

**THE  
CIRCUIT  
TRAILS**

**Semi-Annual Meeting  
May 11, 2023**

# Welcome!



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# In Memoriam



Elissa Garofalo



Jun King

Shawn Megill Legendre  
Circuit Trails Coalition

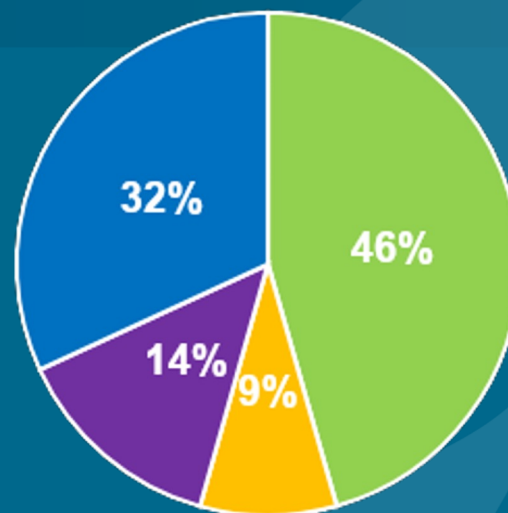
# Circuit Trails Status Report





# Mileage Update

- Nearly 380 miles are complete!
- Six miles added since November 2022.
- About 45% complete.
- Over 73 miles are in progress



■ Existing (380 miles)  
■ In Progress (73 miles)  
■ Pipeline (115 miles)  
■ Planned (266 miles)

# Recent Completions

- Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles

# Chester Valley Trail Extension



Source: DVRPC

# Recent Completions

- Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles
- Delaware River Trail: Aramingo Ave to Lehigh Ave (Sponsor: PennDOT) - 0.75 miles



## Delaware River Trail: Aramingo Ave to Lehigh Ave



Source: Daniel Paschall, ECGA

# Recent Completions

- Chester Valley Trail Extension (Sponsor: Montgomery County) – 3.9 miles
- Delaware River Trail: Aramingo Ave to Lehigh Ave (Sponsor: PennDOT) - 0.75 miles
- Delaware River Trail: Princeton Ave to Cottman Ave (Developer-built) - 0.26 miles

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**Strategic Funding Updates**

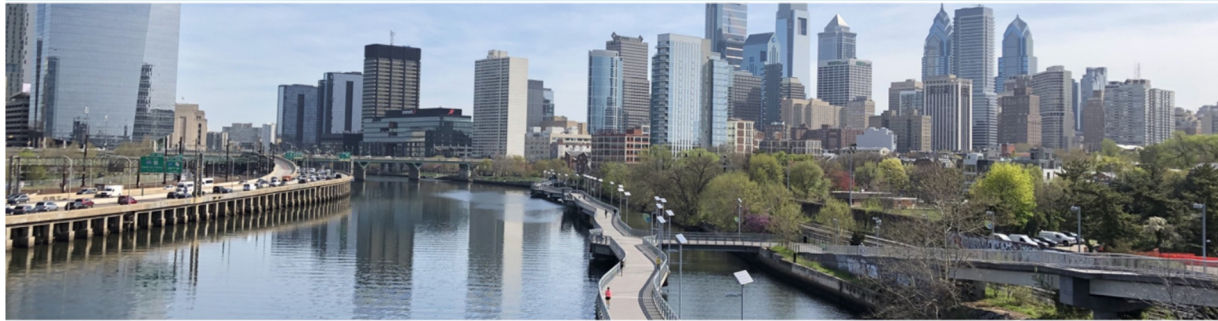
# Strategy Overview

**Secure federal funds for Circuit projects to reach  
the goal of 500 miles by 2025**



- **Bipartisan Infrastructure Law - Discretionary Funds/Carbon Reduction Program**
- **Transportation Improvement Plan/DVPRC**
- **Transportation Alternatives Set Aside (TASA)/Project Capacity**

# Moving the Circuit Forward to Reach **500 MILES BY 2025**



## **THE CIRCUIT TRAILS**

Strategies to accelerate the completion of The Circuit Trails

4th Edition

Published by the Bicycle Coalition of Greater Philadelphia on March 2023

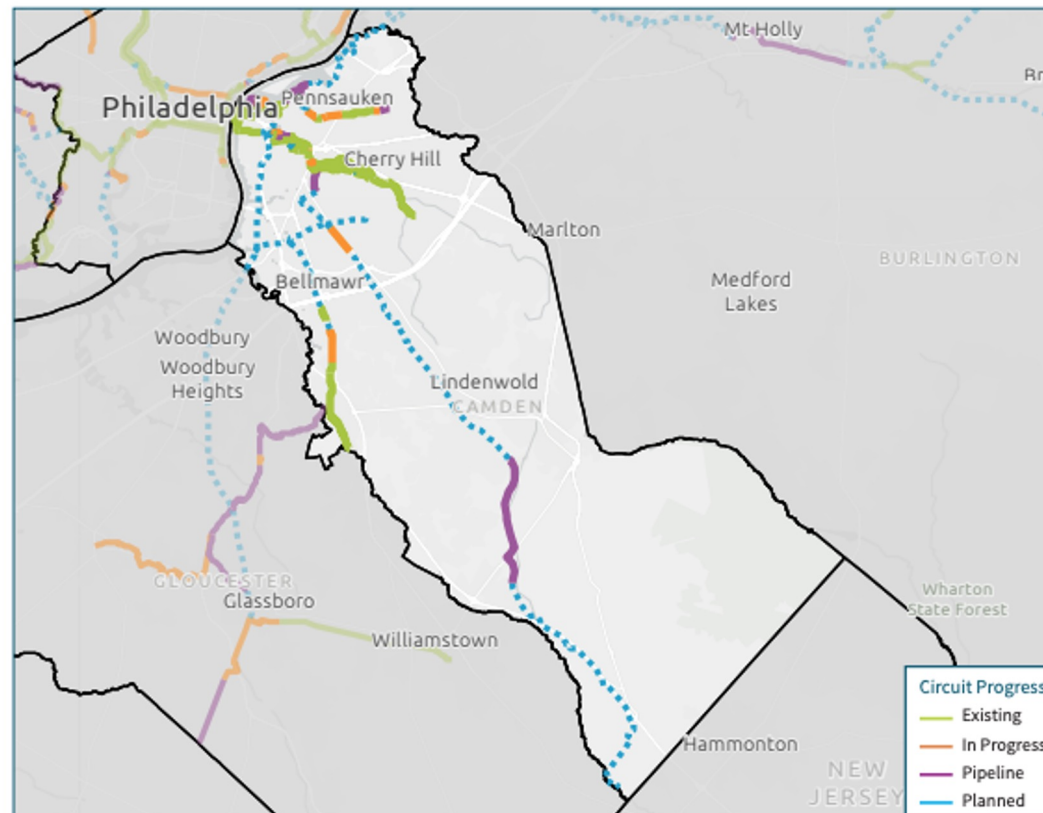
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- **11 policy recommendations**
- **Tables of projects ready for federal/state funding by county**
- **County maps**

The following table sorts the 8 trail segments in Camden County that have been identified as ready for federal, state and local funding, and its Gap Analysis Score to identify priority projects that require action to reach 500 miles by 2025. Additionally, the Circuit Trails Coalition has identified priority trail projects (highlighted in green) in the 9-county region to ensure the region reaches the interim campaign goal of 500 miles by 2025 with the purpose of connecting the Circuit's critical gaps.

Trail	Segment Description	Trail Status	Funding Readiness	Miles	Priority Score
Camden County Link	Cooper River Bridge	In Progress	Federal	0.06	25
Cooper River Trail	Admiral Wilson Blvd Trail	Pipeline	Federal	0.50	25.5
Cooper River Trail	Pub Connector	In Progress	Federal	0.12	24
Cooper River Trail	Route 130 Crossing	In Progress	Federal	0.19	21
Merchantville Trail	N 36th St to Euclid Ave	In Progress	Federal	0.56	24.5
Camden County Link	Somerdale Rd to Wakonda Rd	In Progress	Federal	0.45	12
Camden County Link	State St to near Memorial Ave	Planned	Federal	0.91	32
Camden County Link	New Brooklyn County Park	Planned	Federal	1.51	18.75
Burlington - Camden Trail	Union Rd to Pennsauken Creek	Conceptual	State/Local	Conceptual	N/A
Total Miles:				4.3	

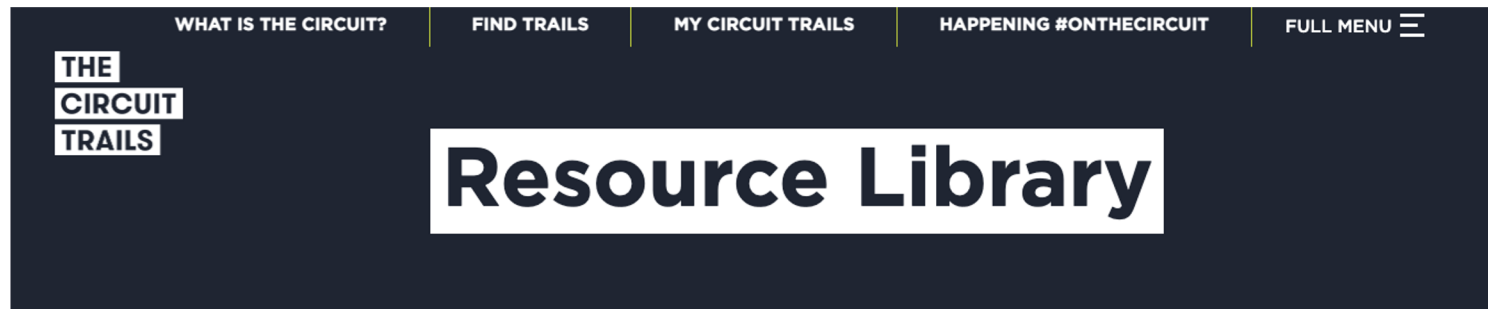
## Camden County



Moving the Circuit Forward | 2023 Update

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<https://circuittrails.org/resource-library/#500-miles-by-2025-campaign>



See available resources below for the Circuit Trails community.

## Resource Library

EQUITY AND JUSTICE ON THE CIRCUIT TRAILS

500 MILES BY 2025 CAMPAIGN

 Moving the Circuit Forward To Reach 500 miles by 2025 Report (April 2023)

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**Pennsylvania**

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**New Jersey**



# Action Alert

[circuittrails.org/get-involved/advocate/](https://circuittrails.org/get-involved/advocate/)

You can help by making sure your commissioners are on board. Send a letter to your commissioners today by selecting your county from the list below.

BUCKS COUNTY →

GLOUCESTER COUNTY →

BURLINGTON COUNTY →

MERCER COUNTY →

CAMDEN COUNTY →

MONTGOMERY COUNTY →

CHESTER COUNTY →

PHILADELPHIA COUNTY →

DELAWARE COUNTY →

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**Questions?**

# **THE CIRCUIT TRAILS**

**Programming, Awareness and Engagement**

# Community Grant Program 2023 Grantees



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Photo: Daniel Paschall, ECGA -- D&R Canal Trail -- Artworks Trail Jam 2023





Photo: Daniel Paschall, ECGA -- Delaware Riverfront Trail -- Chester Bike Rodeo 2023



# **THE CIRCUIT TRAILS**

**Awareness + Engagement**

# Market Research: Immediate Actions

Our communications strategy addresses the following recommendations from the JEDI report:

- #1 Invite everyone to have **their fun** on the trail.
- #2 Extend an **overt** welcome.
- #3 Host organized group activities.
- #9 Show people enjoying the trail.
- #10 Leverage local social media and traditional door-to-door.

Source: [https://circuittrails.org/sites/default/files/Equity\\_of\\_Access\\_to\\_Trails-Market\\_Research\\_Handout.pdf](https://circuittrails.org/sites/default/files/Equity_of_Access_to_Trails-Market_Research_Handout.pdf)



# Market Research Insights

Top takeaways applied to communications strategy:

- **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**—self guided, in small groups or organized

# Strategic Imperatives

- **Build awareness + engagement among diverse audiences**, leveraging media and partnerships to create opportunities for meaningful activations and meaningful cross promotional initiatives
- **Create authentic representation** of trail use and connection to trails through a series of “My Circuit Trails” initiatives
- **Use language** to communicate inclusion and welcome
- **Put broad brand recognition + growing grassroots to work** for advocacy in support of Action Teams and 500 miles x 2025 campaign
- **Maintain the momentum** of The Circuit Trails general consumer awareness campaign

# Raising Awareness



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# Engaging Neighborhoods



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# Your Action Plan

- **Showcase Circuit:** on website, social, materials, press
- **Engage with the Circuit on Social:** #OnTheCircuit, FB/Insta/TikTok @thecircuittrails, Twitter @circuittrails
- **Share Content:** blogs, events/ribbon cuttings/ground breakings, advocacy needs, community partnerships, opportunities
- **Amplify the Circuit Story:** Circuit Citizens and advocacy, events, fun happenings

## Training and Tools:

[tinyurl.com/CircuitSocialTools](https://tinyurl.com/CircuitSocialTools)

## Photos:

[tinyurl.com/circuitphotofolder](https://tinyurl.com/circuitphotofolder)

Share updates, ask questions, get swag and resources:

[anya@railstotrails.org](mailto:anya@railstotrails.org)

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**5 Minute Break**

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**Coalition Assessment Project**

# Circuit Trails Coalition 2023-2033

## Coalition Assessment Project

- We've come so far in 10 years!
- What does the next 10 years look like?
- To get there, who/what are we missing?
- To get there, how should we adjust?



# Coalition Assessment Process

## Phase 1 Objectives:

- Understand the coalition's current conditions
- Consider the effects of those conditions towards our short/long-term vision

## Activities:

- Mapping “what is”
  - Membership, Org Structure, Communications
- Member survey
  - Member needs & interests, coalition strengths / needs attention

# Benefits of Membership

*What does your organization **get from being a member** of the Circuit Trails Coalition?*

Factor	Agree / Strongly Agree
Has <b>access to learning and information</b> that improves our work	96%
Benefits from being part of a coalition that <b>has priorities and provides coordination to achieve them</b>	93%
Has <b>a bigger voice</b> on trails and related issues than we have on our own (membership results in greater influence / impact.)	89%
Better <b>understands DVRPC priorities, programs, information and tools</b>	82%
Benefits from receiving <b>information about and access to funding</b> opportunities	81%

# Benefits of Membership

*How could the Coalition **better contribute to your organization** meeting its own goals?*

**Themes include:**

- Desire for more specific support, **technical assistance for or engagement with local projects**. Including highlighting partners, communities, projects/connections.
- Focus more on **activating and programing trails**
- More **cohesive communications**; continued **support for outreach**
- Some smaller / less resourced organizations: **support for finding funding** or guidance on how to grow to get staff.
- **Sharing funding announcements** so organizations find out in timely way / not surprised.

# Member Engagement

## High agreement:

- Familiarity and alignment with **coalition priorities**
- **Gain benefits from engaging** in the coalition

## Needs attention:

- Coalition can **improve member engagement**
- Can increase understanding of **HOW to be involved**
- And **how to bring ideas, issues, projects forward** for consideration

## Noteworthy:

- Members have **different capacity levels to engage** w/ the coalition.
- Need to identify additional **ways to engage and support smaller/less resourced orgs.**

# Member Engagement

## **Other conclusions / member suggestions:**

- Should create an onboarding process
- Should more regularly share ways members can engage
- Clarity around JEDI Task Force/Learning Community, how to engage
- How Action Teams work needs attention
- Need to cultivate and develop more leaders within the coalition
- (And a range of additional responses/ideas)

## **Noteworthy:**

- Only about 50% of members would or have invited a peer to join the coalition

# Coalition Benchmarking

**Members ranked their level of agreement with statements about the coalition regarding 10 key factors of coalition strength.**

## **Top areas of STRENGTH:**

- Clear Purpose and Shared Goals
- Strategic Analysis and Direction
- Mutual Benefits
- Celebration and Rewards

## **Top areas that NEED ATTENTION:**

- The Right Members
- Value to Membership
- Effective Internal Communication
- Clear Decision-Making Processes

Go to [menti.com](https://menti.com) and use the code 5147 3512

**What are your initial reactions? What stands out to you?**



EC

Account



Content



Design



Settings



Got  
feedback?

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# Member Survey - Discussion

Go to [menti.com](https://menti.com) and use the code 5147 3512

H

How would the coalition need to change to increase your interest in inviting others?

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## Member Survey - Discussion

**How would the coalition need to change to increase your interest in inviting others?**

Turn and talk (5 min)

Share out (5 min)

# Member Survey - Share Out

**How would the coalition need to change to increase your interest in inviting others?**

NOTES:

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**Camden County Trails Update**

# **THE CIRCUIT TRAILS**

**Closing Activity**

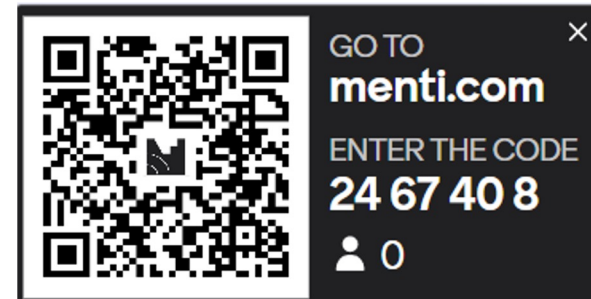


# **THE CIRCUIT TRAILS**

**Closing Activity**

# Grab A Partner and Discuss

- What are your organization's top three barriers to accessing state and federal resources?
- What is your organization doing to support under-resourced/overburdened communities in accessing resources in this historic moment?
- Enter your answers on [Menti](#)



# Excursions: 3:30-5:00

- Walking tour of Cramer Hill Park, David Bean, New Jersey Department of Environmental Protection, leaving from gate behind the Kroc Center
- Kayak trip leaving from Pyne Poynt Park, Don Baugh, Upstream Alliance (must have registered in advance)

