

THE
CIRCUIT
TRAILS

2022

ANNUAL REPORT



Spring Garden Street Connector

2022 in Review

In 2022, several gaps were completed and celebrated throughout the Greater Philadelphia area that now bring new connections to communities within the growing network of the Circuit Trails. Thanks to your ongoing support and advocacy for the trails, these key connections have paved the way for the Circuit Trails that are expected to be completed in 2023.

Burlington County Celebrates the Rancocas Creek Greenway Trail

In September of 2022, the Burlington County Commissioners celebrated the new opening of the Rancocas Creek Greenway Trail with a ribbon cutting ceremony at Pennington Park. The Circuit Trails Coalition was joined by Congressman Andy Kim, New Jersey Assembly members Herb Conaway and Carol Murphy and officials from Delran, Delanco and Riverside. The Greenway is one of several new trail projects undertaken by Burlington County.



Arney's Mount in Burlington County Extends to the Circuit Trails



In Burlington County, the highest hill in South Jersey, Arney's Mount recently celebrated the opening of the 2.2 miles of multi-use trail that links with the existing trail that connects into the wooded hill.

Eventually, the county will extend the Arney's Mount Trail to the Kinkora Trail to the north and the Rancocas Creek Greenway Trails to the south that are currently existing.

Celebrating Connections Between Counties in Pennsylvania



The official ribbon cutting ceremony for the Newtown Rail Trail – Phase 1 was held at the former Southampton Trail Station in Bucks County. County Commissioners representing Bucks and Montgomery counties joined PennDOT, members of the Circuit Trails Coalition and advocates for the trails among many others to celebrate the opening of the long-awaited connection between the two counties. A cooperative effort between Bucks and Montgomery counties and Upper Southampton Township allowed the project to move forward.



Citizen advocates who worked with the Northampton residents for the Newtown Rail Trail and Penn-Tammany Greenway Coalition to build support for this section of the Newtown Rail Trail are shown in the photo to the left. From left to right: Nancy Sauers, Adam Spector (BCGP Member), Iris Spector (BCGP Member), Brig Masone (BCGP Member), Andrew Masone (BCGP Member), Ann Vaneerden (BCGP Member), Bob Lukot (BCGP Member), and Tom Hibbs.

Chester County Completes their Final Section of the Schuylkill River Trail

On Earth Day of 2022, the Chester County Parks and Preservation hosted the official ribbon cutting ceremony to celebrate the completion of Chester County's final section of the Schuylkill River Trail. Chester County Commissioners joined DCNR, PennDOT, the Bicycle Coalition's Executive Director, Sarah Clark Stuart and many others to comment on the completion of this priority gap from Parker Ford to the new Route 422 Bridge crossing at the border of Montgomery County.



Events with the Circuit Action Teams



In Philadelphia, members of the Coalition and the Circuit Action Teams joined their partners for an event hosted by Clean Air Council, the Cobbs Creek Trail Summer Celebration for guided walking and biking tours, archery, horseback riding, ice cream and WDAS music with Patty Jackson live at the Park!



In Mercer County, the Bicycle Coalition partnered with the Trenton Cycling Revolution for a tour of the city including stops along the way at a few local businesses, the Isles Garden, historical monuments and the Delaware and Raritan Canal Trail to connect riders back to the Community Outreach Garage.



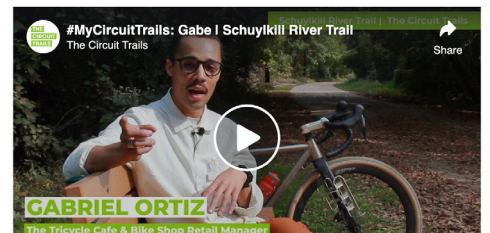
Each year, the Tookany / Tacony-Frankford Watershed Partnership hosts their TTF Summer Block Party on the Tacony Creek Trail in Philadelphia. Residents and trail users come by to learn about the organizations and community resources available, enjoy arts and crafts and more!

Sharing Experiences on the Circuit

Each year, the Circuit Trails trail season marketing campaign reaches millions of people in the Greater Philadelphia and South Jersey region to build awareness of the trail network, encourage trail use and generate support to complete the Circuit Trails. The 2022 marketing campaign built up insights from the OpinionWorks study and lessons from the 2021 campaign to deepen opportunities for experiential content, inspiring personalized and individual moments on the trail, and connecting with neighborhood residents and future trail users in ways that are meaningful to them.

Areas of focus for the marketing campaign to encourage equitable and inclusive trail experiences included:

- Efforts to place the trail user at the center of the story—the



- Circuit Trails are theirs to create the experiences they value and seek out
- Aligning the Circuit Trails with audience priorities—meet people where they are
- Positioning the Circuit Trails as THE destination, and the experience as relevant to

- individual interests
- Diversifying paid media channels to engage more relevant/influential channels
- Increasing off-trail and tangible engagement opportunities to introduce the Circuit to neighborhood residents and future trail users

Trails Completed and Coming Soon

In 2022, the Circuit Trails completed 16 miles in the Greater Philadelphia area, not counting an additional 1.3 miles of trail improvement to the network. This brings the total to 374 miles. When complete, the Circuit Trails will consist of 829 miles. Looking ahead, 2023 will bring nearly 10 miles and is shaping up to be an exciting year!

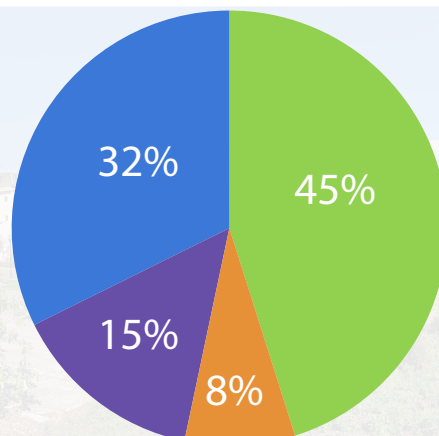
Circuit Trails Completed in 2022

State	County	Trail	Mileage
NJ	Burlington	Rancocas Creek Greenway: Amico Island to Pennington Park	4.7
NJ	Burlington	Arney's Mount Trail	1.4
NJ	Burlington	Delaware River Heritage Trail: Florence Township Border to Union St.	0.45
NJ	Burlington	Delaware River Heritage Trail: Roosevelt Park	0.16
PA	Philadelphia	Delaware River Trail: Spring Garden to Washington Ave	1.9
PA	Philadelphia	Cobbs Creek Trail: Segment D	0.33
PA	Chester	Schuylkill River Trail: Parker Ford to Route 422	4
PA	Bucks	County Line Rd to Bristol Rd	2.5
PA	Delaware	Darby Creek Trail: Gillespie Park to Rosemont Ave	0.6

Circuit Trails Openings Coming Soon

State	County	Trail	Mileage
PA	Montgomery	Chester Valley Trail Extension East	3.91
PA	Philadelphia	East Coast Greenway - Susquehanna Ave to Lehigh Ave	0.8
PA	Delaware	East Coast Greenway - PA-DE Stateline to Braskem	0.3
PA	Montgomery	Cross County Trail - Commerce Drive to Pine Run Tributary	0.5
PA	Bucks	Neshaminy Creek Trail - New Britain Township	0.4
PA	Bucks	D&L Trail - Bridge Street Crossing	0.08
PA	Delaware	Newtown Square Branch - Essex Ave to Marshall Rd Crossing	0.4
PA	Delaware	Newtown Square Branch - Vernon Rd to Manoa Rd	0.4
PA	Delaware	Darby Creek Trail - Gillespie Park to Rosemont Ave	0.6
NJ	Mercer	D&R Canal - Cooper Field to Trenton Wellness Loop	0.73
NJ	Burlington	Delaware River Heritage Trail - Roosevelt Park to Woodlake Park	0.5
NJ	Camden	Camden Greenways (The LINK) - Riverbirch Trail	0.2

- Existing: 374 Miles
- In Progress: 68 Miles
- Pipeline: 119 Miles
- Planned: 268 Miles



Building Awareness and Support for the Circuit Trails

The 2022 Circuit Trails marketing campaign sought to achieve the following goals, emphasizing engagement of neighborhood residents and under-represented and under-resourced communities to encourage trail use:

- 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
- Maintain the momentum of The Circuit Trails general consumer awareness campaign
- Put broad brand recognition to work for advocacy in support of Action Teams and 500 miles by 2025 campaign

The campaign leveraged successful inclusive marketing approaches piloted in 2021 to maintain brand visibility for the Circuit across the region while implementing an inclusive approach aligning the trail network with audience priorities around fun, leisure time, wellness and mobility. Messaging elevated the Circuit Trails as the destination—a close-to-home access point to recreation, adventure, nature and the outdoors.

Resources were provided to make it easy for people who were new to

trails to explore their neighborhood segments and we tried new approaches to connect with new and diverse trail users on- and off-trail, using temporary “yard signage” to visibly position the Circuit in places that are relevant to the communities we were trying to reach; prioritized investment in paid media reaching under-represented groups; partnered with the urban radio station WDAS to build brand affinity between a beloved local radio station and the Circuit Trails experience; and coordinated street team efforts to market the trails in highly trafficked neighborhood locations (like strip malls) within a mile or so of the trail. Street team promotional activities were organized in support of events in Trenton and the Bridesburg/ Frankford area of Philadelphia. Across the Circuit, and throughout the trail season, events were leveraged to create deeper connections between the community and the trails in their neighborhood including Celebrate Trails Day events in Camden, the celebration of funding for the Spring Garden Street Greenway, and the summer celebration in Cobb’s Creek with WDAS celebrity host, Patty Jackson.

In 2022, additional video content was created to showcase the many ways that the region’s diverse communities are using the Circuit Trails and making these resources part of their everyday life. New content was added in English and in Spanish to the “My Circuit Trails Hub” to provide ideas, inspiration and information for people to use the Circuit Trails. Paid media targeted

priority communities including Pennsauken (+10 mi), Trenton (+10 mi) New Jersey; Norristown (+10 mi), Cobbs Creek Pkwy, Philadelphia (+10 mi) Pennsylvania; Camden (+10 mi) New Jersey as well as publications reaching diverse audiences such as Al Día, the Times Herald, the Trentonian and WURD radio. Direct engagement with social media influencers who speak to priority audiences reinforced the diverse representation of trail use and trail users.

Reach of the Circuit Trails Campaign Web Engagement:

- 81,599 upv (year to date)
- Video Reach: 100K views (90% increase)
- Social Community: 28,370 (11% growth)
- Paid Media Reach: 4.6+ million (print, digital, radio) (40% growth)
- Earned Media: 104 media mentions (through 11/2022)
- Street Team Connections: 850 people

“With the help of the Circuit Trails street team, we were able to engage locally on the ground with communities that we otherwise wouldn’t have the capacity to reach. We are thankful that we were able to team up with the Circuit Trail street team on this initiative and raise local awareness about the amazing hidden trails available to the community.”

--
Stephanie Phillips,
Executive Director at Riverfront North Partnership

The Spring Garden Street Connector Secures Design Funding



In 2021, over 1,100 people signed onto the Philadelphia Action Team’s petition for full funding of the Spring Garden Street Greenway’s final design and construction.

Thanks to the support of community residents, neighborhood organizations, and advocates, the City of Philadelphia and its partners took a major step forward in funding the Spring Garden Connector project, with \$31 million committed to final design and the first phase of construction from a mix of local, state and private funders.

On August 4, 2022, the Circuit Trails Coalition hosted a press event (pictured above) for the announcement of new funding committed to the Spring Garden Street Connector Project: the City of Philadelphia (\$2 Million), PA DCNR (\$1 Million), and the William Penn Foundation (\$2 Million) each committed funding to cover the \$5 million cost for design and engineering. Additionally, the City of Philadelphia allocated \$26 million for construction of Phase I of the project into the FY2023 Transportation Improvement Program for PA, which was just approved at the end of July.



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 comprised of elected representatives from the 60+ 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 "Circuit Citizens"

The Circuit Citizens community is a growing, interconnected, multi-county network of people who are interested in supporting and advocating for the advancement of the Circuit Trails network.

Circuit Citizens are the grassroots of the trail movement, who take action at the local level to increase support for trails.

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:

