

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

Circuit Trails Semi-Annual Meeting
November 17th 2016

THE

CIRCUIT

TRAILS

**100s OF MILES
OF HAPPY**

2016

- Launched the branding campaign
- Launched the new trail finding and brand building website
- Advertising throughout the region
- Social media out reach
- Earned media
- PSA's
- Video
- Online banner ads
- Banners around the region



Campaign

Combined advertising, earned media, social media and online awareness

Marketing Channel	Reach
Website	35,000
Social media	5400+
Media coverage	Approx. 75 news stories + TV PSAs
Digital outreach	Ads, retargeting, approx. 2MM imps.
Billboards	15 boards ;16 wks; nearly 30MM imps.
Blogs	50 blogs developed, posted
Buses	150 bus tails; 20 wks; approx. 10MM imps.
Cross promotion	REI, VisitPhilly, Indego, Philly Fun Guide, NJ Tree Foundation, Bicycle Coalition of Greater Philadelphia, DNC
Swag	T-shirts, hats, stickers, buttons

Advertising



Swag



Facebook

The screenshot shows the Facebook profile for 'The Circuit Trails'. The profile picture is the organization's logo. The cover photo is a promotional banner for a 'PHOTO CHALLENGE' in partnership with REI CO-OP. The banner text reads 'PROUD TO TRAIL' and 'WIN \$500 FROM REI: CLICK "REI PHOTO CHALLENGE" TAB FOR DETAILS!'. A black arrow points to the 'REI PHOTO CHALLENGE' tab in the top left corner of the banner. The page layout includes a left-hand navigation menu with options like 'Home', 'About', 'REI Photo Challenge', 'Photos', 'Events', 'Likes', 'Videos', and 'Posts'. Below the cover photo, there are interaction buttons for 'Liked', 'Message', 'Saved', and 'More', along with a 'Watch Video' button. A status update area is visible with a 'Write something on this Page...' prompt. On the right side, there is a 'Sports & Recreation' category, a search bar for posts on the page, and a notification that '3,754 people like this', including 'Sarah Clark Stuart and 3 other friends'. An 'Invite friends to like this Page' button is also present.

THE CIRCUIT TRAILS

The Circuit Trails
@TheCircuitTrails

Home
About
REI Photo Challenge
Photos
Events
Likes
Videos
Posts

PROUD TO TRAIL **THE CIRCUIT TRAILS**

PHOTO CHALLENGE

WIN \$500 FROM REI: CLICK "REI PHOTO CHALLENGE" TAB FOR DETAILS!

REI CO-OP

Liked Message Saved More Watch Video

Status

Write something on this Page...

THE CIRCUIT TRAILS The Circuit Trails 19 hrs · 🌐

Sports & Recreation

Search for posts on this Page

3,754 people like this
Sarah Clark Stuart and 3 other friends

Invite friends to like this Page

Media Coverage



philly.com



PHILLY VOICE

The Philadelphia Inquirer
Winner of 20 Pulitzer Prizes

The Times Herald

CBS Philly

flying kite



p Philadelphia

Berks-Mont
TRI COUNTY LOCAL

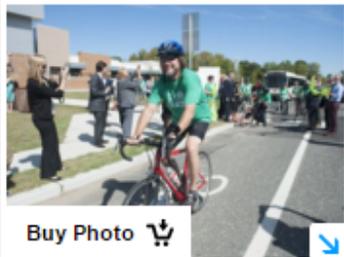
COURIER-POST
PART OF THE USA TODAY NETWORK



Miles of pedestrian trails coming to South Jersey

Matt Flowers, @CP_MFlowers 4:37 p.m. EST January 28, 2016

How many miles of new multi-use trails will be coming to South Jersey?



(Photo: John Ziomek/Staff Photographer)

nearly four miles of multi-use pedestrian paths in Burlington and Camden counties this year.

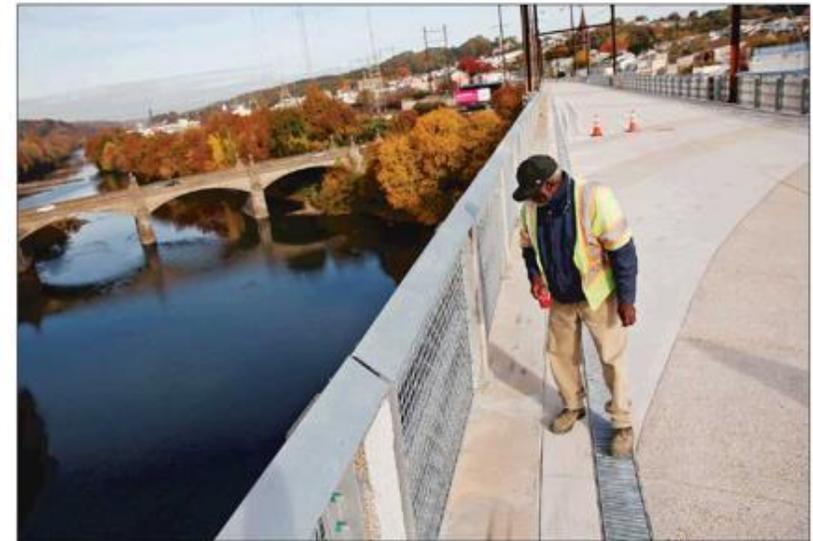
f 506 | **t** | **in** | **2** | **e** | **+**
CONNECT | TWEET | LINKEDIN | COMMENT | EMAIL | MORE

Walkers, joggers, bikers and those who enjoy an active lifestyle can expect new trail developments this year.

[The Circuit Trails](#), a planned 750-mile network of bicycle and pedestrian trails across southeastern Pennsylvania and New Jersey, will be developing

The Inquirer | FRIDAY, MARCH 25, 2016 | PHILLY.COM | A9 | C

BUSINESS



A city inspector examining the Manayunk Bridge last fall. Installation of lights may take until 2018. DAVID MAULETTI / STAFF PHOTOGRAPHER

When project is finished, trail bridge will remain open at night.

Lights for Manayunk span

Philadelphia

The Circuit as Catalyst for Development

A new Urban Land Institute report features Philadelphia's regional bike-trail network as a development spark plug and resident magnet.

BY SANDY SMITH | APRIL 18, 2016 AT 6:30 AM

SHARE 0 TWEET 1 +1 0 Pin It 0 EMAIL 0

0 COMMENTS



The Schuylkill Banks Boardwalk, a key connecting segment of the Schuylkill River Trail. The trail has become a magnet for real estate developers interested in marketing to clients seeking an active lifestyle and transportation choices. | Photo by M. Edlow for Visit Philadelphia™



Kensington & Tacony Trail on Abandoned Railroad Breaks Ground

The 1.15-mile trail will pass through 4.5 acres of green space

BY MELISSA ROMERO | JUN 10, 2016, 10:00A



Mayor Jim Kenney speaks at the groundbreaking ceremony of the Kensington & Tacony Trail

Circuit Trails

BeWellPhilly

New Bike/Pedestrian Bridge Connecting SRT to Valley Forge Opens Tomorrow

We see a nice, long, bridge-filled bike ride in your near future.

BY ADJUA FISHER | AUGUST 18, 2016 AT 10:30 AM

SHARE 4 TWEET 0 G+1 0 Pin it 0 EMAIL 0

0 COMMENTS



Sullivan's Bridge

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

MONDAY MAY 2, 2016 | PHILLYINQUIRER | CITY & SUBURBS | C | \$1

philly.com

The Inquirer | MONDAY, MAY 2, 2016 | PHILLY.COM | C

BUCKS | CHESCO | DELCO | MONTCO | PHILADELPHIA

Trump could play well in Pa., and the U.S.A. John Baer, B2

LOCAL NEWS

Across the Schuylkill, a sweet ride

This summer, a new bridge will connect the Schuylkill River Trail with Valley Forge National Historical Park.

By Dan Geringer
STAFF WRITER

When the dangerously deteriorated Betwood Bridge was demolished in 1995, the only over-water bike path between the Schuylkill River Trail and Valley Forge National Historical Park disappeared with it. To placate irate cyclists, PennDot bolted a fenced boardwalk four feet wide to the eastbound shoulder of the neighboring Route 422 bridge. The bellyaching got worse.

Amanda Lotzmac, 24, of Spring City, often leads women's rides on the Schuylkill River Trail with

her bike Chester County advocacy group. "Every time we ride [the bridge] into Valley Forge, it feels so unsafe," she said. "Some of the nails have come out. Some of the wood is loose. When you're on that bridge, I would not suggest looking down."

Michael Broenne, 74, a life-long cyclist from East Goshen and a founder of Friends of the Chester Valley Trail, described the unnerving passage in which "two bicyclists coming from opposite directions cannot ride past each other. You have the noise of cars whizzing along

right next to you at 60 miles per hour."

But a sweet ride is just ahead for Broenne and Lotzmac. This summer, PennDot's new Sullivan's Bridge — a \$9.2 million, 14-foot-wide, pedestrian/cyclist river crossing built in the footprint of the Betwood — will open, banishing the Route 422 boardwalk bridge forever.

Named for Major Gen. John Sullivan, who served under Washington at Valley Forge, Sullivan's Bridge is the 2016 diva of the Circuit Trails, a burgeoning regional network of foot-power pathways to Mother Nature.

Funded largely by government agencies such as PennDot and See TRAIL on B7



PennDot's new Sullivan's Bridge will be 14 feet wide. © W.L.Z. / AP

Social Media – 2016 in Review

- **Twitter** – 741 followers (506 in May)
 - Increased total impressions per tweet by 40%
- **Facebook** – 3,954 page likes (2,983 in May)
 - Increased total engagements by 93%
- **Instagram** – 728 followers (414 in May)
 - Increased average to ~60 likes per post

Facebook Activity Overview



907,910
IMPRESSIONS



7,591
POST ENGAGEMENTS



3,817
LINK CLICKS

Twitter Activity Overview



66,424
ORGANIC IMPRESSIONS



764
TOTAL ENGAGEMENTS



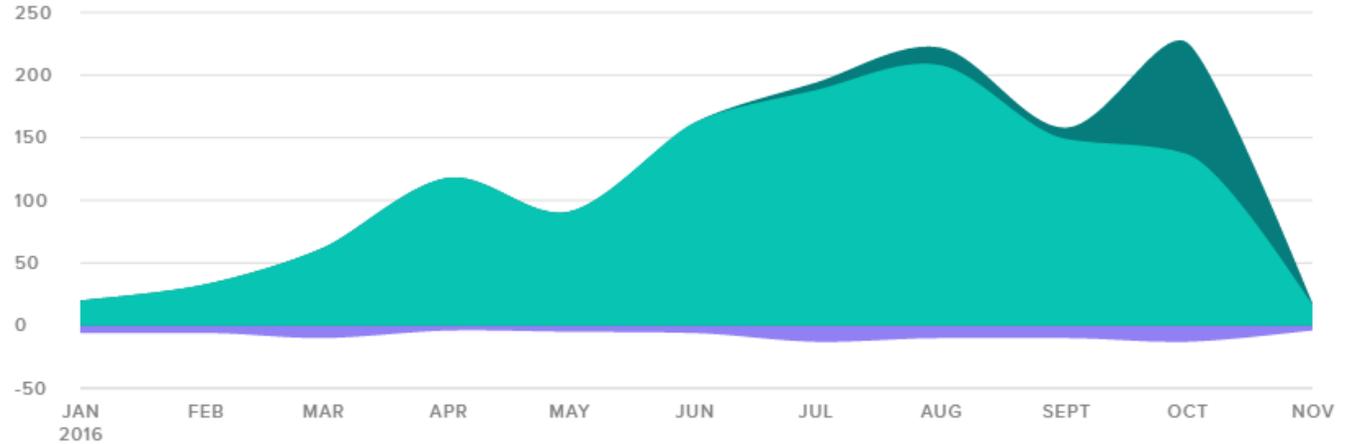
129
LINK CLICKS

Social Media – Audience

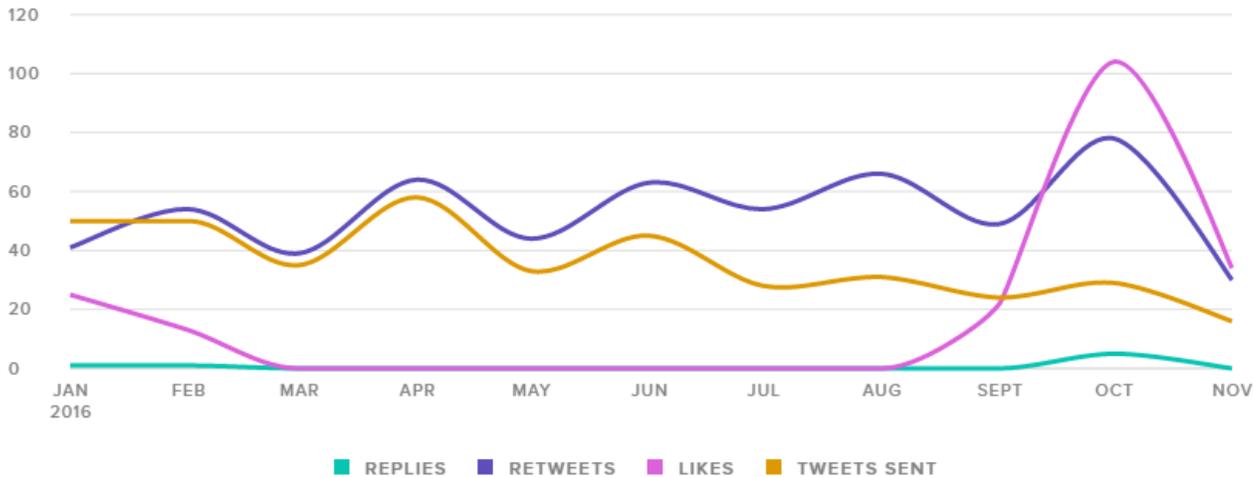


Facebook →

LIKES BREAKDOWN, BY MONTH

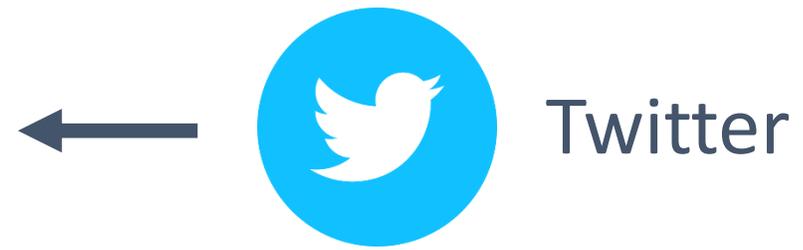


ENGAGEMENT COUNT



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

■ REPLIES ■ RETWEETS ■ LIKES ■ TWEETS SENT



The Power of Sharing

The Circuit Trails
Published by Paige Knapp [?] · November 2 at 3:20pm · 🌐

Celebrate the most beautiful time of year #onthecircuit! Our latest blog highlights some of the unique activities you can find on trails near you as the temperature continues to drop.

Tacony Creek Park | Schuylkill Banks | Cooper River Dog Park | Delaware & Lehigh National Heritage Corridor | Pennsylvania Department of Conservation and Natural Resources | Bartram's Garden



Bundle Up for Cool Weather Fun

Just because the weather is growing colder doesn't mean it's time to hibernate! There are a ton of sweater-weather activities happening on the trails. Bundle up and see what's going on at a Circuit Trail near you! Treat your dog to a play-date...

CIRCUITTRAILS.ORG

11,602 people reached

View Results

46 Reactions · 1 Comment · 11 Shares

Like · Comment · Share

11,602 People Reached	
132 Reactions, Comments & Shares	
112 Like	44 On Post
5 Love	2 On Post
4 Comments	1 On Post
11 Shares	11 On Post
178 Post Clicks	
3 Photo Views	78 Link Clicks
NEGATIVE FEEDBACK	
17 Hide Post	0 Hide
0 Report as Spam	0 Unlik

vs.

The Circuit Trails
Published by Paige Knapp [?] · October 7 · 🌐

CIRCUIT TRAILS SPOTLIGHT: Our latest blog post features a Q&A with Cadence Cycling Foundation youth cyclist, Krystal Philson - one of the 23 youth ambassadors who rode 170 miles in five days in support of watershed education this summer. Read on below! #onthecircuit



Circuit Spotlight: Krystal Philson, Cadence Youth Cycling

For many who attended the Bicycle Coalition of Greater Philadelphia's annual gala last week, hearing the inspiring words of one young cyclist was a highlight...

CIRCUITTRAILS.ORG

1,220 people reached

View Results

46 Reactions · 1 Comment · 11 Shares

Like · Comment · Share

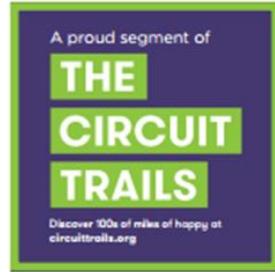
1,220 People Reached	
23 Likes, Comments & Shares	
23 Likes	23 On Post
0 Comments	0 On Post
0 Shares	0 On Post
13 Post Clicks	
0 Photo Views	10 Link Clicks
NEGATIVE FEEDBACK	
0 Hide Post	0
0 Report as Spam	0

Trail Signage

BLADE SIGNS - 18" x 18"



OPTION 01



OPTION 02



OPTION 03

SELFIE SPOT SIGN - 12" x 21"

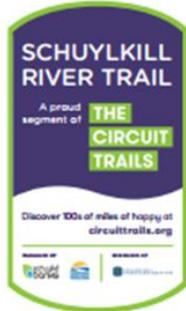


OPTION 01



OPTION 02

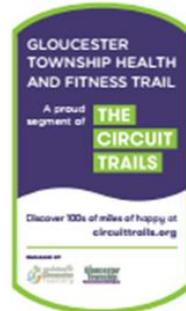
TRAIL AFFILIATION SIGNS - 12" x 21"



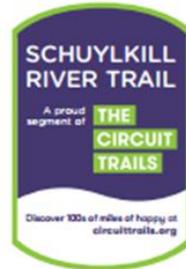
SHORT NAME



AVERAGE NAME



LONG NAME



WITHOUT PARTNER LOGOS
(12" x 18")

CIRCUIT CONNECTIONS SIGN - 14" x 36"



TRAIL MEDALLION 3" DIAMETER



PROPORTIONAL SIZE



DETAIL VIEW

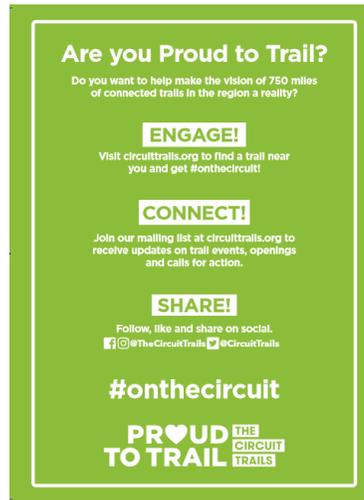
Looking ahead...2017

Year-two Marketing Campaign Goals

- 1)Expand our reach
- 2)Engage new audiences
- 3)Refine our messaging/brand
- 4)Provide more communications support to the Circuit partners

Tools

- PowerPoint template
- Postcards
- Brochures
- Swag
- Social media content
- Earned media support
- Trail maps
- Banners
- New tools people would use?



Trail Map

WHAT IS THE CIRCUIT?
Did you know that one of America's largest trail networks is in your backyard?

This region is the original home of the Circuit Trail, a vast regional network of trails in or near or near our trails that is growing in size each day. The Circuit connects our local communities, providing endless opportunities for recreation and enjoyment, no matter you like to walk, hike, or run it, the great is just begin.

Since its launch, the Circuit trails continue to be sought after by hikers, joggers, bikers, and others who are looking for a great way to stay active. The Circuit has become a must-visit destination for anyone who loves to hike, jog, or bike. The Circuit is a trail network that is growing in size each day. The Circuit connects our local communities, providing endless opportunities for recreation and enjoyment, no matter you like to walk, hike, or run it, the great is just begin.

Learn more about the Circuit trails, or find a trail near you, visit our website at circuittrails.org or follow us on Facebook, Instagram, Twitter, or YouTube.

GETTING THERE
Most of the Circuit trails can be reached via public transportation, car, bus or bike. Whether you are exploring a trail right in your back yard, or discovering it in new ways, there are many ways to get there.

TRAIL ACCESS
Whether you are exploring a trail right in your back yard, or discovering it in new ways, there are many ways to get there.

TRAIL TYPES
The Circuit trails are designed to be used by hikers, joggers, bikers, and others who are looking for a great way to stay active. The Circuit has become a must-visit destination for anyone who loves to hike, jog, or bike. The Circuit is a trail network that is growing in size each day. The Circuit connects our local communities, providing endless opportunities for recreation and enjoyment, no matter you like to walk, hike, or run it, the great is just begin.

SHARE THE TRAIL
If you're having a great time on the Circuit trails, share it with your friends and family. Whether you are exploring a trail right in your back yard, or discovering it in new ways, there are many ways to get there.

SHARE YOUR TRAIL PHOTO
#ONTHECIRCUIT
Post photos of your favorite trail experiences on Instagram, Facebook, or Twitter with hashtag #ONTHECIRCUIT and tag them with your location. Check out selected photos shared by fellow trail fans at circuittrails.org.

TRAILS

- 1. Lehigh Valley
- 2. Berks County
- 3. Lancaster County
- 4. Montgomery County
- 5. Bucks County
- 6. Delaware County

TRAILS

- 1. Lehigh Valley
- 2. Berks County
- 3. Lancaster County
- 4. Montgomery County
- 5. Bucks County
- 6. Delaware County

PowerPoint Template

THE
CIRCUIT
TRAILS



Title

- Bullet point 1 would go here
- As well as the second point you wish to articulate
- If you include pictures in any of these slides, I would make sure you use a solid black border.



PROUD TO TRAIL THE CIRCUIT TRAILS

Planning process

- Gathering feedback from users
- Reviewing the data/ what worked/or not
- Planning for next year:
 - Integrated campaign
 - Leverage earned media & social media
- Timeline:
 - Planning completed January
 - Campaign launch April-September

PennDOT
Historic Bridge Marketing
Program

Help Build a Trail to History







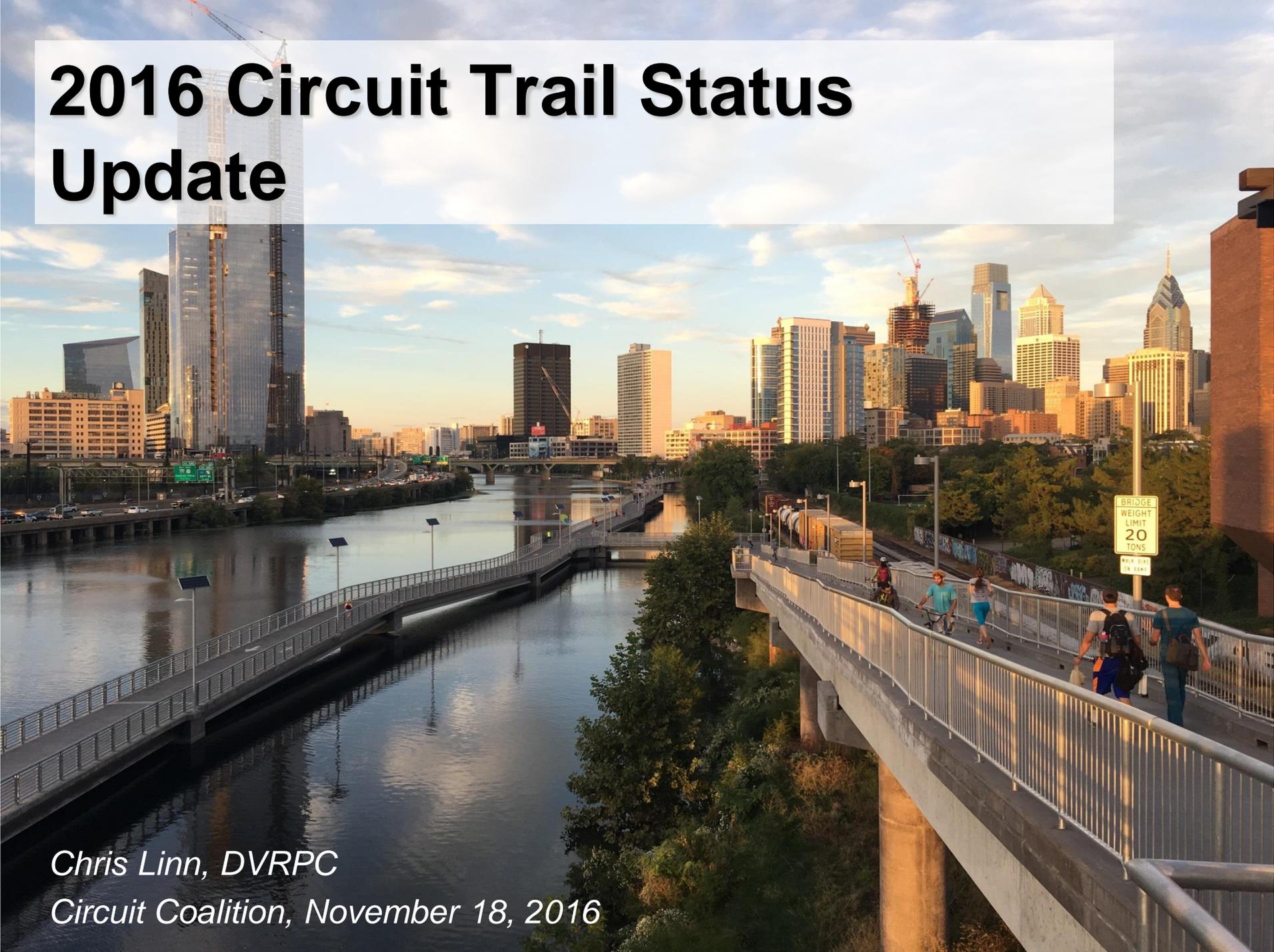








2016 Circuit Trail Status Update



Chris Linn, DVRPC

Circuit Coalition, November 18, 2016

CIRCUIT STATS

- **775 Circuit Miles in the DVRPC region**
 - **320 miles complete**
 - **70 miles in progress**
 - **385 miles planned**
- **57 miles built since January 1, 2012**
- **70 miles in progress**

2016 CIRCUIT STATS

- **12.5 miles** completed between November 2015 and November 2016
- **17 miles** expected to be complete by December 2017
- **102 miles** in the Circuit “pipeline”

2016 Completed Circuit Trail Projects
Delaware Ave Extension - Phase 1A



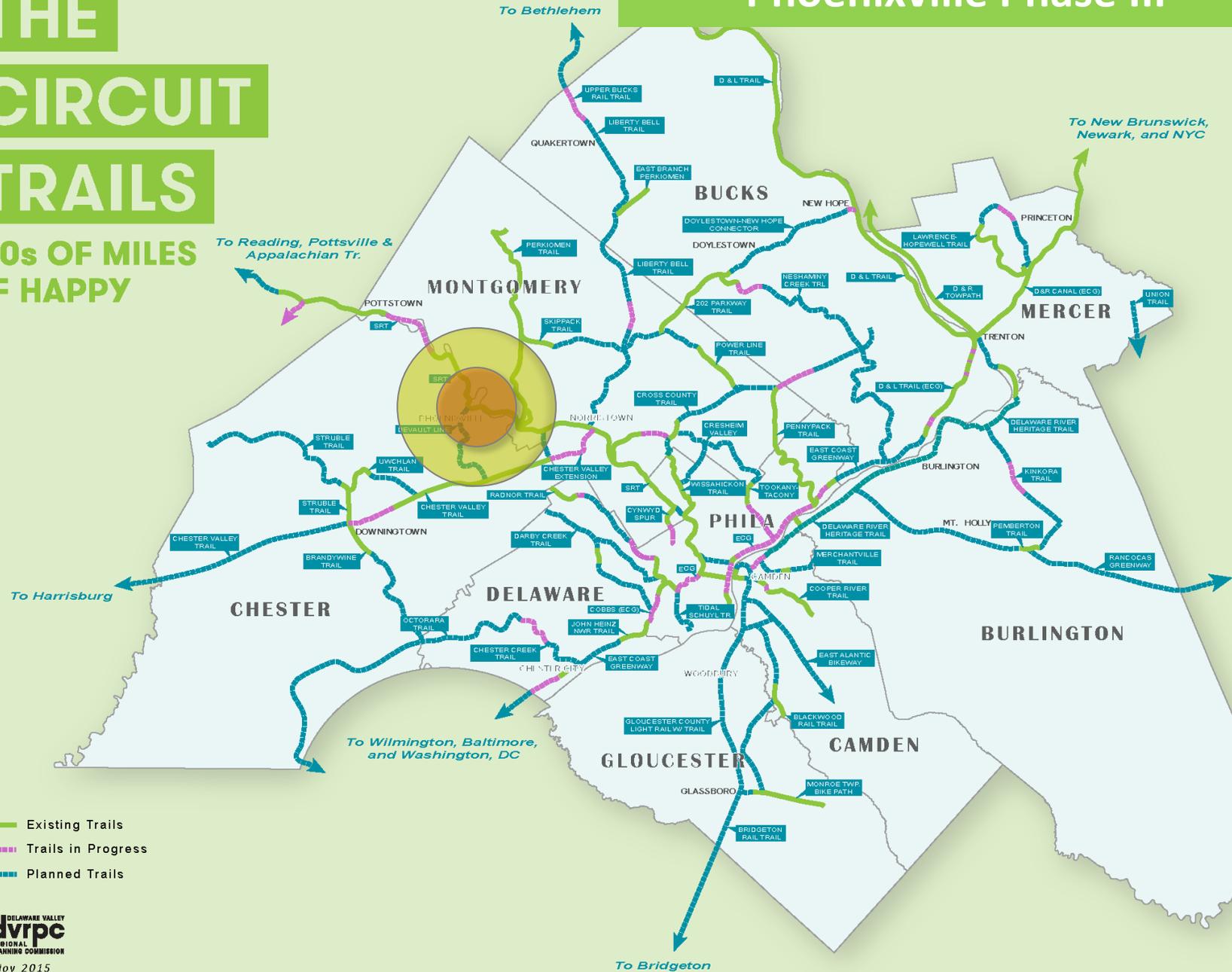
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0 300 600
Feet
Basemap: ESRI

Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

Phoenixville Phase III

THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY

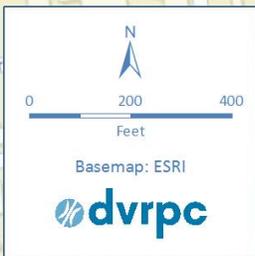


- Existing Trails
- Trails in Progress
- Planned Trails

2016 Completed Circuit Trail Projects
Phoenixville - Phase III

**UPPER
PROVIDENCE**

Phoenixville

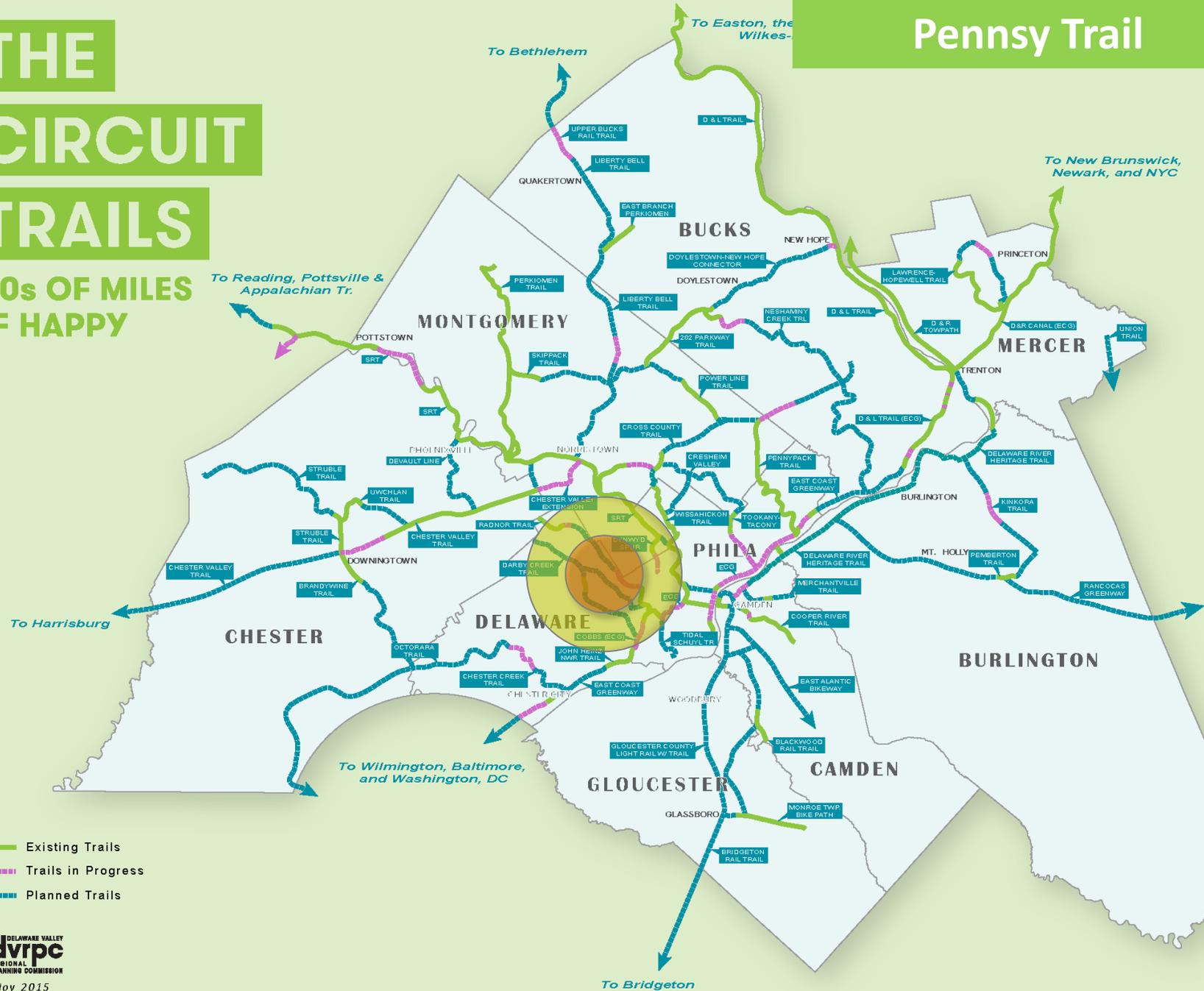


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THE CIRCUIT TRAILS

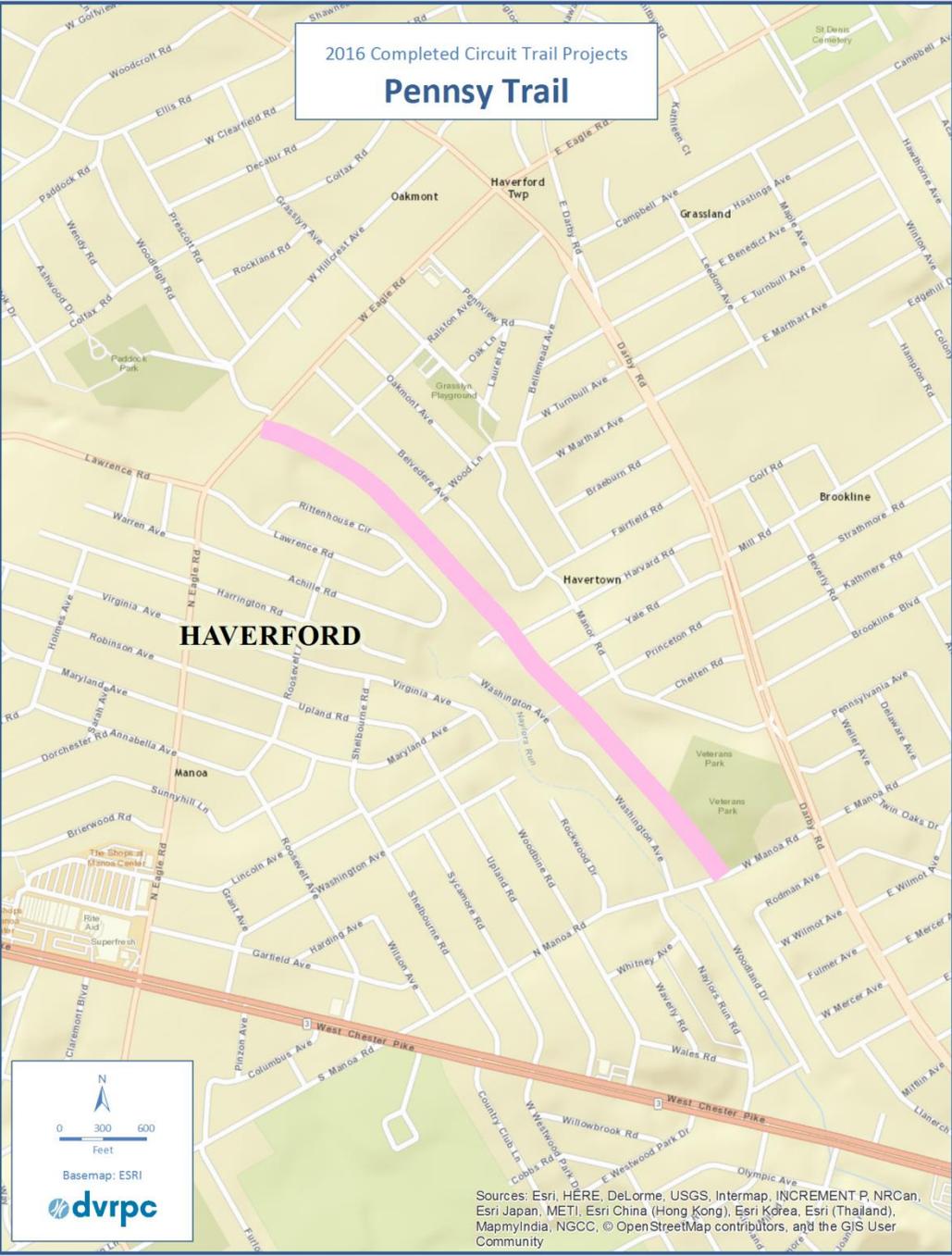
100s OF MILES
OF HAPPY

Penny Trail



- Existing Trails
- Trails in Progress
- Planned Trails

2016 Completed Circuit Trail Projects
Penny Trail



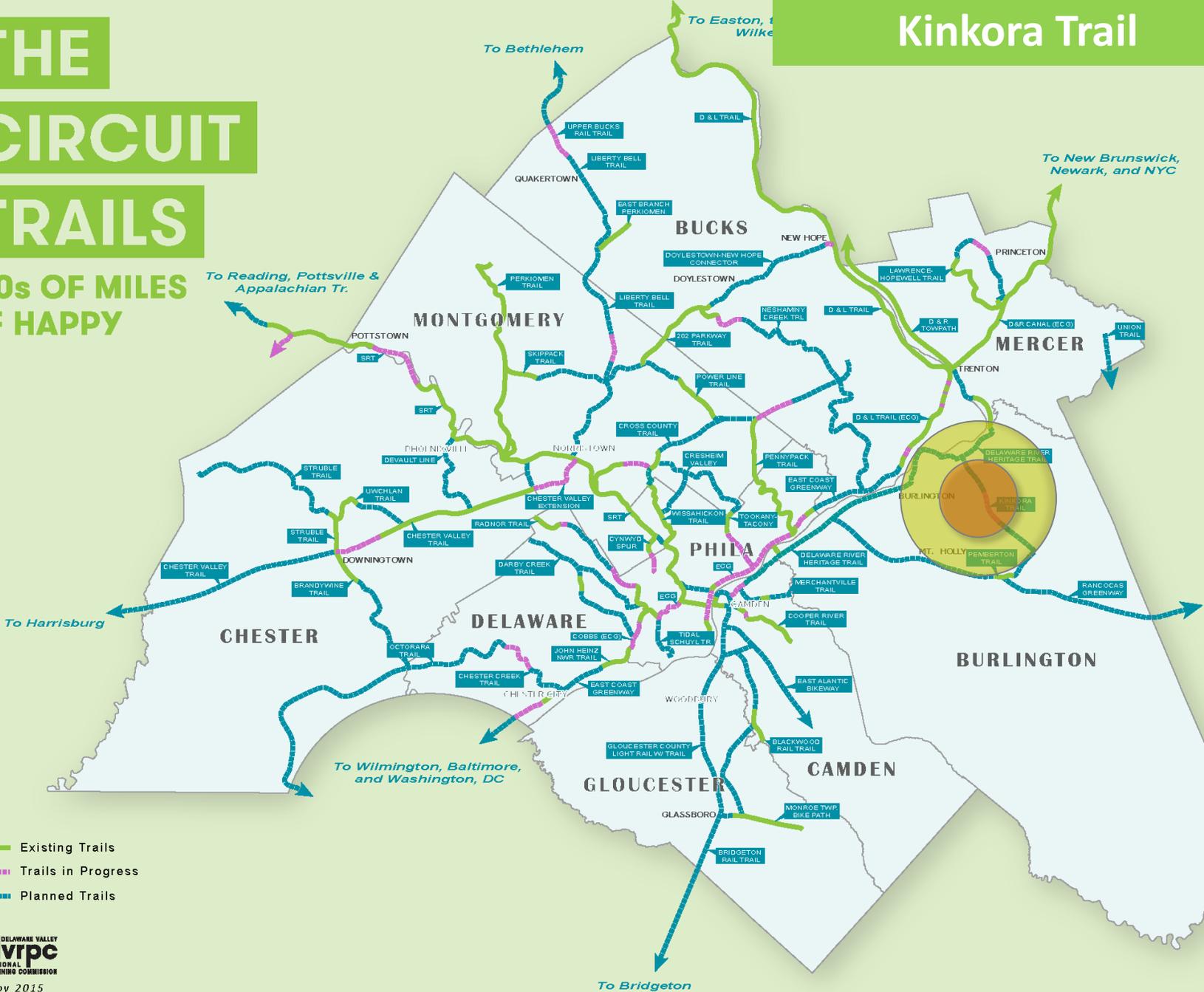
Basemap: ESRI

Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

THE CIRCUIT TRAILS

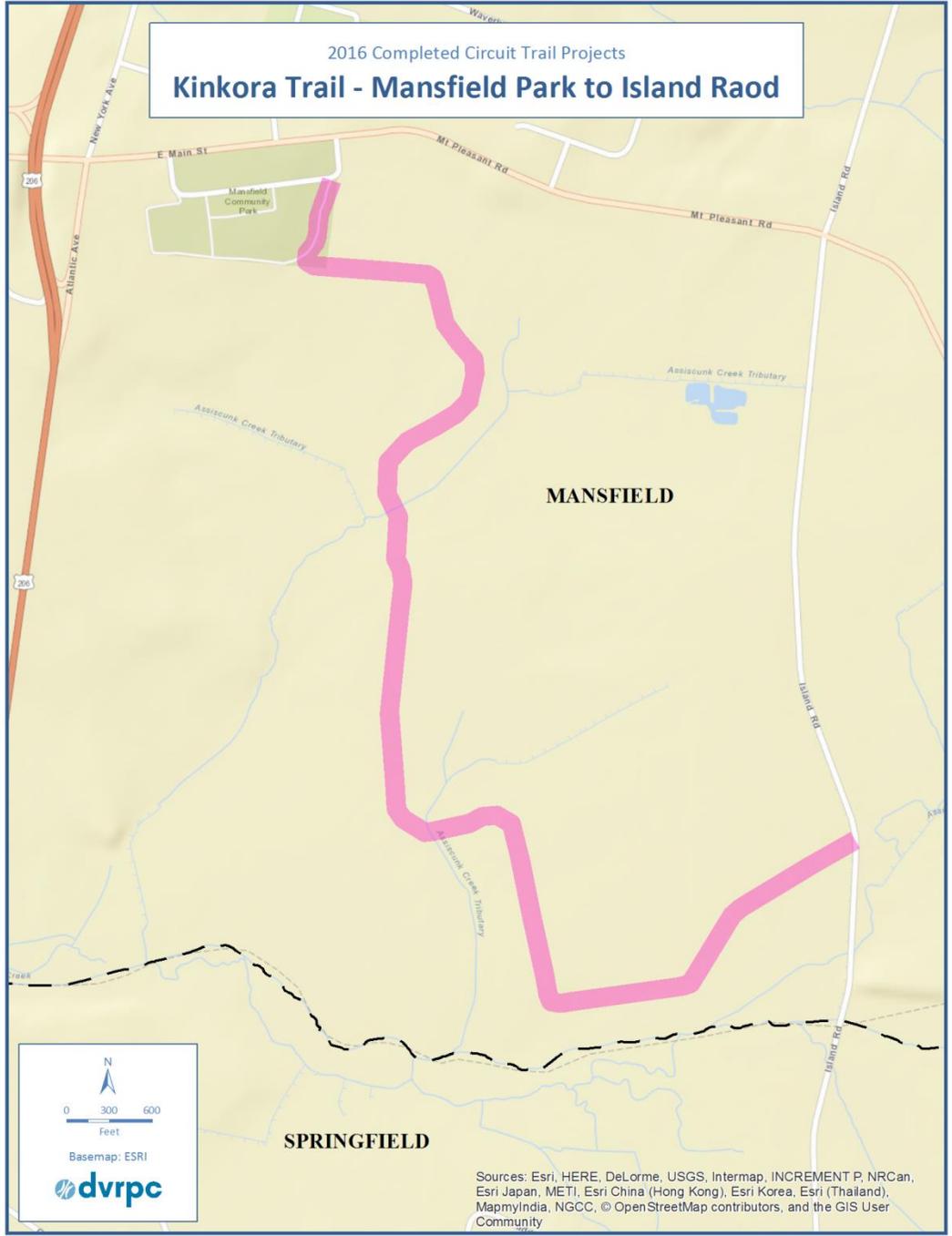
100s OF MILES
OF HAPPY

Kinkora Trail



- Existing Trails
- Trails in Progress
- Planned Trails

2016 Completed Circuit Trail Projects
Kinkora Trail - Mansfield Park to Island Raod



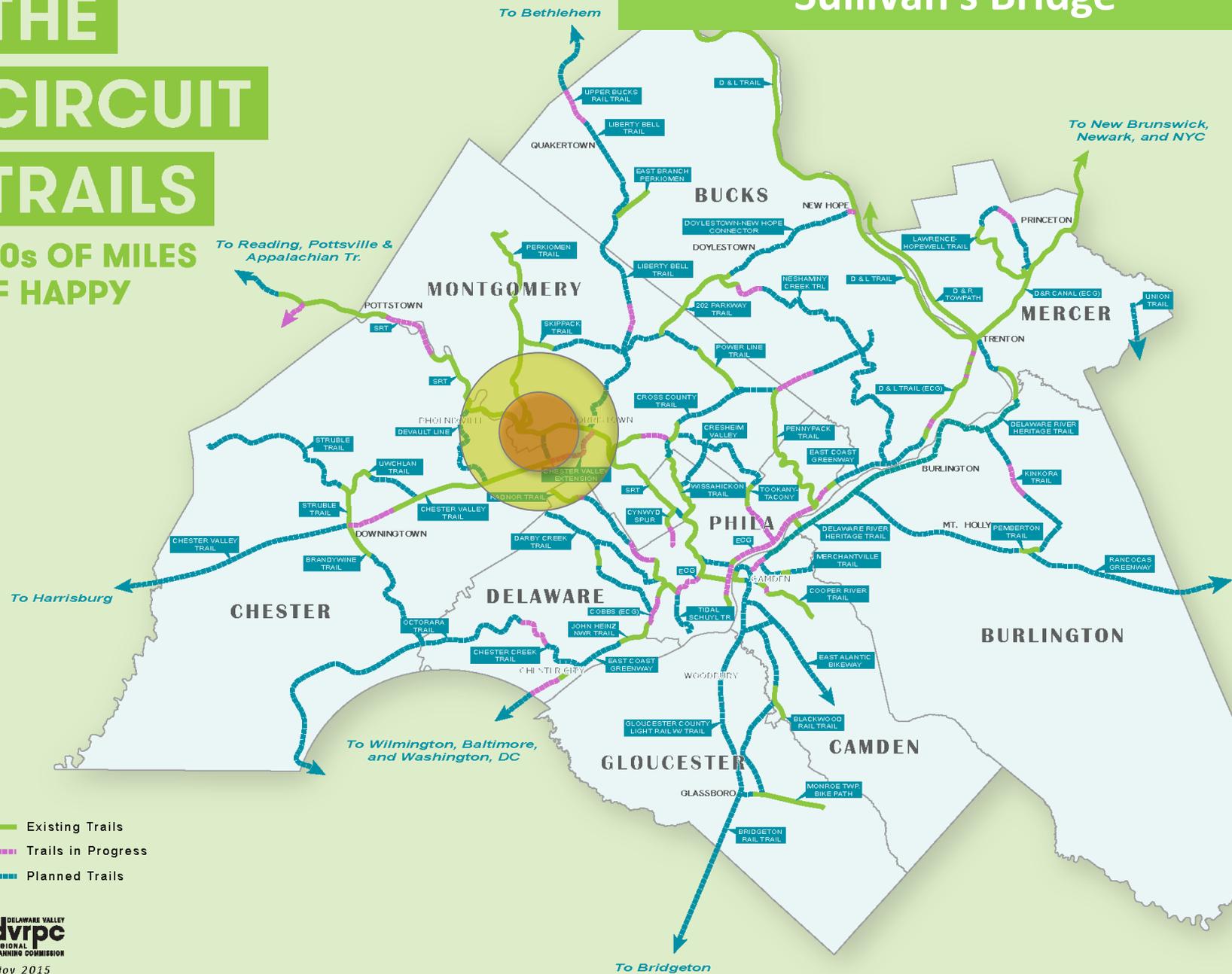
Basemap: ESRI

Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY

Sullivan's Bridge

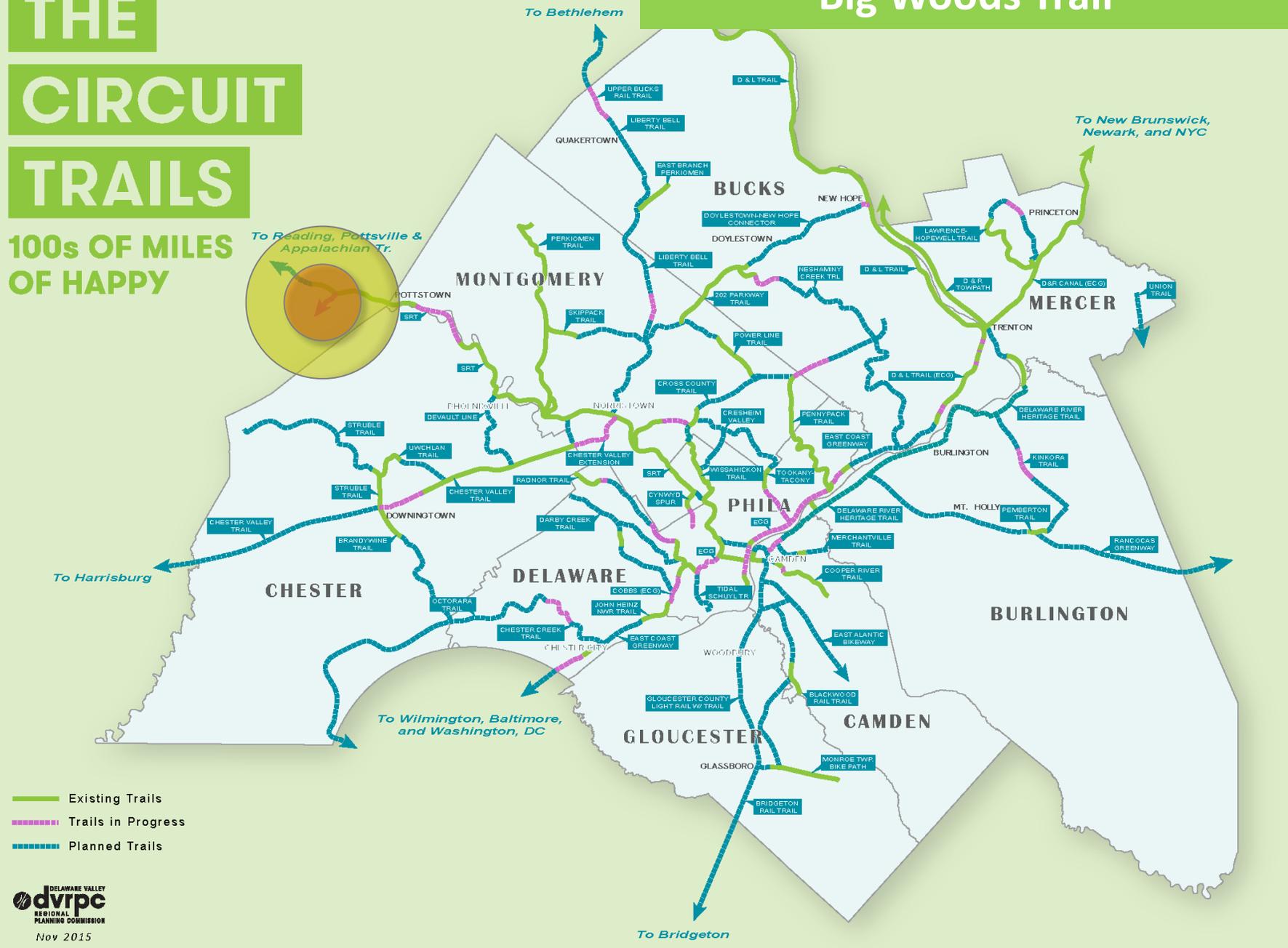


- Existing Trails
- Trails in Progress
- Planned Trails

THE CIRCUIT TRAILS

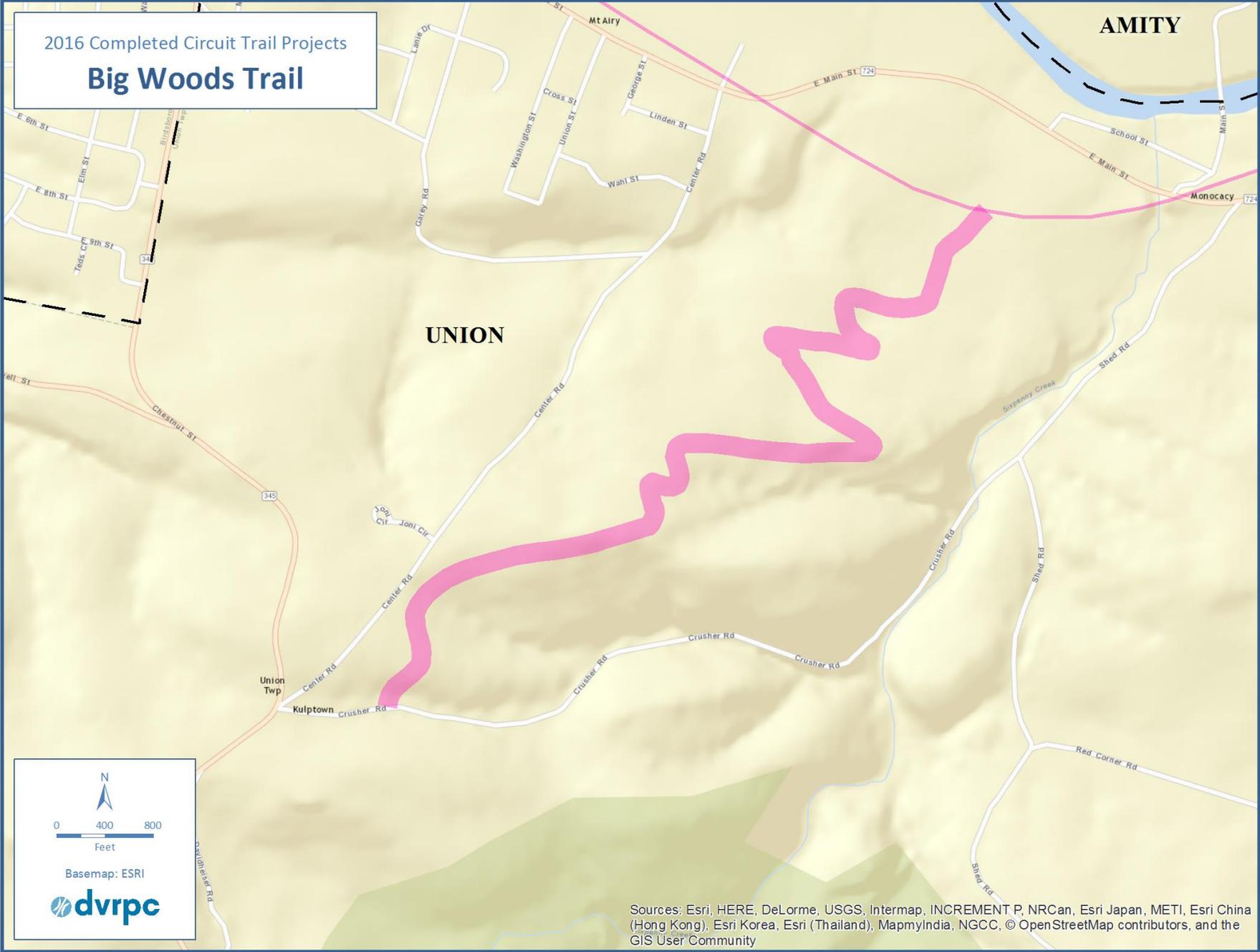
100s OF MILES
OF HAPPY

Big Woods Trail



- Existing Trails
- Trails in Progress
- Planned Trails

2016 Completed Circuit Trail Projects
Big Woods Trail



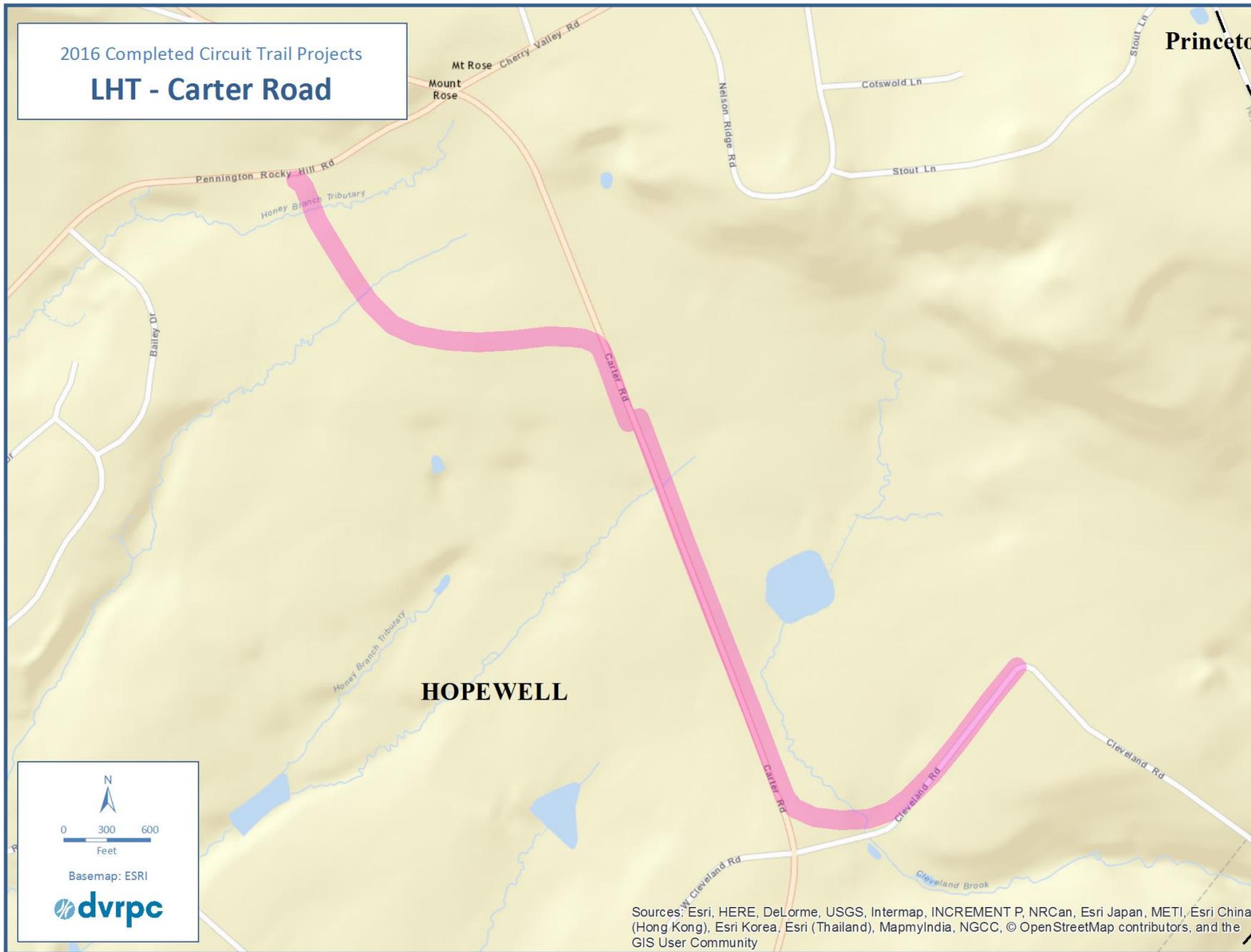
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Feet

Basemap: ESRI

Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

2016 Completed Circuit Trail Projects

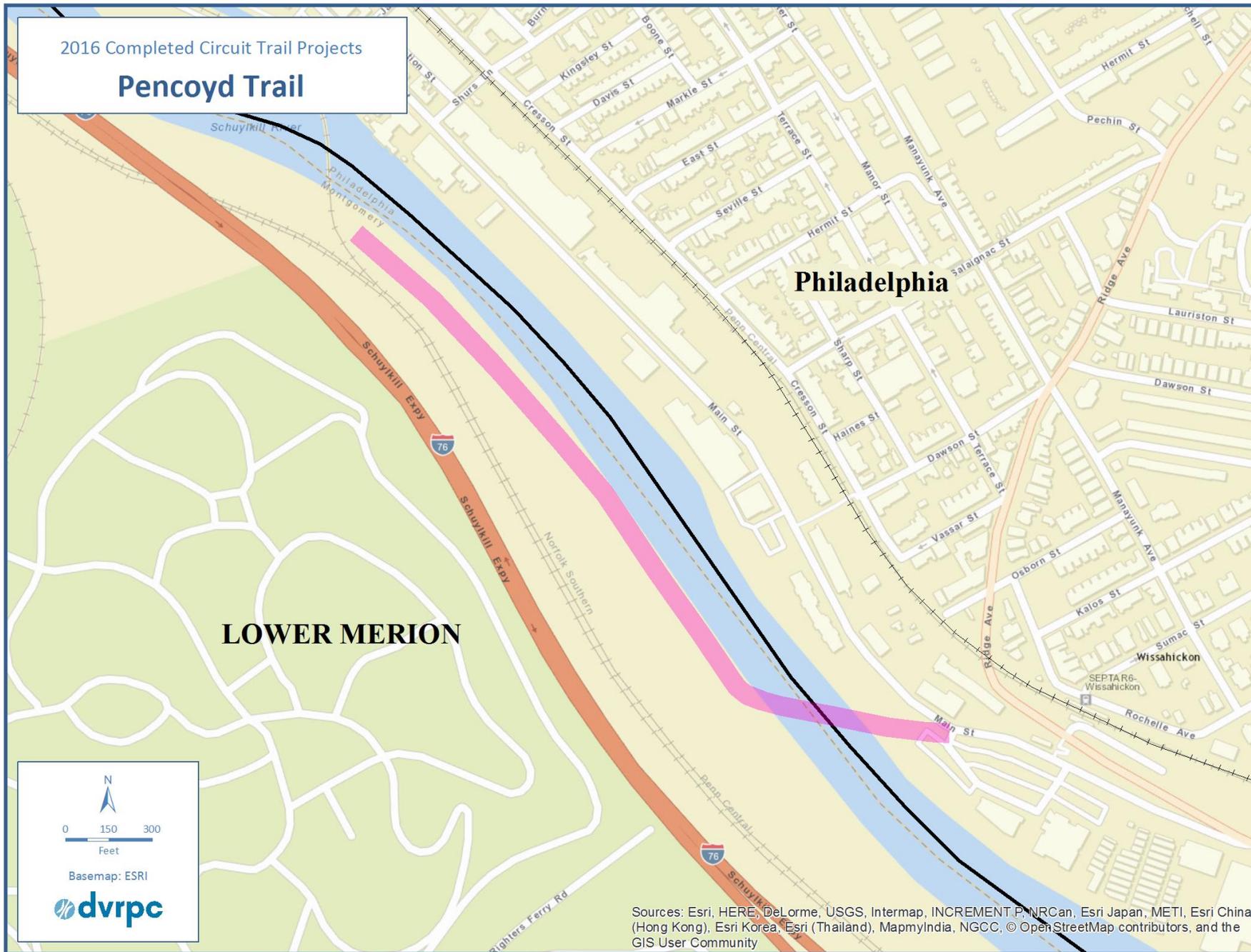
LHT - Carter Road



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

2016 Completed Circuit Trail Projects

Pencoyd Trail

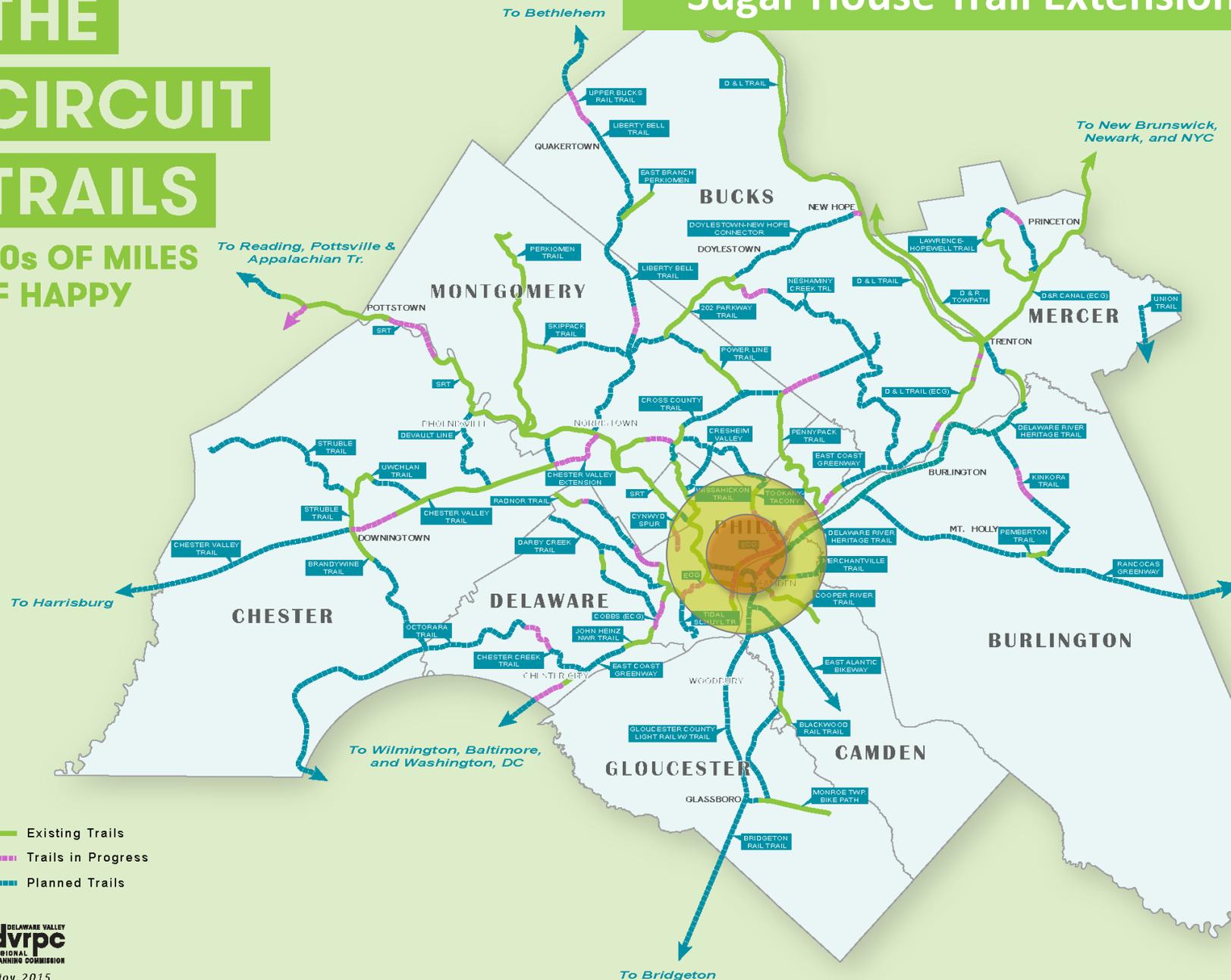


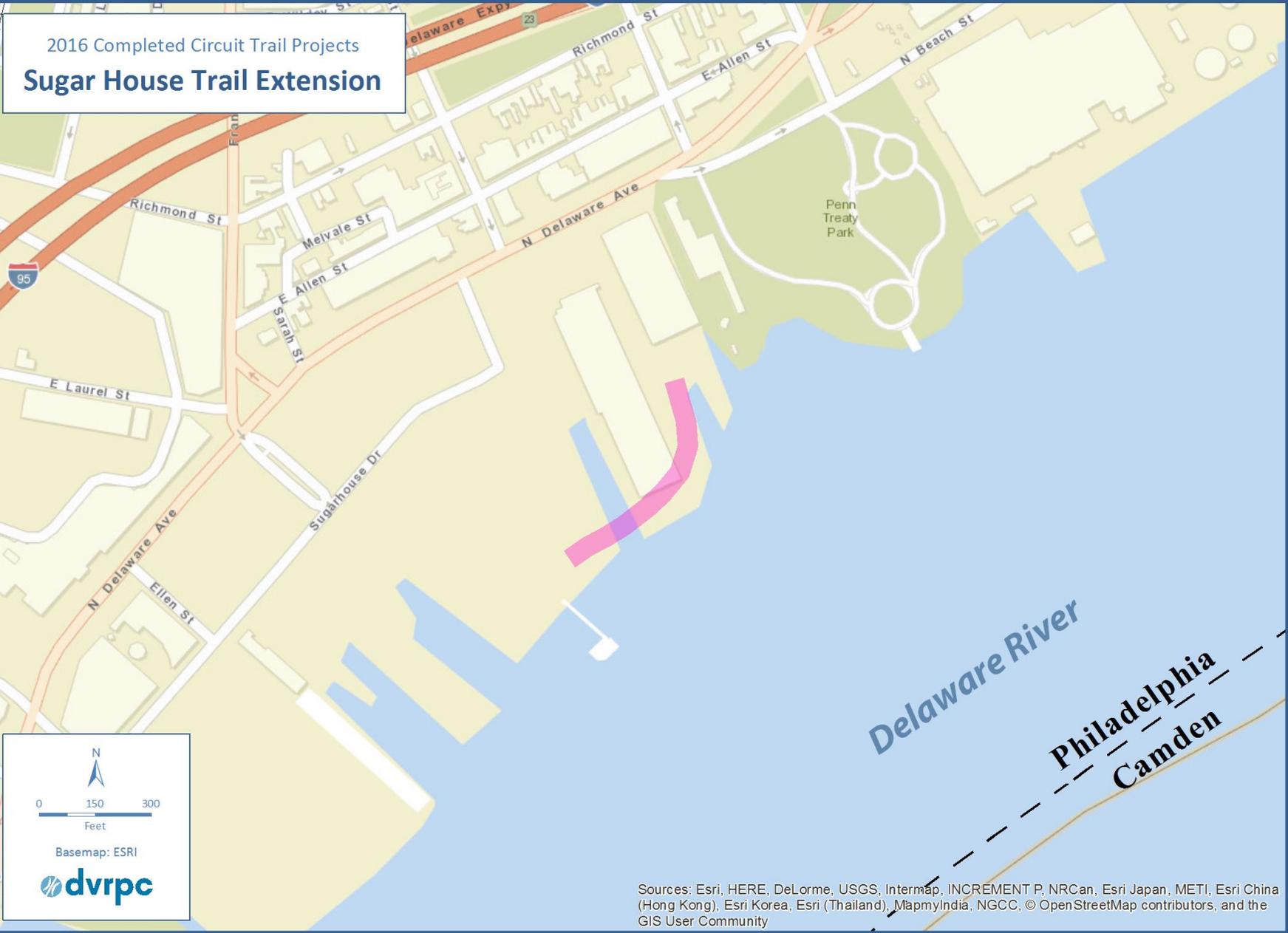
Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

Sugar House Trail Extension

THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY





2016 Completed Circuit Trail Projects
Sugar House Trail Extension

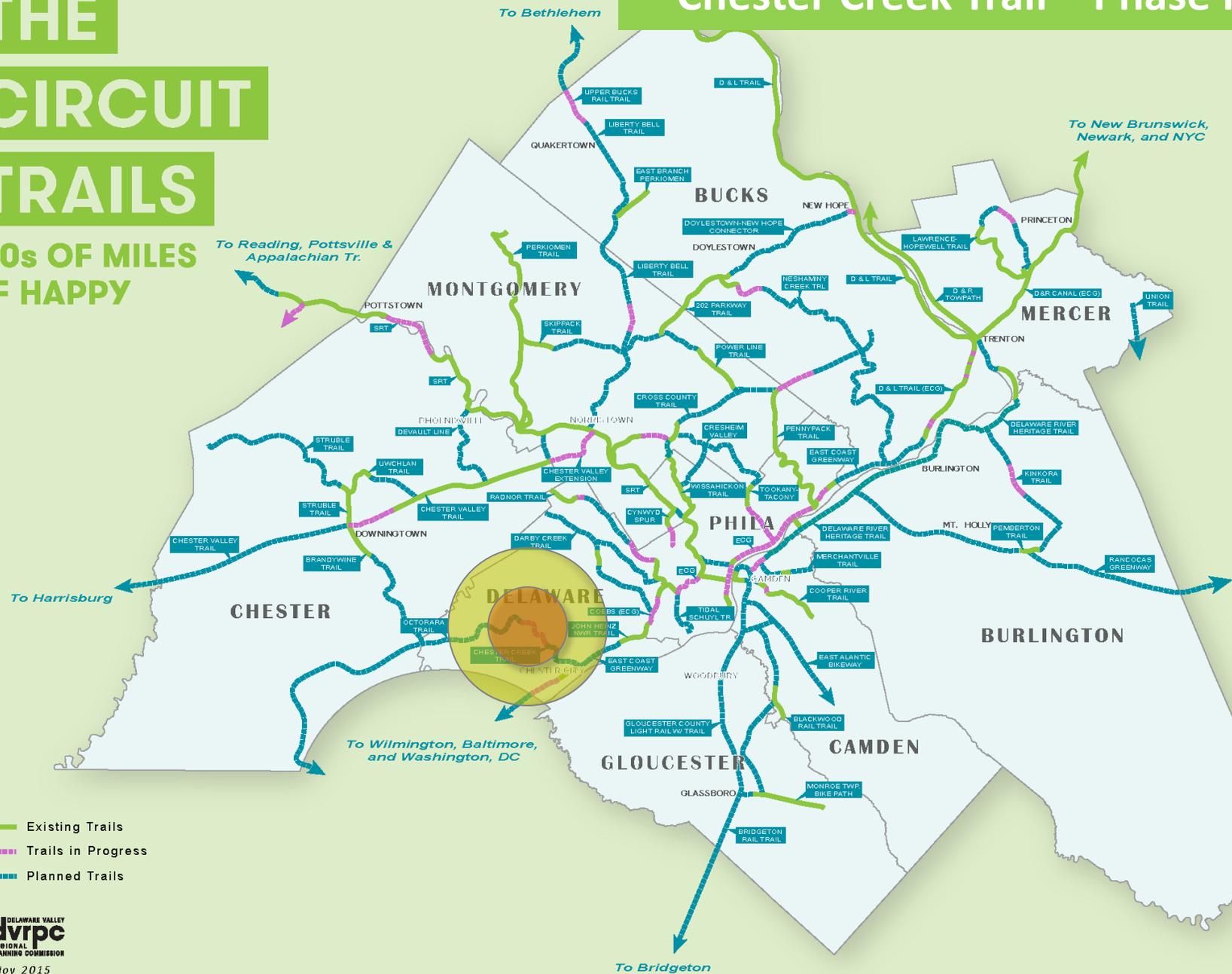
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Basemap: ESRI
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Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

Chester Creek Trail – Phase I

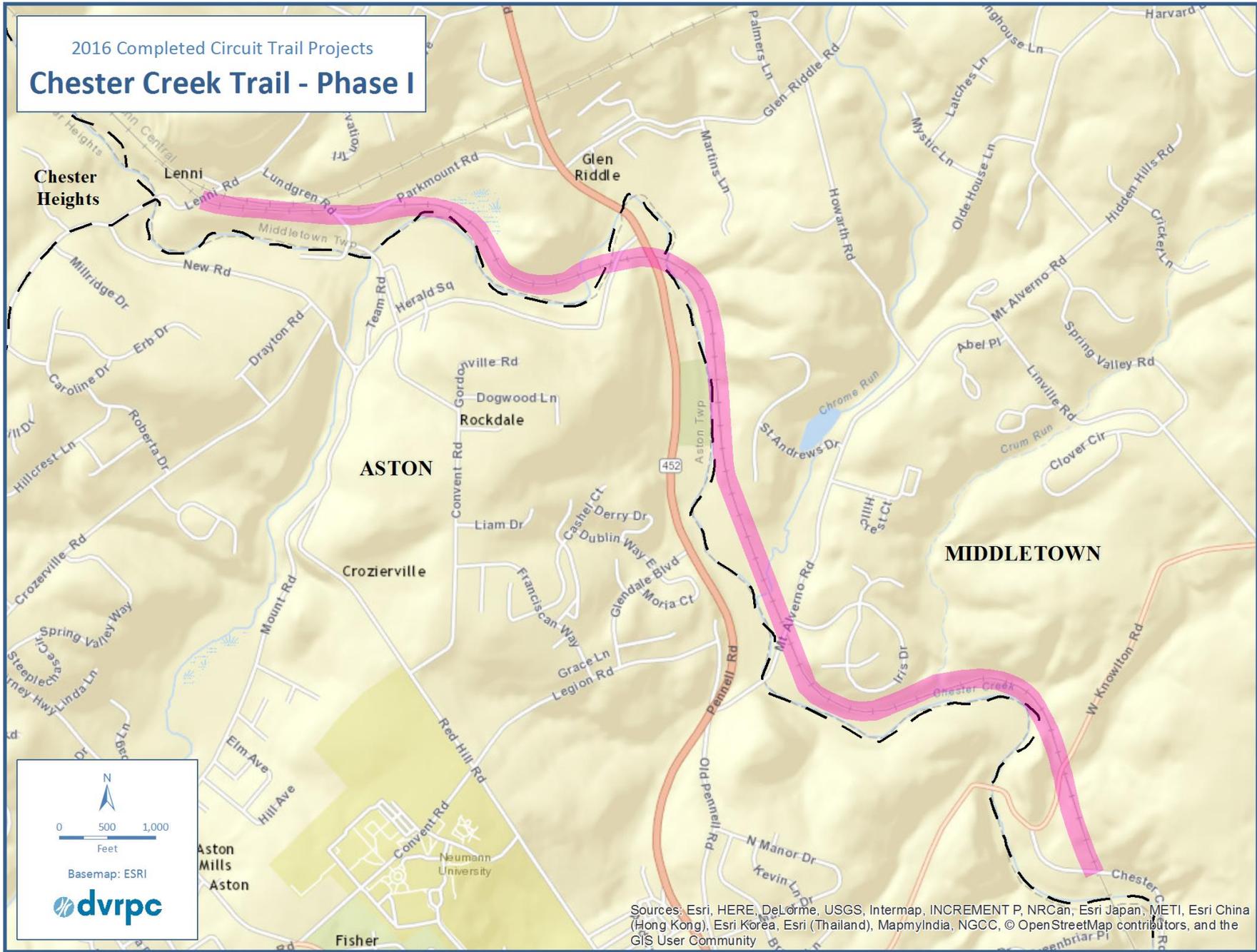
THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY



- Existing Trails
- Trails in Progress
- Planned Trails

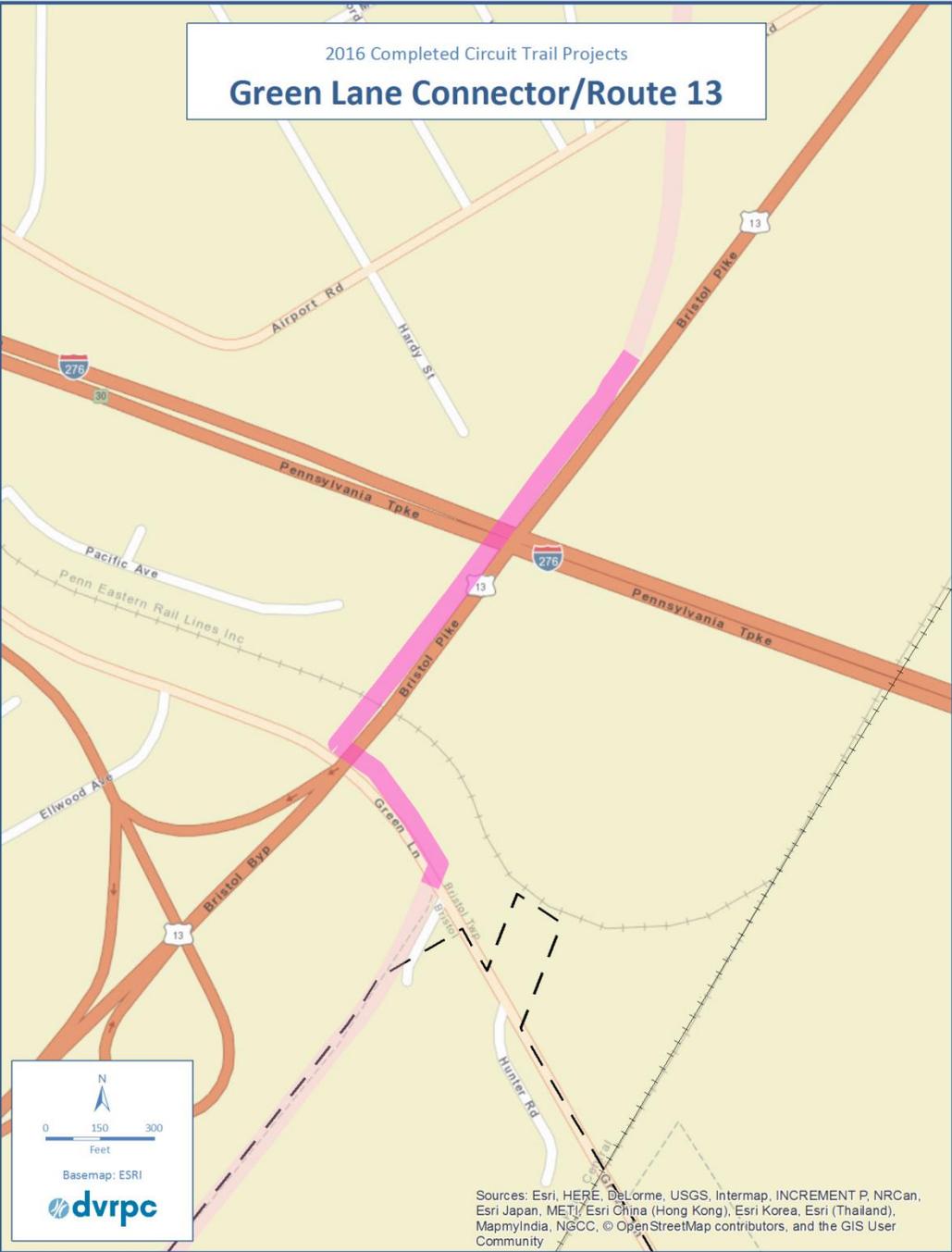
2016 Completed Circuit Trail Projects
Chester Creek Trail - Phase I



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

2016 Completed Circuit Trail Projects

Green Lane Connector/Route 13



N
0 150 300
Feet
Basemap: ESRI

Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, NGCC, © OpenStreetMap contributors, and the GIS User Community

Circuit Trails Completed between November 2015 and December 2016

Primary Trail	Project Title	Type	Mileage	County	Sponsor	Completion Date
ECG	Green Lane Connector	Paved Trail/Sidepath	0.1	Bucks	Bucks TMA	Dec-16
Chester Creek	Chester Creek Trail - Phase 1	Paved Trail	2.8	Delaware	Delaware County	Dec-16
ECG	Sugar House Trail Extension	Paved Trail	0.1	Philadelphia	Sugar House/DRWC	Nov-16
SRT	Pencoyd Trail	Paved Trail/Bridge	0.5	Montgomery	Lower Merion/O'Neil	Oct-16
LHT	Lawrence Hopewell Trail - Carter Rd	Paved Trail	2	Mercer	Hopewell Township	Oct-16
	Big Woods Trail	Stone Dust Trail	2.5	Berks	DCNR	Sep-16
SRT	Sullivan's Bridge	Paved Trail/Bridge	0.25	Montgomery	PennDOT	Aug-16
Kinkora	Kinkora - Mansfield Park to Island Raod	Paved Trail	2.5	Burlington	Burlington County	Jun-16
Newtown Square	Penny Trail	Trail	0.9	Delaware	Havertown	Mar-16
SRT	Phoenixville Phase III	Paved Trail	0.3	Chester	Phoenixville	Mar-15
ECG	Delaware Avenue Extension - Phase 1A	Paved Trail	0.6	Philadelphia	DRCC	Dec-15
Total Trail Mileage			12.45			

TRAILS COMING SOON – 2017

- 1. Tinicum Route 291 - Winter 2017**
- 2. Marcus Hook ECG - Spring 2017**
- 3. K&T Trail, Phase 1 - Spring 2017**
- 4. SRT - South St to Christian - Spring 2017**
- 5. Pennypack Trail - Frankford Ave - Spring 2017**
- 6. Bartram's Mile North - Spring 2017**
- 7. Baxter Trail - Summer 2017**

TRAILS COMING SOON – 2017

1. Darby Creek, Swedish Cabin to Kent Park - Fall 2017
2. Del Rvr Heritage Trail - Fieldsboro to Florence - Fall 2017
3. SRT - Hanover Street to Lower Pottsgrove - Fall 2017
4. SRT - Lower Pottsgrove to 422 Bridge - Fall 2017
5. Cobbs Creek Segment A - Fall 2017
6. Cobbs Creek Segment D - Fall 2017
7. Delaware River Trail - Washington Ave to Pier 70 - Fall 2017
8. Frankford Creek Greenway - Phase I - Fall 2017
9. North Park Drive Bike Lanes - Fall 2017
10. Bartram's Mile South - Fall 2017
11. Liberty Bell – Lansdale - Fall 2017/Winter 2018



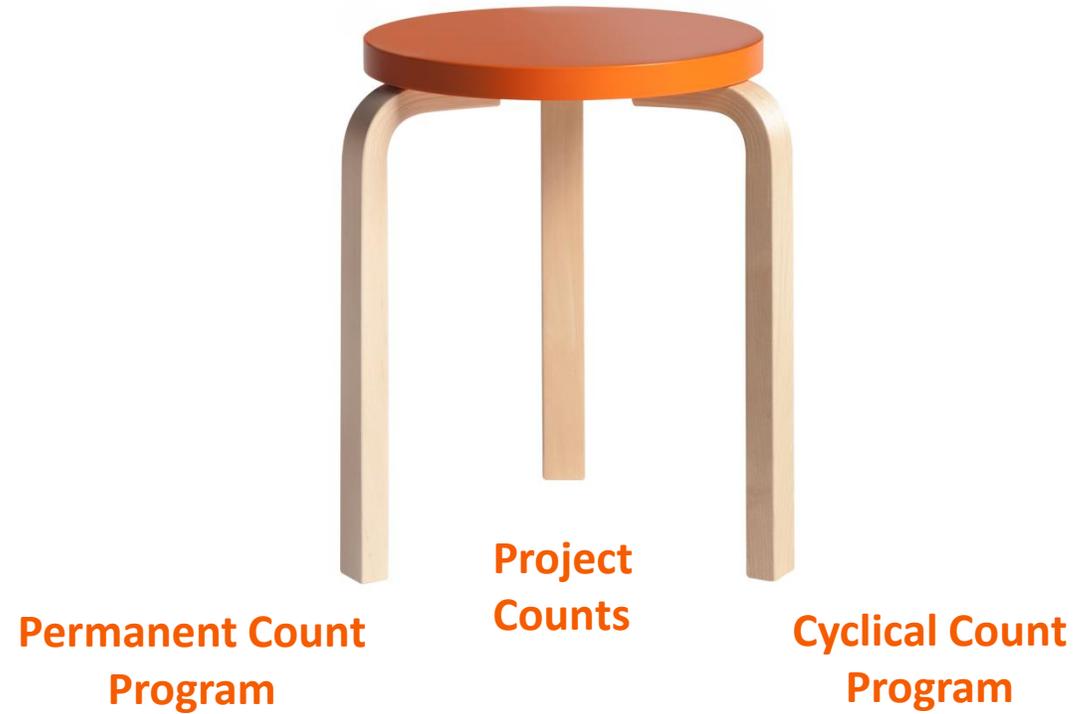
DVRPC's Automated Counts on the Circuit Trails

Presented By: Shawn Megill Legendre, AICP

Circuit Trails Coalition – November 2016

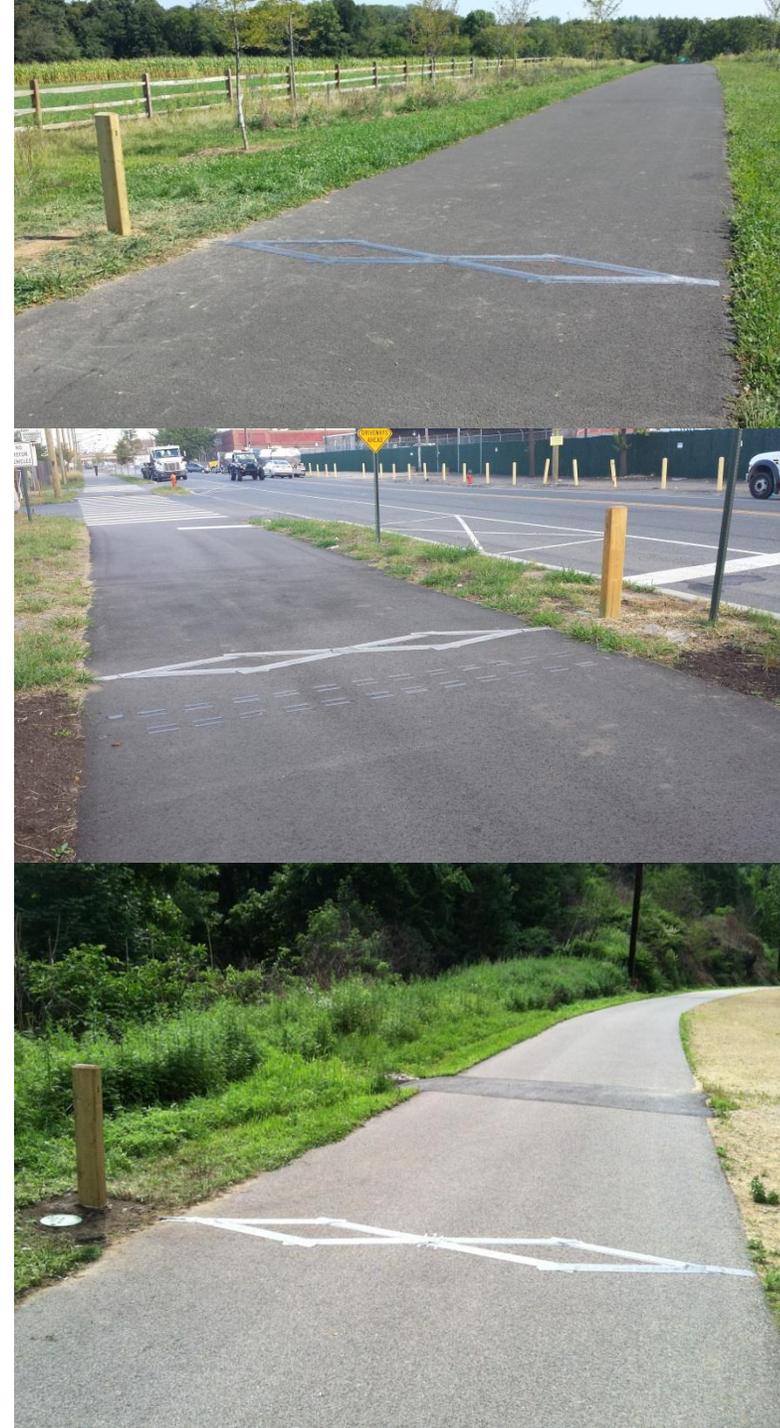


A Multi-Pronged Approach to Cyclist and Pedestrian Counting



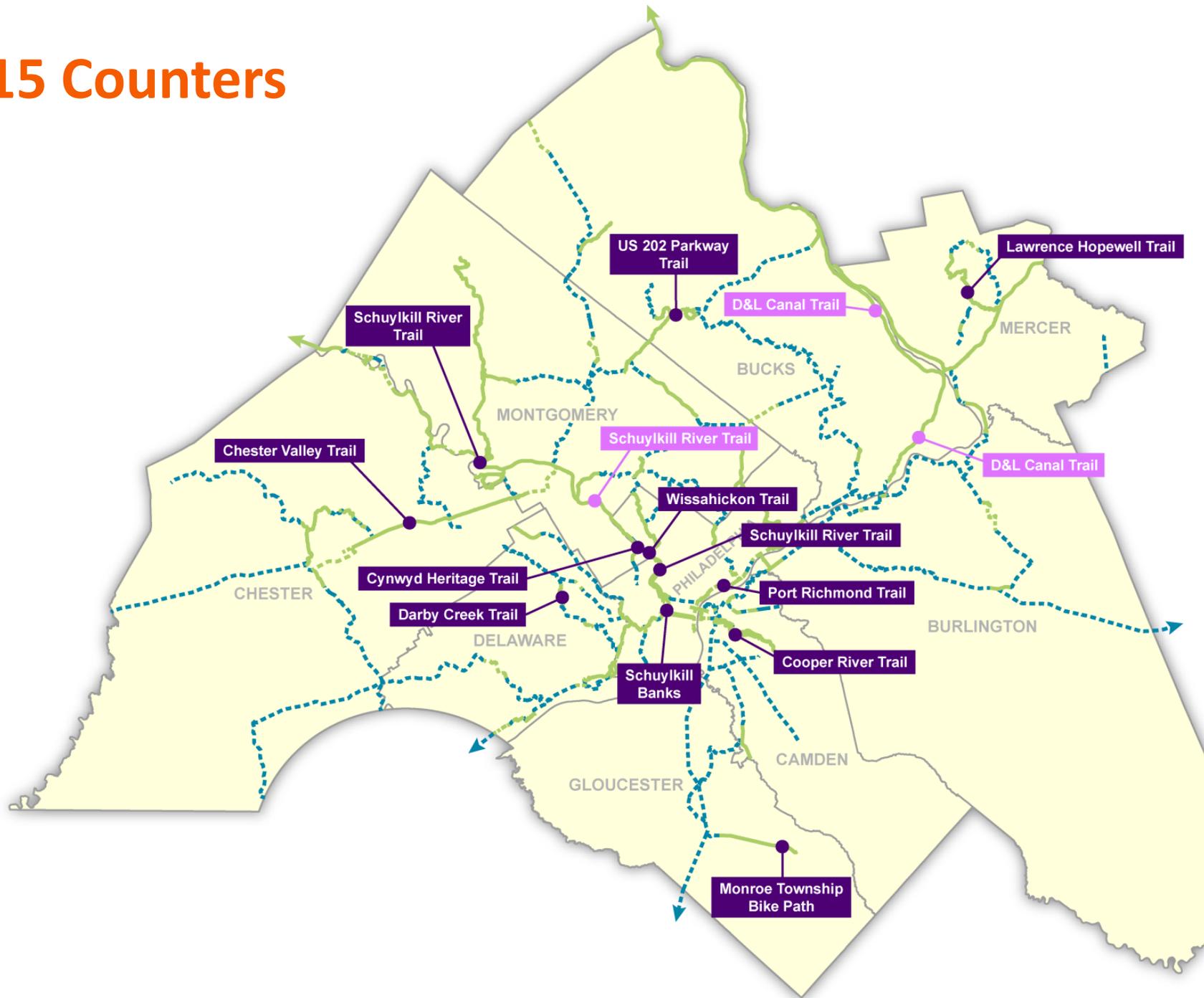
Permanent Bicycle and Pedestrian Counters

- DVRPC installed 15 permanent counters on multi-use trails
- Counters use an infrared sensor and inductive loop to detect and distinguish bicycles from pedestrians
- Counters collect data continuously 365 days a year, 24 hours a day and wirelessly report data in 15 minute increments by direction and by mode





15 Counters



DVRPC's Permanent Counter Webviewer

dvrpc Permanent Bicycle and Pedestrian Counters

Location	Access Detailed Data	(10/1/2016 through 10/31/2016)		(1/1/2016 through 10/31/2016)	
		Pedestrian	Cyclists	Pedestrian	Cyclists
Cooper River Trail	Access Detailed Data	20,251	2,062	192,033	23,613
Cynwyd Heritage Trail	Access Detailed Data	17,850	2,529	146,296	37,591
D&L Canal Trail (Tullytown)	Access Detailed Data	489	646	1,341	2,416
D&L Canal Trail (Washington Crossing)	Access Detailed Data	2,389	4,240	6,434	13,564
Darby Creek Trail	Access Detailed Data	5,701	487	54,106	7,044
Lawrence-Hopewell Trail	Access Detailed Data	3,986	1,608	33,429	15,417
Monroe Township Trail	Access Detailed Data	2,438	2,546	23,085	32,277
Port Richmond Trail	Access Detailed Data	2,353	812	17,904	9,513
Schuylkill River Trail (Pawlings Rd)	Access Detailed Data	4,831	13,148	37,691	157,931
Schuylkill River Trail (Schuylkill Banks)	Access Detailed Data	121,650	55,359	1,003,803	528,877
Schuylkill River Trail (Spring Mill)	Access Detailed Data	16,621	16,929	47,801	75,132
Wissahickon Trail	Access Detailed Data	10,106	13,076	67,812	129,298

This webpage contains data as reported by automated cyclist and pedestrian counting equipment. Data is not adjusted to correct errors due to equipment malfunction or failure. See disclaimer.

Station Information for Cooper River Trail

Pedestrian Volume by Month



Bicycle Volume by Month



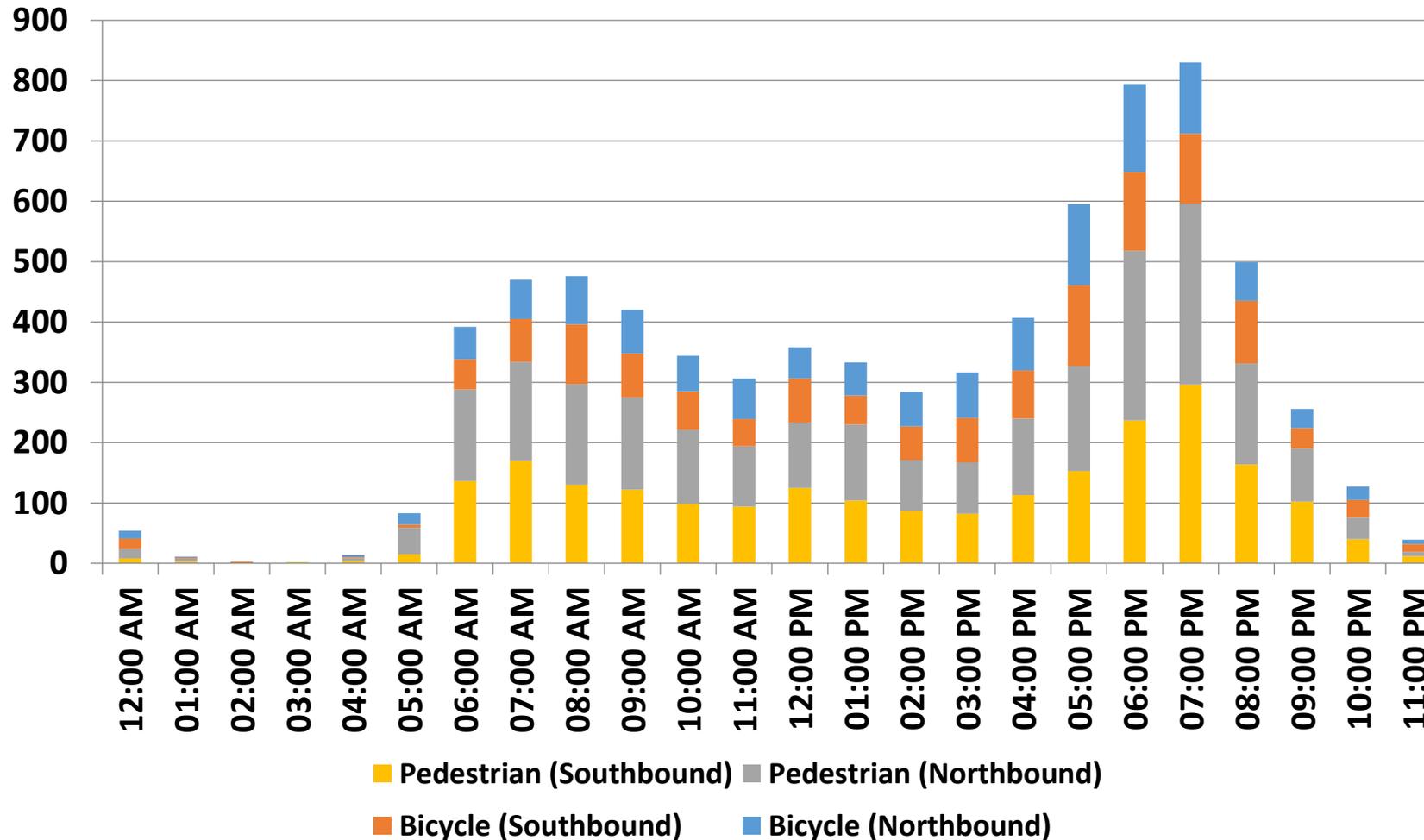
<http://www.dvrpc.org/webmaps/PermBikePed/>

Selected Statistics

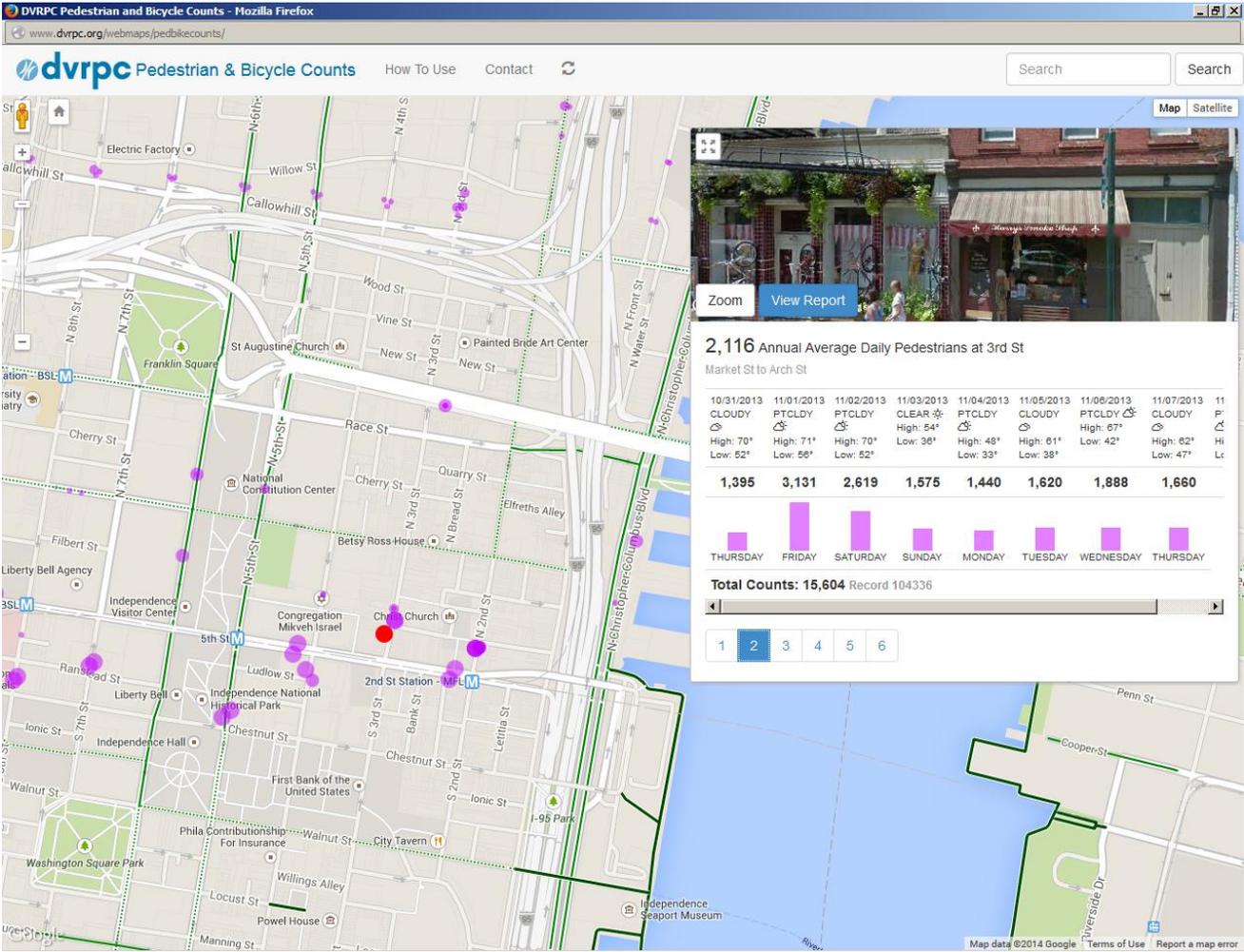
- **Through Nov. 15, the Schuylkill Banks Trail counter has recorded over 1.6 million uses in 2016.**
- **System-wide, we've recorded almost 2.8 million uses so far in 2016.**
- **On many trails, weekends are busiest. The Cooper River Trail, for instance, had a weekend daily average of 825 uses, compared to 649 in during the weekdays.**

Schuykill Banks – Thurs, Aug. 27, 2015

Schuykill River Trail – Schuykill Banks



Short-Term Bicycle/Pedestrian Count Web Viewer



Thank You

Shawn Megill Legendre
Senior Research Analyst
Office of Environmental Planning &
Office of Energy and Climate Change Initiatives
slegendre@dvrpc.org
215.238.2934

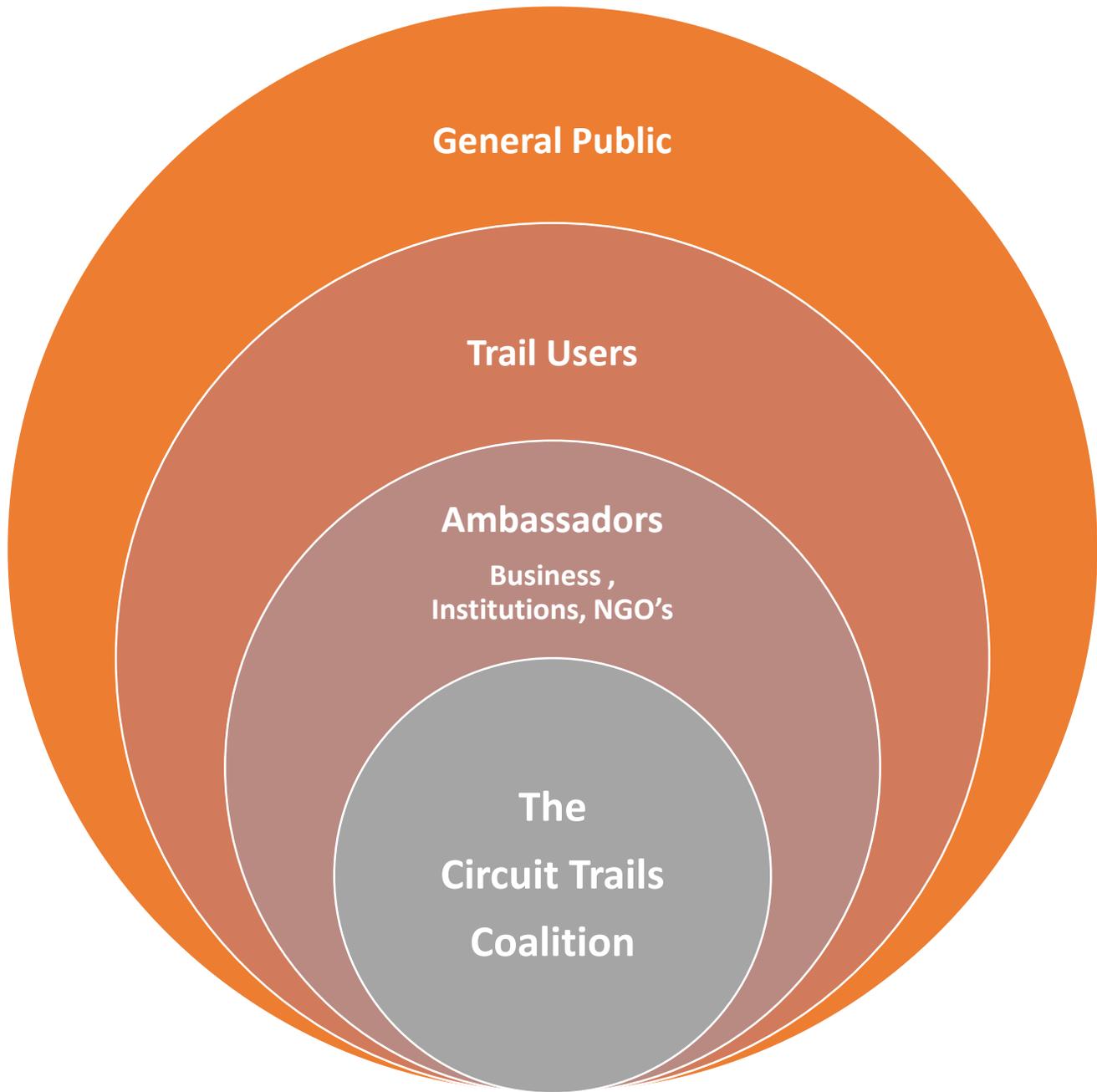


REGIONAL TRAIL FUND

Circuit Trails Strategic Plan 2017-2018

Goal #1 - Seek Regional Commitment to Finish the Circuit Trunk Lines by 2025 and to Maintain Circuit-Wide Trail Development of Completing 20 Miles Annually

Goal #2 - Diversify the Base of the
Circuit Trails (outside Trail Advocate
Circle)



General Public

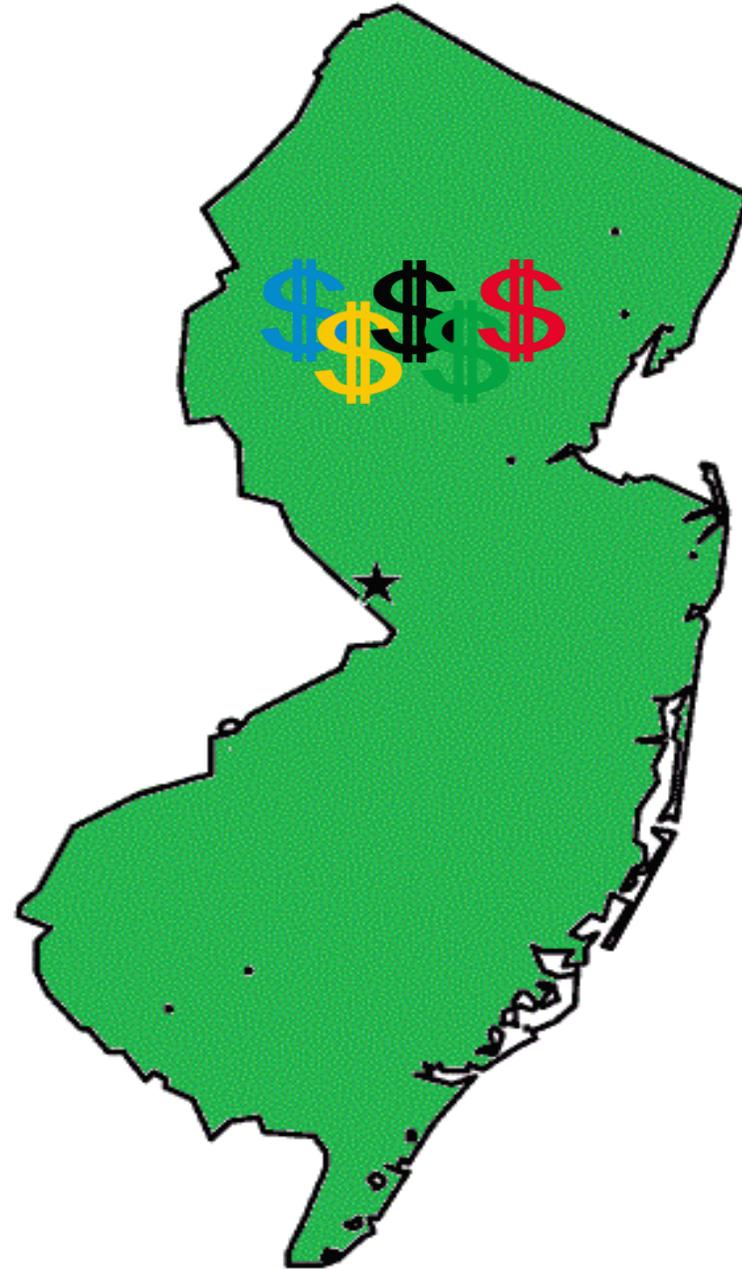
Trail Users

Ambassadors
Business ,
Institutions, NGO's

**The
Circuit Trails
Coalition**

Goal #3 - Create Diverse and Stable Trail Funding in New Jersey

**Create and Enhance
Sources of
Diverse and Stable
Trail Funding in NJ**



Current Funding Sources for Trails

PENNSYLVANIA

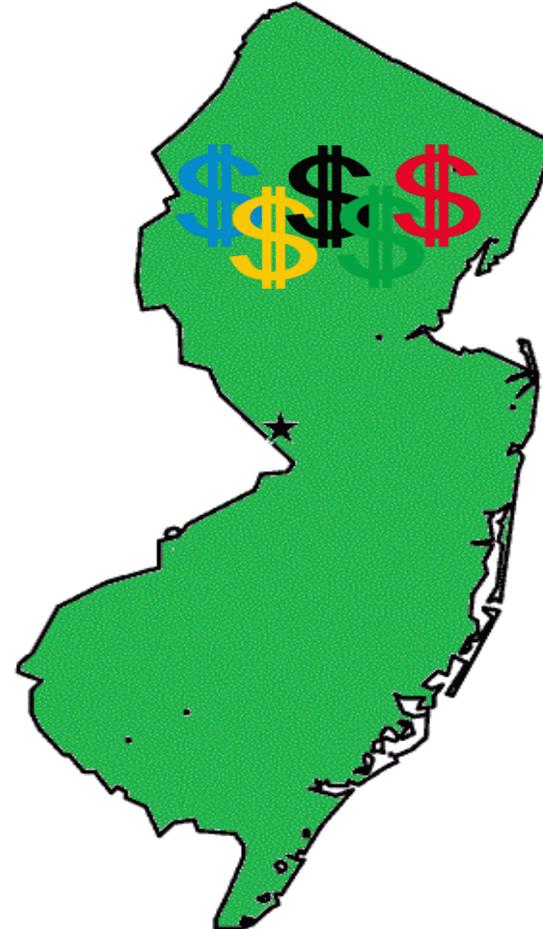
- Pennsylvania Transportation Implementation Program (through Congestion Mitigation and Air Quality Funds (CMAQ))
- Pennsylvania Transportation Alternatives Program
- DVRPC Regional Trails Program
- Commonwealth Finance Authority
- Department of Conservation and Natural Resources C2P2
- Department of Transportation's Multimodal Fund
- Commonwealth Financing Authority's Multimodal Fund

NEW JERSEY

- New Jersey Transportation Implementation Program
- Congestion Mitigation and Air Quality Funds (CMAQ)
- New Jersey Transportation Alternatives Program
- DVRPC Regional Trails Program
- Department of Environmental Protection - Recreational Trails Program
- Local Aid Bikeways

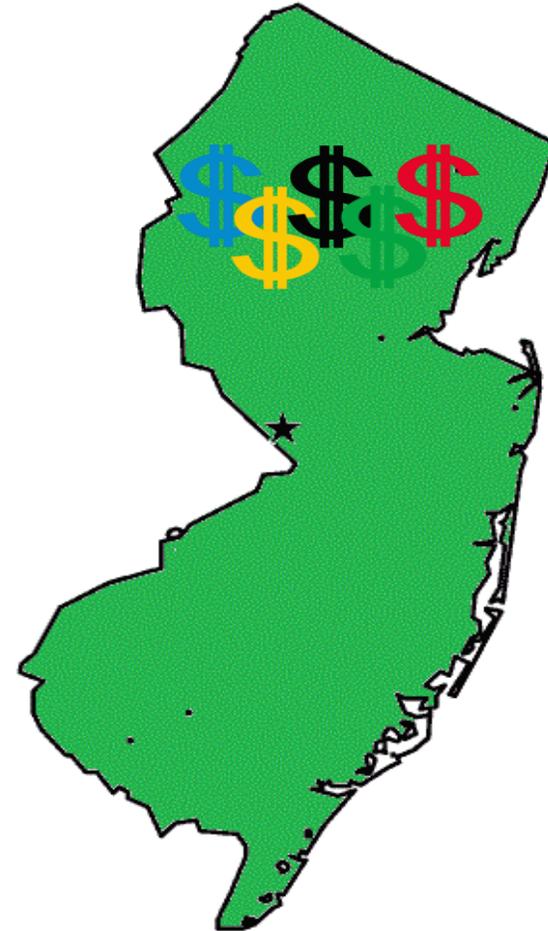
Three-Tiered Approach

- Traditional, Existing Funding Sources
- Non-traditional, Existing Funding Sources
- New, Potential Funding Sources



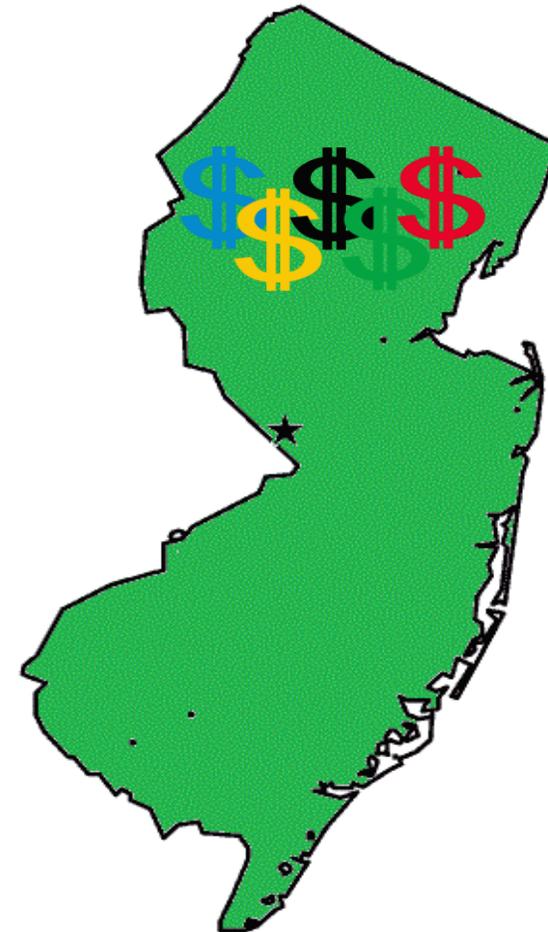
TIER I: Traditional, Existing Funding Sources

- Sample Funding Sources:
 - USDOT Transit, Highway, and Safety Funds (TIP, SRTS, CMAQ, etc.)
 - NJDEP Recreational Trails Program
 - NJDEP Green Acres Program
- Strategies for Engagement



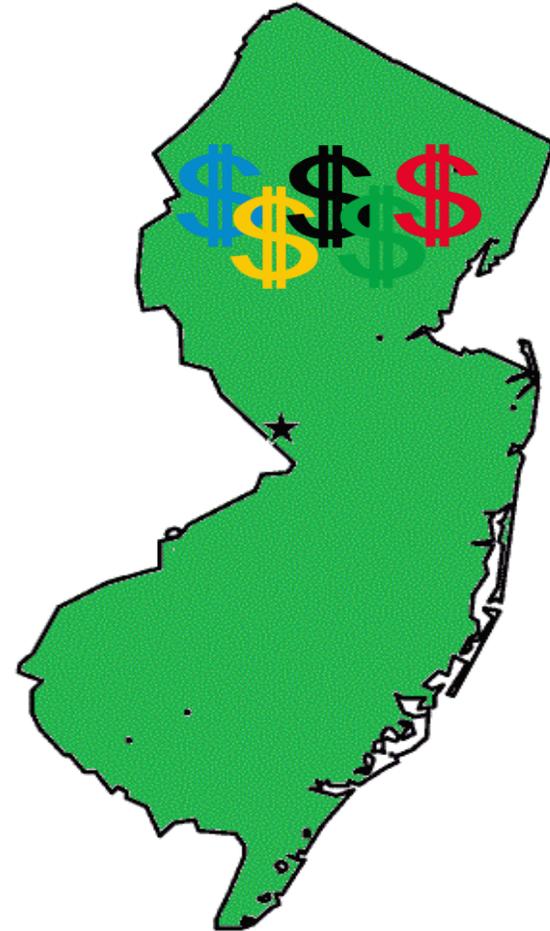
TIER II: Non-traditional, Existing Funding Sources

- Sample Funding Sources
 - Hazardous Discharge Site Remediation Fund
 - NJEIT
 - New Private Foundations in Health sector, etc.
- Strategies for Engagement



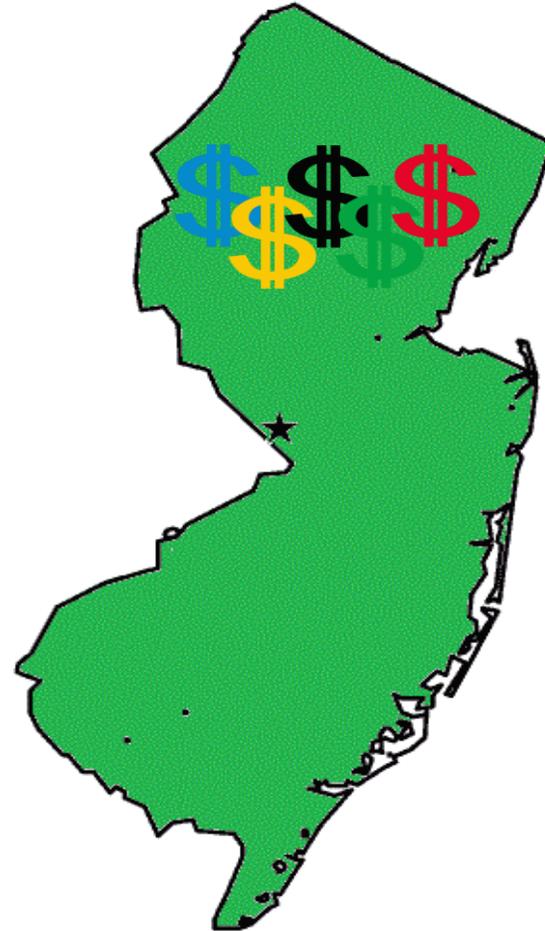
TIER III: New, Potential Funding Sources

- Sample Resources
 - Federal Reserve Bank of Philadelphia
 - NJ Economic Development Authority's Economic Opportunity Act
- Strategies for Engagement



NEXT STEPS

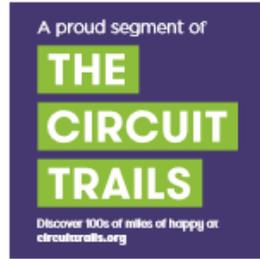
- Continue Strategies for Engagement
- Host Special Workshop in Winter/Spring 2017
- Identify, recruit, and connect with other trail advocates around the state



Goal #4 - Create Unified Signage for
Circuit Trails Using a Modular
Approach

CIRCUIT PARTNER SIGNAGE

BLADE SIGNS - 18" x 18"



OPTION 01



OPTION 02



OPTION 03

SELFIE SPOT SIGN - 12" x 21"

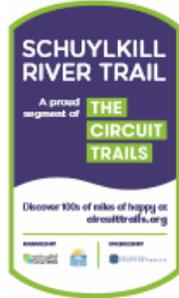


OPTION 01



OPTION 02

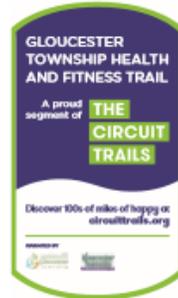
TRAIL AFFILIATION SIGNS - 12" x 21"



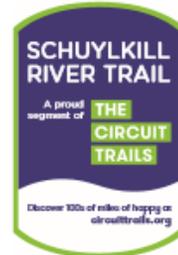
SHORT NAME



AVERAGE NAME



LONG NAME



WITHOUT PARTNER LOGOS
(12" x 18")

CIRCUIT CONNECTIONS SIGN - 14" x 36"



TRAIL MEDALLION 3" DIAMETER



PROPORTIONAL SIZE



DETAIL VIEW

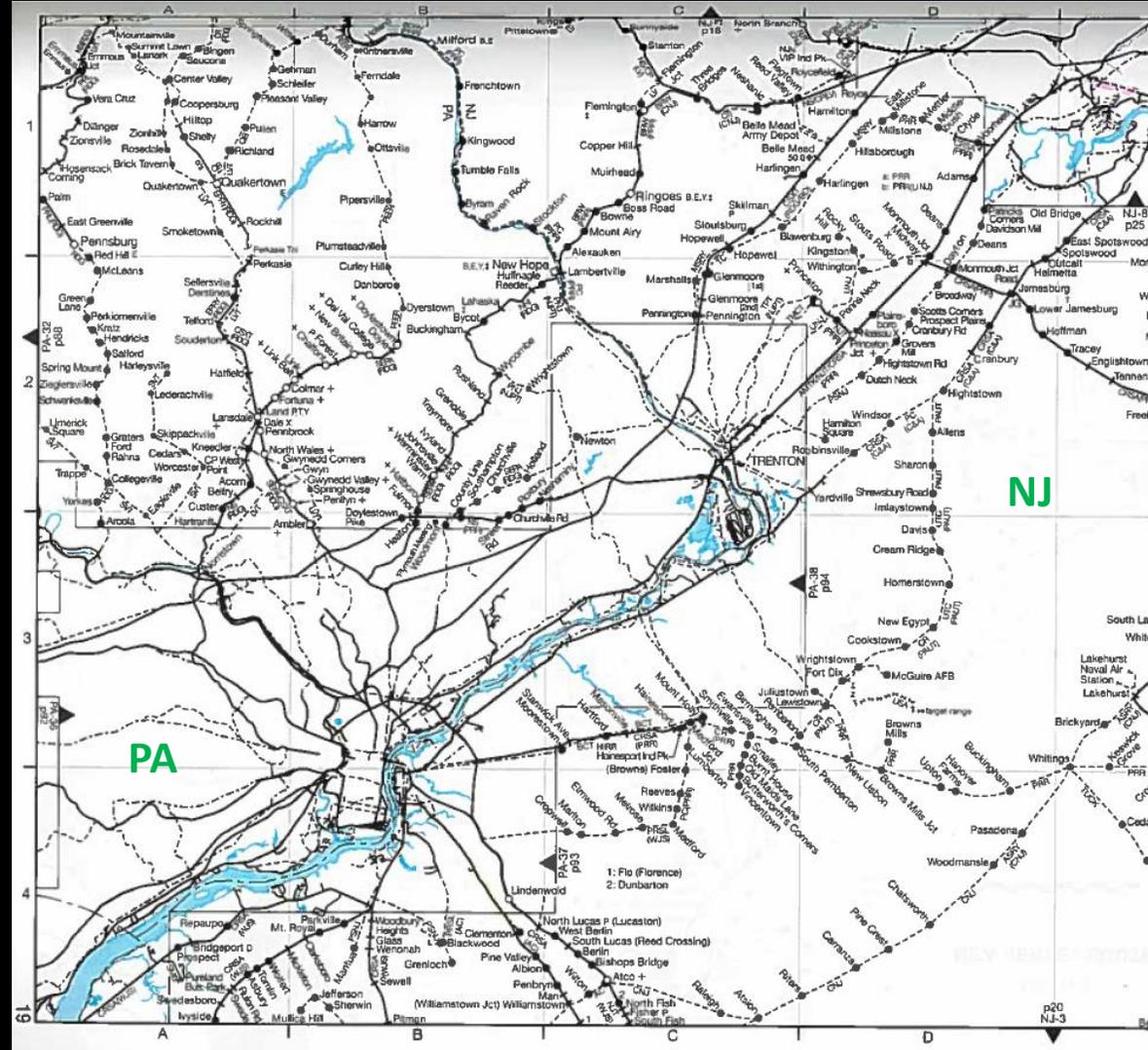
Take the Survey!

<http://tinyurl.com/circuitsigns>

Goal #5 - Create Strategies to fill Gaps
and Cross Key Rights-Of-Way

Railroad Strategy

- Inventory
- Analysis
- Packaging



Source: SPV's Comprehensive Railroad Atlas of North America

Goal #6 - Share and Document Maintenance and Security Best Practices

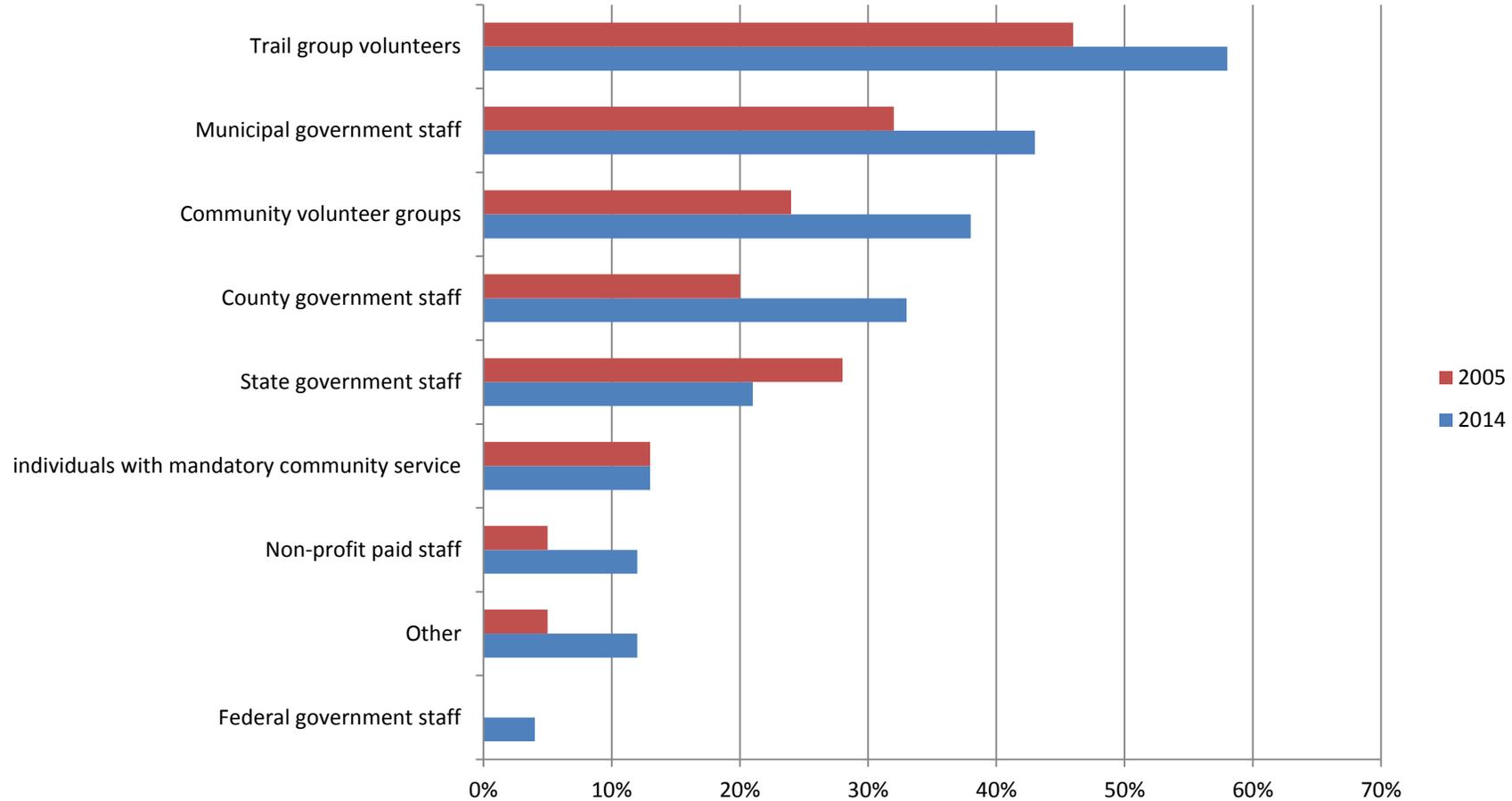
Rail-Trail Maintenance

- Is it expensive?
- What does that mean?
- What are the implications?
- Is it important to have a more informed narrative?
- <http://tinyurl.com/trailmaintenance>

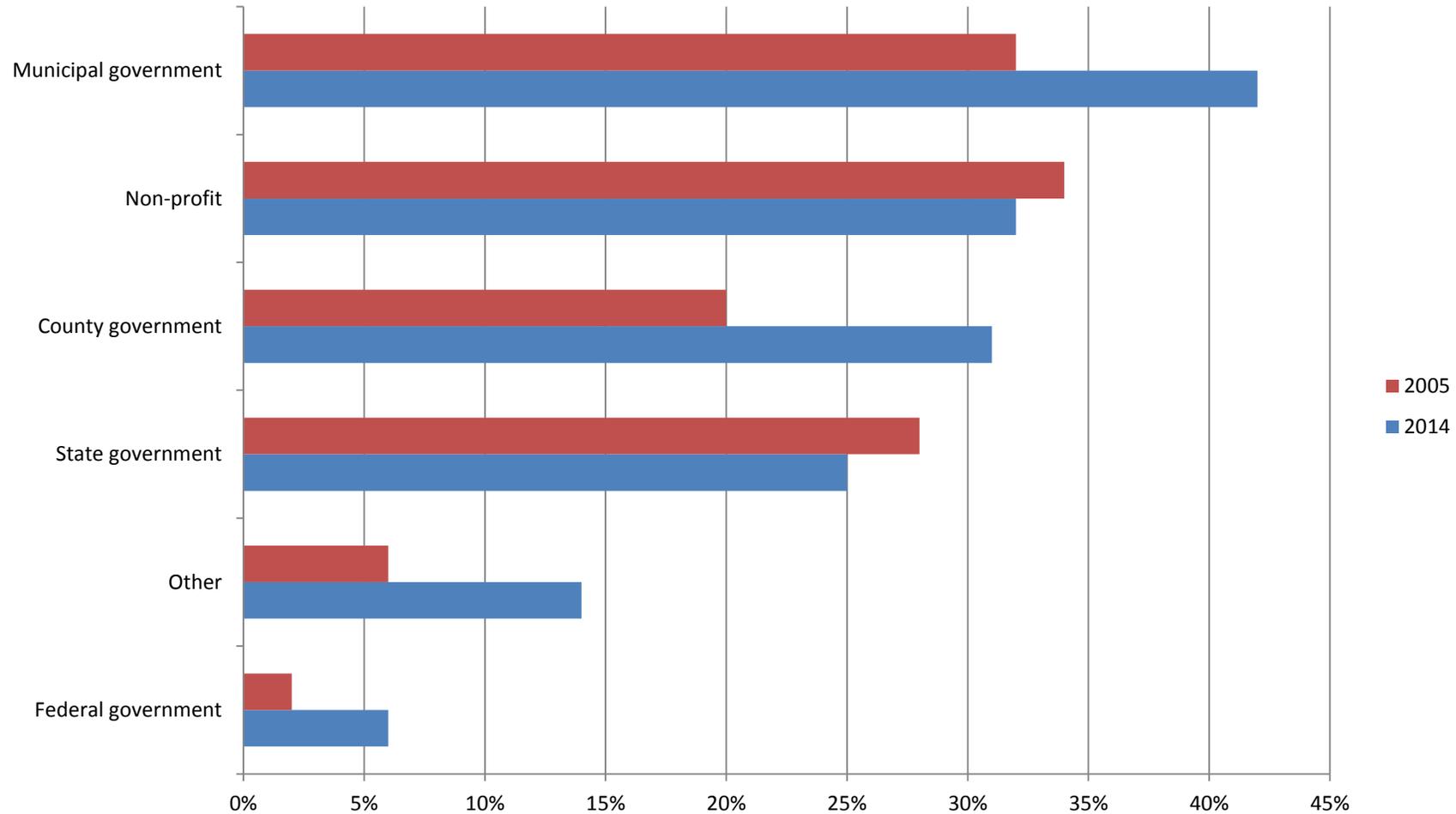
Tasks and Frequency

Maintenance Activity	Percent of Budget
Surface clearing of trail	10.8%
Mowing	12.0%
Vegetation management (leaf clearing, pruning, etc.)	11.2%
Keep trail-side land clear of trash and debris	11.5%
Whole tree removal	5.4%
Application of herbicides or pesticides	2.3%
Clearing of drainage channels and culverts	5.4%
Surface maintenance of parking areas	2.7%
Litter clean up, trash cans	2.7%
Maintenance of toilets at trailheads	13.0%
Maintenance of toilets along the trail	1.2%
Trailhead parking snow removal	1.1%
Repair/maintenance of signs	6.3%
Recovery from illegal acts of vandalism/dumping	5.3%
Other trail maintenance activities	9.1%

Who Performs Trail Maintenance?

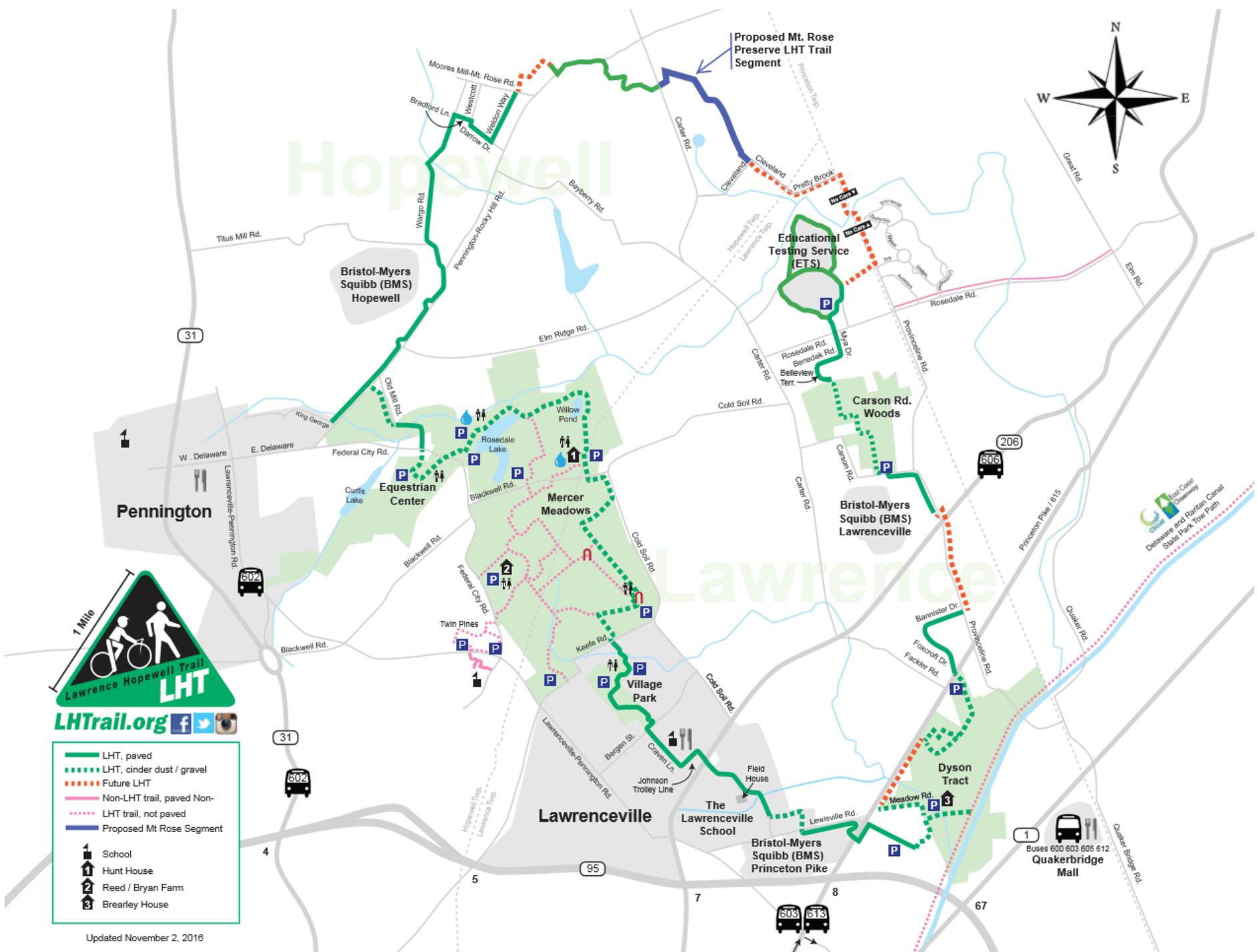


Who funds maintenance of the trail?



Q&A

Lawrence Hopewell Trail



LHTrail.org   

- LHT, paved
- - - LHT, cinder dust / gravel
- · · Future LHT
- Non-LHT trail, paved
- - - LHT trail, not paved
- Proposed Mt. Rose Segment

-  School
-  Hunt House
-  Reed / Bryan Farm
-  Brearley House

Updated November 2, 2016

Chester Creek Trail

Delaware County + Friends of Chester Creek Branch



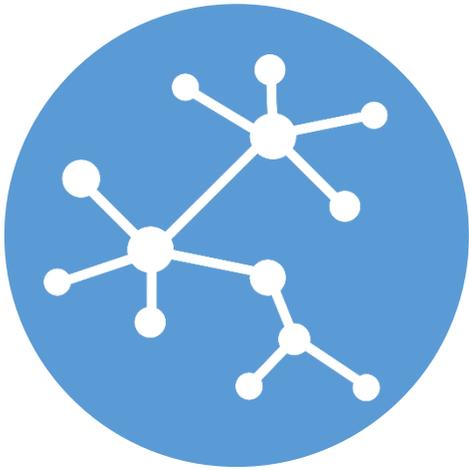
AGENDA

- INTRODUCTIONS
- CONTEXT
- BACKGROUND
- PARTNERSHIPS
- DESIGN + DEVELOPMENT
- NEXT STEPS



CONTEXT

PRIMARY TRAIL NETWORK



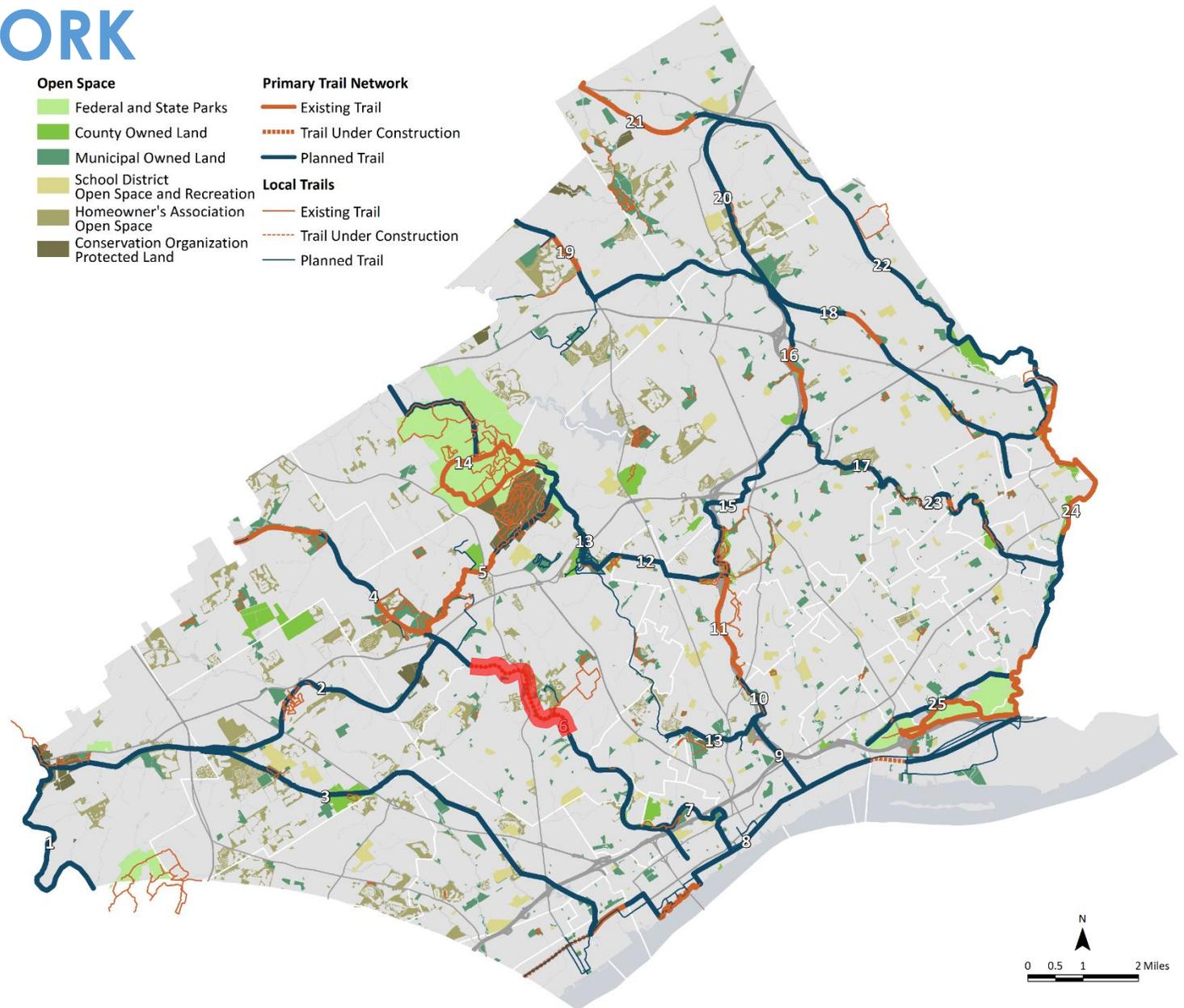
130 Miles of Trails

Existing: 30 Miles

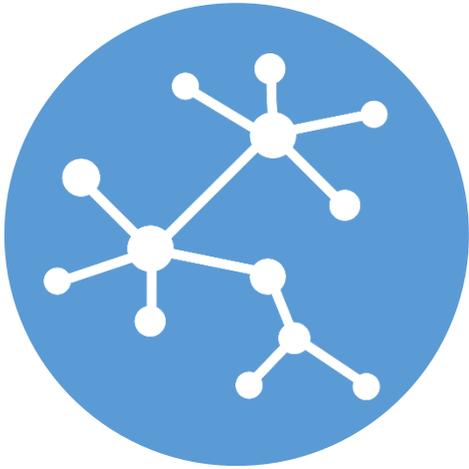
Construction: 6 miles

Planned: 94 miles

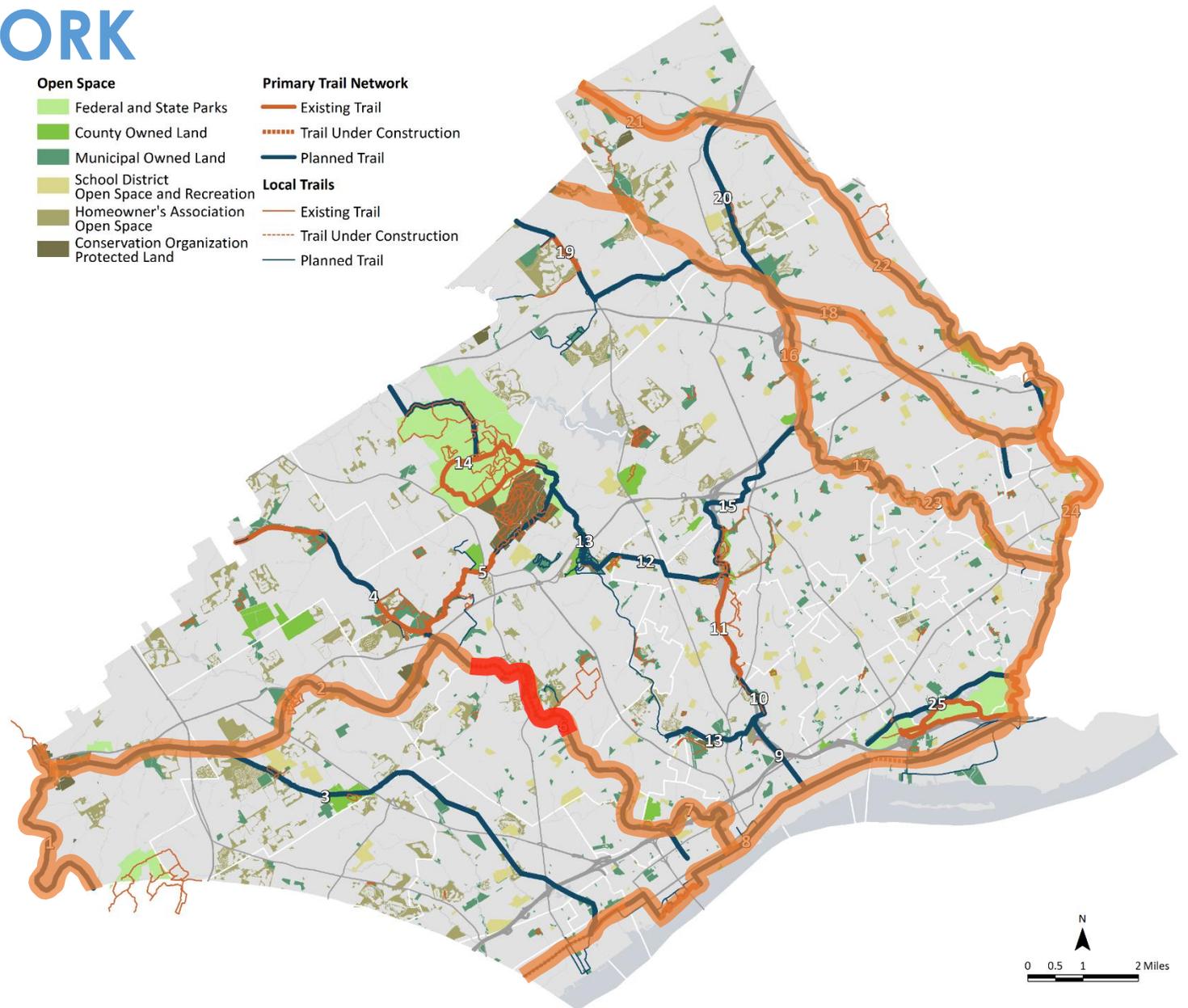
Plus over 100 miles of existing local trails



PRIMARY TRAIL NETWORK



**THE
CIRCUIT
TRAILS**
100s OF MILES
OF HAPPY



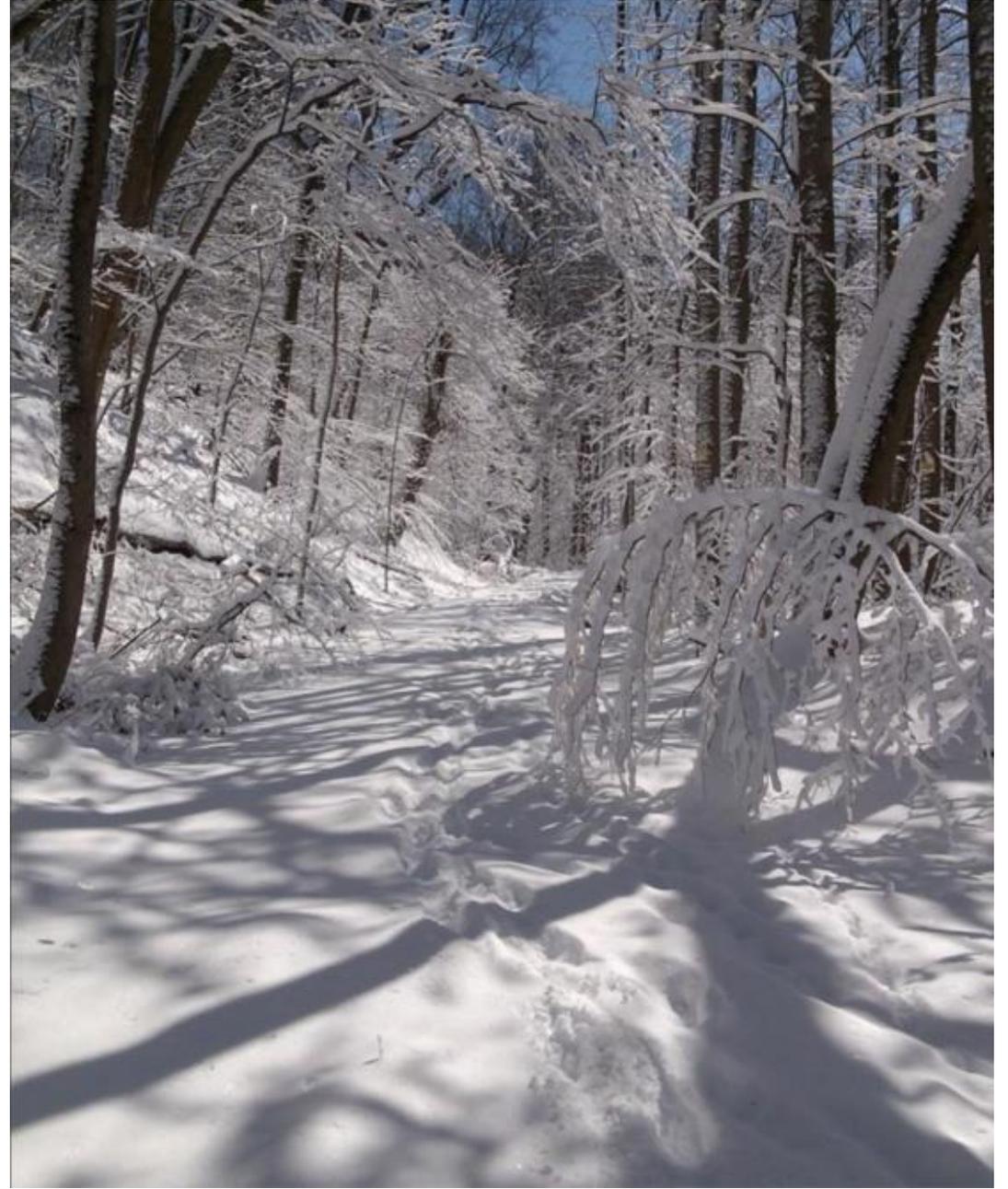


BACKGROUND

EXISTING CONDITIONS



EXISTING CONDITIONS





PARTNERSHIPS

PARTNERSHIPS

OWNERSHIP

OWNER
SEPTA



PUBLIC-PRIVATE PARTNERSHIP AGREEMENT

LEASEE
COUNTY



SUB-LEASEE
FOCCB



HISTORY

TIMELINE

- 1990s:** Mike Fusco starts project
- 1997:** FOCCB incorporates
- 1999:** Start of feasibility study
- 2002:** Feasibility study
- 2004:** ROW legal analysis
- 2008-11:** Lease negotiations
- 2008-14:** Engineering
- 2015:** County Open Space, Recreation, and Greenway Plan
- 2015:** Construction
- 2016:** Opening(!)



GROUNDBREAKING





DESIGN + DEVELOPMENT

EXISTING CONDITIONS



EXISTING CONDITIONS



EXISTING CONDITIONS



EXISTING CONDITIONS



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT



DESIGN AND DEVELOPMENT





LESSONS LEARNED

LESSON LEARNED

THINGS THAT DIDN'T HELP

- Ownership disputes
 - 100-year-old agreement
 - Legal distinction between “inactive” and “abandoned”
- Stormwater runoff and adjacent property owners

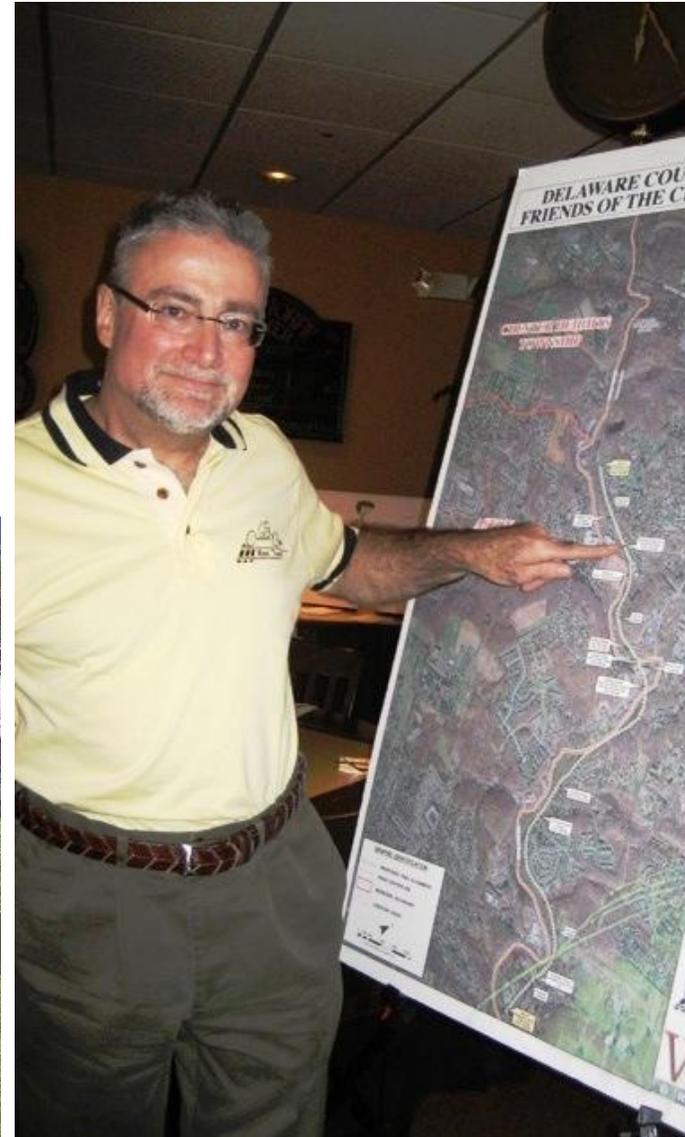


This Agreement, made this 31st day of May A.D. 1874 by and between the Chester River Rail Road Company its successors and assigns of the one part and Samuel Riddle his executors, administrators and assigns of Middlebury Township, Delaware County, Pennsylvania, Westmoreland, that the said Chester River Rail Road Company shall have a right of way for its Rail Road through the lands of said Riddle, shown as the substantly property, as the said Road is now constructed of the width of forty feet at the grade line with ordinary slopes, and to be divided as follows twenty five feet north of the center line of the said track as now constructed and fifteen feet south of said center line it being understood and agreed that the right of way so granted shall not encroach on the four houses owned by the said Riddle adjacent to said track. The said Rail Road Company shall have the right to take the materials, as stones, earth or necessary for the construction and repair of its Rail Road, to the extent of one half acre from a tract of land lying alongside said Rail Road in Middlebury Township Delaware Co. and the tract and bounded and described as follows, Beginning at a point in the center of said Rail Road track near the property shown as the "Barrett Mill", thence along said track north nine degrees west fifty feet, north fifteen and a half degrees west one hundred feet north twenty two degrees west one hundred feet, north forty degrees west one hundred feet, thence south forty six and one quarter degrees west fifty seven feet, thence south eighteen and one fourth degrees east three hundred and fifty one feet thence south slightly four degrees East one hundred and eighty feet to the place of beginning. It being hereby understood and agreed that the ground above mentioned shall revert to the possession of the party of the second part when said company shall permanently cease to use it as aforesaid. The said Rail Road Company shall have the exclusive right (as long as the rental hereafter named is promptly paid and no longer) to cut and remove the ice from the dams owned by said Riddle above and below the Boardwalk Station on said Rail Road and erect ice houses for its storage at the most convenient points on said dams on lands of said Riddle provided, said houses are not erected to interfere with any houses or improve-

LESSON LEARNED

THINGS THAT WORKED

- Dedicated leader
 - Mike Fusco
- Strong friends group
 - Show up at meetings
- Political support
- Social media





NEXT STEPS

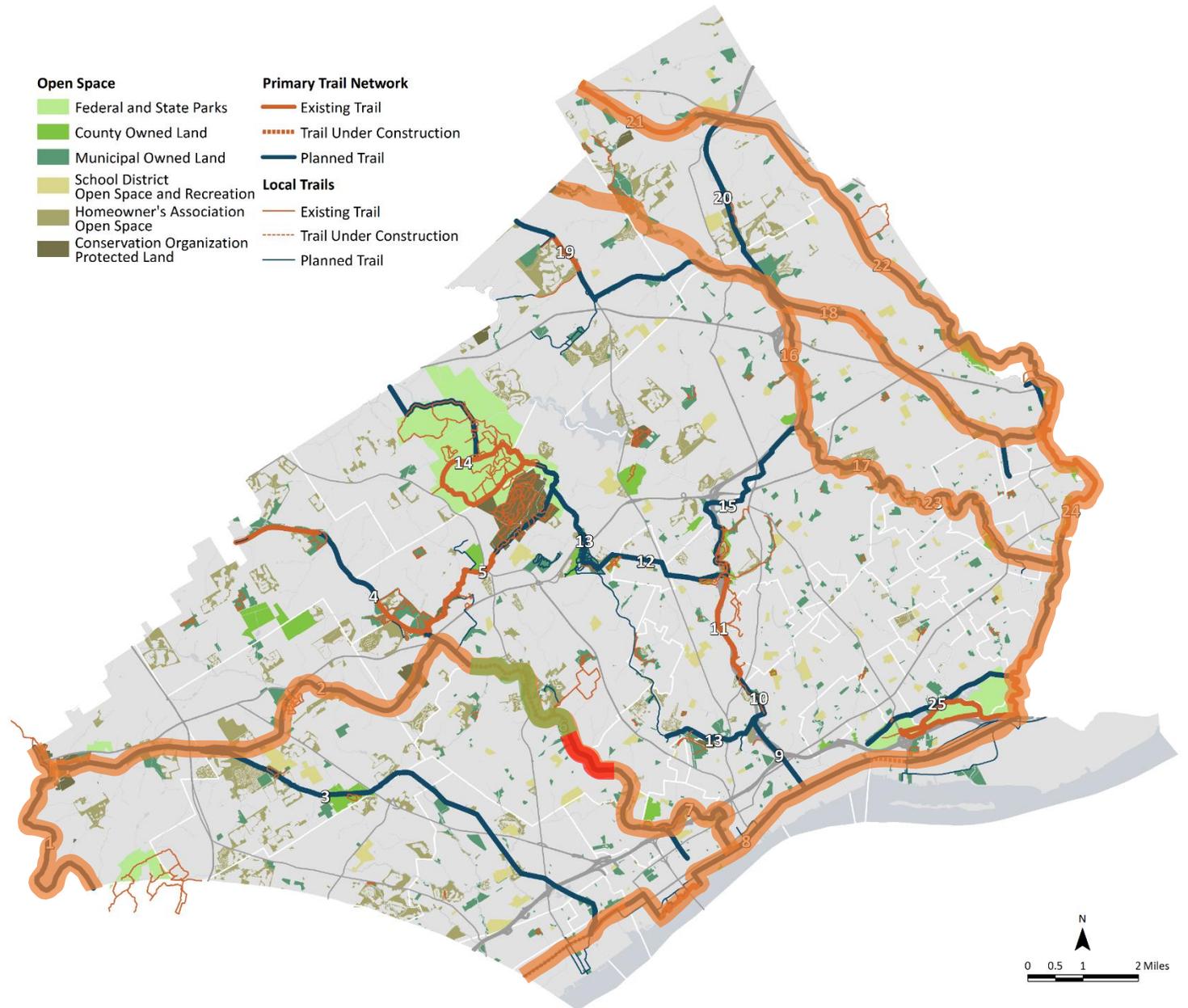
CHESTER CREEK TRAIL - PHASE 2

Creek Road south to Bridgewater Road

Aston Township

Final Design: \$416,000

Construction: Approx. \$2mil.



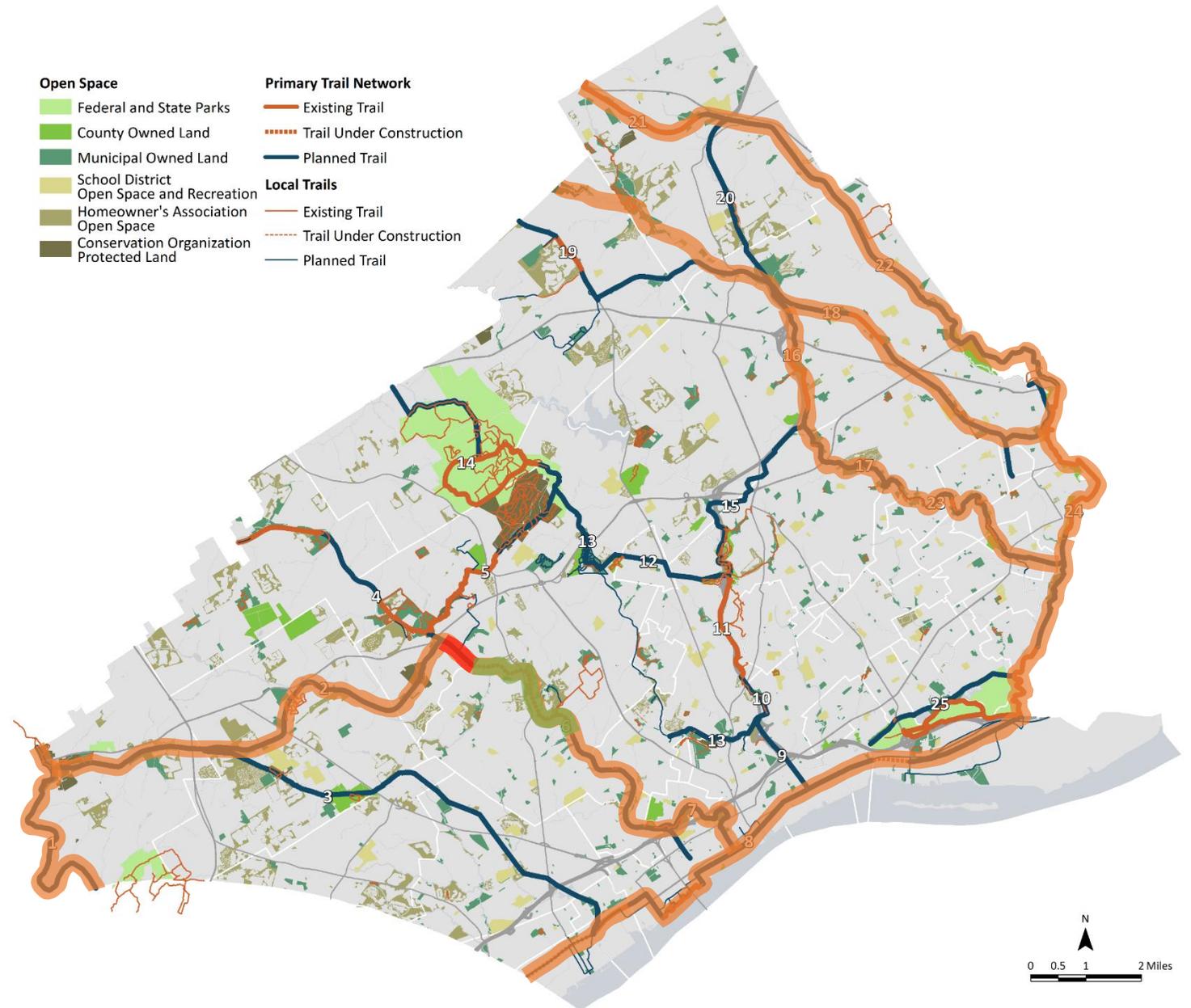
CHESTER CREEK TRAIL - PHASE 3

Lenni Road north to planned
Wawa Train Station

Middletown Township/Chester
Heights Borough

Final Design: \$300,000

Construction: Approx. \$1.5mil.



Chester Creek Trail

