



*Wendy Park Bridge, Centennial Lake Link Trail - Cleveland, OH | Photo by Jason Cohn*

# Mapping for Implementation and Advocacy

**Urban**



# Agenda

## **1. Introduction**

Welcome, warm-up, and background

## **2. Challenges and Solutions**

Derek Strout, RTC – Examples from across the country

## **3. Case Study - Philadelphia Greater Metropolitan Area**

Emily Goldstein, Delaware Valley Regional Planning Commission

## **4. Trail Maintenance Toolkit**

Pennsylvania Environmental Council

## **5. Action Planning**

Mapping your expertise, Around the World





# **Warm -Up & Background**

# Geographic Information Systems as a platform

*to gather, organize, analyze, understand, and communicate*

**Hardware** *Servers, computers, phones*

**Software** *Desktop GIS, SaaS, mobile apps*

**Data** *Shapefiles, spreadsheets, survey reports, imagery*

**Methods** *Data collection workflows, map creation processes*

**People** *GIS professionals, volunteers, public*

# Geographic Information Systems as a system of systems

*to gather, organize, analyze, understand, and communicate*



## Record

*geodatabases  
shapefiles  
spreadsheets*



## Insight

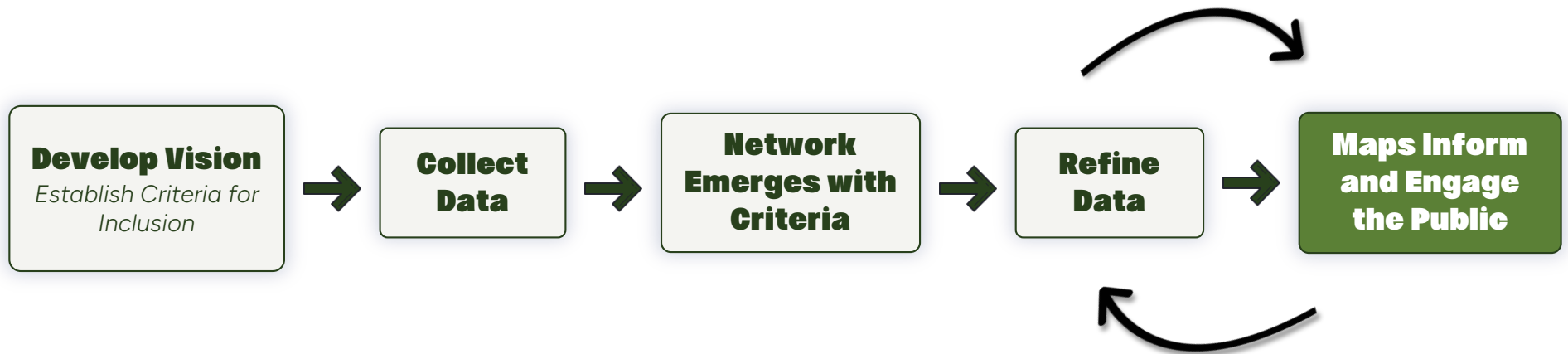
*exploratory analysis  
geoprocessing tools  
reports & dashboards*



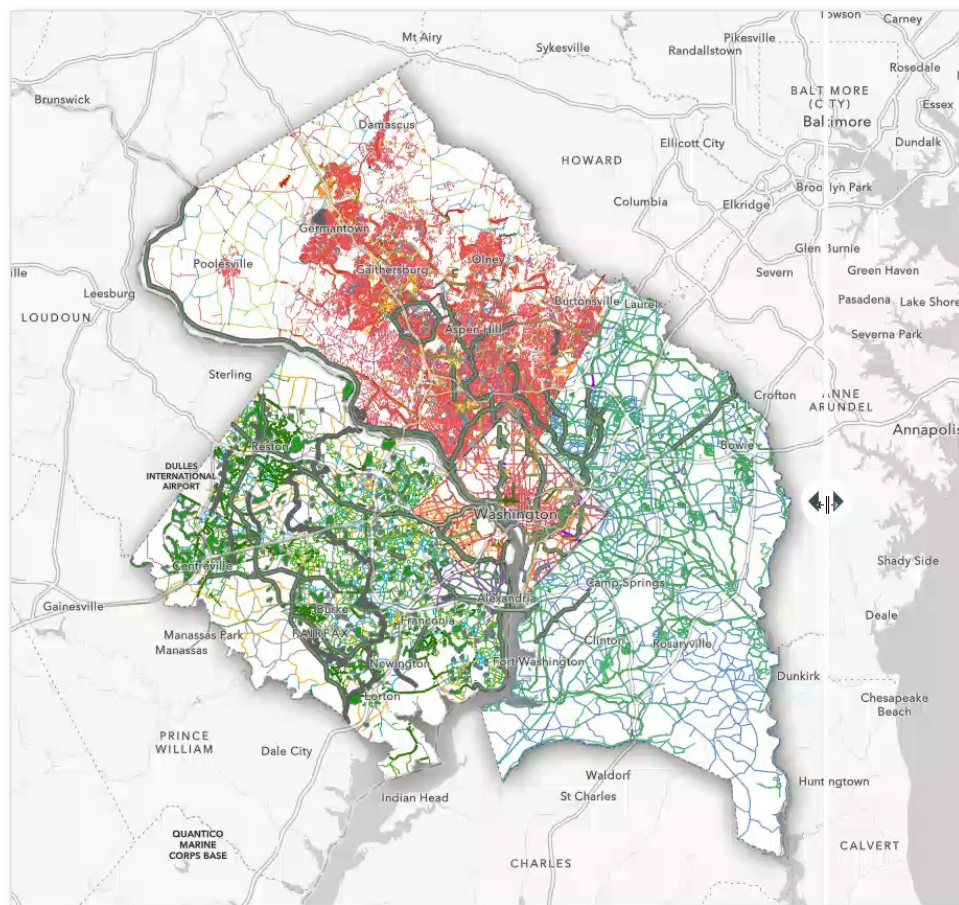
## Engagement

*static & interactive maps  
geo-enabled surveys  
ArcGIS StoryMaps*

# Trail Network Mapping Process







**"...a map is worth  
a million words."**

# Trail Network Mapping Process



## **Develop Vision**

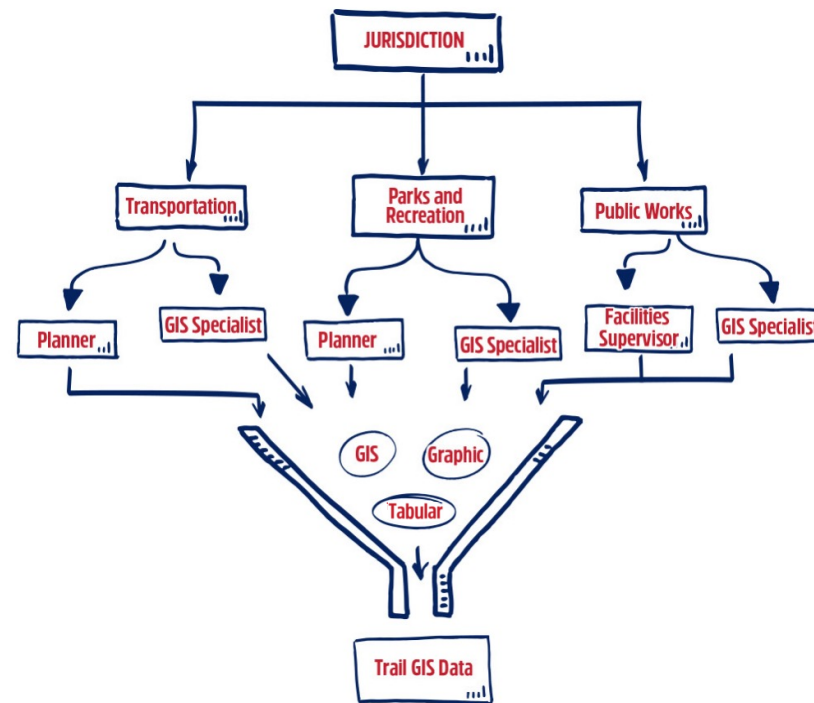
*Establish Criteria  
for Inclusion*

- Accessible to all
- Healthy and safe
- Equitably distributed
- Reliable for transportation
- Open space access
- World-class

# Trail Network Mapping Process



**Collect  
Data**



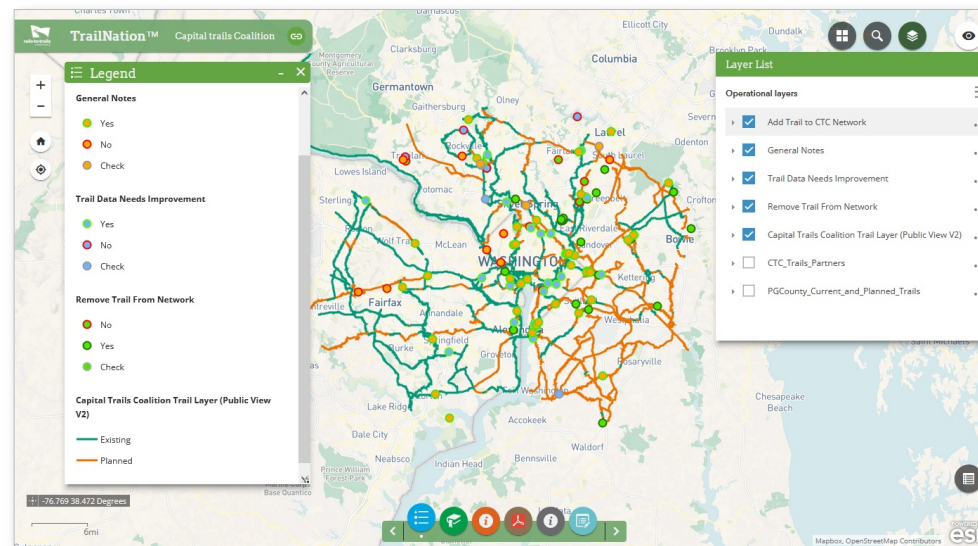
# Trail Network Mapping Process



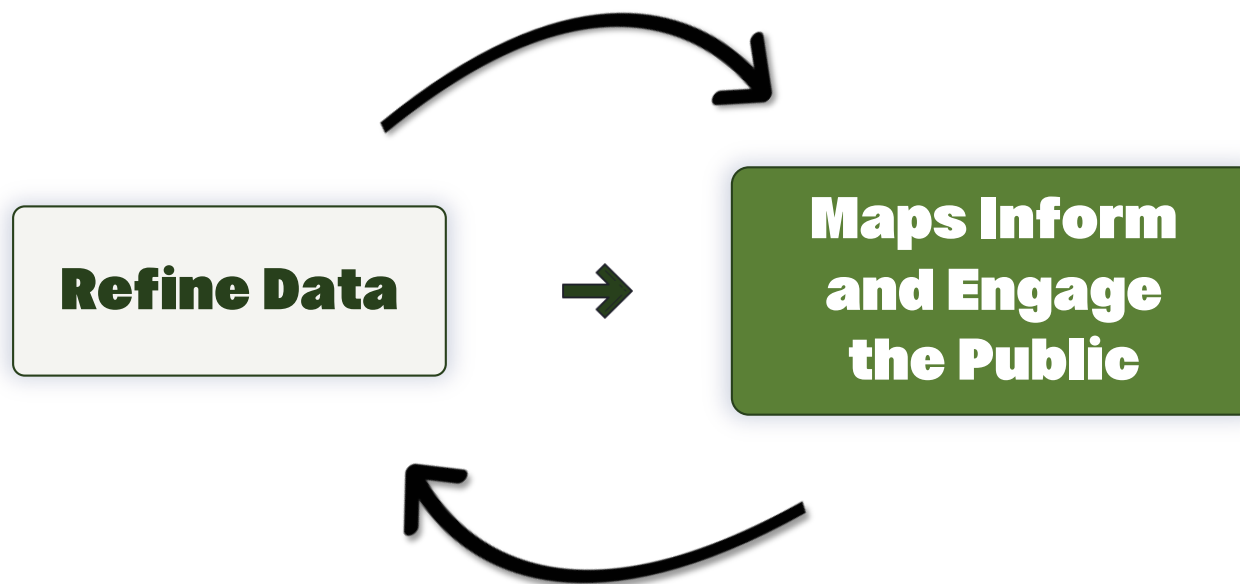
**Network Emerges  
with Criteria**



**Refine  
Data**



# Trail Network Mapping Process





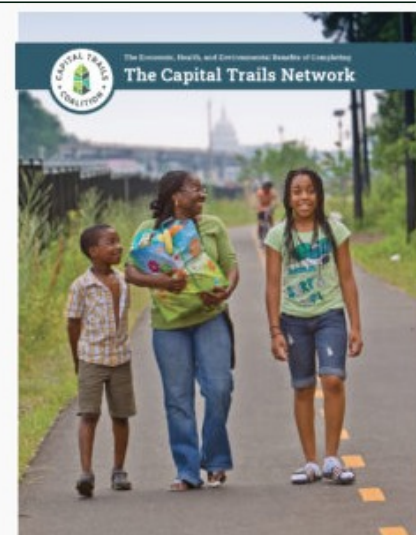
You know what's cool?

- ✓ 881 miles of trails.
- ✓ \$1 billion in economic impact every year.
- ✓ 19,580 metric tons of CO2 emissions prevented every year.

We did the math.

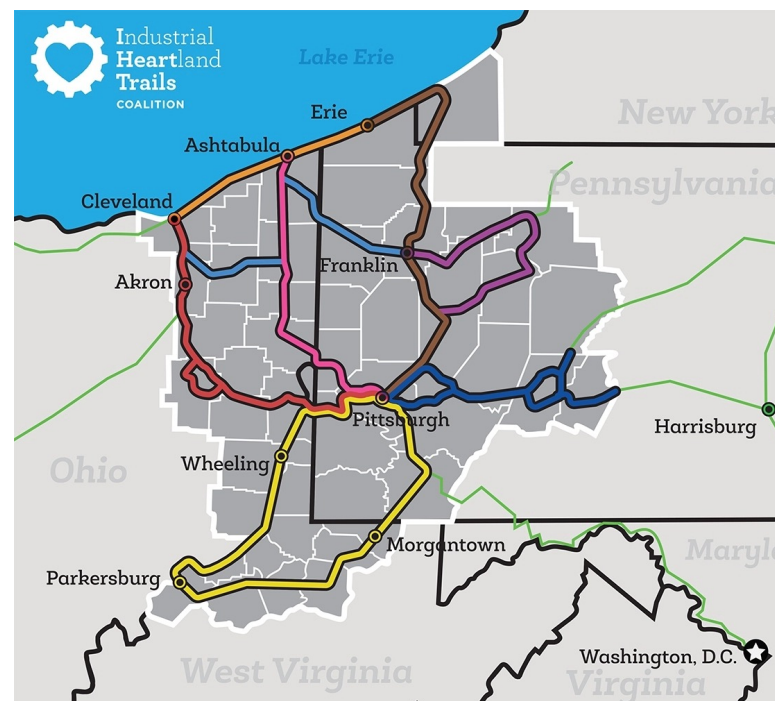
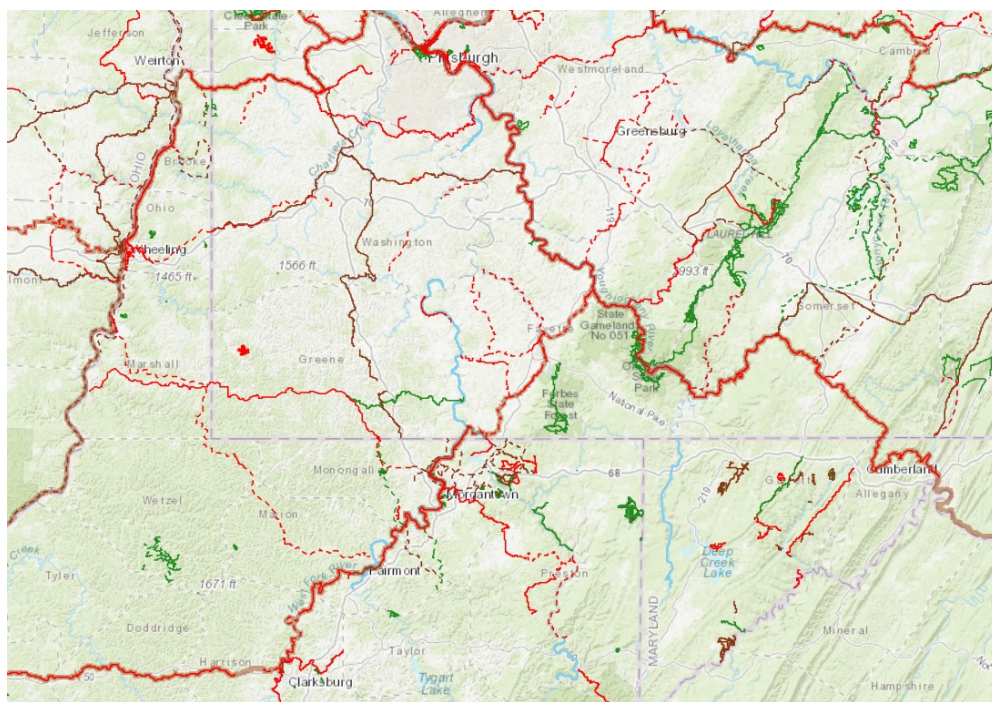
Turns out: trails are AWESOME.

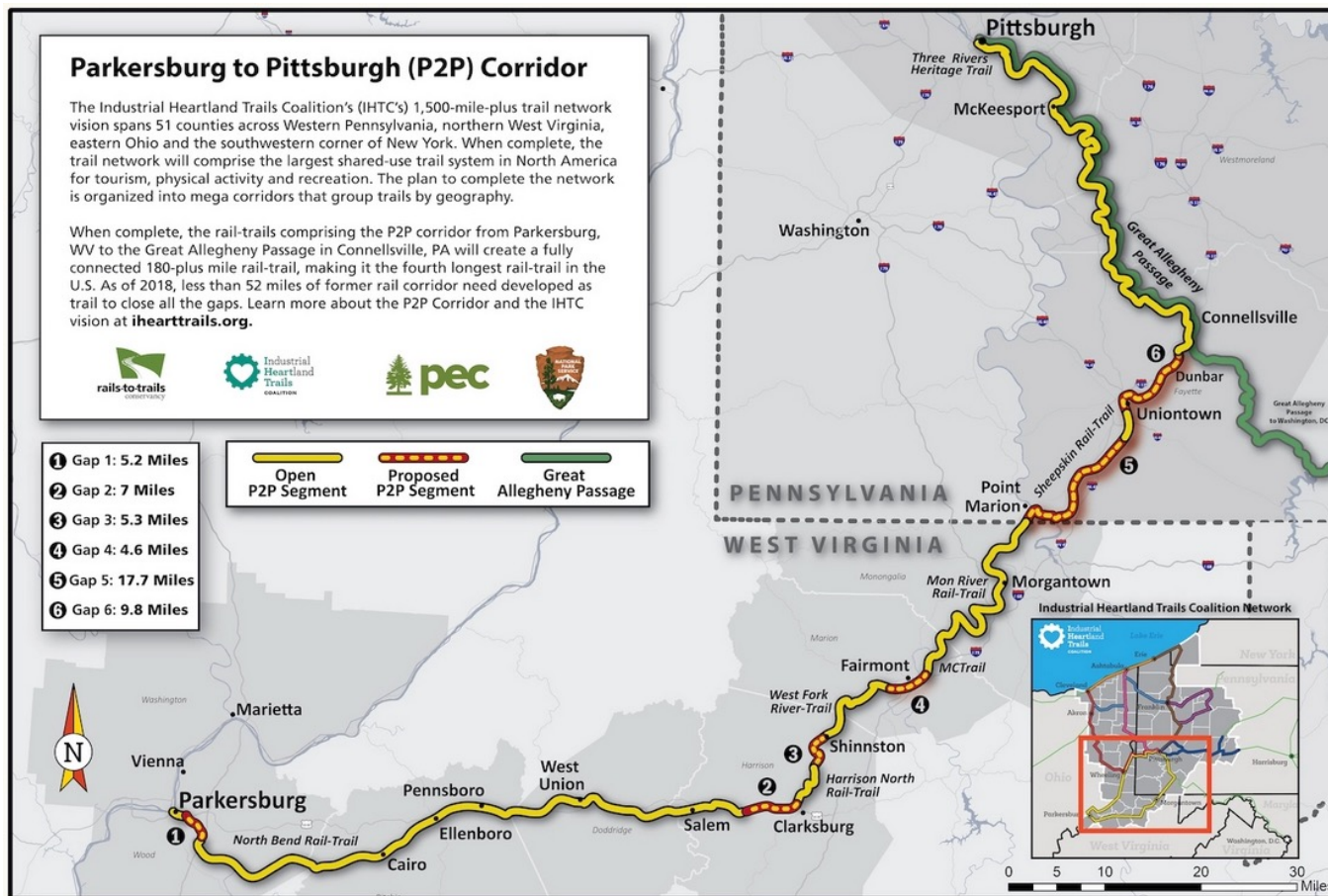
[READ THE REPORT](#)





# Industrial Heartland Trails Coalition

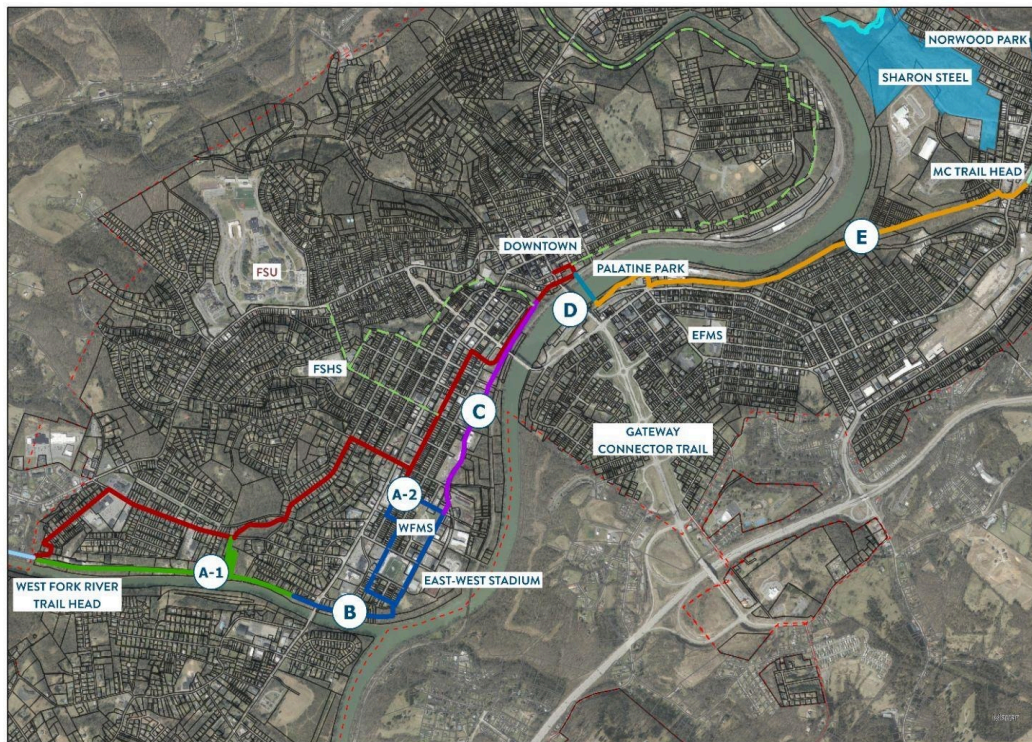








# City of Fairmont Rail Trail Project



## 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

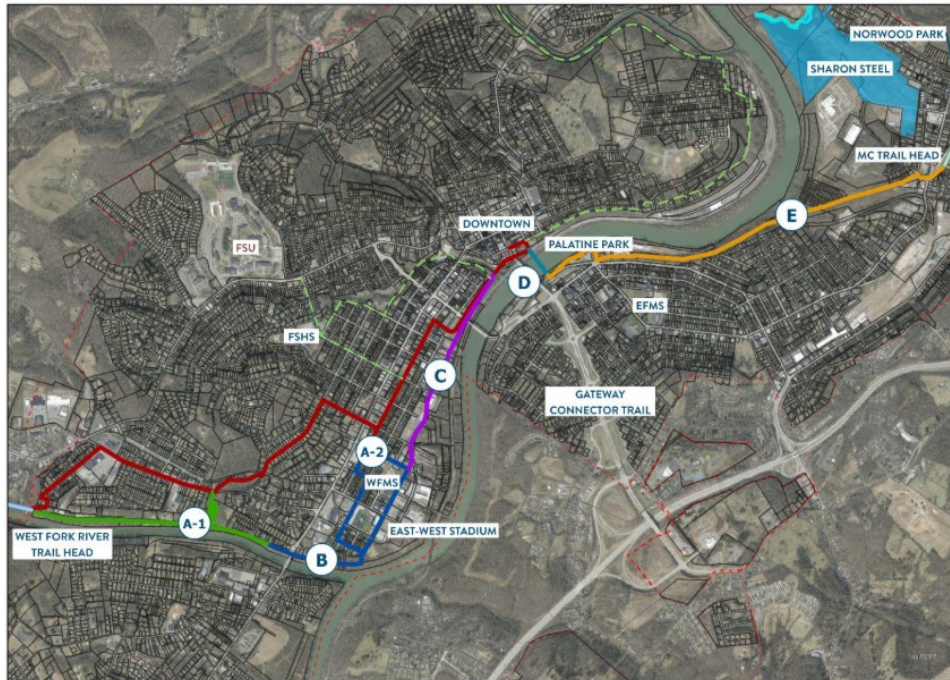
**Total Design: \$1,020,462**

**Total Construction: \$9,430,974**



# City of Fairmont Rail Trail Project

## 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:

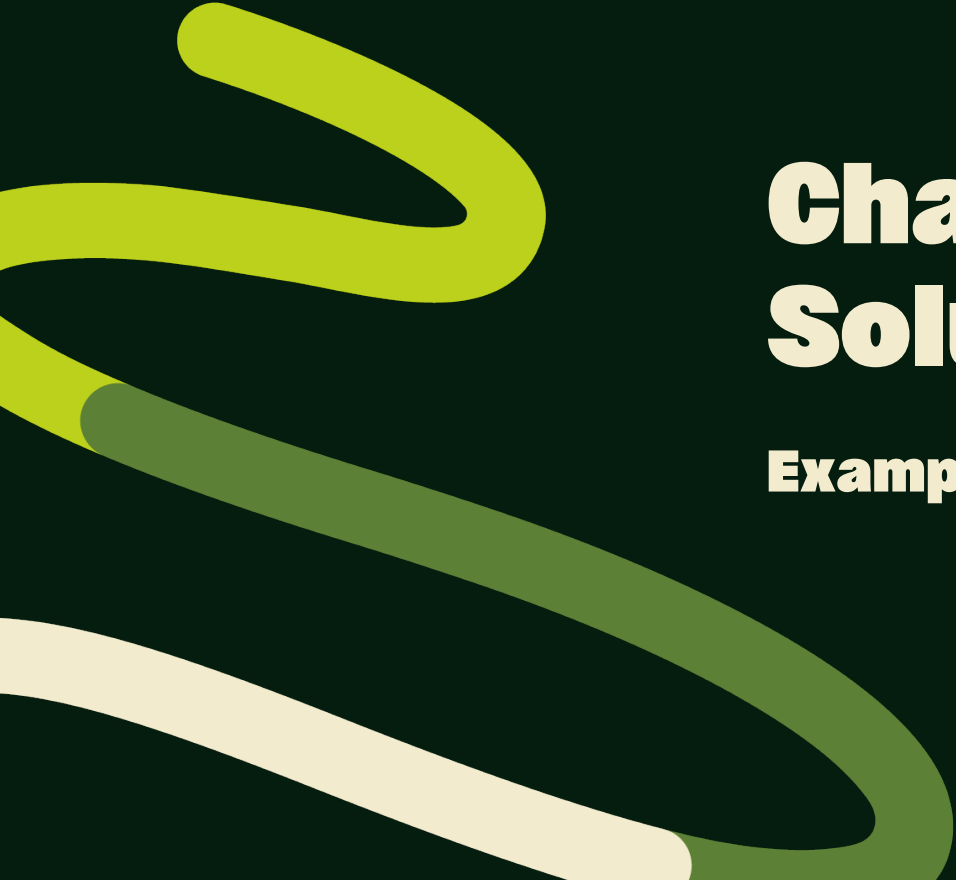
- RTC Grant
- Fairmont EPA Assessment Grant
- WV Land Stewardship Corp EPA Assessment Grant
- **TIF Project**

### 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

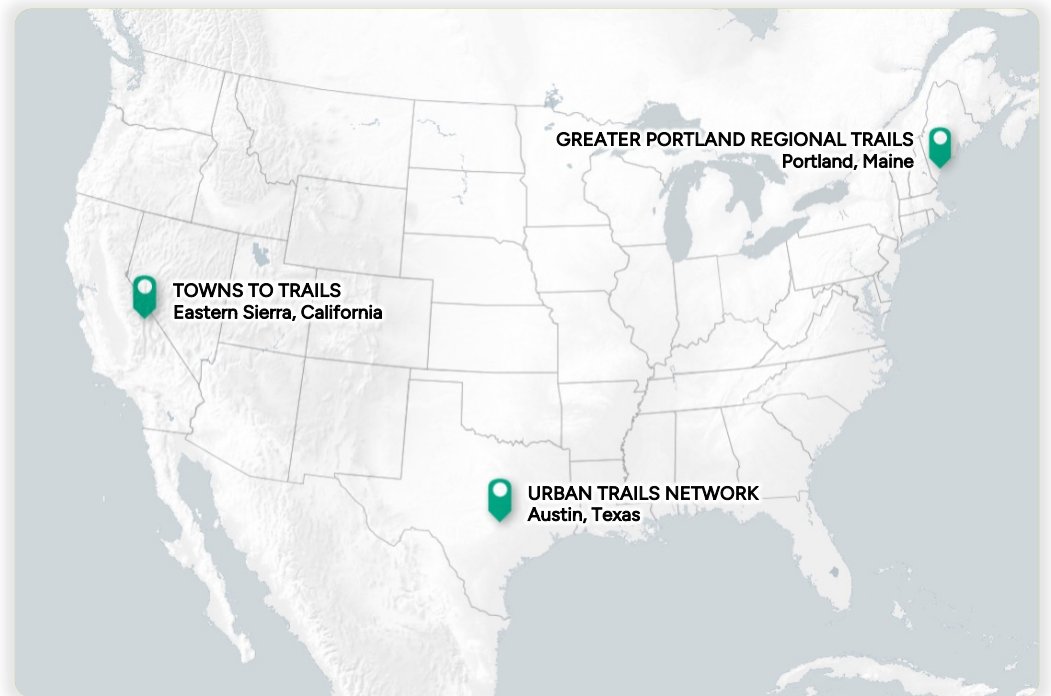


# **Challenges & Solutions**

**Examples from Across the Country**



- **DEVELOP A GEOSPATIAL DATASET**
- **ANALYZE THE EMERGING NETWORK**
- **PROJECT PRIORITIZATION**
- **ADVOCACY AND STORYTELLING**



# Towns to Trails

**Eastern Sierra, CA**

- Feasibility and data-gathering study  
December 2022-April 2025
- Goal of connecting Eastern Sierra communities to each other and to existing public lands and trails
- Project managed by the **Eastern Sierra Council of Governments** conducted by **Mammoth Lakes Trails and Public Access Foundation** and **Toole Design + Planning**

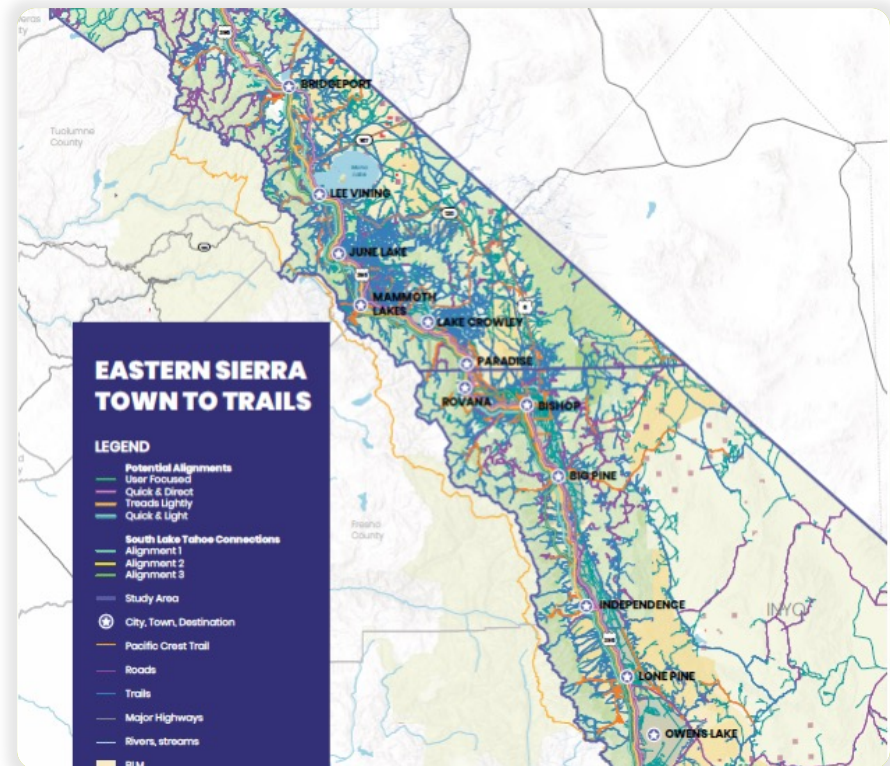


# Towns to Trails

Eastern Sierra, CA

## DEVELOPING A GEOSPATIAL TRAIL DATASET TO SUPPORT THE VISION

- Conceptual alignment ~ 200 miles
- Network inventory process aggregated and standardized data
  - Three counties & 12 municipalities
  - Federal land managers (NFS & BLM)
  - Los Angeles Department of Water and Power





# Towns to Trails

Eastern Sierra, CA

## VISUALIZE AND ANALYZE THE EMERGING TRAIL NETWORK

- Project team focused on emerging route county by county
- **Network Gap Analysis**  
to find routes that you could travel  
**50 miles uninterrupted** to identify  
potential network and gaps



# Towns to Trails

Eastern Sierra, CA

## PROJECT PRIORITIZATION AND GAP-FILLING

- Least Cost Path Analysis relevant geospatial datasets >
- Public feedback opportunities included geo-enabled surveys and web maps
- Stakeholder working sessions with tribes, land managers and local agencies centered around exploration through interactive maps



# Towns to Trails

Eastern Sierra, CA

## ADVOCACY AND STORYTELLING

- Detailed, multi-scale alignment maps at the center of all stakeholder engagement events
- Feasibility report published as an ArcGIS StoryMap with static and interactive maps
- *Towns to Trails* was selected as one of eight regional projects recommended by the Sustainable Recreation & Tourism Initiative for implementation



# Greater Portland Regional Trails

Portland, ME

- MPO: Portland Area Comprehensive Transportation System (PACTS)
  - 18 cities and towns in southern Maine, serving a population of ~ 300,000
- PACTS Regional Trail Plan kicked off in Oct 2024
- Builds upon several other active transportation studies and plans with a goal of **expanding transportation choices** from Connect 2045



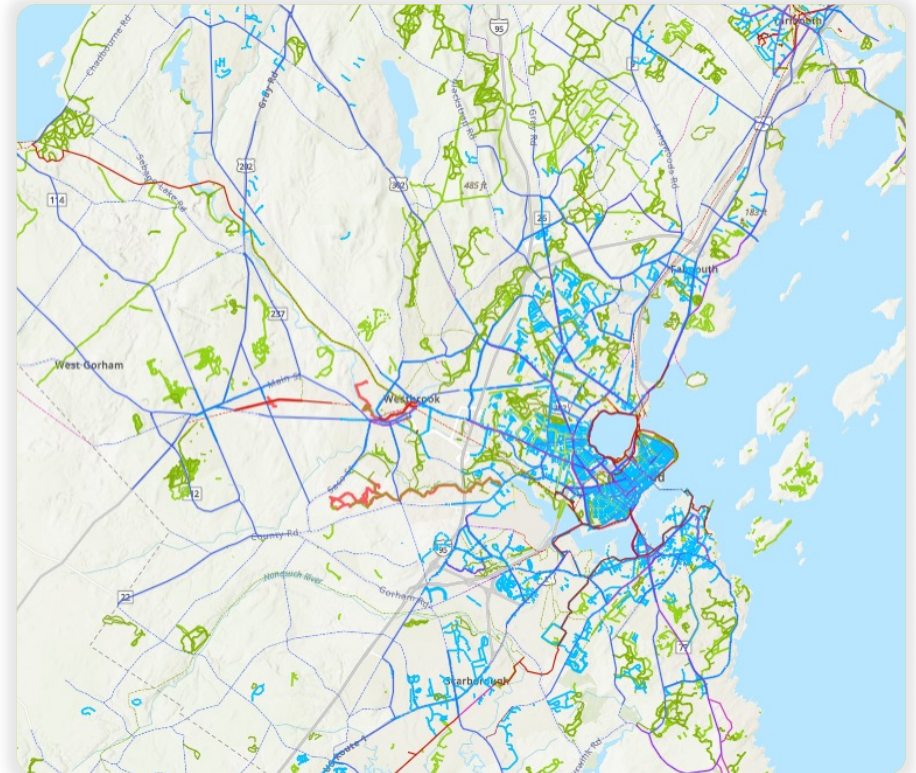


# Greater Portland Regional Trails

Portland, ME

## DEVELOPING A GEOSPATIAL TRAIL DATASET TO SUPPORT THE VISION

- Greater Portland Council of Governments (GPCOG) maintains an **Open Data Hub** which includes a comprehensive active transportation dataset of bicycle and pedestrian paths
- Existing and planned routes are routinely collected and updated from member municipalities and local partners like **Portland Trails**



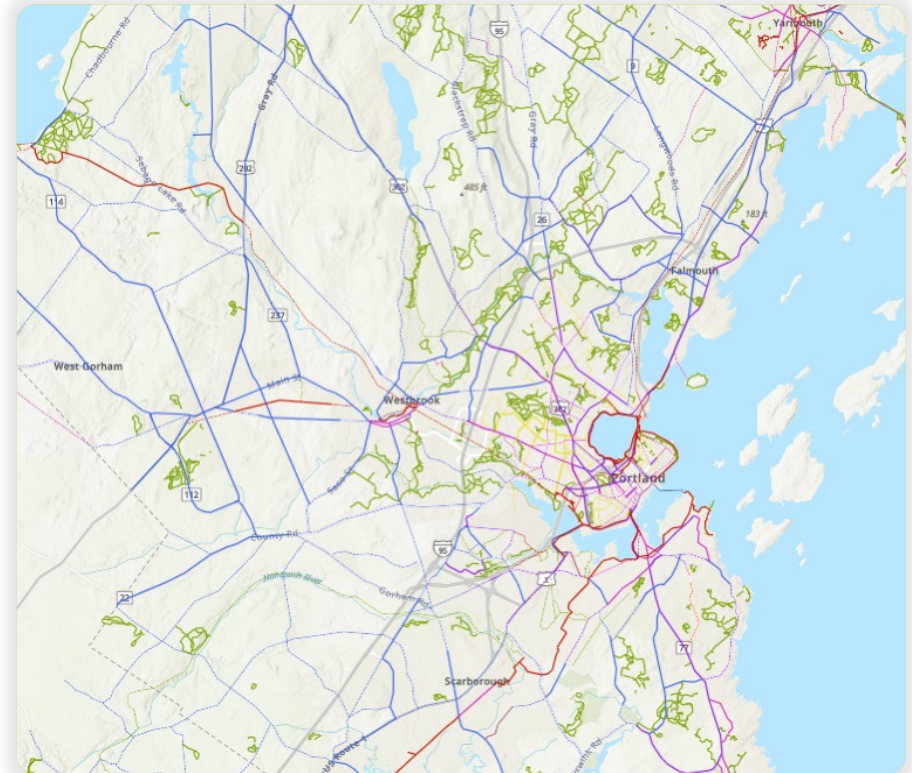


# Greater Portland Regional Trails

Portland, ME

## VISUALIZE AND ANALYZE THE EMERGING TRAIL NETWORK

- Builds upon decades of established trail network planning and development
- Emerging network assessed against **demographic, economic, and environmental** datasets for highest impact
- Informed and refined by multiple rounds of public engagement

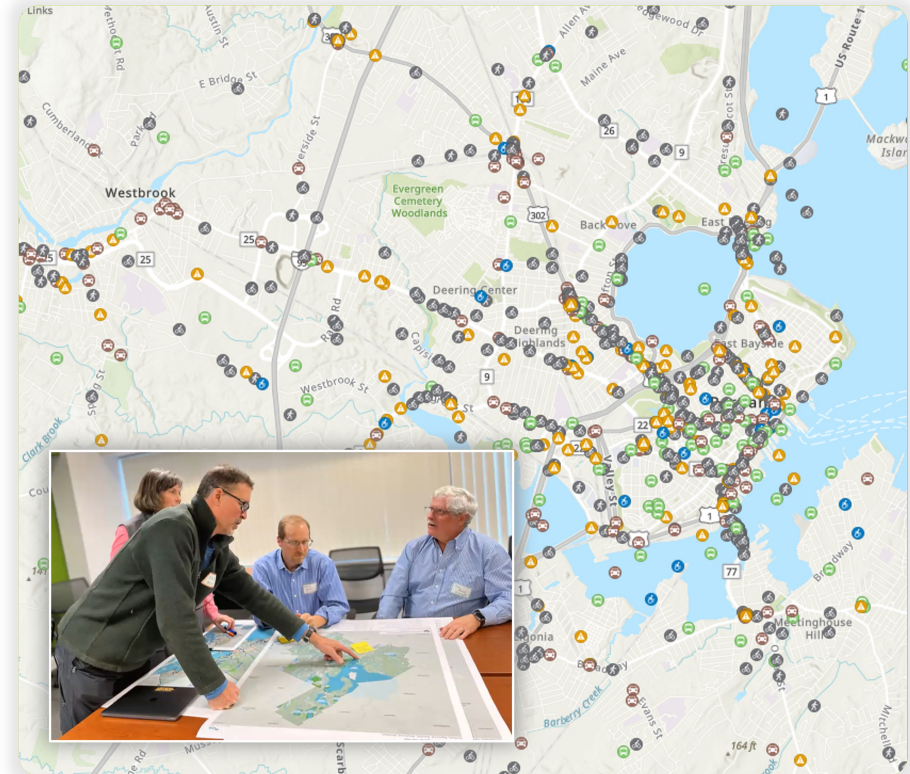


# Greater Portland Regional Trails

Portland, ME

## PROJECT PRIORITIZATION AND GAP-FILLING

- Interactive trail network map viewer provided all project partners a common operating picture to identify existing gaps
- **Two rounds of public surveys** included static and interactive maps for comment, including opportunity to comment on initial highest scoring priority gaps
- PACTS Executive Board endorsed the plan's priority project list in August 2025



# Greater Portland Regional Trails

Portland, ME

## ADVOCACY AND STORYTELLING

- 50+ AT gaps spanning 100 miles across 15 of the 18 PACTS communities
- ArcGIS StoryMap of the Regional Trail Plan allows the public to explore interactive maps and **access additional project info**
- PACTS Policy Board voted to adopt the Regional Trail Plan on October 23, 2025!

## The Regional Trail Plan

A plan to connect communities via trails and paths throughout the PACTS Region.

PACTS  
April 18, 2024

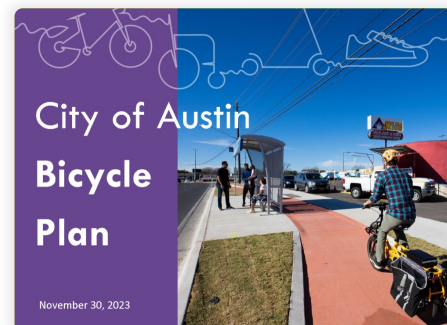




# Austin Urban Trails Network

Austin, TX

- One of family of plans serving 990,000 residents
- Each plan relies on and leverages power of GIS
- **Urban Trails Plan** a key component of the city's ambitious goal of 50-50 mode-share by 2039, where 50% of all trips to be made by walking, biking, transit, and carpool and 50% by driving alone



# Austin Urban Trails Network

Austin, TX

## DEVELOPING A GEOSPATIAL TRAIL DATASET TO SUPPORT THE VISION

- Datasets used in the 2023 Urban Trails Plan have been **developed over decades**
- Austin's multi-use trail network defined and developed by **many city departments and contractors**
- **Field work** conducted by city staff and consultants to assess corridor feasibility, identify alternative routes, and collect location information and **photographs**



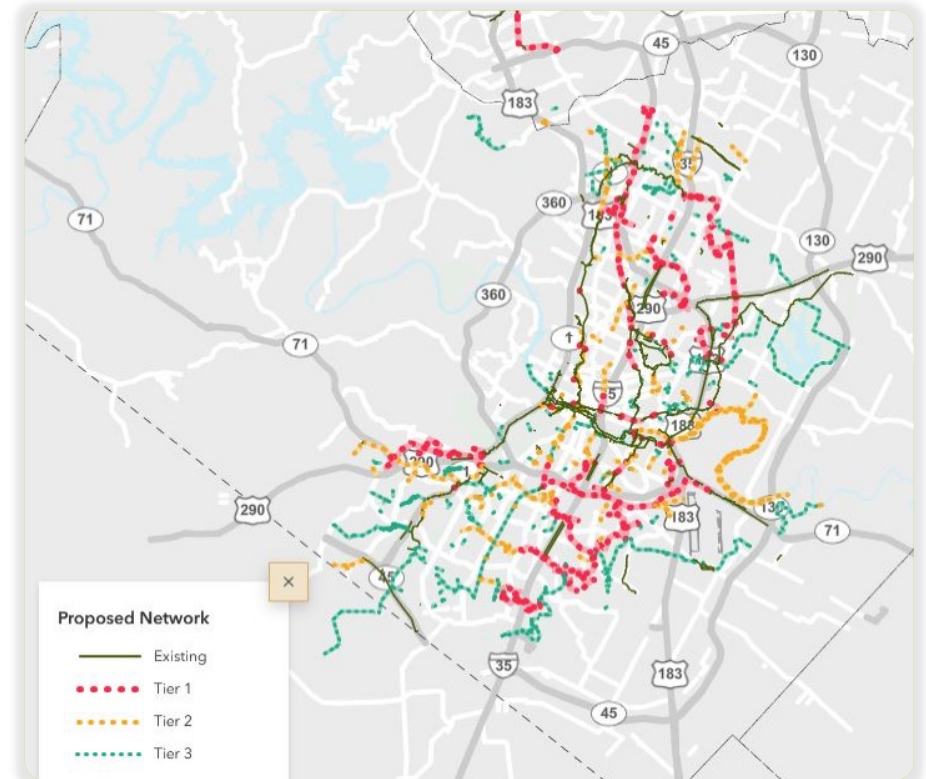


# Austin Urban Trails Network

Austin, TX

## VISUALIZE AND ANALYZE THE EMERGING TRAIL NETWORK

- Trail alignments updated with city programs like **Safe Routes to School** and **Vision Zero**
- In coordination with partners including **nonprofits** and **private developers**
- Segment inclusion influenced by **deep community engagement**, assisted by feedback collected through static and interactive maps



# Austin Urban Trails Network

Austin, TX

## PROJECT PRIORITIZATION AND GAP-FILLING

- City staff use a **suite of GIS tools** developed by Toole Design for initial prioritization scoring
- Hundreds of proposed urban trail segments are assessed against **dozens of weighted geographic datasets** to provide a score for each segment
- 2023 Urban Trails Plan identified:
  - **68 miles** of existing trails
  - **221 miles** of Tier 1, 2, 3 trails

The screenshot shows a software window titled "Prioritization - Urban Trails". It has two tabs: "Parameters" (selected) and "Environments". Under "Parameters", there are three dropdown menus: "Urban Trails Layer" set to "urban\_trails\_consolidated - Poposed clipped (excluding sidepaths)", "Select Project ID Field" set to "Prioritization\_Project\_Name", and "Output Layer" set to "Prioritization\_Urban\_Trails\_test". Below these is a section titled "Base Weights" which contains a table of weighted factors.

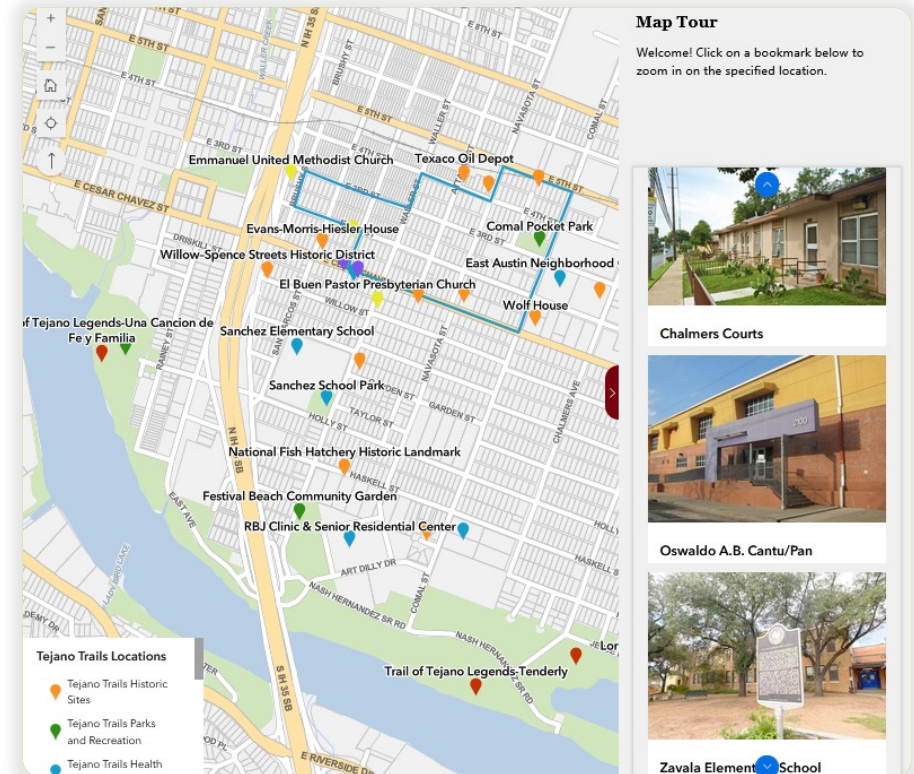
| Base Weights                                  |    |
|-----------------------------------------------|----|
| 'Households with no vehicle access' weight    | 0  |
| 'Proximity to affordable housing' weight      | 5  |
| 'Proximity to key destinations' weight        | 20 |
| 'Barriers crossed' weight                     | 20 |
| 'Serves a park deficient neighborhood' weight | 5  |
| 'Connects affordable housing to parks' weight | 0  |
| 'Health indicator' weight                     | 0  |
| 'Connections to existing urban trails'        |    |

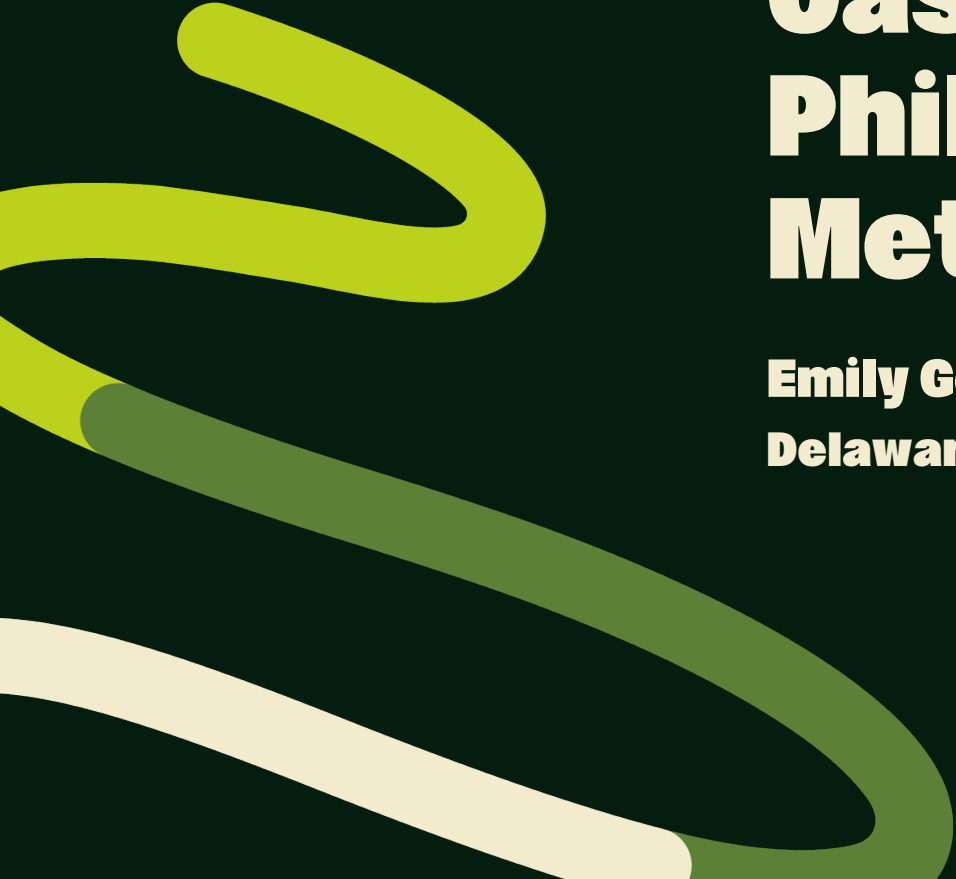
# Austin Urban Trails Network

Austin, TX

## ADVOCACY AND STORYTELLING

- The Urban Trails Program provides public interactive map of current trail segment development status
- Maps of proposed network highlight work being done to develop a system that matches needs and concerns of residents
- Austin Parks & Recreation Department ArcGIS StoryMap highlights the Austin Tejano Trails during Hispanic Heritage Month





# **Case Study: Philadelphia Greater Metropolitan Area**

**Emily Goldstein**

**Delaware Valley Regional Planning Commission**





*Image Credit: Getty Images*

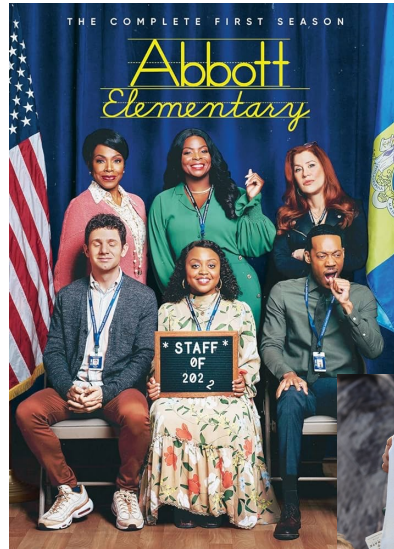
# TrailNation Summit

Mapping & Advocacy Masterclass: Urban Cohort –  
Philadelphia Greater Metropolitan Area

Emily Goldstein, DVRPC | [egoldstein@dvrpc.org](mailto:egoldstein@dvrpc.org)



# Greater Philadelphia





## DVRPC Greater Philadelphia Region

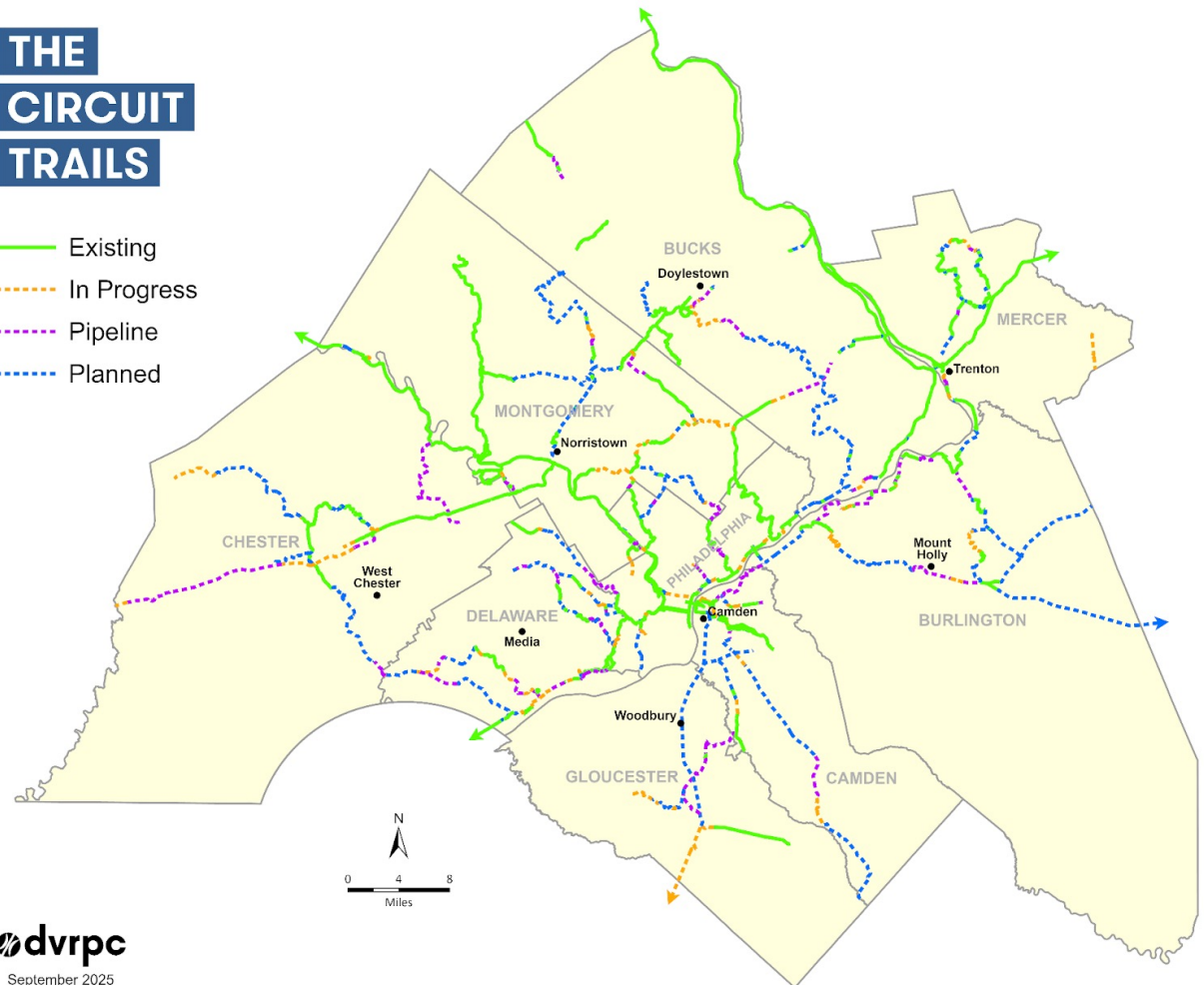
- Two States
- Nine Counties
- One Large City
- Three Smaller Cities
- 350 Municipalities
- Thousands of Neighborhoods

# DVRPC & The Circuit



## THE CIRCUIT TRAILS

- Existing
- In Progress
- Pipeline
- Planned







# Community Needs & Trails



*Image by: Bicycle Coalition of Greater Philadelphia*



# Governance and Local Leadership





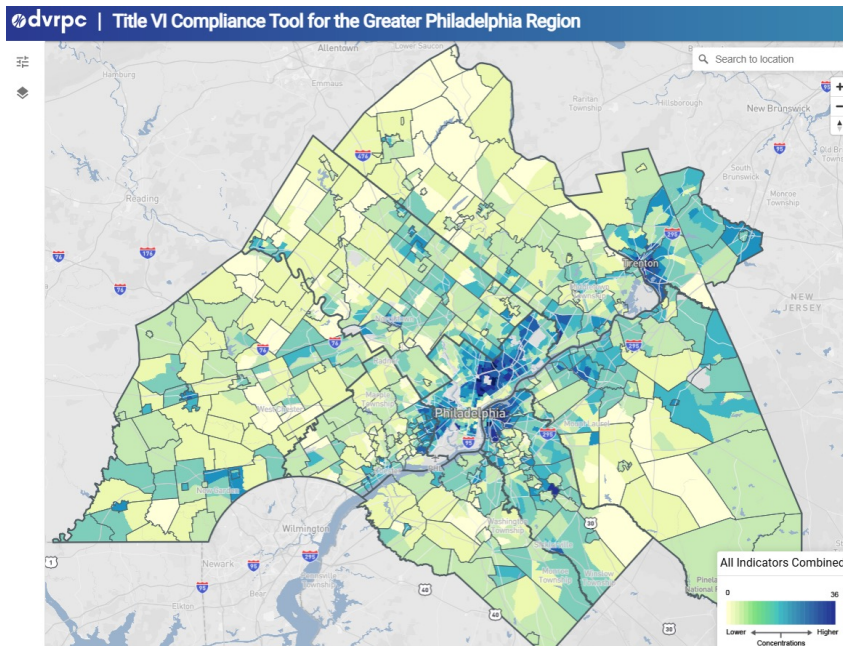


# Navigating Federal Uncertainty



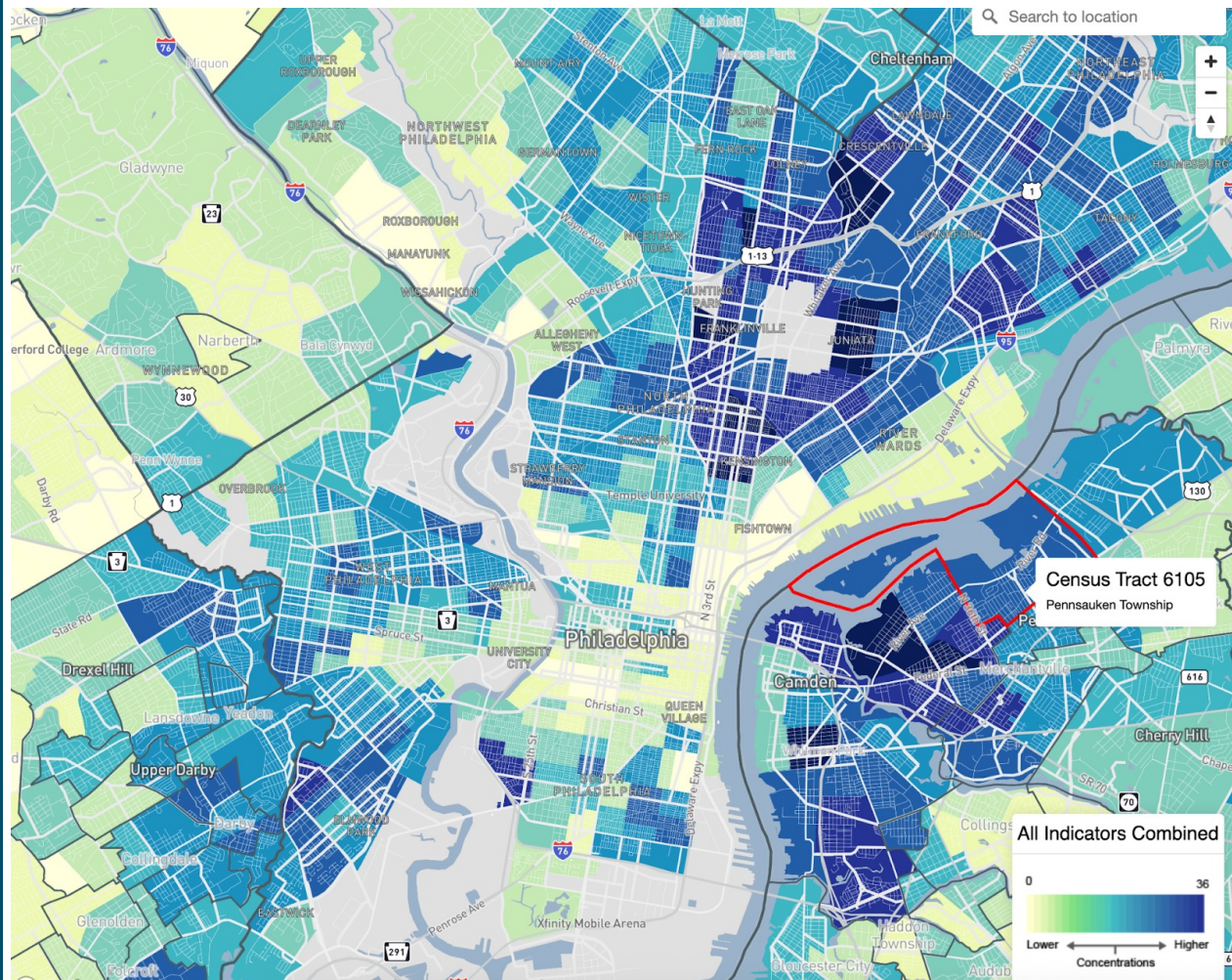
*Image by: Miles Owen | DVRPC*

# Primary Mapping Tools



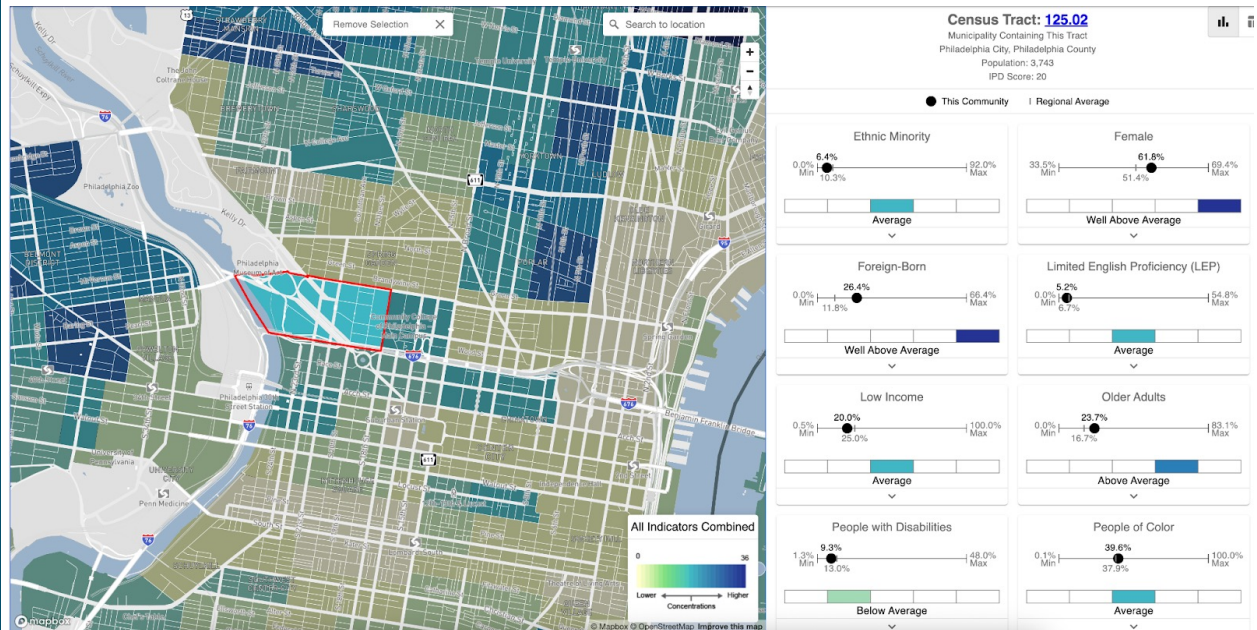


# Title VI Web Map





# Title VI Web Map



# LINK Tool



# Level of Traffic Stress (LTS)

| LTS | Comfortable Enough For<br>(Cyclist Type) | Characteristics                                                                       |
|-----|------------------------------------------|---------------------------------------------------------------------------------------|
| 1   | Most People                              | Lowest stress<br>Comfortable for most ages<br>and abilities                           |
| 2   | Interested, but<br>Concerned             | Suitable for most adults<br>Presenting little traffic stress                          |
| 3   | Enthused and Confident                   | Moderate traffic stress<br>Comfortable for those already<br>biking in American cities |
| 4   | Strong and Fearless                      | High traffic stress<br>Multilane, fast moving traffic                                 |

Mekuria, M., Furth, P. and Nixon, H. "Low-stress bicycling and network connectivity", *Mineta Transportation Institute*, No. Report 11-19, 2012.  
 Geller, R. "Four Types of Cyclists," Portland Bureau of Transportation, Portland, OR, 2006. [www.portlandoregon.gov/transportation/article/264746](http://www.portlandoregon.gov/transportation/article/264746). Accessed Aug, 11, 2016.

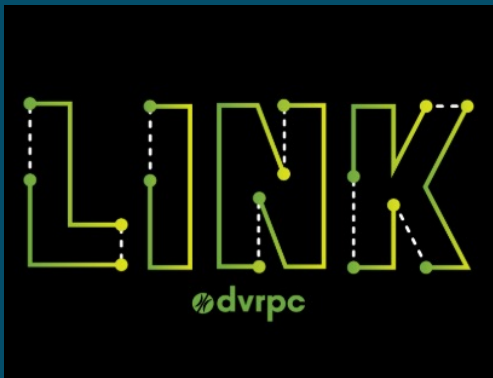
# Assigning LTS

| # Lanes | Speed (MPH) | None  | Bike Route | Sharrows | Bike Lane | Buffered Bike Lane | Protected Bike Lane |
|---------|-------------|-------|------------|----------|-----------|--------------------|---------------------|
| 2 (res) | ≤ 25        | LTS 1 |            |          |           |                    |                     |
| 2 (res) | 30          | LTS 2 |            |          |           |                    |                     |
| 2-3     | ≤ 25        |       |            |          |           |                    |                     |
| 4-5     | ≤ 25        | LTS 3 |            |          |           |                    |                     |
| 2-3     | 30          |       |            |          |           |                    |                     |
| 6+      | ≤ 25        | LTS 4 |            |          |           |                    |                     |
| 4-5     | 30          |       |            |          |           |                    |                     |
| 6+      | 30          |       |            |          |           |                    |                     |
| 2-3     | ≥ 35        |       |            |          |           |                    |                     |
| 4-5     | ≥ 35        |       |            |          |           |                    |                     |
| 6+      | ≥ 35        |       |            |          |           |                    |                     |

Lowry, M., Furth, P., and Hadden-Loh, T. Low-Stress Neighborhood Bikeability Assessment to Prioritize Bicycle Infrastructure. Presented at the 95<sup>th</sup> Annual Meeting of The Transportation Research Board, Washington D.C., 2016.

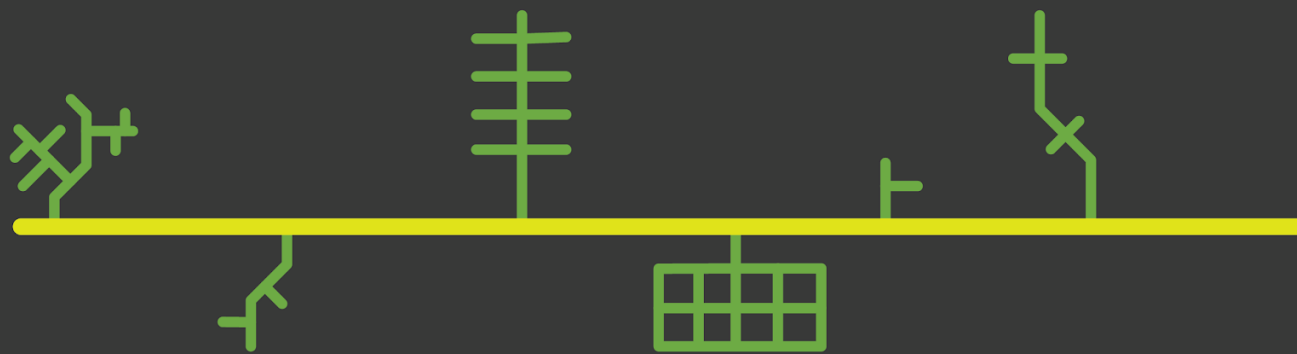


# New Approach to Connectivity

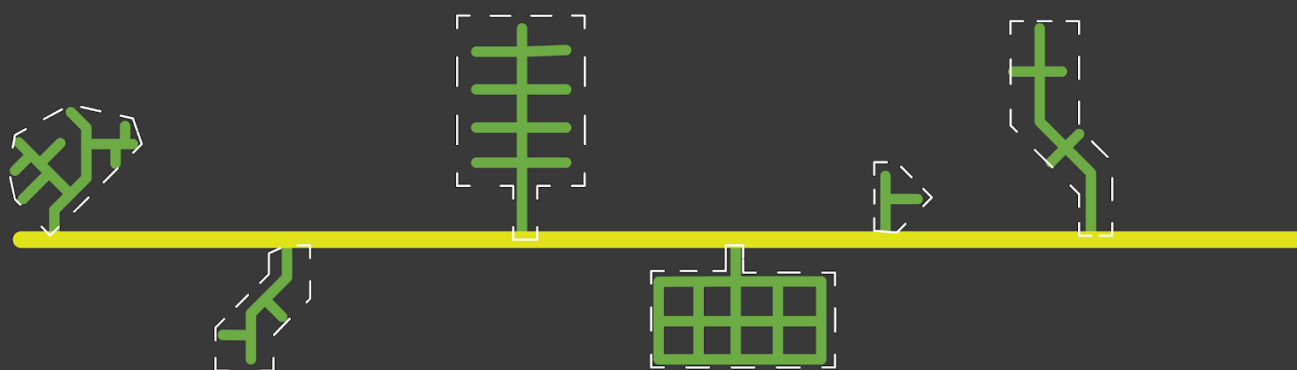


- Focus on local segments
- Provides information relevant for funding and grants
- Allows LTS 4 roads to be analyzed
- Also works for sidewalks!

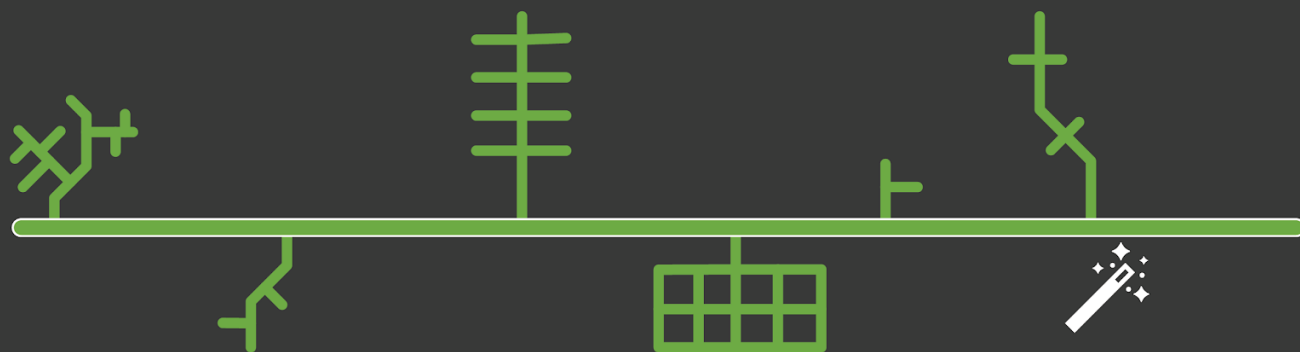
# How it Works



# How it works

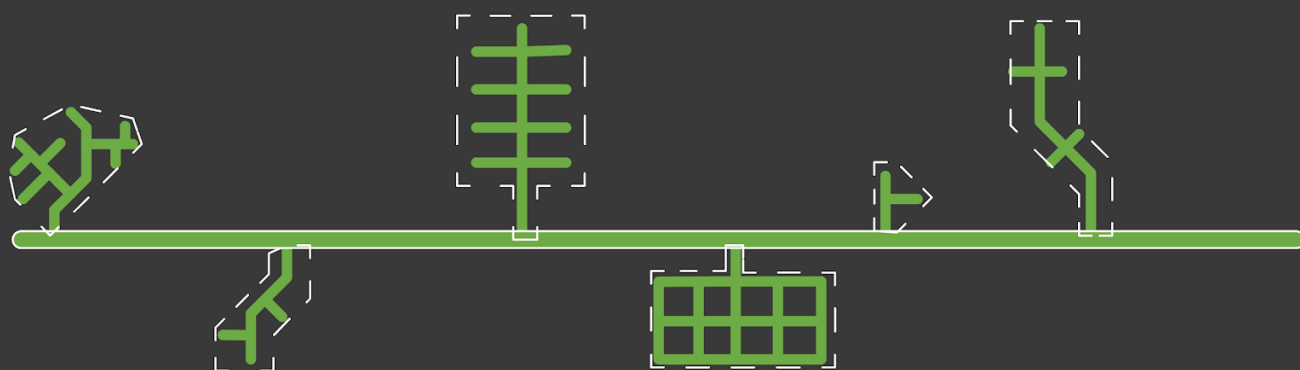


# How it works

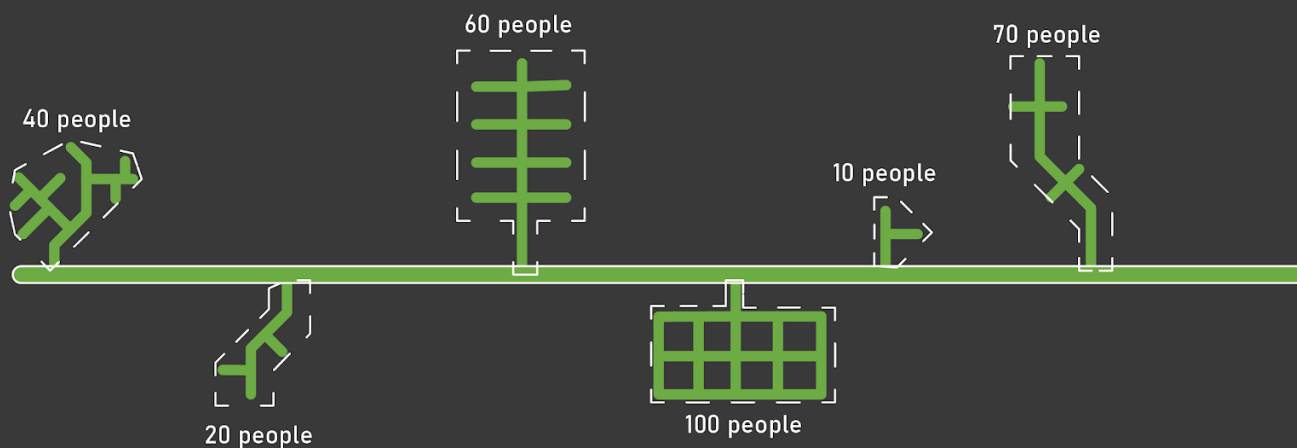




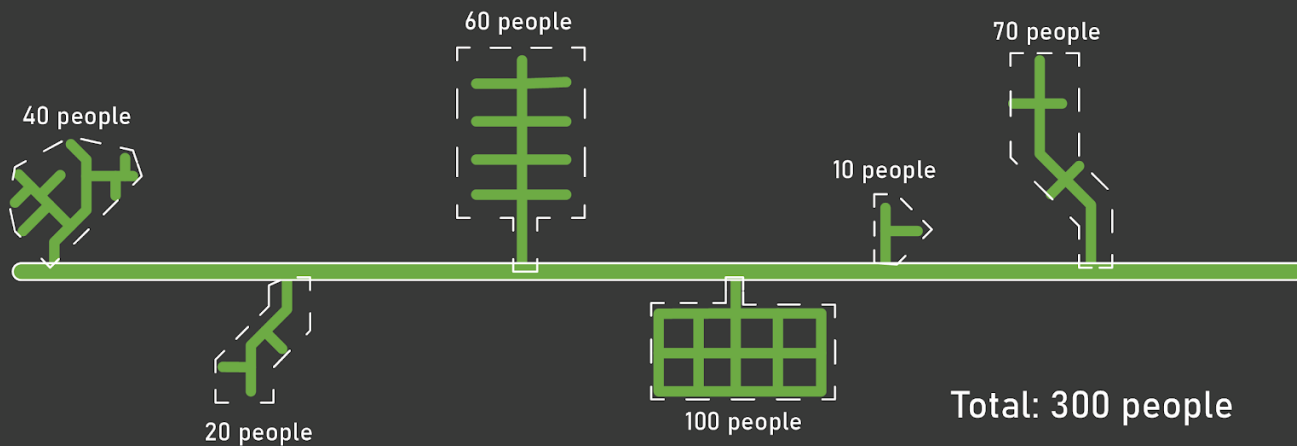
# How it works



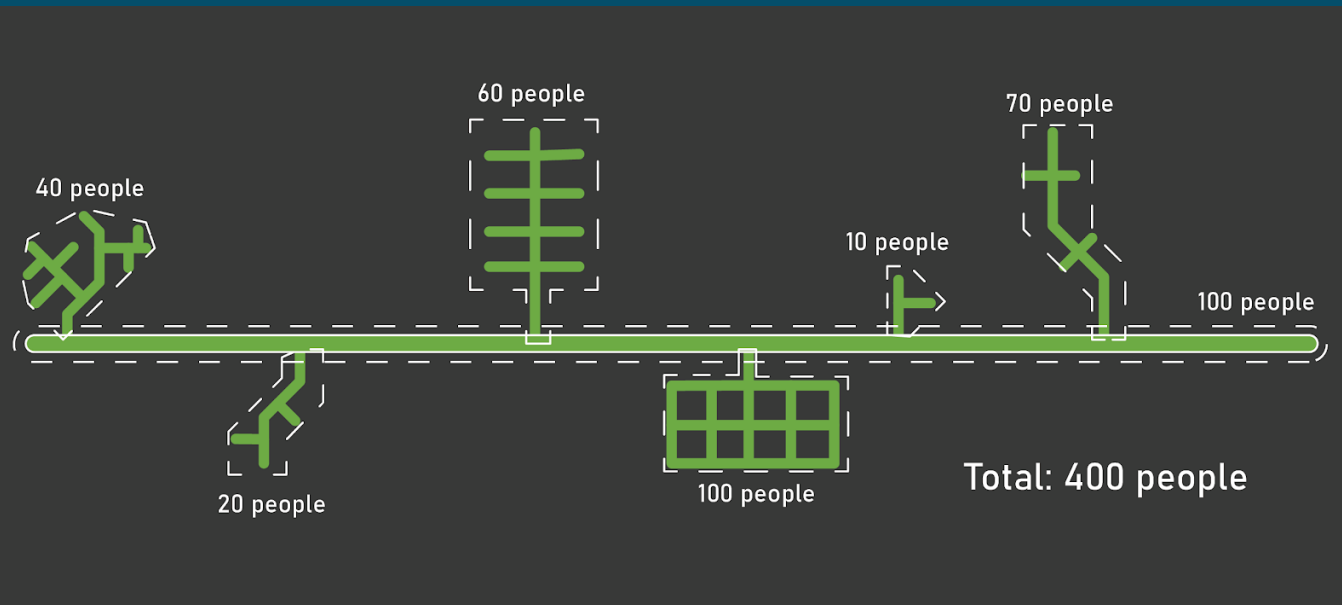
# How it works



# How it works

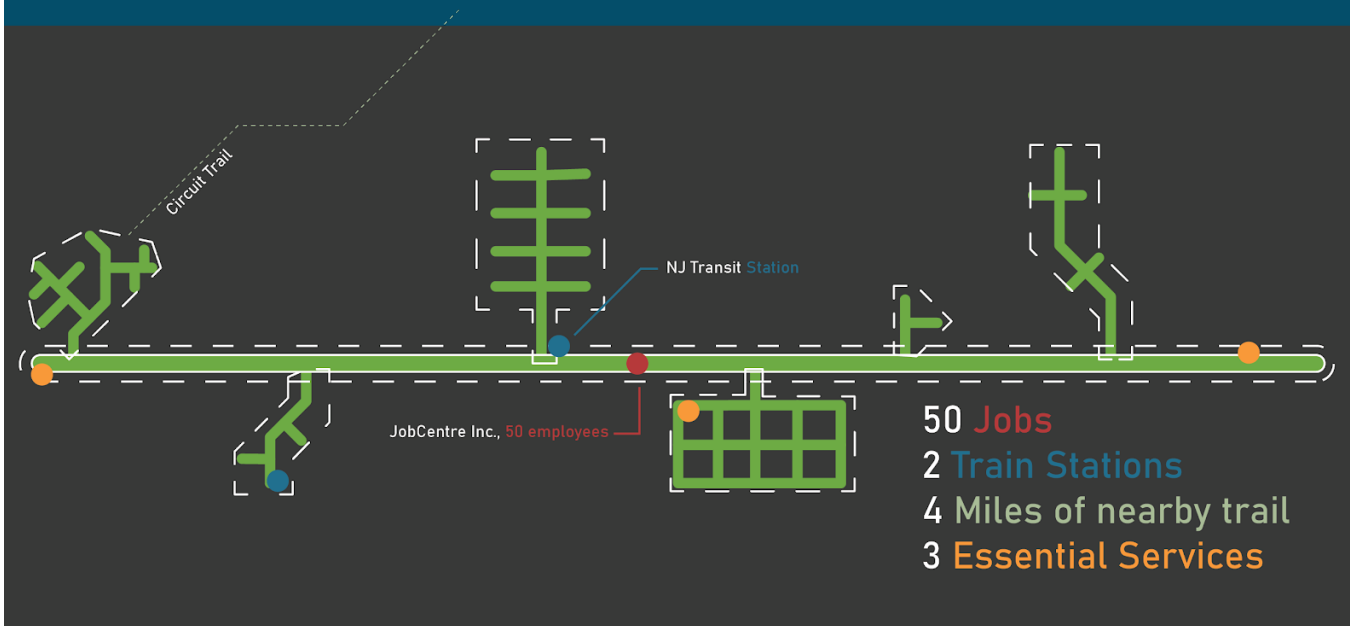


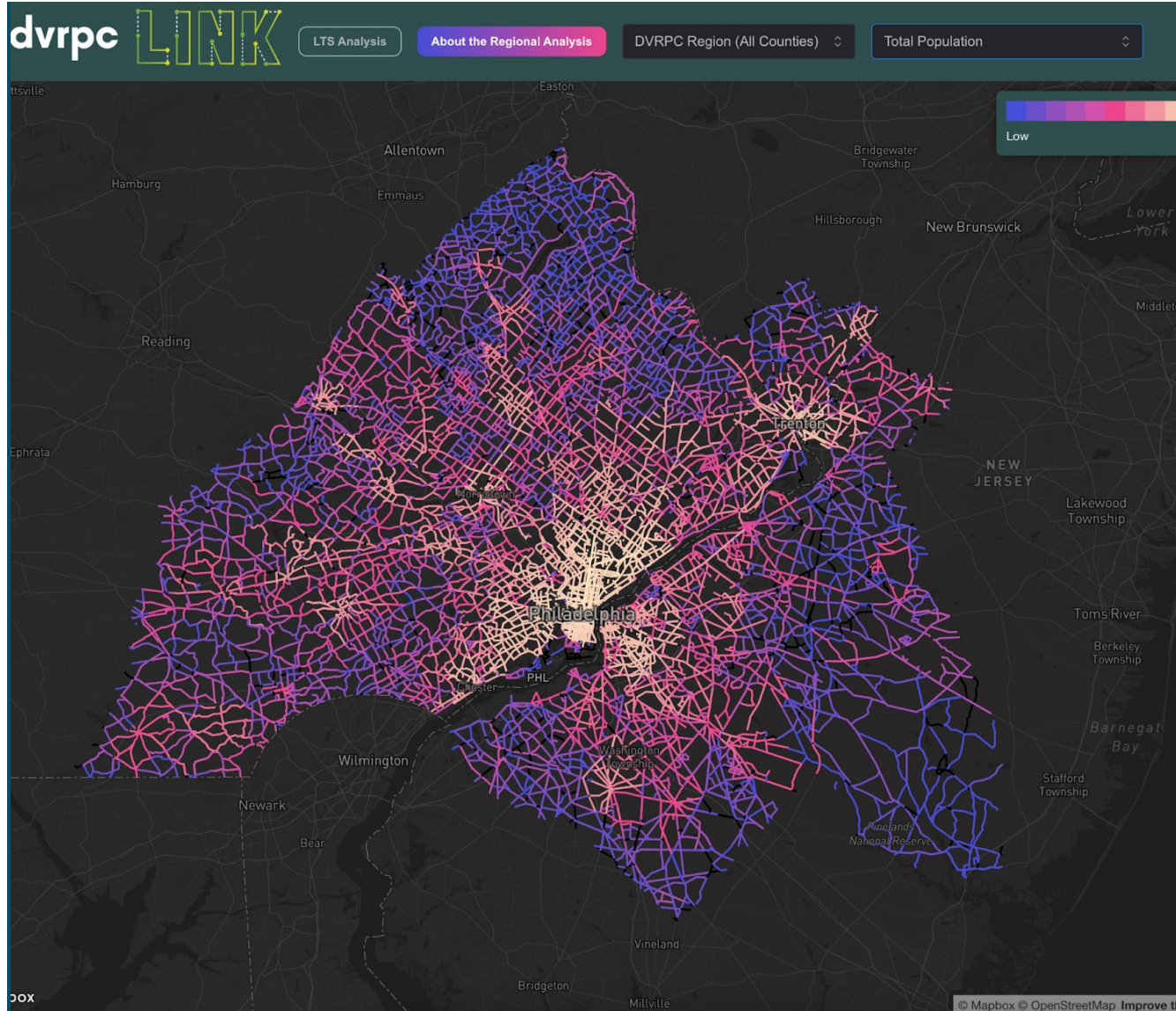
# How it works



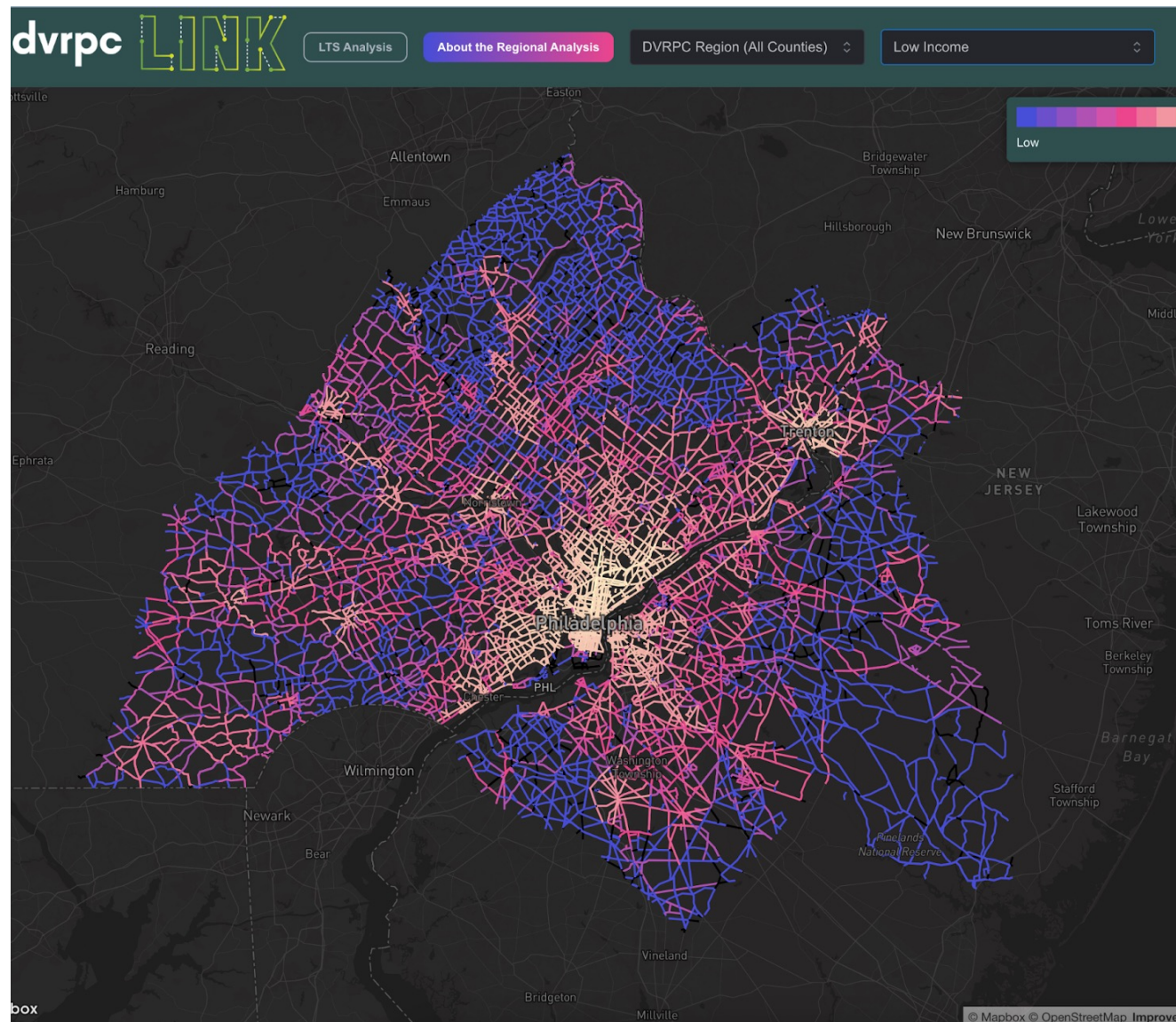


# How it works





# Total Population



# Low Income

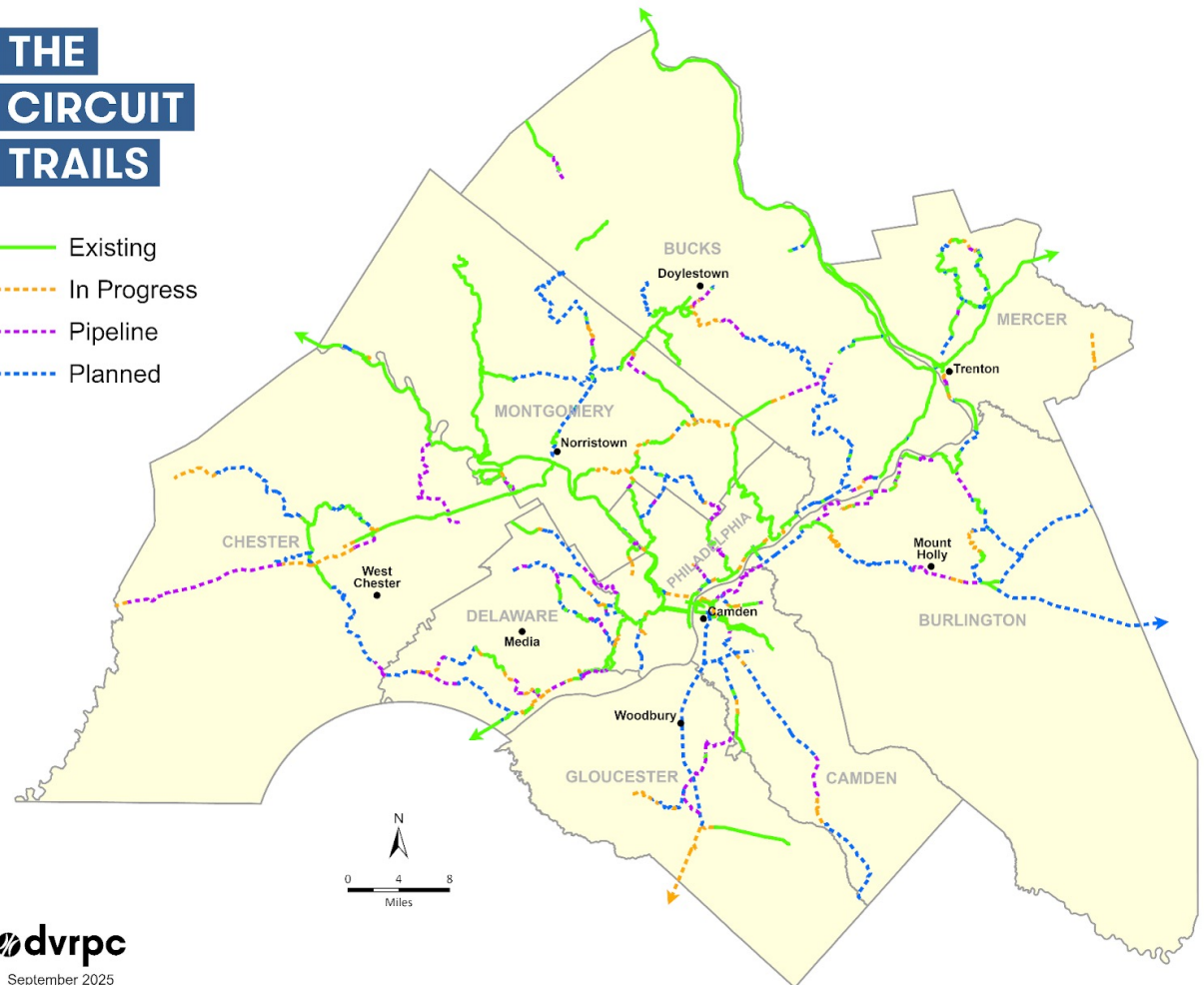


# A Stronger Network



## THE CIRCUIT TRAILS

- Existing
- In Progress
- Pipeline
- Planned







# Thank You.

[www.dvrpc.org](http://www.dvrpc.org)

*DVRPC fully complies with Title VI of the Civil Rights Act of 1964 and related nondiscrimination mandates in all activities.*

*For more information about DVRPC's Title VI Program or to obtain a Title VI Complaint Form, visit [www.dvrpc.org/GetInvolved/TitleVI](http://www.dvrpc.org/GetInvolved/TitleVI), or contact DVRPC's ADA and Title VI Compliance Officer Shoshana Akins by calling 215-592-1800 or via email at [public\\_affairs@dvrpc.org](mailto:public_affairs@dvrpc.org).*



# **Trail Maintenance Toolkit**

**Pennsylvania Environmental  
Council**

# Cracks in the Foundation:

## *Prioritizing Trail Maintenance*





# Common Operational & Maintenance Issues



Trail Surfaces



Signage



Obstructions



Trailheads



Amenities



"Drainage Infrastructure"



# The PEC Approach

---

- PEC has developed a full portfolio of trail sustainability work:
  - The *Trail Maintenance Assessment Guide* & *Trail Maintenance Field Guide*
  - The **Trail Maintenance Toolkit (TMT)** Field Maps phone app & webmap
  - **TRAILS** (Training Regional Advocates, Investing in Long-term Sustainability) – being piloted in Southwest PA 2025-2026



Credit: Rails-to-Trails Conservancy, Renee Rosensteel

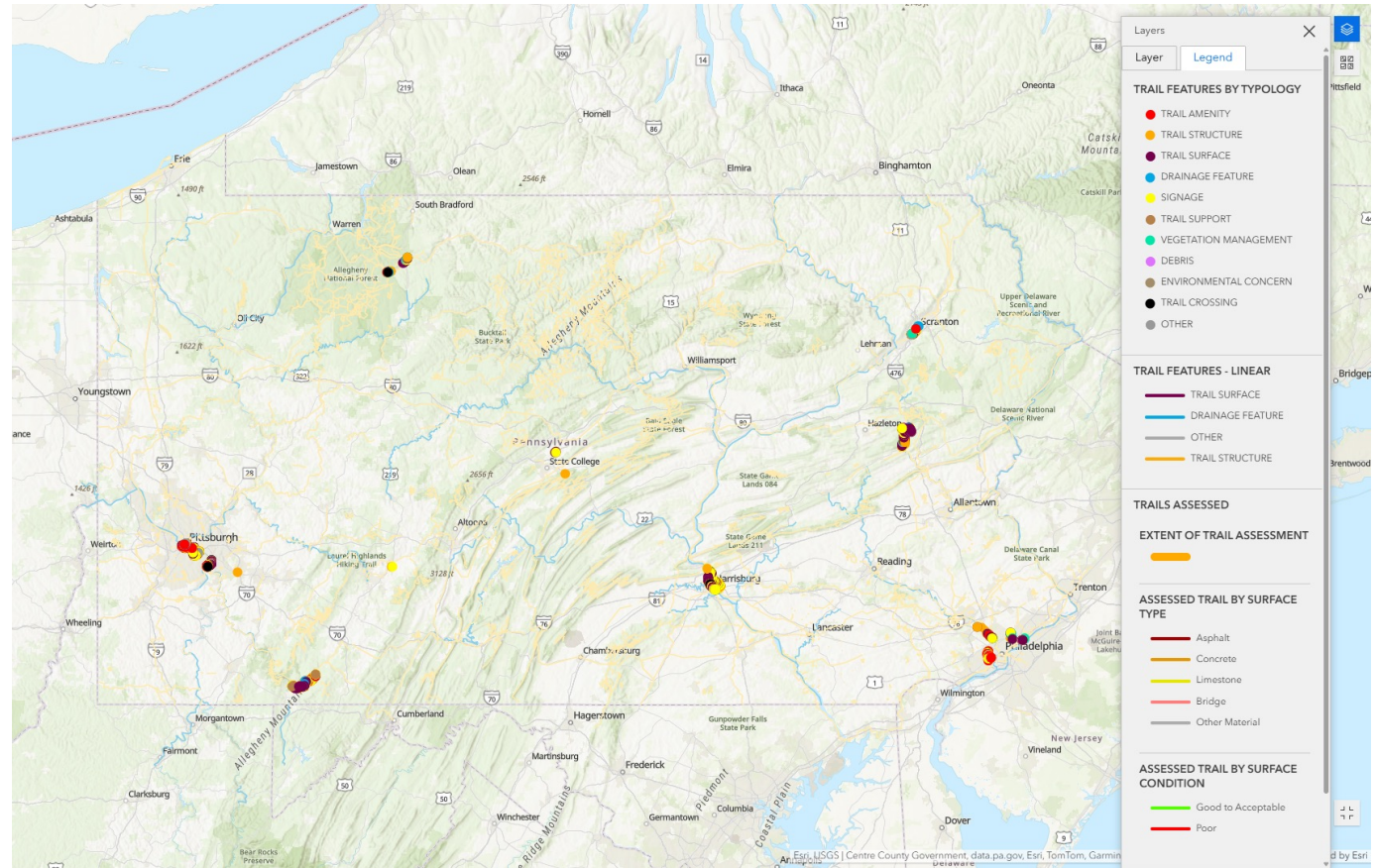
# Trail Assessments Completed to Date

**We have completed more than 15 assessments of 250+ miles of trail in PA:**

- Southeast, NEPA Trails, Central PA, Southwest PA
- PA Wilds
- Statewide, Long-Distance Trails

**Three primary issues affecting trail sustainability:**

- Water
- Increased user volumes
- Life cycle of materials

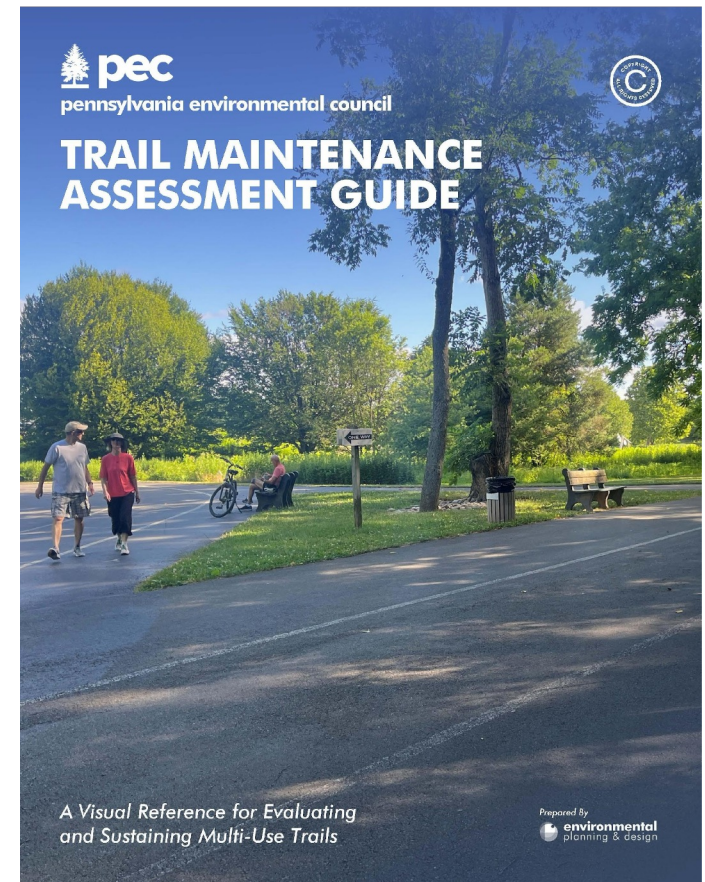




# PEC's Trail Maintenance Assessment Guide

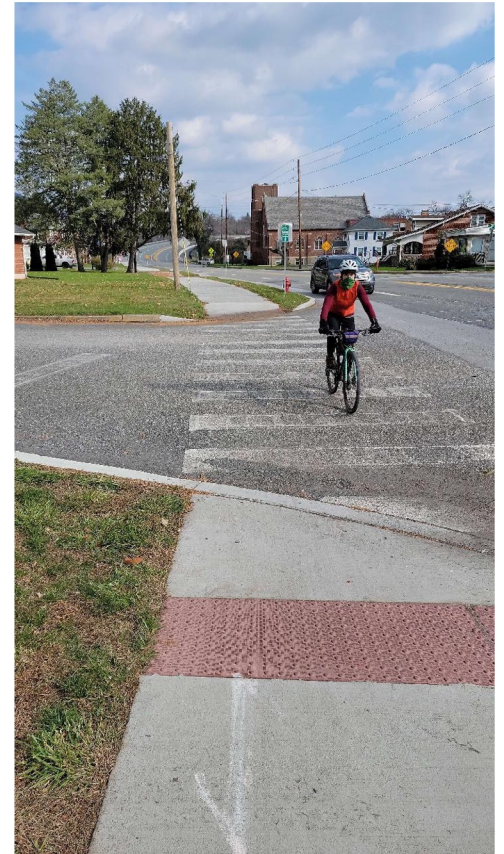
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- First-of-its-kind compendium:
  - The “state of our trails”
  - Common operational & sustainability issues
  - A proactive approach to maintenance
  - Defining a rating & prioritization system
  - The importance of trail assessments, & tools to conduct them
- PEC's ***Trail Maintenance Field Guide***:
  - Slimmed down, pocket-sized version of the ***Assessment Guide***
  - For use in the field alongside the Trail Maintenance Toolkit



# Importance of Trail Assessments

- “Regular trail assessments are like a report card for your trail: they tell you what’s working, and what’s not”
- Benefits of conducting regular trail assessments:
  - Reducing wear & tear on your trail & its amenities
  - Preventing damage
  - Minimizing or eliminating the need for unexpected detours or closures
  - Avoiding loss of economic benefits
  - Tempering negative public perceptions or publicity
  - Discovering minor flaws / issues before they become major





# Ranking & Prioritizing Trail Maintenance Needs

## "Picture Book"

- Basic tenets of trail sustainability and maintenance guidelines
- **Real world examples to help diagnose and rate common issues in the field, plus tips on how to address / prevent them**
  - Dovetails with the Trail Maintenance Toolkit
- Diagrams outlining underlying causes

### TRAIL MAINTENANCE ASSESSMENT GUIDE

3.3.1 Trail Surfaces: Crushed Gravel

#### EXISTING CONDITIONS RATING SCALE: EXAMPLES FOR CONTEXT

##### 1 LIKE NEW

Freshly groomed trail, with neatly defined edges, a consistent width, and an evenly compacted, level surface, all while still effectively directing runoff to the sides of the trail.



##### 2 GOOD

Groomed trail surface with consistent width and little to no grassy incursions. Some debris collecting along the lesser-used middle and edge areas of the trail.



##### 3 ACCEPTABLE

Trail surface in rideable but not optimal condition in early spring, with much of the fines surface eroded or washed away and pitted areas beginning to form.



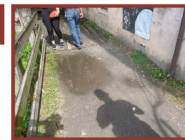
##### 4 POOR

Ponding on trail surface beginning to result in rutting and depressions, though the trail surface has yet to deteriorate to the point of large puddles and potholes. Nearly all crushed stone has been washed away.



##### 5 ISSUE NEEDS FURTHER EVALUATION

Downspout from the neighboring building has been allowed to discharge directly on the trail, resulting in ponding on the trail surface where it meets the boardwalk. The problem will continue to worsen until addressed.



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### PART 3: TRAIL SUSTAINABILITY GUIDE

3.3.1 Trail Surfaces: Crushed Gravel

#### ILLUSTRATED ISSUES OF COMMON PROBLEMS

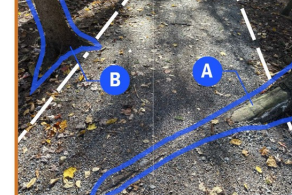
##### '2' RATING



**A** Rutting or "washboarding" of the trail results from inadequate compaction. This could be exacerbated by heavy use during wet conditions, leaving impact scars which subsequently dry. This surface can be uncomfortable or even tricky for some cyclists.

**B** Erosion of trail shoulder has created a pronounced drop-off between the gravel and adjacent grassy bank.

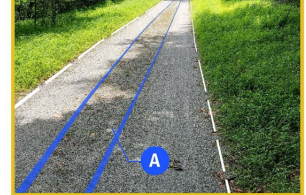
##### '4' RATING



**A** Tree roots create tripping hazards and cause trail surface damage. Roots can also be exposed by erosion of the crushed gravel over time.

**B** Small trees close to the trail will encroach further and cause problems if not addressed. New vegetation should be cleared on a regular basis to prevent overcrowding of the trail corridor.

##### '3' RATING



**A** If grass or other vegetation is allowed to grow in the median, the riding surface will be reduced and will lead to increased impact along the edges causing additional problems like drainage issues and rutting.

##### '5' RATING



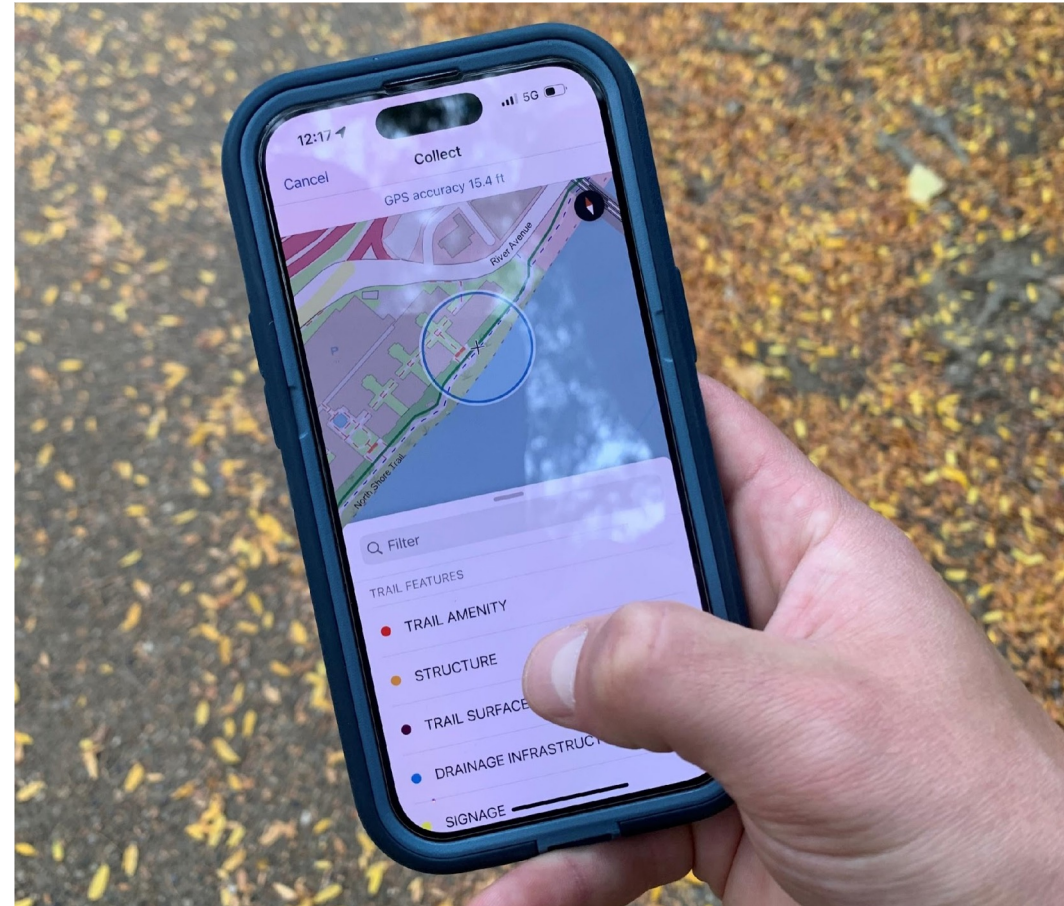
**A** An example of poor drainage with standing water pooling on the trail surface resulting in muddy conditions. A natural clay subgrade may be hindering water filtration, and insufficient cross-slope may be allowing water to collect in dips and voids. This section will require regrading to restore proper drainage off the trail corridor and into the adjacent swale.

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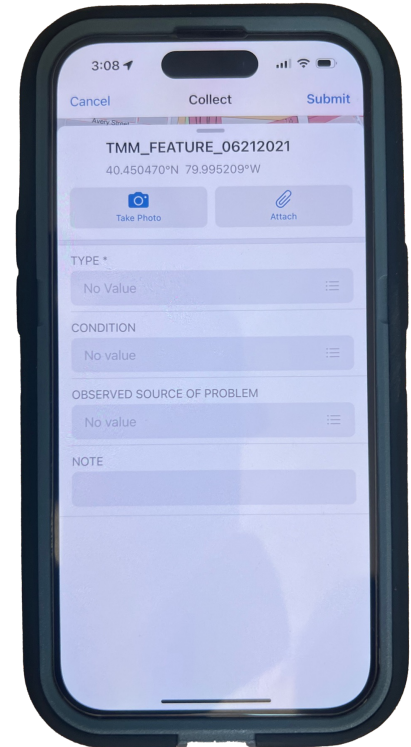
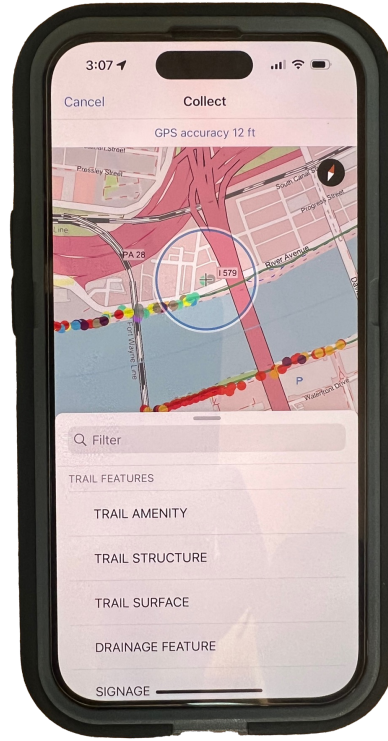
# The Trail Maintenance Toolkit (TMT)

## Phone app and webmap

- **Phone app:** collect, rank, and geolocate information in the field using a smartphone and the Field Maps app from ESRI
- **Webmap:** review, analyze, and catalog information collected in the field, export lists and create reports



# The Trail Maintenance Toolkit (TMT)



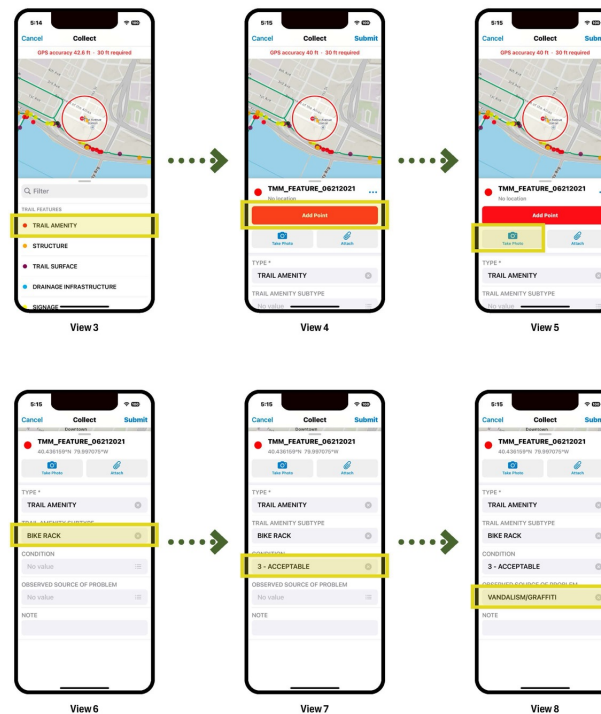


# The Trail Maintenance Toolkit (TMT)

## Phone App

- Accurately drop points and lines on or offline using GPS
- Take photos and attach files to points in the field
- Dropdowns for different categories and subcategories of issues based on the *Trail Maintenance Assessment Guide*

### TRAIL MAINTENANCE ASSESSMENT GUIDE



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### APPENDIX B: TRAIL MAINTENANCE TOOLKIT

#### View 3

The Collect tool allows users to place trail features on the Trail Webmap. Tap the appropriate item for the type of trail feature you would like to record on the map. This will reveal a set of trail feature subtypes.

**Action:** Tap "Trail Amenity" button.

#### View 4

Once the trail feature type is selected, record the geographic coordinates to the Trail Webmap by selecting the "Add Point" button. Once the operation has been completed, a symbol and a dataset is added to the Trail Webmap. If a point was accidentally recorded or you wish to adjust the location, select the recently added point on the Trail Webmap and then hit "Edit" or "Delete" to modify or remove the recorded point.

**Action:** Tap "Add Point" button.

#### View 5

When adding a point to your Trail Webmap, you can also attach a photograph, plan, sketch, or other type of digital file. Note that if a photograph is added to the recorded point, that particular image will not be incorporated into your mobile device's photo album or camera roll. Rather, the image is integrated into the Trail Webmap and stored within the GIS database itself. These images can be separated, exported, and added back into your camera roll through a separate action.

**Action:** Take a photo and select "Use Photo" or "Retake" as appropriate.

#### View 6

Select the trail feature subtype. "Bike rack" has been chosen for this example.

**Action:** Tap "Trail Amenity Subtype."

#### View 7

Then, select the appropriate condition rating. Part 3 of this Guide provides a series of visual examples of '1' through '5' ratings for various trail features.

**Action:** Tap "Condition."

#### View 8

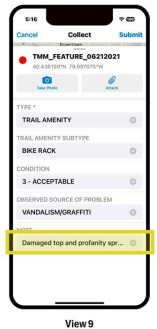
When appropriate, you can record any observed source of a problem or issue related to a recorded trail feature. The selections are pre-programmed to simplify data entry. If you do not feel any of the selections are applicable for this particular recorded point, then select "Other" to add a written note.

**Action:** Tap "Observed Source of Problem."

#### View 9

This view depicts the "Note" box where you can type in unique information about the recorded point. Up to 256 characters can be entered into the box. You can also use the Note box to add information or context beyond the general maintenance conditions you have selected. For instance, if you recorded the condition of the bike rack as '4' (Poor) because of vandalism, you could further elaborate in the Note box about the specific part that needs to be repaired or replaced, or to otherwise indicate a priority level beyond the general condition rating.

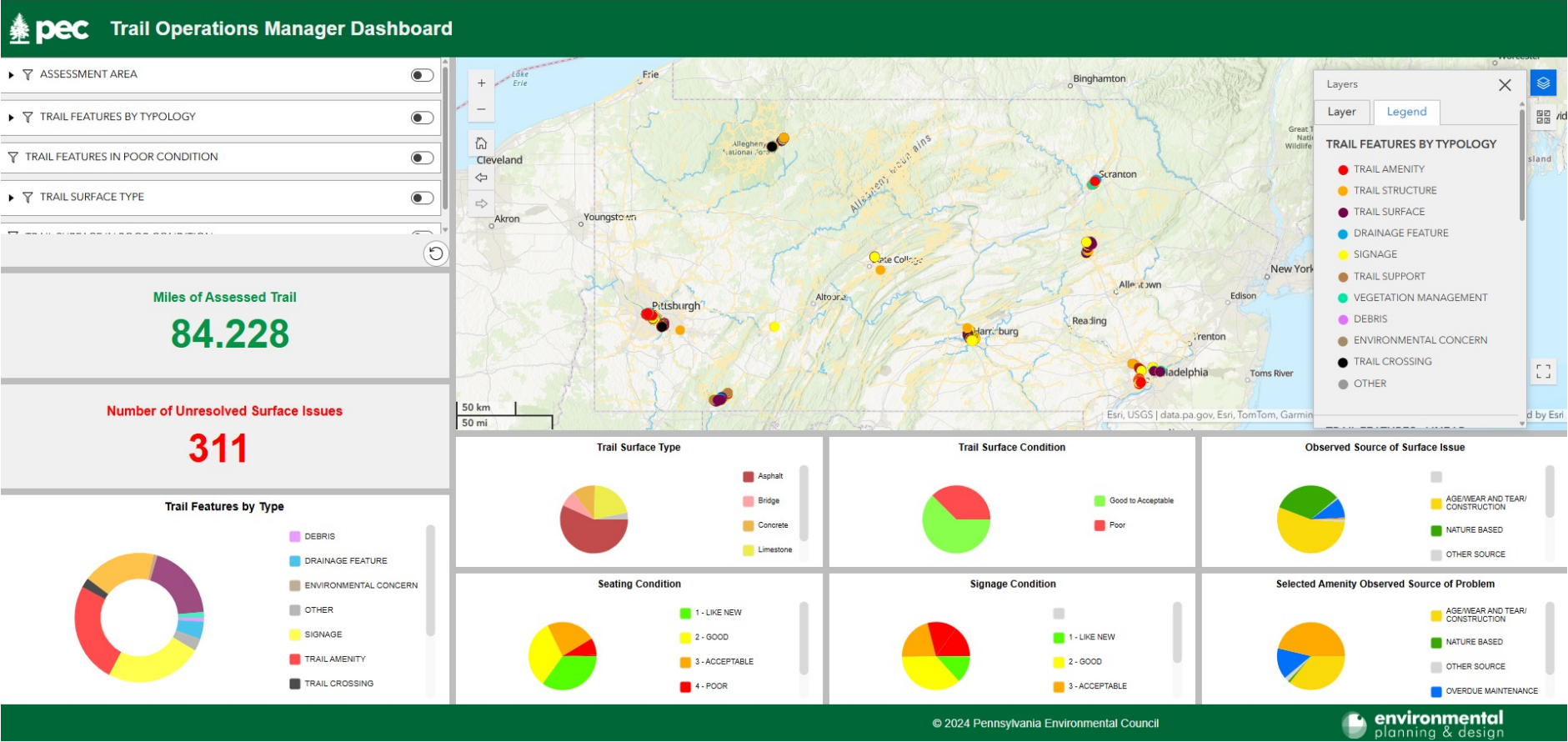
**Action:** Type in the note, comment, or message.



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# The TMT Dashboard





A photograph of a dense forest with tall, slender trees and a thick carpet of green ferns. A narrow dirt path winds through the forest on the right side. The text "THANK YOU!" is overlaid in the center in a bold, white, sans-serif font.

**THANK YOU!**

**Questions?**

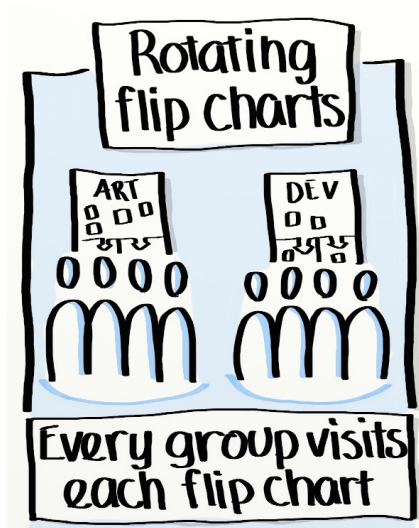




# **Mapping Your Experience**

**"Around the World" aka Rotating Flipcharts**

## Action Planning: Mapping Your Experience



**Small group breakout**

**Rotate to different charts**

**We will reconvene at the end!**



1

### **GEOSPATIAL DATASET TO SUPPORT VISION**

We now have access to so much data! What data are you collecting and consulting to support your trail network?

What gaps exist in current data, how can community partners or field work help fill them?

2

### **PROJECT PRIORITIZATION AND GAP FILLING**

Which geospatial criteria are being used to prioritize trail projects in your network?

How are you approaching equitable development in any project prioritization efforts?

3

### **ANALYZING & VISUALIZING THE TRAIL NETWORK**

What data are you using to help make the case for the trail(s) in your area?

Imagine showing a mayor or funder a single map. What would you want them to understand right away?

4

### **ADVOCACY AND STORYTELLING**

What personal or community stories could be paired with maps?

How might the same trail network be presented differently on a map depending on the audience?

# Reach Out!

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**KELLY  
PACK**



RAILS TO TRAILS CONSERVANCY

**DEREK  
STROUT**



RAILS TO TRAILS CONSERVANCY