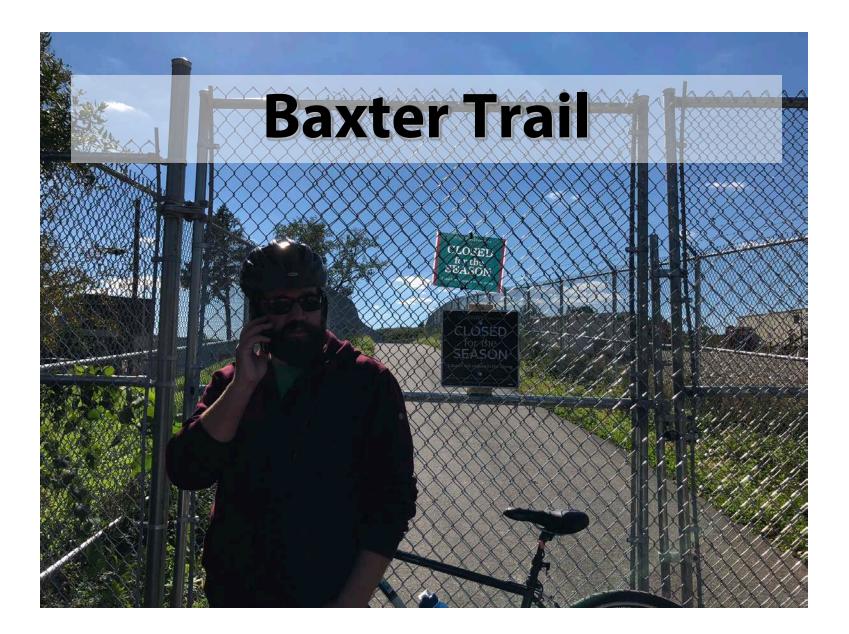
### Welcome

Circuit Trails Semi-Annual Meeting November 7, 2018



CIRCUIT TRAILS	THE
	CIRCOIL









#### 

- Baxter Trail Firing Range Sect. 0.62 miles\*
- Trenton Wellness Loop 1.05 miles
- Lower State Road TAP Trail 0.77 miles
- SRT Washington St. to Lower Pottsgrove 0.9 miles\*\*

\*Opened on summer weekends only in 2018

Counted as complete No

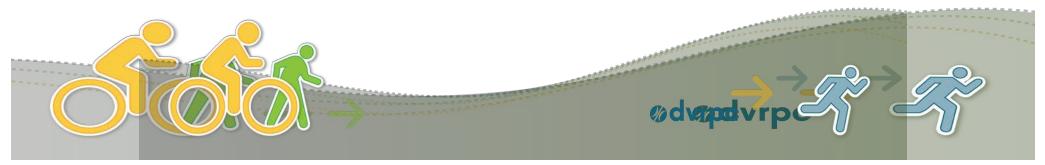
\*\*Counted as complete in May 2018, though the trail is scheduled to be officially complete November 2018





Circuit Trails Potentially Coming in 2019

- Tyburn Road Crossing 0.2 miles
- CSX Tunnel 0.05 miles
- Cobbs Creek Segment A 1.0 miles
- Grays Ferry Swing Bridge 0.2 miles
- Upper Bucks Rail Trail 3.0 miles
- Pennypack Trail Extension 0.8 miles

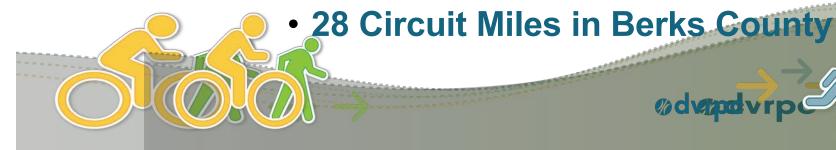




- 815.5 Circuit Miles in the DVRPC region
  - 334.1 miles Complete
  - 74.3 miles in Progress
  - 122.8 miles in the Pipeline

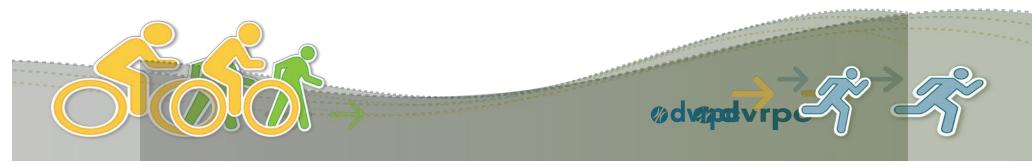
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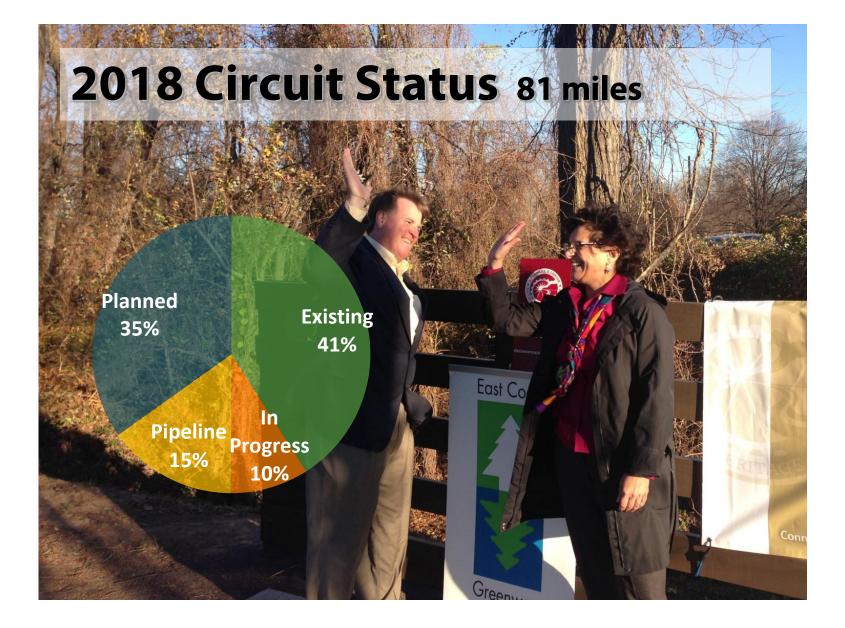
284.3 miles Planned





- 65.6 miles built since January 1, 2012
- 2.4 miles completed between May 2018 and November 2018
- 5.2 miles potentially completed by December 2019





### NJ 2018 Transportation Alternatives Program

As a result of campaigns by multiple New Jersey advocates, the New Jersey Department of Transportation authorized \$23 Million for spending in 2018.

But there is still more to do!



Artists vision of the Delaware River Heritage Trail in Burlington County.

THE
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TRAILS

# Marketing & Communications Update

Brandi Horton & Anya Saretzky, Rails-to-Trails Conservancy Christine Reimert & Paige Knapp, Devine + Partners



## **2018 Strategies**

#### Paid + Earned + Shared + Owned Approach

- "Meet the Circuit" → "Use the Circuit" →
   "Connect on the Circuit"
- Build visibility among trail users and decision makers
- Emphasize role of trails **connecting** people to destinations across the region



#### PROUD THE CIRCUIT TO TRAIL TRAILS

### 2018 Results

- Earned Media Reach: 43.9 million
- Paid Media Impressions: 167.3 million
- Shared Media: audience approaching 10,000
- Newsletter Reach: 10,900
- Social = 48% increase in traffic referrals
- 20 events with Circuit "staffing"



### **Key Initiatives**



# **Opening Day for Trails**

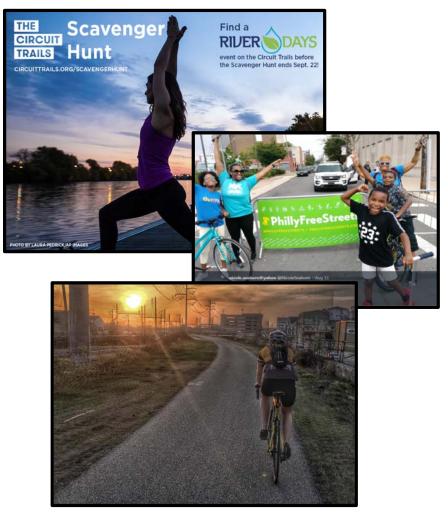
- 28 events across the Circuit
- Rides, walks, cleanups, dog walks, birding, tree planting, mussels
- 23 media hits: Action News, Good Day Philadelphia, Burlington County Times etc.



#### PRUD THE CIRCUIT TOTRAIL TRAILS

### **Scavenger Hunt**

- Experiential engagement opportunity
- 50+ destinations
- Mini-challenges for engagement
- Results:
  - o 46,000 map views
  - o 19.4K page views (up 2K from '17)
  - o 400+ users participated
  - Total social reach: 290,000+ users
  - Grand prize winner visited EVERY location



# Partnerships

- Alliance for Watershed Education
- WHYY/Bartram's Garden
- REI
- Community Events



### **Media Strategies**



# Paid Media

- Print: 3.4 million
- Transit: 151 million
- Broadcast: 9.3 million
- Digital: 3.6 million

### 167.3+ million



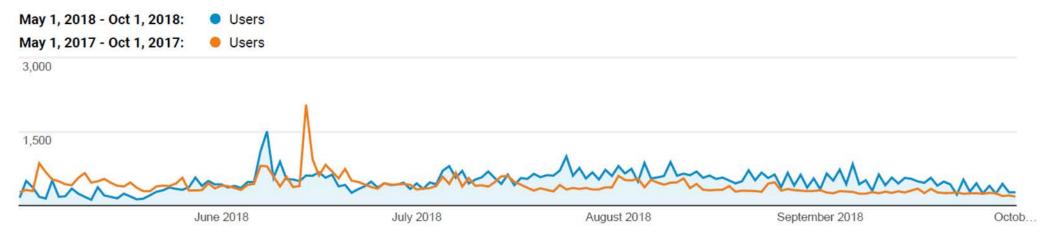


# **Top Performer**

207,900 impressions

2,800 clicks

Strong brand integration opportunity



### **Earned Media**

- 85 media hits in 2018
  - Ribbon cuttings/openings, Opening Day, Watershed Ice, Senator Takes a Hike, funding, resolutions, event round ups/trails as destinations
- Total audience: 43,984,373
- 2019: Beyond Trail Openings
  - Improvements, community events etc

#### WHY

WATERSHED

Public now welcome to stroll 50 acres along Tacony Creek in Northeast Philly

By Catalina Jaramillo - September 11, 2018



Grounds along the Tacony Oreek in Northeast Philadelphia will now be open to the public after Natural Lands, a conservation group, Inwested 5503,000 to crease a conservation easement that preserves 49 acres of the Friends Hospital property, (Max Aveland / Natural Lands)

#### PROUD THE CIRCUIT TOTRAIL TRAILS





#### Extension of the Schuylkill trail dedicated





#### William Penn grant will connect Schuylkill River Trail to lush greenery

BY MARIELLE MONDON PhillyVoice Staff



A cyclist on the Schuylkill River Trail.



egulars on the Schuylkill River Trail are about to see a new expansion that will connect the path to 340 acres of lush greenery. The greenery itself isn't new – it's the home of Upper Roxborough's Schuylkill

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### Courier Post

updates on biking in South Jersey: Laws, lanes and ils



(Photo: Coopers Ferry Partnership)

Bike enthusiasts will be happy to know local and regional trails are continuing to expand while new laws also have been passed to aid bicyclists in New Jersey.

At least two new trail segments opened since last summer in the tri-county region, and more are on their way and are in various phases of design and construction.

More: Bike-share program to pedal into Camden

More: In South Jersey, cycling clubs are advocating for safer roads, trails

More: SJ students learn lessons in mountain biking

Those trails will add off- and on-road segments to the planned 750-mile Circuit Trails network encompassing five counties on the Philadelphia side of the Delaware River and four counties in South Jersey — Burlington, Camden, Gloucester and Mercer. So far more than 340 miles have been completed, according to Delaware Valley Regional Planning Commission officials.

### **Shared Media**

- Twitter 1,427 followers (+318)
  - 129,200 impressions since May
- Facebook 5,785 followers (+802)
  - 333,032 impressions/reach since May
- Instagram 1,739 followers (+462)
  - Instagram Takeovers (RTC, WHYY, Little Babies) expanded content reach





### **Owned Media**

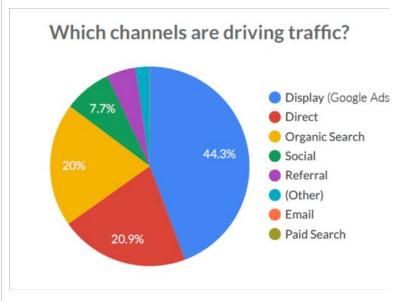
- Circuittrails.org
  - Nearly 55,000 users May Oct. (80%+ new)
  - Web sessions up ~30%
  - Page views up ~5%
- Monthly Public Newsletter: 10,900 recipients



### **Owned Media**

#### **Top Pages by Page Views**

	Page Title	Pageviews 🔻
1.	Home   Circuit	80K
2.	Find Trails   Circuit	26.8K
3.	Circuit Trails Scavenger Hunt   Circuit	19.4K
4.	About the Circuit Trails   Circuit	6.2K
5.	Schuylkill River Trail (SRT)   Circuit	2.3K
6.	What's Happening: Events   Circuit	1.6K
7.	Pennypack Trail   Circuit	1.4K
8.	Happening #onthecircuit   Circuit	1.3K
9.	Chester Valley Trail   Circuit	1.3K
10.	Newsletter Signup   Circuit	1.3K



### **Looking Ahead**



## What's Next #OnTheCircuit

- Photo library
- Growing the "Ambassador Program"
- Demonstrating Momentum
  - Infrastructure developments
  - Resources (circuittrails.org!)
  - Community engagement
  - Coalition participation





# **Action Plan!**

- Events: Let us us know! (website, newsletter, press, etc.)
- Order swag: <u>www.tinyurl.com/circuitswag2018</u>
- Share a post on the Circuit blog
- Engage with Circuit social
- Submit photos: <u>tinyurl.com/circuitphotofolder</u>
- Email updates, questions: anya@railstotrails.org



### CIRCUIT TRAILS COALITION "PROJECT PIPELINE"

NOW, THEREFORE, BE IT RESOLVED, THAT THE NINE COUNTY REGION COMPLETE 180 MILES OF CIRCUIT TRAILS BY 2025 IN ORDER TO ACHIEVE 500 MILES OF COMPLETED CIRCUIT TRAILS

### PROJECT PIPELINE COUNTY MEETINGS

#### PURPOSE:

To accelerate "In-Progress" and "Pipeline" status trail segments by ... Identifying Public & Private Project LEADS Obtaining Financial and Other Resources (writing grants) Advancing Project Segment Design (hiring and managing professionals) Obtaining Right-of-Way Rallying and Amplifying Public Support



Montgomery County
Chester County
Camden County
Philadelphia Members
City of Philadelphia

### Next Steps: Circuit Signage Program



Anya Saretzky, Rails-to-Trails Conservancy

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TRAILS

# Signage Goals:

- Unify Circuit Trails through brand awareness
- Educate local trail users about the network





### Process

- Identified as goal in 2016 Circuit Strategic Planning Process
- Research
- Design
- First Round: Test
- Second Round: Roll Out
- Third Round: Ongoing Program

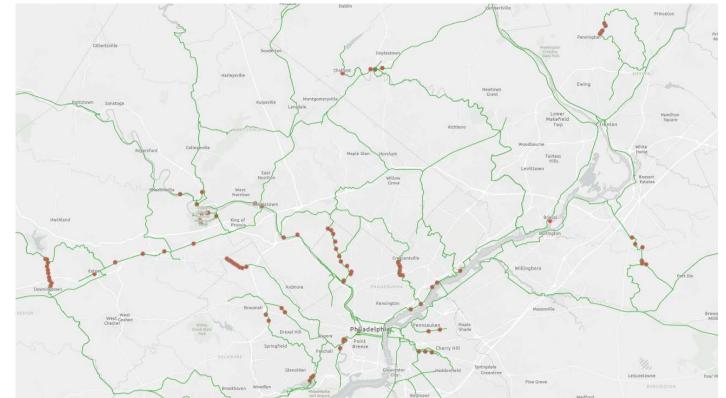


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CIRCUIT

### Circuit Signage: Out in the Wild

- Signage installed on 15 trails
- Coming soon on 4 trails
- 146 signs and counting



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TRAILS

### **Thank You to Our Early Adopters!**

- Kinkora Trail **Delaware River** Trail
- Neshaminy Creek ٠ Greenway
- Merchantville Bike Path
- **Cooper River Trail** Struble Trail
- Lawrence Hopewell ٠
- **D&L** Trail

- Valley Forge Trail **Tacony Creek Trail**
- Forbidden Drive
- John Heinz
- **Darby Creek Trail**
- **Radnor Trail**
- **Chester Valley Trail**
- **Schuylkill Banks**



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CIRCUIT TRAILS

### Next Steps: The Power Is Yours

- Third Round: Ongoing Program
- Goal: Circuit Signage on all existing trails and new trails
- Funding available as part of Regional Trails Program
- Or funded through your organization



CIRCUIT

### **Get Started:**

- ID Funding
- Pick signage type and location
- Order proofs
- Submit manufacturing order
- Install
- Photograph and report locations



# Signage Options



#### Email anya@railstotrails.org for more information

THE
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TRAILS

# Inclusive Trail Planning

EALLS

### Report and Workshops for the Circuit Trails Coalition



MOST

WANTED



MOST

ACHIEVABLE

WATERSHEDS



TAKE

ACTION

COMMUNITIES & LANDSCAPES



#### Statement on Equitable Trail Development

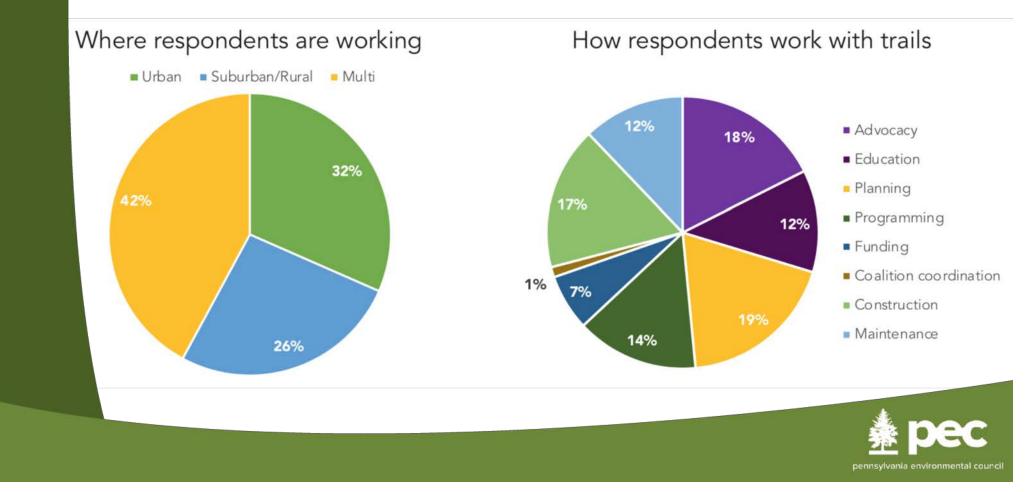


Borrowed from the Capital Trails Coalition:

- Recognize societal inequities that disproportionately impact many minority groups
- Analyze unique challenges to specific populations' mobility and connectivity
- Use this information to advocate for solutions that help trails serve all communities
- Use this lens proactively to influence the Coalition's decision making



#### Survey of Circuit Trail Coalition Members and Partners



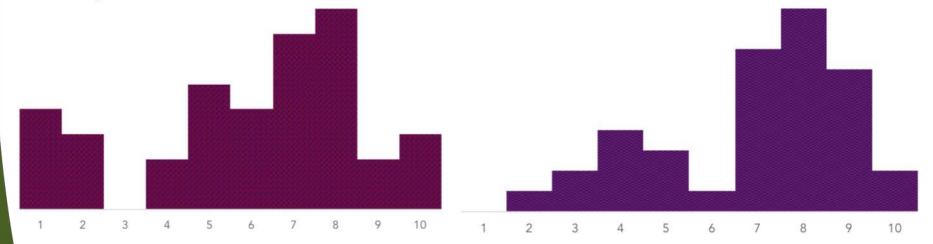
#### Survey of Circuit Trail Coalition Members and Partners

On a scale from 1 - 10, to what extent do you How often do you equate the Circuit Trails with issues of inclusivity, social equity, and believe that the Circuit Trails Coalition can do environmental justice? more to advance equity and inclusivity in its work? Rarely Frequently Sometimes 5 7 2 3 4 6 8 9 1 10

#### Survey of Circuit Trail Coalition Members and Partners

On a scale from 1 - 10, to what extent does your organization work to build partnerships with organizations and groups that are working on social justice issues in their communities?

On a scale from 1 - 10, to what extent does your organization take steps to advance equity and inclusivity internally?





#### **Case Studies: Trail Planning**



#### **Case Studies: Trail Planning**



#### **Case Studies: Programming**



#### **Case Studies: Programming**



#### **Case Studies: Programming**



#### **Tool Kit for Inclusionary Trail Planning**

#### Community organizing framework

Understanding the community

**Planning Events** 

Implementation of Trail

Institutional Change



I'D LIKE TO SEE CHESTER.

WHAT'S THE CHESTER BUZZ?

### **Inclusionary Trail Planning Workshops**

### January 15 & January 30

Hosted by PEC and the Working Group Professionally facilitated

#### Learning Objectives (not exhaustive):

- Build a shared language around inclusivity and equity
- Learn about the history of this work through case studies
- Learn how to build organization-wide or agencywide buy in
- Provide tools to help organizations and agencies take action



Mark your calendars!

# Connecting Healthcare and the Outdoors

Prescribe-a-Trail & NaturePHL

### **Preliminary Research**

- October 2013 the Affordable Care Act passed
- Community Health Needs Assessment or "CHiNA"
- Hospital Associations of PA and NJ
- Delaware Valley Health Care Association
- County Health Departments
- Hospitals
- Programming

### Prescribe-a-Trail is.....

- Hour-or-so long trail walks led by a doctor or other clinician.
- Clinician speaks to the walkers for 10 minutes then walks with the group and answers their questions.
- Partnership between health care organization and local trail group.
- Easy-to-organize.
- No cost.
- Started Fall 2015. 60 walks. 720 people.
- For more info and handbook, go to Rails-to-Trails Conservancy website.

### **Rationale for Hospital Selection**

43 hospitals/ health care offices researched and 9 identified as high priorities:

- proximity to a Circuit Trail
- Hospital/health system size and reach
- significance of and construction status of trail
- whether an extension or linkage is planned
- existence of a capable trail partner
- areas with significant trail gaps
- income level of the hospital's service area

### Participating Hospitals & Healthcare Organizations

- Main Line Health (Lankenau, Riddle, Paoli, Bryn Mawr)
- Penn Medicine Valley Forge
- Phoenixville Hospital
- Jefferson Brind Marcus Center for Integrative Medicine
- Premier Orthopedics
- Cooper
- Roxborough
- Aria and more.

### **Why Hospitals Participate**

- Implementing CHiNA
- Meeting wellness goals
- Brand recognition through community engagement (PR)
- Walker to patient conversion
- Walking treats over 40 diseases.

### "There are many benefits of walking everyday. It strengthens your heart, helps control your weight, prevents dementia [and] gives you energy, but most of all it releases endorphins to make you happy."

Charlene A. Burkholder, MSN, CRNP Orthopedic Service Line Director, Joint Replacement Coordinator Phoenixville Hospital

### **Why Hospitals Participate**

- Employee engagement
- Provider-patient relationship enhancer
- Modeling preventive care
- Effectiveness of being outside the traditional doctor- patient setting

"Prescribe-a-Trail allows our doctors to interact with people in a rare way; without an appointment, without a confined time, without the dreaded co-pay. Being able to have a conversation in such a relaxed setting is a game changer for our doctorpatient relationships."

Kathleen Rantz Marketing Representative Premier Orthopaedics

### **Hurdles and Solutions**

- Fear of low turnout
- Hospital bureaucracy
- Unique workplace
- Lack of buy-in from hospital decision-makers



**Events & Classes** 

#### Prescribe-a-trail: Free community walks

Join our health practitioner for information and advice on how to achieve maximum health during a brisk walk

6	<b>9</b>
9:00-10:00 am	Friends of Haverford Trails/ Darby Creek Trail/Merry Place 600 Glendale Road, Havertown, PA 19083 Meet at the southern end of the trail near Merry Place
10:00-11:00 am	Valley Forge Park Alliance 1400 North Outer Line Drive King of Pruzzia, PA 19406
9:00-10:00 am	Friends of Radnor Trail Park West Wayne and Highland Avenues Radnor, PA 19087 Meet at the Wast Wayne Avenue entrance of the Radnor Trail
9:00-10:00 am	Friends of Haverford Trails/ Darby Creek Trail/Merry Place 600 Glendale Road, Havertown, PA 19083 Meet at the southern end of the trail near Merry Place
10:00-11:00 am	Valley Forge Park Alliance 1400 North Outer Line Drive King of Prussia, PA 19406
sturdy shoes required • To be ca	ncelled in the event of inclement weather
CI	E RCUIT Main Line Health"
	10:00-11:00 am 9:00-10:00 am 9:00-10:00 am 10:00-11:00 am 10:00-11:00 am





Login Register

## GET OUT & GET ACTIVE

#### CHALLENGING YOU TO LOG 165 MILES FROM MAY TO NOVEMBER ON YOUR TRAIL TO HEALTH!

**VIEW CHALLENGE** 

r f 🖄

MENU



#### GET YOUR TAIL ON THE TRAIL

#### **A HEALTHY CHALLENGE, A HISTORIC TRAIL**

St. Luke's University Health Network (St. Luke's) and Delaware & Lehigh National Heritage Corridor (D&L) have partnered to bring the community a family fun initiative — *Get Your Tail on the Trail*! The "trail" is the nearly continuous 165-mile multi-use D&L Trail which stretches from Wilkes-Barre to Bristol, PA. The free program aims to help people of all ages and abilities to meet their personal fitness goals and experience the value of the local trails through day-to-day challenges, public events, and incentives.

#### Learn More >







### **DID YOU KNOW?**



f 🖄

Login Register

St. Luke's University Health Network

### **Next Steps**

- Expand the program to health insurance companies
- Add a count component
- Collaborate with NaturePHL
  - Expand into more diverse areas
  - Co-branding



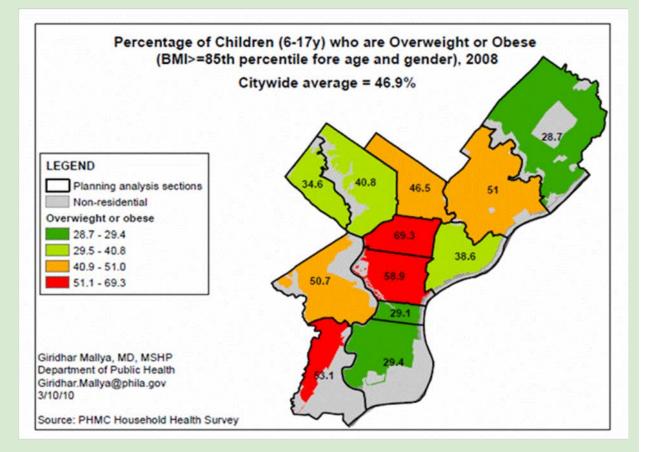
# NaturePHL

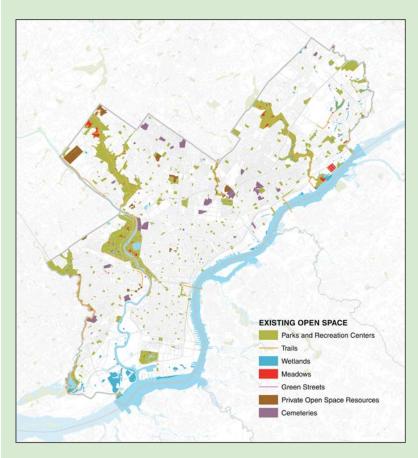
### Introduction

- NaturePHL is a cross-sector program helping Philadelphia children and families achieve better health through activity in local parks, trails, and green spaces.
- A collaboration that brings together physicians, clinicians, educators, public health advocates, park and recreation agencies, and other organizations to offer outdoor activity prescriptions.
- Through NaturePHL, we connect families with healthy outdoor play in their neighborhoods through education about health benefits, incentives, and resources.
- Modeled after two major existing programs: Park Rx America (formerly DC Park Rx) and OutdoorsRx.

### **Research Driven**

- Childhood obesity rates:
  - Nationwide: 17%
  - Philadelphia: 21%
- Among the nation's 10 largest cities, Philly has:
  - Highest rates of hypertension and cardiovascular disease
  - 2nd highest rates of obesity and diabetes.





### **Research Driven**

2008 University of Pennsylvania study:

- 32% of residents living within a ½ mile of one of 6 parks studied reported never having visited the park.
- Top 3 reasons cited:
  - 1. Lack of time
  - 2. Work commitments
  - 3. Didn't know the park existed

### **Research Driven**

Lower incidence of 15 diseases—incl. depression, anxiety, heart disease, diabetes, asthma, and migraines—found in people living within a  $\frac{1}{2}$  mile of green space.

#### So, why isn't every doctor prescribing outdoor recreation?

- Doctors often don't live in the same neighborhoods as their patients, so are unable to give specific, local advice on how to get outdoors.
- Even though Philly has lots of green space, many people don't know where or how to get outdoors in their neighborhood.

# **NaturePHL Lead Partners**

- The Schuylkill Center for Environmental Education
- Children's Hospital of Philadelphia
- Philadelphia Parks and Recreation
- The U.S Forest Service



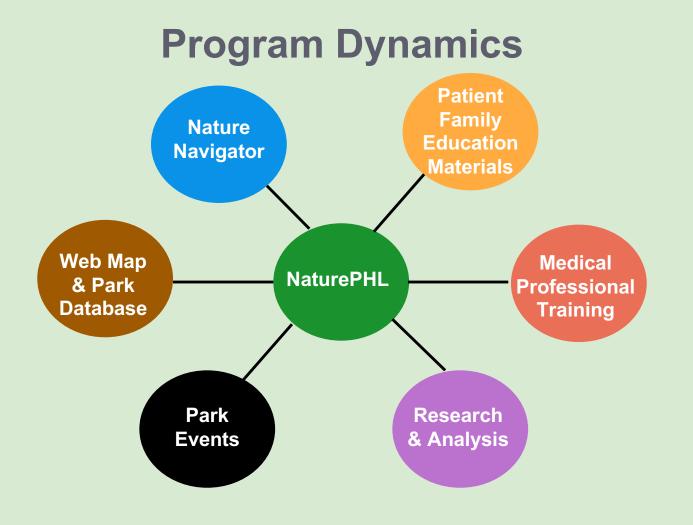






# **NaturePHL Timeline**

- 2014 Schuylkill Center Director of Education connects with CHOP pediatricians over shared desire to bring park prescriptions to Philadelphia
- 2015 Lead pediatricians bring on other interested providers, formalize CHOP partnership
- 2016 Focus groups held, park audits begun
- July 2017 Nature Navigator hired, physician training sessions held
- August 2017 program launched at Cobbs Creek and Roxborough clinics
- August 2018 program launched at Karabots and South Philadelphia clinics



# **Clinical Implementation**

- NaturePHL is integrated into CHOP's electronic health record system (EPIC).
- Counseling on increasing time outdoors is a main part of the primary care physician's workflow during each patient visit.
- Patients receiving counseling are young children aged 5-12 coming into their well child visit (yearly checkup).
  - We are excited to expand this age group. Providers are currently targeting adolescents (12-18) as well and problem visits (adhd, obesity, asthma)

# **NaturePHL : Universal Counseling**

"The American Academy of Pediatrics recommends that all children get an hour or more of physically active play every day. The best kind of play happens outdoors! Our practice is proud to partner with NaturePHL to connect our kids and families with nature, right here in our city. Check out: <u>www.naturephl.org</u> to learn more!"

## **Nature Navigator**

- In order to increase adherence to outdoor prescriptions, CHOP physicians refer patients and their families to a "Nature Navigator".
- This research shaped role involves motivational interviewing techniques and other tactics to increase the patient's time outdoors.
- The position is filled by a Community Health Worker that has a background in health counseling, knowledge of community resources, and experience in environmental education.

## NaturePHL Website

www.naturephl.org

Our web platform is designed to be a tool for physicians giving NaturePHL prescriptions and a resource for families to find nearby parks and greenspaces.

GOAL: elevate website visibility to expand our audience and improve the health of Philadelphia through access to parks, trails, and green space.

# **Moving Forward**

- A major long term goal for NaturePHL is the creation a scalable toolkit that can be distributed to other healthcare partners in the city of Philadelphia and beyond.
  - We are currently working on expanding within CHOP primary care as well as the idea of implementing in St. Christopher's in the upcoming year.
- We also are trying to expand our program to work with all audiences and ages.
  - Adolescents, adults, behavioral clinics etc.

# **Partnership Opportunities for the Circuit Trails**

- Expansion of NaturePHL's map
  - The addition of circuit trails will help to expand age group and current boundary of Philadelphia.
- Partner as we expand
  - Partnering with both NaturePHL and Prescribe-a-Trail to elevate our programs and initiatives.
- Programming
  - Helping us create programming on the circuit trails for adolescents, and adults.
- Providing Resources
  - Assist in the creation of new materials and seek out funding.

## **Prescribe-a-Trail & NaturePHL Collaboration**

### **NaturePHL**

- Programming with Prescribe-a-Trail to cohost events and walks
- Increase and expand audience by including Circuit Trails in mapping platform

Prescribe-a-Trail

- Increase diversity by bringing programming to NaturePHL's locations
- Improve metrics both in quantity and reach

This collaboration will result in opportunities to create better marketing

### MONTGOMERY COUNTY PLANNING COMMISSION

### Cross County Trail Update



Montgomery County Trail Easement, Whitemarsh Township 2017

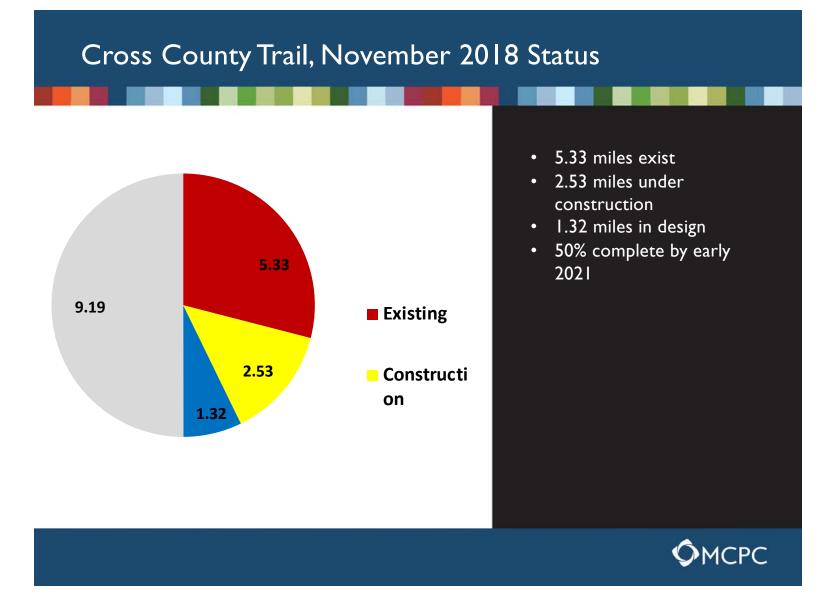


### Proposed County-Wide Trail System

#### PROPOSED COUNTY-WIDE TRAIL SYSTEM



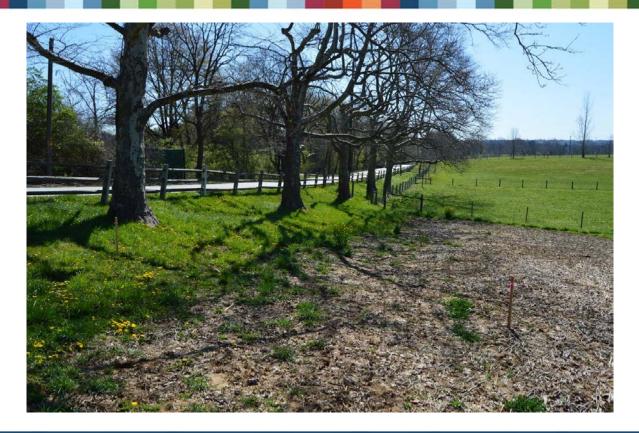




### Germantown Pike to Fort Washington State Park



### Germantown Pike to Fort Washington State Park





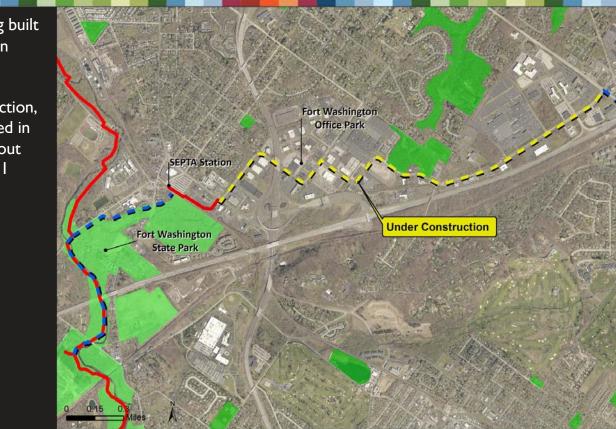
### Germantown Pike to Fort Washington State Park





### Fort Washington State Park to Susquehanna Road

- 2.53 miles being built by Upper Dublin Township
- Phased construction, I mile completed in 2018, full build out by summer 2021



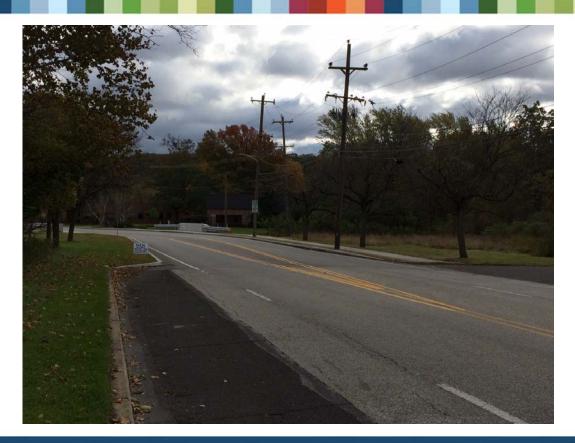


### Fort Washington State Park to Susquehanna Road



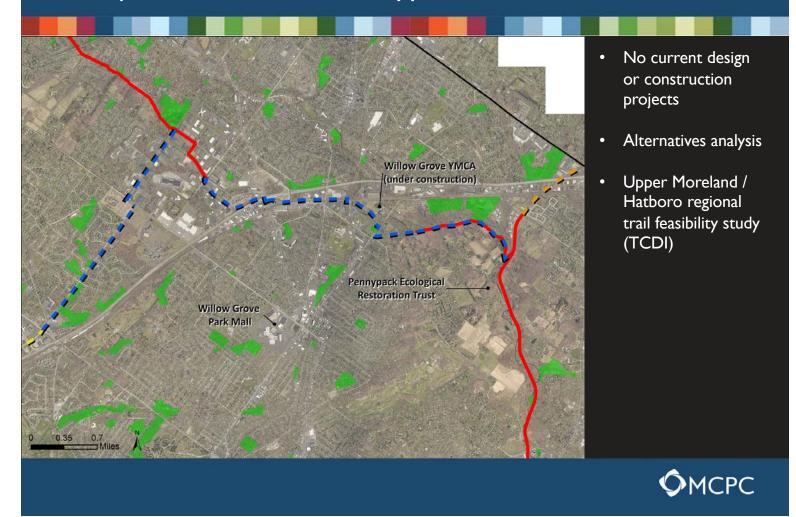


### Fort Washington State Park to Susquehanna Road

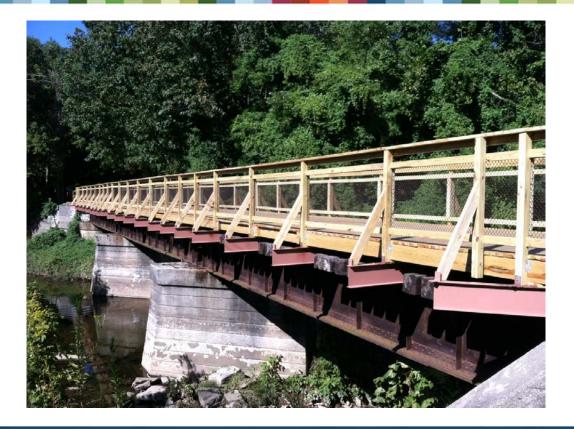




### Susquehanna Road to Pennypack Trail



### Susquehanna Road to Pennypack Trail





# "Bridging the Trenton Gap" Wellness Loop & D&R Canal / Del. River Heritage Trail Connector



# D&R Greenway Land Trust

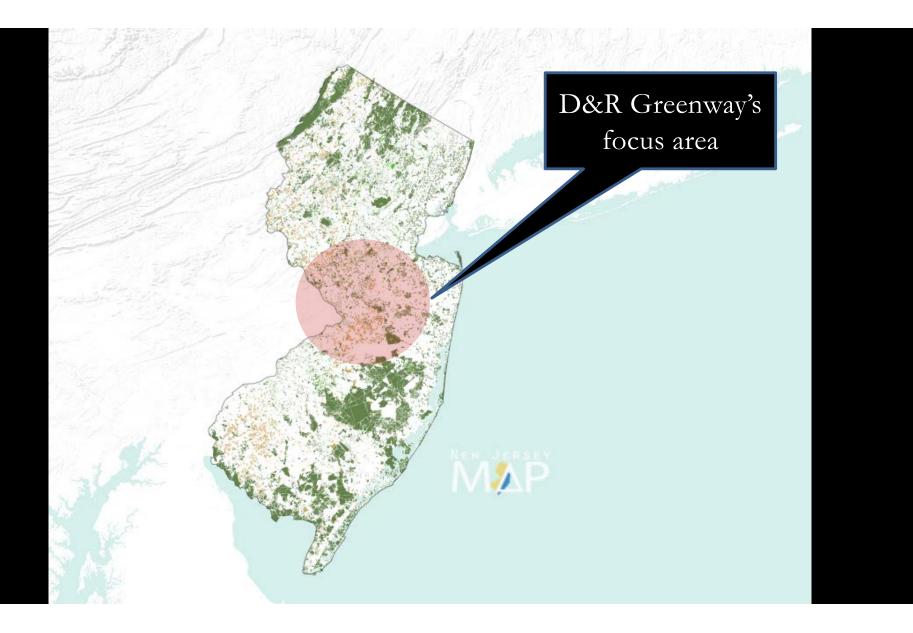
- Established 1989
- 302 properties 20,500 acres preserved
- We own / manage-
  - -2500 acres in fee
  - -3800 acres easements
  - $-26 \underline{trail}$  miles

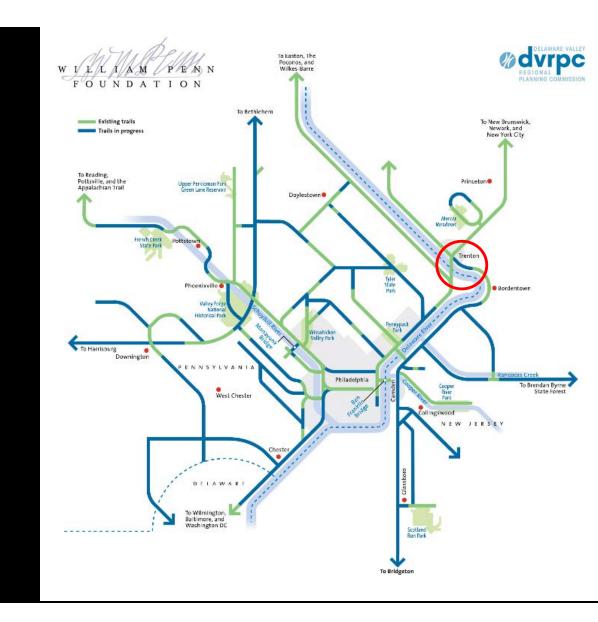
# D&R Greenway Land Trust

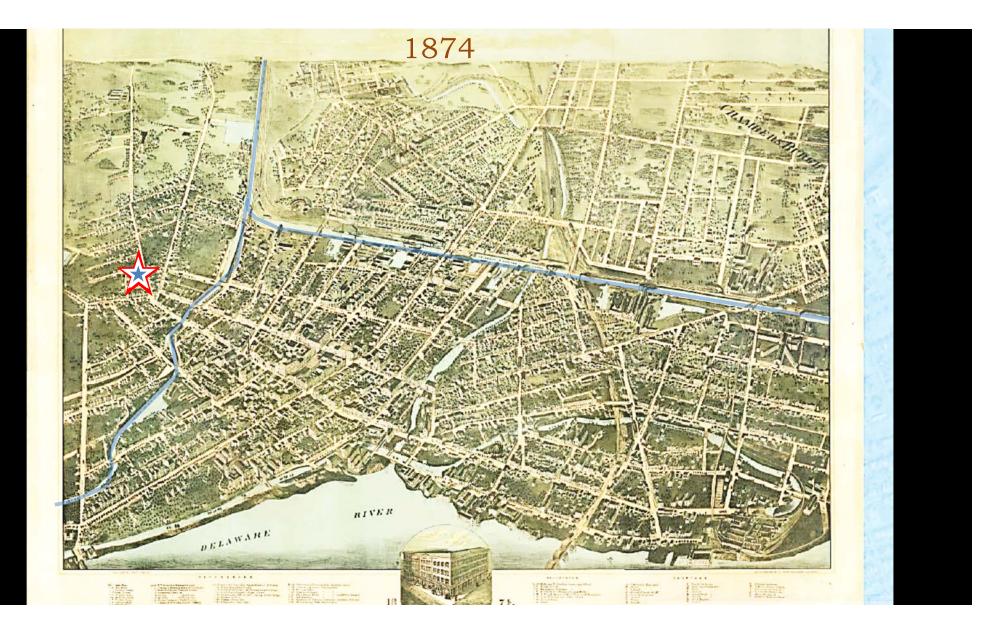
• We are *NOT*:

The D&R Canal State Park
The D&R Canal Commission
NJ Water Supply Authority

• We ARE...

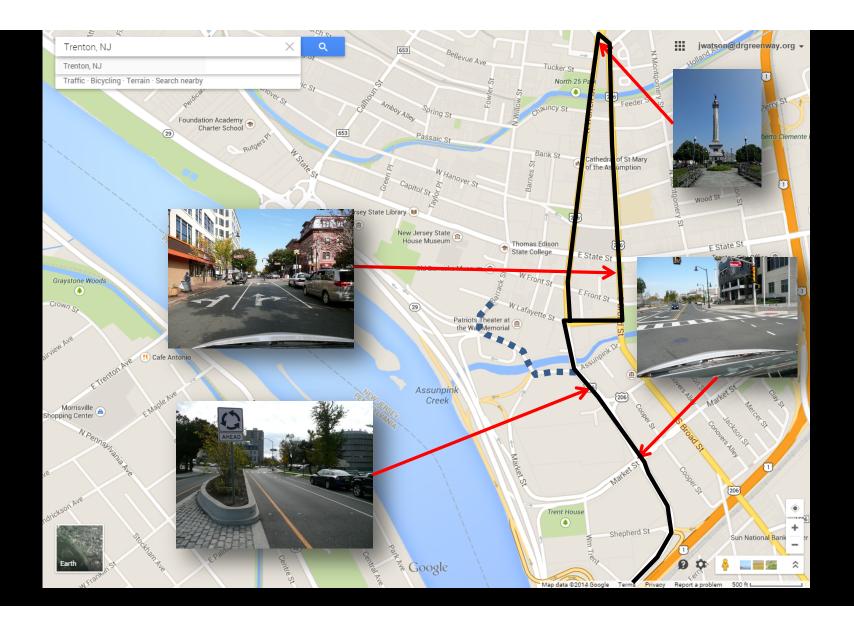








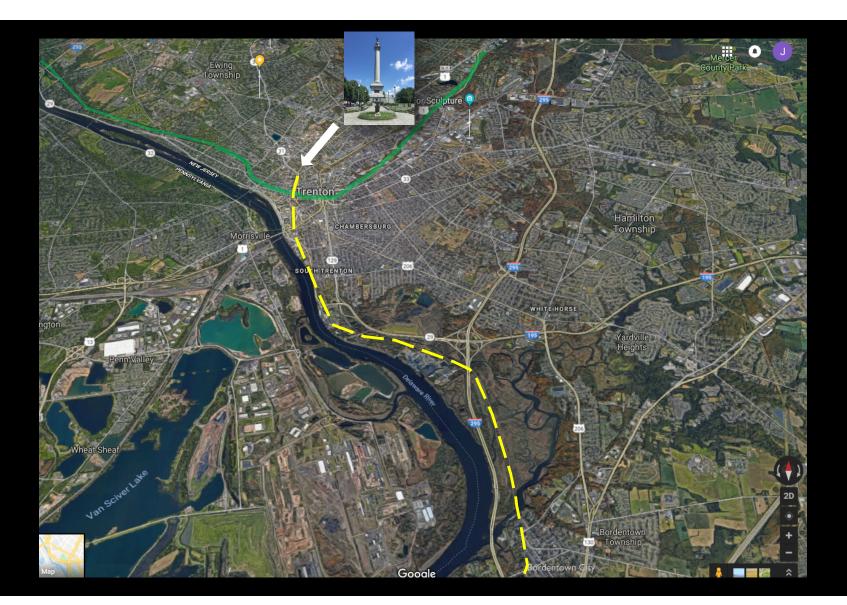


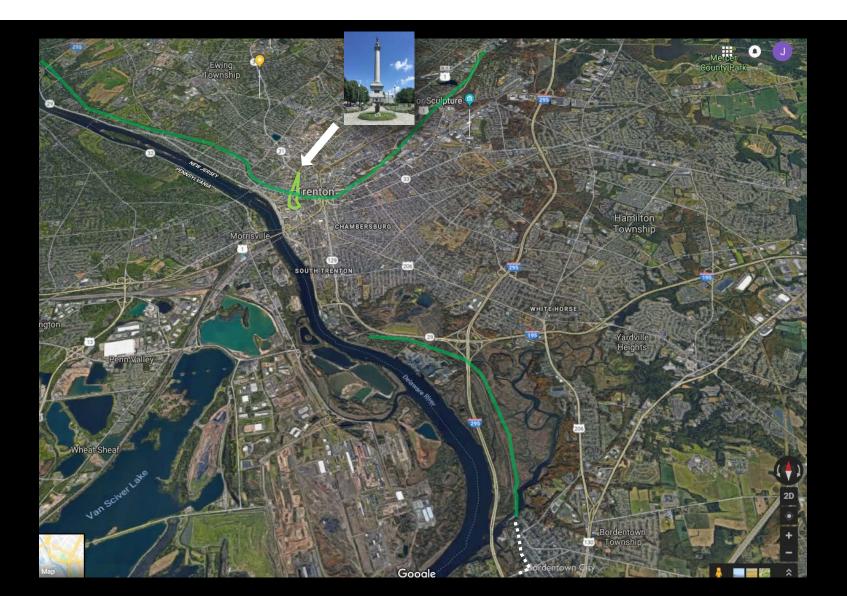




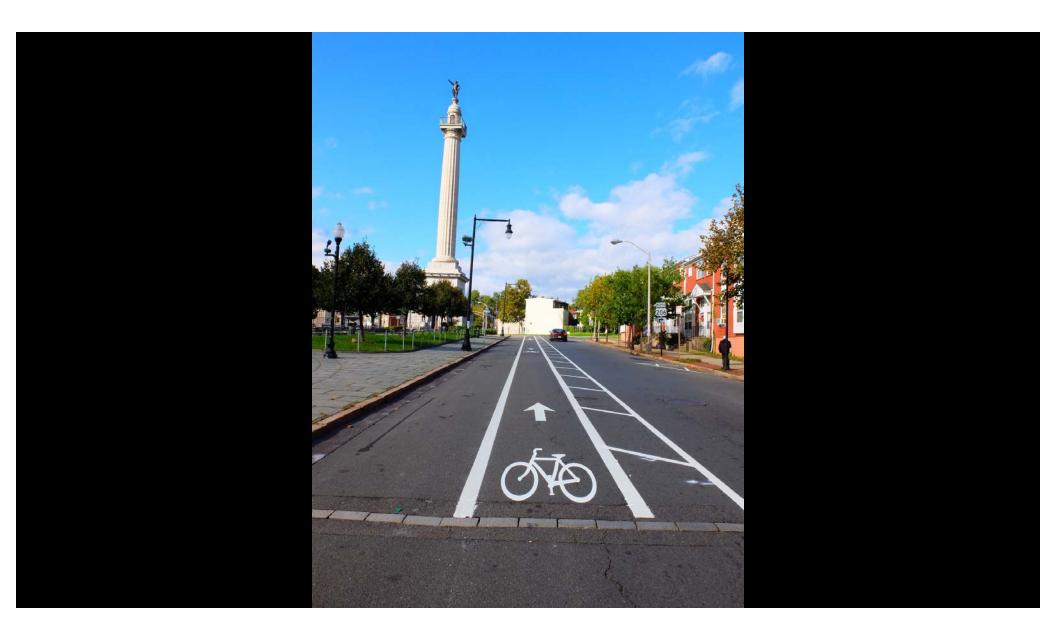














## Please join us!!!

Please join the Honorable Reed Gusciora, City Council Members, D&R Greenway Land Trust and Project Partners to dedicate the new -

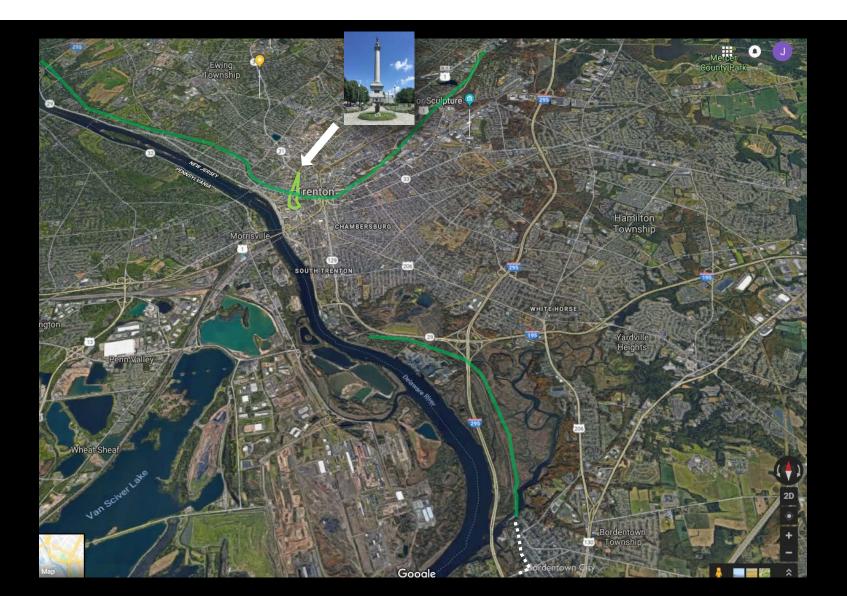
## **Trenton Wellness Loop**

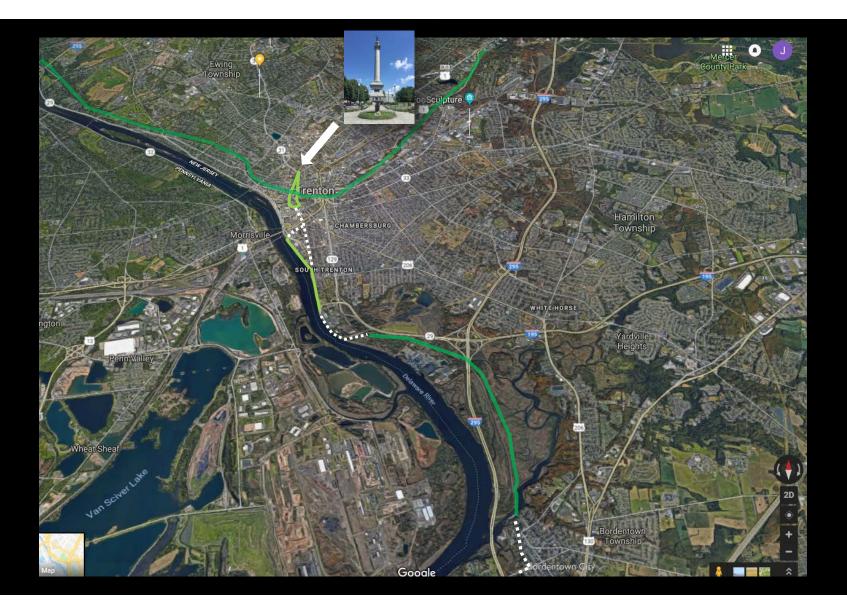
When	3:00 PM on Thursday, November 8
Where:	Trenton Battle Monument 348 North Warren Street
What:	Celebrate completion of <i>The Wellness Loop</i> bicycle lane project in downtown Trenton.

After ribbon cutting, there will be an 'inaugural ride' around the loop, <u>so bring your bicycle!</u>

**RSVP** – <u>jwatson@drgreenway.org</u> For more information, contact Jay Watson directly at 609.924.4646







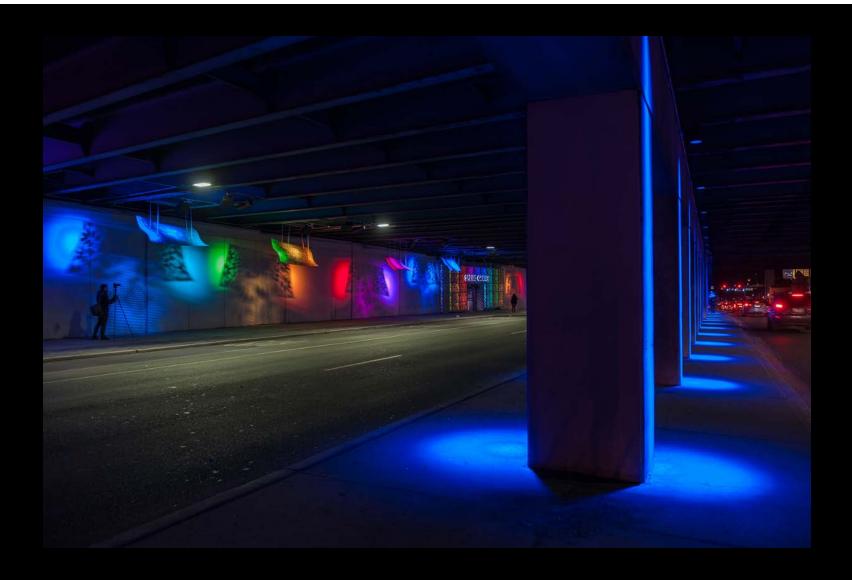


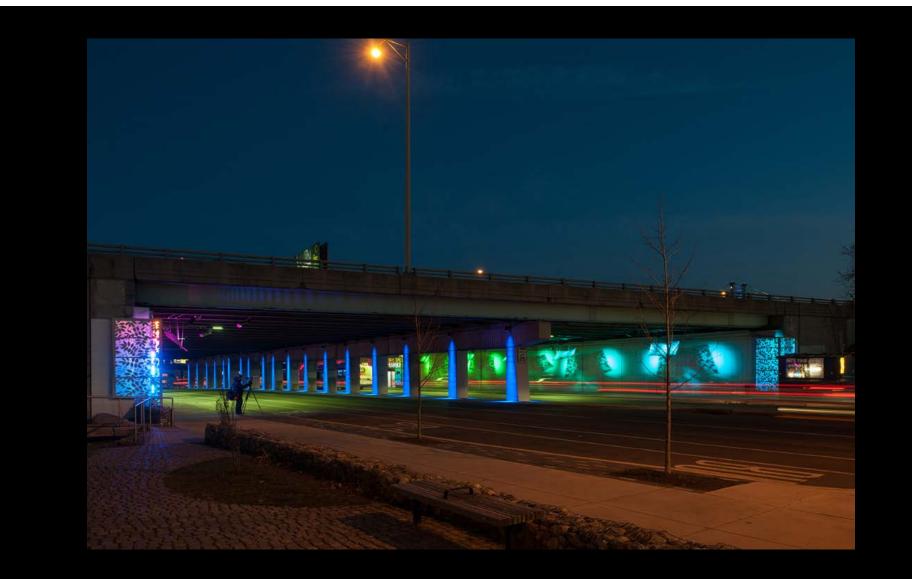














## Education...















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