

THE
CIRCUIT
TRAILS

Semi-Annual Meeting
May 9, 2019

May 2019

Circuit Trails Status





Circuit Trails Completed Since November 2018 – 1.0 miles

- **D&L – Tyburn Road Crossing – 0.23 miles**
- **D&L – CSX Tunnel – 0.04 miles**
- **Cross County Trail – Virginia Drive (Rush Gears to Pine Run) – 0.58 miles**
- **Ben Franklin Bridge Ramp – 0.15 miles***

*Fully complete by June



dvrpc





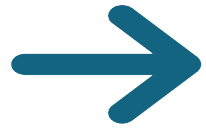
Circuit Trail Status Changes

- Existing: +1.7 miles
- In Progress: +4.5 miles
- Pipeline: - 25.1 miles
- Planned: +18.9 miles



 dvrpc



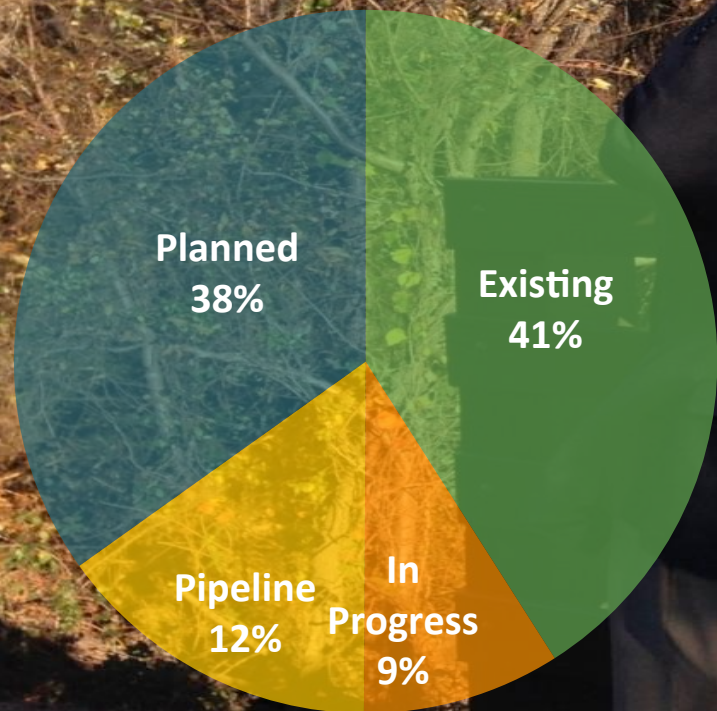


MAY 2019 CIRCUIT STATUS

- **814 Circuit Miles in the DVRPC region**
 - **334.7 miles Complete**
 - **76.6 miles in Progress**
 - **94.9 miles in the Pipeline**
 - **307.7 miles Planned**
- **28 Circuit Miles in Berks County**



2019 Circuit Status 814 miles





Circuit Trails Potentially Coming in Fall 2019

- **Upper Bucks Rail Trail – 3.0 miles**
- **Cobbs Creek Segment A – 1.0 miles**
- **Grays Ferry Swing Bridge – 0.2 miles**



 **dvrpc**



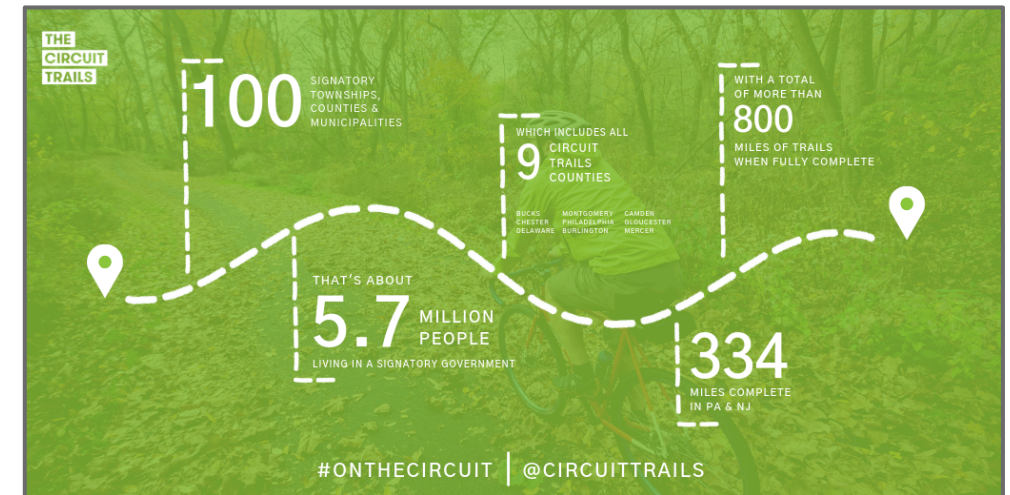
Marketing & Communications Update

Anya Saretzky, Rails-to-Trails Conservancy
Paige Knapp, Devine + Partners

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Overview

- Communications Goals:
 - Raise awareness of Circuit trails vision
 - Increase use of existing Circuit Trails
 - Drive support for Circuit Trails among influencers + elected officials
 - Recognize accomplishments
- Paid + Earned + Shared + Owned Approach



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2019 Objectives

- “Meet the Circuit” → “Use the Circuit” → “Connect on the Circuit”
- Emphasize the Circuit Experience - role of trails **connecting** people to destinations across the region - *Go. Do. Discover. #onthecircuit*
- Demonstrate momentum beyond infrastructure development

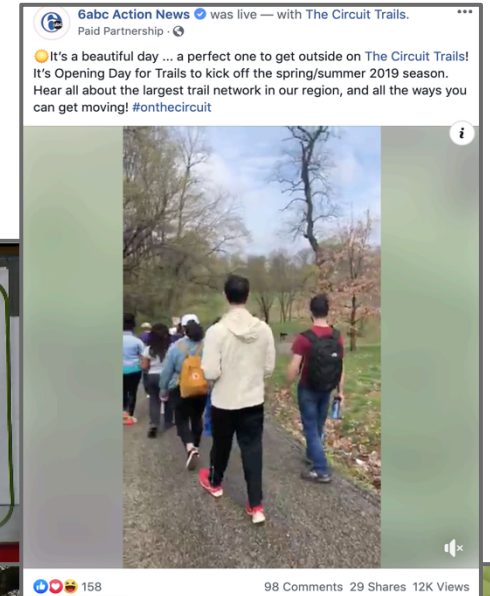


Key Initiatives

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Opening Day for Trails

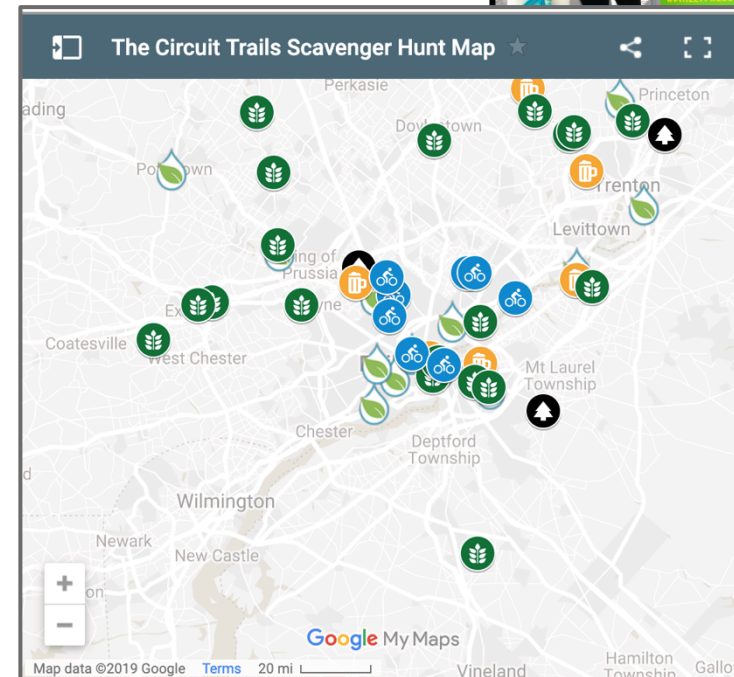
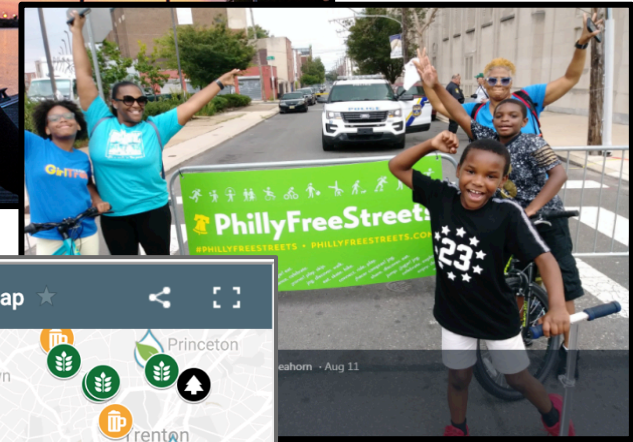
- 28 events across the Circuit
- Rides, walks, cleanups, dog walks, birding, kite-flying, and more
- 14 media hits: Action News, Good Day Philadelphia, The Morning Call, etc
- 10 events with AWE centers



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Scavenger Hunt

- Returning this year!
 - June 15 - September 15 (River Days)
- 50+ destinations
- Visit priority locations/events using Circuit Trails and participate in easy activities to “complete” scavenger hunt
- Partner toolkit
- circuittrails.org/scavengerhunt
- Please donate prizes
- Email anya@railstotrails.org for your location to be listed

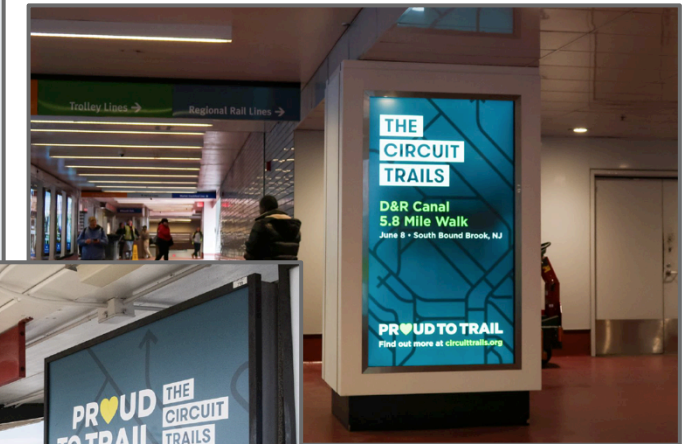
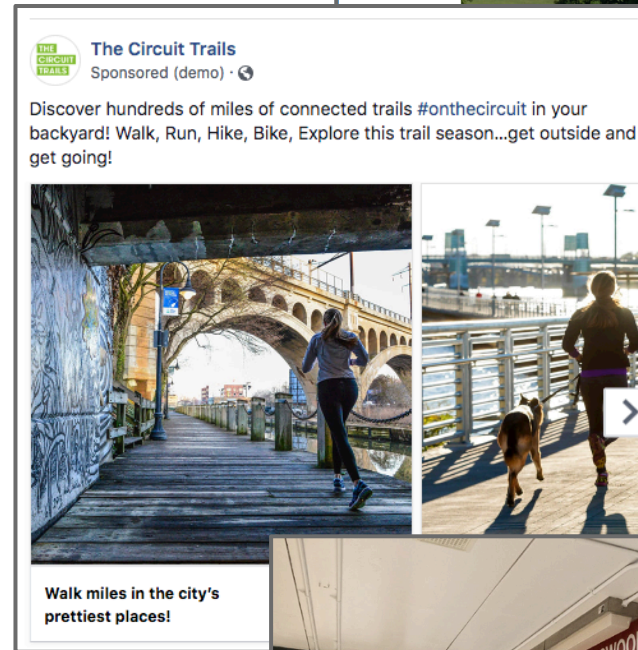
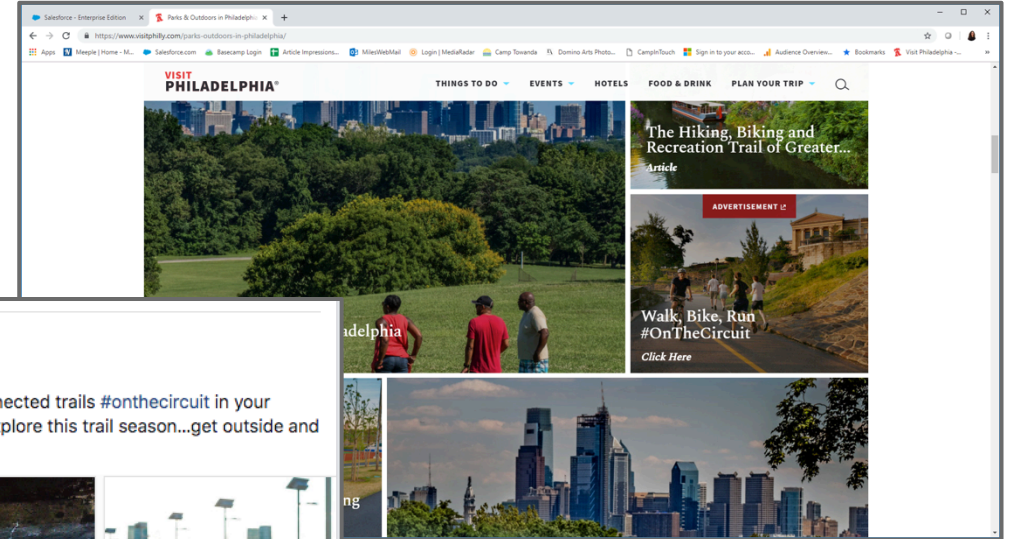


Media Strategies

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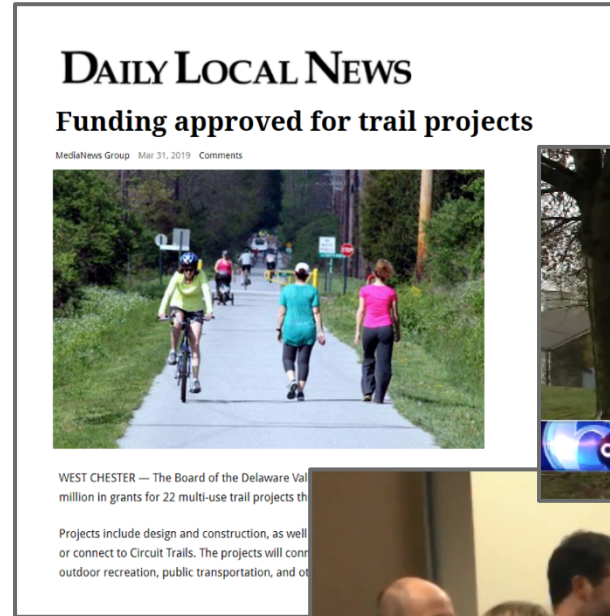
Paid Media

- 6ABC Partnership
- Transit
 - Silverliner Rail Car Video
 - Digital Bus Shelters
 - SEPTA Bus Tails
- Digital and Print
 - VisitPhilly
 - Paid Social Posts
 - Retargeting Ads
 - Metro Skybox Ads
 - Google Display Ads



Earned Media

- 48 media hits in 2019 so far
 - 100 Resolutions
 - Opening Day for Trails
 - Trail project developments
 - Event announcements
 - Folding in editorial, user-centric content
 - Go. Do. Discover. #onthecircuit



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Gateway Park opens to the public after 2 decades



Gateway Park opens to the public



Courier Post

PART OF THE USA TODAY NETWORK

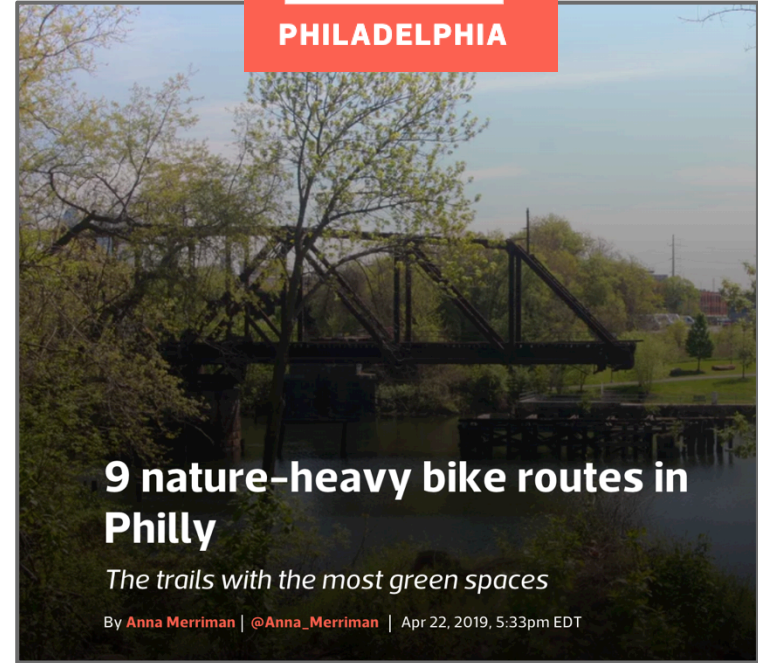
New Burlington County biking miles for Circuit Trail: Where will they be and when?

Carol Comegno, Cherry Hill Courier-Post | Published 2:24 p.m. ET Feb. 28, 2019 | Updated 2:25 p.m. ET Feb. 28, 2019



Circuit Trails supporters accept a Burlington County Board of Freeholders resolution from Freeholder Balvir Singh this month. It commits the county to build more bike trails as part of a regional bicycle network in New Jersey and Pennsylvania. (Photo: Sonia Szczesna)

Circuit Trails aim to connect people of all ages to jobs, communities and parks. Its trail goal is 800 miles by 2040.



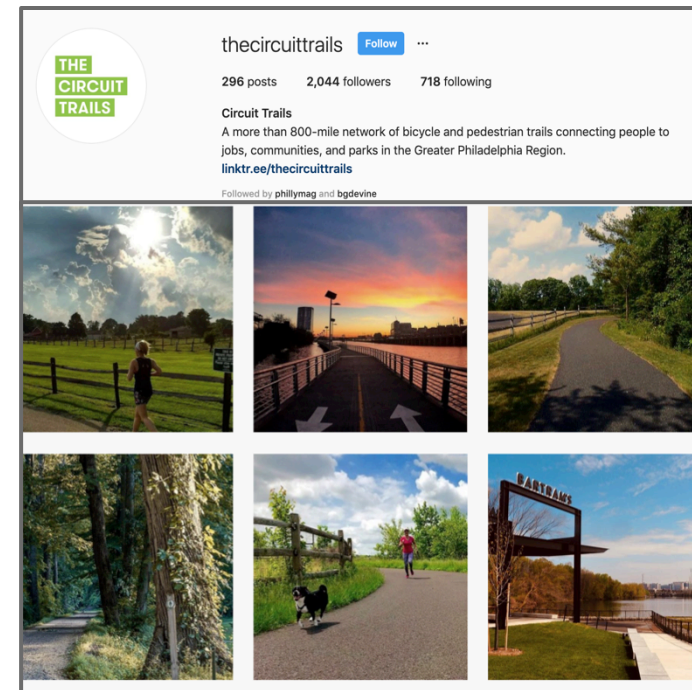
9 nature-heavy bike routes in Philly

The trails with the most green spaces

By Anna Merriman | @Anna_Merriman | Apr 22, 2019, 5:33pm EDT

Shared Media

- **Twitter - 1,575 followers (+148)**
 - 129,200 impressions since May
- **Facebook - 7,265 followers (+1,480)**
 - 333,032 impressions/reach since May
- **Instagram - 2,011 followers (+272)**
 - Resharing strategy increases engagement



Owned Media

- **Circuittrails.org**
 - Events
 - Blog
 - Trail Information
 - Scavenger Hunt Landing Page
- **Monthly Public Newsletter: 10,900 recipients**



THE CIRCUIT TRAIL BLOG

Take a Forest Bath #onthecircuit

AUTHORED BY: THE CIRCUIT TRAILS |

10-Mile Developing Trail Project in Burlington County, New Jersey to Provide New Bike-Ped

UPCOMING EVENTS

MAY 7, 2019 | 1:00PM - 3:00PM

Health & Happiness With Trees With Jane Klein, Irene Lotka & Debbie Hoellein

MAY 7, 2019 | 4:00PM - NOVEMBER 5, 2019 | 6:00PM

Drop-in Volunteer Series -

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Looking Ahead

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What's Next #OnTheCircuit

- Maximize Media Moments
 - Ben Franklin Bridge Ramp opening - Summer 2019
 - Schuylkill River Swing Bridge - TBD
 - Trail funding announcements
 - Editorial content - what to Go. Do. and Discover #onthecircuit
- Engaging Influencer Relationships
- New Photos
- Media Tour - TBD

Courier Post

Ramp rises from Camden for biking, walking, wheelchairs across Ben Franklin Bridge

Carol Conegno, Cherry Hill Courier-Post Published 10:11 a.m. ET Jan. 17, 2019 | Updated 11:28 a.m. ET Jan. 17, 2019



Buy Photo

Construction of a pedestrian and bicycle ramp on the Benjamin Franklin Bridge nears completion for a spring opening on the Camden side across from the river from Philadelphia. (Photo: Joe Lamberti/Courier Post)

CAMDEN – A ramp the length of 2½ football fields is rising in downtown Camden.

When it opens as the newest part of the Benjamin Franklin Bridge this spring, the \$8 million project will offer better access to the south side walkway over the Delaware River between Camden and Philadelphia, plus easier access to bicycle trails on both sides.

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Action Plan!

- Events: Let us us know! (website, newsletter, press, etc.)
- Order swag:
www.tinyurl.com/circuitswag2019
- Share a post on the Circuit blog
- Engage with Circuit social
- Submit photos:
tinyurl.com/circuitphotofolder
- Submit locations for scavenger hunt
- Volunteer scavenger hunt prizes
- Recruit Ambassadors
- Install signage
- **Email updates, questions:**
anya@railstotrails.org



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Sarah Clark Stuart
Executive Director,
Bicycle Coalition Of Greater
Philadelphia

Chair, The Circuit Trails Coalition

Nate Dorfman
Program Coordinator
Pennsylvania Environmental Council

DVRPC (MPO) – a Key Partner



CONNECTIONS *2040*

PLAN FOR GREATER PHILADELPHIA

fostering sustainability, equity, and innovation

750/2040

5000/2025

Circuit Trails Pipeline Manager Tool



CIRCUIT TRAILS PIPELINE MANAGER

Welcome to the Circuit Trails Pipeline Manager! The purpose of this tool is to facilitate coordination between the many different organizations that are implementing trail projects that will contribute to the Circuit Trails network.

To get started using the tool, you will first need to create an account by clicking the "Sign Up" button. Once you have completed the signup, your credentials will be reviewed. You will be notified by email when they have been verified and then you will be able to log in to the tool.

Please direct all comments, feedback, and questions to Frank Maguire, Trails & Recreation Program Manager at the Pennsylvania Environmental Council (fmaguire@pecpa.org).

USERNAME:

PASSWORD:

LOGIN

SIGN UP

PROJECT PROFILE

use the Project Profile to view project details, add/update/delegate action items, and share files with others working on the same project

142 BENSALEM - BIDDLE LN TO STATION AVE

BUCKS, PA

Segment Profile

Organizations

Files

Action Items

Segment ID	142	DCNR Gap #	
State	PA	County	Bucks
Segment Name	Bensalem - Biddle Ln to Station Ave		
Trail Length	0.68 Mile(s)	Length	3,614.27 Feet
Primary Trail Name	ECG		
Secondary Trail Name	Bucks ECG		
Status	Pipeline	Trunkline	Yes
Right of Way Control	<input checked="" type="radio"/> Obtained	<input type="radio"/> In-Progress	<input type="radio"/> Unobtained
Project Phase	Right of Way Concerns		
<input checked="" type="checkbox"/> Notion / Idea Developed	<input type="checkbox"/> Railroad		
<input type="checkbox"/> Concept Plan Completed	<input type="checkbox"/> Road		
<input type="checkbox"/> Schematic Plan Completed	<input type="checkbox"/> Other		
<input type="checkbox"/> Preliminary Engineering Underway	Planning Concerns		
<input checked="" type="checkbox"/> Preliminary Engineering Completed	<input type="checkbox"/> Legal		
<input type="checkbox"/> Final Engineering Underway	<input type="checkbox"/> Funding		
<input type="checkbox"/> Final Engineering Completed	<input checked="" type="checkbox"/> Infrastructure		
<input type="checkbox"/> Awaiting Construction Funding	<input checked="" type="checkbox"/> Environmental		
<input type="checkbox"/> Construction Funding Obtained	<input type="checkbox"/> Politics		
	<input type="checkbox"/> No Sponsor		
Environmental Concerns			
<input type="checkbox"/> Phase II Site			
<input type="checkbox"/> Adjacent to Open Waterway(s)			
<input type="checkbox"/> Subject to Flooding / Inundation			
<input type="checkbox"/> Invasive Species Infestation			
<input type="checkbox"/> State Environmental Agency Clearance Required			
Development Concerns			
<input type="checkbox"/> Bidding Issues			
<input type="checkbox"/> Federal Requirements			
<input type="checkbox"/> Poor Working Conditions			
<input type="checkbox"/> Poor Soils			
<input type="checkbox"/> Railroad Approval Required			
<input checked="" type="checkbox"/> State Transportation Agency Approval Required			

Modify Segment Details



Segment Description

From Bensalem Greenway Master Plan for Segments 10-11: the trail will occupy County properties on either side of the street, with a marked crossing at Gravel Pike.

Once funding for final design has been secured for this section, the County, Township, and stakeholders will coordinate necessary ecological enhancements and the degree of public access allowed for these sites.

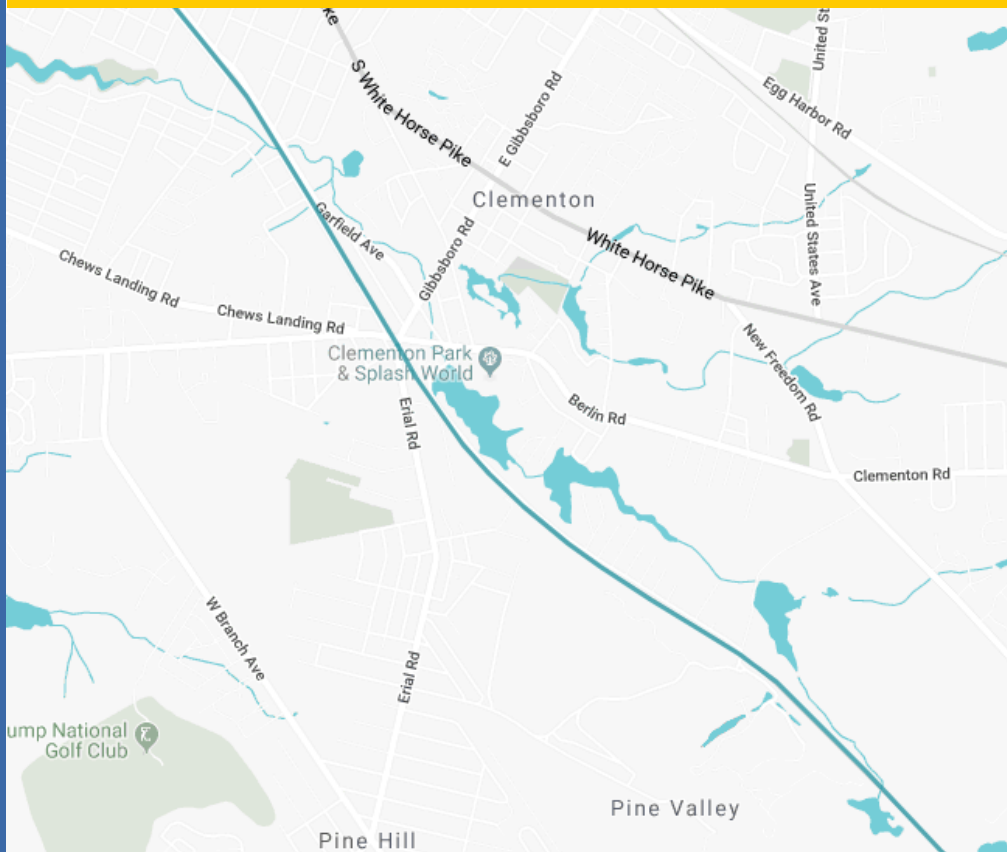
Other Comments

Includes the following segments per the Bensalem Greenway Master Plan (2012):

- Segment 10: Station Ave. to Gravel Pike (Pen Ryn)
- Segment 11: Gravel Pike to Biddle Lane

Dividing Trail Segments in Camden County, NJ

Originally, the entire 24 miles of the Cross Camden County Trail was classified under “pipeline” status.

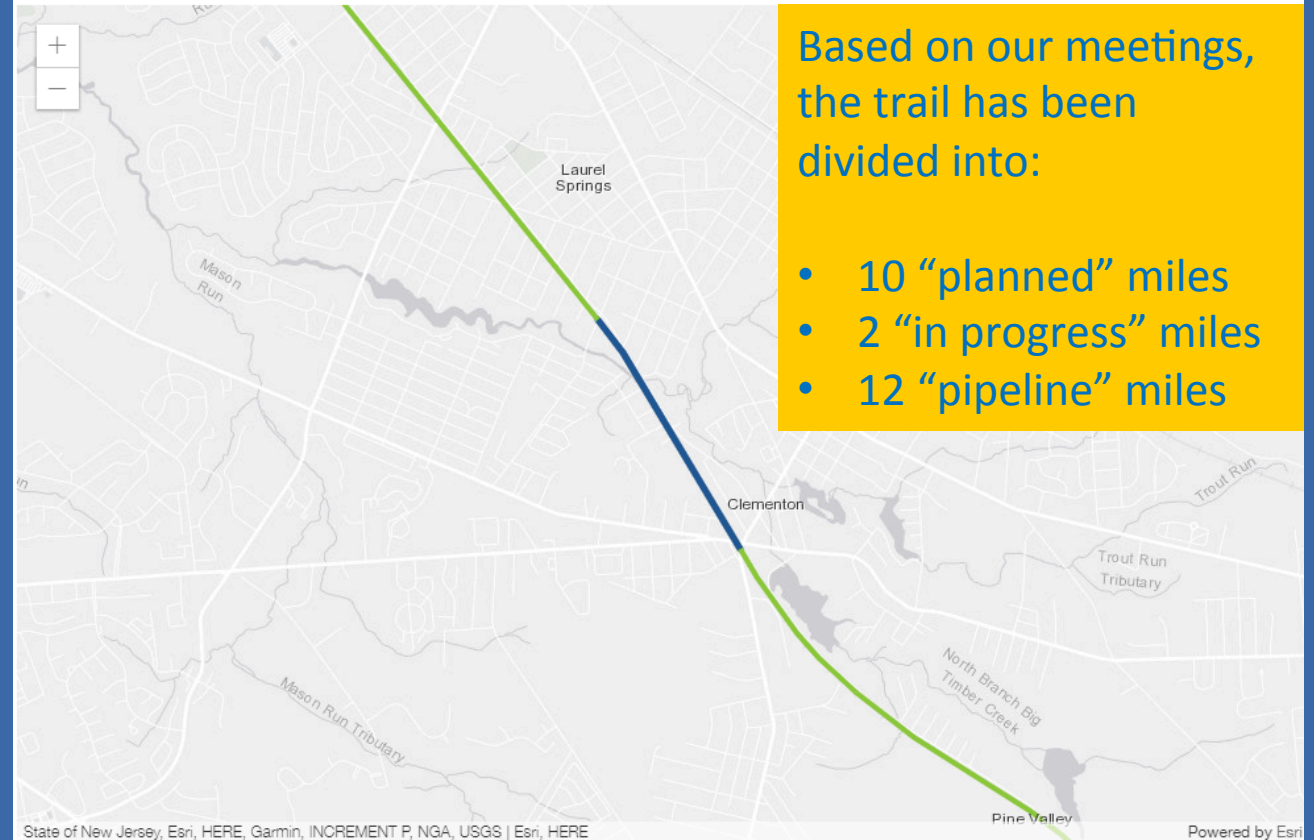


Proposed Cross Camden County Trail

FIND A TRAIL - BY MAP

[click on a trail segment in the map to view a summary or access details below](#)

[View Selected Segment](#)

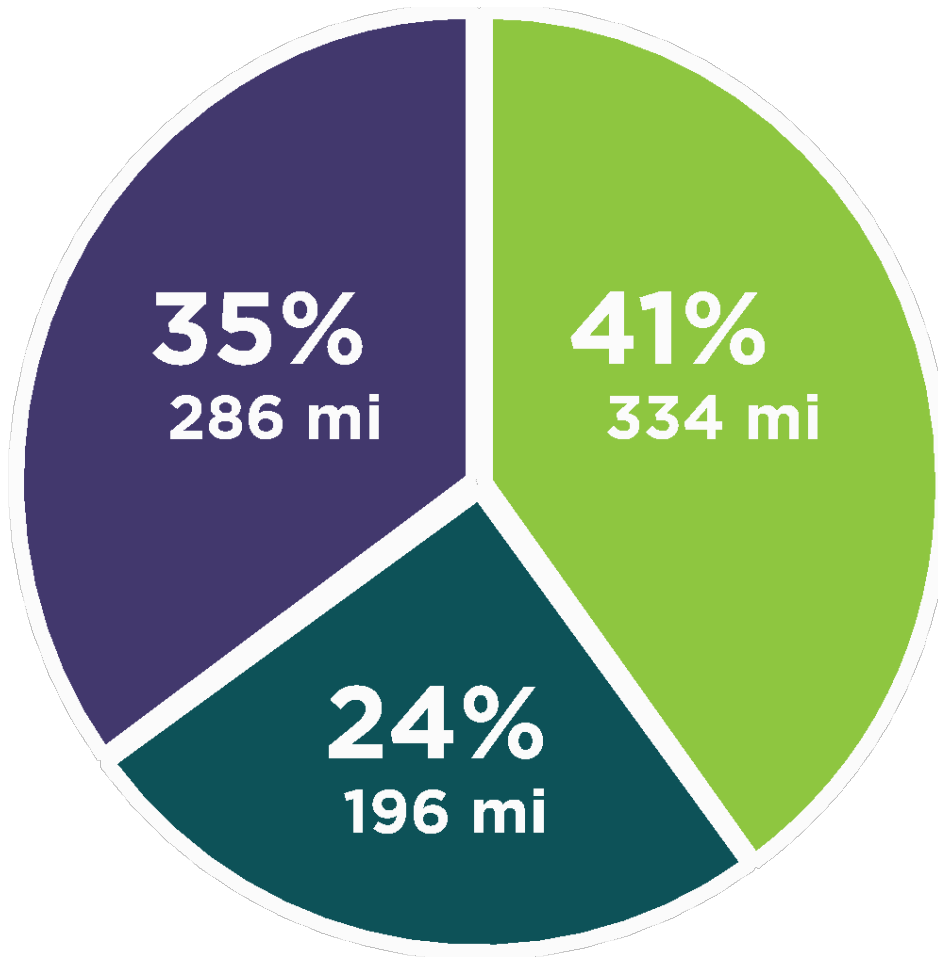


Based on our meetings, the trail has been divided into:

- 10 “planned” miles
- 2 “in progress” miles
- 12 “pipeline” miles

Proposed Cross Camden County Trail (newly segmented in Pipeline Manager Tool)

Status of Circuit Miles



500 miles by 2025



500 miles by 2025



500 miles by 2025

75 miles
In
Progress

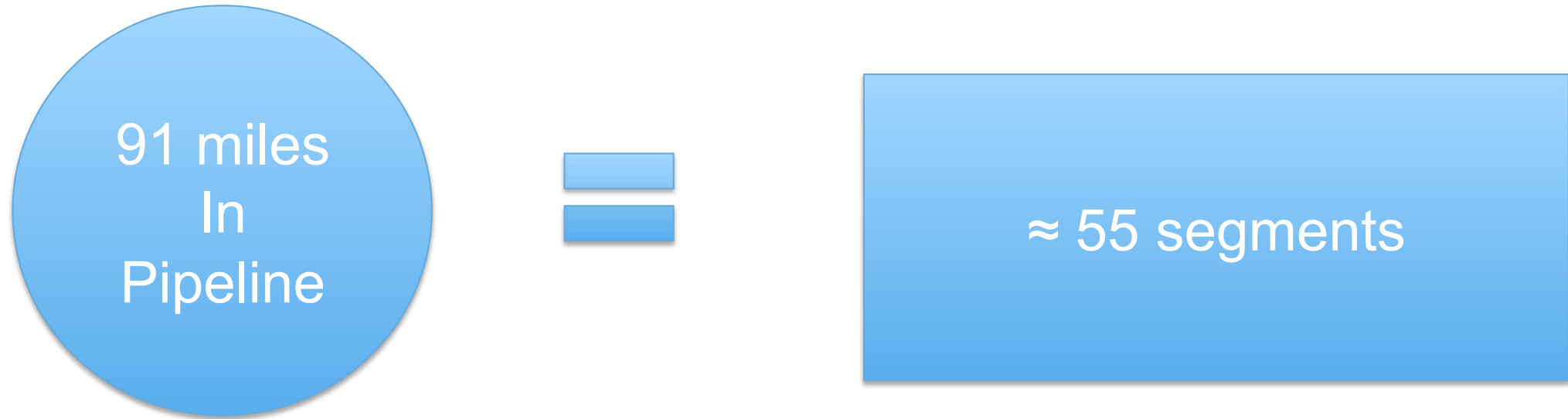


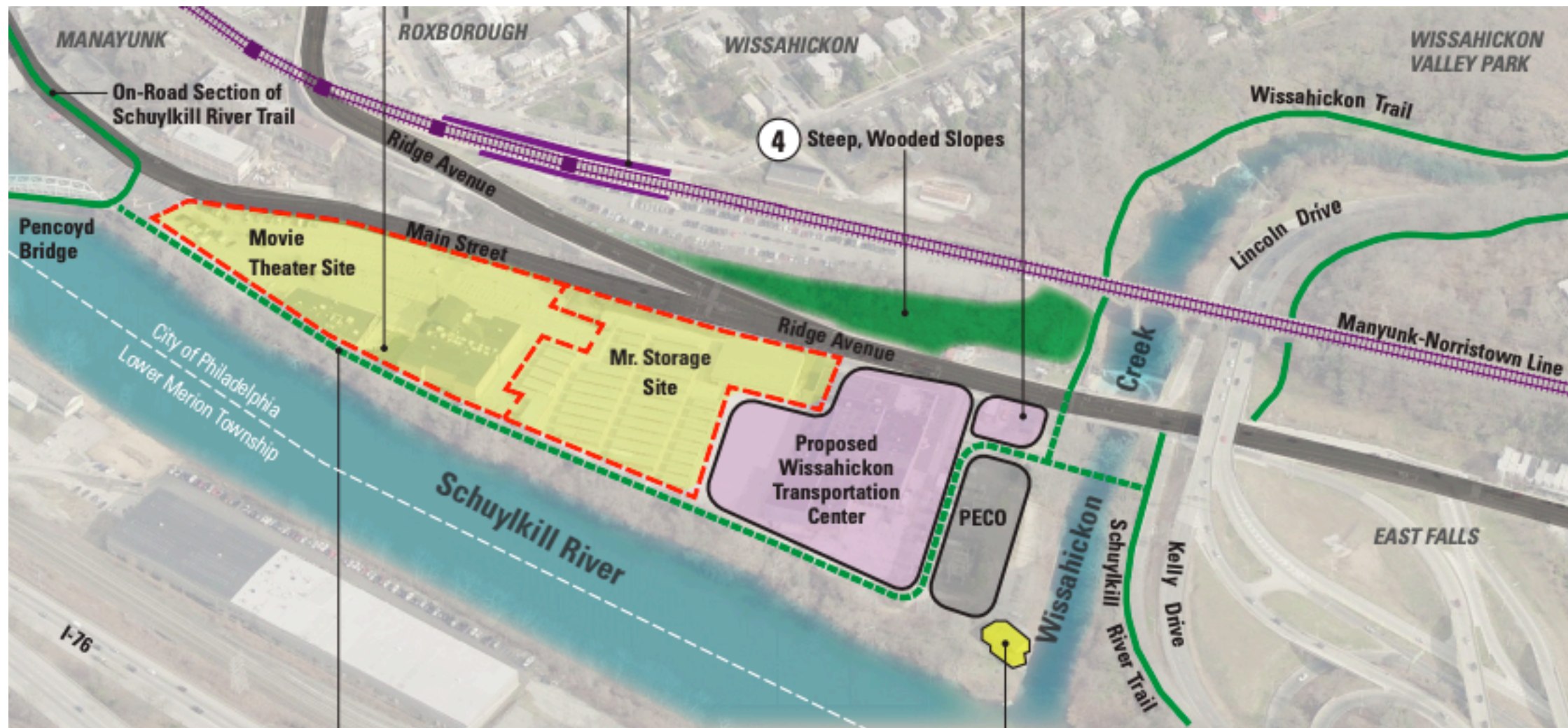
≈ 70 segments





500 miles by 2025





Draft Strategic Plan 2019-2021

Goal #1 - Advocate for Priority Trails to Ensure Region Completes 500 miles of Circuit Trails by 2025

Goal #2 - Promote Diversity, Equity and Inclusion within the Circuit Trails Coalition

Goal #3 - Advocate for Diverse and Stable Trail Funding

Goal #4 Promote the Circuit Trails through communications and marketing to increase public awareness and use of the trails

Goal #5 - Create a Strategy for Working with Regional and National Railroads in order to Obtain Right-of-Way

Goal #6 - Provide Guidance on Issues that Serve as Roadblocks to Trail Development

Goal #7 - ????????