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PLAYBOOK IN ACTION:

BUILDING A PROJECT VISION AND COALITIONS TO UNLOCK FUNDING

MARCH 20, 2023 WEBINAR



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Technical Support

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Today's Agenda:

- Welcome
- TrailNation Playbook Overview
- Panel Discussion
- Q&A



TRAIL NATION

PROJECTS

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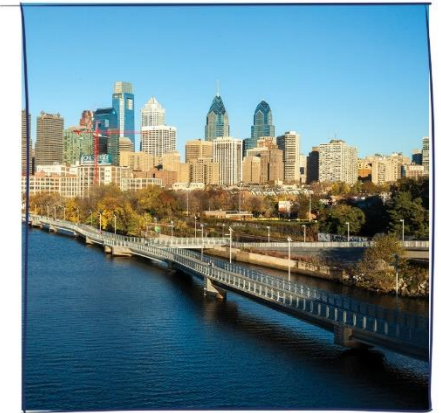
*Capital Trails Coalition
Washington, D.C. Region*



*Baltimore Greenway
Trails Network*



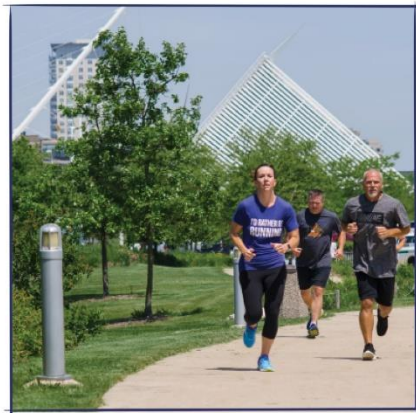
*New England
Rail-Trail Network*



*The Circuit Trails
Greater Philadelphia Region*



*Industrial Heartland
Trails Coalition*



*Route of the Badger
Southeastern Wisconsin*



*Bay Area Trails
Collaborative*



*Caracara Trails
Southeastern Texas*



The Miami LOOP



Explore the Playbook

Each element of the playbook to build trail networks is integrated. While the process is not linear, each aspect plays an important role.



PROJECT VISION

Establishing the vision for a regional trail network is the initial step in determining its scope and the primary impact it will deliver. The visioning process is fundamental to the overall success of any trail network.

[LEARN MORE ABOUT PROJECT VISION](#)



COALITION BUILDING

Coalitions are critical to the success of trail networks. Designing an inclusive process to engage a broad network of partners can help to channel the energy, expertise and influence needed to grow support for and implement regional trail networks.

[LEARN MORE COALITION BUILDING](#)



GAP-FILLING STRATEGY

Converting trail network gaps—whether they are identified planned trails or more conceptual desired connections—into well-supported projects that attract investment requires strategies that leverage political, natural and economic capital.

[LEARN MORE ABOUT GAP-FILLING STRATEGY](#)



MAPPING AND ANALYTICS

The process of defining the trail network with geospatial data to identify open trails as well as undeveloped segments is critical to understanding the scope of a trail network, prioritizing projects within the network and developing an implementation plan that will accelerate trail network completion.

[LEARN MORE ABOUT MAPPING AND ANALYTICS](#)



INVESTMENT STRATEGY

Developing and implementing a strategy that considers a variety of sources—including state, local, federal and private dollars—is essential to accelerating the completion of a regional trail and active transportation network.

[LEARN MORE INVESTMENT STRATEGY](#)



ENGAGEMENT

Engagement is fundamental to trail network planning. It could be considered the glue that holds many of the pieces of the Playbook together—occurring at every stage of the project to build the internal cohesion, political will and public enthusiasm needed to develop trail networks, activate them and realize their potential as hubs of thriving communities.



TRAILNATION PLAYBOOK

Project Vision

Ohio & Erie Canal Towpath | Photo by Renee Rosensteel

[Home](#) > [Our Work](#) > [TrailNation](#) > [Playbook](#) > [Project Vision](#)

RTC's [TrailNation™ Playbook](#) curates case studies, best practices and tools to accelerate trail network development nationwide. Explore each section for lessons learned that can support trail planners, municipalities, states and regions working to advance trail network projects.

[Project Vision](#) | [Coalition Building](#) | [Mapping and Analytics](#) | [Gap-Filling Strategy](#) | [Investment Strategy](#) | [Engagement](#)

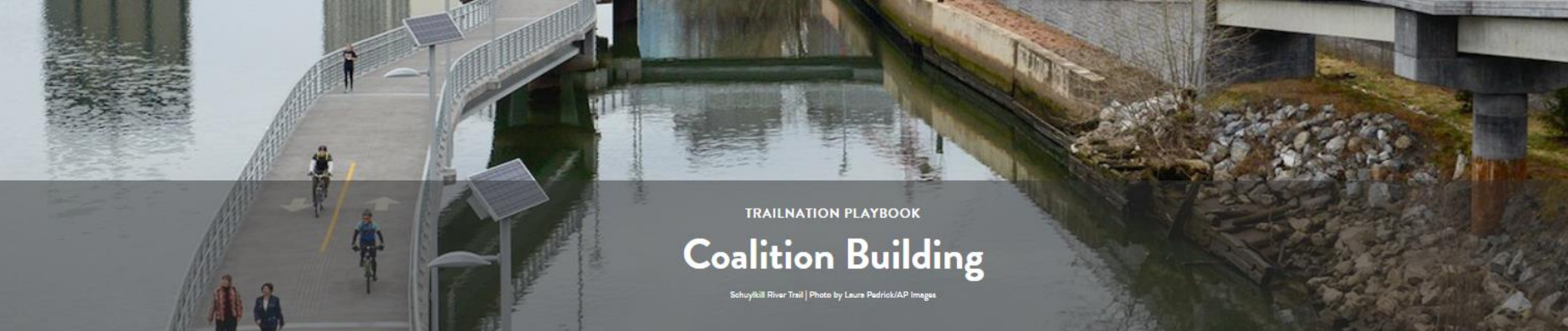


PROJECT VISION

PROJECT VISION OVERVIEW:

- [Capturing the Vision of a Regional Trail Network](#)
- [Why a Vision Matters](#)
- [Examples of Project Visions](#)
- [Integrating Concepts Across the TrailNation Playbook](#)
- [Resources](#)

Establishing the vision for a regional trail network is the initial step in determining its scope and the primary impact it will deliver—be that transportation, recreation, tourism, quality of life, etc. While at times the trail network vision may be defined alongside the work of building the project coalition, the visioning process is fundamental to the overall success of any trail network. In the early stages of a project, the vision may be more inspirational, laying out the potential that the trail network will unlock for people and places. Over time, the vision can be refined with more specificity, geospatial representation and responsiveness to the project's mission, goals and strategies.



TRAILNATION PLAYBOOK

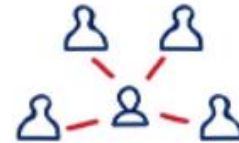
Coalition Building

Schuylkill River Trail | Photo by Laura Pedrick/AP Images

[Home](#) > [Our Work](#) > [TrailNation](#) > [Playbook](#) > [Coalition Building](#)

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[Project Vision](#) | [Coalition Building](#) | [Mapping and Analytics](#) | [Gap-Filling Strategy](#) | [Investment Strategy](#) | [Engagement](#)



COALITION BUILDING

COALITION BUILDING OVERVIEW:

- [Why Coalitions Matter](#)
- [Organizing a Coalition](#)
- [Sustaining a Coalition](#)
- [Coalition Philosophies](#)
- [Integrating Concepts Across the TrailNation Playbook](#)
- [Resources](#)

Coalitions are critical to the success of trail networks. Designing an inclusive process to engage a broad network of partners can help to channel the energy, expertise and influence needed to grow support for and implement regional trail networks. While there is no one-size-fits-all approach to coalition building, this section of the TrailNation™ Playbook outlines some key factors to success and project sustainability, including the diversity of coalition partners, a strong and clear vision for the project, a governance structure and strategic plan that guide the work of the coalition, mutual benefits and shared participation among coalition members, and the ability to generate political, financial and community-based resources to implement the trail network agenda.

Panelists



Judy Quisenberry
Executive Director
Valley Baptist Legacy Foundation
Lower Rio Grande Valley, TX



Michele Perch
Senior Program Officer
William Penn Foundation
Greater Philadelphia, PA



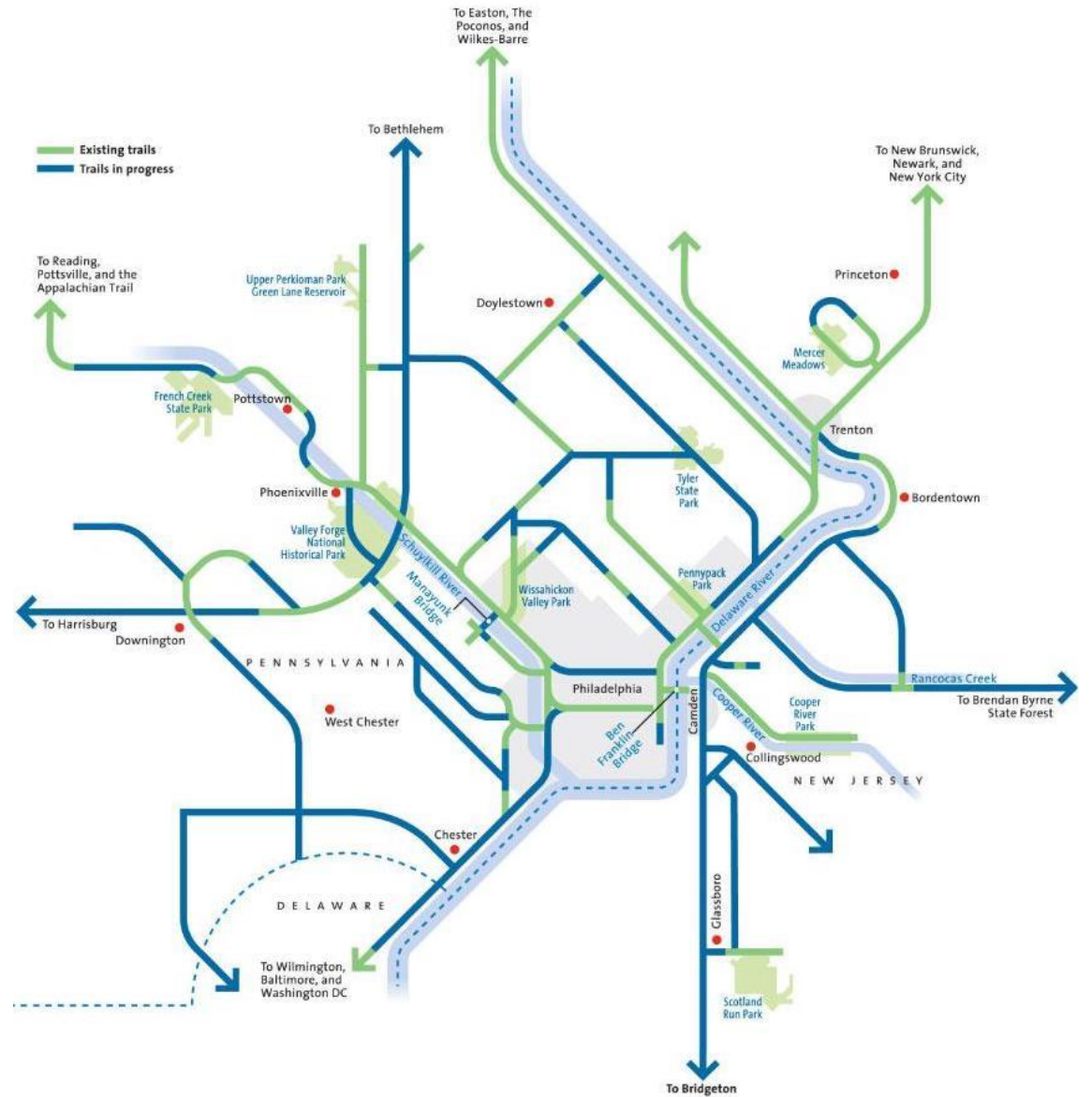
Shae Strait
Director of Planning
City of Fairmont, WV



THE CIRCUIT TRAILS

- 370+ miles of existing trail
- Goal to reach 500 miles by 2025
- 9 counties in PA and NJ

THE CIRCUIT TRAILS



VISION

The Circuit Trails is an innovative, regional urban trail network connecting people of all ages to jobs, communities and parks in Greater Philadelphia and New Jersey. Currently in progress, the project will eventually encompass 800 miles of trails on both sides of the Delaware River, building upon the region's existing active transportation infrastructure.

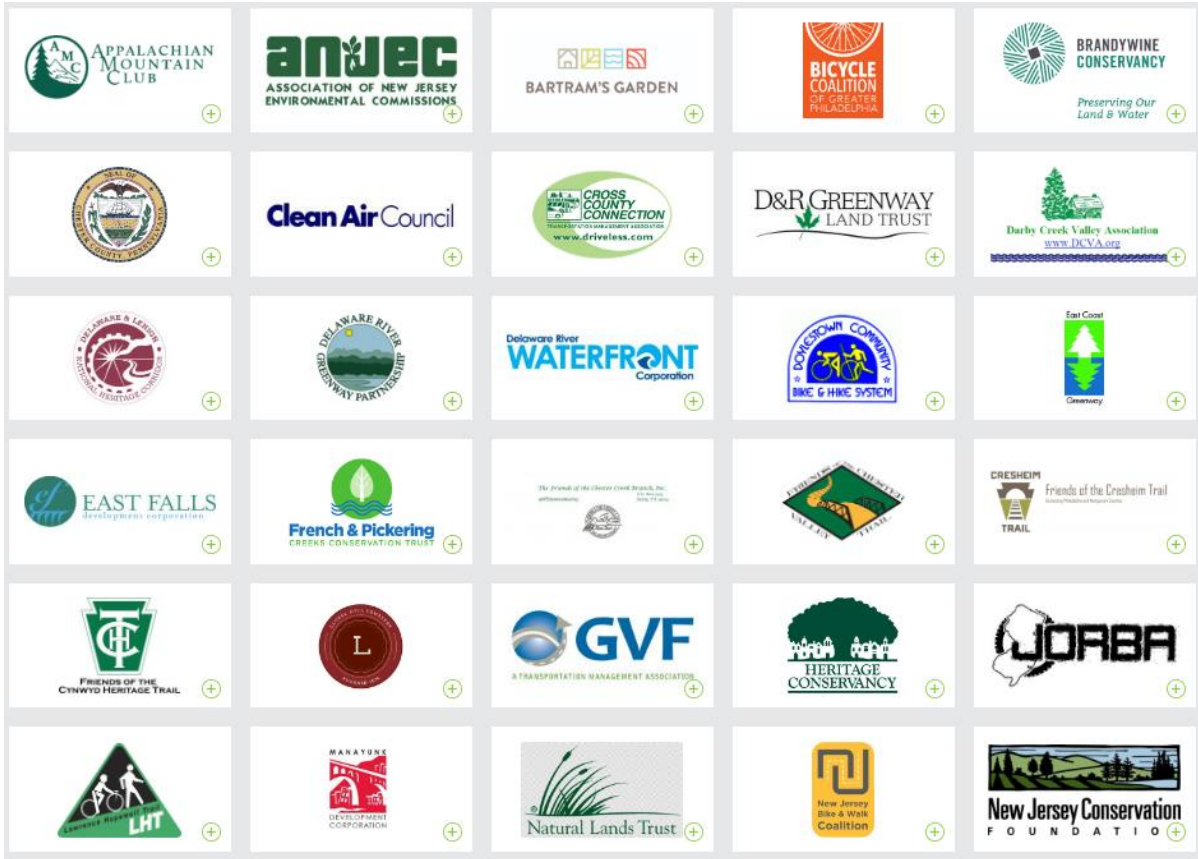
By the time it is complete, which is expected to be in 2040, more than 50 percent of the region's population—over 3.1 million people—will live within a mile of the Circuit Trails.

Mission of the Circuit Trails Coalition

The mission of the Circuit Trails Coalition is to raise the profile of multiuse trails and their public benefits so that the Circuit Trails network becomes a completed and widely used significant regional project. The successful execution of the goals in the strategic plan will enable the 65 Coalition members, working with an active Steering Committee of elected member representatives, to fulfill this mission.



The Circuit Trails: Coalition Members





THE CIRCUIT TRAILS



EXPERIENCE THE
CARACARASM
TRAILS

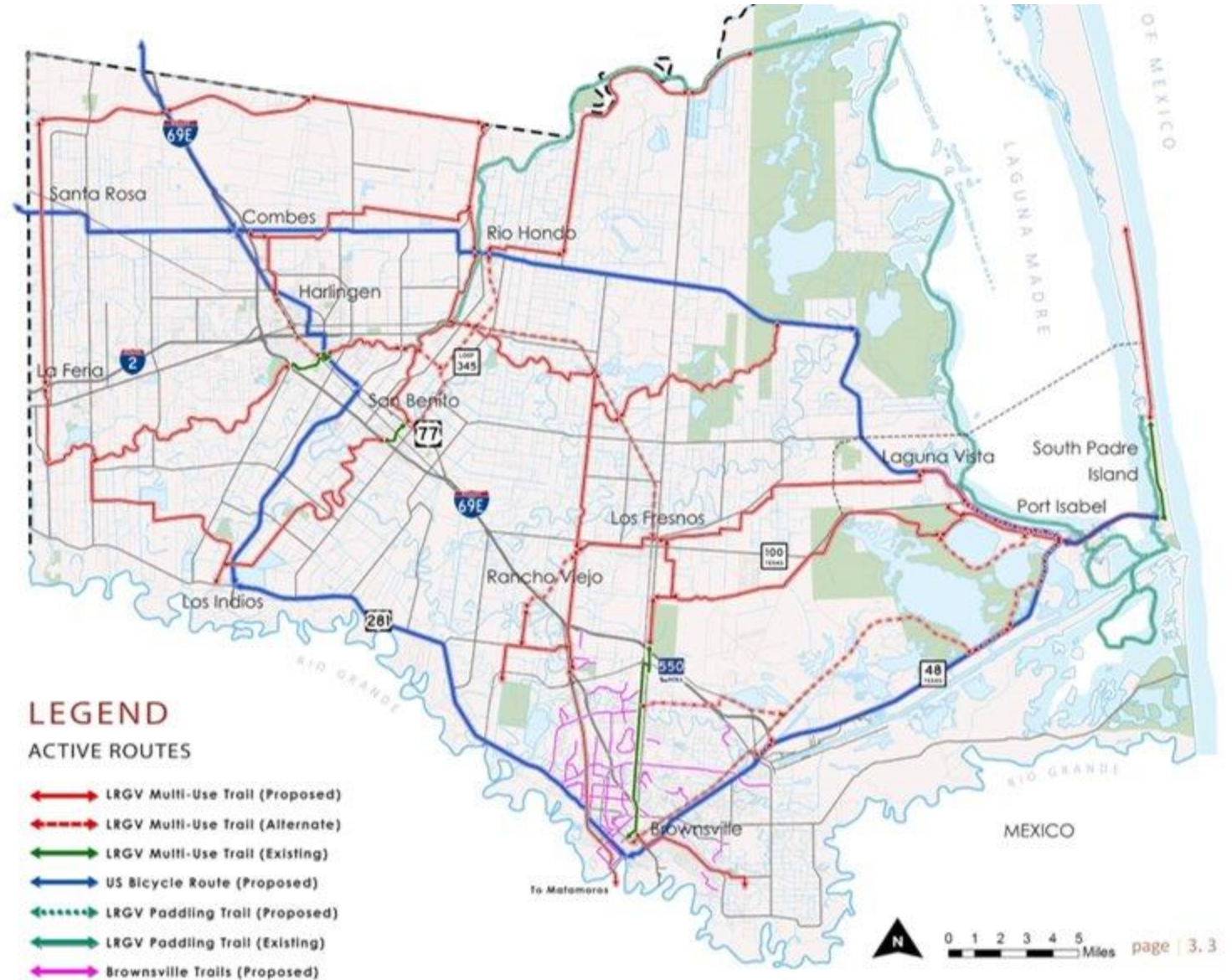
THE ACTIVE PLAN
LOWER RIO GRANDE VALLEY | ACTIVE TRANSPORTATION AND TOURISM PLAN
MADE POSSIBLE BY A GRANT FROM THE VALLEY BAPTIST LEGACY FOUNDATION

SEPTEMBER 2016



Caracara Trails proposes over 428 miles of active transportation infrastructure:

- ▶ Over 230 miles of multi-use trail network
- ▶ Over 78 miles of paddling trails system
- ▶ Over 120 miles of USBR on-street system

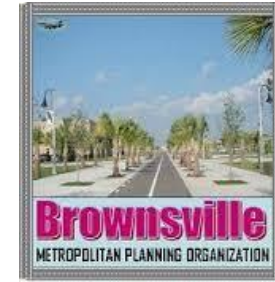


VISION

In the Lower Rio Grande Valley in Texas, the Caracara Trails is a vision for a 428-mile trail network that will link the rich natural, cultural and historical resources the area is known for—creating a unified regional identity for outdoor tourism, promoting healthier lifestyles and generating a new sense of community pride for everyone who lives there.

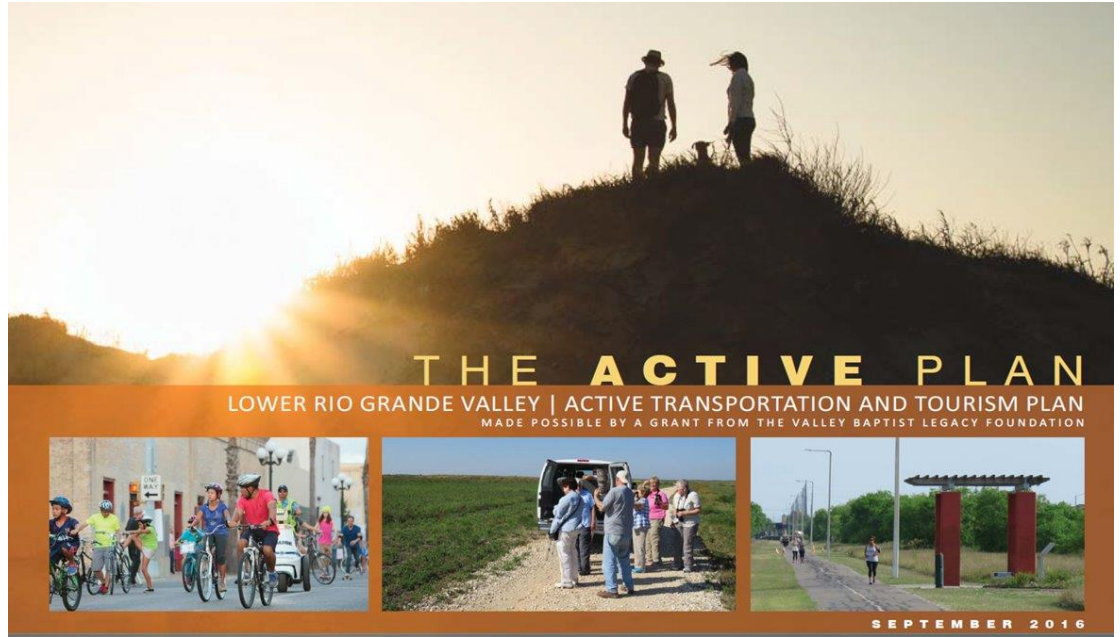
The vision for the trail network is built upon a comprehensive plan—the Lower Rio Grande Valley Active Transportation and Tourism Plan—that leverages the community’s commitment to local economic development in a county with one of the highest poverty rates in the country—and is designed to tap into the rapidly expanding market for “active tourism” to support job creation and small business activity and encourage tourist spending that injects money into local economies.

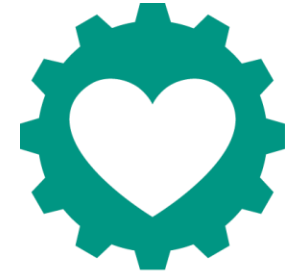






EXPERIENCE THE CARACARASM TRAILS



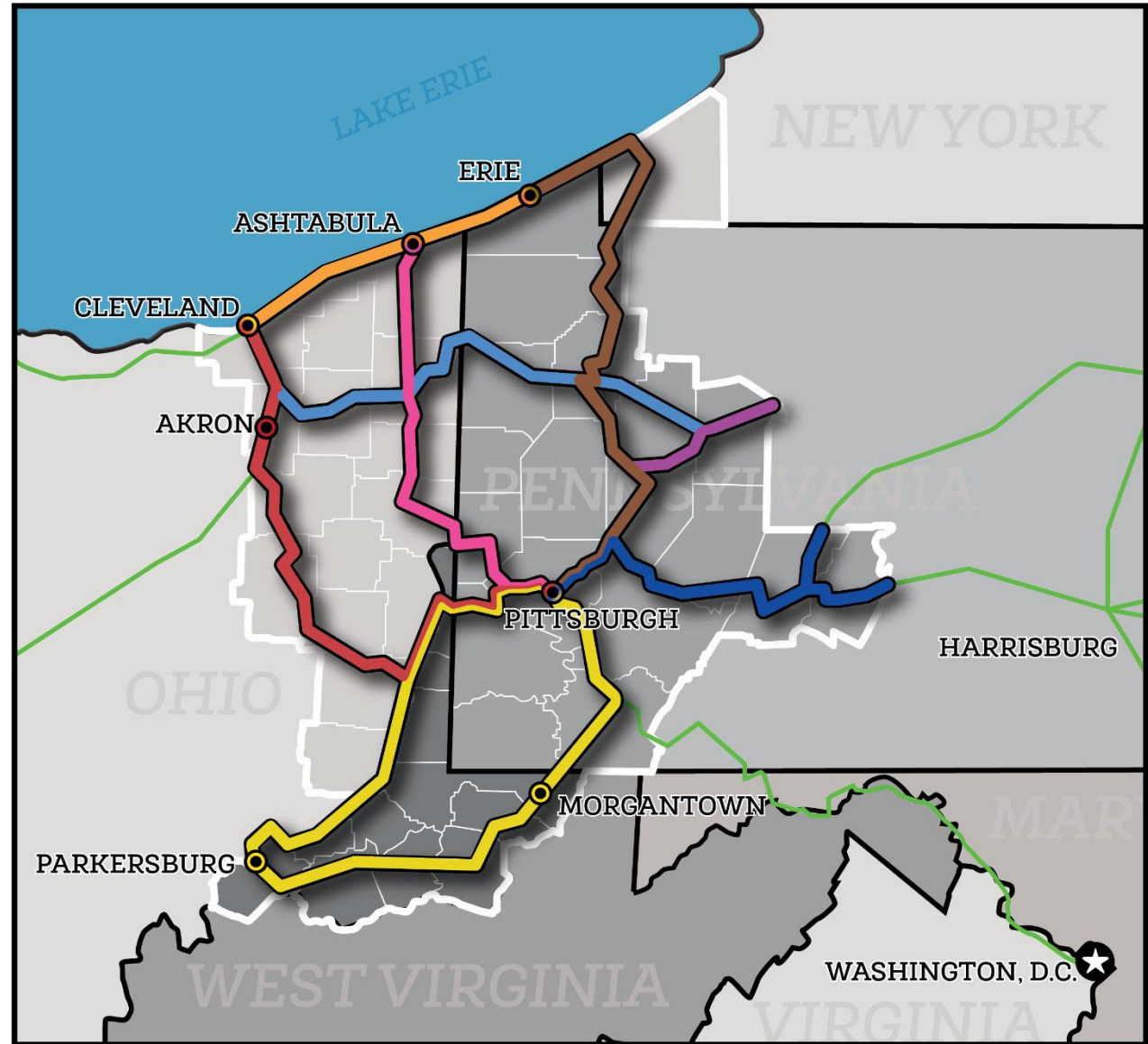


Industrial
**Heartland
Trails**
COALITION

- 1,500+ miles of shared use trails
- 48% complete
- 51 counties in PA, OH, WV and NY



**Industrial
Heartland
Trails**
COALITION



VISION

Establish the Industrial Heartland as a premier destination offering a 1,500-miles-plus multiuse trail network experience.

The Industrial Heartland Trails Coalition emerged from the Power of 32, a visioning exercise to identify regional opportunities for economic growth and revitalization. The planned trail network will stretch across 51 counties in four states—Pennsylvania, West Virginia, Ohio and New York—from the shores of Lake Erie to the confluence of the Three Rivers in Pittsburgh and on to the Ohio River and Appalachian foothills.

Early IHTC Milestones



Initial Signed Partners, 2014-2015

Allegheny Valley Land Trust

Bike Cleveland

Claude Worthington Benedum Foundation

Friends of the Riverfront

Jefferson Co. Trails & Greenways

Lawrence County, Pennsylvania

Mill Creek MetroParks

Mon River Trails Conservancy

NPS RTCA WV Field Office

NPS RTCA OH Field Office

National Road Heritage Corridor

Ohio & Erie Canalway Coalition

Ohio River Trail Council

Oil Region Alliance

Pennsylvania Environmental Council

Portage Park District

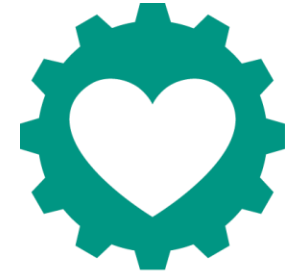
The Progress Fund (Trail Town Program®)*

Rails-to-Trails Conservancy

TransAllegheny Trails



Credit: Rails-to-Trails Conservancy, Renee Rosensteel.



Industrial
Heartland
Trails
COALITION

Parkersburg to Pittsburgh (P2P) Corridor

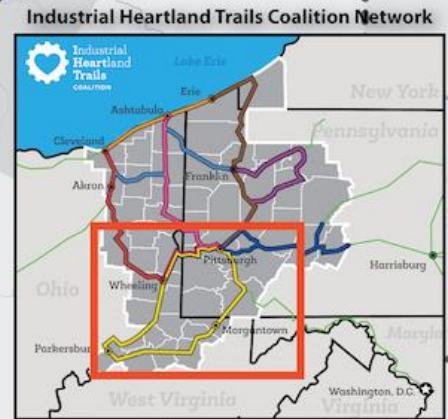
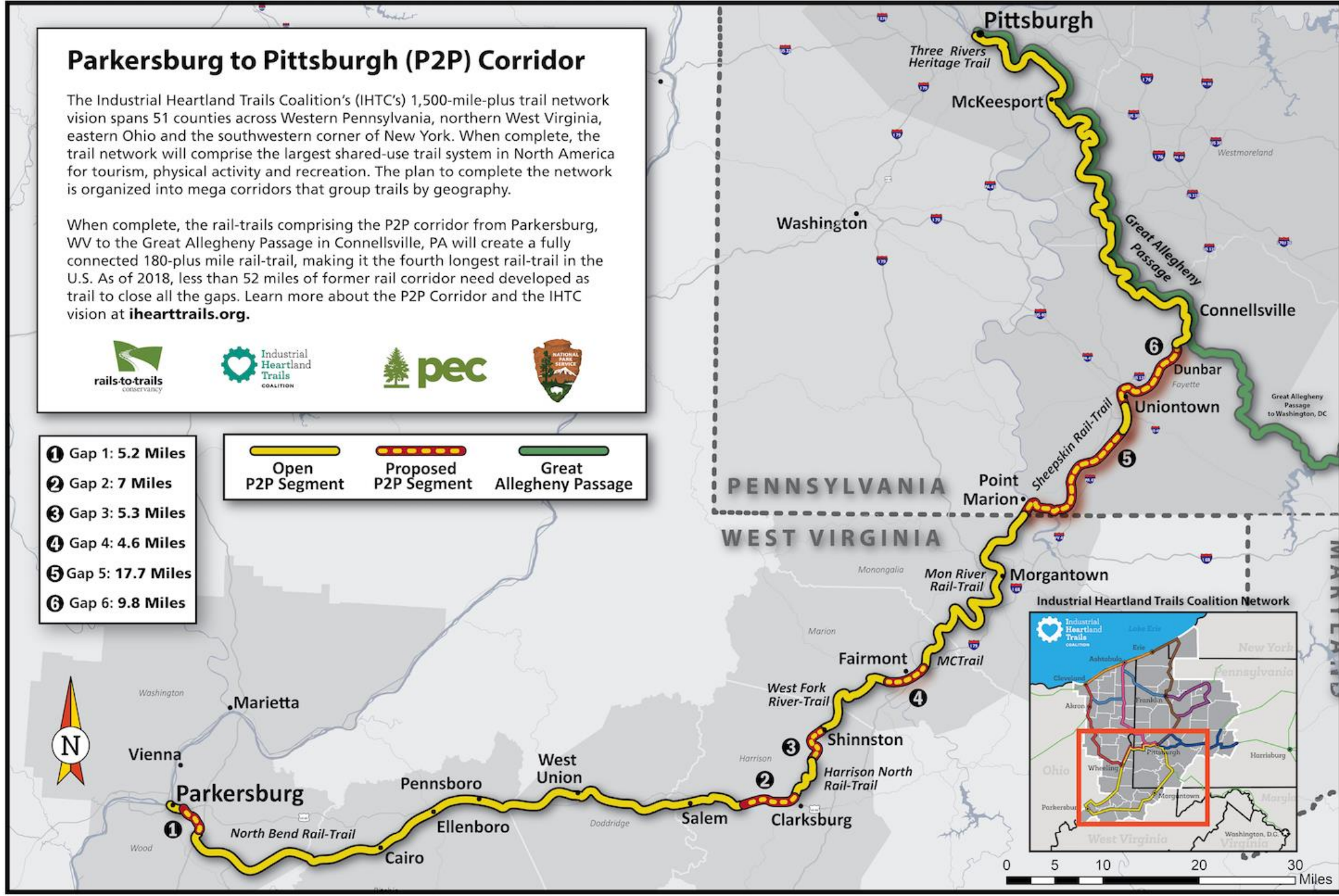
The Industrial Heartland Trails Coalition's (IHTC's) 1,500-mile-plus trail network vision spans 51 counties across West Virginia, northern West Virginia, eastern Ohio and the southwestern corner of New York. When complete, the trail network will comprise the largest shared-use trail system in North America for tourism, physical activity and recreation. The plan to complete the network is organized into mega corridors that group trails by geography.

When complete, the rail-trails comprising the P2P corridor from Parkersburg, WV to the Great Allegheny Passage in Connellsville, PA will create a fully connected 180-plus mile rail-trail, making it the fourth longest rail-trail in the U.S. As of 2018, less than 52 miles of former rail corridor need developed as trail to close all the gaps. Learn more about the P2P Corridor and the IHTC vision at ihearttrails.org.



- ① Gap 1: 5.2 Miles
- ② Gap 2: 7 Miles
- ③ Gap 3: 5.3 Miles
- ④ Gap 4: 4.6 Miles
- ⑤ Gap 5: 17.7 Miles
- ⑥ Gap 6: 9.8 Miles

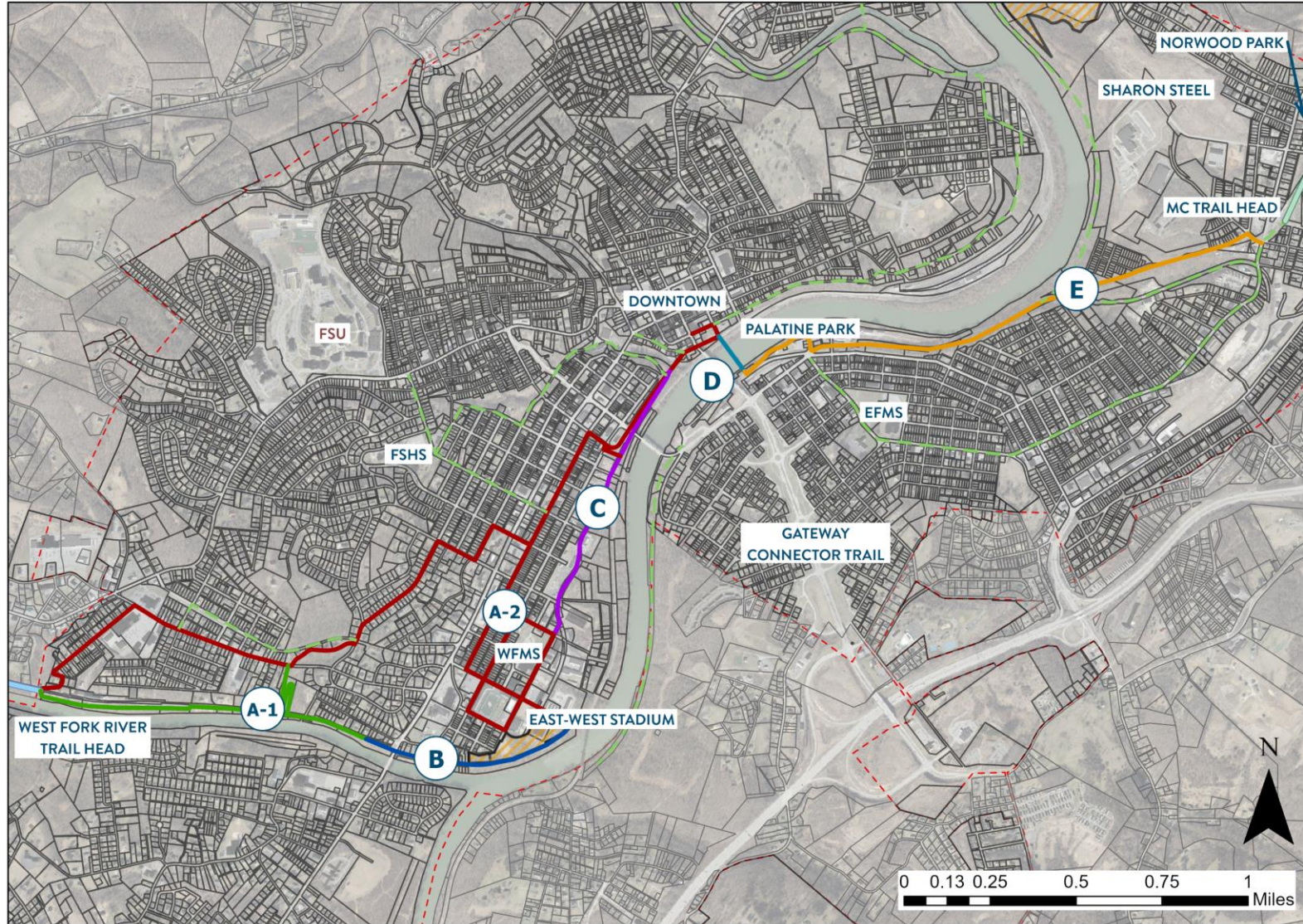
		
Open P2P Segment	Proposed P2P Segment	Great Allegheny Passage







City of Fairmont Rail Trail Project



Fairmont Rail Trail

Segments

- A-1
- A-2
- B
- C
- D
- E
- - - Future Extensions
- MC Trail
- West Fork River Trail

Cost Breakdown

A-1 - West Fork River Trail Extension Part 1

Design: \$86,665

Construction: \$712,441

A-2 - On-Street Sharrows

Design: \$2,433

Construction: \$30,418

B - West Fork River Trail Extension Part 2

Design: \$30,510

Construction: \$305,095

C - Beltline Rail Trail

Design: \$70,854

Construction: \$776,020

D - Monongahela River Pedestrian Bridge

Design: \$600,000

Construction: \$5,400,000

E - East Side Rail Trail

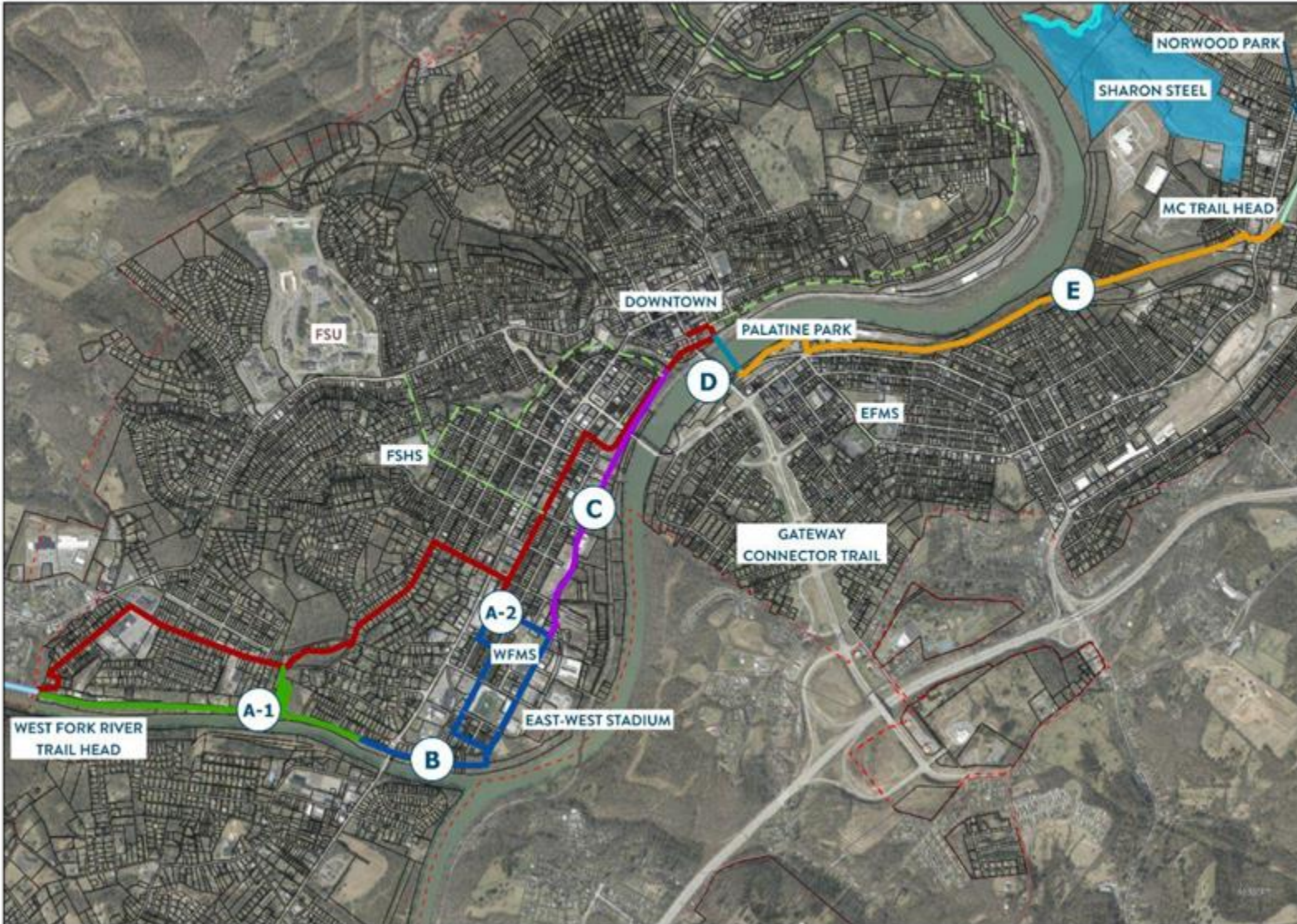
Design: \$230,000

Construction: \$2,207,000

Total Design: \$1,020,462

Total Construction: \$9,430,974

Budget Source Breakdown



Trail Master Plan:

- General Fund

On-Street Sharrows and Signs:

- Capital Improvement Project Funding

Video Promotion:

- RTC Grant

West Fork River Acquisition:

- RTC Grant
- Fairmont EPA Assessment Grant
- WV Land Stewardship Corp EPA Assessment Grant
- **TIF Project**

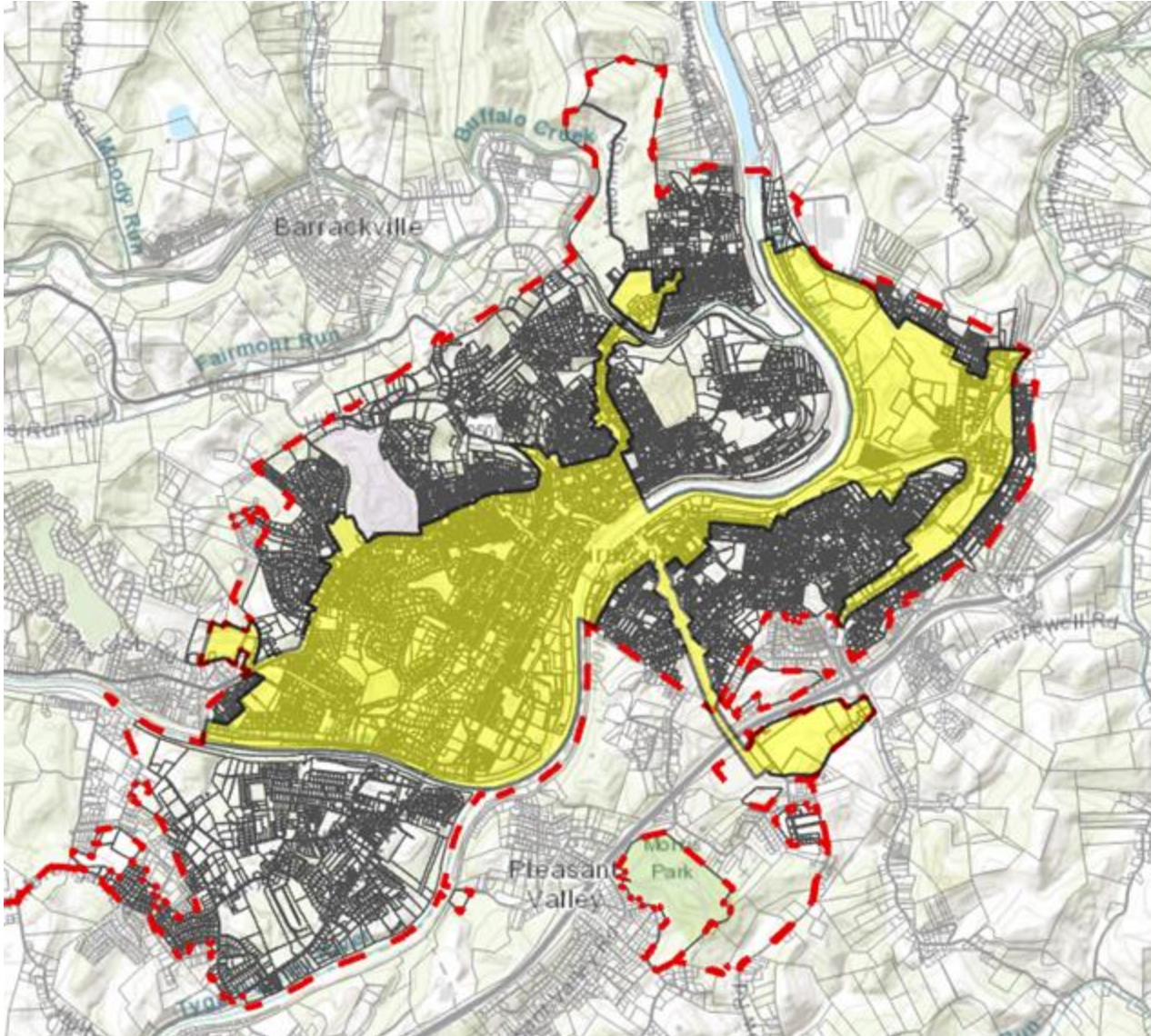
East Side Acquisition:

- Sharon Steel Trust Funding
- **TIF Project**
- Local conservation groups

Design and Construction:

- **TIF Project**
- TAP Funding
- EPA Cleanup Grant
- Land Water Conservation Fund

TIF District



Fairmont created TIF District 1 in 2016

Primary goals are:

- **Sidewalks**
- **Rail trail**
- **Demolition of blighted buildings**
- **Street improvements**

Current TIF allocation to the Rail Trail Connector project on the west side of the Monongahela River is \$2,500,000.

Upcoming Events

TrailNation Playbook in Action Webinar series

- March 20 – Project Vision and Coalition Building
- May 24 – Engagement Strategies
- July – Investment Strategies
- Sept. - Gap-filling & Mapping Analytics

In-person events & conferences

- International Trails Summit (April 17 – 20; Reno, NV)
TrailNation Collaborative Networking Happy Hour on 4/19!
RSVP @ [TrailNationHappyHour.eventbrite.com](https://www.eventbrite.com/TrailNationHappyHour)

More to come!



ENGAGE WITH THE COLLABORATIVE



- *TrailNation online dialogues*
- *Playbook in Action webinar series*
- *In-person events*
- *Online technical assistance coming soon!*

Stay tuned to the TrailNation Collaborative Newsletter for updates and more information!

SPREAD THE WORD

Scan the code to help share
the collaborative with your
network!

