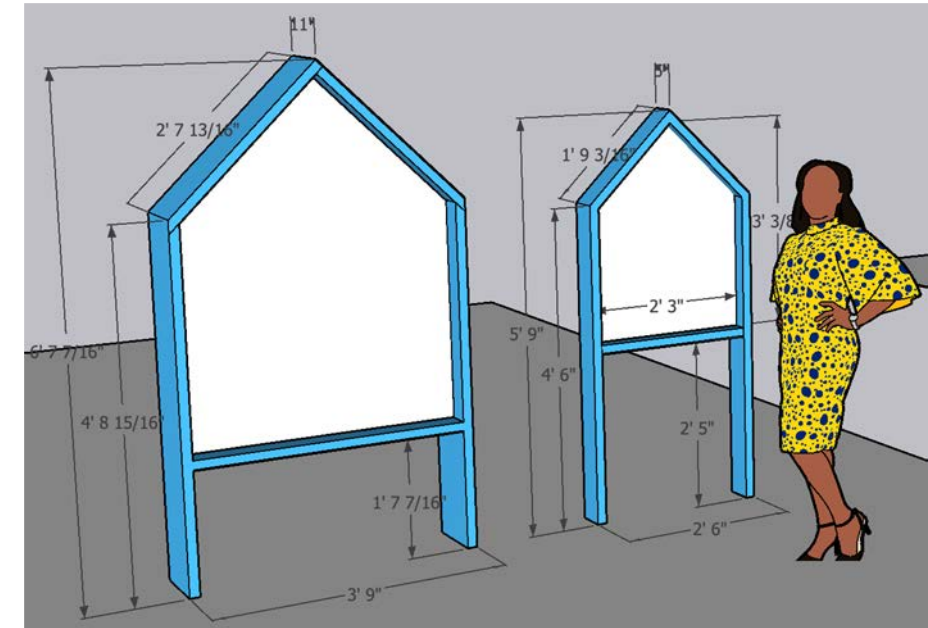


Example of trail signage



3. Signage

- Wayfinding from neighborhoods to trails
- Circuit signage
- Signage to trail destinations



○ Study Results

Who is using the trails currently, and do trail users differ from nearby residents?

Fall 2021 Cobbs Creek Trail Count

86% of trail users were POC compared to 90-95% in the surrounding community

- 92% of pedestrians
- Only 73% of users on the Southern half of the trail





Study Results

What can trail advocates and other interested stakeholders do to engage, motivate, and welcome nearby residents in these neighborhoods onto the trails?



ACANA's flags along Woodland Ave



58th St Greenway crossing, Kingessing Neighborhood, SW Philly

Programming and Welcome

Overt Welcome

- Public art that shows people of color
- Black Lives Matter signage
- Feeling seen and respected

“Bridging the Gap” by Willis Humphrey (2008)



Watershed Racial Justice Initiative

Naming and Disrupting White Supremacy in the Environmental Field – Part Two

This second part of a two-part training is designed for participants to examine the history of the environmental field and the various ways white supremacy continues to permeate the field. Participants will identify how white supremacy has been a central force both inside and outside their organizations.

Thursday, November 18, 1:00 – 2:30pm

Training session registration:

<https://us02web.zoom.us/meeting/register/tZlufuyrrz8rGNNVjudkDvIAVGJEcDHJ4HE4>

Affinity group conversations

Monday, November 22, 1:00 – 2:00pm

Affinity group registration:

<https://us02web.zoom.us/meeting/register/tZMucOGhpjgvG9Cw7blgEOowTb4bXPnBH1sO>

Watershed Racial Justice Initiative

Creating Meaningful Partnerships with BIPOC and EJ Communities and Organizations

Many white-led and -dominant organizations are seeking to partner more effectively with BIPOC-led and EJ organizations.

Meaningful partnerships, however, take work. Often what we think of as “partnerships” are misguided, transactional relationships with individuals, communities and organizations. To form meaningful partnerships that are not grounded in white supremacy and saviorism, we must center establishing trust and building mutual respect.

Thursday, December 9, 1:00 – 2:30pm

Training session registration:

<https://us02web.zoom.us/meeting/register/tZ0kceyhrTwrHNzbPkekNfB1BcTRTJuUKI35>

Affinity group conversations

Monday, December 13, 1:00 – 2:00pm

Affinity group registration:

https://us02web.zoom.us/meeting/register/tZMtcu2urTMiHdB8a1W_bGCq3oVgnOHdde7C

THE CIRCUIT TRAILS

Action Team Progress

Patrick Monahan, Bicycle Coalition of Greater
Philadelphia

Action Team Status Report

| County | Bucks | Chester | Delaware | Montgomery | Philadelphia | Burlington | Camden | Gloucester | Mercer |
|------------------------|---|---|--|--|--|---|---|---|---|
| Project | Liberty Bell Trail | CVT Extension | 291 Road Diet | Cross County Trail | Spring Garden St Greenway | Rancocas Creek Trail | Burlington-Camden Trail | Glassboro Elk Trail | 295 Johnson Trolley Bridge |
| 2021 SMART Goal | Organize an Upper Bucks Trails Committee to focus on the Liberty Bell Trail and Connectivity in Upper Bucks. Developing a unified strategy with Montgomery County to choose a trail to put into the pipeline. | Advocacy for Chester County to assume ownership of P&T Line; Development of on road sections of the CVT West, particularly in the Coatesville area. | To spur PennDOT to commit to a feasibility study of a road diet with a shared use path along SR 291 in Chester, Eddystone, and Ridley, the Circuit Trails Delaware County Action Team will advocate for the City of Chester and Eddystone Borough's stakeholders, elected officials, and agencies to champion the project and make a successful request to PennDOT for the study by the end of | 1 Connect with Upper Dublin township (Derek Dureka) and get update on their trails by end of Q1 2 Conduct a gratitude campaign in Q2 specifically for the CCT, and ensure that all staff involved receive thank yous. 3 Conduct a follow-up action team meeting in Q2/Q3 and have walk (or walks) of proposed trail sites, possibly in Upper Dublin or the sheep track (KYW property / Erdenheim) | To achieve a fully funded Spring Garden Street Greenway for design and construction, the Circuit Trails Philadelphia Action Team will advocate for the City of Philadelphia's elected officials and agencies to champion the project and acquire funding by the end of 2021, putting the project on track to be completed by 2025. | County commits to move a segment of the Rancocas Creek Trail to Design Phase. Feasibility Study due out soon. Publicize 3 ribbon cuttings in 2021 | Build support for the planning of a 36th Street Bridge crossing to connect Stockton Station Park to Von Neida Park. | A commitment of the County to begin construction of the Glassboro-Elk Trail. Expand Action Team | 1. Convince County/Township/DVRPC to fund a small grant (\$9K) to update the JTB Study for today's numbers and adjusted for changes to alignment. 2. Use the study to open a dialogue with Rider University to gain support for the project. 3. Use updated costs from the study to convince NJDOT to award themselves funding to advance planning of the bridge. 4. Build public support, with a focus on communities that previously opposed the project. |

Explore the Circuit



Circuit Trails Video Campaign



Online Engagement with Action Team Members

