

**THE
CIRCUIT
TRAILS**

2019

ANNUAL REPORT



Ben Franklin Bridge Ramp Opening

2019 In Review

The constructed mileage this year won't blow your hair back, but the connectivity will. The Circuit had several decades-long gaps completed in 2019, which have created dozens of miles of newly connected trails. You can now travel from Bristol to Allentown thanks to the completion of the CSX Tunnel and the Tyburn Road Underpass, and between Philadelphia and Camden thanks to the Ben Franklin Bridge Ramp, all along continuous trails. These key connections have paved the way for significant mileage to be completed in 2020.

New Jersey Gets Miles of New Trails, Thanks To Advocates



In last year's report, we highlighted a historic success: Circuit Coalition partner organizations created a campaign that flooded state officials with constituent emails. As a result, we saved \$23 million in federal

funding from being returned to Washington. That effort quickly resulted in an \$8 million award for construction of the Delaware River Heritage Trail in Burlington County, one of the few "shovel ready" projects in the state.

By the end of this year, five new miles of trail - including safe crossings of a highway and an active rail line - will be constructed, the most Circuit Trails mileage completed at once since 2013.

Critical Gaps Close At Last In Pennsylvania



The new CSX Tunnel and Tyburn Rd Crossing (above and inset) segments appear as just 0.3 miles of new trail in the Philadelphia region. Don't be fooled though. When these "twin" facilities opened in 2019, over 70 new miles of trails connectivity was unleashed on the Delaware & Lehigh National Heritage Corridor. Where there once were two short but impassible gaps in the trail, it is now possible to travel from Bristol to Allentown, Pennsylvania along a contiguous trail, with one tiny gap left to fill in Morrisville. Each of these projects involves significant engineering, right-of-way, and logistical challenges; this is why they were left for last in the first place!

To these great connections we can add the Cross County Trail Virginia

Drive segment, which brought The Circuit Trails into a key driver of economic development in Montgomery County: the Fort Washington Office Park in Upper Dublin Township, Montgomery County. Additionally, the Delaware River Trail was extended south to Pier 70, and north to Penn Treaty Park.



But wait, there's more: With just one mile of trail built in Lansdale Borough,

neighborhoods, downtown, and the SEPTA station in the middle of town are now all connected.

The Borough celebrated this in the fall with a ribbon cutting featuring Montgomery County Commissioners and State Representative Steve Malagari. This project inspired neighboring municipalities to develop a feasibility plan that will one day add another 10 miles of trail north and south of Lansdale, a partnership of 11 municipalities that Pennsylvania Environmental Council (a Circuit Coalition member organization) has organized.

Add these great achievements to the significant mileage that is due to come online in 2020, and there is much to be excited about.

Trenton Makes, The Circuit Takes

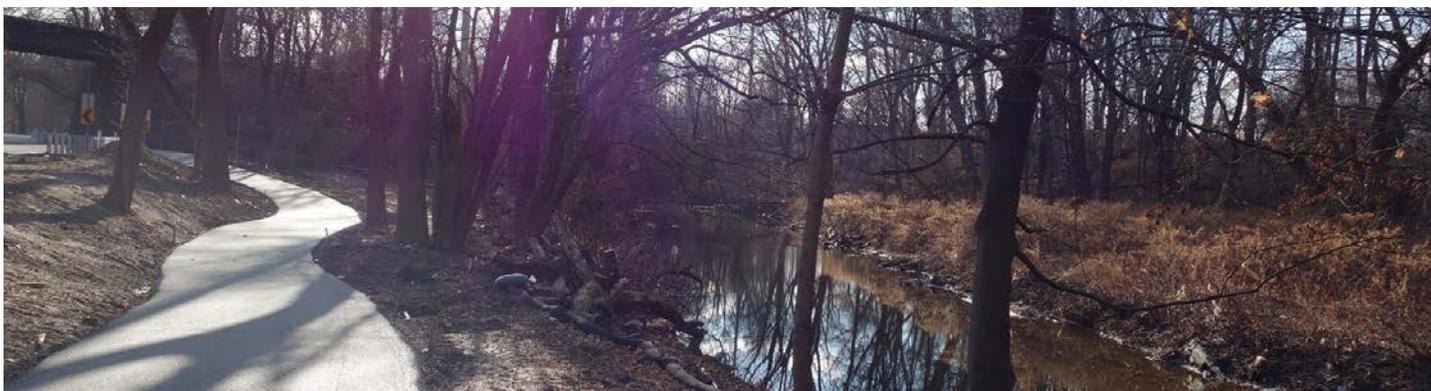


The City of Trenton has a bike scene that does not mess around. For Trenton Cyclovia, Mayor Reed Gusciora (center) took a turn on a “freak bike” with members of

Trenton Cycling Revolution, the city’s bike advocacy organization. Later that year, Tour de Trenton went off without a hitch, with dozens of participants turning

out who were utterly undeterred by the pouring rain. Each event took place on the Trenton Wellness Loop, bringing amazing programming to The Circuit.

500 Miles By 2025: We Can Do It!



The Circuit Trails will be complete by 2040. That’s the goal. If we can ramp up trails construction enough to get to 500 miles by 2025, we will be on track. To figure out exactly what roadblocks are in the way of this intermediate goal,

members of the Circuit Coalition spent the last year doing a deep dive: we studied every segment, held dozens of meetings, created a database and published a report with recommended actions for state, county and local officials.

We need you too! Go to circuittrails.org/get-involved to learn more, and to become a “Circuit Citizen,” a grassroots organizer who advocates for increased support of The Circuit with your elected officials.

Trails Completed And Coming Soon

The Circuit Trails completed **1.6 miles** in 2019, including several key connections that filled long-standing gaps. This brings the total to **341** miles built. When complete, The Circuit Trails will consist of **814** total miles.

Circuit Trails Completed in 2019

State	County	Trail	Mileage
NJ	Camden	Ben Franklin Bridge Ramp	0.2
PA	Bucks	CSX Tunnel - D&L Trail	0.1
PA	Bucks	Tyburn Road Underpass - D&L Trail	0.2
PA	Montgomery	Cross County Trail - Virginia Drive	0.6
PA	Montgomery	Liberty Bell Trail - Lansdale TAP Segment	0.3
PA	Philadelphia	Pier 70 Trail - Delaware River Waterfront Trail	0.2
PA	Philadelphia	Penn Treaty Park Connector	0.1
Total			1.6

Status	Percentage	Mileage
Completed	42%	341 mi
In Progress & Pipeline	23%	192 mi
Planned	35%	289 mi

Circuit Trail Openings Coming Soon

State	County	Trail	Mileage
NJ	Burlington	Arney's Mount Trail - Phase I	1.5
NJ	Burlington	Delaware River Heritage Trail 130 Bypass	5.0
PA	Berks	Monocacy Bridge	0.1
PA	Bucks	Newtown Branch Rail (connecting to Pennypack Trail)	2.5
PA	Bucks	Upper Bucks Rail Trail	3.2
PA/NJ	Bucks/Mercer	Scudder Falls Bridge	0.8
PA	Chester	Chester Valley Trail - Segment 4A	1.0
PA	Chester/Montco	Schuylkill River Trail - Route 29 Bridge	0.2
PA	Delaware	Chester Creek Trail - Levee Walk	0.4
PA	Delaware	East Coast Greenway - PA/DE Border Bike Lanes	0.3
PA	Montgomery	Pennypack Trail (connecting to Newtown Branch Trail)	0.8
PA	Philadelphia	Cobbs Creek Segment A	0.5
PA	Philadelphia	Schuylkill River Trail - Grays Ferry Swing Bridge	0.2
Total Coming Soon			16.5

Building Awareness And Support Of The Circuit Trails!



The 2019 trail season marketing campaign, led by Rails-to-Trails Conservancy (RTC), was designed to continue raising awareness of the Circuit Trails vision, promote use of existing Circuit Trails, and encourage support for Circuit Trails among influencers and elected officials. The campaign yielded strong outcomes: more than **118** media stories, which is a 35% annual increase; **163.3 million** paid media impressions; more qualified website visitors as a result of targeted shared and paid media content (measured by a 37% increase in time on site; and 16% increase in pages per visit); and **98% growth** on social media channels.

Key activities that took place as part of the trail season marketing campaign included:

Opening Day for Trails, the launch of the spring trail season hosted nationally by RTC, inspired 28 events across the Circuit Trails region, including rides, walks, cleanups, and more. Ten events were hosted with the Alliance for Watershed Education.



The Circuit Trails Scavenger Hunt was hosted for the second time in a row, encouraging hundreds to explore the Circuit Trails and generating nearly 70,000 views of the Scavenger Hunt map.



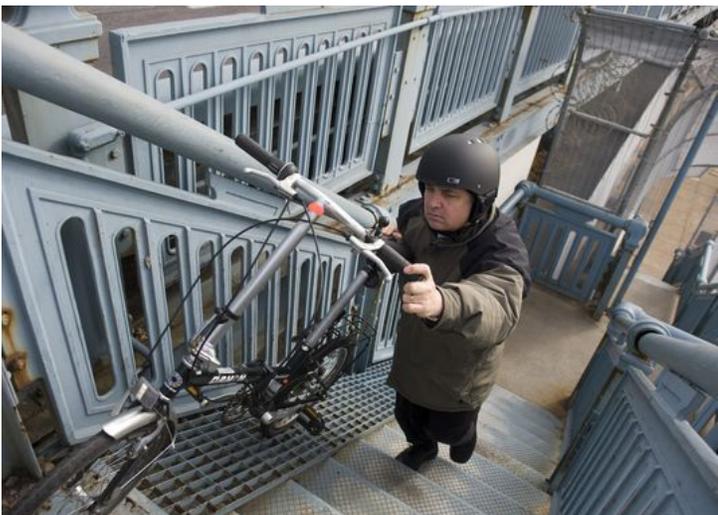
A media tour with the Society of American Travel Writers in August. It was the first event of its kind, which was intended to share the Circuit story and model outside the region. The event attracted 8 reporter participants and several stories.



John's Journey Ends In Victory



The Bicycle Coalition's John Boyle spent 13 years of his life in dedication to making the Ben Franklin Bridge accessible for all. John was likely one of the most frequent users of the old stairs, logging over 4,000 trips up and down them during his daily commute (below left). He likely attended a similar number of meetings about the ramp project! Last year, his tireless efforts finally paid dividends: he got to cut the ribbon on an award-winning, ADA-accessible bridge ramp (in construction bottom right). Since the ramp's installation, pedestrian traffic increased by 90%, proving yet again that there is enormous pent up demand for better walking and biking infrastructure across the Philadelphia region.





The Circuit Trails Coalition is a collaboration of nonprofit organizations, foundations, and agencies working to advance completion of a connected network of trails – The Circuit Trails – in the Greater Philadelphia region. Its goal is to raise the profile of bicycle and pedestrian trails and their public benefits so that building the Circuit Trails becomes a significant regional priority. Since its May 2012 launch, the Circuit Trails Coalition has brought together dozens of organizations to advocate for completing The Circuit Trails network, with an eye toward raising the profile of trails and their many public benefits.

Circuit Trails Coalition Members

Members of the Circuit Trails Coalition are a diverse group of nonprofits working in the fields of transportation, recreation, health, environmental sustainability, and economic development.

The Circuit Trails Coalition is governed by a steering committee that is comprised of elected representatives from the 65+ member organizations.

Circuit Trails Coalition Public Partners

The Circuit Trails Coalition has formed active partnerships with governmental agencies that work to provide support and resources for Circuit Trails development and management.

Local, county, state and regional organizations are involved, representing interests such as planning, transportation management, parks, and conservation.

Circuit Trails Coalition “Circuit Citizens”

The Circuit Citizens community is a growing, interconnected, multi-county network of people who are interested in supporting and advocating for the advancement of the Circuit Trails network.

Circuit Citizens are the grassroots of the trail movement, who take action at the local level to increase support for trails.

Want your business or organization to become involved? Visit circuittrails.org for more information.

This work of The Circuit Coalition is made possible with the generous support of:

