

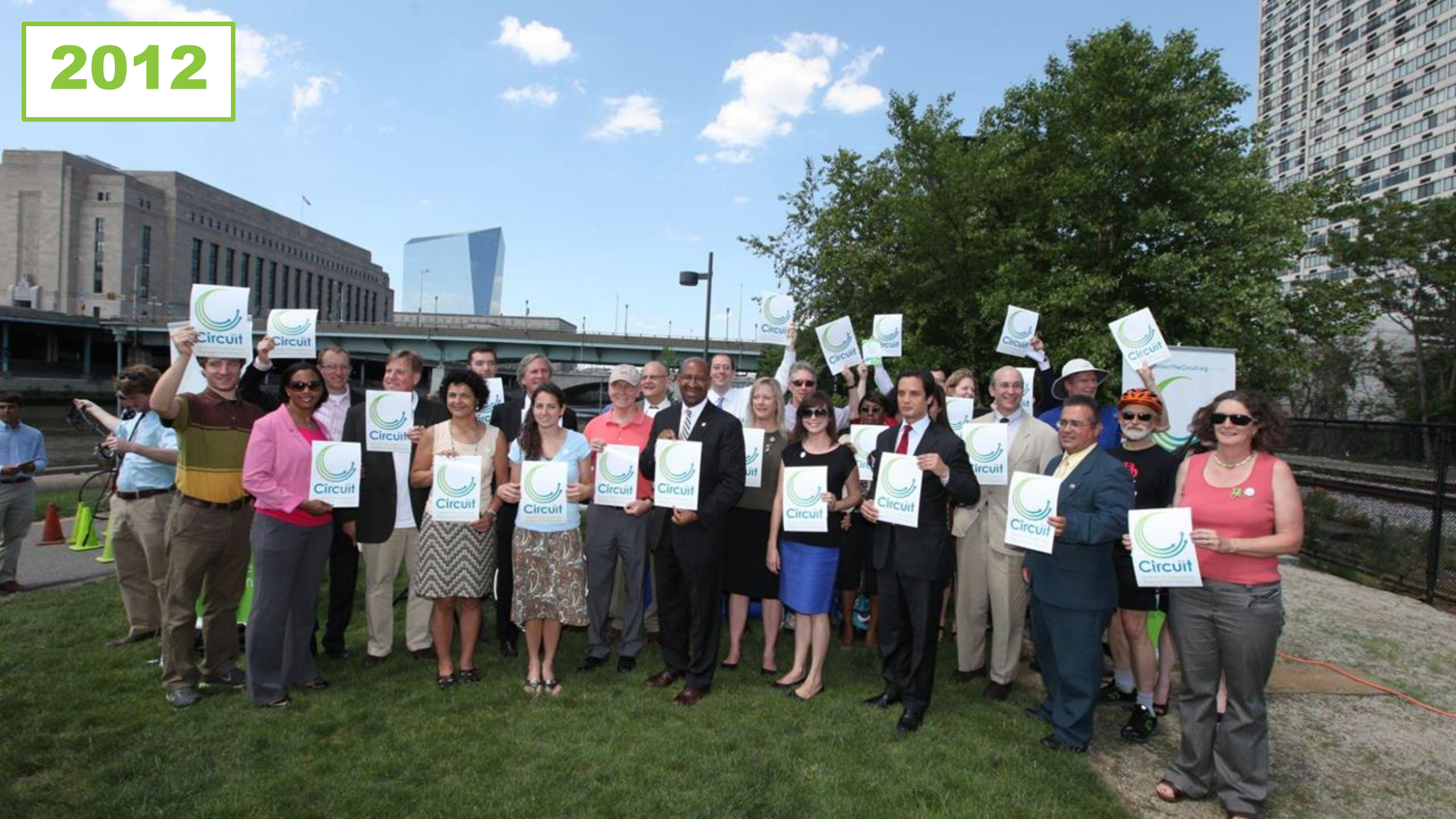
**THE
CIRCUIT
TRAILS**

**Semi-Annual Meeting
Nov. 10 2022**

2012



2012



2012

the
Circuit
COMMITMENT



Circuit Campaign Newsletter
Story



Do you share our vision of a 750-mile circuit of bicycle and pedestrian trails connecting the Greater Philadelphia region?

Join the Circuit Commitment Campaign!

The Circuit Commitment Campaign's goal is to secure \$10 million for trail planning, design and

Upcoming Events

Boat to Bartram's Garden Riverboat Tours

July 6, 2013 12:00PM – July 28, 2013 1:00PM

Walnut Street Dock

Add to Google Calendar

Add to Outlook, iCal, etc.

Cruise to Bartram's Garden and discover the home of America's first great botanist, John Bartram. Take a ¼ mile walk up...

[Read More](#)

Schuylkill Banks Kayak Tours- July 6-28

July 6, 2013 1:30PM – July 28, 2013 2:30PM

Walnut Street Dock

Add to Google Calendar

Add to Outlook, iCal, etc.

2013



2014



2014

HAVE FUN



2015

105291 | The Circuit Line Item (Various)

This program provides funds for advancing the Circuit Trail Projects. Regional Trails Program funding from the William Penn Foundation was provided to design Circuit trail projects according to the PennDOT process in order to prepare them for a variety of federal and state construction funding opportunities. \$5 million in CMAQ funding will be used to advance CMAQ eligible Circuit projects to construction. The following projects are included in this line item: 1) Bucks - Bridge Street Crossing on D&L Towpath MPMS #105845; 2) Delaware - Chester Creek Trail Phase 2 MPMS# 116147; 3) Philadelphia - Parkside Cynwyd Trail MPMS# 116126; 4) Philadelphia - Pennypack Trail - State and Rhawn Crossing MPMS #105849; 5) Philadelphia -Spring Garden Street Greenway MPMS #105850 6) Philadelphia - Wissahickon Gateway Trail MPMS# 116125. This project is part of the Circuit Trails. The Circuit is a planned 800-mile interconnected network of multi-use trails spanning Greater Philadelphia with Philadelphia and Camden as its hub, and is included

FY2023 TIP for PA Program Years (in Thousands)

<u>Phase</u>	<u>Fund</u>	FY23	FY24	FY25	FY26	FY27-34
CON	CAQ	\$0	\$3000	\$3500	\$3500	\$0
Program Year Totals:		\$0	\$3,000	\$3,500	\$3,500	
Total FY23-FY26		\$10,000	Total FY23-FY34		\$10,000	
Cost:				Cost:		

All costs in thousands.

2015

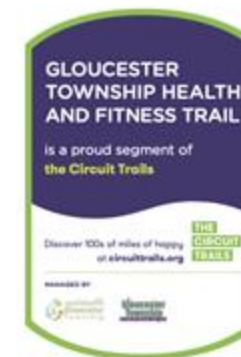
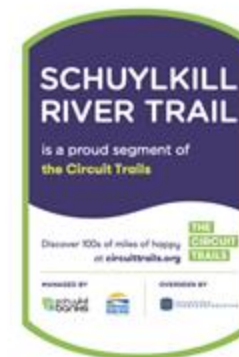


2015





2016



THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY

500/2025

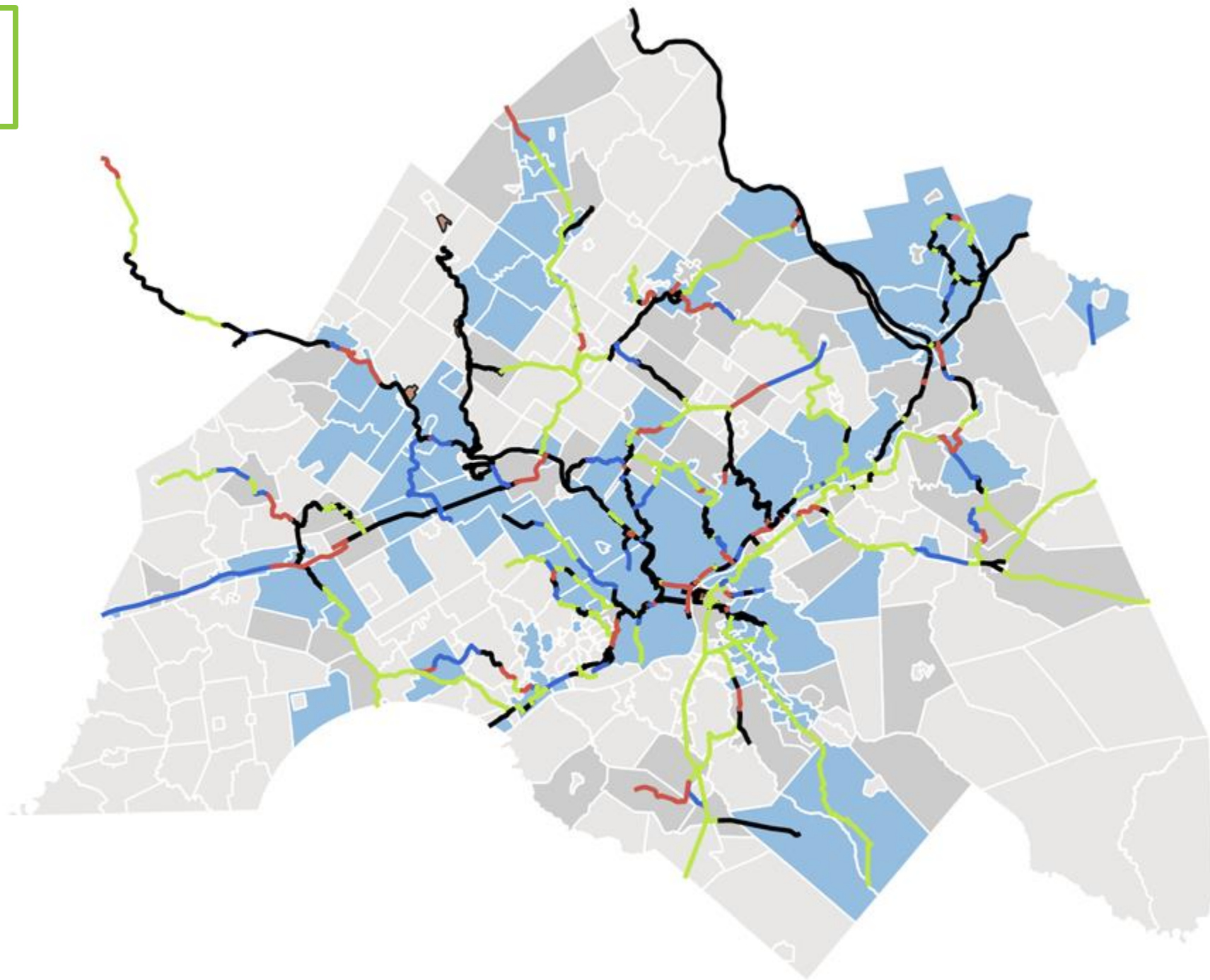


2017

2017



2017



2018



2018



2019



2019





2020

RALLY FOR THE CIRCUIT TRAILS

500 MILES BY 2025

THE
CIRCUIT
TRAILS

2020

The Circuit Trails



2020

PROUD TO TRAIL THE CIRCUIT TRAILS

Share the Trail, Safely

#OnTheCircuit, Safe Social Distancing +
Good Trail Etiquette Matter.

Get tips at circuittrails.org/sharethetrail.

2020



PROUD TO TRAIL THE CIRCUIT TRAILS

PROUD TO TRAIL THE CIRCUIT TRAILS

PROUD TO TRAIL THE CIRCUIT TRAILS

PROUD TO TRAIL THE CIRCUIT TRAILS

PROUD TO TRAIL THE CIRCUIT TRAILS

2020



2021



2021



2021



2021



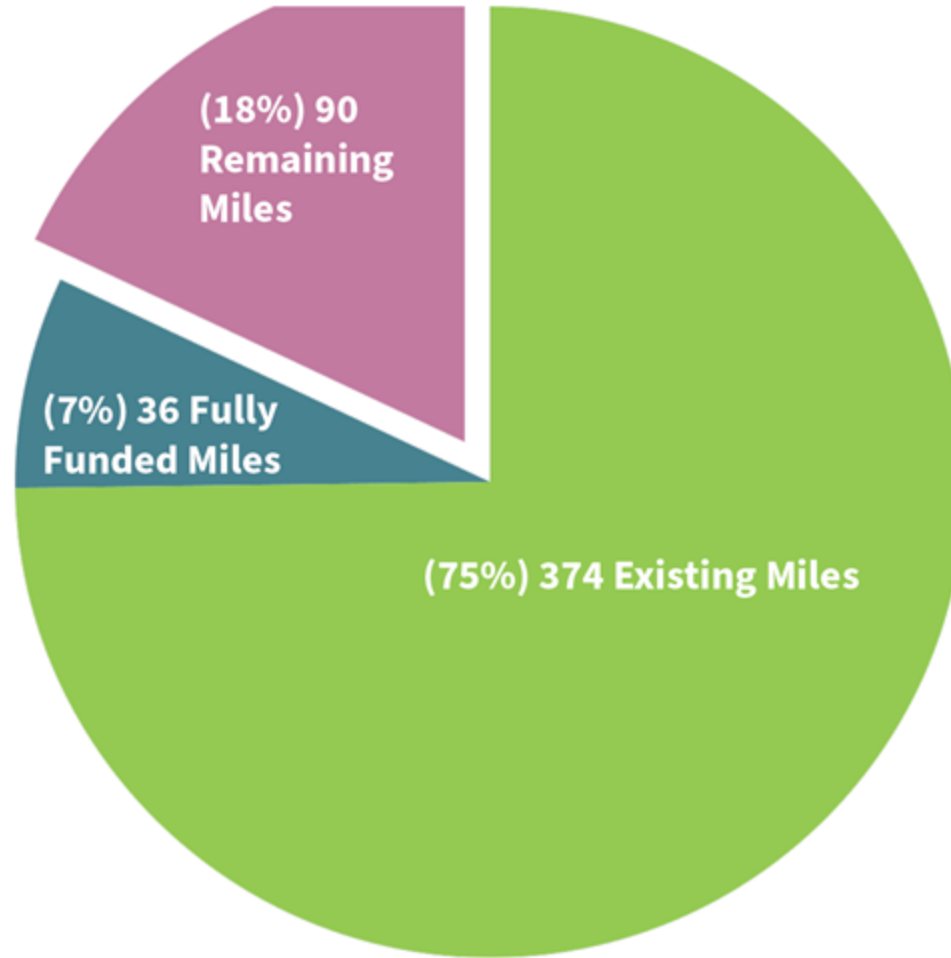
2022





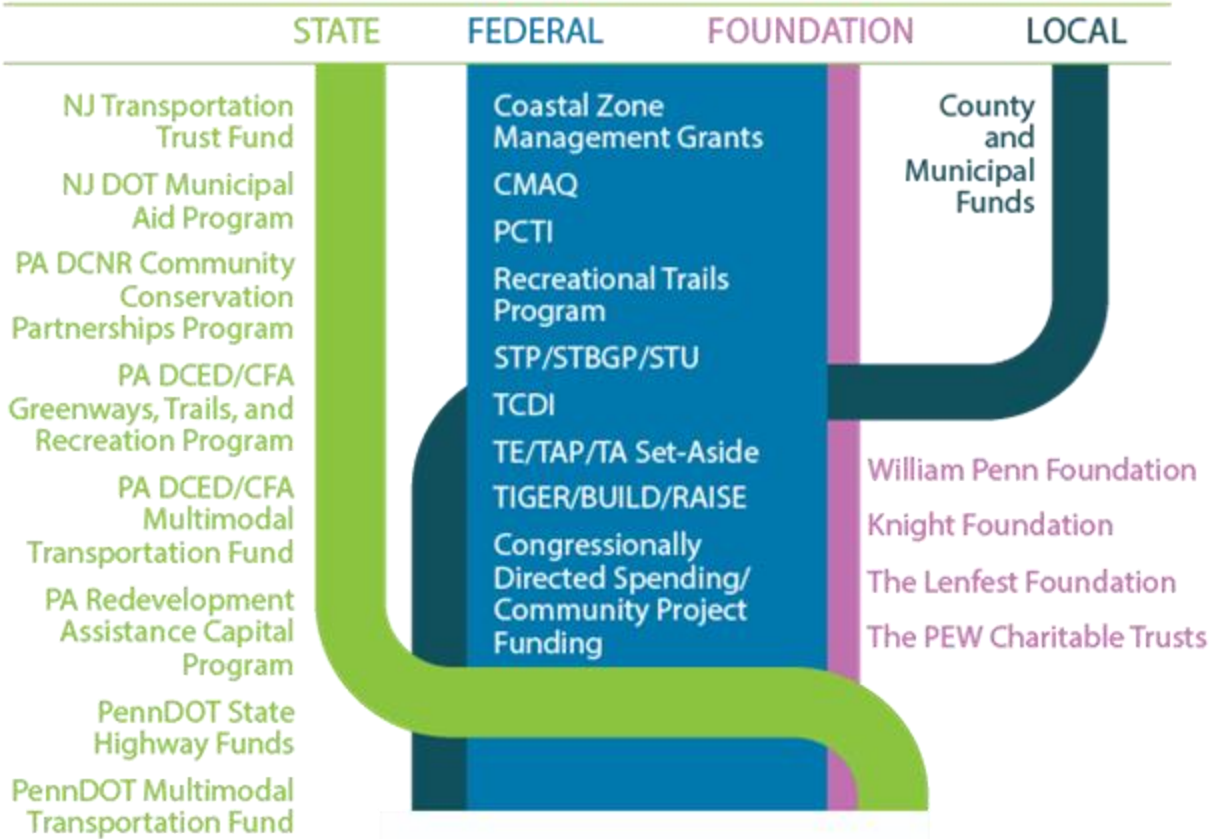
2022

Reaching 500 Miles by 2025



2022

2022



\$354,482,672

since 2010

Originally created by Maskar Design
Revised by DVRPC April 2022

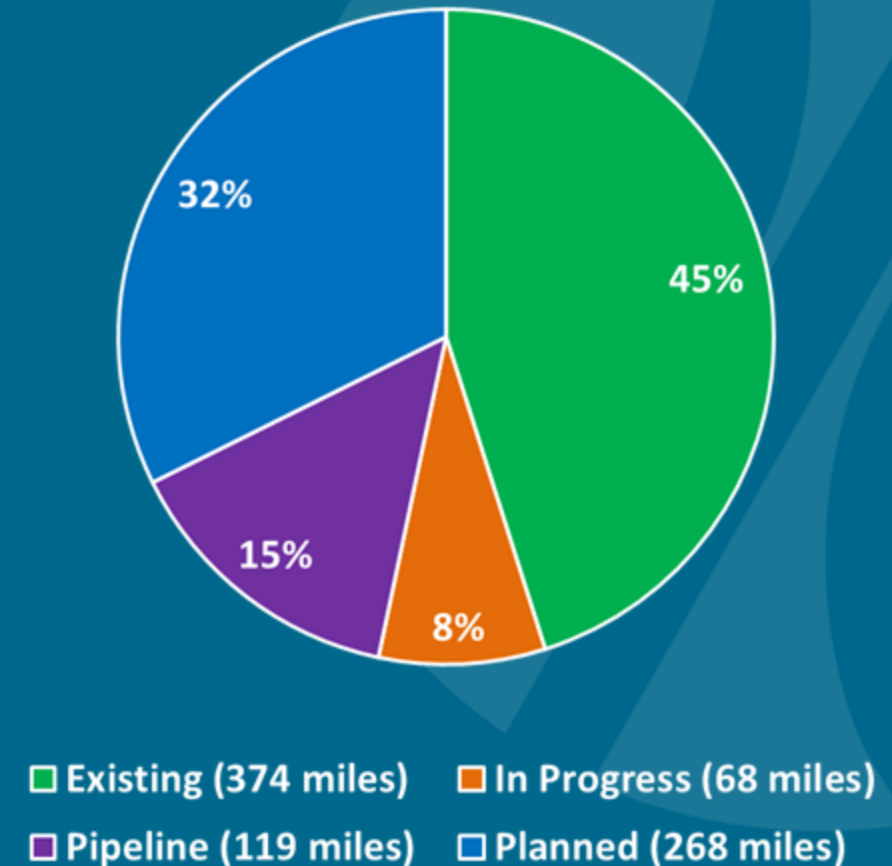
Shawn Megill Legendre
Circuit Trails Coalition
November 10, 2022

Circuit Trails Status Report



Mileage Update

- Over 374 miles are now complete!
- About 16 miles added since November 2021 (1.5 since May 2022).
- About 45% complete.



Recent Completions

- Delaware River Heritage Trail: Roosevelt Park - Cherrix Ave to Roosevelt Ave (Sponsor: Edgewater Park Twp.) – 0.16 miles
- Delaware River Heritage Trail: Florence Township Border to Near Union St (Developer-Built) - 0.45 miles
- Cobbs Creek Trail: Segment D (Sponsor: City of Philadelphia) – 0.33 miles

Recent Completions

- Darby Creek Trail: Gillespie Park and Gillespie Park to Rosemont Ave (not including incomplete Darby Creek bridges) (Sponsor: Upper Darby Twp.) - 0.6 miles

Total: 1.5 miles

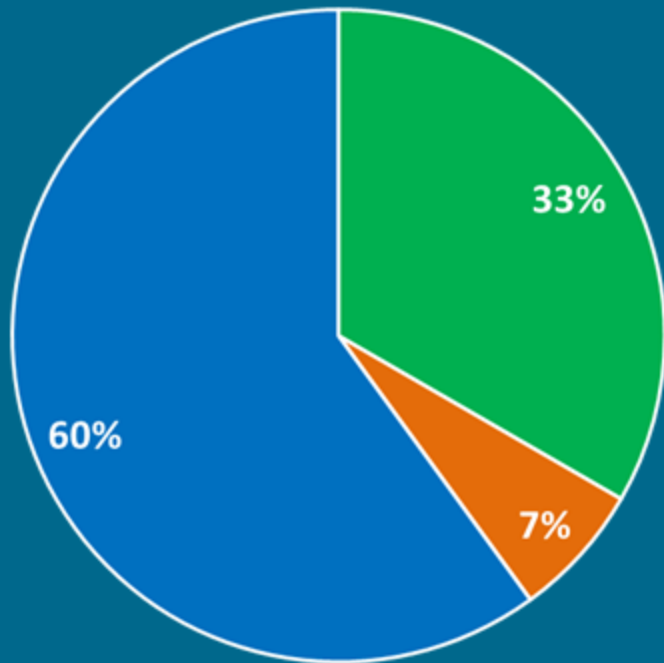
Since 2012, we've....

- Added 124 miles
- Invested over \$240 million
- Increased from 33% complete to 45%

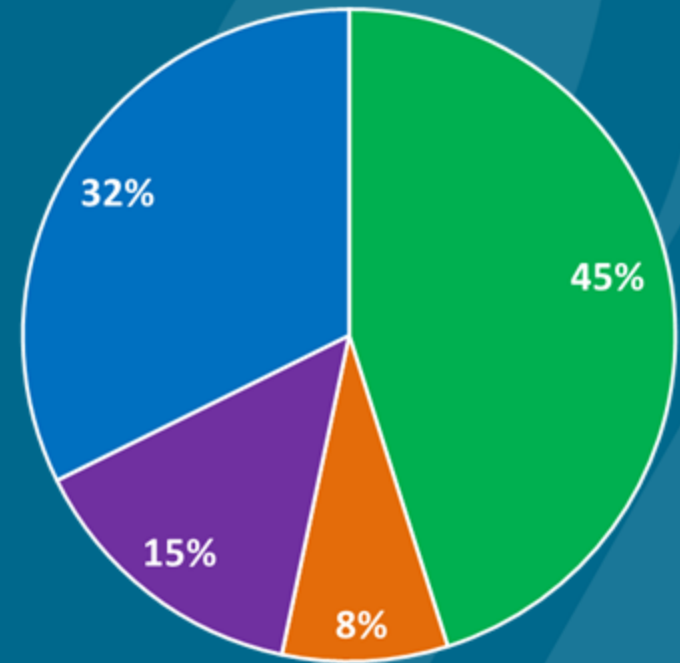
2012

vs.

2022



Existing (250 miles) In Progress (50 miles)
Planned (450 miles)



Existing (374 miles) In Progress (68 miles)
Pipeline (119 miles) Planned (268 miles)



10 Years of Creating Awareness and Building Community

Updated: Nov. 10, 2022

The RTC Team



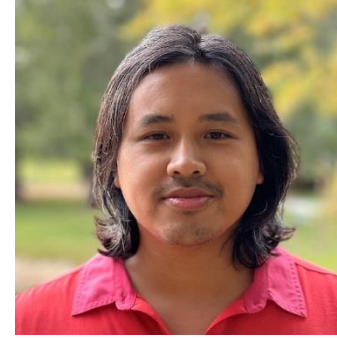
Brandi Horton
VP of Communications



Heather Irish
Communications Director



Suzanne Matyas
Social Media and
Engagement Strategist



Anthony Le
Digital Content and Web
Manager



Joe Lacroix
Designer



Anya Saretzky
Project Manager, Circuit Trails

Communications Partners



Christine Reimert
Strategy + PR



Alyssa Zinar
Digital Content and
Engagement



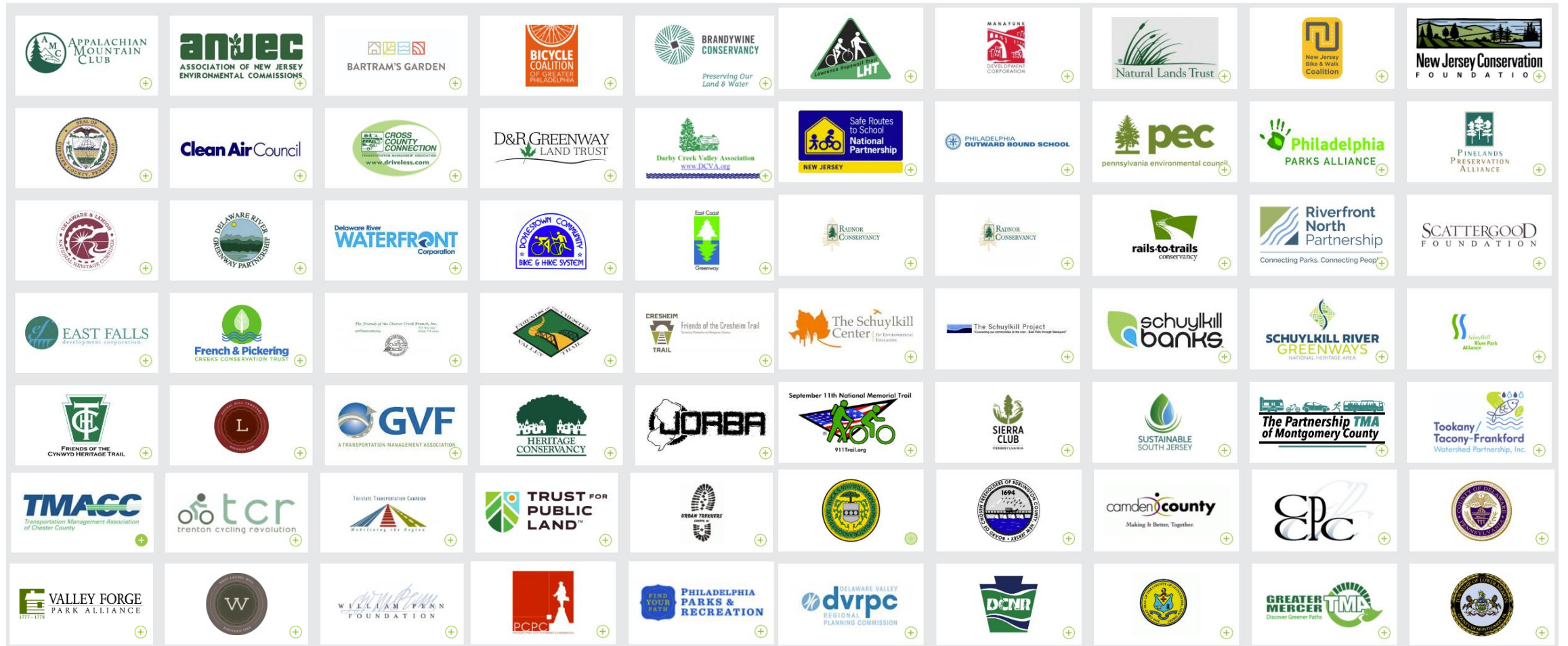
Meghan Shaffer
Digital Content and
Engagement



Teresa Lundy
Media Buying and Paid
Strategy



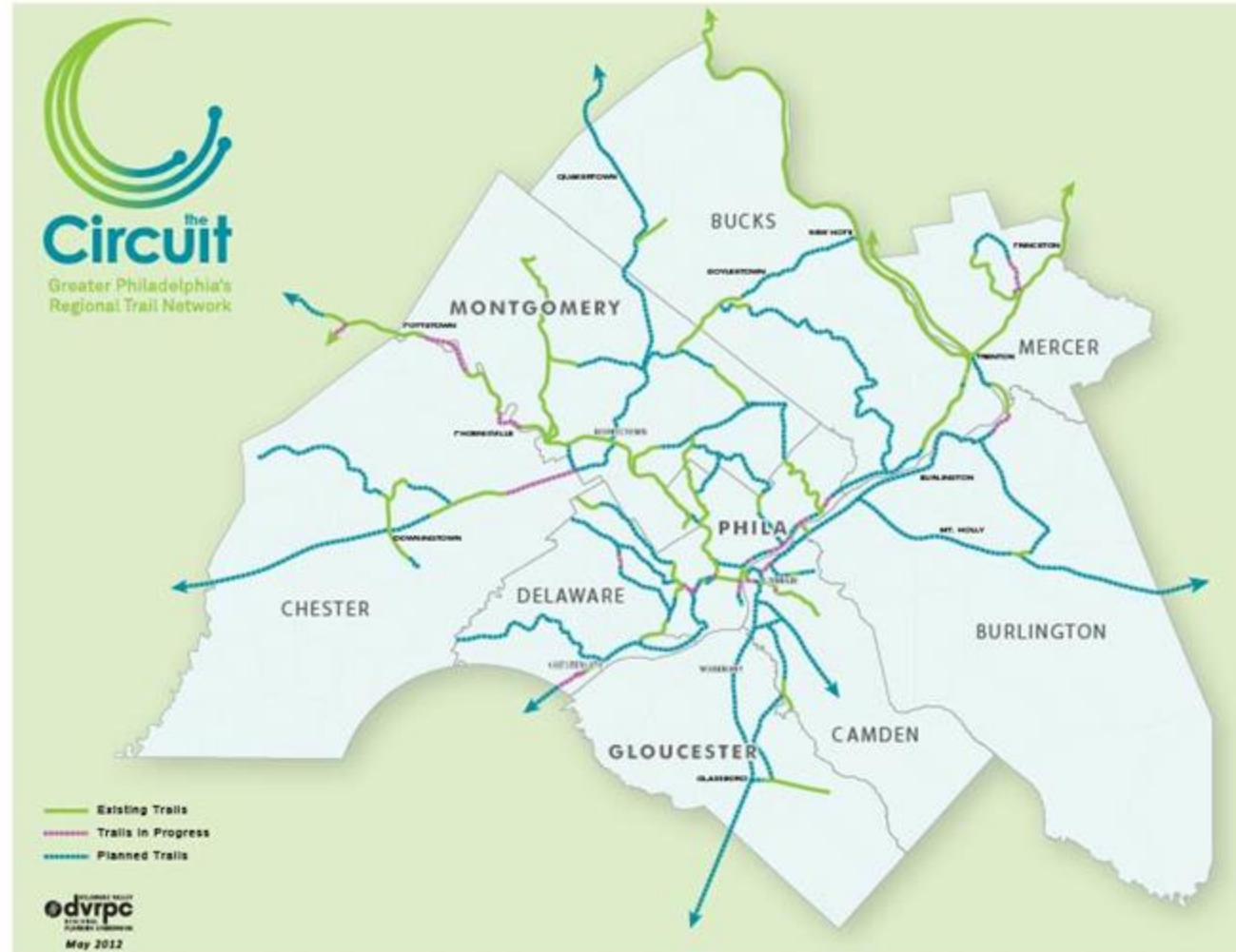
The Entire Coalition ...



... And The Entire Community



How it started ...



How it's going ...

FULL MENU 

PROUD THE TO TRAIL

One of America's largest trail networks is
in your backyard.





TRANSIT ADVERTISING

Transit ads offer a highly visual and dynamic means to reach other pedestrians and cyclists. These examples may be used by the client, as needed, for similar outdoor applications, such as transit signage (bus cards, bus shelters, subway advertising, etc.).



An Evolving Approach

Meet the Circuit

Connect on the Circuit

Use the Circuit

**Make the Circuit
Your Own**



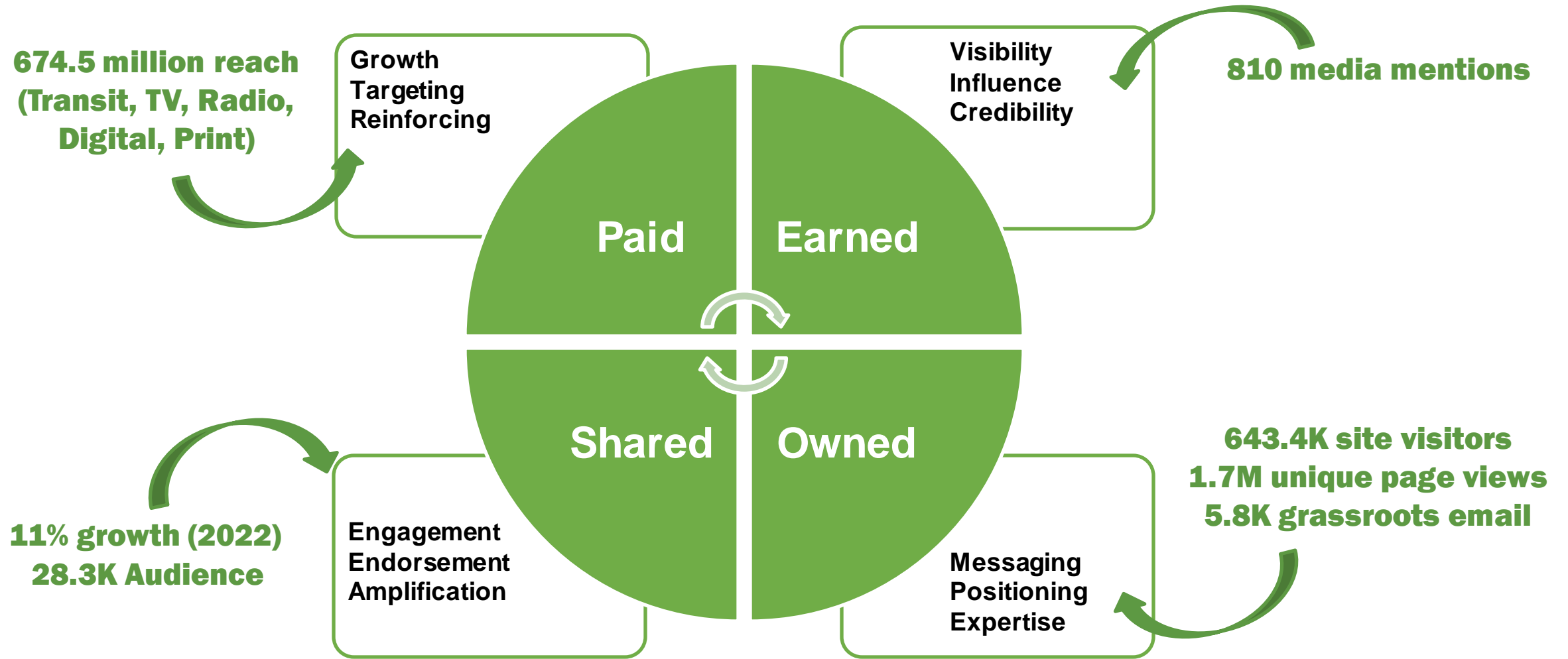
Mass Consumer Appeal



Targeted Strategies

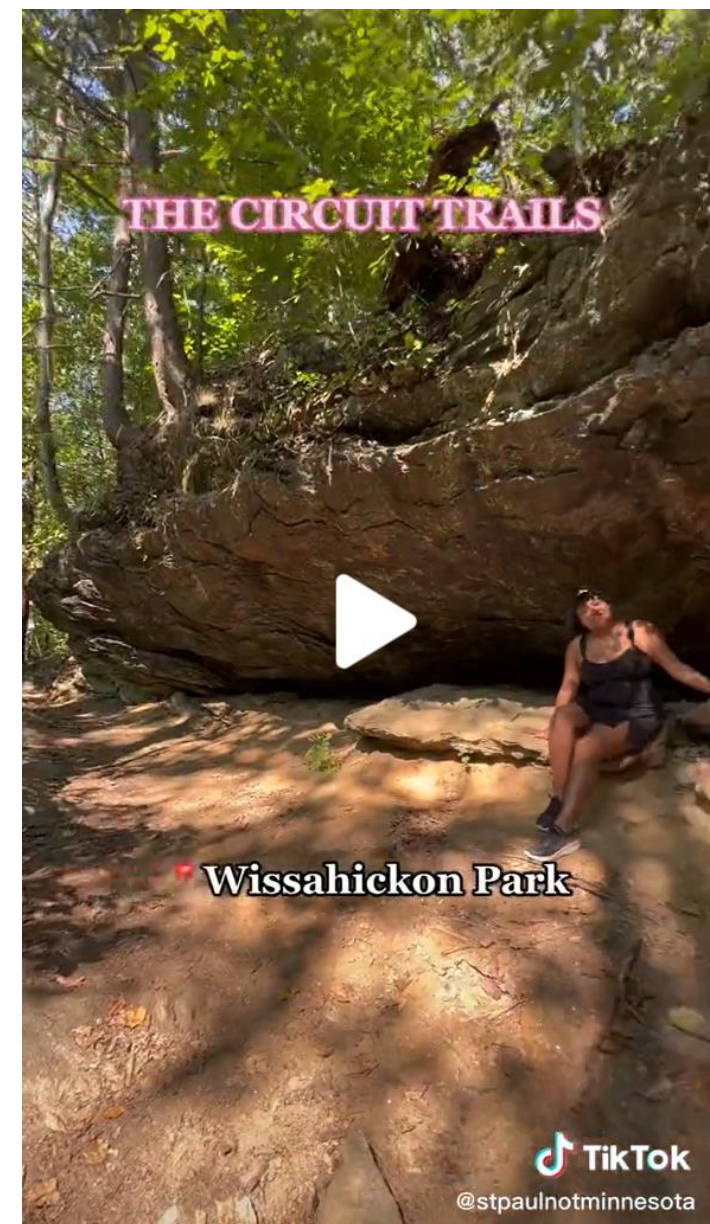
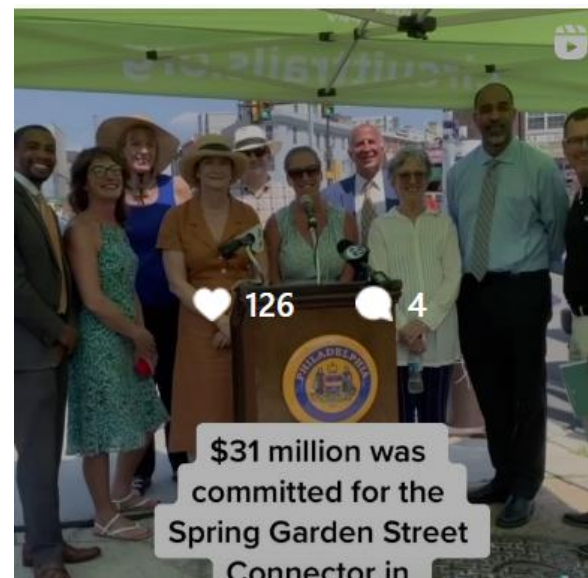
THE
CIRCUIT
TRAILS

What We've Achieved



A Look @ 2022

- **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



allthingsjoy_ Message Follow ...

821 posts 1,537 followers 1,453 following

All Things Joy
Personal blog

#God is within her she will not fail
#Philly
#OutdoorJoy
#PollWorker Find ways to get involved in your community
vote.phila.gov/working-the-polls/become-a-poll-worker

allthingsjoy_ That's cool. I just started walking on the SRT a few months ago and I'm looking forward to walking down that far. My goal is to walk alllllllll the way to KOP! 🙄

scorpiox5 Follow ...

1,615 posts 407 followers 1,690 following

Lisa Wade Taylor
She believed she could so she did

scorpiox5 I've walked both, my favorite is the bridge. We've walked to the art museum, South street and Columbus Blvd ❤️

shes_geegee Follow ...

1,205 posts 113 followers 2,847 following

Gina The Explorer
INDULGE ur senses + LIVE life unfiltered.
www.amazon.com/Monument-Letters-Disguised-Poetry/dp/B08F6Y3NPG

shes_geegee Loving all these discoveries right here so close to home. 🏠

My Circuit Trails



Este contenido también está disponible en español.

[Blog](#) | [Events](#) | [Find Trails](#) | [Watch Trail-User Videos](#) | [Trail Tips & Etiquette](#) | [Walking & Running](#) | [Biking](#) | [Self-Guided Experiences](#) | [Get Involved](#)



[Buscar senderos](#) | [Ver videos de usuarios de senderos](#) | [Consejos y etiqueta para senderos](#) | [Caminar y correr](#) | [Ciclismo](#) | [Experiencias autoguiadas](#) | [Involucrarse](#)

2022 By The Numbers

Web Engagement: 81,599 upv (year to date)

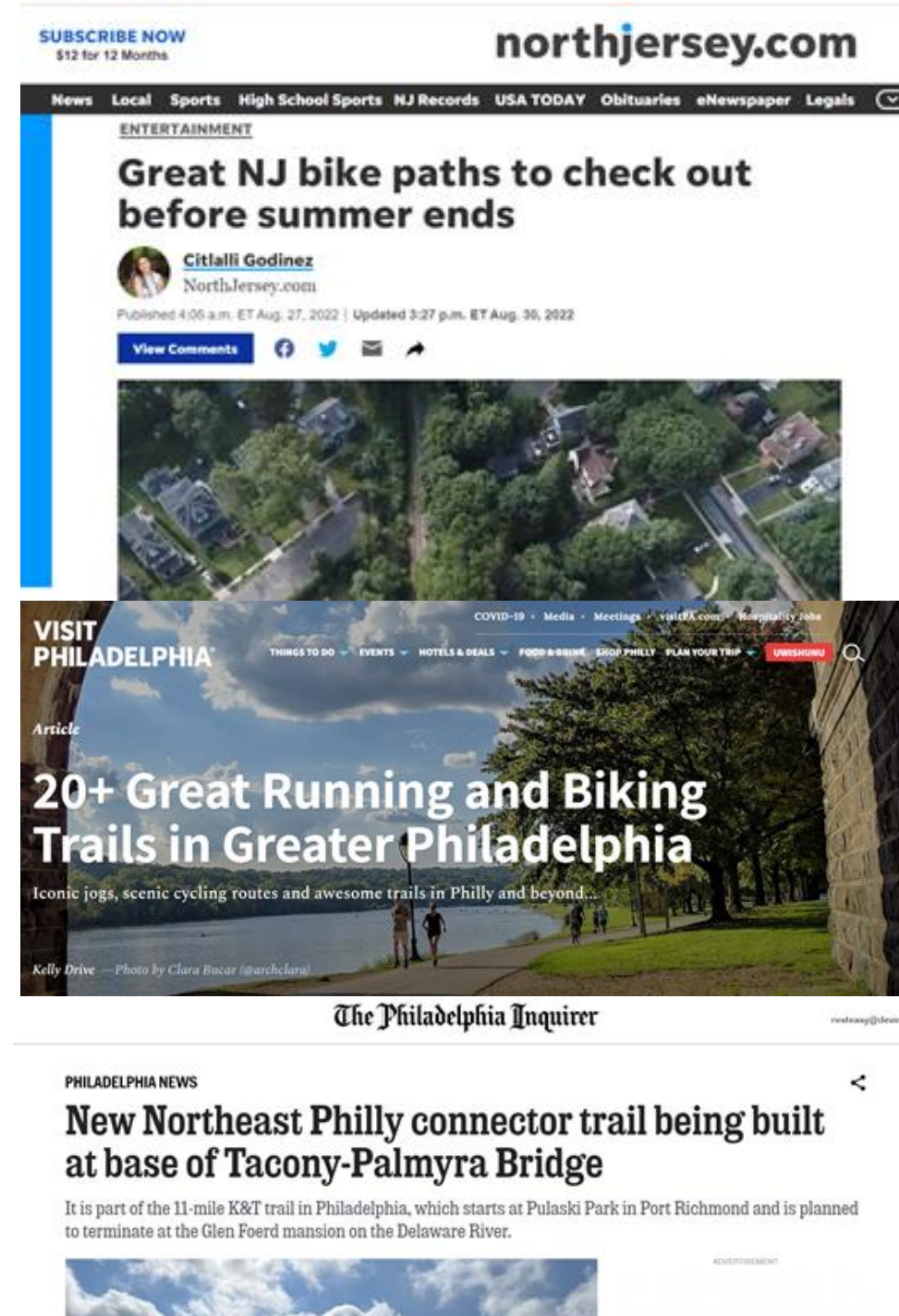
Video Reach: 100K views (90% increase)

Social Community: 28,370 (11% growth)

Paid Media Reach: 4.6+ million (print, digital, radio) (40% growth)

Earned Media: 104 media mentions (through 11/2022)

Street Team Connections: 850 people



Your Action Plan!

Showcase Circuit: on website, social, materials, press

Engage with the Circuit on Social:
#OnTheCircuit, FB/Insta @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



Strategic Plan Updates



pennsylvania environmental council

Circuit Trails Gap Analysis

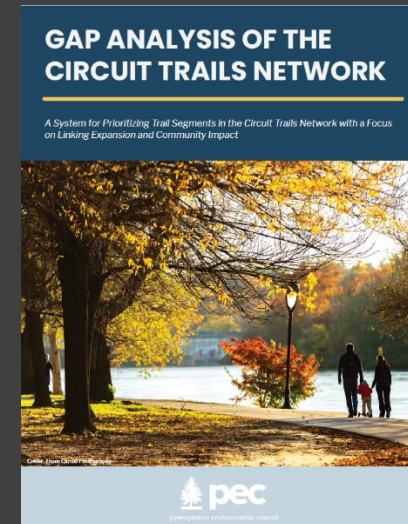


The Context

- Why did we create the Gap Analysis?
 - To refocus expansion on equity
- Where did the Gap Analysis come from?
 - PEC Inclusive Trail Planning report (2019)
 - BCGP's Community Impact Mapping (2020)



What IS the Gap Analysis?



*A system for prioritizing the completion of **unbuilt** Circuit Trails segments based on equity impacts.*

What IS the Gap Analysis?



SEGMENT NAME	MAIN TRAIL	STATUS	SUB TRAIL	COUNTY	CIRCUIT ID	STATE/MI	Length	Score	Length Weighted	Connection Miles	Connection Score	Connection Miles w. In Prog	Connection
Schuylkill River Trail to Township Line Rd	Liberty Bell Trail	Planned	Montgomery Branch Railroad	Montgomery	223	PA	0.39	1.5	0.58	0.78	1.5	0.78	1.5
Delaware Ave to Pennsylvania Ave	ECG	In Progress	Spring Garden Street Greenway	Philadelphia	938	PA	2.12	2	4.24	0.78	0.5	0.78	1.5
Ralston St. Bridge Connector	ECG	Planned	ECG Canal Through Monmouth	Monmouth	800	NJ	0.17	0.5	0.085	0.24	1	0.24	1
State St to near Memorial Ave	Camden County Link	Planned	Cooper River Trail	Camden	266a	NJ	0.91	1	0.91	0.94	1.5	0.94	1.5
Wissahickon Greenway	Schuylkill River Trail	In Progress	Schuylkill River Trail	Philadelphia	251	PA	0.51	0.5	0.255	0.24	2.5	0.24	2.5
Haddon Ave to Newton Ave	Camden Greenways	Planned	Camden	5	NJ	0.33	0.5	0.165	0.165	1.5	0.165	1.5	1.5
Naylor's Run Trail, Section 6, 7, 8	Newtown Square Branch	Planned	Newtown Square Branch	Delaware	204	PA	2.04	2	4.08	0.5	1.5	0.5	1.5
Cobb Creek Trail to SRPA Line	Delco ECG	Planned	Delco ECG	Delaware	81	PA	3.59	2	7.18	0.21	0.5	0.21	0.5
Market Street to City Line Ave	Forge to Refuge	Pipeline	Cobb Creek Trail	Philadelphia	546	PA	2.17	2	4.34	0.61	1.5	0.61	1.5
Cheltenham Ave to Ashbourne Ave	Tookany-Tacony-Frankford	Pipeline	Tookany Creek Trail	Montgomery	98	PA	1.30	1.5	1.95	3.78	1	3.78	1
Old Canal Connector - Gas St. to Union St.	DBT	Pipeline	Trenton - Old Canal South	Monroe	1380	NJ	0.23	0.5	0.115	0	0	0	0
Baird Blvd.	Cooper River Trail - South	Pipeline	Baird Blvd.	Camden	208b	NJ	0.23	0.5	0.115	1.6	1	1.6	1
Tacony - Holmesburg Gap	ECG	In Progress	Delaware River Trail	Philadelphia	931	PA	1.40	1.5	2.1	1.4	1	1.4	1
Tonawanda Ave to Carter Ave	Tookany-Tacony-Frankford	Pipeline	Frankford Creek Trail	Philadelphia	566	PA	1.00	1.5	1.5	4.31	1	4.31	1
Chatter City 2nd St/Rt. 291 - Norris St to Ridley Creek	ECG	Pipeline	Delco ECG	Delaware	540	PA	1.88	1.5	2.82	0	0	0	0
Camden Ave to Carver Hill Park Trail	DBT	Planned	Camden	1458	NJ	0.17	0.5	0.085	0.085	0.71	1.5	0.71	1.5
Bartram's Garden Drive	Cooper River Trail - South	Planned	Community Connector	Camden	267	NJ	0.05	0.5	0.025	1.17	1	1.17	1
Warner Spur to SR	ECG	Planned	8th Street Greenway	Philadelphia	289	PA	0.20	0.5	0.1	7.32	1.5	7.32	1.5
CVT Extension to Downingtown - P&T Line	Devaugh-Warner-Paoli	Pipeline	Devaugh Line	Chester	84	PA	3.60	2.5	9.0	49.89	3	49.89	3
Coffins Knight Trail	Schuylkill to Susquehanna Greenway	Pipeline	Chester Valley Trail	Chester	517	PA	8.60	2.5	21.5	17.3	2	17.3	2
Admiral Wilson Blvd Trail	Camden County Link	Pipeline	Camden	467	NJ	0.88	1	0.88	7.37	1.5	2.44	1.5	2.44
Cooper River Bridge	Camden County Link	In Progress	Cooper River Trail	Camden	266c	NJ	0.50	1	0.5	0.84	0.5	0.84	0.5
City Line Ave to Montgomery Ave	Parkside Cynwyd Trail	Pipeline	Cynwyd Heritage Trail	Montgomery	573	PA	0.47	0.5	0.235	2.2	1	2.2	1
Parkside & 33rd St to City Line Ave	Parkside Cynwyd Trail	In Progress	Paoli - CVT Connector	Chester	221	PA	1.35	1.5	2.025	14.53	2	14.53	2
Paoli to CVT	Devaugh-Warner-Paoli	Pipeline	Paoli - CVT Connector	Chester	221	PA	1.35	1.5	2.025	1.44	1	1.44	1
N. 9th St to 33rd Ave	Camden County Link	In Progress	Mercherville Trail	Camden	524	PA	0.57	1	0.57	0	0	0	0
High School Rd to Crestheim Valley Trail	Tookany-Tacony-Frankford	Planned	Tookany Creek Trail	Montgomery	542	PA	0.64	2	1.28	0	0	0	0
Naylor's Run Trail 4, 5	Newtown Square Branch	Planned	Delaware	204	PA	0.89	1	0.89	0	0	0	0	0
Cobb Creek Connector - Segment B, Phase 2	ECG	In Progress	Cobb Creek Trail	Philadelphia	941	PA	0.68	1	0.68	5.83	1	5.83	1
Cobb Creek Connector - Segment C	ECG	In Progress	Cobb Creek Trail	Philadelphia	944	PA	0.81	1	0.81	0	0	0	0
Pen St to Newton & SRPA Street	Camden Greenways	Planned	Camden	714	NJ	0.37	0.5	0.185	0.87	0.5	0.87	0.5	0.87
291 Industrial Highway Trail	ECG	Pipeline	Delco ECG	Delaware	541	PA	2.34	2	4.68	0.73	0.5	0.73	0.5
Paoli Connector	Camden County Link	In Progress	Cooper River Trail	Camden	266	NJ	0.50	0.5	0.25	2	1	2	1
Carter Ave to Ramona	Tookany-Tacony-Frankford	Planned	Frankford Creek Trail	Philadelphia	51	PA	0.72	1	0.72	3.78	1	3.78	1
Ivy Ridge Station to Shawmont Ave	Ivy Ridge Trail	Planned	Philadelphia	527	PA	1.17	1.5	1.755	58.41	3	58.41	3	58.41
Route 282 Bypass to Old Canal South	DBT	Planned	Burlington	781	NJ	2.51	2	5.02	8.16	1.5	8.16	1.5	8.16
Ralston's Run Tributary Trail to Pleasant St	Mercherville Trail	Planned	Camden	84	NJ	0.89	1	0.89	0	0	0	0	0
Commerce Line Review to 100th St	DBT	Planned	Von Neida Connector	Burlington	781	NJ	1.38	1.5	2.07	0.49	0.5	0.49	0.5

- Methodology/criteria – quantitative analysis
- CT Steering Committee feedback
- “Gut check” – qualitative review

Priorities Analyzed



- Overall “Master” list
- PA / NJ
- By County
- Equity Focus
- Recreation Focus
- Alternative Transportation Focus
- Employment Focus

Key Criterion



- DVRPC Indicator of Potential Disadvantage (IPD) score
- # of miles trail gap connects
- Population density
- Connection to employment centers
- Connection to a park
- Access to public transit
- Personal Vehicle access
- Length of trail segment

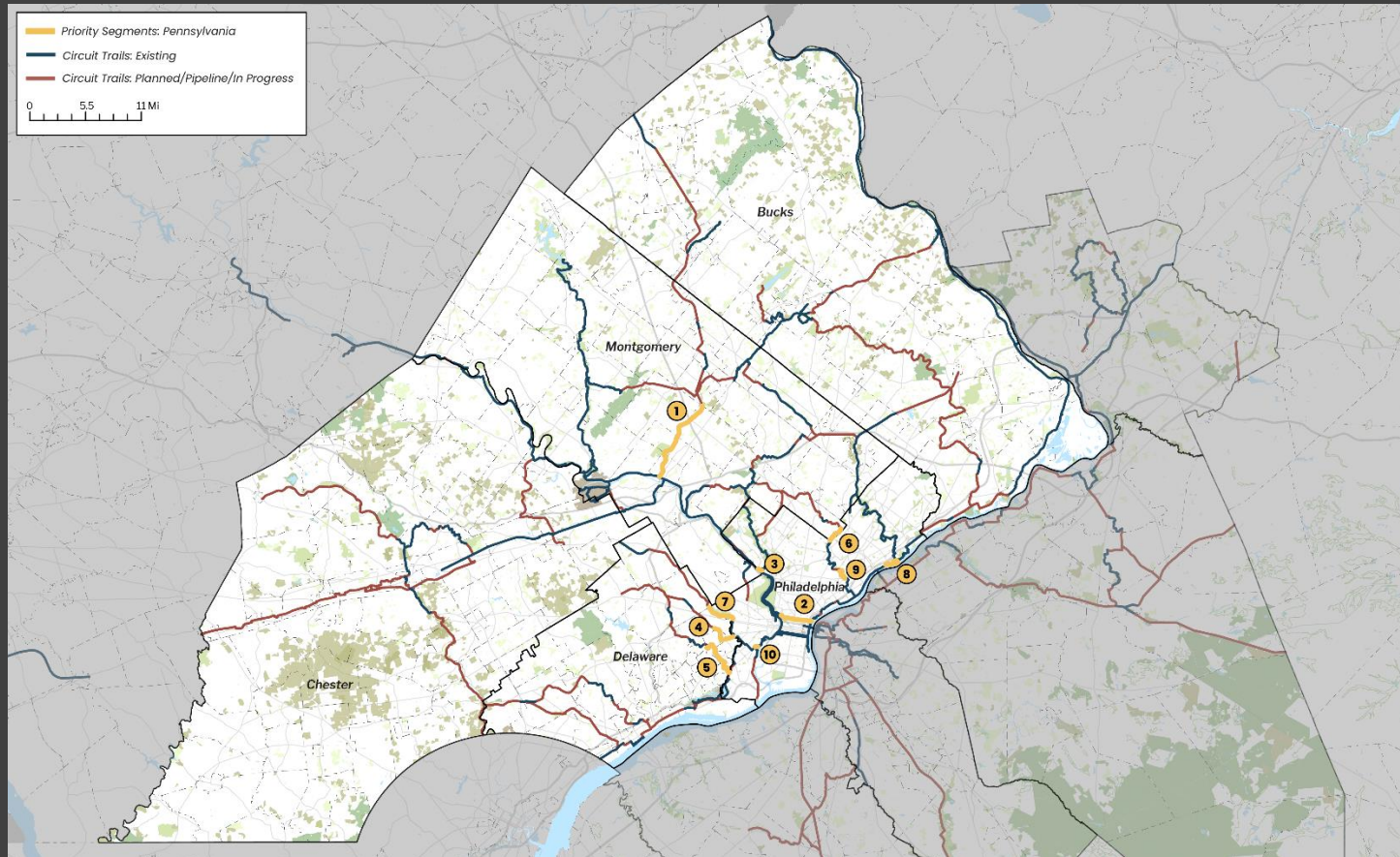
What IS the Gap Analysis?

The Top 10 Overall Priority Gaps:

- Connect urban areas:
 - Internally
 - To recreation, employment, & public transportation
- Predominantly:
 - Low-income
 - Racially diverse
 - Population-dense

Main Trail	Segment Name	Segment Status	County & State	Mileage	Total Score
1. Liberty Bell Trail	Southern Connection	Planned	Montgomery, PA	6.79	35.5
2. ECG	Delaware Ave to Pennsylvania Ave	In Progress	Philadelphia, PA	2.12	34.25
3. ECG	Calhoun St. Bridge Connector	Planned	Mercer, NJ	0.19	32.5
4. Camden County Link	State St to near Memorial Ave	Planned	Camden, NJ	0.91	32
5. Schuylkill River Trail	Wissahickon Gateway	In Progress	Philadelphia, PA	0.31	30.5
6. Camden Greenways	Haddon Ave to Newton Ave	Planned	Camden, NJ	0.33	30
7. Newtown Square Branch	Naylor's Run Trail: Section 6, 7, 8	Planned	Delaware, PA	2.04	29.25
8. Darby Creek Trail	Cobbs Creek Trail to SEPTA Line	Planned	Delaware, PA	3.59	29
9. Forge to Refuge	Market Street to City Line Ave	Pipeline	Philadelphia, PA	2.17	28.25
10. Tookany-Tacony-Frankford	Cheltenham Ave to Ashbourne Ave	Pipeline	Montgomery, PA	1.30	28.25

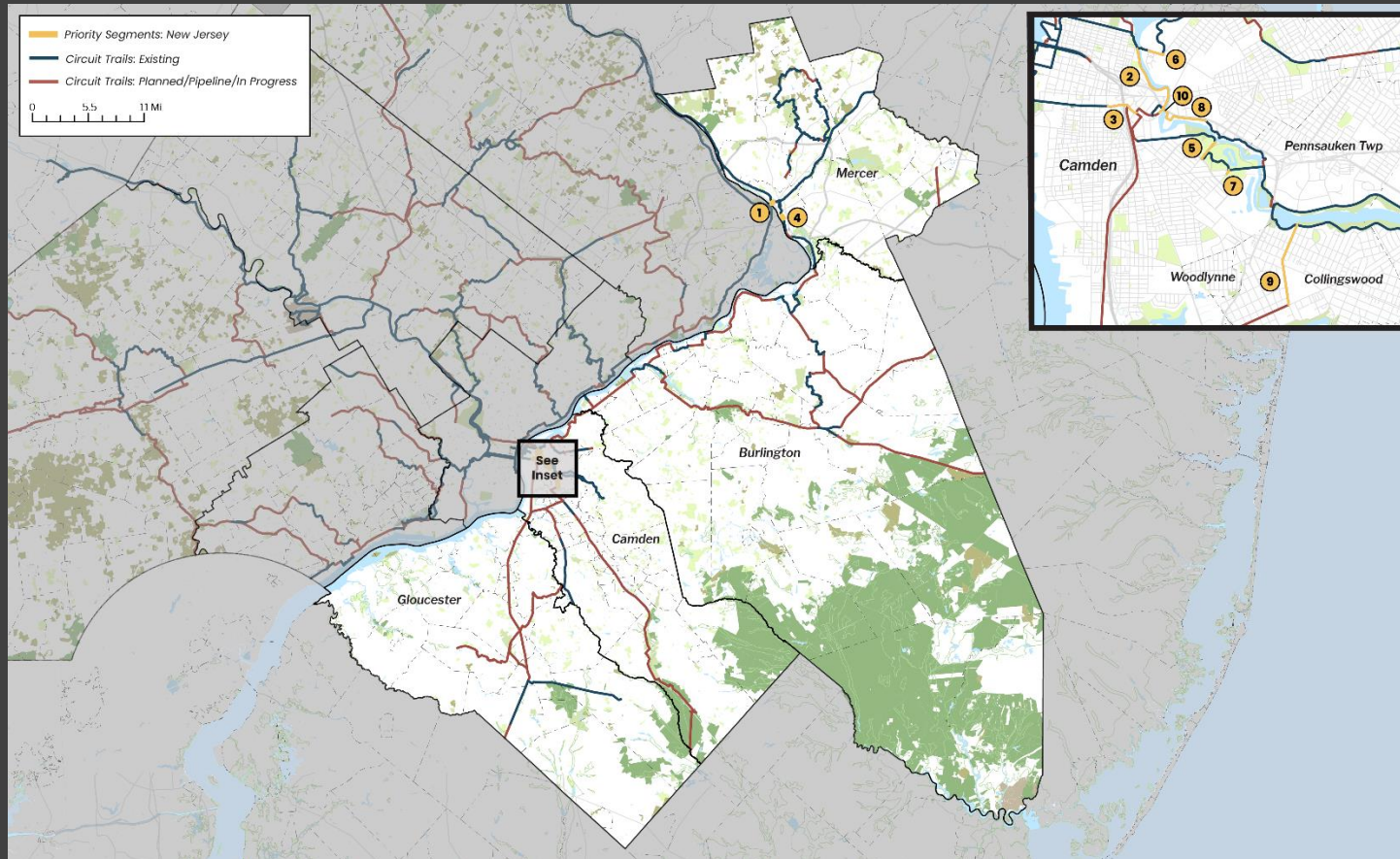
What IS the Gap Analysis?



Top 10 in PA:

- #1 overall trail segment LBT “Southern Connection”
- Concentrated in Philadelphia & low-income, diverse, dense inner-ring suburbs

What IS the Gap Analysis?



Top 10 in NJ:

- 8 of the top 10 in Camden
- Remaining 2 in Trenton
- Connect residents to public transportation, employment centers, & recreation

What IS the Gap Analysis?

Top 10 for DEIJ:

- Merchantville Trail – N 36th St. to Euclid Ave.
- Merchantville Trail – Baldwin's Run Tributary Trail to Pleasant St.
- Camden County Link – Admiral Wilson Blvd. Trail
- Camden County Link – Cooper River Bridge
- TTF – Torresdale Ave. to Castor Ave.

Main Trail	Segment Name	Segment Status	County & State	Mileage	IPD Score, Pop. Density	Total Score
1. Merchantville Trail	N 36th St to Euclid Ave	In Progress	Camden, NJ	0.57	36 14,395/ Census Block	24.5
2. Merchantville Trail	Baldwin's Run Tributary Trail to Pleasant St	Planned	Camden, NJ	0.89	36 14,395/ Census Block	23.5
3. Camden County Link	Admiral Wilson Blvd Trail	Pipeline	Camden, NJ	0.50	36 9,482/ Census Block	25.5
4. Camden County Link	Cooper River Bridge	In Progress	Camden, NJ	0.06	36 9,482/ Census Block	25
5. Tookany-Tacony-Frankford	Torresdale Ave to Castor Ave	Pipeline	Philadelphia, PA	1.00	33 25,426/ Census Block	27
6. Liberty Bell Trail	Schuylkill River Trail to Township Line Rd	Planned	Montgomery, PA	6.79	33 22,456/ Census Block	35.5
7. Tookany-Tacony-Frankford	Castor Ave to Ramona	Planned	Philadelphia, PA	0.72	33 21,549/ Census Block	24
8. Camden Greenways	Haddon Ave to Newton Ave	Planned	Camden, NJ	0.33	33 13,672/ Census Block	30
9. DRHT	D&R Canal Connector - Cass St. to Union St.	Pipeline	Mercer, NJ	0.23	33 13,493/ Census Block	28
10. Camden County Link	State St to near Memorial Ave	Planned	Camden, NJ	0.91	33 12,359/ Census Block	32

What IS the Gap Analysis?

Top 10 for Jobs:

- Gulph Rd. Connector – CVT to Valley Forge Loop Trail
- Devault – Warner Spur to SRT
- Devault – Paoli to CVT
- Devault – CVT to Devault Line
- ECG – Calhoun St. Bridge

Main Trail	Segment Name	Segment Status	County & State	Mileage	Conn. Mileage, Employ. Score	Total Score
1. Gulph Road Connector	Chester Valley Trail to Valley Forge Loop Trail	Pipeline	Montgomery, PA	2.18	91.55 miles 3/3	21.75
2. Devault-Warner-Paoli	Warner Spur to SRT	Pipeline	Chester, PA	5.60	91.55 miles 3/3	25.75
3. Devault-Warner-Paoli	Paoli to CVT	Pipeline	Chester, PA	1.35	91.55 miles 3/3	24.5
4. Devault-Warner-Paoli	CVT to Devault Line	Pipeline	Chester, PA	3.24	91.55 miles 3/3	18.25
5. ECG	Calhoun St. Bridge Connector	Planned	Mercer, NJ	0.19	67.65 miles 3/3	32.5
6. Schuylkill River Trail	Wissahickon Gateway	In Progress	Philadelphia, PA	0.31	36.56 miles 3/3	30.5
7. Tidal Schuylkill River Trail	Bartram's to Fort Mifflin	Planned	Philadelphia, PA	3.24	29.94 miles 3/3	20
8. Camden County Link	State St to near Memorial Ave	Planned	Camden, NJ	0.91	29.63 miles 3/3	32
9. Camden Greenways	Haddon Ave to Newton Ave	Planned	Camden, NJ	0.33	29.43 miles 3/3	30
10. ECG	Delaware Ave to Pennsylvania Ave	In Progress	Philadelphia, PA	2.12	29.43 miles 3/3	34.25

What IS the Gap Analysis?

Top 10 for Public Transportation:

- S2S – CVT Extension to Downingtown-P&T Line
- LBT – Southern Connection
- Ivy Ridge Trail – Ivy Ridge Station to Shawmont Ave.
- Ivy Ridge Trail – Manayunk Bridge to Ivy Ridge Station
- ECG – Calhoun St. Bridge

Main Trail	Segment Name	Segment Status	County & State	Mileage	Transit Score, Vehicle Score	Total Score
1. Schuylkill to Susquehanna Greenway	CVT Extension to Downingtown - P&T Line	Pipeline	Chester, PA	8.60	3/3 1/3	25.5
2. Liberty Bell Trail	Schuylkill River Trail to Township Line Rd	Planned	Montgomery, PA	6.79	3/3 2/3	35.5
3. Ivy Ridge Trail	Ivy Ridge Station to Shawmont Ave	Planned	Philadelphia, PA	1.17	3/3 1/3	23.5
4. Ivy Ridge Trail	Manayunk Bridge to Ivy Ridge Station	Pipeline	Philadelphia, PA	0.57	3/3 1/3	21.75
5. ECG	Calhoun St. Bridge Connector	Planned	Mercer, NJ	0.19	3/3 3/3	32.5
6. Schuylkill River Trail	Wissahickon Gateway	In Progress	Philadelphia, PA	0.31	3/3 2/3	30.5
7. DRHT	Centennial Dr to Cramer Hill Park Trail	Planned	Camden, NJ	0.17	3/3 2/3	26
8. Camden County Link	State St to near Memorial Ave	Planned	Camden, NJ	0.91	3/3 3/3	32
9. ECG	Delaware Ave to Pennsylvania Ave	In Progress	Philadelphia, PA	2.12	3/3 2/3	34.25
10. Camden Greenways	Haddon Ave to Newton Ave	Planned	Camden, NJ	0.33	3/3 2/3	30

Funding

- DCNR goal: a trail within 15 minutes of *every* Pennsylvanian
- DVRPC focus on access to employment & public transportation
- DVRPC & WPF focus on funding equitable trail development



What's Next?

- Review Gap Analysis report
- Podcast featuring Eleanor Horne
- **Online interactive mapping portal**
- **Training webinar**



Questions? Thank You!



**THE
CIRCUIT
TRAILS**

New Jersey Action Teams

NJ Circuit Priority Projects



- **Burlington - Camden Counties**
Burlington-Camden Trail
- **Gloucester County**
Glassboro Elk Trail
- **Mercer County**
295 Johnson Trolley Bridge



Pennsylvania Action Teams

PA Circuit Priority Projects

- **Bucks County**

Liberty Bell Trail

- **Chester County**

Chester Valley Trail Extension West

- **Delaware County**

291 Road Diet – East Coast Greenway

- **Montgomery County**

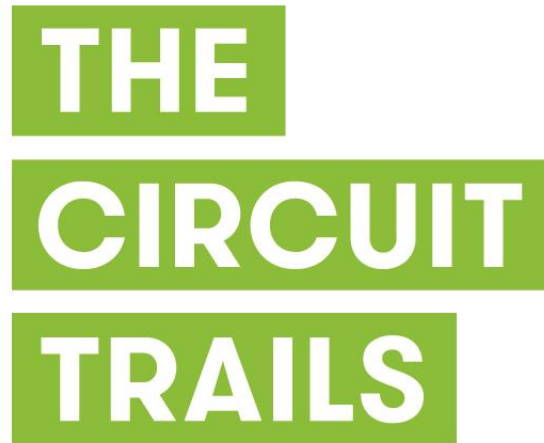
Cross County Trail – Germantown Bridge

- **Philadelphia**

Spring Garden Connector



Circuit Trails Coalition Community Grant Program



CTC Semi-Annual Meeting
November 10, 2022
Emilia Crotty, PEC

What It Is

- A re-grant program distributing \$150K over two years
- Funded by the William Penn Foundation
- Administered by the Pennsylvania Environmental Council
- Developed in collaboration with Circuit Trails Coalition members

What it *really* is

An opportunity to...

- Bring *Equity of Access to Trails* recommendations to life
- Begin to build relationships outside traditional trails groups
- Learn from grantee partners



What it *really* is

An effort to...

- **Make Circuit Trails more inclusive of under-represented and marginalized groups**
- Make the trail network
 - Safer
 - More welcoming
 - More enticing
 - More comfortable



What it will fund

- **Projects that address the *Equity of Access to Trails* report recommendations**

OpinionWorks' Community Survey asked people what would get them outdoors to use a trail.

Respondents had similar answers:

- Programming and a sense of welcome
- Outreach
- Physical infrastructure, like better access to a trail and signage
- An increased sense of safety, but not an increased police presence
- Greening, like gardens and nature

Need to Knows

- Grant Basics
 - 1-year and 2-year grants available (2023 and 2024)
 - Grants of \$1,000 to \$10,000 per year
 - Total disbursement of \$150,000 over two-year program
- Eligibility
 - Individuals, groups, and organizations welcome to apply
 - No 501c3 or fiscal sponsor needed
 - Project is in the geography of the Circuit Trails network
 - Project relates to a Circuit Trail

Need to Knows

- The program will prioritize:
 - Projects led by and engaging under-represented and marginalized groups
 - Projects that promote equity and serve historically disinvested communities
 - Organizations with a budget of less than \$500,000

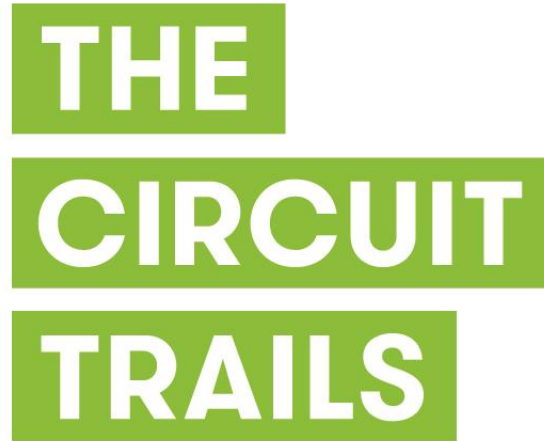
Need to Knows

- Dates (Year 1)
 - Informational webinar: Wed, Nov 16, 2022 from 2pm-3pm
 - 1:1 info sessions available: Nov 21-23 and Dec 5-9
 - Applications due by: Thurs, Dec 22, 2022 at 11:59pm
- Review applications: January 2023
- Select and announce grantee partners: February 2023
- Projects implemented: March-October 2023

The background features a complex, abstract pattern of thin, light green lines. These lines form a network of paths, some of which are straight and others curved. Several arrows are integrated into the design, pointing in various directions: one points up and to the left, another points up and to the right, a third points left, and a fourth points right. The overall effect is one of a dynamic, interconnected system.

Who should we add
to our contact list?

Circuit Trails Coalition Assessment Project



CTC Semi-Annual Meeting
November 10, 2022
Emilia Crotty, PEC

What It Is – Phase 1

- An assessment of the Circuit Trails Coalition's
 - Makeup
 - Structure
 - Capacity
- Identify short-term and long-term changes needed to achieve our goals
- Begin to implement short-term changes

Where We Are

- Currently “Mapping What Is”
- Next: Establish coalition members’ capacity re: 1 or 2 goals
 - Yes, a survey!
- End Phase 1 understanding “what is”
 - Identify short-term changes to implement
 - Plan a scope for Phase 2

The background features a complex network of thin, light green lines that intersect and branch out, resembling a circuit board or a map. Several of these lines terminate in arrowheads, pointing in various directions (up, down, left, right, and diagonally). The overall aesthetic is clean and modern, with a focus on movement and connectivity.

Will you commit to
supporting this
process?



BUILDING A LEARNING COMMUNITY FOR EQUITABLE TRAIL ACCESS

Circuit Trails Coalition Semi-Annual Meeting

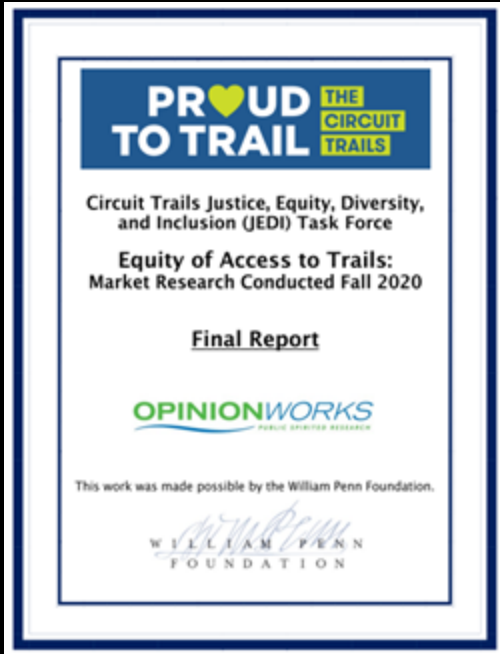
**Daniel Paschall
East Coast Greenway Alliance &
Circuit Trails JEDI Task Force
November 10, 2022**



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?

10 Recommended Actions



Welcoming
programming


Appropriate security

Inviting
infrastructure



Creative greening

Authentic outreach

1. Invite folks to **have their fun** on the trail
2. Extend an **overt** welcome
3. Host organized **group activities**
4. Create spaces where people **feel safe**
5. Develop places to **gather and relax**
6. Prioritize trail **maintenance and amenities**
7. Install **useful** signage
8. Build an urban, green **oasis**
9. Show **people** enjoying the trail
10. Leverage **local** social media and **traditional** door-to-door



Strategic Plan Implementation guided by Learning Community

- 
- Equity of Access to Trails study findings informed the **Circuit Trails Coalition's Strategic Plan goals**
 - Creation of the **learning community** for private exchange of ideas and challenges to guide implementation of the Plan's goals.
 - Use sessions to **reflect** on progress and **improve** practices continually.
- 



Learning Community reflects on...

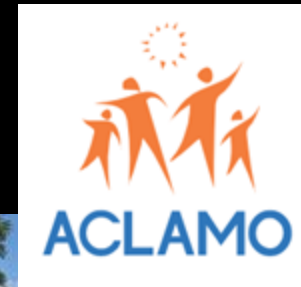
- **Ongoing process** of sharing results, working with partners, and beginning to implement the recommendations
- **How can we better fund** existing actions and new actions?
- **Where are there existing actions and stakeholders** we haven't connected with, who could be valuable partners?
- **What is already working** and where can we act on what we've learned?



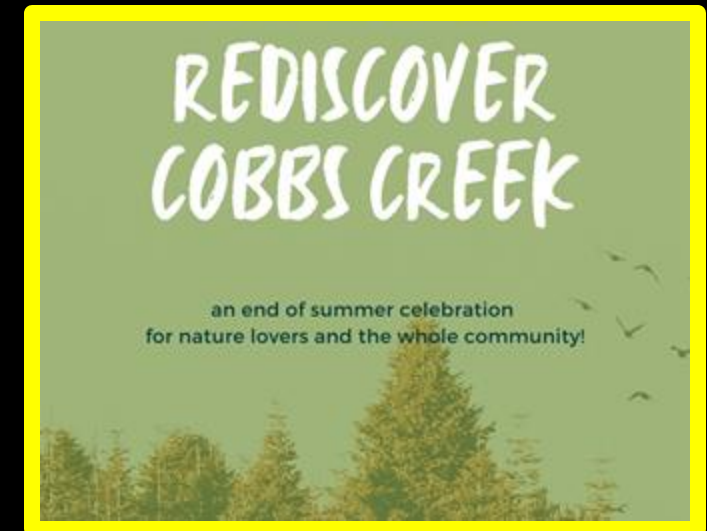
Camden



Trenton



Norristown



Cobbs Creek

Learning Community Sessions

- **Gap Analysis** (1.1A, 1.1B)
- **Community Connections Project** (1.1B)
(COVERED IN SEPTEMBER LC SESSION)
- **County Action Teams & Circuit Citizens**
(1.2A, 1.2B)
- **Maintenance & Job Training** (1.4A, 1.4B)
- **Community Grant Program** (2.2A, 4.3B)
(COVERED IN NOVEMBER LC SESSION)
- **Coalition Evaluation Project** (2.3A, 3.1A, 4.1)
- **DEIJ Research Template** (4.2B)

Next session, January 9th at 3PM

A large, solid green circle is positioned on the left side of the slide, partially cut off by the edge.

*Reach out if you're
interested in joining the
Learning Community!*

Daniel Paschall

daniel@greenway.org





Thrive Outside Greater Philadelphia

Kelsey Brooks

National Wildlife Federation

11/10/22

OVERVIEW

- What is Thrive Outside?
- What is Thrive Outside Greater Philadelphia?
- What are we currently doing?
- Next Steps



THRIVE OUTSIDE

- Collective impact initiative funded by the Outdoor Foundation
- 13 funded locations
- Goal: Build and strengthen networks that provide children and families with repeat and reinforcing experiences in the outdoors to create a more inclusive and accessible outdoor experience for all

“Participants share a vision of change and a commitment to solve a problem by coordinating their work.”

-National Council of Non-Profits

GREATER PHILADELPHIA

- Awarded in June, 2021
- National Wildlife Federation is serving as the backbone organization
- Steering Committee:
 - Patrick Starr – PEC/Circuit
 - Dr. Jamē McCray - AWE
 - Kelly Knutson - CDRW
 - Kim Murphy – Berks Nature
 - Julie Slavet - TTF
 - Lamar Gore – John Heinz



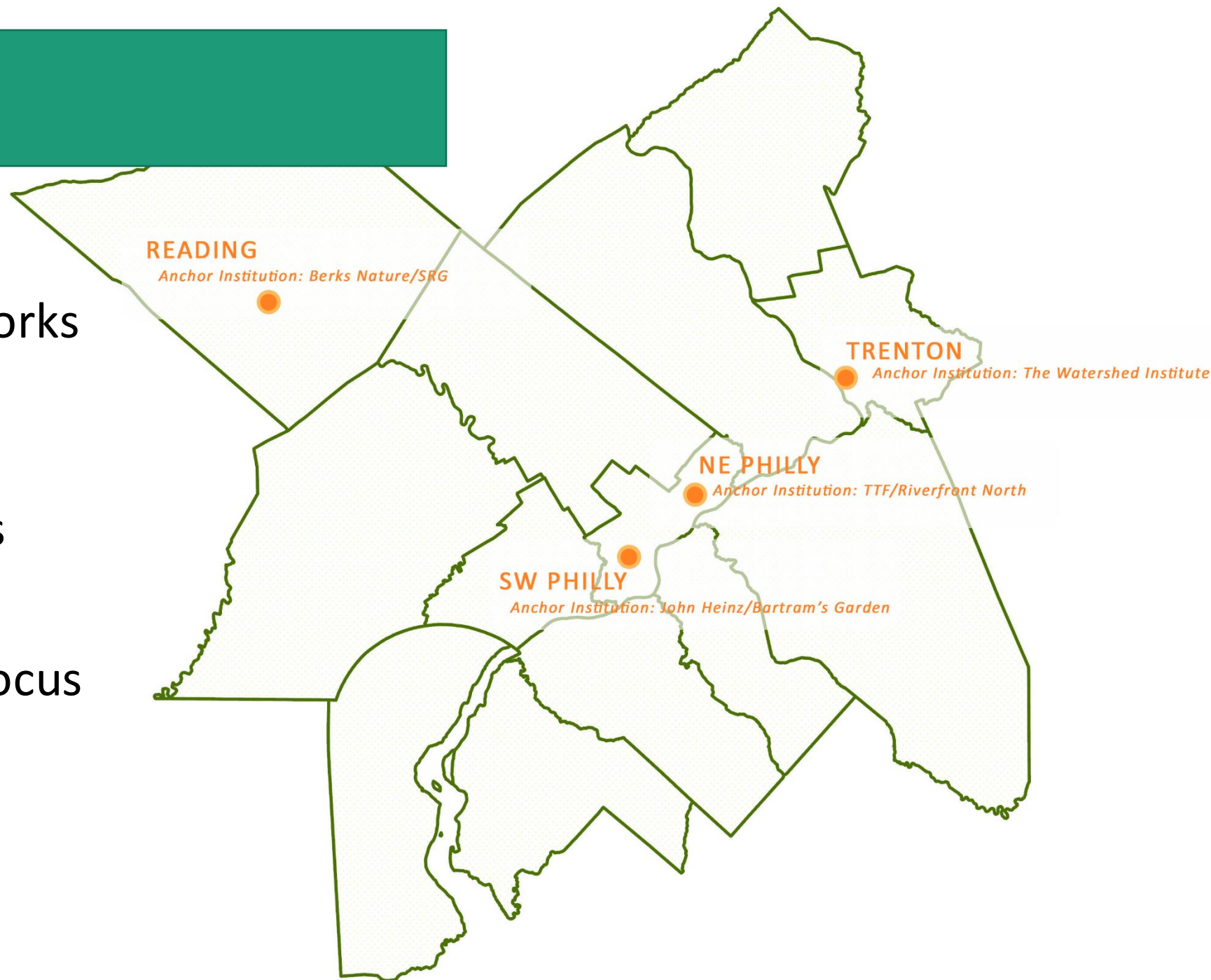
NETWORKS

- Circuit Trails Coalition
- Coalition for the Delaware River Watershed
- Alliance for Watershed Education
- Delaware River Watershed Initiative



HUBS

- Areas where networks overlap
- Anchor Institutions
- Opportunities to focus work/resources



NEXT STEPS

- Complete asset assessments and barrier identification at the hub level
- Determine how existing and future network activities align with hub needs and shared goals
 - How are networks already supporting relevant activities
 - How do shared goals fit into existing network plans for the future
 - Are there opportunities for greater alignment?

“Mutually reinforcing activities ensure that the activities of the participants are aligned; directed towards shared measurement; and are making progress towards common goals.”

-National Council of Non-Profits

QUESTIONS?

Contact:

Kelsey Brooks

brooksk@nwf.org

Chester Valley Trail Extension

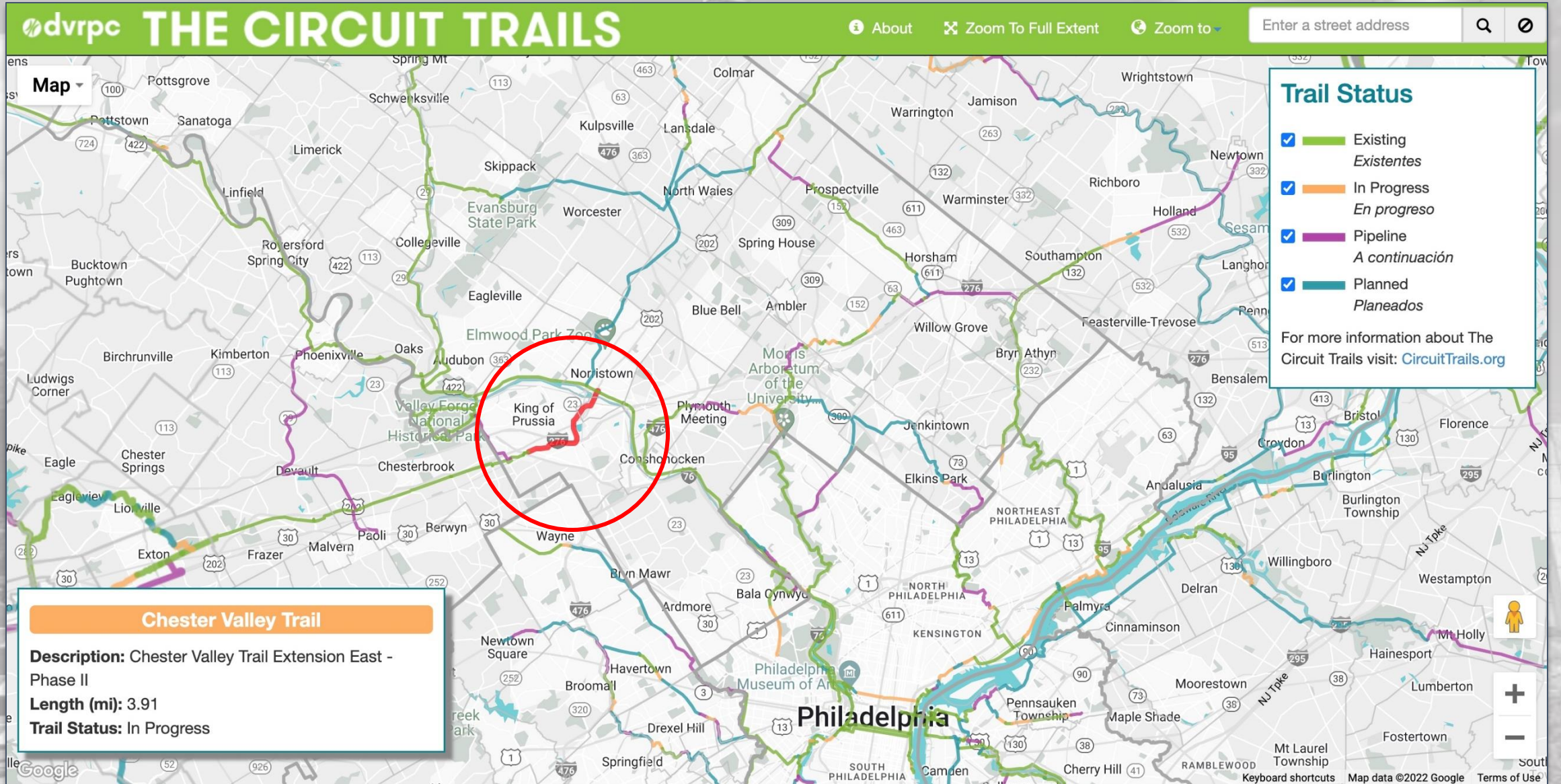
William R. Hartman, PLA

Trails & Open Space Planning Manager

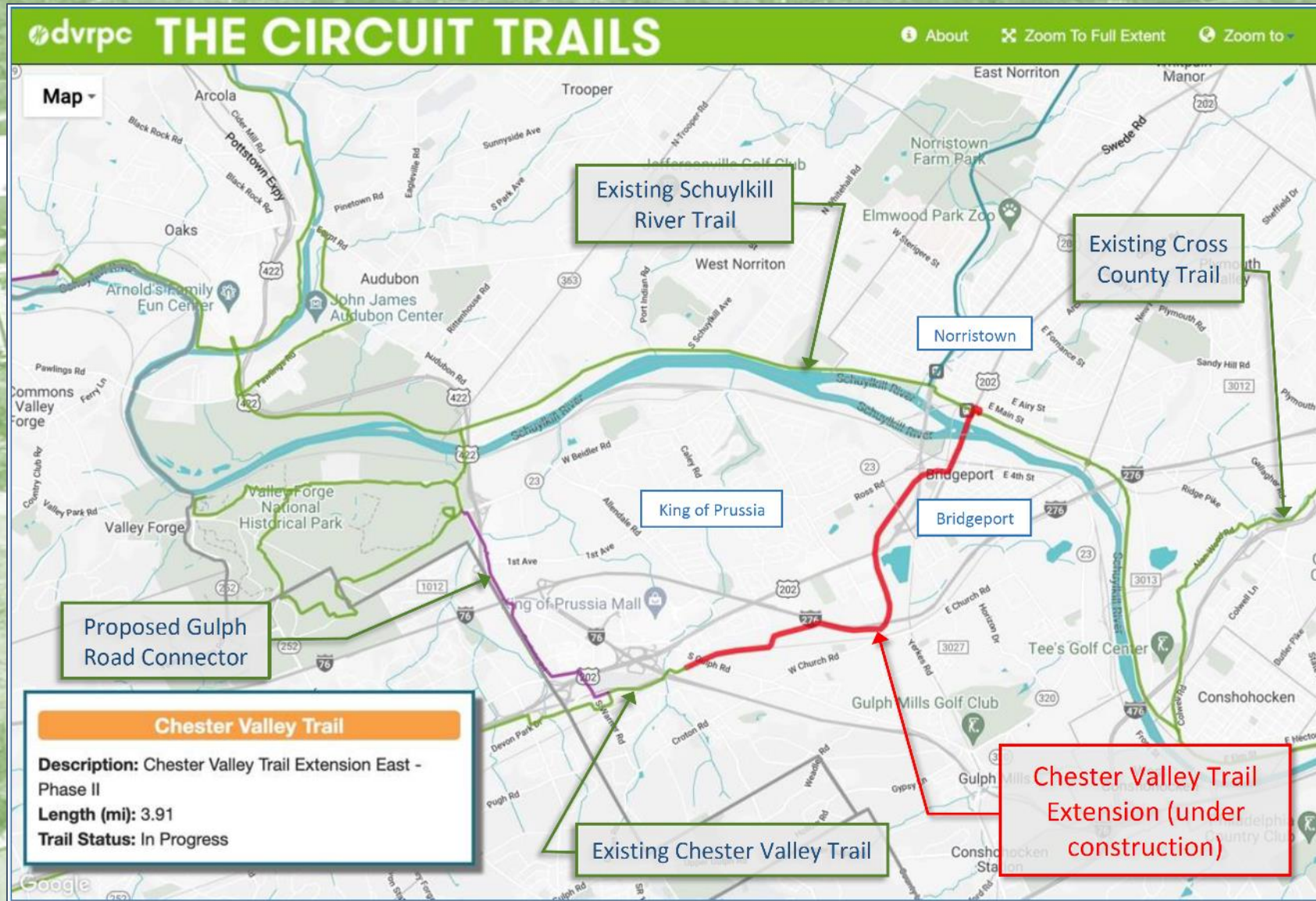
Montgomery County Planning Commission



CVT: Context



CVT Extension: Connections



CVT Extension: Basic Facts

- 3.9 miles in length
- Extends through Upper Merion Twp, Bridgeport, Norristown
- 10 to 12' wide
- Asphalt surface
- Three major bridge crossings
- One major utility corridor (PECO)
- Major gap filler

CVT Extension: Funding

- Federal CMAQ Funds:
 - 100% Construction (~ \$15m; \$3.75m per mile)
 - 100% CM/CI (~ \$1.4m)
 - 80% Right-of-way (~ \$1.84m: \$1.47m/\$370k)
- County Capital Funds:
 - Design/Engineering (~ \$1.55m)

CVT Extension: Team

- 
- Engineers: Boles Smyth Associates; RK&K
 - CM/CI: JBC Associates
 - Contractor: Allan Myers
 - Benefits of quality and cooperation/joint experience

CVT Extension: Construction

- “Expect the Unexpected”: Importance of persistence & flexibility
- PECO corridor approval:
 - Real estate approval (horizontal approval)
 - Transmission approval (vertical approval)
- Utilities:
 - PECO
 - Comcast
 - Verizon
- Norfolk Southern
 - S. Gulph Road bridge



CVT Extension: Construction



CVT Extension: Construction



CVT Extension: Construction



CVT Extension: Construction



CVT Extension: Construction



CVT Extension: Schedule

- **Let: February 2020**
- **Award: March 2020**
- **NTP: May 2020**
- **Original completion date: June 2022**
- **Currently projected completion date: December 2022/January 2023**

CVT Extension

Questions?

