

Success Stories at Every Scale

All about planning, building momentum, and implementation

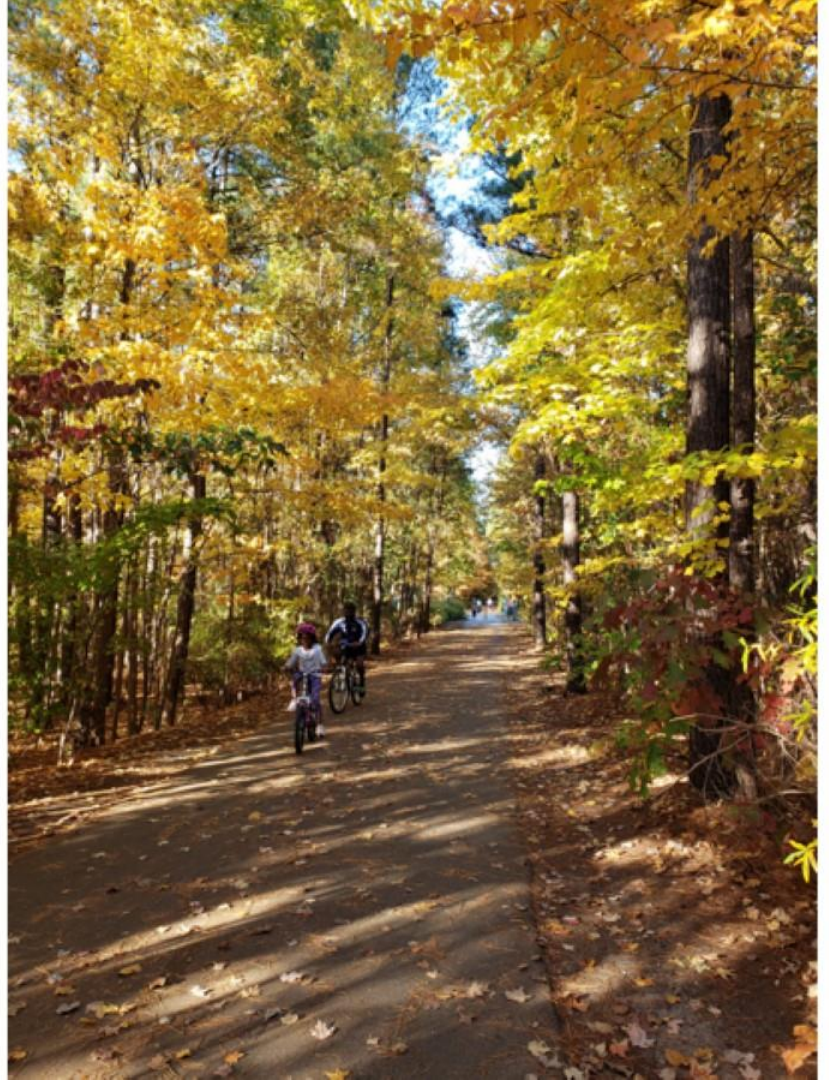
Carolina Thread Trail – 15th Annual Trail Forum | 12.01.2022

Matt Hayes, AICP, Kimberly Williams, Spencer Finch, PE, Alta Planning +
Design

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TODAY'S OUTLINE

- Big Picture: How to Start (Matt)
- Early Implementation Wins (Kim)
- Lessons Learned from Large Regional Trail Networks (Spencer)



Big Picture: How to Start

A short, solid orange horizontal line is positioned below the first line of the title, under the word "Big".

HOW TO START

- **Kickstart:** A strong initial vision and leader
- **What's in a Name:** Naming and branding
- **Mantra:** A trail is MORE than just a ribbon of pavement or dirt.
- **Sell it:** Describe the impact and tell the stories
- **Find your Partners:** Political support, technical support, and/or funding support
- **Communicate Your Vision/Develop the Plan:** Begin master planning, feasibility studies



THE KICKSTART



THE KICKSTART



The Carolina Thread Trail was founded in 2007 as a project of the Catawba Lands Conservancy.

"What emerged is a story not just of one organization, but of a region attempting to chart a new course toward sustainable development, equipped with an emerging mentality of conservation, and led by a handful of visionary community leaders from various ranks of the corporate, municipal, and non-profit worlds."

THE KICKSTART



WHAT'S IN A NAME?



WHAT'S IN A NAME: BRANDING



East Coast



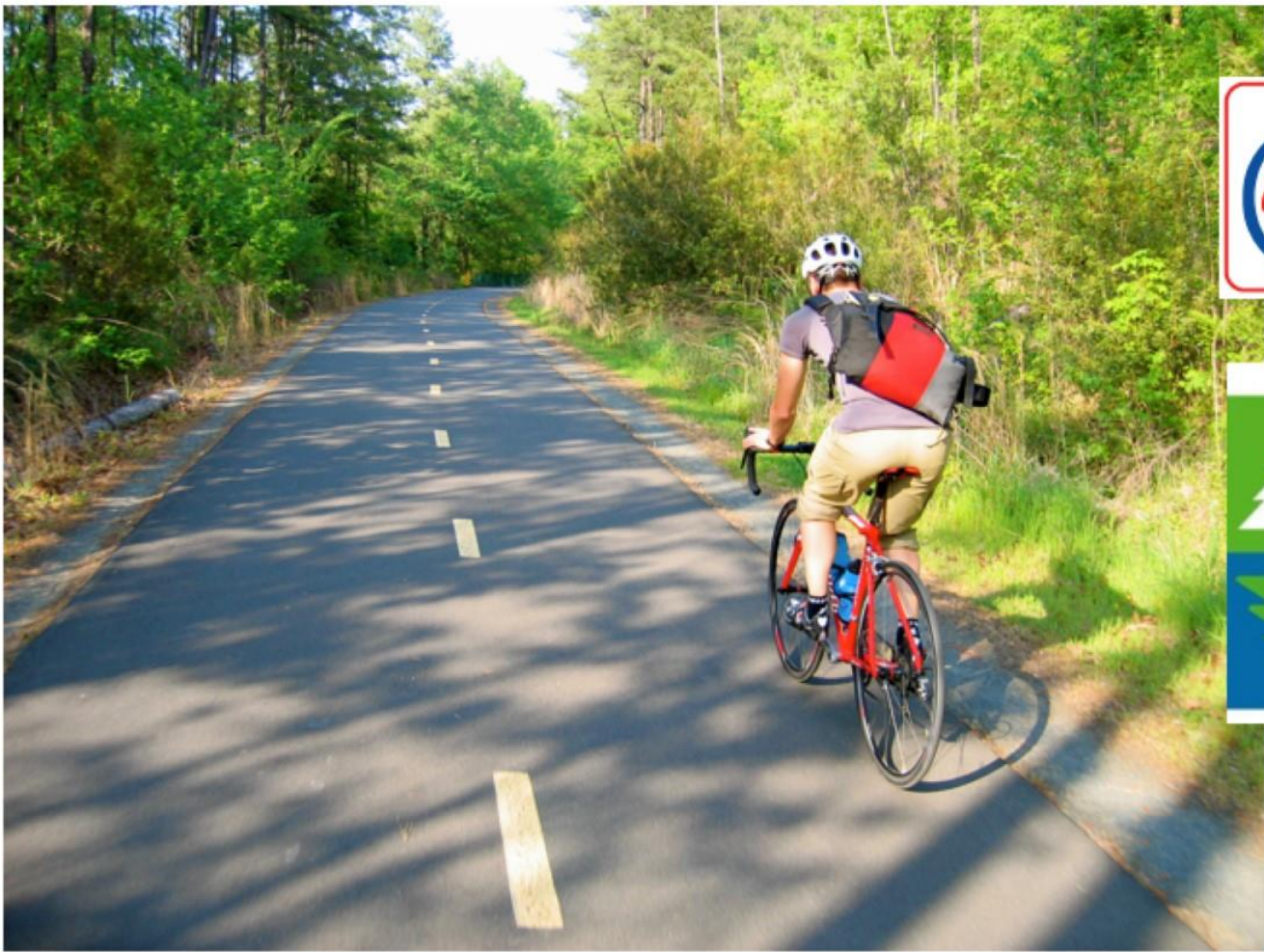
CAROLINA
THREAD
TRAIL



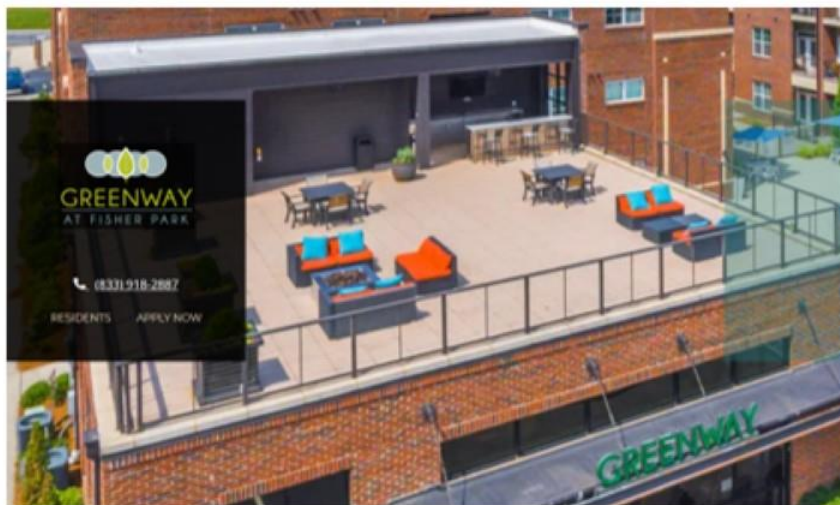
MANTRA: MORE THAN JUST A TRAIL













SWAMP RABBIT
CAFE & GROCERY



SELL IT: TELL THE STORIES



**“...probably the
single most
important thing
that’s happened to
the city of Travelers
Rest in years.”**

Mayor Wayne McCall

SELL IT: TELL THE STORIES

YouTube

razorback greenway

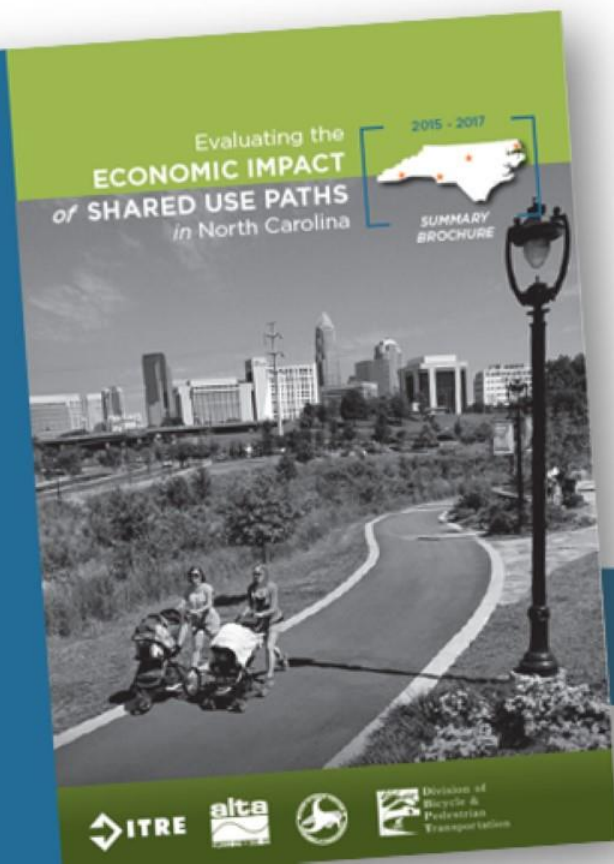
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Q

!



SELL IT: DEFINING ECONOMIC IMPACT



A one-time **\$26.7M** capital investment in the four greenways supports:



\$19.4M

Estimated annual sales revenue at local businesses along the four greenways



\$684K

Estimated annual local and state sales tax revenue from businesses along the greenways



\$25.7M

Estimated annual savings due to more physical activity, less pollution and congestion, and fewer traffic injuries from use of the greenways



\$48.7M

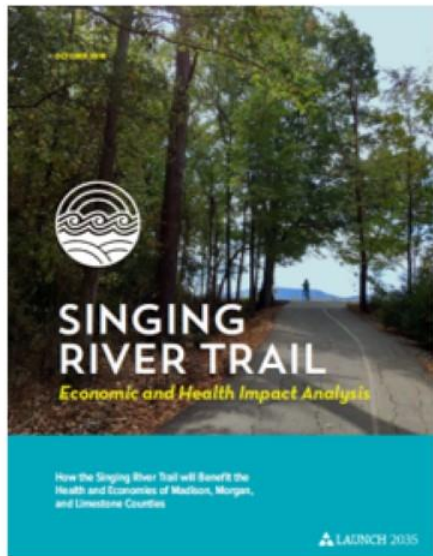
Estimated business revenue from greenway construction



790 JOBS

Are supported annually through greenway construction

RETURN ON INVESTMENT: Every **\$1.00** of trail construction supports **\$1.72 annually** from local business revenue, sales tax revenue, and benefits related to health and transportation.



Estimated daily use:



3,000
walkers and runners

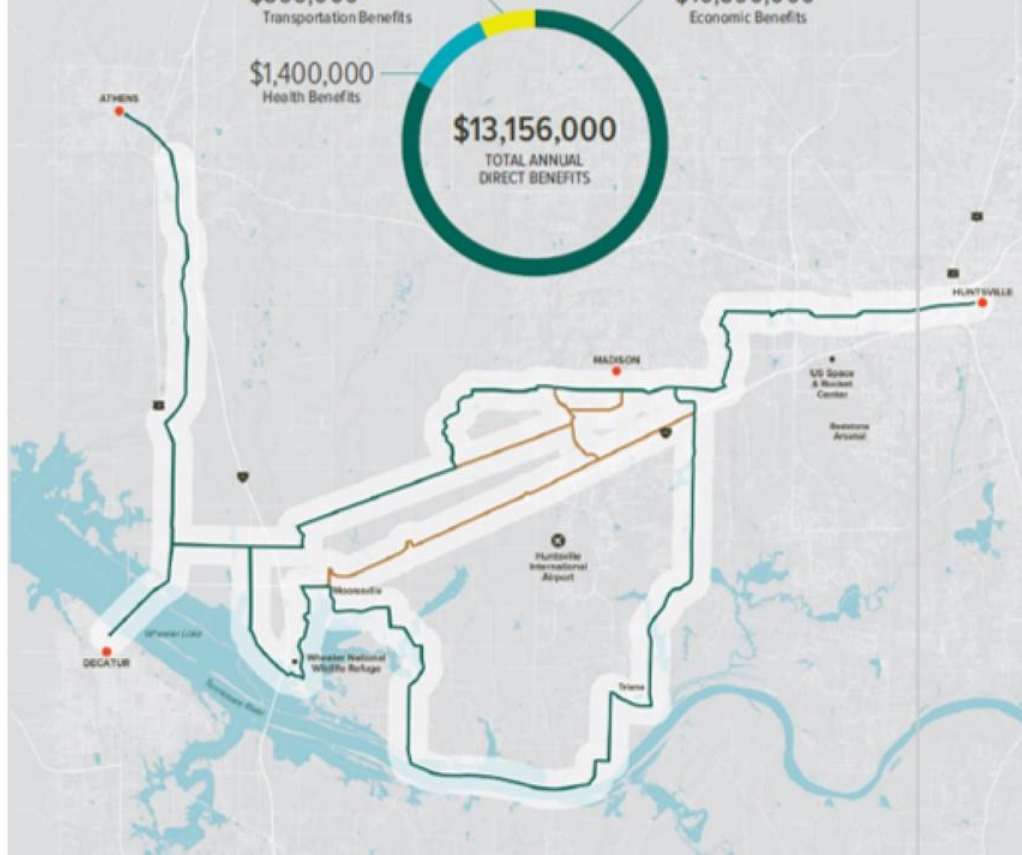
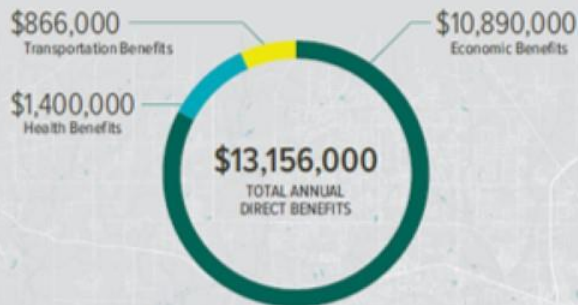


2,000
bicyclists



Direct Benefits

In total, it is estimated that the communities of North Alabama will experience \$13,156,000 in transportation, health, and direct economic benefits per year with the completed Singing River Trail.



Additional Benefits



\$23,631,000
Indirect Economic
Spending



\$7,079,000
Earnings from Direct
Economic Spending



900
Temporary Job-Years



100
Permanent Job-Years

DESTINATIONS

- Attraction
- City
- ✈ Airport

SINGING RIVER TRAIL

- Main Corridors
- Alternative Corridors
- Half Mile Buffer

0 0.5 1 2 Miles



Cover: Athridge Creek, Huntsville, AL
Photo credit: Steven H. Gordon
www.stevenhigordon.com

FIND YOUR PARTNERS

Acknowledgements



HUNTSVILLE
HOSPITAL SYSTEM



Commission Chairman
Dale W. Strong



ROBINS & MORTON



HUNTSVILLE
MADISON COUNTY
CHAMBER



Rotary



Club of Greater
Huntsville



Senator
Slade
Blackwell



MORGAN COUNTY
COMMISSION



Senator
Arthur Orr



Speaker
Mac McCutcheon



CALHOUN
COMMUNITY COLLEGE



REGIONS

Bentley



Drs. Aruna and
Amit Arora



BAKER
DONELSON
Joe Campbell



Century
Automotive



PATHWAY
HEALTHCARE



Land Trust
OF NORTH ALABAMA

Friends of Singing River Trail:

Clint Shelton, Decatur Daily; Mike Cole, Wilmer & Lee Attorneys; Steve Raby, Direct Communications; David Spillers, Huntsville Hospital Health System; Mike Dalen

Partner



Community
Foundation
of Greater Huntsville

Prepared By

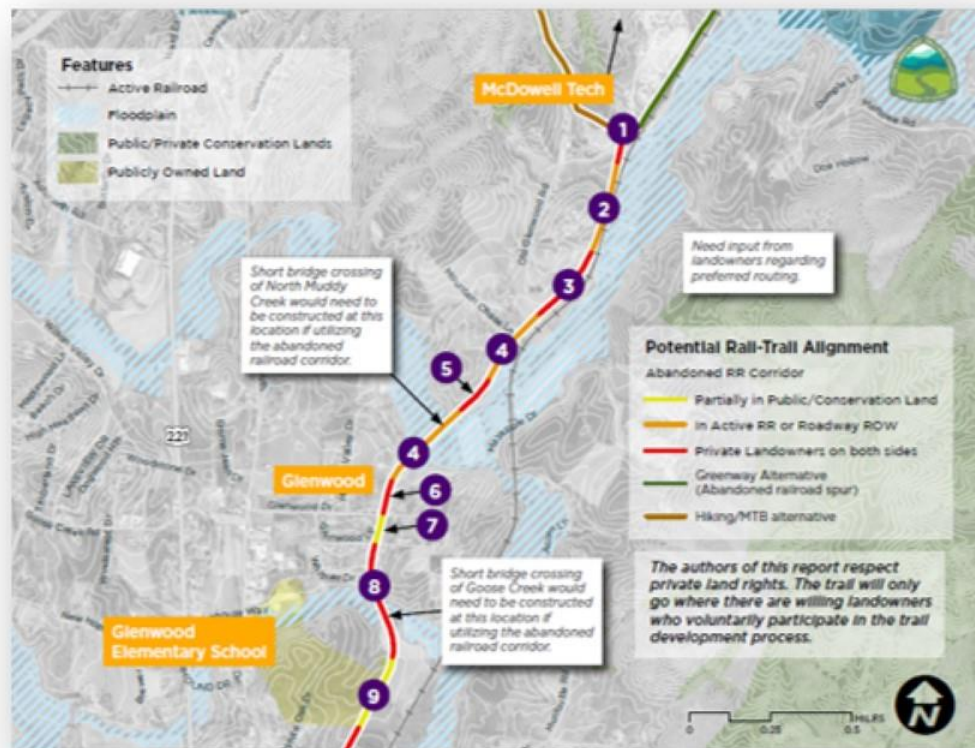


ALTA + DESIGN

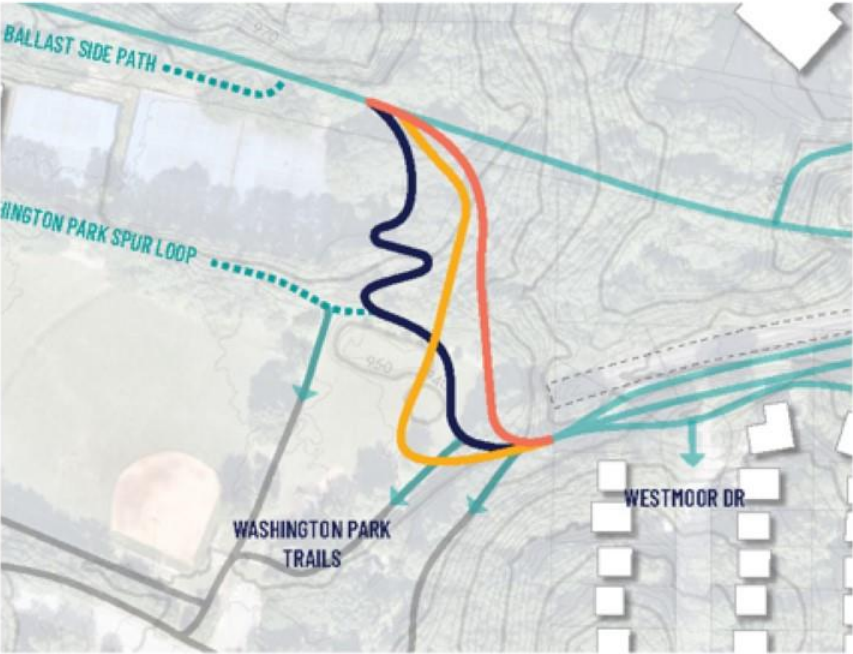
FIND YOUR PARTNERS



COMMUNICATING THE VISION & DEVELOP THE PLAN



1 WASHINGTON PARK CUT-THROUGH



A: LOW IMPACT

- Non-structural ramps and switchbacks
- Low impacts to existing park and trees



B: PARK INTEGRATION

- Non-structural ramps on fill
- Integrate with park to improve circulation and landscape along edge



C: CANOPY WALK

- Canopy walk structure through park
- Minimal impacts to existing park and trees





SINGING RIVER TRAIL





Early Implementation Wins

METHODS FOR EARLY IMPLEMENT OF YOUR LONG DISTANCE TRAIL



Placemaking



Natural
Surface Trails
as the Trail or
as an Interim
Measure



Branding



Use of ROW &
Quick Builds

Neighborhood
Greenways/Bicycle Blvds



**BRANDING &
CO-BRANDING**





BRANDING



BRANDING & CO-BRANDING



CAROLINA THREAD TRAIL



MARJorie H. CLONINGER
RAIL TRAIL

Mile
1.5



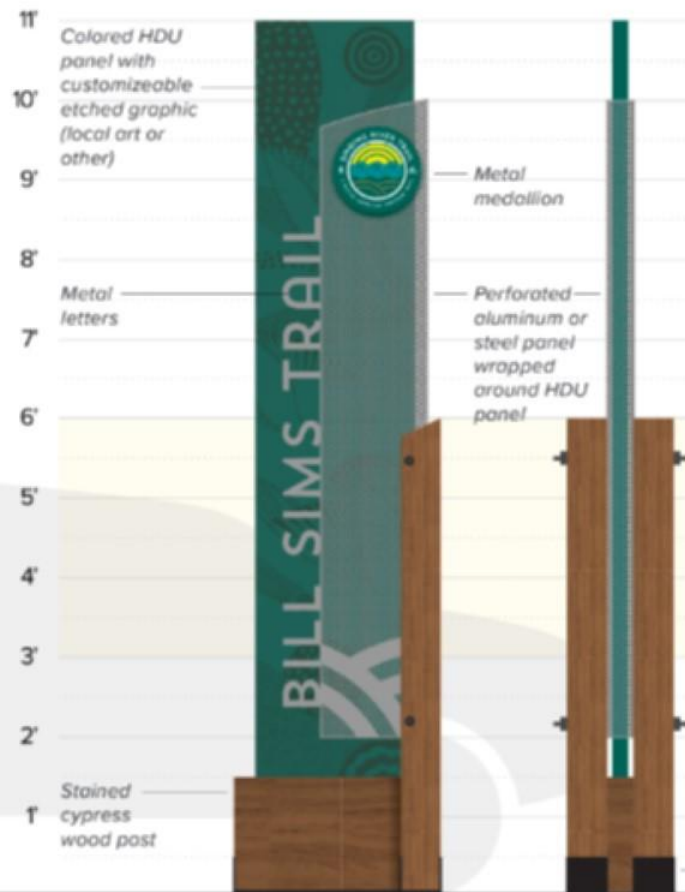
CAROLINA
THREAD
TRAIL



CAROLINA
THREAD
TRAIL®

FRONT ELEVATION

SIDE ELEVATION



GATEWAY SIGN



FRONT ELEVATION

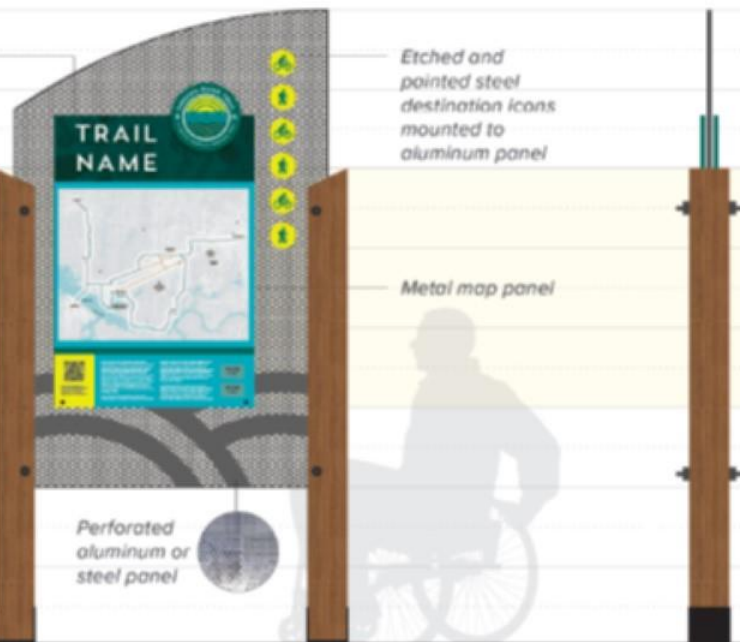
SIDE ELEVATION

HDU panel with customizable etched graphic (local art or other)

Black timber bolt

Stained cypress wood post

Black post brackets mounted to flush concrete slab



KIOSK



PLACEMAKING



PLACEMAKING



**QUICK
BUILDS/TACTICAL
URBANISM/
USE OF ROW**



**QUICK BUILDS/TACTICAL
URBANISM/USE OF ROW**

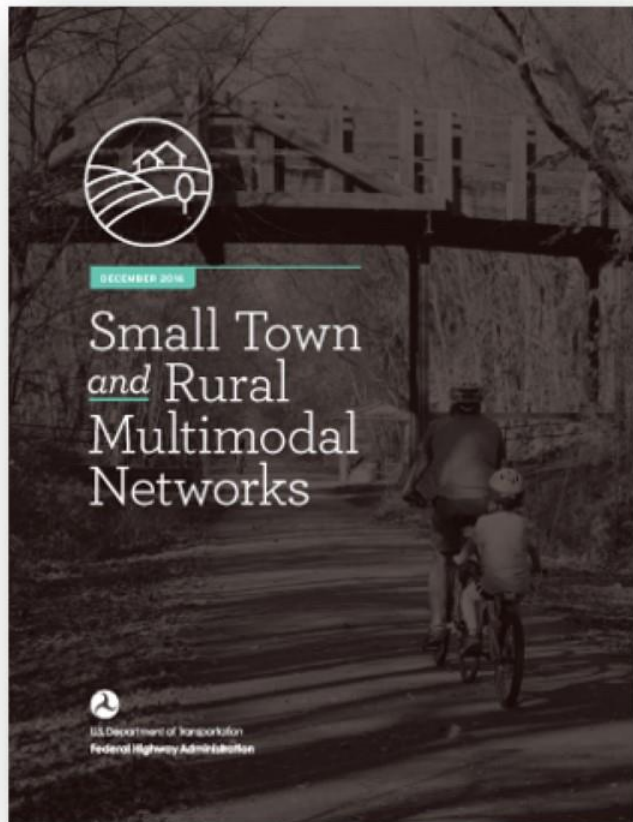




**QUICK BUILDS/TACTICAL URBANISM/
USE OF ROW**




NEIGHBORHOOD GREENWAYS/BICYCLE BLVDS



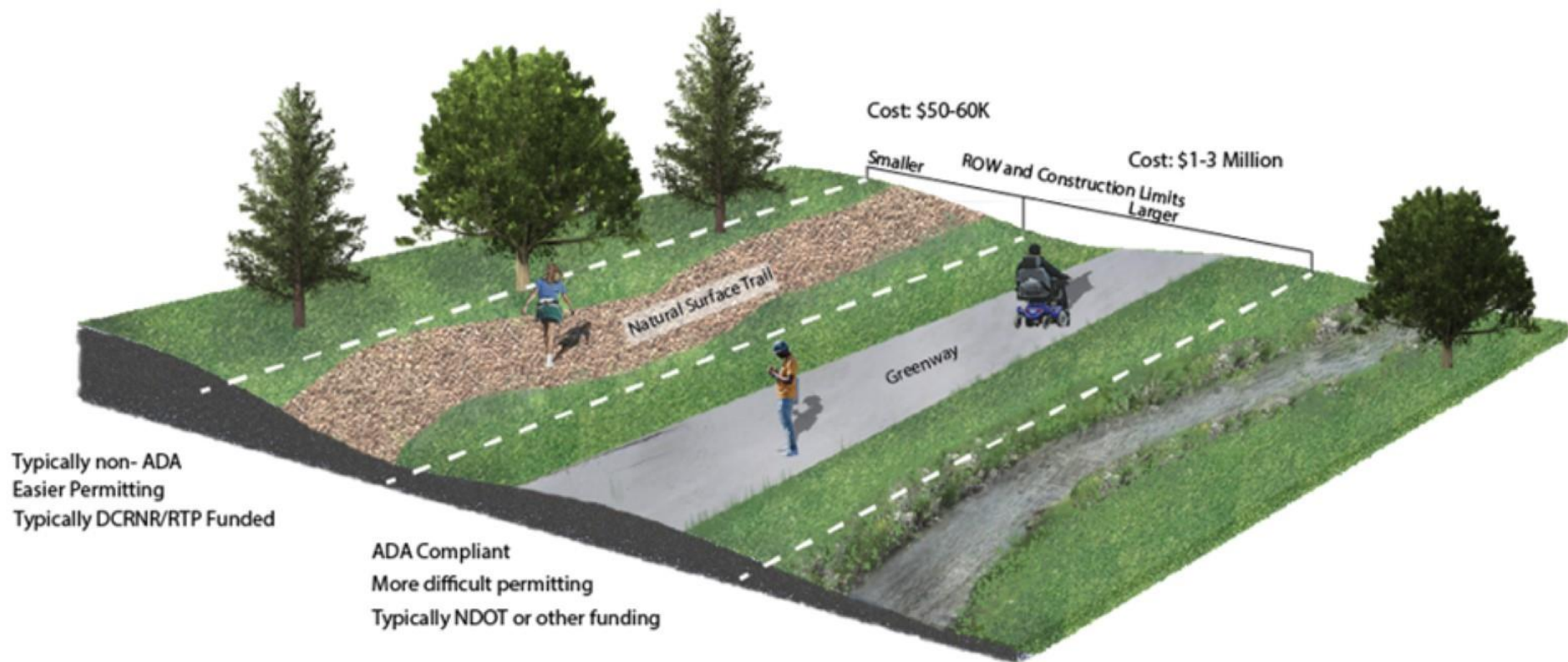
QR code to an interactive
website for this really helpful
guide

NEIGHBORHOOD GREENWAYS/BICYCLE BLVDS

A mountain biker wearing a helmet and a light-colored shirt is riding down a rocky, stone-paved trail. The trail is surrounded by lush green trees and foliage. In the background, a paved path curves through the forest, and a white signpost is visible. The scene is set in a wooded area with sunlight filtering through the leaves.

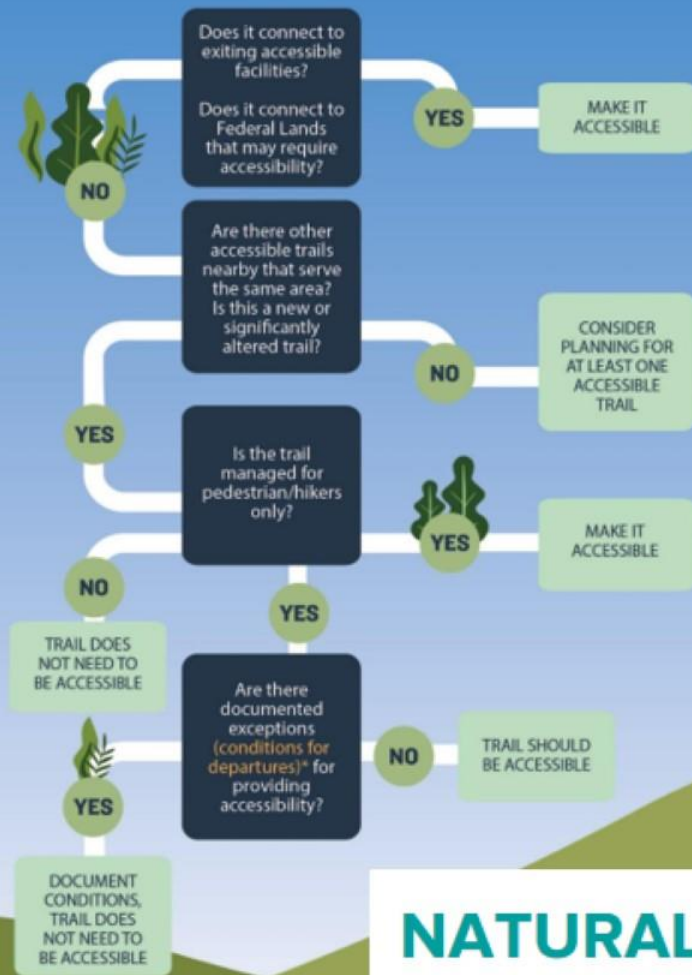
Bentonville, Arkansas
Oz Trails/Razorback Greenway

NATURAL SURFACE TRAILS / INTERIM TRAILS

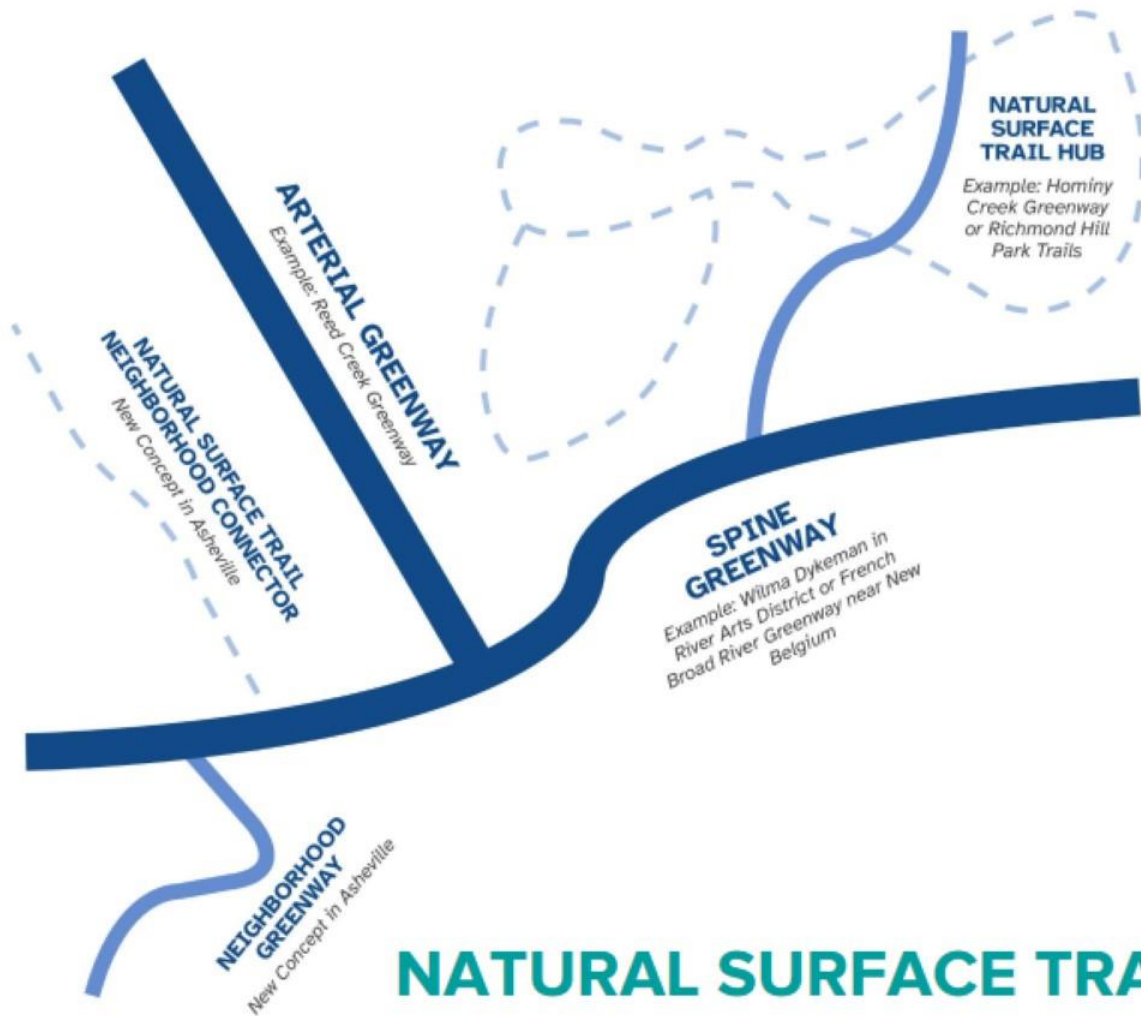


NATURAL SURFACE TRAILS/INTERIM TRAILS

WHEN TO HAVE AN ACCESSIBLE TRAIL: DECISION TREE



NATURAL SURFACE TRAILS/INTERIM TRAILS



NATURAL SURFACE TRAILS / INTERIM TRAILS

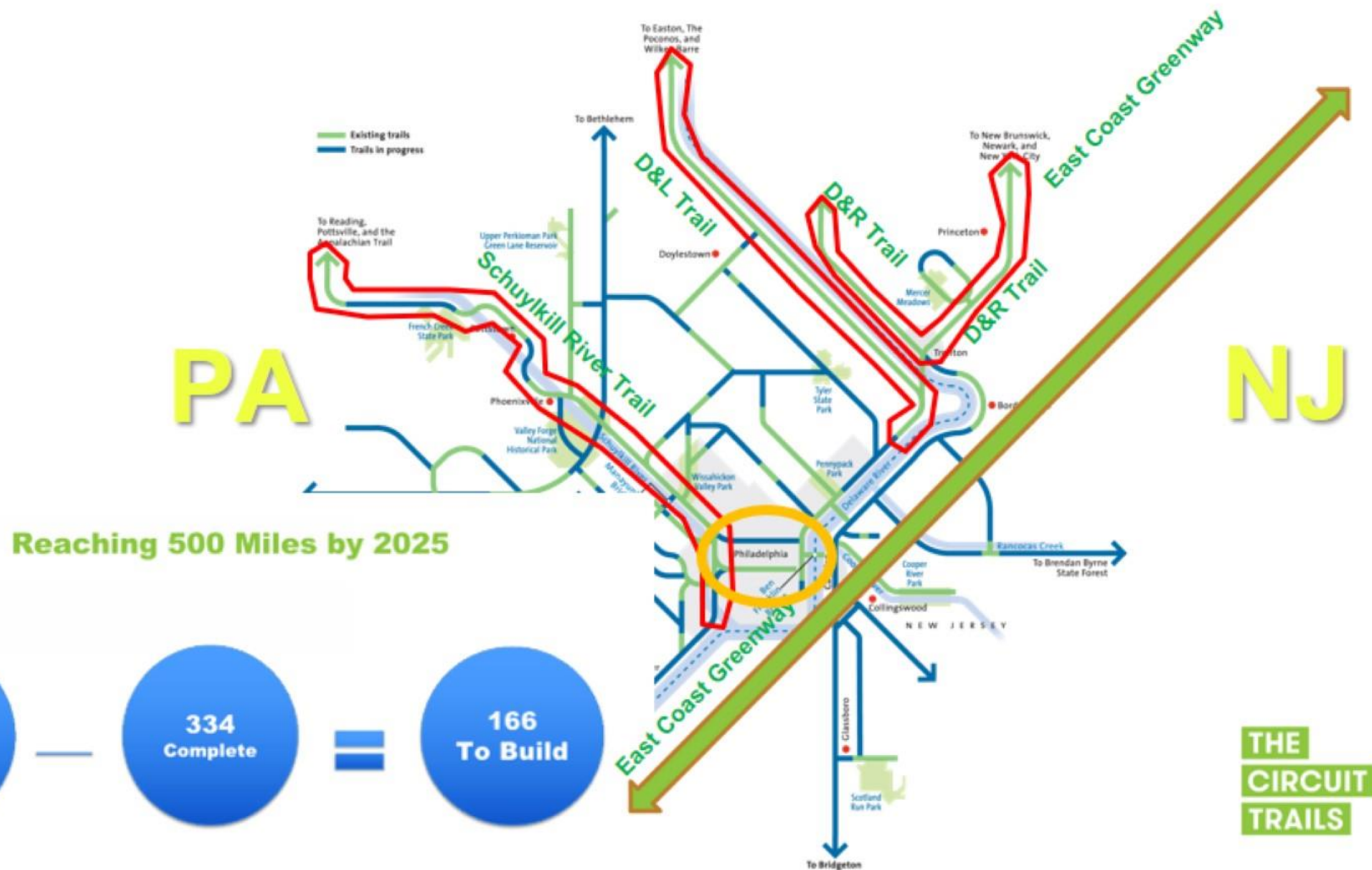
Lessons Learned from Large Regional Trail Networks



PROUD TO TRAIL THE CIRCUIT TRAILS

One of America's largest trail networks is
in your backyard.





GREAT-PA/NJ | Generating Recovery by Enhancing Active Transportation in Pennsylvania & New Jersey

Mark Constant
Executive Director, Deputy Commissioner for Transportation, City of Philadelphia
(215) 686-5560
Executive.Director@phila.gov
Title of Project: OTHER
Location: Philadelphia, PA & Camden, NJ

TOTAL GRANTED: \$29 Million



USDOT
TIGER
DOT.GOV





USDOT
TIGER
DOT.GOV

GREAT MID-ATLANTIC
Generating Recovery by Enhancing Active Transportation in the Mid-Atlantic Region

This application seeks \$35M to design and construct 30 pedestrian and bicycle trail segments in 10 regional trail systems that span urban, suburban, and rural areas in three states, 17 Congressional districts, and would serve over 9 million Americans.

Cumulative Length: 45 miles
Total Cost: \$51 Million
Funding Available: \$16 Million
User Benefits: \$18 Million per year
Economic Impact: \$416 Million per year



Submission to the United States Department of Transportation - TIGER Grant Application - August 25, 2010



East Coast



Greenway

USDOT
TIGER

DOT.GOV

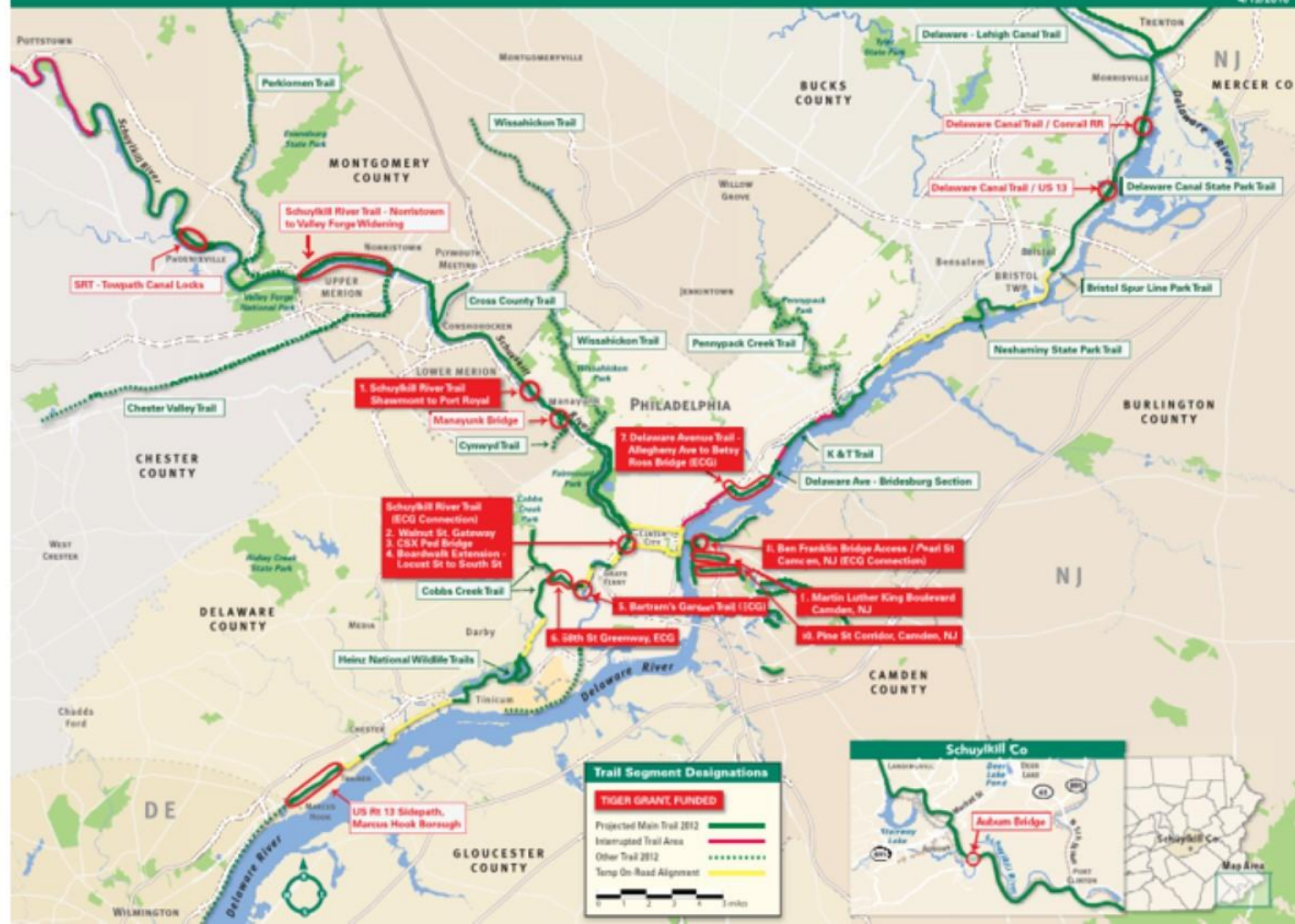
REGIONAL TRAIL NETWORK

June 2011

Major Trail (Spine) Existing Planned
Trail



4/13/2010



\$10 Million

-DVRPC Regional Trail Fund

\$26 Million +

-Annual Operating Budgets of 7 major regional trail Non-Profits

\$76 Million +

-Already invested in design and construction (2008-2012)

\$82 Million

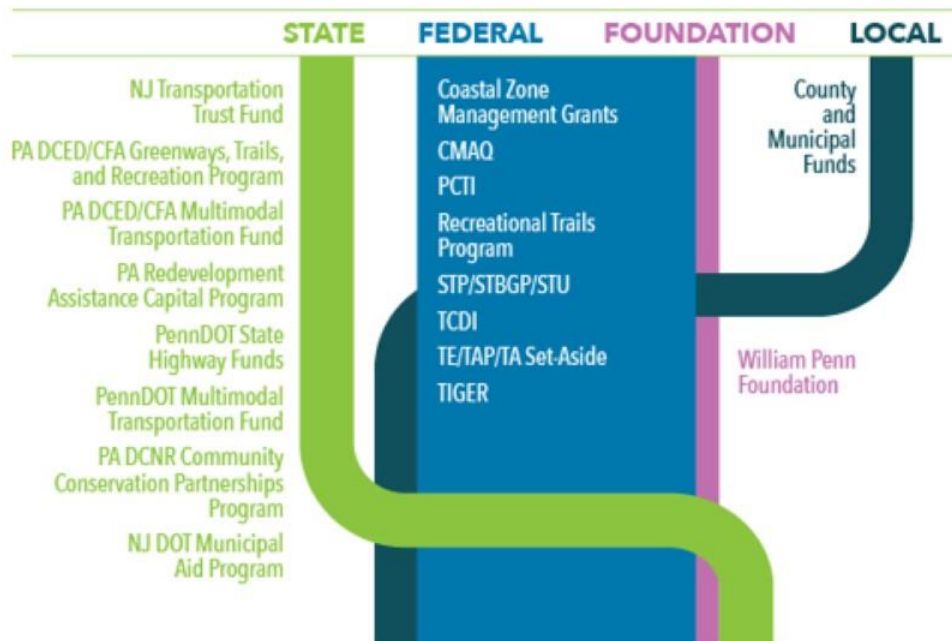
-Would complete backbone/spines

Status in 2021

- **\$22 million to date**
 - DVRPC Regional Trail Fund
- **Over \$344 million Already invested in design & construction (2008-2021)**

	PA	NJ	Total miles	Total segments
In Progress	34.4 miles	38.1 miles	72.5 miles	65 segments
Pipeline	34 miles	63.5 miles	97.5 miles	64 segments
Total miles of In Progress and Pipeline segments	68.4 miles	101.6 miles	170 miles	129 segments
Completed miles	267 miles	87 miles	354 miles	189 segments
Completed, In Progress & Pipeline miles	335.4 miles	188.6 miles	524 miles	

Total Funds Spent or Programmed for the Circuit since 2010





Lessons Learned

- Leadership at the top level is essential
- Regional Collaboration (vs Competition) is key
- MPO and State conservation agency support is essential – thank you to DVRPC and to PA DCNR



Lessons Learned



- Philanthropic support catalyzes vision, initial planning, and collaboration – **thank you** to the William Penn Foundation
- DOTs need to shift from project focus to system focus – and understand needs of “relatively small” ped and bike projects
- Multiple opportunities exist for streamlining design, review, and permitting processes
- Additional capacity for implementation is needed at all levels – local, non-profit, regional, and at DOTs

Equity – Changing Priorities



Main Trail	Segment Name	Segment Status	County & State	Mileage	Total Score
1. Liberty Bell Trail	Southern Connection	Planned	Montgomery, PA	6.79	35.5
2. ECG	Delaware Ave to Pennsylvania Ave	In Progress	Philadelphia, PA	2.12	34.25
3. ECG	Calhoun St. Bridge Connector	Planned	Mercer, NJ	0.19	32.5
4. Camden County Link	State St to near Memorial Ave	Planned	Camden, NJ	0.91	32
5. Schuylkill River Trail	Wissahickon Gateway	In Progress	Philadelphia, PA	0.31	30.5
6. Camden Greenways	Haddon Ave to Newton Ave	Planned	Camden, NJ	0.33	30
7. Newtown Square Branch	Naylor's Run Trail: Section 6, 7, 8	Planned	Delaware, PA	2.04	29.25
8. Darby Creek Trail	Cobbs Creek Trail to SEPTA Line	Planned	Delaware, PA	3.59	29
9. Forge to Refuge	Market Street to City Line Ave	Pipeline	Philadelphia, PA	2.17	28.25
10. Tookany-Tacony-Frankford	Cheltenham Ave to Ashbourne Ave	Pipeline	Montgomery, PA	1.30	28.25





FUNDING – TOP FIVE THINGS TO DO

1. Local Municipal or Non-Profit Commitment

- Organized, consistent, concerted push from residents
- Staffing position for greenways (non-profit ex. director; municipal greenway coordinator)
- Economic impact – prove trail's worth
- Money set aside to be used for match

2. Public/private partnerships

- Leverage your dollars and go big
- Get your match ready!

3. Work across agencies – Cost-sharing (Sewer projects, roadway projects)

4. Don't let perfection be the enemy of progress.

5. Be creative. Trails are more than just trails. Promote!