

**THE
CIRCUIT
TRAILS**

2018

ANNUAL REPORT



Bartram's Mile in SW Philadelphia

2018 In Review

2018 was the year that Circuit Coalition member organizations mobilized to secure funding for several major projects, and to save millions in federal trails funding from being lost. This is in addition to some great new trails coming online in diverse communities all across the Philadelphia region. We also rallied county and municipal support across the Philadelphia region for our 500 miles by 2025 Campaign. These are some of the year's highlights.

New Jersey Activists Mobilize To Save Millions In Federal Funding



In early 2018, Circuit Trails Coalition members learned that the New Jersey Department of Transportation was on the verge of allowing over \$10 million in federal trail funds to lapse and be returned to Washington.

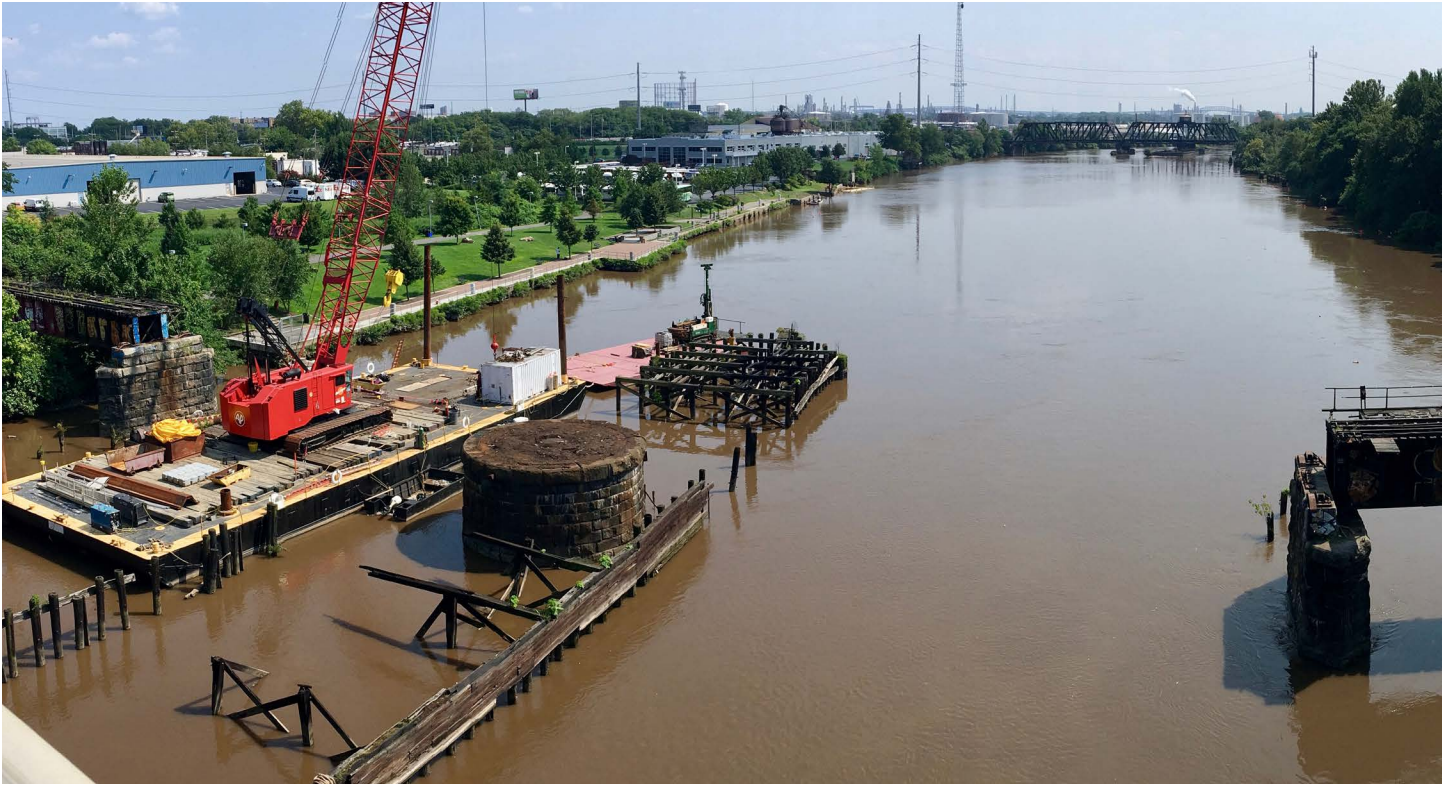
We sprung into action and created an email campaign that sent hundreds of messages to

NJDOT and elected officials in the state. Within a month, we received word that NJDOT had found a way to save the money from lapsing, and also had allocated additional funds, resulting in a total allocation of \$23 million for trails projects. This was a huge win for The Circuit Trails!

The biggest beneficiary of this

saved funding was Burlington County, where the Delaware River Heritage Trail received over \$8 million in funding. This will bring the trail through the Route 130 underpass in Mansfield Township (image above). The underpass was completed over a decade ago, but has not been put to its best use as the trails that connect to it are currently informal dirt paths.

Millions In New Funding For Pennsylvania Trails



Construction began on the Schuylkill River Swing Bridge in 2018 (above). This is one of the massive trail projects that have been partially funded by federal TIGER/BUILD grants on The Circuit Trails over the years.

When this bridge is complete, there will remain only one more missing link left to connect communities in Southwest Philadelphia, Delaware County, and Center City via the Schuylkill River Trail.

That segment is the Christian to Crescent Connector (image at right), a bridge along the banks of the Schuylkill River that will connect the newly completed South to Christian segment of the SRT to the Swing Bridge. We are very excited to report that this last missing link

to create dozens of contiguous Circuit Trails mileage also received a BUILD grant in 2018, as well as local and state matching funds that will enable this project to move forward. Congratulations to the City of Philadelphia, PennDOT, Pennsylvania Department



of Conservation and Natural Resources, and Schuylkill River Development Corporation for advancing this critical infrastructure project!

This was not the only major funding win for the PA Circuit Trails in 2018.

First, DVRPC announced \$8 million in Transportation Alternatives funding, which supports trails as well as other bike/ped projects.

In May, Governor Wolf's office announced another round of funding for the Transportation Alternatives Set-Aside program, including \$5.5 million for The Circuit.

Lastly, in what was a surprise to many trail advocates, Delaware County Council announced a new \$10 million in funding for open space preservation, which will be a great tool for local trail planners.

What a great year for funding!

500/2025 Campaign: All 9 Counties, 100 Total



In 2014, Circuit Coalition Member organizations were successful in getting the Delaware Valley Regional Planning Commission (DVRPC, the Philadelphia region's planning organization) to identify completing The Circuit Trails network as a major goal in its long range plan: "Connections 2040."

We realized that this goal was too far in the future to be treated as the urgent priority that it should be, given the health, safety, economic and environmental benefits of trails.

Late in 2016, we set an interim goal of getting 500 miles of The Circuit Trails network completed by 2025, which would put the region on schedule to reach DVRPC's 2040 goal.

Circuit Coalition member staff and volunteers reached out to contacts in municipalities and counties across the region to garner governmental support for the 500/2025 resolution.

By summer of 2018, Philadelphia County adopted the resolution, as celebrated in the below image.

Early in 2019, we were successful in getting Burlington County to adopt the resolution, as seen in the image above. The county was the 100th government to adopt the resolution, as well as being the ninth and final county in the region to do so.

Now that we have wrapped up the campaign, our focus switches to leveraging this unanimous regional support for trail development into increased resources allocated to trails construction from all levels of government: local, county, state, and federal.



Trails Completed And Coming Soon

The Circuit Trails completed **7.7 miles** in 2018. This brings the total to **332** Circuit miles built. New planned miles were added to the network as well. When complete, The Circuit Trails will now comprise **814** total miles.

Circuit Trails Completed in 2018

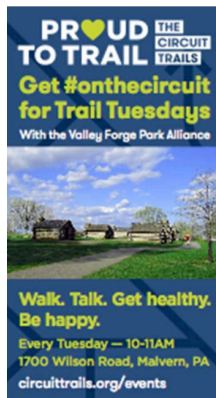
State	County	Trail	Mileage
NJ	Camden	North Park Drive Bike Lanes	1.6
NJ	Mercer	Trenton Wellness Loop	1.0
PA	Bucks	Lower State Rd TAP Trail	0.8
PA	Delaware	Darby Creek Trail - Swedish Cabin to Kent Park	1.0
PA	Montgomery	Schuylkill River Trail - Wash. St to Lower Pottsgrove	0.9
PA	Philadelphia	Baxter Trail (summer weekends only)	0.6
PA	Philadelphia	Frankford Creek Greenway - Phase I	1.2
PA	Philadelphia	Schuylkill River Trail - South to Christian	0.3
PA	Philadelphia	Tacony Creek Trail - Roosevelt Blvd. Connector	0.3
Total			7.7



Circuit Trail Openings Coming Soon

State	County	Trail	Mileage
NJ	Burlington	Delaware River Heritage Trail 130 Bypass	5.0
NJ	Camden	Ben Franklin Bridge Ramp	0.2
PA	Bucks	Tyburn Rd Crossing	0.2
PA	Bucks	CSX Tunnel	0.5
PA	Bucks	Upper Bucks Rail Trail	3.0
PA	Montgomery	Pennypack Trail Extension	0.8
PA	Philadelphia	Cobbs Creek Segment A	1.0
PA	Philadelphia	Schuylkill River Trail - Grays Ferry Swing Bridge	0.2
Total Coming Soon			12.4

Marketing Update

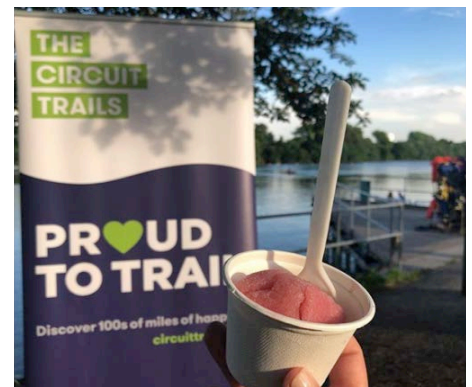


2018 was another stellar year for Circuit Trails marketing initiatives.

This was the year that we began our collaboration with the Alliance for Watershed Education of the Delaware River (AWE), and many AWE centers were destinations for our first Scavenger Hunt.



The Scavenger Hunt encouraged trail users to tap into the connectivity of the trails as a means of exploring the incredible destinations in all nine counties, including education centers, parks and outdoor spaces, dining, shopping, arts and culture, historic locations, outdoor outfitters like our friends at REI, and so many more. Over 400 people explored the Circuit and participated in the hunt, which also resulted in an additional 2,000 website visits.



Circuit marketing achieved the following milestones as well:

- Instagram +36% from 2017
- Facebook +16%
- Twitter + 28%
- Over 167 million paid media impressions
- 43.9 million earned media impressions
- 6,000 new Circuit Newsletter recipients
- 28 Opening Day for Trails events across the region
- 79 media stories (print, TV, and internet)



The New Circuit Maps Are Here!



This year saw the creation of a new and completely redesigned Circuit Trails map. Throughout the multi-month project led by Circuit Coalition member Rails-to-Trails Conservancy, we engaged with over a dozen stakeholder organizations to create a new map that is much easier to read, transport, and especially to fold!

Whereas the previous map was quite large when folded, this one fits in the palm of your hand. It also boasts a clean, simplified layout that has the entire map on one side. We didn't stop there though: We also added a durable front and back cover, and greatly improved folding: simply pull the covers apart and the map unfolds itself. Push them back together and the map shows you very clearly what it wants to do. Gone are the days of asking yourself "How did I fold this wrong?"

Many thanks to REI Co-op for its grant to print 25,000 maps!

The Bridge Ramp Is Happening!



For over a decade, John Boyle of the Bicycle Coalition of Greater Philadelphia has tirelessly advocated for the Delaware River Port Authority (DRPA) to replace the stairs (inset) on the Camden side of the Ben Franklin Bridge walkway with an ADA-compliant ramp. Last year, we celebrated that his perseverance had paid off when DRPA began design. This year we are over the moon to report that this vital link in The Circuit Trails has begun construction, and will be completed in time for summer 2019. This is a big deal because the bridge walkway will become the only safe bike/ped connection between New Jersey and Pennsylvania south of Trenton, and will link together Philadelphia's rapidly growing downtown jobs center with several underserved neighborhoods in Camden.



The Circuit Trails Coalition is a collaboration of nonprofit organizations, foundations, and agencies working to advance completion of a connected network of trails – The Circuit Trails – in the Greater Philadelphia region. Its goal is to raise the profile of bicycle and pedestrian trails and their public benefits so that building the Circuit Trails becomes a significant regional priority. Since its May 2012 launch, the Circuit Trails Coalition has brought together dozens of organizations to advocate for completing The Circuit Trails network, with an eye toward raising the profile of trails and their many public benefits.

Circuit Trails Coalition Members

Members of the Circuit Trails Coalition are a diverse group of nonprofits working in the fields of transportation, recreation, health, environmental sustainability, and economic development.

The Circuit Trails Coalition is governed by a steering committee that is comprised of elected representatives from the 65+ member organizations.

Circuit Trails Coalition Public Partners

The Circuit Trails Coalition has formed active partnerships with governmental agencies that work to provide support and resources for Circuit Trails development and management.

Local, county, state and regional organizations are involved, representing interests such as planning, transportation management, parks, and conservation.

Circuit Trails Coalition Ambassadors

Circuit Trails Coalition Ambassadors are small businesses, major institutions, neighborhood groups and nonprofit organizations that are united by their support for Circuit Trails development at the grassroots level.

Ambassadors are the newest level of Circuit Trails involvement opportunity.

Want your business or organization to become involved? Visit circuittrails.org for more information.

This work of The Circuit Coalition is made possible with the generous support of:

