

THE CIRCUIT TRAILS

**Circuit Trails Semi-Annual Meeting
May 13, 2021**

Agenda:

- **Welcome Remarks** - Sarah Clark Stuart, Bicycle Coalition of Greater Philadelphia
- **Trail Mileage Update** - Shawn Megill Legendre, Delaware Valley Regional Planning Commission
- **Protect the View Campaign** - Mark Zakutansky, Appalachian Mountain Club
- **Justice, Equity, Diversity & Inclusion (JEDI) report and implementation** - Lizzie Hessek, Pennsylvania Environmental Council
 - Breakout rooms to discuss findings
- **Strategic Goals** - Report and Begin “Refresh” Process - Sarah Clark Stuart, Bicycle Coalition of Greater Philadelphia
 - Report on progress
 - Breakout rooms to discuss refreshing the goals
- **Case studies: Trails with Strong Community Connections**
 - Bartram’s Garden - Maitreyi Roy
 - East Trenton Collaborative - Shereyl Snider, Ms. Faith Ann Pierso

Thank you, Jack!

Jack supported trail development in large and small ways. Riding his bike in the region, Offering the bike share program to Pennsauken and Collingswood, bringing trail discussions to the community through his service on the Pennsauken Environmental Commission and bringing funding and political support to the Circuit Trail efforts through his County connections. His quiet strength, expertise, and support made it possible for the Circuit to be in development throughout southern NJ.

– Betsy McBride, Former Mayor of Pennsauken



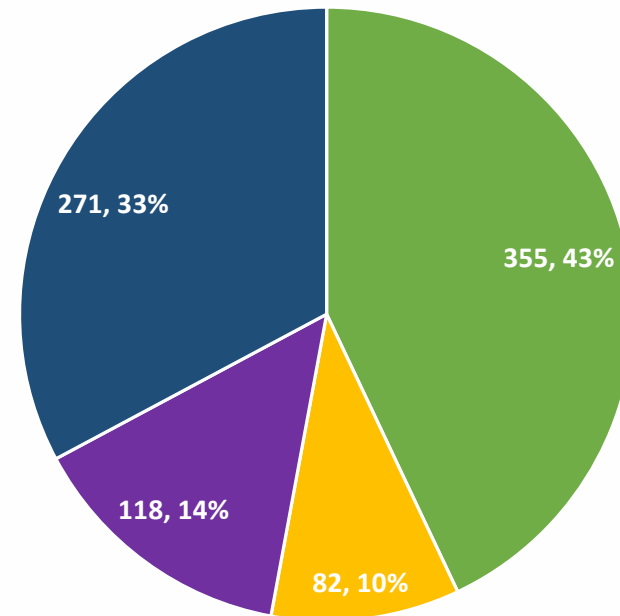
Update: Mileage and Funding



PROUD  **UD** **THE**
TO TRAIL **CIRCUIT**
TRAILS

Trail Mileage

- 1.9 new miles added so far this year
- 10.7 additional new miles expected this year
- There are now 355 miles complete in the DVRPC region

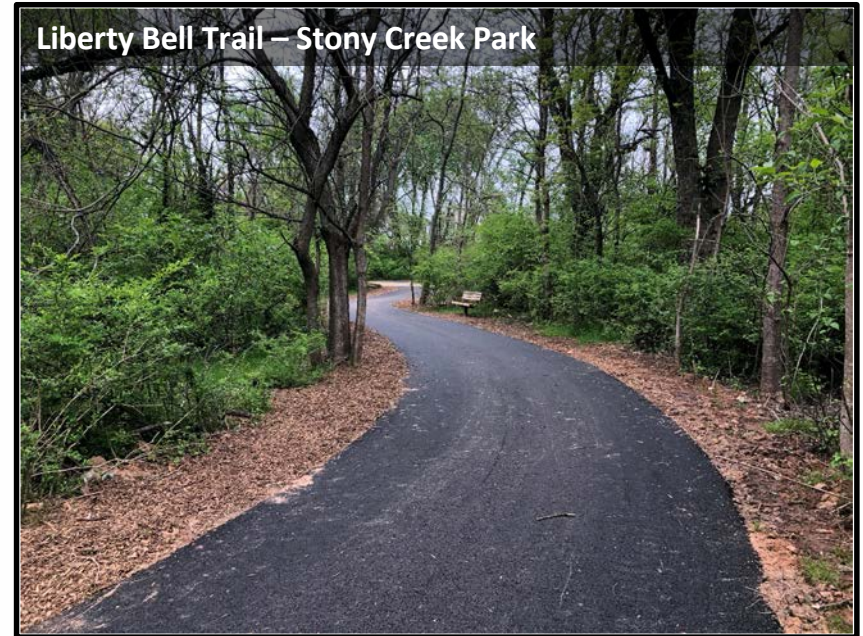


■ Existing ■ In Progress ■ Pipeline ■ Planned

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Completions

- Tacony-Tookany-Frankford Trail – Adams Avenue Connector (Aramingo Avenue Segment) – 0.24 miles
- Liberty Bell Trail – Stony Creek Park to Andale Section – 0.28 miles



Liberty Bell Trail – Stony Creek Park

Credit: Lansdale Borough

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Completions

- Cross County Trail – Near St. George's Road to Dryden – 0.53 miles
- Pennypack Trail – Byberry Road to County Line Road – 0.83 miles



Credit: Montgomery County

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Improvements

- Martin Luther King, Jr. Drive Trail – About 3.5 miles (repair, widening, and realignment)



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Expected in 2021

- Rancocas Creek Greenway – Amico Island to Pennington Park – 2.26 new miles and 1.2 improved miles
- Arney's Mount Trail – Phase I – 1.49 miles
- Delaware River Heritage Trail – RiverLine Crossing – 0.05 miles
- Delaware River Heritage Trail – Cramer Hill Waterfront Park – 0.77 miles



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Expected in 2021

- Schuylkill River Trail – Whittaker (formerly Monocacy) Bridge – 0.05 miles
- East Coast Greenway – PA-DE Border Bike Lanes – 0.3 miles
- Newtown Rail Trail – County Line Rd to Bristol Rd – 2.54 miles
- Scudder Falls Bridge Side Path – 0.76 miles



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TRAILS**

Expected in 2021

- Cross County Trail – PA 309 Overpass to Life Time/Trumark Entrance – 0.20 miles
- Delaware River Trail – Christian Street to Spring Garden Street – 1.9 miles
- Lower Schuylkill River Trail – 56th Street to Near 61st Street – 0.35 miles



**PROUD
TO TRAIL**



**THE
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TRAILS**

Funding in 2021

Regional Trails Program

- 14 projects
- \$2,643,667
- Planning: 10.4 miles
- Design: 8.8 miles
- Construction: 1.4 miles



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Funding in 2021

New Jersey Transportation Alternatives Set-Aside

- 2 projects
- \$1,440,000
- Construction: 1.1 miles



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Funding in 2021

Pennsylvania DCED/CFA Multimodal Transportation Fund

- 2 projects
- \$1,035,578.00
- Construction: 1 mile (0.5 previously funded)



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TRAILS

Funding in 2021

PennDOT Multimodal Transportation Fund

- 1 projects
- About \$197,000
- Construction: 0.2 miles



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CIRCUIT
TRAILS

Funding in 2021

Pennsylvania DCED/CFA Greenways, Trails, and Recreation Program

- 2 projects (and 2 additional related projects)
- \$140,000 (plus \$175,000 for related projects)
- Construction: 0.25 miles
- Planning: *About 16 miles*



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TRAILS



Protect the View

Preserving Scenic Trail Experiences in the Philadelphia Region

Mark Zakutansky, Appalachian Mountain Club
mzakutansky@outdoors.org





— PROTECT —
THE VIEW

Preserve Scenic Trail Experiences in the Philadelphia Region

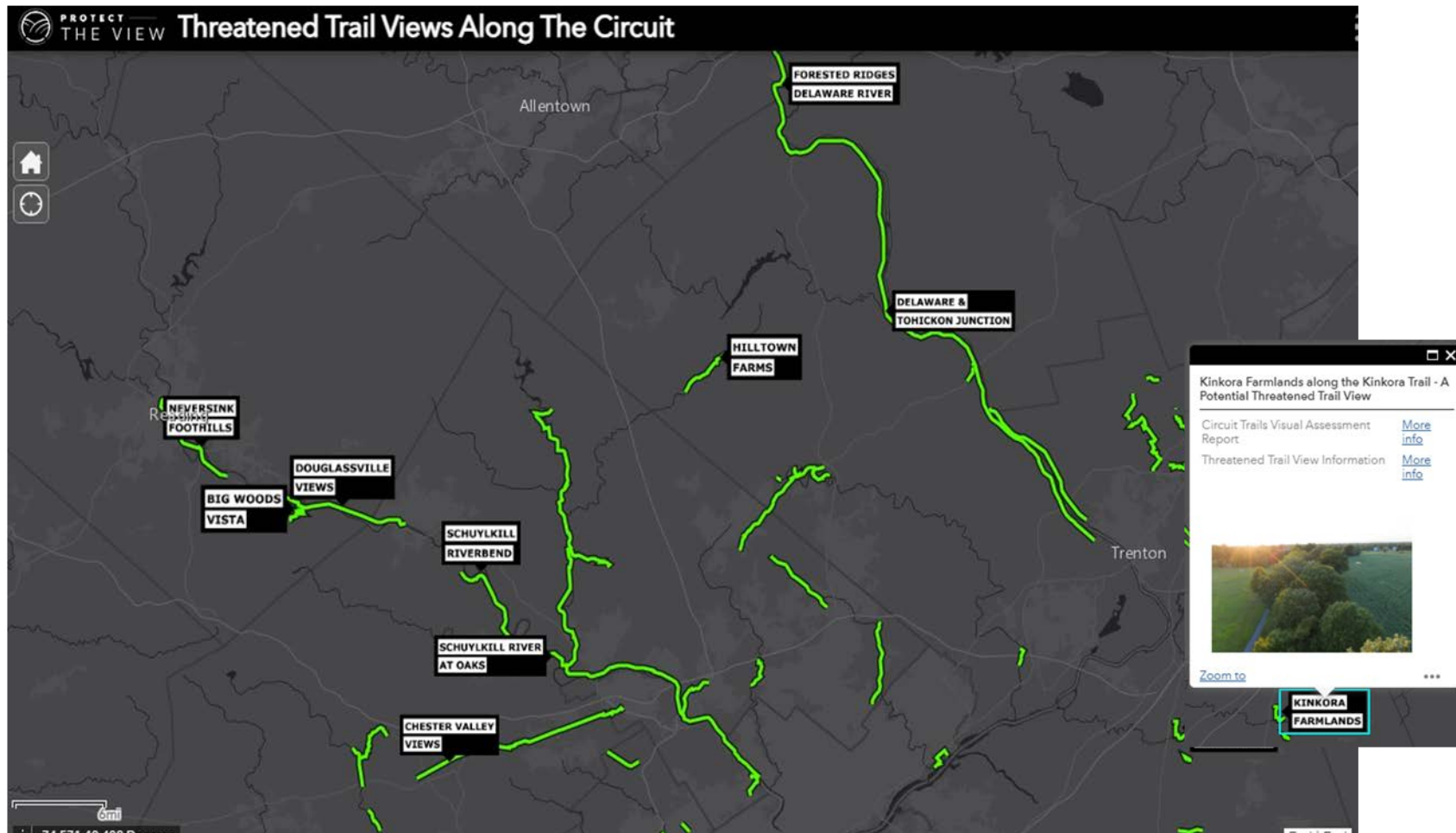




— PROTECT —
THE VIEW

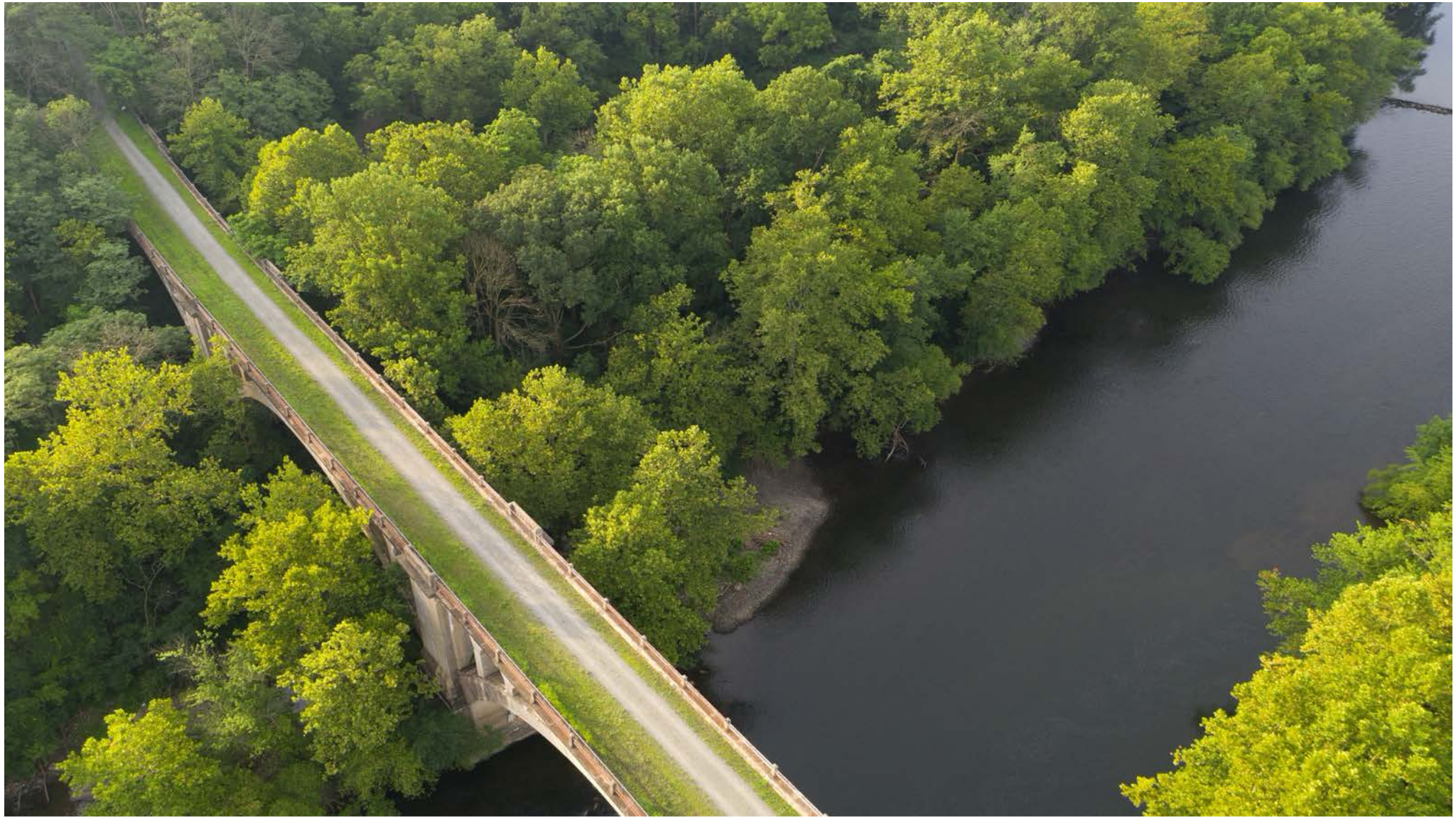


Trail Views Under Threat





Views like this need permanent protection





Selecting the Views

Project Background and Analysis

A Visual Assessment of Land Conservation Priorities for Viewsheds Along The Circuit Trails

Phase 1: The Circuit Trails Visual Assessment Project

- Stakeholder Outreach
- Visual assessment analysis
- Trail reports

Phase 2: Protecting Significant Views Along The Circuit

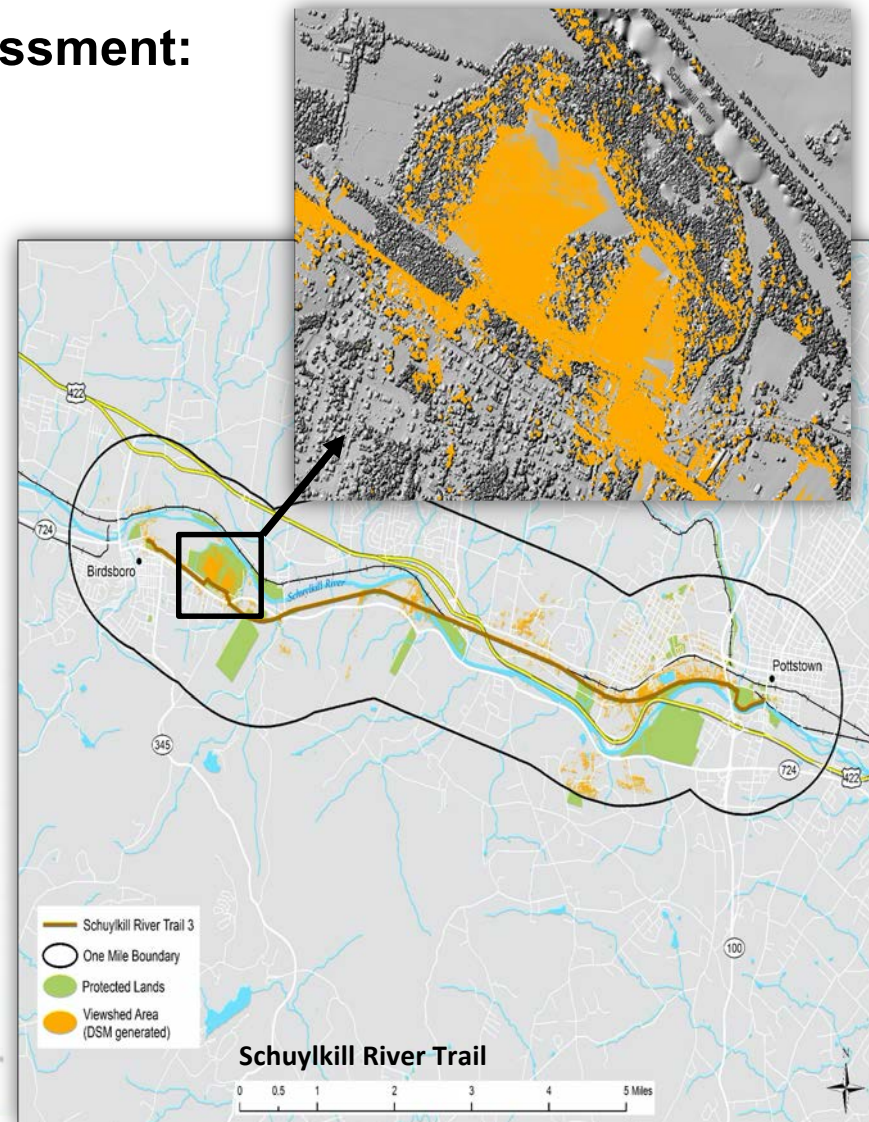
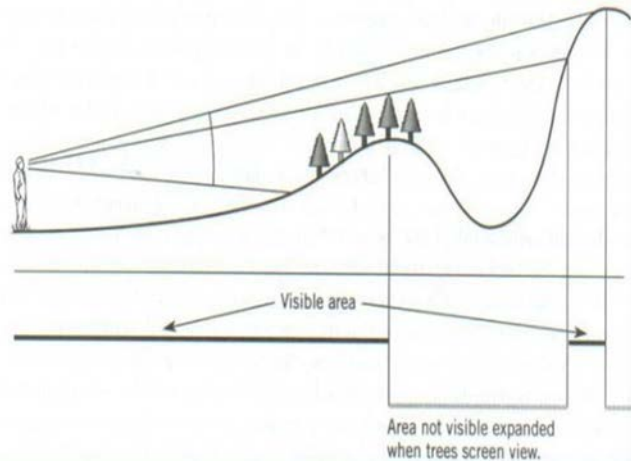
- Population and development analysis
- Selection of trail focus areas
- Final report



Photos: Montco Planning Commission

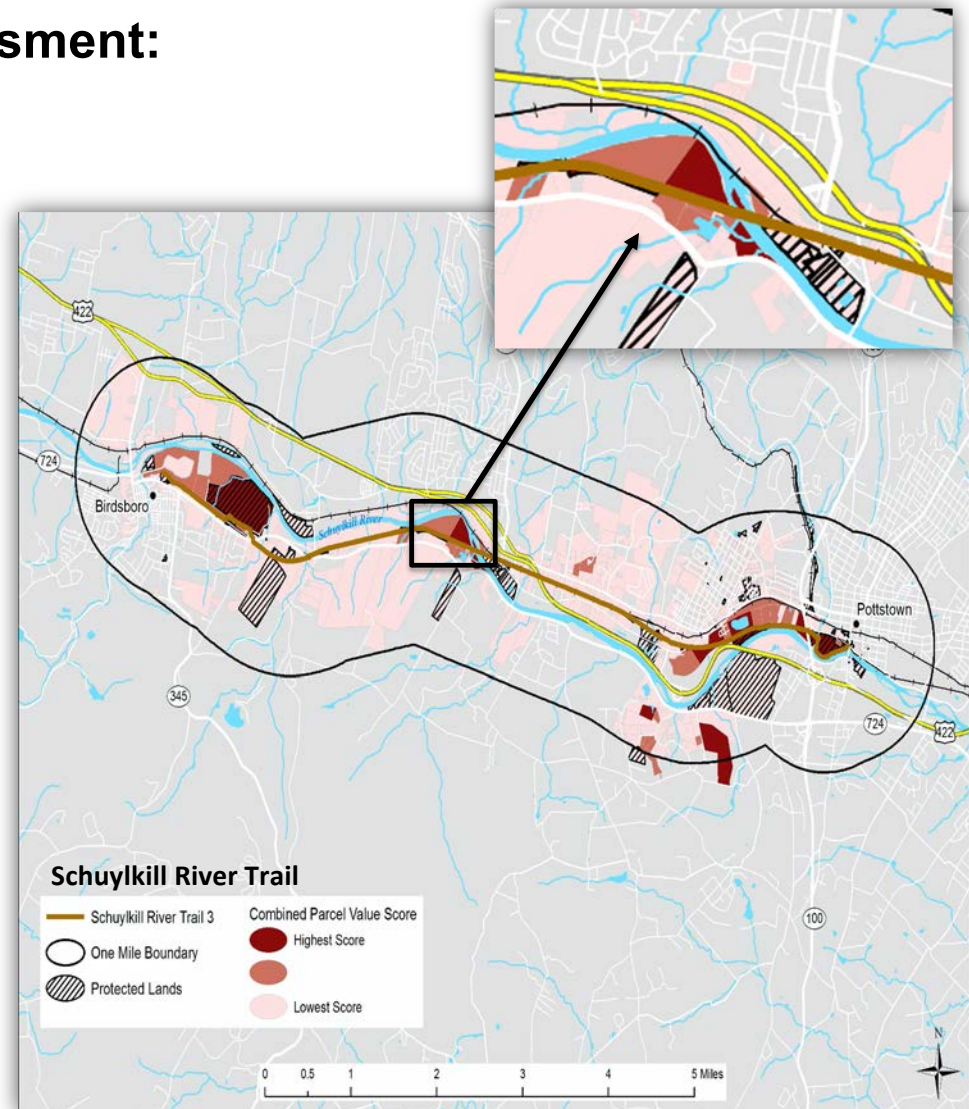
Circuit Trails Visual Assessment: Phase I - Viewshed Analysis

- Based on a Digital Surface Model (DSM) using LiDAR data
- Observation points placed about 42 feet apart
- Observer height of roughly 6 feet
- Analysis was limited to 1 mile from the trail



Circuit Trails Visual Assessment: Parcel Assessment

- Evaluate parcels based on four categories:
 1. Visibility from the trail
 2. Scenic character within the trail's viewshed
 3. Key Observation Points (KOPs)
 4. Ownership Fragmentation
- Each component is scored and added to determine the Combined Parcel Value (CPV)
- The highest CPV score represents the top 5% of parcels



Protecting Significant Views Along The Circuit:

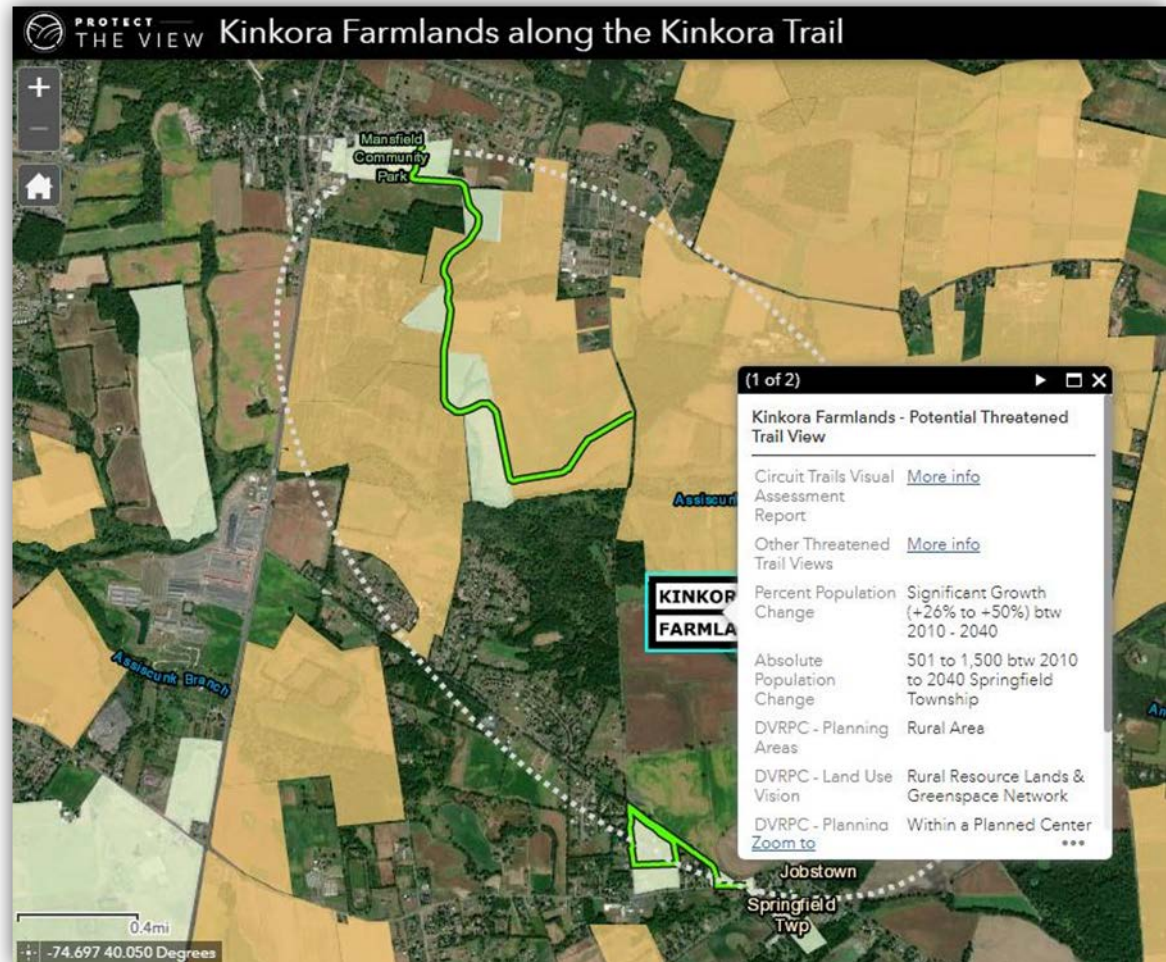
Phase 2 Overview



- Conducted land development risk assessment
- Identified significant trail views using the visual assessment study (phase 1)
- Gathered project stakeholders input on selection
- Selected 10 focus areas on 6 trails

Protecting Significant Views Along The Circuit: Land Development Risk Assessment

- Identified and ranked potential high-risk areas
 - Population growth
 - Future development
- The higher the value, the higher the risk for development

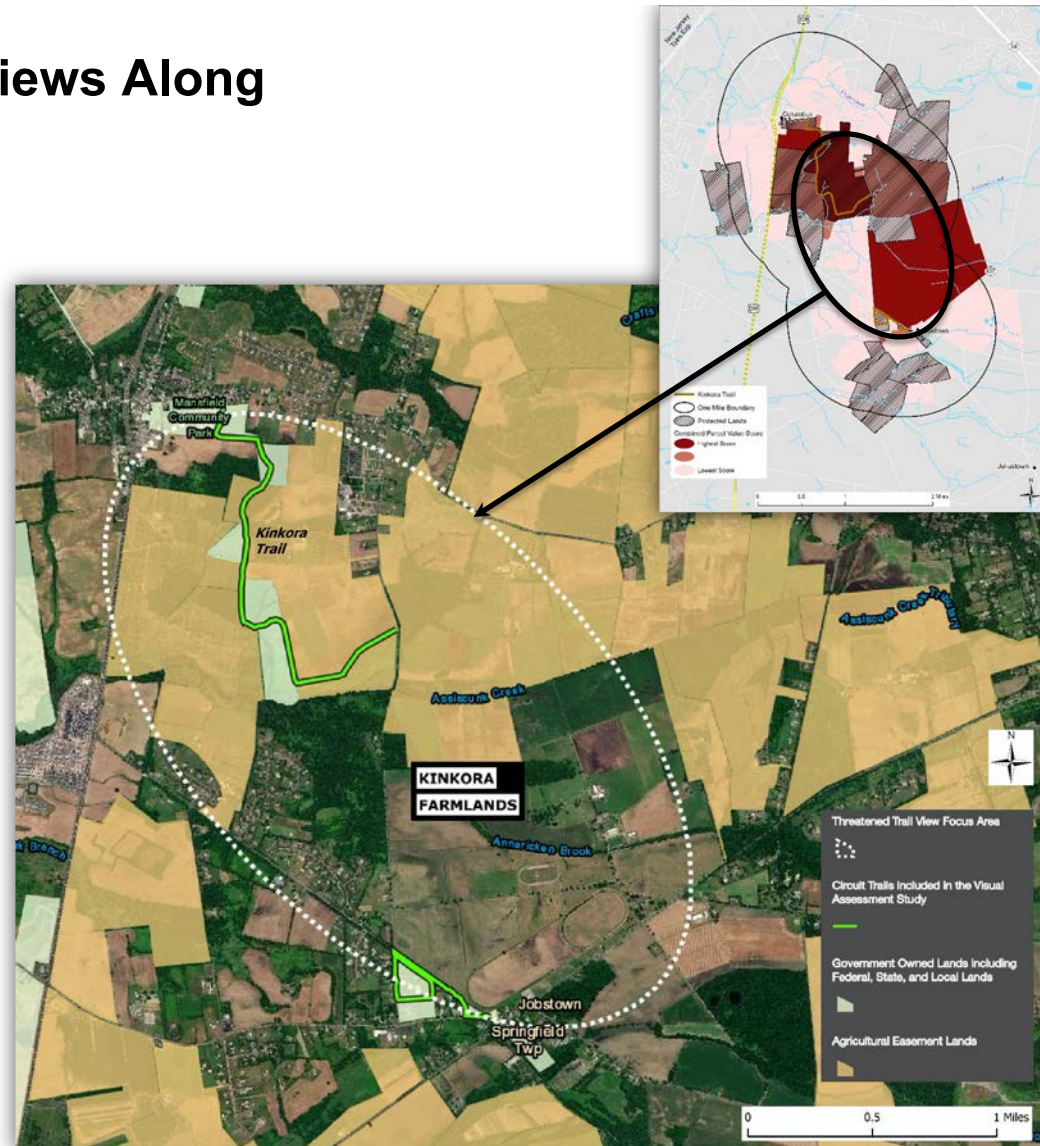


Protecting Significant Views Along

The Circuit:

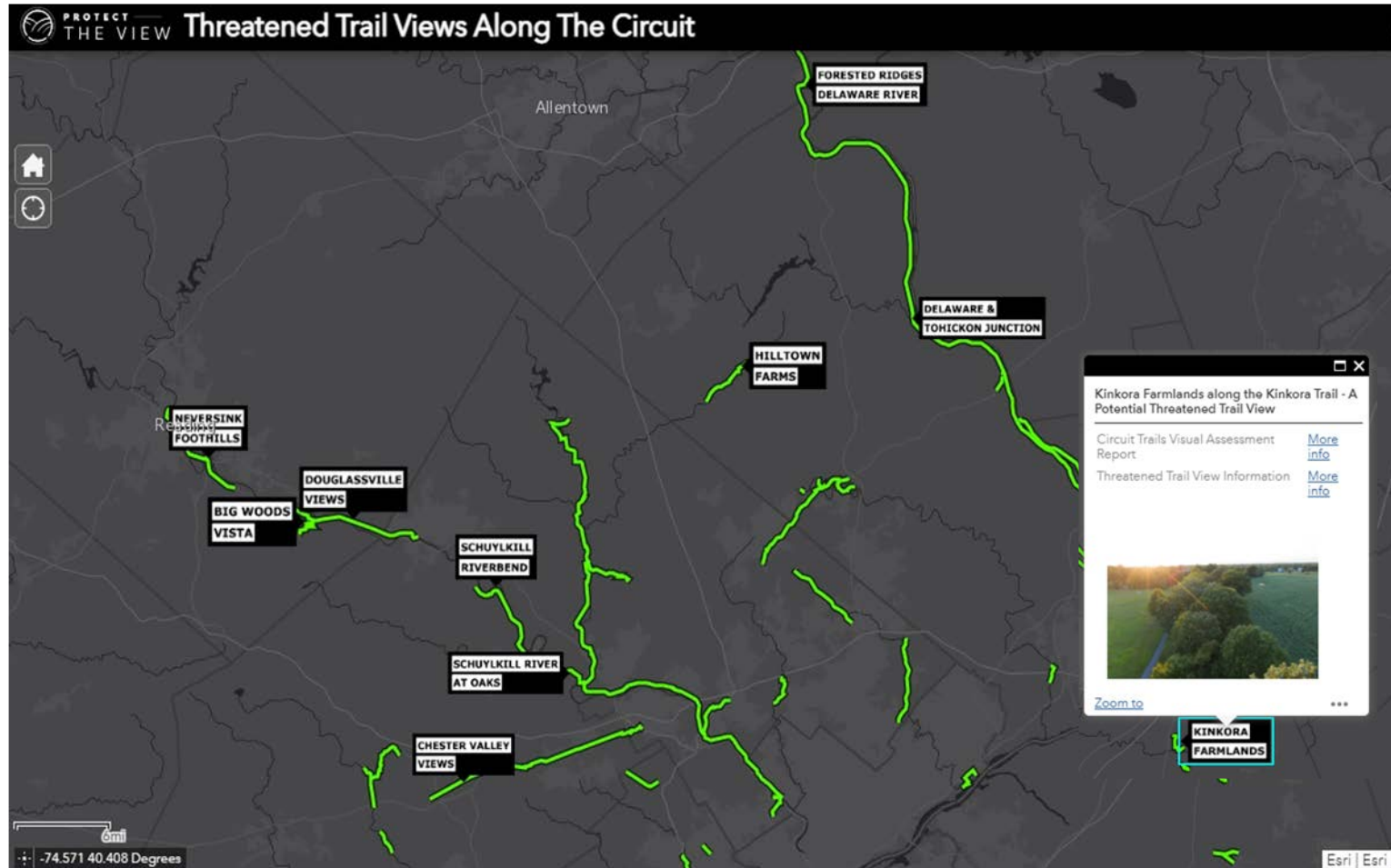
Determine Focus Areas

- § Significant trail views identified by the visual assessment study
- § Identified unprotected parcels at the greatest development risk
- § Determine the Focus Areas



Protecting Significant Views Along The Circuit:

Trail View Focus Areas

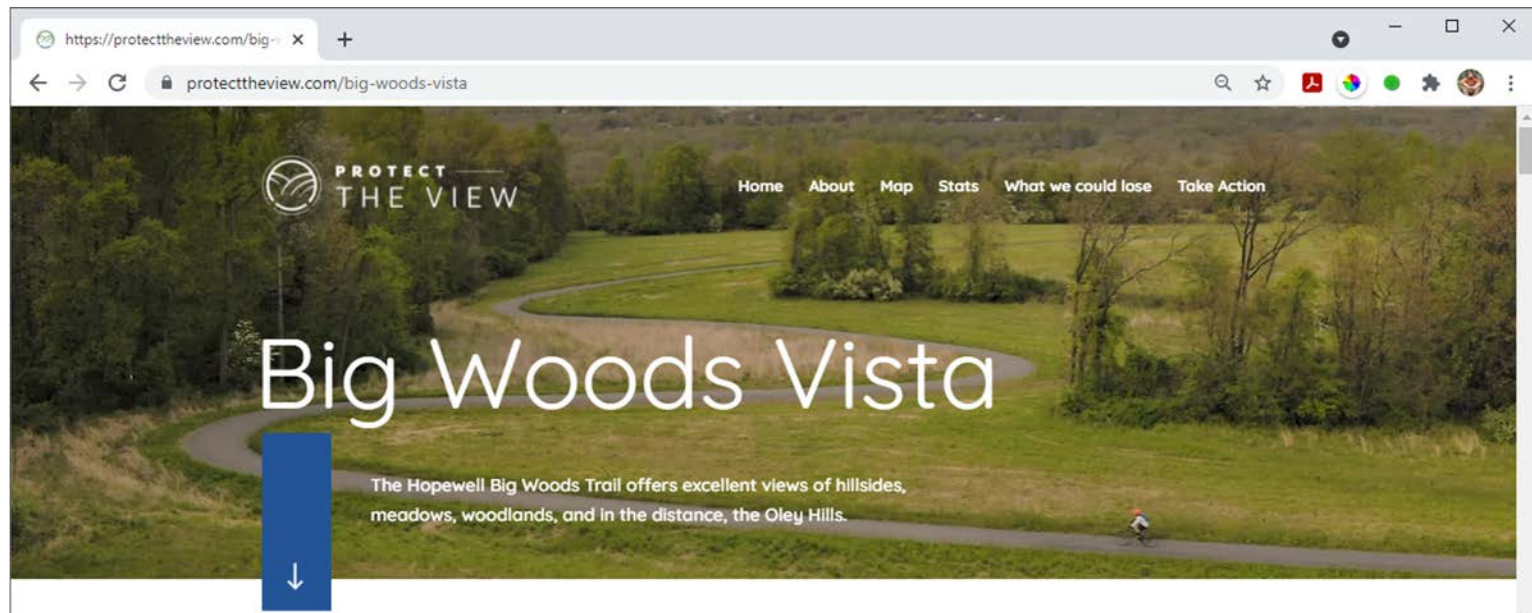




Protect the View Campaign

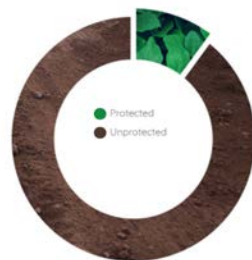
Website and Social Media Tools

BE OUTDOORS
APPALACHIAN MTN CLUB



Parcels in the Focus Area

Total Parcels: 144



Land development could mean a loss of wooded open space and views from the Big Woods Trail.

The Threatened Trail View focus areas were selected by examining population projections and future land use.



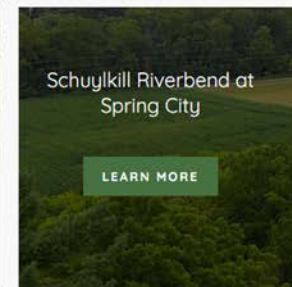
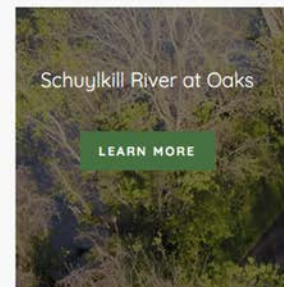
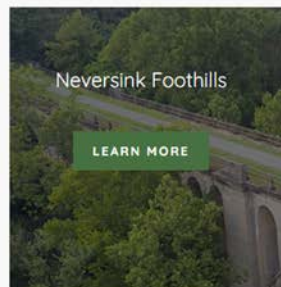
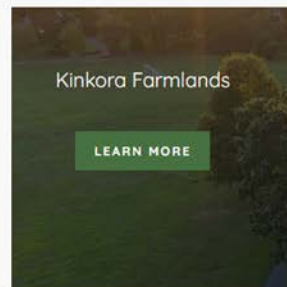
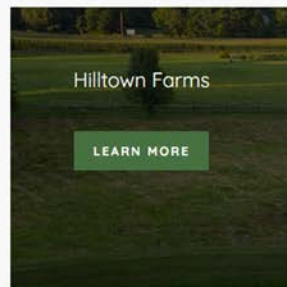
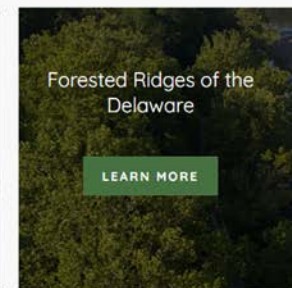
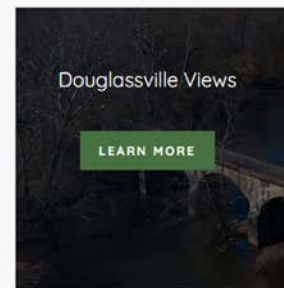
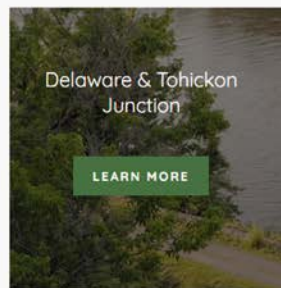
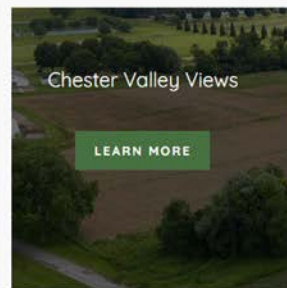
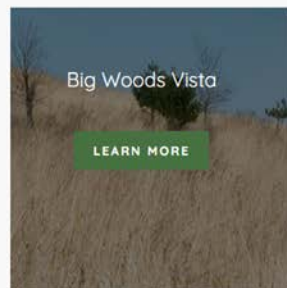
[READ FOCUS AREA REPORT »](#)

[READ VISUAL ASSESSMENT REPORT »](#)




Trail View Focus Areas

- Big Woods Trail
- Chester Valley Trail
- D&L Trail
- East Branch Perkiomen Trail
- Kinkora Trail
- Schuylkill River Trail



https://protecttheview.com/social-media-toolkit

protecttheview.com/social-media-toolkit

PROTECT
THE VIEW

OverviewBrandingHashtagsSocial PostsPhoto AssetsVideo Assets

Social Media Toolkit

Hashtags


Here are some suggestions for hashtags and related words/phrases for this campaign.

#ProtectTheView
#TrailHugger
#TrailScience


- Protect The View
- Be a #TrailHugger
- Trail science
- Protect scenic views
- Love your view
- Trail views
- Look (double eye emoji)
- Protect trail corridors/buffers
- Preserving views
- Save trail views
- Natural Areas
- Local views
- Protect the places you play/trail
- Speak up for open space
- Advocate
- Natural landscape(s)
- Riverscape
- Nature views
- Scenic conservation
- Stand up for trails views
- Support
- Join
- Scenic vibes

Photo Assets


Click on any of the links to download a ZIP archive of photo assets for your preferred trail view.



- Big Woods Vista
- Chester Valley Views
- Delaware & Tohickon Junction
- Douglassville Views
- Forest Ridges of the Delaware
- Hilltown Farms
- Kinkora Farmlands
- Neversink Foothills
- Schuylkill River at Oaks
- Schuylkill Riverbend at Spring City

PA Highlands Trail Network
Baker River, Sonoma State 10 hours ago


Do you love the scenic vibes of our trail? We need your help to preserve scenic trail experiences. Hundreds of acres of natural areas along our trail corridor need protection. We've partnered to #ProtectTheView and identified these threatened views to provide you with the resources to be a #TrailHugger.



Protect the View
Danae R

Protect the View is a science-based campaign and call to action resulting from rigorous conservation and land development analyses...

16

 342 Likes

22

02





— PROTECT —
THE VIEW



MARKET RESEARCH: EQUITY OF ACCESS TO TRAILS

STUDY BY OPINIONWORKS
FOR THE CIRCUIT TRAILS JEDI TASK FORCE





Camden



Cobbs Creek



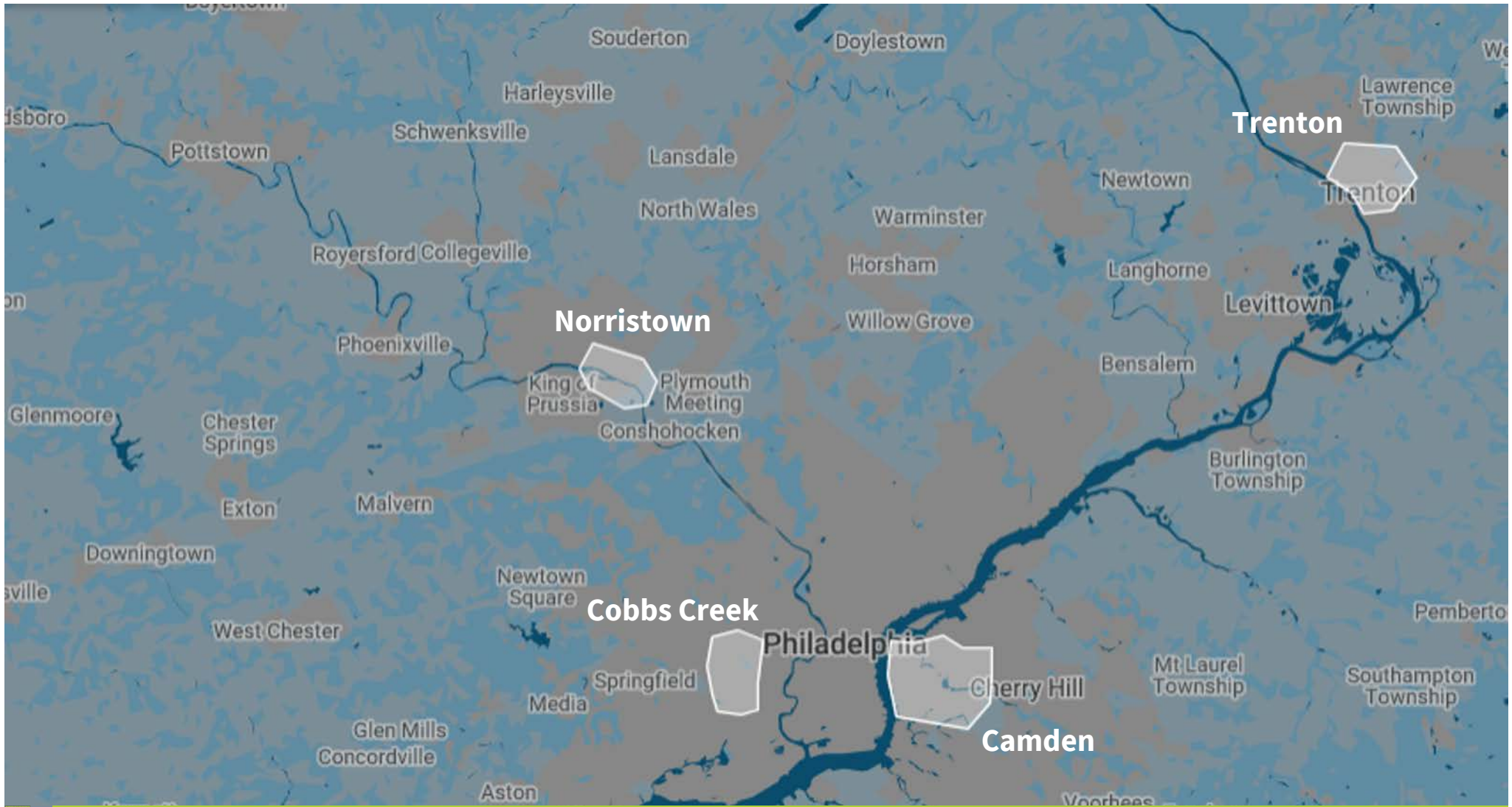
Norristown



Trenton

Purpose of Study

- What are the **needs, interests, and apprehensions** of people living near trails in underserved neighborhoods?
- **Who** is using the trails, and do trail users differ from nearby residents?
- How can trail organizations **engage, motivate, and welcome** these residents onto the trails?
- How can results in focus communities be **generalized** for a broader population of potential trail users across the region?



● Research Methodology

- Focus communities were selected based on specific criteria:
 - A Circuit Trail runs through underserved neighborhoods
 - A trail organization or public sector trail owner engaged in building inclusive trails
 - Community stakeholders interested in using the trail to advance community objectives.
 - A diversity of demographic conditions so the project can be useful beyond the focus communities



● Research Methodology

- The study was completed in four phases:
 1. Community Stakeholder Meetings
1 per focus community
 2. Trail Survey: Intercept Survey of Trail Users
237 trail users
 3. Community Survey: Survey of Neighborhoods Surrounding the Trails
718 residents within 10 blocks of the trails
 4. Focus Groups among Residents of color
8 focus groups/2 per community



Study Results

1 What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

Three Archetypes

The Besieged	The Juggling	The Empowered
Directly impacted by violence, tend to see the outdoors as a place of threat and danger. Life offers them very little respite.	Essential workers, gig workers, students, parents. The day is never long enough to get everything done. Stealing time to relax.	Their community may be challenging, but they have found a way to feel safe. Often community-engaged, with capacity to give.

1 Study Results

What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

The Besieged

“Just making it out of the trenches. I just want to make it out of the hood, get my mom out of the hood, make sure me and my little brother ain't got to die here. That's it. ... I mean, to think that I'm still here. I mean, I lose a lot of friends that I grew up with. I lost a friend today It's so normal now.... I just grateful that it ain't me or my little brother, for real. So we could get out of here, that's all you got to do is get out of there. It's a war right now.”

– Donnell, 21, Southwest Philadelphia

1 Study Results

What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

The Juggling

“[In addition to hosting the podcast,] I have two jobs. One of the jobs I do, I actually go Wednesday, Thursday and Friday... And also, I'm a recovery coach, so I work from home...offering wellness tips. People call me, and I provide encouragement. Some people, they're afraid of success. Me, I embrace the opportunity, I embrace the challenge. I'm afraid of failure. I'm afraid of not living out my potential. That causes depression.”

-Eric, 30, Trenton

1 Study Results

What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

The Empowered

“My mother was a Girl Scout, and she had five girls so she might as well have started a troop, which she did, right? Yeah. So I just followed her because we had so much fun.”

-Lynn, mother of three, Southwest Philadelphia



Study Results

1 What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

For many, a trails are not inviting, they are a **potential threat** or a demand on **limited time**.

Residents badly need to find respite in the outdoors, but a trail may offer **just the opposite**.

Three Archetypes

The Besieged	The Juggling	The Empowered
Directly impacted by violence, tend to see the outdoors as a place of threat and danger. Life offers them very little respite.	Essential workers, gig workers, students, parents. The day is never long enough to get everything done. Stealing time to relax.	Their community may be challenging, but they have found a way to feel safe. Often community-engaged, with capacity to give.

Study Results

1 What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

Three Primary Barriers

COVID-19 Anxiety	Public Safety Concerns	Unwelcoming Outdoor Spaces
Almost half of participants said they spend less time outdoors now than before the pandemic.	Some participants were actively worried about being caught in street violence.	Many people felt that their neighborhood was neglected.
Participants worried about encountering others outside.	Increased police presence near trails was also a source of anxiety	Others were surprised to learn about the trail and felt like it had been kept a secret.

Study Results

1 What are the needs, interests, and apprehensions of people who live Near trails that pass through underserved neighborhoods?

Some residents expressed **sadness or anger** that they no longer felt welcome in gentrifying areas.

The Empowered archetype **rejected** the idea that they were not welcome.

Three Primary Barriers

COVID-19 Anxiety	Public Safety Concerns	Unwelcoming Outdoor Spaces
Almost half of participants said they spend less time outdoors now than before the pandemic.	Some participants were actively worried about being caught in street violence.	Many people felt that their neighborhood was neglected.
Participants worried about encountering others outside.	Increased police presence near trails was also a source of anxiety	Others were surprised to learn about the trail and felt like it had been kept a secret.

● Study Results

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

Despite profound concerns about COVID, personal safety, and neighborhood neglect –

people **want** to get outdoors.



● Study Results

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

Despite profound concerns about COVID, personal safety, and neighborhood neglect –

people **want** to get outdoors.

rejuvenating

soothing

centering

peaceful

refreshing

“Being outdoors in parks or on trails makes me feel happier.”

Study Results

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

Fewer than two-thirds of residents were aware that there is a trail close to where they live.

When the specific trail name is mentioned, awareness of the trail increases.



● Study Results

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

The presence of water increases feelings of peace –

Especially among the **besieged** archetype

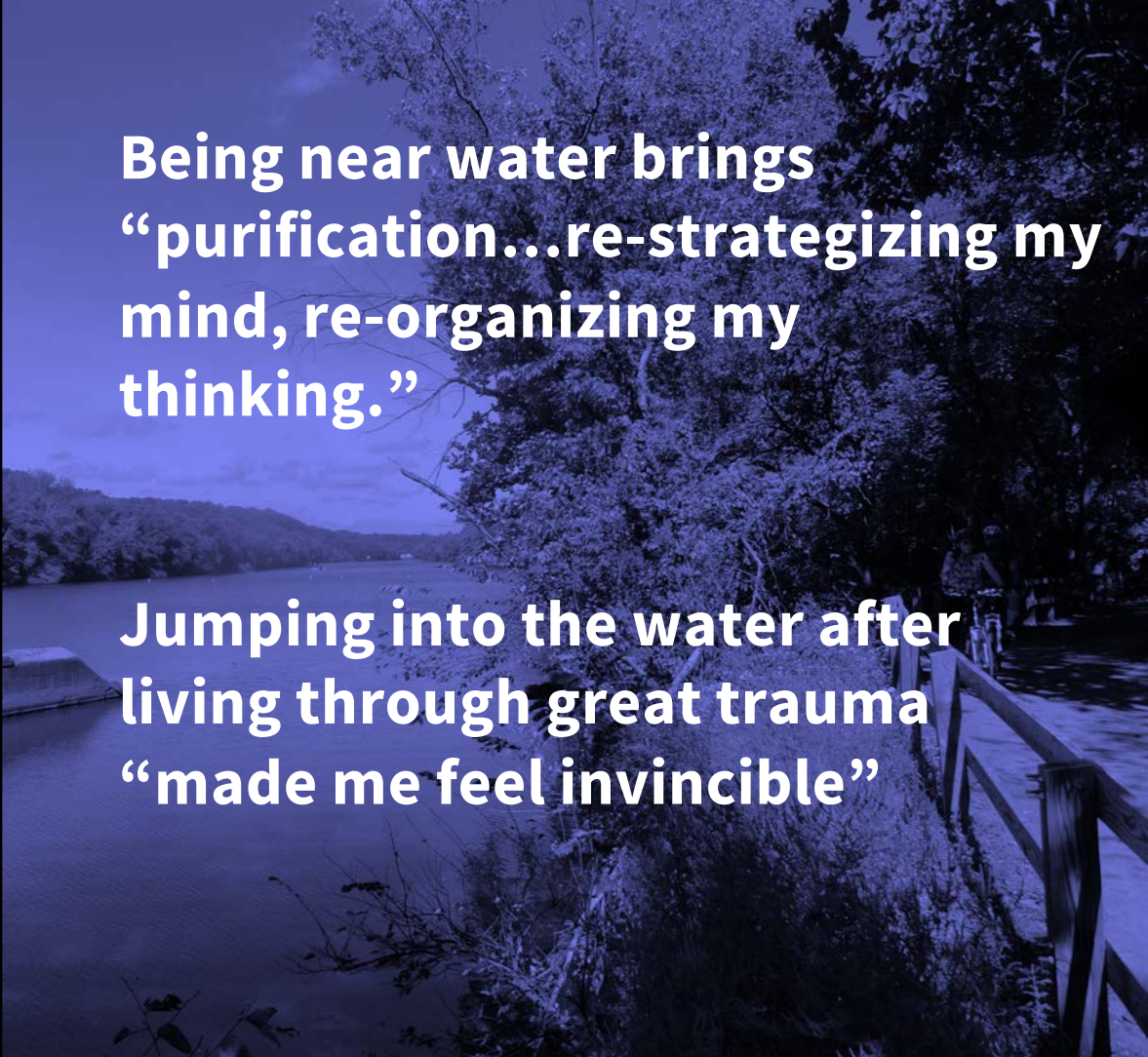


● Study Results

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

The presence of water increases feelings of peace –

Especially among the **besieged** archetype



Being near water brings
“purification...re-strategizing my
mind, re-organizing my
thinking.”

Jumping into the water after
living through great trauma
“made me feel invincible”

Study Results

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

However, connection to water is limited.

One-quarter of participants **could not picture** the waterway in their neighborhood.



● Study Results

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

Demographics change the narrative

“When I am in the parks or on the trails around here, I see other people like me.”

White respondents: 76% agree

Respondents of color: 45% agree



Study Results

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

Demographics change the narrative

Percentage of People of Color

	Trail Users (Intercept Study)	Neighborhoods (Census Data)
Camden	74%	69%
Trenton	79%	55%
Cobbs Creek	54%	84%
Norristown	16%	47%

Study Results

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

How are people connecting to the outdoors?



65%

Walking on trails



40%

Relaxing in parks



25%

Biking or running



● Study Results

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

Most potential users are looking for a place to just BE

What would you like to use the trail for today?

78%
Exercise

61%
Recreation

10%
Transportation



● Study Results

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

Most potential users are looking for a place to just BE

What amenities would draw you to a trail?

food trucks

places to sit and enjoy the natural setting

music festivals // // //



Study Results

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

Imagine the trail that would welcome and attract you.

What amenities would it have?

What programs would it offer?

What would it look and feel like?



● Study Results

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

Security
Greening

Imagine the trail that would welcome and attract you.

Physical Infrastructure

What amenities would it have?

Programming and Welcome

What programs would it offer?

Outreach

What would it look and feel like?



Study Results

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



WABA Trail Rangers

Security

1. An appropriate security presence

- Trail ambassadors
- Call boxes



Study Results

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



Island Line Rail Trail

Greening

1. A green oasis

- Creative design
- Colorful and natural

Study Results

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



D&L Trail Picnic Pavilion

Physical Infrastructure

1. Places to Gather and Relax
 - Picnic and barbecue spots
 - Playgrounds
 - Benches and other places to sit
2. Trail Maintenance and Amenities
 - Lighting
 - Parking at trailheads
 - Restrooms, bike share, boat rentals, etc.
3. Signage
 - Wayfinding from neighborhoods to trails
 - Circuit signage
 - Signage to trail destinations



Study Results

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



Atlanta Beltline

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.
2. Overt Welcome
 - Public art that shows people of color
 - Black Lives Matter signage
 - Feeling seen and respected
3. Organized Group Activities
 - For fellowship and for safety
 - Explore interests – birdwatching, nature hikes
 - Exercise groups, yoga

Study Results

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



The Circuit Trails

Outreach

1. Show people enjoying the trail
 - Images of people who look like them
 - Images of real people from the neighborhood
2. 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

Study Results

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

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

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

11th Action:
A long-term focus

11. A community-supported trail

This research indicates that there is the potential to engage neighborhood residents to care for their own section of trail, to help maintain and design it to their liking.



4 Study Results

How can the results in several focus communities be generalized onto a much broader population of potential trail users across the region?

**The results revealed
universal human values**

Major take-aways

The trail is a place to be, not always a place to be in motion.

Immerse residents in a close-to-home natural experience.

Build a connected trail system.

Exude a sense of welcome.

Don't assume people who live near the trail know about the trail.

Break-Out Groups



- Which of the 10 Actions is the most compelling for your org?
- How can the JEDI Taskforce support your organization
- How can the Circuit Trails incorporation data from this study into Coalition Strategy?



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

- Ask trail supporters to become “Circuit Citizens” by signing an online petition in support of the completion of 500 miles by 2025.
- Create a Circuit Citizen journey for ongoing engagement.

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

- *2019-2021 Outputs & Outcomes:*

Sign up to Support the Circuit Petition>Circuit Citizens>Take Action>Action Team Members

Circuit Citizen Petition + 2 Facebook Rallies = 938 Circuit Citizens

Gratitude Email campaign in Spring 2020 (296 emails sent) + Circuit Citizens invited to join Zoom meetups = 612 Action Team members

2021 Launched the Year of Action – Monthly actions sent to Circuit Citizens since January, allowing for easy engagement and nimble policy actions. (e.g earmarks) January 2021. 186 letters sent about Earmarks

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

- Develop an outreach and mobilization strategy to ensure completion of priority trails
- Present to the Circuit Coalition a select number “pipeline” segments that need targeted advocacy.
- Create a task force for each priority segment.
- Consider creating a mini-grant initiative for task force incentives.

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

2019-2021 Outputs & Outcomes:

Recruited Action Team Leaders who meet monthly

Based on 2019 pipeline, selected priority trail segments for assignment to the Action Teams

Convened Action Teams via Zoom Meetups during Fall/Winter '20/'21

*Several priority segments were promoted to Members of Congress as earmark candidates-Action Team members asked to send emails to Members of Congress – two Circuit segments advanced (**Hi-Nello LINK in Camden, Frankford Creek in Philly & Tacony Holmesburg Trail, SRT safety improvements at Norristown Transpo Ctr**)*

Action Teams are planning events for summer/fall 2021 to help raise awareness about priority segments

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

- Conduct semi-annual knowledge dissemination with Circuit resolution signatories such as commissioners and other government agencies (e.g. Annual Report, pipeline results - finding).

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

- *2019-2021 Outputs & Outcomes:*

Circuit Coalition Released Moving the Circuit Forward in November 2019 and presented to DVRPC in January 2020

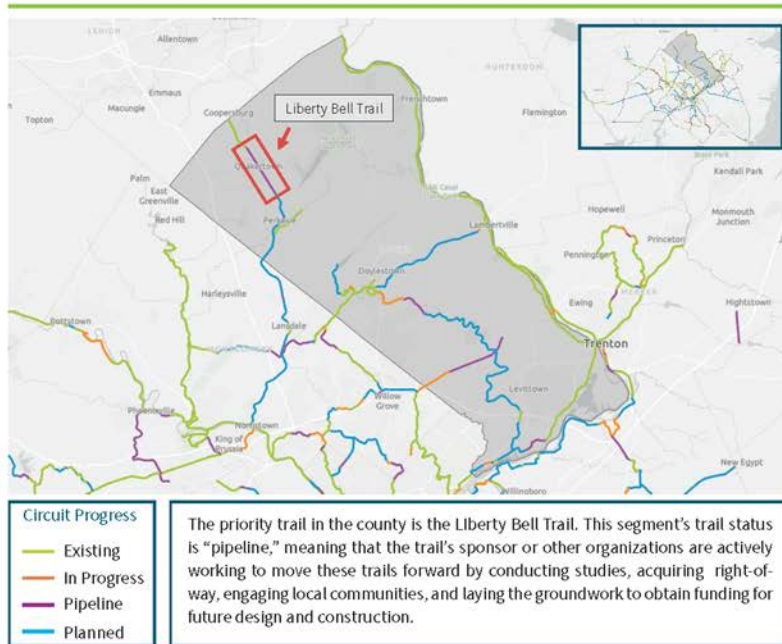
Met with County Commissioners before pandemic to deliver the report

County One pagers released in April 2021

Updated pipeline report for 2021 will be released in May 2021

2019 and 2020 Annual Report on Circuit Trails released

Moving the Circuit Forward to Reach 500 MILES BY 2025



Bucks County

2021 Goal:

- Organize an Upper Bucks Trails Committee to focus on the Liberty Bell Trail and connectivity to Upper Bucks.

Bucks County

The following table sorts the 14 trail segments that are the "in progress" or "pipeline" categories by county. The table provides the trail segment's name, the trail corridor that it is part of, its mileage and its Community Impact Score. The Community Impact Score evaluates the impact these trails will have on residents based on equity, length, population, community need and connectivity potential. The combined results led to scores ranging from 0 to 11.9. The trail highlighted in green is the priority trail and is identified on the map in red.

Trail	Segment Description	Status	Community Impact Score	Miles
202 Trail	Solebury Trail - W. Bridge Street to Sugan Road	In Progress	3.08	0.27
D&L Canal Towpath	D&L Canal - Bridge Street Crossing	In Progress	6.73	0.08
East Coast Greenway	Bensalem - Biddle Lane to Station Ave.	In Progress	5.95	0.68
Liberty Bell Trail	California Road to Coopersburg	In Progress	1.85	3.01
Neshaminy Creek Trail	611 & Almhouse Road to Central Park	In Progress	3.43	1.23
Neshaminy Creek Trail	Upper State Road to Neshaminy Creek	In Progress	7.08	0.45
Neshaminy Creek Trail	Upper State Road to Unami Jr High Section	In Progress	N/A	1.32
Newtown Rail Trail	County Line Road to Bristol Road	In Progress	6.12	2.54
East Coast Greenway	Croydon Woods to Mill Street	Pipeline	9.50	2.37
Liberty Bell Trail	Rich Hill Road to California Road	Pipeline	3.03	6.23
Liberty Bell Trail	Fairview Ave to Veterans Park	Pipeline	1.85	2.39
Neshaminy Creek Trail	Dark Hollow Road to Mill Road	Pipeline	2.37	1.21
Neshaminy Creek Trail	Mill Road to Valley Road	Pipeline	2.67	1.40
Newtown Rail Trail	Bristol Road to Newtown Borough	Pipeline	6.32	5.86
Total Miles:				29.24

Get Involved!

Are you passionate about our growing Circuit Trails network? Turn your passion into progress [#onthecircuit—join the Circuit Citizens!](#)

Share your love for trails and be active as a Circuit Citizen and Action Team Member.

We can advance the development of the Circuit Trails network with the help of trail users like you! Will you join us and use your voice to make an impact? Sign on to become a Circuit Citizen, a new interconnected, multi-county network of advocates for the Circuit Trails.



BicycleCoalition.org
1500 Walnut Street, Suite 1107
Philadelphia, PA 19102-3506
215-242-9253



CircuitTrails.org

THE
CIRCUIT
TRAILS

THE
CIRCUIT
TRAILS

2020

ANNUAL REPORT



Upper Bucks Rail Trail Ribbon Cutting

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

Goal #3 - Advocate for Diverse and Stable Trail Funding

Urge New Jersey Budget Leaders to Support Trails!



New Jersey

- Members of the Coalition Testified at the FY22 Budget Hearings in March 2021.
 - Questions submitted to the Budget Committee to ask NJDOT about their investments in bike/ped infrastructure.
- Circuit Citizens wrote to their Legislators to let them know how important trails are to them & asked for an increase in state funds to go to trail projects.

Goal #4: Increase knowledge of and use of the Circuit Trails through communications and marketing

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

New Marketing Agency

- Strategy and outreach efforts spearheaded by Rails-to-Trails Conservancy
- RFP process conducted to identify best agency fit
 - Yielded 7 proposals
 - Final selection—incumbent agency in partnership with Black-woman owned boutique advertising and communications agency



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

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
- **Launch new website** with visible audience-centric content and in-language resources
- **Timeline:** April 24—Celebrate Trails Day, June – October—Trail Season Campaign, late Summer—web roll out

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



Goal #5: Create a Strategy for Working with Regional and National Railroads

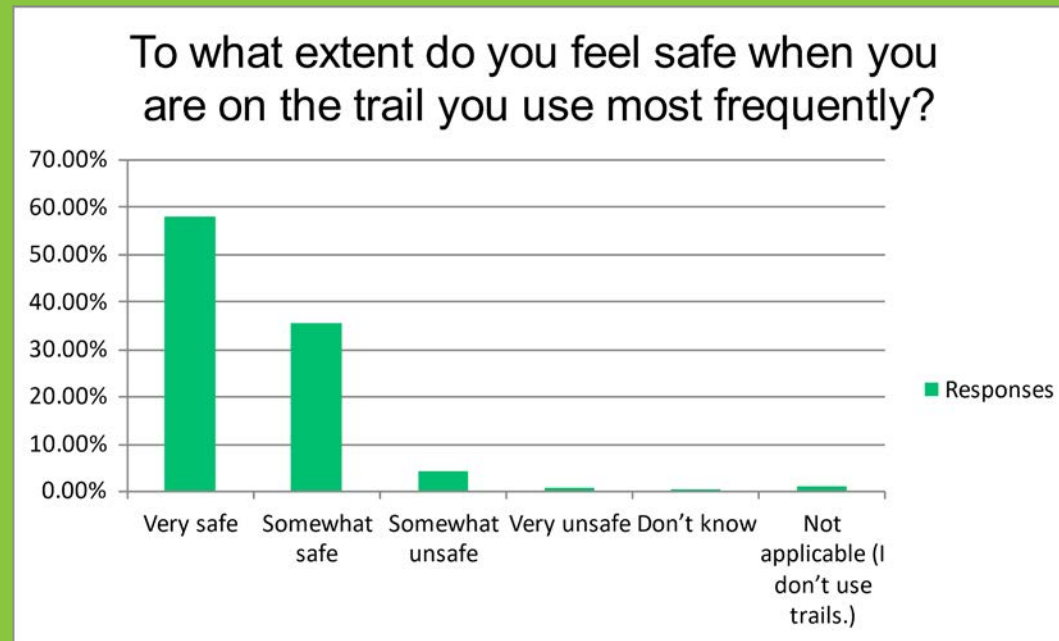
Goal #6: Provide Guidance on Issues that Serve as Roadblocks to Trail Development

- Safety concerns ID'd as number one issue by Circuit Coalition
- Webinar held in Dec. with the goal of redefining safety to ensure trails are inviting to all trail users
- Recording can be viewed at:
<https://www.railstotrails.org/build-trails/webinars/>

Next Step: Survey Circuit Users

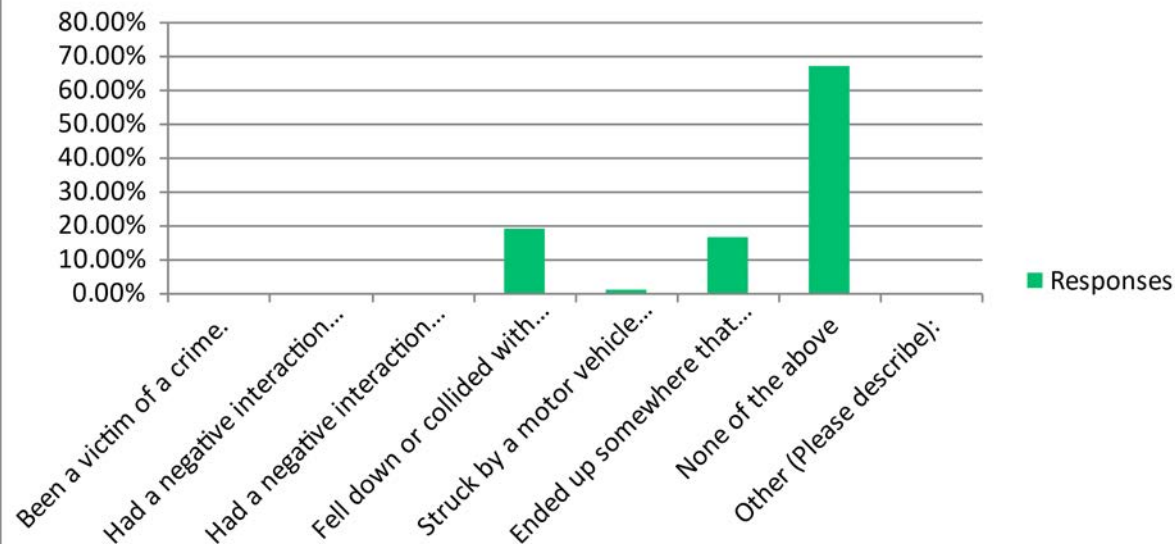
- Goal 1: understand concerns and real experiences of trail users
- Goal 2 : Understand what we can do to increase perceptions of safety and actual safety
- Goal 3: Flesh out findings around safety from JEDI study
- Survey went live in March
- 685 responses so far

Preliminary Results



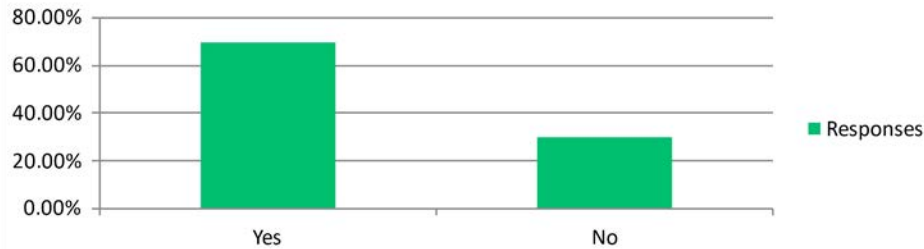
Potential conclusion: concerns around safety on yet-to-be constructed trails may actually be a form of NIMBYism

Have you experienced any of these incidents on a trail? (Select all that apply.)

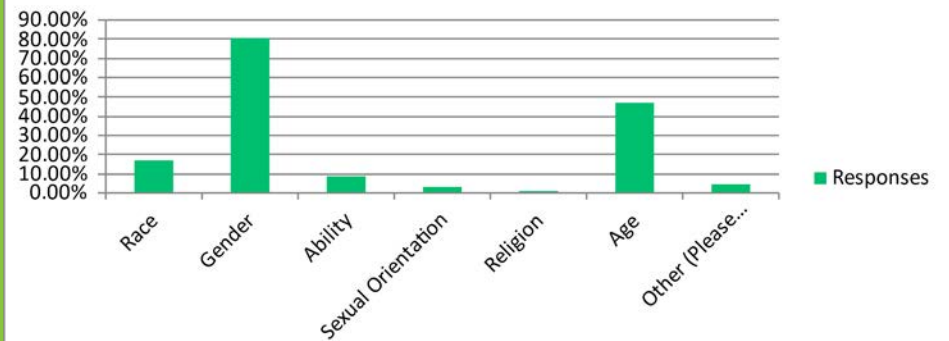


Preliminary Finding: Very few trail users have had unsafe experiences on trails.

You selected "somewhat" or "very concerned" about being a victim of a crime. Do you believe a crime could be committed against you because of your personal identifying characteristics (race, gender, age, ability, etc.)?

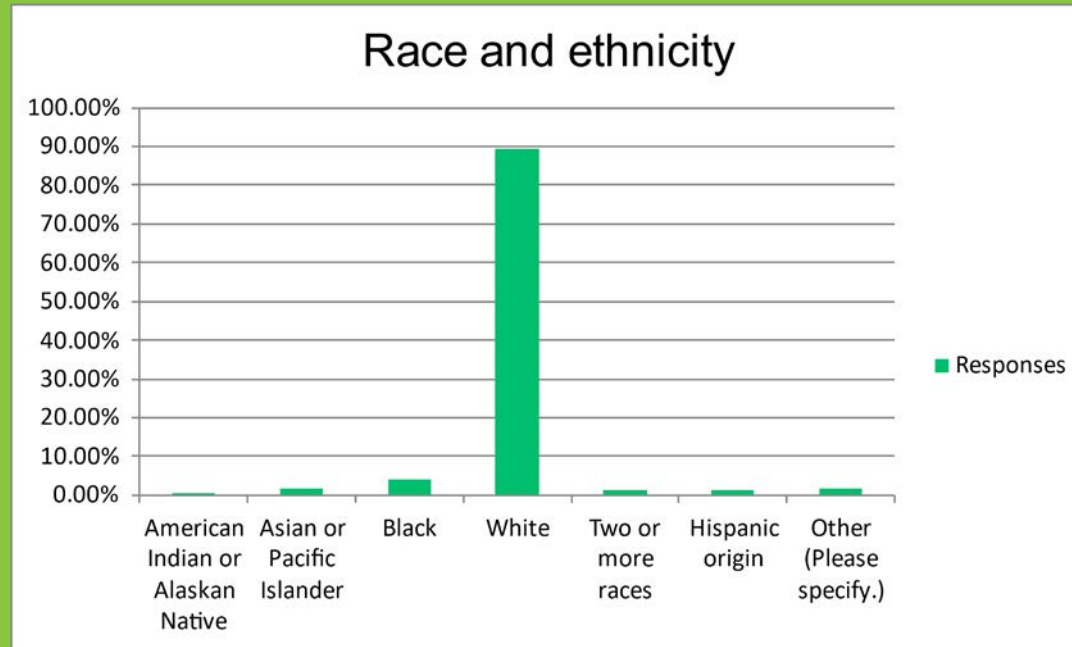


Which of the following personal characteristics might contribute to the crime being committed against you? (Select all that apply.)



- Most respondents are not concerned about being a victim of a crime.
- However, of those that are concerned, 70% believe that personal identifying characteristics may make them vulnerable to victimization

Problem: Lack of racial diversity of respondents



We have taken out facebook ads to target BIPOC respondents but need your help to reach more!

Please continue sharing the survey!



<https://www.surveymonkey.com/r/trailsafety>

More details on how to share the survey are in the May Coalition newsletter which was sent to yesterday

Strategic Planning Refresh Process

- Process will take place during the Summer
- Will provide opportunity to full Coalition for feedback
- Goal to refresh plan by September
- New plan will start in Jan 2022 and continue until Jan 2024
- Fill out this survey to express your interest in potentially participating in this process: <https://tinyurl.com/CircuitRefresh>

Breakout rooms! Let's Discuss!
tinyurl.com/circuitjam



BARTRAM'S GARDEN

Partnered with the City of Philadelphia's
Parks and Recreation Department since
1893

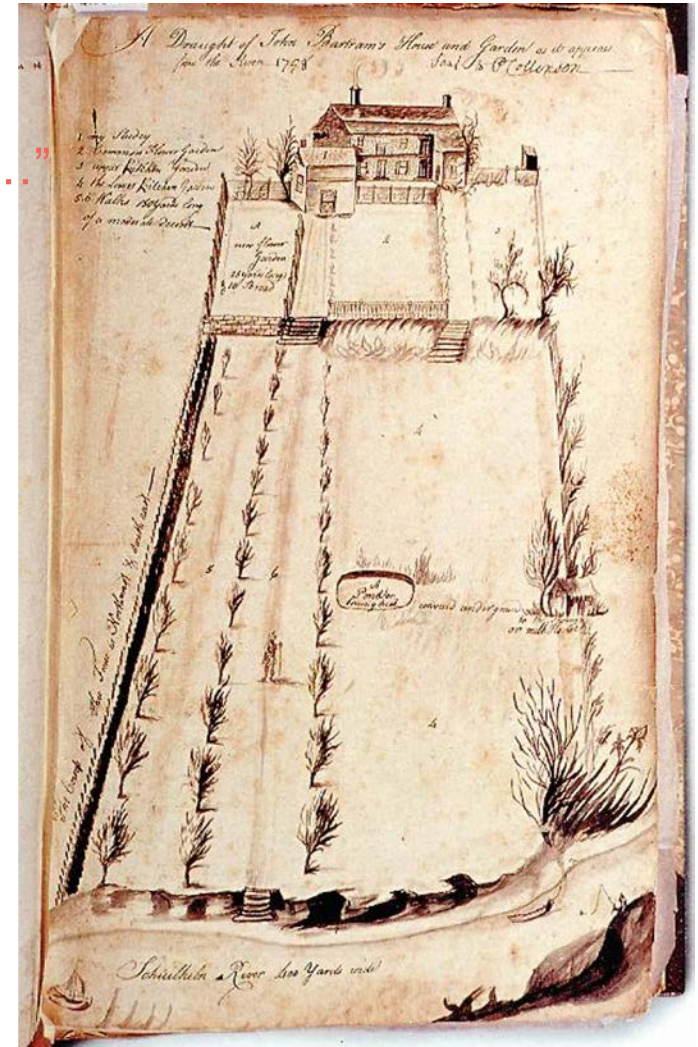


BARTRAM LEGACY

“EVERYTHING IN ITS NATURE IS BEAUTIFUL TO ME...”

John Bartram, William Bartram: America's first great naturalists.
International hub for plant trade & horticulture knowledge.
400 acre farm in Kingessing community

John Bartram House and Ann Bartram
Carr Garden, restored 2016



Plan of John Bartram's house and garden
drawn by William Bartram in 1758

SOUTHWEST PHILADELPHI

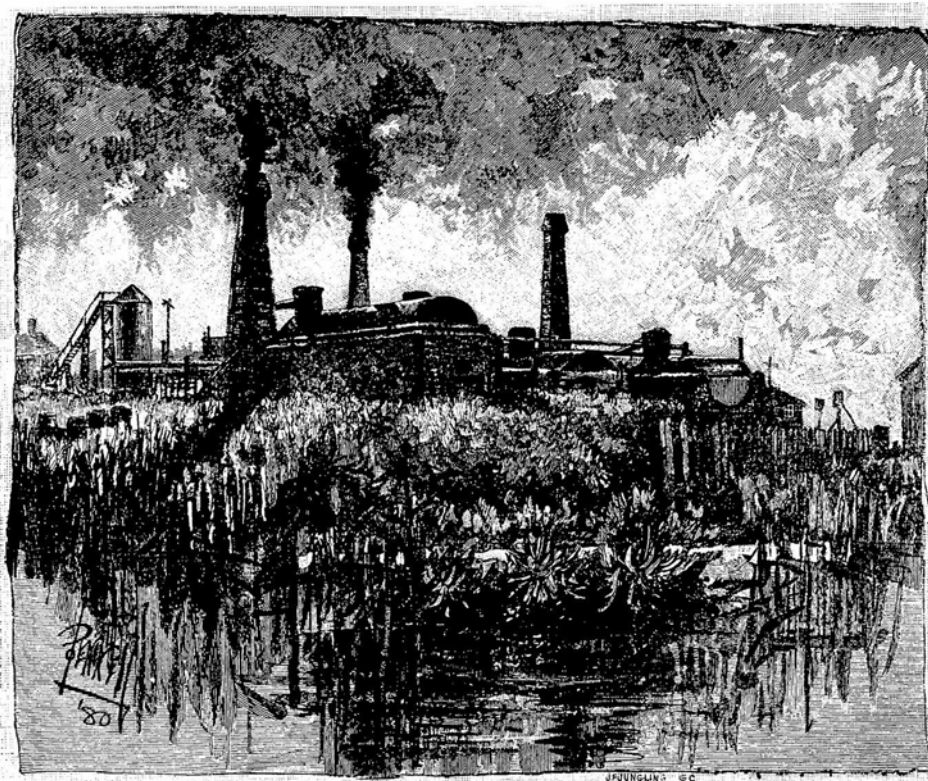
- **A** 10,000 residents with 49% living below the poverty line.
- 84% African American, with the largest Liberian immigrant population in United States.
- Highly industrialized with less than 1% of tree coverage.



INDUSTRY ALONG LOWER SCHUYLKILL

FIRST REFINERY IN UNITED STATES

Rendering by Joseph Pennell, 1880



SCHUYLKILL BURNING
@1950



HOW WE HAVE CHANGED

- 1720s – 1840s
Farming and horticulture
- 1840s – 1950s
Industrial era
- 1972 Clean Water Act

Today: An underserved community amidst a post-industrial landscape with new opportunities for redevelopment



WHAT IS OUR ROLE?

BARTRAM'S GARDEN: Southwest Philadelphia's



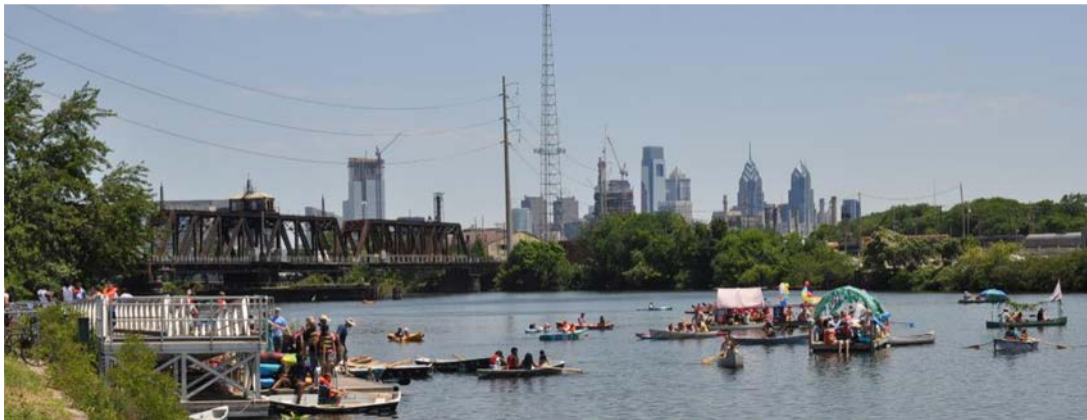
BRIDGING OUR BORDERS: Making room for all



SANKOFA COMMUNITY FARM: Rooted in the African diaspora



TIDAL SCHUYLKILL: Reconnecting with a forgotten



BARTRAM'S MILE: Biking, walking, running, riding



BY 2030: A NEW RIVERFRONT TRAIL



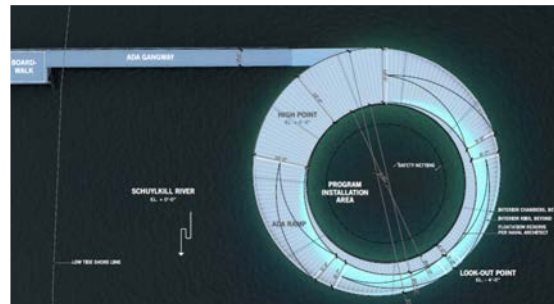


FLOATLAB: A CLASSROOM ON THE SCHUYLKILL RIVER

Led by Mural Arts Philadelphia

Designed by Meejin Yoon
Dean of Architecture, Art, & Planning
Cornell University

- Hands-on classroom for watershed ecology, river arts, and sciences
- Art and performance space with the river as the stage



FLOATLAB





RESTORING THE SCHUYLKILL RIVER

River Mussel Hatchery at Bartram's Garden

Led by the Partnership for the Delaware Estuary

- \$7.9 million science and production facility funded by PennVest, to be designed and built by 2021
- A model for river restorations across the eastern US





NATURE- FOCUSED PRE-K FOR SOUTHWEST CHILDREN AND FAMILIIES

Led by Woodland Academy
and Greater Philadelphia
Health Action




- 200-student enrollment, with new on-site facility and the Garden as classroom
- Star 4 childcare center



Making room for all ...
mroy@bartramsgarden.org
215 729 5281

D&R Trails Trenton

Also known as towpaths



A towpath is a road or trail on the bank of a river, canal, or other inland waterway. The purpose of a towpath is to allow a land vehicle , beasts of burden, or a team of human pullers to tow a boat , often a barge .





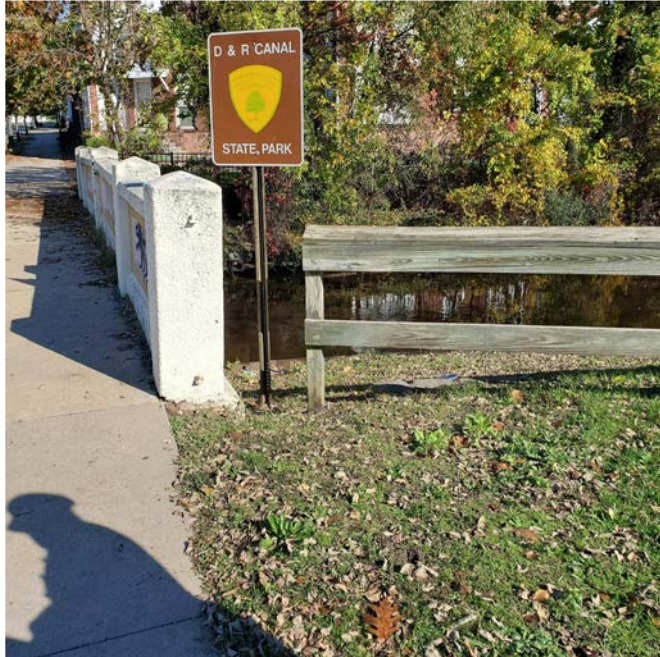


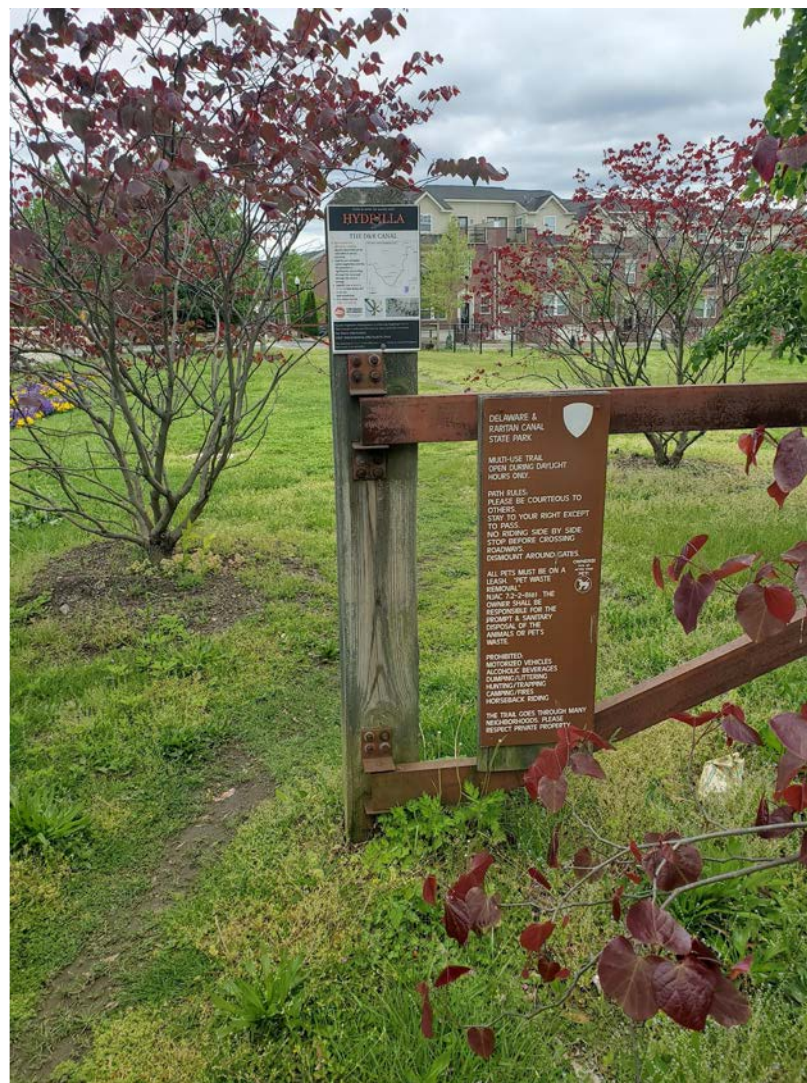






















The End
