

THE CIRCUIT TRAILS

100s OF MILES
OF HAPPY

Traditional & Shared Media Report
Circuit Coalition Meeting
November 2015



TRADITIONAL MEDIA STRATEGY

- Capitalize on key earned media opportunities:
 - High profile trail openings and groundbreakings
 - National Trail Month (June)
 - New funding announcements
 - Major Circuit milestones
- Bylined articles/op-eds
- Building on media relationships



**THE
CIRCUIT
TRAILS**

RESULTS

Reached more than **130 million people** through more than **141** print, online and broadcast placements*

Estimated Advertising Value: **\$400,000+**

**THE
CIRCUIT
TRAILS**

*All readership, listenership, circulation, unique visitors and advertising equivalency numbers are estimates based on the best available data.

TRADITIONAL MEDIA



THE CIRCUIT TRAILS

- 33 TV segments
 - all 4 broadcast networks
- 98 online stories
- 8 Inquirer articles

CLIPS

Collaboration around groundbreakings, ribbon cutting and trail events led to strong traditional and digital media coverage.

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

B4 | THE PHILADELPHIA INQUIRER | THURSDAY, DEC. 18, 2014

\$8.6M for 750-mile area trail project

William Penn Foundation award will help continue the network in N.J. and Pa. for trekkers, cyclists.

By Paul Nussbaum
INQUIRER STAFF WRITER

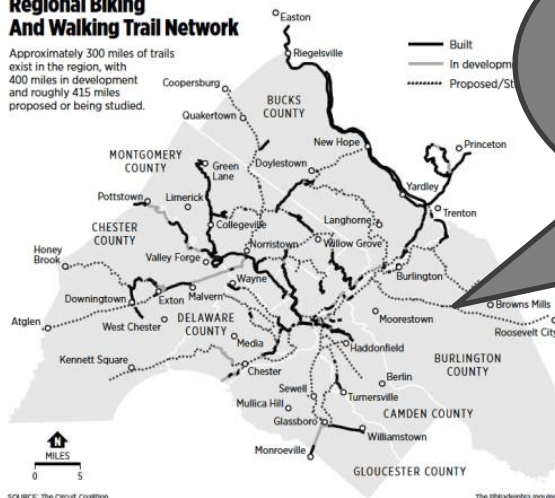
To help connect the region's bicycle and pedestrian paths, the William Penn Foundation has given \$8.6 million for a planned 750-mile trail network. The money will be funneled to local governments and non-profit organizations to design, plan, and build trails, with an emphasis on urban corridors. Andrew Johnson, director of the foundation's watershed-protection program, said Wednesday.

The foundation gave \$7 million to the Delaware Valley Regional Planning Commission to award for trail projects over the next three years. And it gave \$1.6 million to the Rails-to-Trails Conservancy to "build awareness of this significant regional amenity," the foundation said.

The trails are part of the Circuit, a network being built for pedestrians and bicyclists in Southeastern Pennsylvania and South Jersey.

Regional Biking And Walking Trail Network

Approximately 300 miles of trails exist in the region, with 400 miles in development and roughly 415 miles proposed or being studied.



SOURCE: The Circuit coalition

The Philadelphia Inquirer

About 300 miles of trails in the network have been built, and an additional 50 miles are in development, leaving about 400 miles to go.

Trail advocates hope to complete the network within 20 years at a cost of \$250 million.

The push for local trails coincides with a national drive to create a 3,000-mile East Coast greenway from Calais, Maine, to Key West, Fla. Segments have been completed to make up about 29 percent of that

span. The William Penn Foundation also contributed \$10 million for regional trails in 2010. "The foundation has supported trails since at least 1986," Johnson said. "We reached a point where all the individual trails were adding up to a regional network ... and we are perpetuating the momentum in defining this unique asset."

Johnson said the trails also would contribute to another of the foundation's key interests — boosting public access to area waterways. The DVRPC, a nine-county planning group, last week amended its 2015 work plans to include the new money. It will aim the funds to "close priority gaps and complete key segments" in the trail network, the DVRPC said. A map of the Circuit trail network is available at <http://connectthecircuit.org/>

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"To help connect the region's bicycle and pedestrian paths, the William Penn Foundation has given \$8.6 million for a planned 750-mile trail network... The trails are part of the Circuit, a network being built for pedestrians and bicyclists in Southeastern Pennsylvania and South Jersey."

– The Philadelphia Inquirer

PHILADELPHIA BUSINESS JOURNAL

William Penn Foundation gives \$8.6M for 750-mile bike trail project

Dec 18, 2014, 8:44am EST

"The Circuit's hundreds of miles of trails create vital opportunities to dramatically increase public access to Greater Philadelphia's waterways and will serve as key elements for engaging and connecting urban communities to these natural resources," said Andrew Johnson, director of the Watershed Protection Program for the Foundation.

newsworks

DECEMBER 22, 2014

William Penn Foundation commits \$8.6 million for trail development

William Penn Foundation commits \$8.6 million for trail development

BY DAVE HELLER

ABOUT FOLLOW CONTACT

Efforts to expand the region's network of biking and walking trails is getting a boost in the form of a \$8.6 million grant from the William Penn Foundation. NewsWorks Tonight host Dave Heller learned the specifics from Andrew Johnson, director of the Watershed Protection Program.

This disclosure: The William Penn Foundation supports WHY and State Impact Pennsylvania.

"We think there's been tremendous momentum and progress with about 30 miles of trails constructed in the last two years since 2012. A 750 mile regional network, of which 300 miles completed, is a significant indication that there is progress and momentum already... Trails provide unprecedented access to waterways."

– Andrew Johnson, Newsworks.org

Winner of 20 Pulitzer Prizes

Still room to improve this bike-friendly re

By Andrew Johnson and Sarah Clark Stuart

Philadelphia is on a roll. Actually, Philadelphians are on a roll. They're on their bikes and on their way to work. May 15 is National Bike to Work Day, and the city is marking 20 years of celebrating this annual observance.

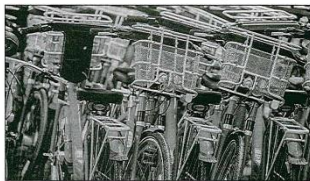
But bike riding is not a one-day-a-year phenomenon for Philadelphians. It's a way of life, and more and more are joining in. The U.S. Census Bureau reports that more people in Philadelphia commute to work by bicycle, per capita, than in any of the other 10 biggest U.S. cities. In 2012, the U.S. Census estimated Philadelphia's bicycle commuting rate at 2.3 percent, higher than Chicago at 1.6 percent and New York at 1 percent.

An annual survey of bicyclists during the morning and afternoon rush between West Philadelphia and Center City showed a 260 percent increase between 2005 and 2013. In two city neighborhoods, South Philadelphia and Center City, the bike commuting rates top 5 percent, ranking them among the country's top 25 bike commute neighborhoods. And consider that in its first week, InGo, the new Philadelphia bike-share program, generated 8,000 trips.

So what propels Philly forward as a pedal-to-work city? It is the region's forward-looking position on developing trails and bike lanes to create an integrated system for cyclists and pedestrians.

While more than 200 miles of bike lanes play an important role in this bike-commuter city, the expanding network of trails is also a critical contributor. The regional network is called the Circuit. When completed, it will be a 750-mile trail system that spans nine counties in Southeastern Pennsylvania and South Jersey, connecting urban, suburban, and rural communities. It will be the most comprehensive regional trail network in the country, an active transportation system that continues to fuel Greater Philadelphia as a great place to live, work, and do business.

Already, the system is a national model, demonstrating the value of strategic alliances among public agencies, nongovernmental organizations, private funders, and activists organized around a shared vision. Today, with more than 300 Circuit miles completed and an additional 50 miles in development, there are 65 trail organizations working as members of the Circuit Coalition to fund, design, connect, and build out the re-



JEFF FUSCO / For The Inquirer

maining 400 miles.

The momentum to complete the Circuit has shifted into high gear as more organizations and individuals see the value it offers beyond recreational opportunities: It is a significant form of transportation for people across the region. Once complete, the Circuit will make many more areas accessible by bike, making commuting possible for many more people.

Philadelphia's ascent as a top American bike city is undeniable, and the Circuit is a significant reason for that. However, to complete this network, we must get the Circuit to the point of offering seamless travel over a large region. Other primary modes of transportation have ful-

ly connected networks that allow people to access multiple destinations, and it is time trails do the same.

The support to accomplish this goal is strong. There is a combination of local, state, and federal funding moving the Circuit forward, mile by mile. In addition, the William Penn Foundation has supported the network since 2010, contributing more than \$20 million toward planning, design and construction of many miles of trails, support that has also leveraged additional public funds.

Pennsylvania and New Jersey, as well as the city and eight surrounding counties, have dedicated significant resources and staff

time for... and feder... has be... oppo... go be... ment... gaps... those... regional... connect... On the... delphian... the work... to incre... cling in... the commitment... this asset that is... residents and co... should all use and... for transportation... And business... rate leaders... employee... made... ing... needed... t... reaches its... eventual.

Andrew Johnson is director of the watershed protection program at the William Penn Foundation. Sarah Clark Stuart is deputy director of the Bicycle Coalition of Greater Philadelphia. sarah@bicyclecoalition.org

“When completed [The Circuit] will be the most comprehensive regional trail network in the country, an active transportation system that continues to fuel Greater Philadelphia as a great place to live, work, and do business.”
– Op-ed by Andrew Johnson and Sarah Clark Stuart, The Philadelphia Inquirer

The Schuylkill River Trail currently covers 60-miles... When completed, it's expected to be nearly 130-miles long and a key portion of The Circuit, a planned 750-mile network of bicycle and pedestrian trails.
– News stations NBC10, CBS3

ARE THE SIXERS DONE TANKING? BOB FORD, C1



SUBURBS & STATE

DELAWARE COUNTY
Four gifts for Villanova engineers

VILLANOVA The Villanova University College of Engineering received four gifts from alumni totaling \$21.5 million, the school announced this week. Part of a \$600 million comprehensive capital campaign — “For the Greater Good, the Villanova Campaign to Ignite Change” — the largest gift is a \$13.5 million commitment from Jan and Paul J. Varello. He is the CEO of Sterling Construction Co. The gift is the second largest ever to the university. A second gift is a \$3 million commitment from Denise and John P. Jones III. He is the retired chairman and CEO of Air Products & Chemicals Inc.

Nance Dicsiani committed \$2.5 million. She is a Villanova trustee and retired president and CEO of the specialty materials division of Honeywell International Inc. The sum of \$2.5 million also was committed by Gloria A. and John G. Drosdick. He is the retired president and CEO of Samco Inc.

Villanova launched the public phase of its fund-raising campaign in October 2013 and has raised \$420 million of its \$600 million goal. For more information on the effort, go to www.forthegreatergood.com.
— Inquirer staff



Roofer Hernan Jimenez balances on his ladder to fix a roof in Abington. CLEM MURRAY / Staff Photographer

Montgomery County New bridge to be expedited

EXPEDITED Work to replace a Plymouth Road bridge that was closed last month due to sinkhole damage will be expedited, the Pennsylvania Department of Transportation announced Thursday. Construction is expected to begin Thursday on a new bridge. The existing bridge closed March 12 after structural damage was found. “We immediately conducted extensive underground investigations to determine the extent of the sinkhole activity,” said acting PennDOT Secretary Leslie S. Richards, who visited the bridge Thursday to announce plans for its emergency replacement. A new bridge, in Plymouth Township over Plymouth Creek, has a target completion date of Aug. 31. PennDOT opened bids for construction Thursday.
— Laura McCrystal

Bucks County Sheriff's sale of homes is avoided

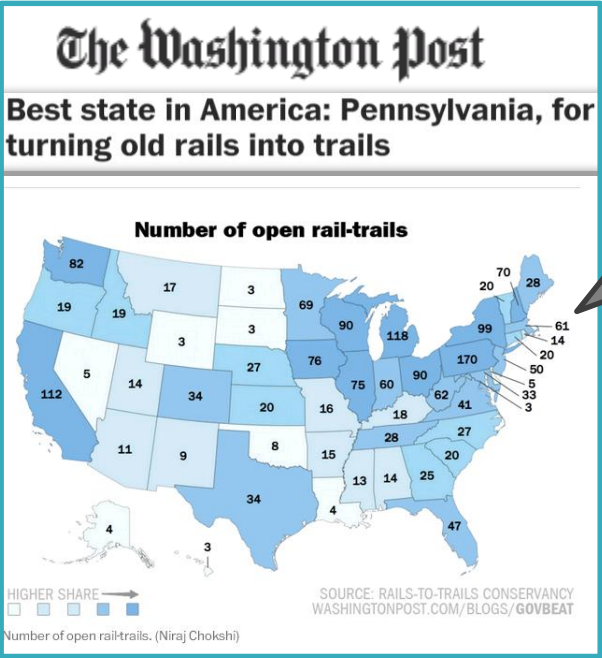
BOYLESTOWN Bucks County officials and the leaders of an embattled housing nonprofit were able to temporarily prevent the sheriff's sale of three of the organization's properties, thus keeping several people in their homes. The Interfaith Housing Development Corp. of Bucks County had owned the properties, buying them over the years with federal grants and leasing them to low-income renters. But after last decade's housing downturn, Interfaith suffered huge financial losses, leading to the properties' foreclosure and a sheriff's sale that was scheduled for this week. Sister Rita Margnoff, president of Interfaith's board, said the nonprofit and the county were able to find a new lender for the properties and were trying to work out a long-term solution for keeping them. If the properties are sold in a sheriff's sale, the county would have to return tens of thousands of dollars in low-income housing grants to the U.S. Department of Housing and Urban Development.
— Ben Finley

Chester County Ceremony on Monday for new trail

PHOENIXVILLE On Monday, Phoenixville will mark the opening of a key segment of the Schuylkill River Trail, part of the region's comprehensive trail network. The new segment connects Phoenixville to more than 60 miles of completed trail, including a 26-mile section from Philadelphia to Phoenixville. When the Schuylkill River Trail is complete, it will stretch along the 128 miles of the river from Pottsville to Philadelphia. The trail is a large portion of the Circuit, a trail network that connects 300 miles of trails in the Greater Philadelphia region in Pennsylvania and New Jersey. Plans for an additional 450 miles of trails will increase the Circuit network. The trail's ribbon-cutting ceremony is at 4 p.m. Monday by the walking bridge at the Phoenixville Foundry.
— Michael Bond



HAPPENING TODAY
SCHUYLKILL RIVER TRAIL RIBBON-CUTTING CEREMONY
Y (#9) TO I-95. DRIVE TIME: 9 MIN. AVG. SPEED: 55 MPH. I-95 S. BTWN WOC 51 5:17



“We’re doing work all across the country, but the Circuit’s probably the most relevant example. **The project couldn’t exist without the coordination and vision of local officials, advocates, nonprofits and governments.**”

- The Washington Post

“The Circuit, a regional trail system with more than 300 miles of bike trails, is potentially **a better alternative to bike lanes for suburban riders.**”

- The Philadelphia Inquirer

THE CIRCUIT TRAILS

PHILLY.COM | C MONDAY, JUNE 29, 2015 | THE PHILADELPHIA INQUIRER | A3

STAFF REPORTS | BIKING

For cyclists, rocky roads in the suburbs

Philadelphia is friendly to two-wheelers, but its collar counties are another story.

By Jason Laughlin
INQUIRER STAFF WRITER

It felt like a hard tap on the shoulder.

He didn’t fall off his bicycle, or suffer any injury, but Karl Nelson, out for a Saturday morning ride with friends, quickly realized he had been hit by a car while biking.

“It’s more jarring than anything else,” the 31-year-old Philadelphia said. “It’s sort of like being shoved by somebody.”

He was surprised by who was driving the car.

Whitmarsh Township Police Cpl. Christopher Wilhelm hit Nelson with his patrol car’s passenger side mirror on June 6 while passing a group of cyclists on Hector Street, according to a statement from police. State law requires that motorists leave a 4-foot gap between their vehicles and bikers when passing.

Nelson and the police car were forced toward each other by a parked car on the right and oncoming traffic on the left, Nelson and police said.

No citations were issued, and Nelson chose not to file a complaint, but the incident underscored a major source of concern for regional planners. While Philadelphia has become one of the nation’s most bike-friendly cities, the suburban counties lag far behind it in accommodating bicyclists.

With more than 200 bike-lane miles, the city has almost 10 times as many as Bucks, Chester, Delaware, and Montgomery Counties combined.

In the Whitmarsh incident, Police Chief T. Michael Beatty noted that the riders with Nelson were occupying too much of the road by riding three abreast. However, he also said his officer could have acted differently.

“Better decisions could have been made by the bicycle riders and the officer to minimize the potential danger,” he said.

Nelson and Beatty both said they see an opportunity to raise awareness of bike safety.

Education, however, doesn’t solve the problem of navigating busy suburban roads, Nelson said.

“That road needs a bike lane,” he said. “There’s not enough room for cars to safely pass.”

Regional planners would concur.

“You come out to Montgomery County — and even, I would venture to say, Bucks and Delaware and Chester Counties — and you don’t have the bike infrastructure,” said Jody Holton, executive director of the Montgomery County Planning Commission. Accommodating bicyclists is a growing priority for the region’s planners, Holton said. On Thursday, the Delaware Valley Regional Planning Commission for the first time allocated a significant pot of money — eventually \$5 million — exclusively for bike trails. The money will be available in 2018 for projects in Philadelphia, Montgomery, and Bucks Counties. The Perkiomen and Schuylkill River Trails in Montgomery County attract about a million cyclists a year, according to the DVRPC.

Bicycles are increasingly popular not just as a means of recreation, but as an alternative to driving. In the region, an average of 17,600 a year biked to work from 2008 to 2013, according to the DVRPC. Holton said that providing resources for cyclists can be good economics. A 2011 DVRPC report found that homes within a quarter mile of

the Perkiomen Trail gained more than \$4,700 in property value.

“Every segment of the population is interested in places where you can go where you can go to a store, walk to a store or ride your bike, places you can be outdoors in your daily life,” Holton said.

As for the Whitmarsh incident, having more bike lanes in Philadelphia’s collar counties “would go a long way toward stopping these sorts of confrontations,” Bicycle Coalition spokesman Randy LoBasso said.

Complicated process

Creating an extensive bike-lane network is a complicated process. The state requires that municipalities be responsible for maintenance and liability for any bike lanes on state roads.

Busy roads most in need of bike lanes tend to be state roads, said Greg Krykewycz, who manages the DVRPC’s bike planning.

Municipalities are leathier to take on the added cost and responsibility for bike lanes, he said. The Pennsylvania Department of Transportation this year began a study of bicycle and pedestrian trends, a PennDot spokesman said, and is considering making changes to the rules governing bike lanes on state roads. LoBasso noted that bike lanes work best in more urbanized communities.

Bike lanes have been added in expansions on major thoroughfares in the region, such as Route 202, PennDot spokesman Eugene Blum said.

The Circuit, a regional trail system with more than 300 miles of bike trails, is potentially a better alternative to bike lanes for suburban riders. The \$5 million from the DVRPC will go toward Circuit projects. Planners anticipate that the Circuit, which includes the Schuylkill River Trail, eventually will span 750 miles and offer a contiguous bike route from the city throughout the neighboring suburbs. It is developing slowly.

As much as possible, Holton said, planners vary their strategies to create as much access for bikers without endangering them, or inconveniencing motorists. Along with bike trails and dedicated bike lanes, planners attempt to route bicycles onto low volume, residential roads.

Biking has been central for Nelson since he was 16, he said. His rides for pleasure and other commutes by bike from the city to his mechanical engineering job at Widener University in Chester.

“It’s a scary enough thing to be riding a bike and to be hit by a car,” he said. “When it’s a police officer, that’s even more unnerving.”

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Best Urban Trail

As chosen by readers of USA TODAY and 10Best



Schuylkill River Boardwalk. (Emma Lee/WHYY)

USA TODAY's 10Best: Schuylkill River Trail wins Readers' Choice award for best urban trail

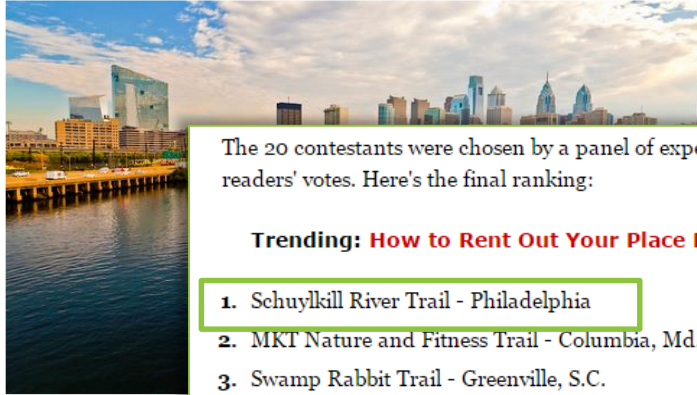
FRIDAY, JULY 24, 2015 BY (PLANPHILLY) 0 COMMENTS

Schuylkill River Trail Named Best Trail in the Nation

The votes are in. Our beloved Schuylkill River Trail takes the top spot.

BY JAMES JENNINGS | JULY 24, 2015 AT 12:30 PM

SHARE 2 TWEET 8 G+1 0 Pin it 0 EMAIL 2 0 COMMENTS



The 20 contestants were chosen by a panel of experts and eventually whittled down to 10 by readers' votes. Here's the final ranking:

Trending: How to Rent Out Your Place During the Pope's Philadelphia Visit

1. Schuylkill River Trail - Philadelphia
2. MKT Nature and Fitness Trail - Columbia, Md.
3. Swamp Rabbit Trail - Greenville, S.C.
4. Buffalo Bayou Park - Houston
5. Indianapolis Cultural Trail - Indianapolis
6. American River Bike Trail - Sacramento
7. Atlanta BeltLine - Atlanta
8. River Walk and Mission Trail - San Antonio
9. Lakefront Trail - Chicago
10. Rose Kennedy Greenway - Boston

"The Schuylkill River Trail is the Circuit's longest trail and the region's most heavily used multi-use, recreation and commuter trail...The Schuylkill River Trail is an iconic part of the Circuit that we look forward to watching expand."
 – Sarah Clark Stuart, Plan Philly

News covered by: USA Today 10Best, Philly.com, Plan Philly, Main Line Times, Philly Voice, Philly Mag, CBS Philly, NBC10.com and more!

THE CIRCUIT TRAILS

"With the help of the Circuit Coalition ... enormous efforts have been made to connect sections of the Schuylkill River Trail and promote the trail as a single entity."
 – Daily Local News

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

SATURDAY, SEPTEMBER 26, 2015 | PHILLYINQUIRER | CITY & SUBURBS | D 1

philly.com

Camden bike trails open

By Allison Steele
INQUIRER STAFF WRITER

Camden County officials this week opened 4.3 miles of bike trails in Camden that connect downtown with parts of North Camden and the Kroc community center in the east part of the city.

The project completes the first phase of the Camden Greenway, a project that eventually will connect Camden's riverbanks with Cooper River Park at Route 130 and other county parks.

"Eventually, we want to see this connect with Philly's trail system, which is

enormous," said Freeholder Jeffrey L. Nash. "And the trailways being designed are just magnificent."

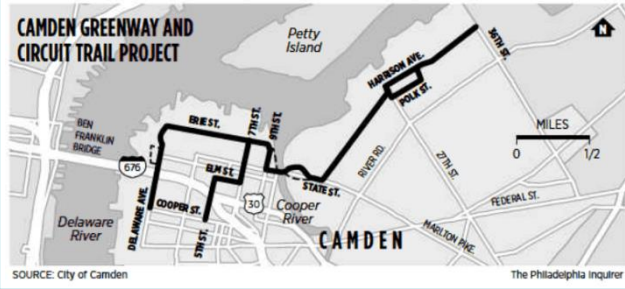
Funded by the William Penn Foundation, the Camden Greenway is part of the region's Circuit Trails, a planned 750-mile network of bicycle and pedestrian paths across Southeastern Pennsylvania and New Jersey.

The Camden trails, which stretch from 36th Street to Harrison Avenue and into downtown, have signs for bikers to follow linking the Ben Franklin Bridge to the waterfront,

City Hall's Roosevelt Plaza Park, Northgate Park, Pyne Poynt Park, Von Nie-da Park, and the Ray and Joan Kroc Corps Community Center.

The Board of Freeholders has made bike-trail projects a priority throughout the region, said Nash, who hoped recreational bikers, students, commuters, and Camden residents will take advantage of the improved paths. Camden County also has a bike-share program located in the city.

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☎ 856-779-3876 | @AESteele



"The trails and bike lanes connect public parks in North Camden to the Ben Franklin Bridge, and the Camden Waterfront. Officials hope the trails will encourage those who live or work in Camden to use alternative transportation."
- 6ABC



"The new connection is part of a greater effort at whittling away at the 400 miles of trail that remain to be built as part of the Circuit."
- Sarah Clark Stuart, The Reporter

COURIER-POST

A GANNETT COMPANY

The project continues the expansion of the Circuit, the Greater Philadelphia region's trail network, which currently has 300 miles of completed trails.

The Circuit is a planned 750-mile network of bicycle and pedestrian trails across southeastern Pennsylvania and New Jersey.

Anthony Perno, CEO of Cooper's Ferry Partnership, said the trails will connect people to jobs, public transportation and other neighborhoods and serve as a gateway to open green space and waterways.



Montgomery County Commissioners Bruce Castor, left, Josh Shapiro, center, and Val Arkoosh cut the ribbon to officially open a 2.7-mile extension of the Pennypack Trail in Huntingdon Valley Sept. 18.



News stations NBC10, 6ABC, WHYY Radio and FOX29 also covered the opening!



[The Schuylkill River Trail] is itself a portion of the **Circuit**, a 300-mile network that could become an unbroken trail web throughout the region."

- The Philadelphia Inquirer

"By connecting the Schuylkill River Trail and the Lower Cynwyd Trail, the **Manayunk Bridge is forming a critical link in the Circuit**, a proposed **750-mile network** of trails in Greater Philadelphia. So far, over 300 miles have been built."

- Newsworks

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

WEDNESDAY NOVEMBER 4, 2015 | PHILLYINQUIRER | CITY & SUBURBS | D | \$1 philly.com

Bridge to Main Street

By Jason Laughlin
INQUIRER STAFF WRITER

The Manayunk Bridge dominates the view from the outdoor deck behind Gaily's Crazy Cow Cafe. The nearly 100-year-old bridge reopened Friday as a pedestrian and bicycle thoroughway connecting Lower Merion and Philadelphia.

"I'm hoping they'll see me from the bridge and come down here," said Gaily Moore, the owner of the restaurant on Manayunk's Main Street.

She is among business owners looking to the bridge to bring new customers. The proximity of Main Street shopping to the bridge has some envisioning Manayunk as the go-to shopping and eating destination for Lower Merion's Bala Cynwyd community.

"The position is to make Main Street their main street," said Kay Sykora, director of Destination Schuylkill River, a project of the Manayunk Development Corporation.

It took four years of fund-raising, a

Business owners hope reopened Manayunk Bridge brings new customers.



Jamie Blood, a manager of Main Street Music, says the newly reopened bridge could help the store. (D-HILLE / Staff Photographer)

year of construction, and \$5.76 million to make the 3,168-foot bridge an addition to the Schuylkill River Trail. That trail is itself a portion of the Circuit, a 300-mile network that could become an unbroken trail web throughout the region.

"Instead of having all those cars going to the expressway, the idea is this trail allows people within a half-mile access to the train," said Chris Leswing, assistant director for building and planning in Lower Merion.

Trails in the Philadelphia region are not just about health and recreation, according to advocates, business leaders, and government officials, they are economic assets. "It's as important as a new stadium or a new highway," said Sarah Clark Stuart, acting director of the Bicycle Coalition of Greater Philadelphia.

Trails have proven to be economic drivers in the region, said John Boyle, research director for the Bicycle Coalition. A 2009 study — the most recent data — found the Schuylkill River Trail's 800,000 See **BRIDGE** on A15

YSTONE CROSSROADS
MENU

...time-long journey connecting trails, which makes cycling to work a more feasible option.

Bridging divides, building connections

By connecting the Schuylkill River Trail and the Lower Cynwyd Trail, the Manayunk Bridge is forming a critical link in the Circuit, a proposed 750-mile network of trails in Greater Philadelphia. So far, over 300 miles have been built. The hard part now is finding ways to connect isolated and disparate trails into one cohesive and comprehensive system.

That's where rusting, industrial rights-of-way like the Manayunk Bridge step in, says Sykora, who also sits on the Circuit Coalition's steering committee. More than just a symbol for Manayunk, the bridge is "a symbol for the future of trails," she says.

"We've had a lot of pieces of trails and this symbolizes a connection, that's actually what's missing in a lot of our trails."

The Manayunk Bridge isn't the only rail-to-trail conversion in the area. Both the Cynwyd Heritage Trail and parts of the Schuylkill River Trail are rail trails. Earlier this week, a proposal to convert an old *swing rail bridge* over the Schuylkill River near Grays Ferry into a trail link won a federal TIGER grant.

And rail-to-trail conversions aren't just Philadelphia phenomena. In fact, Pennsylvania leads the nation in the number of rail-to-trail projects, with 171 finished now (including the Manayunk Bridge) and another 68 in the works. According to the *Rails-to-Trails Conservancy*, the Commonwealth is already home to 1,759 miles of rail-to-trail conversions, with more miles identified for potential conversion. Only Michigan and Oregon have more rail-trail miles than Pennsylvania.

newsworks

SOCIAL MEDIA STRATEGY

- Curate content
- Engage partner organizations, Coalition members and influencers
- Promote consistent hashtag **#onthecircuit**
- Pop-ups for user engagement
- Utilize social media advertising to engage new followers & amplify content



SOCIAL MEDIA REACH

- **Circuit Social Media platforms launched April 2015**
- **Social Media (Current)**
 - Facebook – **2,701 likes** and counting
 - Twitter – **291 followers** and counting
 - Instagram – **192 followers** and counting



SOCIAL MEDIA RESULTS

Executed **five** pop-up trail events, resulting in significant social engagement and face-to-face interaction



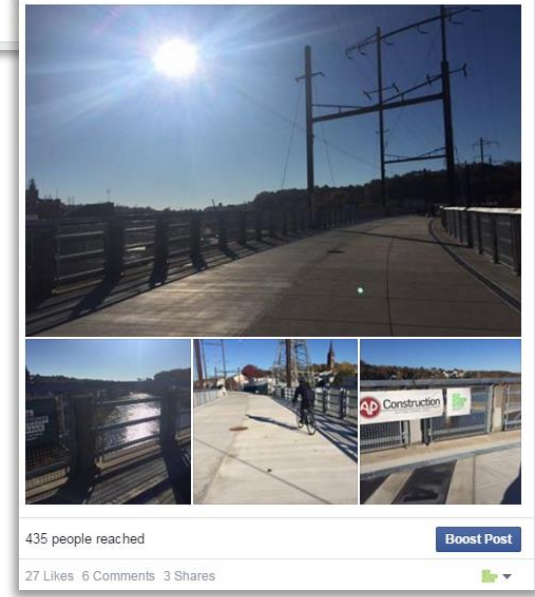
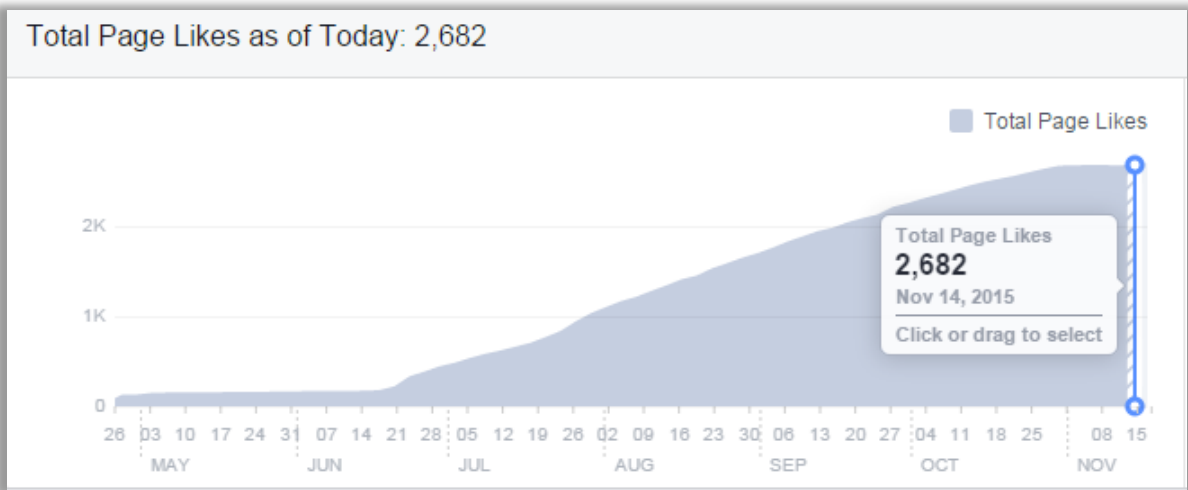
THE
CIRCUIT
TRAILS





ANALYTICS

- From April – November, 2015:
 - ✓ Published **258** Posts
 - ✓ **981** Timeline Visits
 - ✓ **2,682** Likes (as of November 16)
- ✓ Ad campaign ran from June 19, 2015 – October 31, 2015
 - ✓ Generated **2,193** likes, accounting for 82% of the page's total like count (2,672 as of November 16)



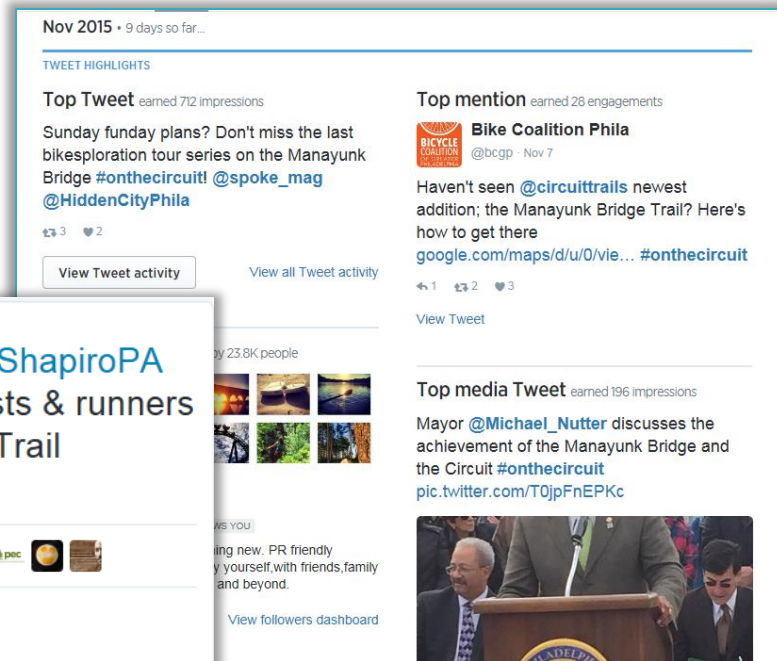
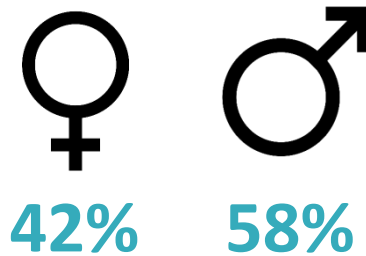
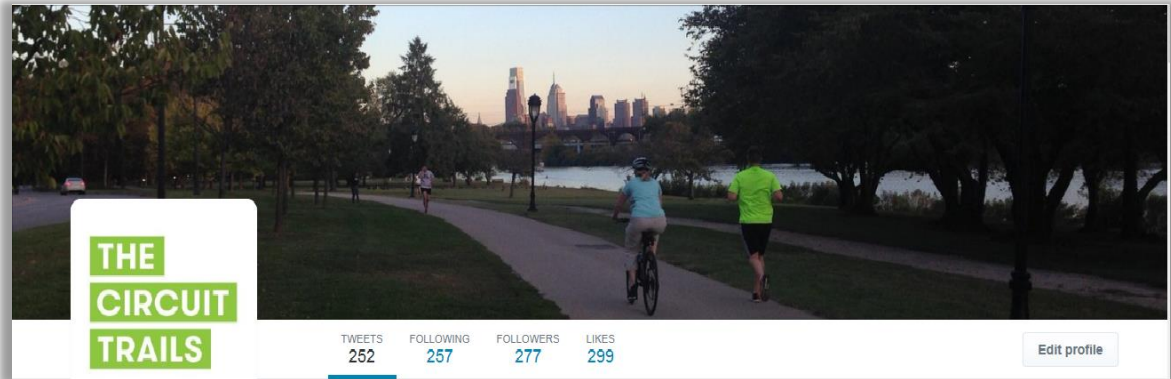


ANALYTICS

From April – November, 2015:

- ✓ Published **193** Tweets
- ✓ **4,622** Profile Visits
- ✓ **215** Link Clicks
- ✓ **150** Retweets
- ✓ **304** Likes

THE
CIRCUIT
TRAILS





ANALYTICS

• From April – November, 2015:

- ✓ 54 posts
- ✓ 576 likes and 33 comments
- ✓ 194 followers
- ✓ 385 posts included #onthecircuit

The collage features three Instagram posts and one profile card. The top-left post shows a wide view of the Manayunk Bridge with 25 likes. The middle-left post shows a scenic view of the Schuylkill River Trail with a bicycle parked on a bridge, receiving 14 likes. The bottom-left post shows a woman with a bicycle on the Manayunk Bridge, receiving 84 likes. The profile card for 'thecircuittrails' shows 54 posts, 194 followers, and 162 posts.

thecircuittrails Manayunk Bridge
25 likes
Today, the Manayunk Bridge officially opened to pedestrians and

thecircuittrails Schuylkill River Trail
14 likes
Circuit Trail user, Caitlin, commutes 15 miles by bike via the Schuylkill River Trail (@schuylkillbanks) from Center City to the architecture firm where she works in Conshohocken. Read the latest blog post by Steve Taylor to hear more about commuting by bike #onthecircuit -> <http://connectthecircuit.org/#!/blog> (Photo cred: Caitlin Youngster)

cityfitgirls Manayunk Bridge
84 likes
Perfect day for a bike ride! #womenbikephl #cityfitgirls #onthecircuit katiegraceface love it! what a view!! _letterbomb Nice bike 😊

thecircuittrails
the Circuit A 750-mile network of bike paths to jobs, communities, and parks in the connectthecircuit.org
54 posts 194 followers 162 posts

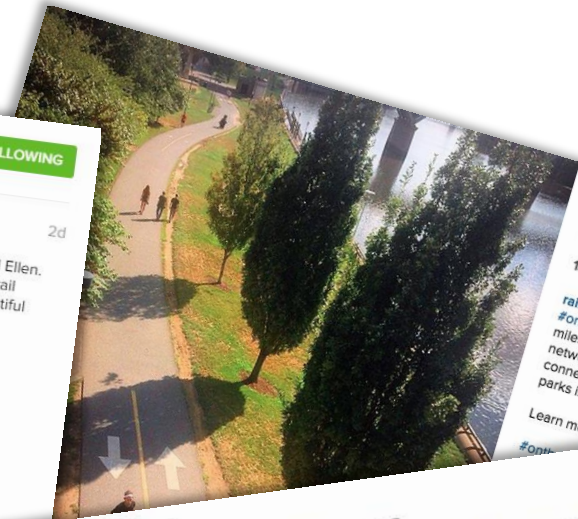
SOCIAL ENGAGEMENT – PARTNERS




 bicyclecoalition
South Street Bri... FOLLOWING

33 likes 2d

bicyclecoalition This is Brenea and Ellen. They're helping us put together a trail etiquette video. Filmed on the beautiful Schuylkill Banks today. #bikephl #onthecircuit #volunteering #volunteeringrocks



 rallistotrails FOLLOWING

136 likes 5w

rallistotrails It's a beautiful day #onthecircuit! Did you know that 300+ miles in a planned 750-mile regional network of bicycle and pedestrian trails connect people to jobs, communities, parks in the Greater Philadelphia area? Learn more > [#onthecircuit](#)

 Tookany/Tacony-Frankford (TTF) Watershed Partnership
September 30, 2013 · 🌐

DVRPC Approves \$3.9 Million for Circuit Trails [#OnTheCircuit](#) [#bike](#)

DVRPC Approves \$3.9 Million for Circuit Trails

On Thursday, September 26th, the Delaware Valley Regional Planning Commission (DVRPC) Board approved 13 projects for funding from the final phase of the Regional...

CONNECTTHECIRCUIT.ORG

1 Share

 Like  Comment  Share

 GoPhillyGo follows **Friends of UD Trails** @UDTrails · Oct 5

[@circuittrails](#) [#onthecircuit](#) this photo taken on Darby creek in upper Darby a section of trails that needs some TLC.



  1 

SOCIAL ENGAGEMENT – PARTNERS



Communities n Motion @GVFTMAFound · Sep 3
Get [#onthecircuit](#) and see what trails r in your backyard! This weeks trail is in [@pottstownboro](#) [#active](#) [#walk](#) [#bike](#)



the Circuit @circuittrails
TRAIL OF THE WEEK: Schuylkill River
[#onthecircuit](#)! Check out an itinerary



Pennsylvania DCNR @DCNRnews · Sep 2
Celebrating the Schuylkill River Trail partnership today with [@PennsylvaniaDEP](#) and [@PennDOTNews](#)! [#onthecircuit](#)



TMACC @ChesCoCommuter · Aug 27
Looking forward to seeing you all on the [#SRT](#) Community ride at 5:45 PM [#onthecircuit](#)! Meet at Pottstown Trailhead!



WilliamPennFdn favorited

GoPhillyGo @go_philly_go · Aug 18
Our friends [@circuittrails](#) want you to explore 100s of miles of trails in Greater Philadelphia! Get [#onthecircuit](#)! [connectthecircuit.org](#)

**THE
CIRCUIT
TRAILS**

SOCIAL ENGAGEMENT – MEDIA

Retweeted 36 times

Visit Philly @visitphilly · Nov 2
ICYMI: after 30 years, the #Manayunk Bridge has now reopened as a pedestrian and bike trail. vstphl.ly/1WrvLlc




RETWEETS 36 LIKES 24

11:31 AM · 2 Nov 2015 · Details

Reply to @visitphilly


Philly Buzz @philly_buzz · Oct 31
New Manayunk Bridge trail unites Philly & Lower Merion: Manayunkers can now walk, bike over Schuylkill River to... dlvr.it/CcNXyK



New Manayunk Bridge trail unites Philly & Lower M...
Manayunkers can now walk, bike over Schuylkill River to burbs
philly.com

2 likes

Philly.com @phillydotcom · Oct 31
Manayunkers can now walk over Schuylkill bit.ly/1GDJvIX



New Manayunk Bridge trail unites Philly & Lower M...
Manayunkers can now walk, bike over Schuylkill River to burbs
philly.com

6 retweets, 8 likes

Jason Laughlin @jasmlaughlin · Nov 3
Thanks to #onthecircuit for the early glimpse at Manayunk's newest view po.st/iSlwY2 via @PhillyBusiness



Manayunk's newest view
I'll be writing about what the reopened Manayunk Bridge might mean for businesses later this week, but meanwhile I wanted to share some very cool photos of...
philly.com

1 retweet, 1 like

THE
CIRCUIT
TRAILS

NEXT STEPS

- **Engage us** well in advance of groundbreaking and openings – we can provide additional support!
- Let us know about **upcoming events** #onthecircuit
- **Run with** Circuit social media content
 - Utilize **suggested social media**
 - **Tag the Circuit** and use the hashtag #onthecircuit – we will repost, share and like to extend reach
 - Use **engaging photos**
 - **Tag other Coalition members** where appropriate

**THE
CIRCUIT
TRAILS**

