



South Jersey Trails

DESIGN GUIDE

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Atlantic County Bikeway Trailhead



Acknowledgements

South Jersey Transportation Planning Organization



Partners

- Rails-to-Trails Conservancy
- Cross County Connection
- TransPro Consulting
- New Jersey Bike Walk Coalition
- Kayla Creative



Message from SJTPO

Thank you for taking the time to learn more about the South Jersey Trails effort.

Counties and municipalities across South Jersey have been working for years to bring trails to their communities. South Jersey Trails is about raising the profile of these efforts and thinking about these assets in a regional context. Communities are discovering that trails offer more than simply recreation – they attract visitors who spend money at local businesses, they attract residents who have a choice in where to live, they give communities places to engage in safe, healthy activities – in short they are an investment in our communities, an investment in South Jersey.



Our vision is for South Jersey's first-rate amenities to be connected by a first-rate trails system. As a regional organization, SJTPO hopes to strengthen existing local efforts by organizing them, raising their profile, and expanding the options available to fund these community assets. This report lays the foundation for the development of the South Jersey trail network with an assessment of our existing conditions, what we heard from regional stakeholders, and a series of recommendations for taking South Jersey Trails to the next level.

We hope you will continue to stay engaged as we work with communities in our region to grow South Jersey Trails. You can visit our webpage at www.sjtpo.org/SouthJerseyTrails for more information or to join our email list to receive updates. You can also visit www.SouthJerseyTrails.org, maintained by a partner of South Jersey Trails, for a variety of great information about trails in South Jersey.

Sincerely,

Jennifer Marandino
Executive Director, SJTPO

INTRODUCTION

Project Overview & South Jersey Trail Insights

The purpose of this section is to provide an overview of this project and inventory existing data on the South Jersey Trail network. This includes a detailed description of the project methodology as well as a detailed documentation of existing conditions in the region.



Overview of the Project

This project represents the first step in the process to advance regional trails in Atlantic, Cape May, Cumberland, and Salem counties in Southern New Jersey. This is consistent with the stated strategy in Transportation Matters, to “Initiate and advance conversations among regional partners in the public, private, and nonprofit sectors to develop and implement a vision for a regional trail network to connect major attractions within the region and to neighboring regions.” This strategy is in support of the goal to “increase and enhance opportunities for travel and tourism.”

The recommendations in this plan capitalize on increased public support to provide a road map for the advancement of regional trails. This road map seeks to provide local jurisdictions with resources, direction and a clear process for bolstering and advancing bicycle and pedestrian mobility throughout the region. In addition, this report outlines strategies to leverage trails to catalyze increased economic development and tourism throughout the region.

Methodology

This project was conducted using a variety of methods including an on-site survey of key trails. In addition, the project team engaged stakeholders throughout all four counties including one-on-one interviews, a public visioning, and an analysis of strengths, weaknesses, opportunities, and threats. Based on this data, the team engaged in an iterative design process to develop a unified brand for South Jersey Trails.



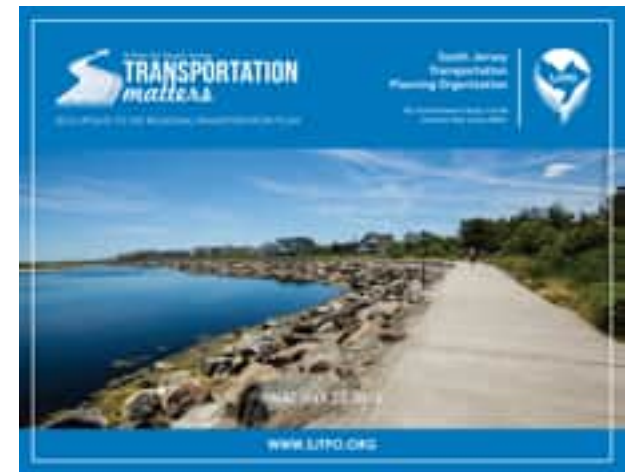
Getting to Know SJTPO

Regional Transportation Plan

SJTPO works with regional partners to develop the Regional Transportation Plan every four years. This Plan serves as a guiding document for SJTPO, by establishing a regional vision as well as supporting goals and strategies to guide SJTPO efforts and improve the regional transportation system. This Plan looks out at least 20 years and includes all modes of travel and addresses a variety of issues related to state and federal transportation policy and practice. This Plan is federally required in order for any jurisdiction in South Jersey to gain access to federal transportation funds.

Beginning in the 2016 Regional Transportation Plan, SJTPO identified a need to initiate and advance "conversations among regional partners in the public, private, and non-profit sectors to develop and implement a vision for a regional trail network to connect major attractions within the region and to neighboring regions." This effort was in support of goals to "Support the regional economy," "Increase and enhance travel and tourism," and "Enhance the integration and connectivity of the transportation system."

What is an MPO?



As a strategy in the Regional Transportation Plan, Regional Trails could be advanced by SJTPO staff, including through the development of the South Jersey Trails branding as well as this Design Guide. These are first steps in the process to advance South Jersey Trails. However, this would not have been possible if not for identifying the need first in the Regional Transportation Plan.

MPOs are required by federal law in order to access federal transportation funds. MPOs serve to coordinate transportation planning and bring stakeholders together to improve regional decision-making.

SJTPO and the project team hosted a public visioning session on October 10, 2018. The SWOT exercise is designed to provide the basis for a work plan via a qualitative assessment of internal and external assets and opportunities.

SWOT EXERCISE

Strengths = Existing characteristics of South Jersey Trails representing an advantage to the future build out of a brand and greater trail network.

Weaknesses = Existing characteristics of South Jersey Trails which represent a deficit or detriment to the development of a brand and greater trail network.

Opportunities = Elements in the marketplace and surrounding environment that can be leveraged to enhance a trail brand and connectivity on South Jersey Trails.

Threats = Elements in the marketplace and surrounding environment that must be guarded against to enhance a trail brand and connectivity on South Jersey Trails.



Design Process

The SWOT exercise yielded extensive insights into the character of South Jersey Trails, including common imagery such as the shore and regional pine trees as well as prominent color schemes.

The design team worked closely with SJTPO to develop and refine the concepts which ultimately materialized in the final design standards outlined in this report. The team underwent five rounds of design review and approval as follows:

Stage 1	The team explored preliminary design concepts and color combinations. SJTPO indicated general preferences.
Stage 2	The team translated design preferences from preliminary concepts into three distinct logo concepts. SJTPO provided design feedback to inform alterations.
Stage 3	The team provided refined designs for each of the three design concepts. SJTPO narrowed focus on two preferred design concepts and provided final design tweaks.
Stage 4	The team created additional refinements to the logo designs and developed a user survey for broader feedback from the public. Survey results were analyzed and evaluated.
Stage 5	Public feedback was incorporated into the preferred design to produce the final logo concept. Ancillary brand assets were developed based on finalized design concept, including trail signage, letterhead, brand standards and other files with a consistent look and feel.

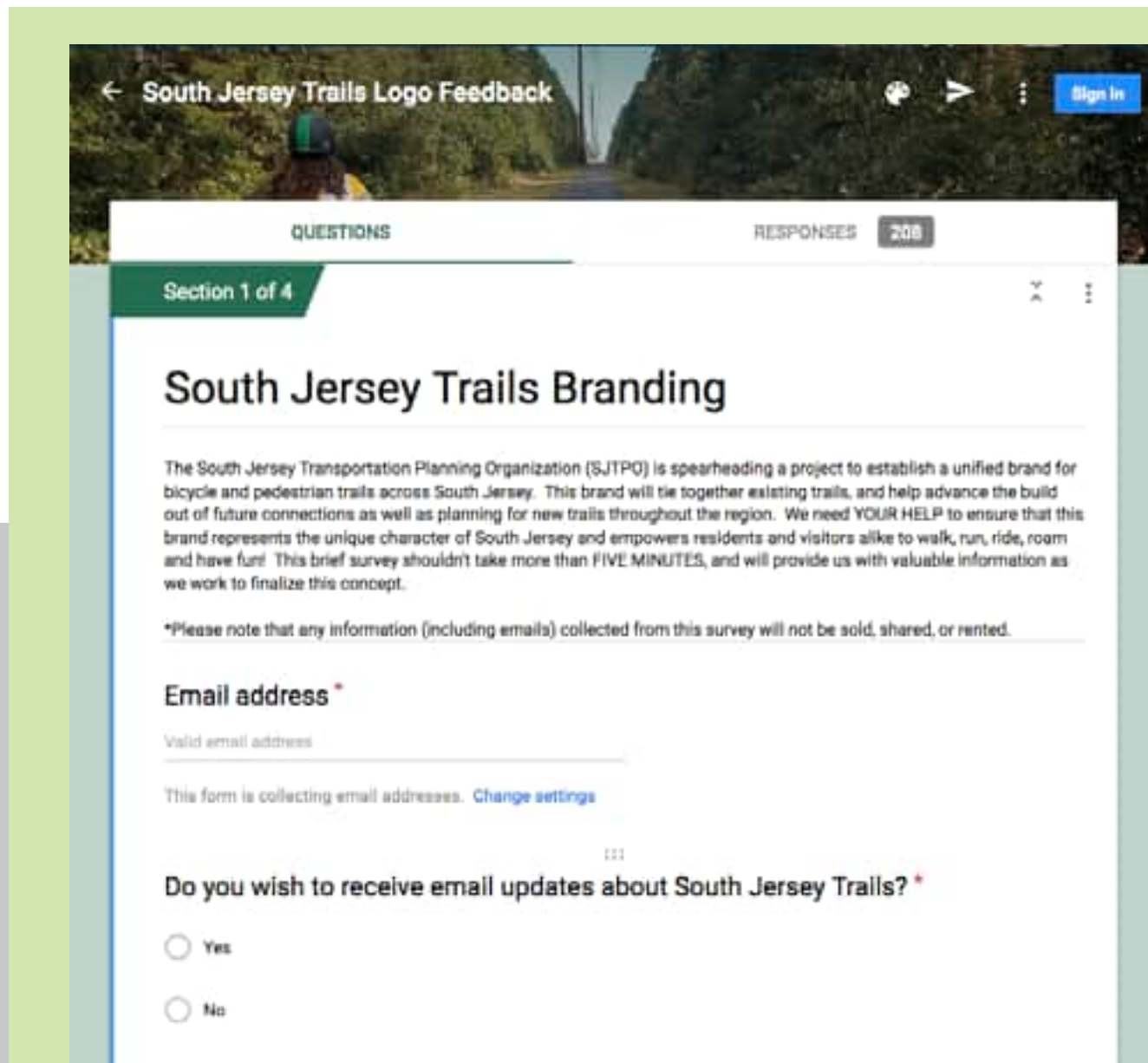
Digital Survey

An online survey was distributed to garner public feedback on preferred logo designs and collect high-level information related to trail utilization.

The survey contained **19** questions pertaining to:

- Logo Preferences
- Design Impressions
- Trail Usage Frequency
- Activity Preferences
- Anecdotal Insights

More than 200 survey responses provided valuable design guidance, and informed decision-making around final design choices. Trail utilization and preference data also informed the recommendations in this report.



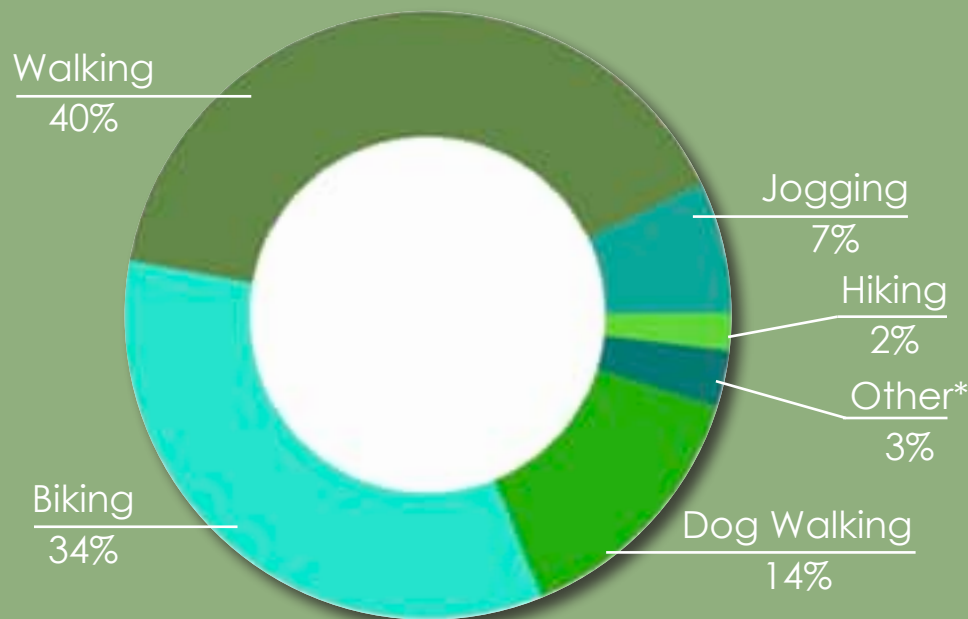
Survey Feedback

Preferred Trail Activities

Survey data indicates that walking and biking are the two most frequented activities on existing South Jersey Trails representing 40% and 34% of trail usage respectively. An additional 14% of survey respondents indicated that they utilize trails for dog walking. Jogging, running and hiking account for 9% of trail usage, while 3% is unspecified (this could include skateboarding, roller blading or other forms of active transportation).

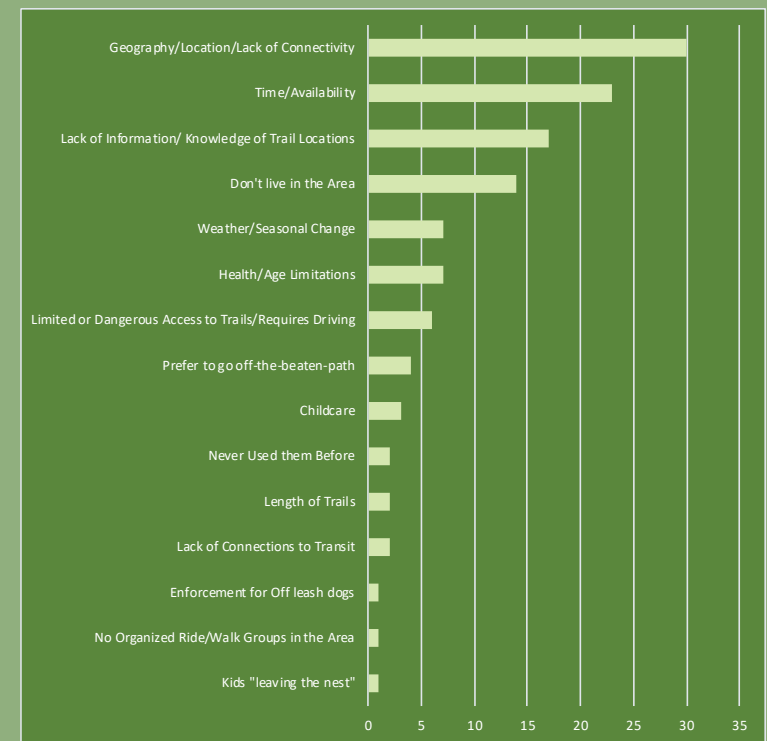
Added consideration should be given for amenities that support these activities, such as periodic benches, bicycle parking at trailheads and repair stands. The proportion of dog walkers on the trail suggests a need for additional amenities, such as doggy bag dispensers and connections to dog parks where possible.

Popular Trail Activities



*Other activities include skateboarding, roller blading, and other forms of active transportation

Impediments To South Jersey Trail Usage





SWOT RESULTS

Strengths

- Natural scenery and viewsheds
- Varied terrain
- State campsites
- Good distances and ride times between communities

Weaknesses

- Lack of focus marketing the park as a bike tourism destination
- Lack of overnight accommodation
- Lack of bike shops and rentals
- Poor road conditions and inadequate accommodations for bicycles
- Lack of maps and wayfinding
- Black flies

Opportunities

- Proximity to the Empire State Trail route
- Growing interest in cycling and bicycle tourism
- Combining multi-sport activities
- Seasonal workforce development

Threats

- Lack of funding for bike improvements and trail maintenance
- Regional job market
- Population loss

Understanding this Plan

This plan is organized around five essential questions

WHAT

What are our primary goals and objectives for advancing trails in South Jersey?

WHO

What are the target markets and specific trail user groups we are trying to engage?

HOW

What tools and assets will we use to achieve a unified look and feel across South Jersey Trails?

WHERE

Where will we promote the new trail brand?

WHEN

What are the steps we need to take to achieve success?





South Jersey Trails

“In every walk with nature, one receives far more than he seeks.”

– John Muir

Trails in South Jersey are...

- ... **diverse**, offering a vast range of landscapes, terrain and scenery.
- ... **supportive of a variety of different recreational activities** such as walking, running, jogging, biking, dog walking and much more.

Trails in South Jersey can be...

- ... **transportation corridors**, safely connecting people with opportunity.
- ... **economic development** engines, drawing visitors from across the country and attracting new business opportunities.
- ... **accessible** to all potential users.

What do we know about South Jersey Trails?

Network Assessment

South Jersey is home to several robust, but infrequent trails with few connections between them. Atlantic and Cape May Counties have the greatest volume of bike trails, several of which take advantage of off-street utility rights-of-way (ROW), such as the Atlantic County Bikeway and Middle Township Bike Path. Conversely, Cumberland and Salem Counties have very few off or on-road bike trails. Those that exist are geographically separated and require further study to establish future linkages.

NJDOT "Tour Guides"

The New Jersey Department of Transportation (NJDOT) has published more than 25 bicycle tour guides, with six routes based in SJTPO's four-county region, including the 238-mile High Point Cape May Bike Route. In addition to detailed route information, each digital guide contains highlights of nearby attractions.

The South Jersey Tour guides include

Trail, Lane, or Route?

A Quick Guide To The Types of Bike Paths

BICYCLE TRAIL

A trail is a designated right-of-way established either through construction or use and is passable by at least one or more of the following, including but not limited to: foot traffic, bicycles, in-line skates, wheelchairs, cross-country skis, and off-road recreation vehicles such as motorcycles.

BICYCLE LANE

A lane is a portion of a roadway which has been designated by striping, signing, and pavement markings for the preferential or exclusive use of bicyclists.

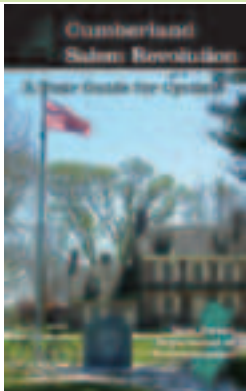
BICYCLE ROUTE

A route is street signed for bicycle use by sharing the roadway with motor vehicle traffic.

Bayshore Byways - 50.82 Miles



Cumberland Salem Revolution - 46.64 Miles



Cape May Shoreline Ride - 44.12 Miles



High Point to Cape May Bike Route - 239.91 Miles



Cape May to Somers Point - 42.18 Miles



Somers Point to Tuckerton - 45.23 Miles



South Jersey Trails Network

Regional Trail Network, Bicycle Lanes, and Designated Bicycle Routes

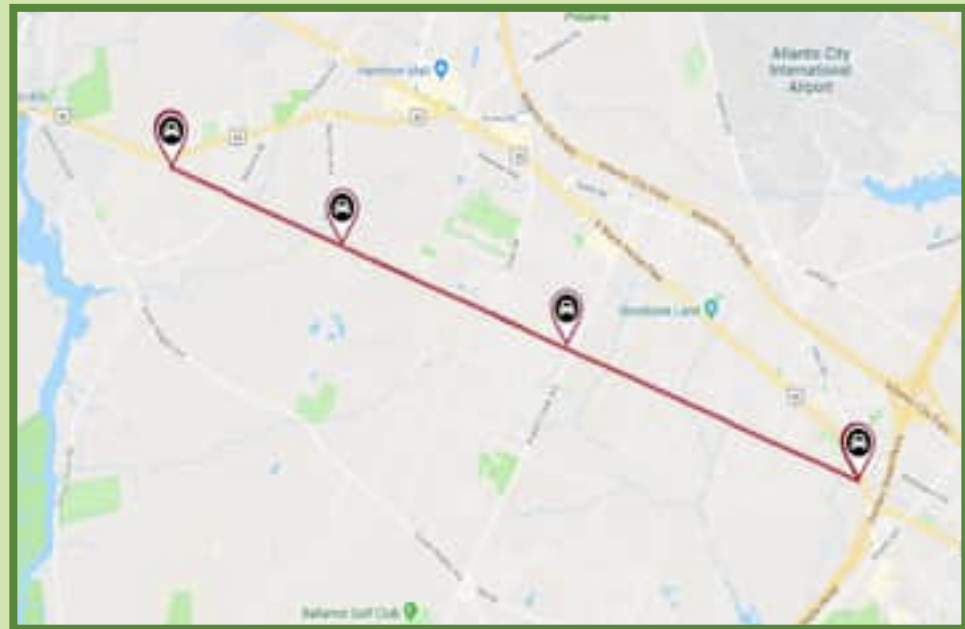
June 2019



KEY TRAILS in South Jersey

South Jersey has a number of robust trail facilities. This section utilizes TrailLink data to highlight existing trails which serve as the backbone for the region's trail network.

Atlantic County Bikeway



County: Atlantic

Trail Length: 7.6 Miles

Trailheads:

- Atlantic Ave. and 19th St. (Hamilton Township)
- W. Jersey Ave. near E. Black Horse Pike (Egg Harbor Township)
- NJ 52 and County Road 559 (Somers Point)

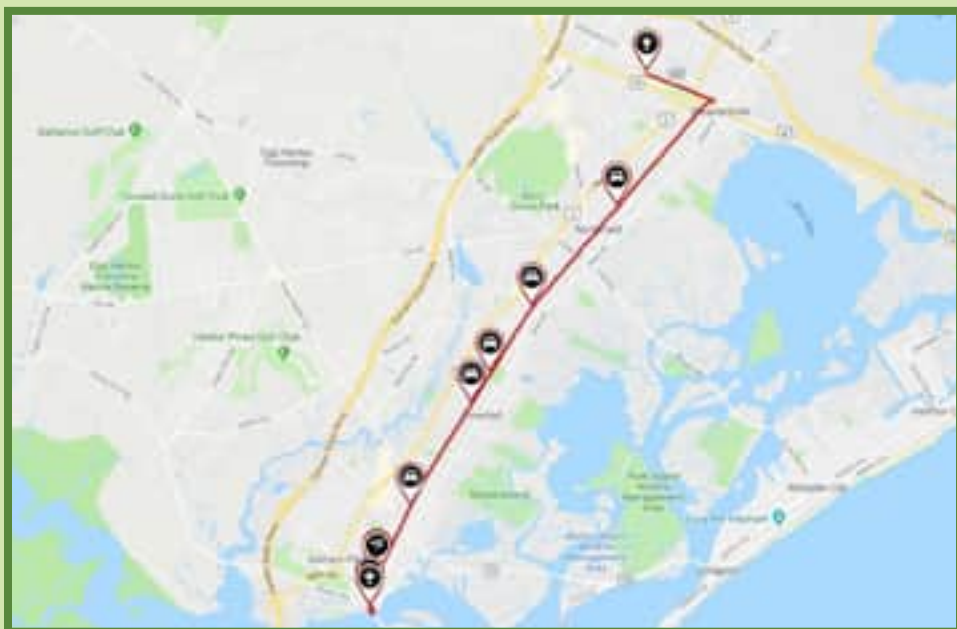
Trail Surface: Asphalt

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking

Source: TrailLink by Rails-to-trails Conservancy

Linwood Bikepath (Pleasantville to Somers Point)



County: Atlantic

Trail Length: 8.2 Miles

Trailheads:

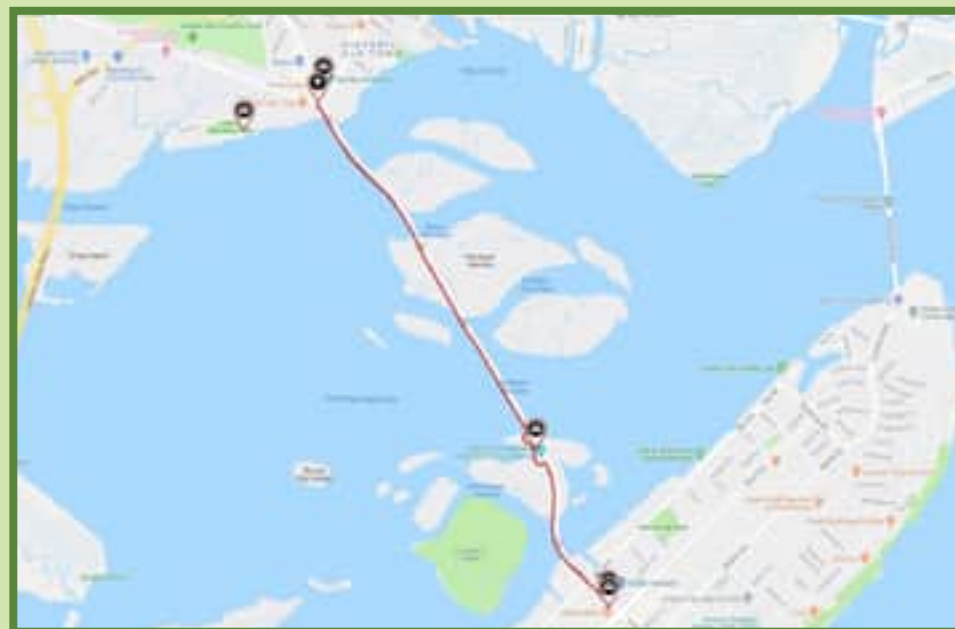
- Devins Lane between Noahs Road and Washington Ave. (Pleasantville)
- NJ 52 and County Road 559 (Somers Point)

Trail Surface: Asphalt

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking, Cross Country Skiing

Route 52 Bridge Trail



County: Atlantic and Cape May

Trail Length: 2.4 Miles

Trailheads:

- 9th St. and Haven Ave. (Ocean City)
- Shore Rd. (Somers Point)

Trail Surface: Concrete

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking

Middle Township Bikepath



County: Cape May

Trail Length: 8.2 Miles

Trailheads:

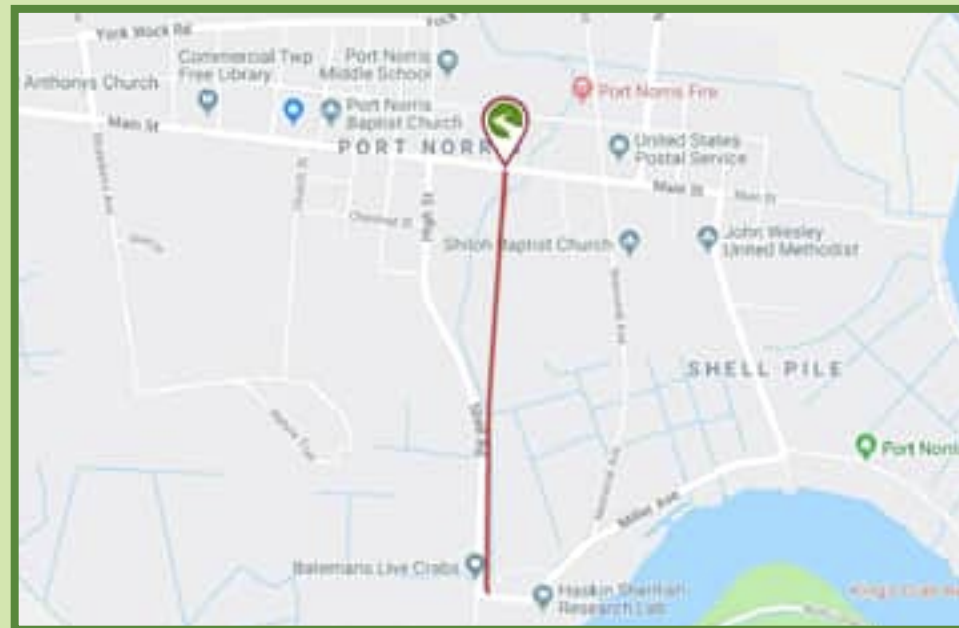
- Cape May County Park & Zoo (Cape May)
- Cold Spring Bike Path at Seashore Road (Erma)

Trail Surface: Asphalt

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking

Port Norris Pathway



County: Cumberland

Trail Length: 1 Mile

Trailheads:

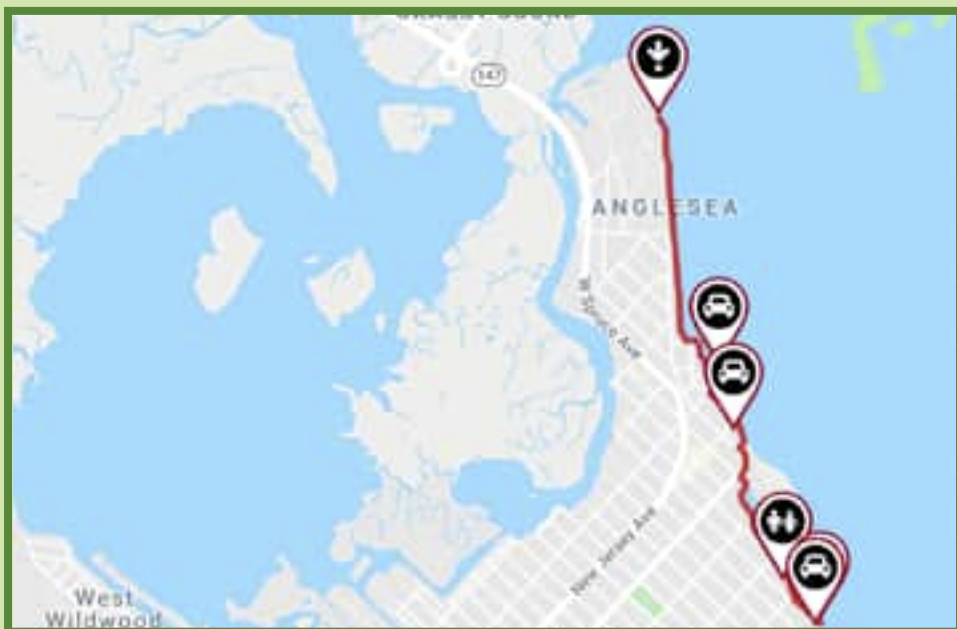
- Main Street
- Dubois Road

Trail Surface: Crushed stone

Trail Attributes/Uses:

- Biking, Walking

North Wildwood Seawall



County: Cape May

Trail Length: .8 Miles Miles

Trailheads:

- Allen Drive and 2nd Ave.
- John F. Kennedy Blvd.

Trail Surface: Concrete

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking

Wildwood Crest Bike Path



County: Cape May

Trail Length: 1 Mile

Trailheads:

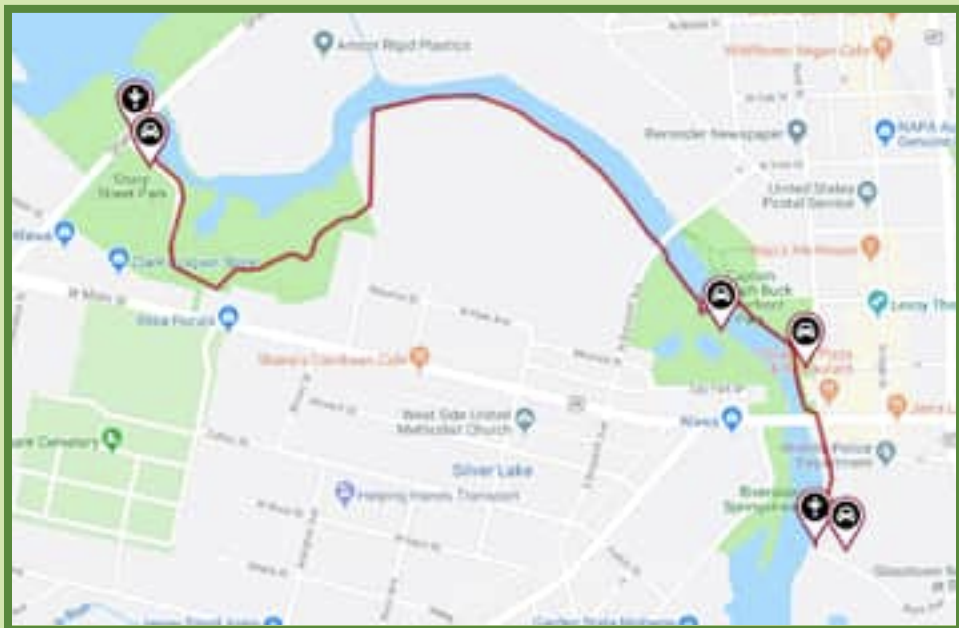
- Wildwood Crest (East Cresse Ave)
- Wildwood Crest (East Rambler Rd)

Trail Surface: Concrete/Asphalt

Trail Attributes/Uses:

- Bike, Inline Skating, Wheelchair Accessible, Walking

Maurice River Bikeway Trail



County: Cumberland

Trail Length: 1.4 Miles

Trailheads:

- Ware Ave.
- Sharp St.

Trail Surface: Asphalt, Crushed StoneTrail

Attributes/Uses:

- Bike, Fishing, Wheelchair Accessible, Walking

Buena Borough Bike Path



County: Atlantic

Trail Length: 1.9 Miles

Trailheads:

- Southwest Blvd & US 40
- Blackwater Pond Park

Trail Surface: Asphalt

Trail Attributes/Uses:

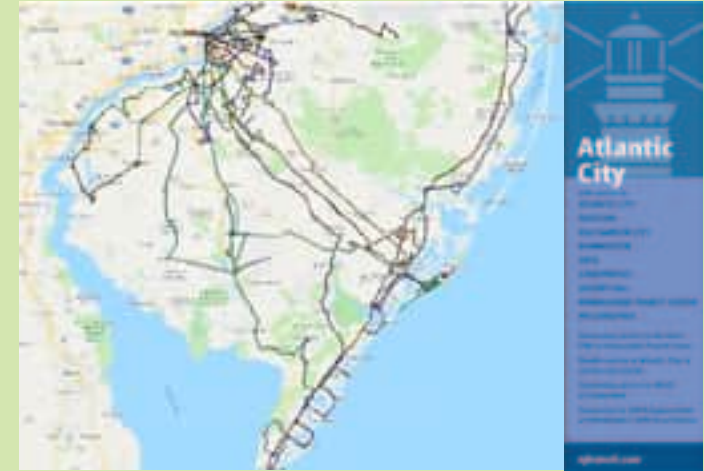
- Bike, Inline Skating, Wheelchair Accessible, Horseback Riding, Mountain Biking, Walking

PUBLIC TRANSPORT in South Jersey

Transit connectivity is an important consideration for the trail network as it continues to grow, adds connections with the Circuit Trails and begins to attract more visitors from the Philadelphia Metro region and beyond. Given the current state of the trail network, transit presents an opportunity to bridge the gap between non-contiguous trails. New Jersey Transit provides bus and rail service in the region and connections to Philadelphia – an important conduit for trail access in South Jersey. Bicycles are permitted at all times on buses with bike racks on the front or on buses with under-floor luggage compartments on a first-come, first-served basis. Bicycles are also allowed onboard the Atlantic City Line at all times, on a first-come, first-served basis and limited to two regular-sized bikes per car. There is no charge and permits are not required for buses or trains.



Map of bus routes



New Jersey Transit

New Jersey Transit operates numerous routes throughout the four-county region providing cyclists with both intercounty connections and access to Philadelphia.² These routes include:

Bus Route	Coverage Area
559	Atlantic City-Lakewood
554	Lindenwold-Atlantic City
553	Atlantic City-Upper Deerfield
552	Atlantic City-Cape May
551	Atlantic City-Philadelphia
509	Atlantic City-Somers Point
508	Atlantic City-Galloway Township
507	Atlantic City-Ocean City
505	Atlantic City-Longport
504	Bungalow Park-Chelsea Heights
502	Atlantic City-Hamilton Township
501	Atlantic City-Brigantine
468	Penns Grove-Salem-Woodstown
410	Bridgeton-Philadelphia
408	Millville-Philadelphia
402	Pennsville-Philadelphia
401	Salem-Philadelphia
319	New York-Atlantic City-Wildwood-Cape May (Seasonal)
316	Philadelphia-Cape May Express
315	Cape May-Wildwood-Philadelphia
313	Cape May-Wildwood-Philadelphia

New Jersey Transit's Atlantic City Line is the region's only passenger rail transit service, operating between Atlantic City and Philadelphia, with connections to PATCO and New Jersey Transit's River Line. On weeknights and weekends, there are 12 outbound trains per day from Philadelphia to Atlantic City, with intermediate service gaps throughout the day. This line makes stops in Atlantic City, Absecon, Egg Harbor City, Hammonton, Atco, Lindenwold, Cherry Hill, Pennsauken Transit Center and Philadelphia.

This rail line is a key linkage to consider for trail access as it enables cyclists and hikers from the Philadelphia Metro region direct access to the trail network in South Jersey without the use of a car. The rail line makes stops proximate to several major trails or on-street bicycle facilities with direct access to several major trails including the Linwood Bikepath (Pleasantville to Somers Point), the Atlantic County Bikeway and the Atlantic City Boardwalk. Regional marketing efforts should highlight transit accessibility for would-be users in the Philadelphia Metro region.

² <http://www.douganadrienne.info/njbus/indexsnj.html>

WHAT

Goals and Objectives for South Jersey Trails

The purpose of this section is to provide a series of recommendations to advance trail network development in South Jersey. This includes a variety of strategies ranging from organizational development and brand deployment to priority projects and data collection programs.





RECOMMENDATION 1

Establish a governance framework to promote the South Jersey Trail brand and advance trail development throughout South Jersey.

Establish a coalition of nonprofit groups, trail managers, government agencies, and local stakeholders. The coalition will be overseen by a steering committee of select organizational stakeholders.

- Steering Committee: Establish a dedicated group of organizations with specific roles to drive the planning and implementation of coalition activities. The steering committee will include 5-10 members and maintain at least one representative from each county government and two cross-jurisdictional agencies/organizations.
- The steering committee will elect a chair and vice chair.

Initial recommendations for steering committee members:

SJTPO

Cross County Connection

SouthJerseyTrails.org

NJ Bike Walk Coalition

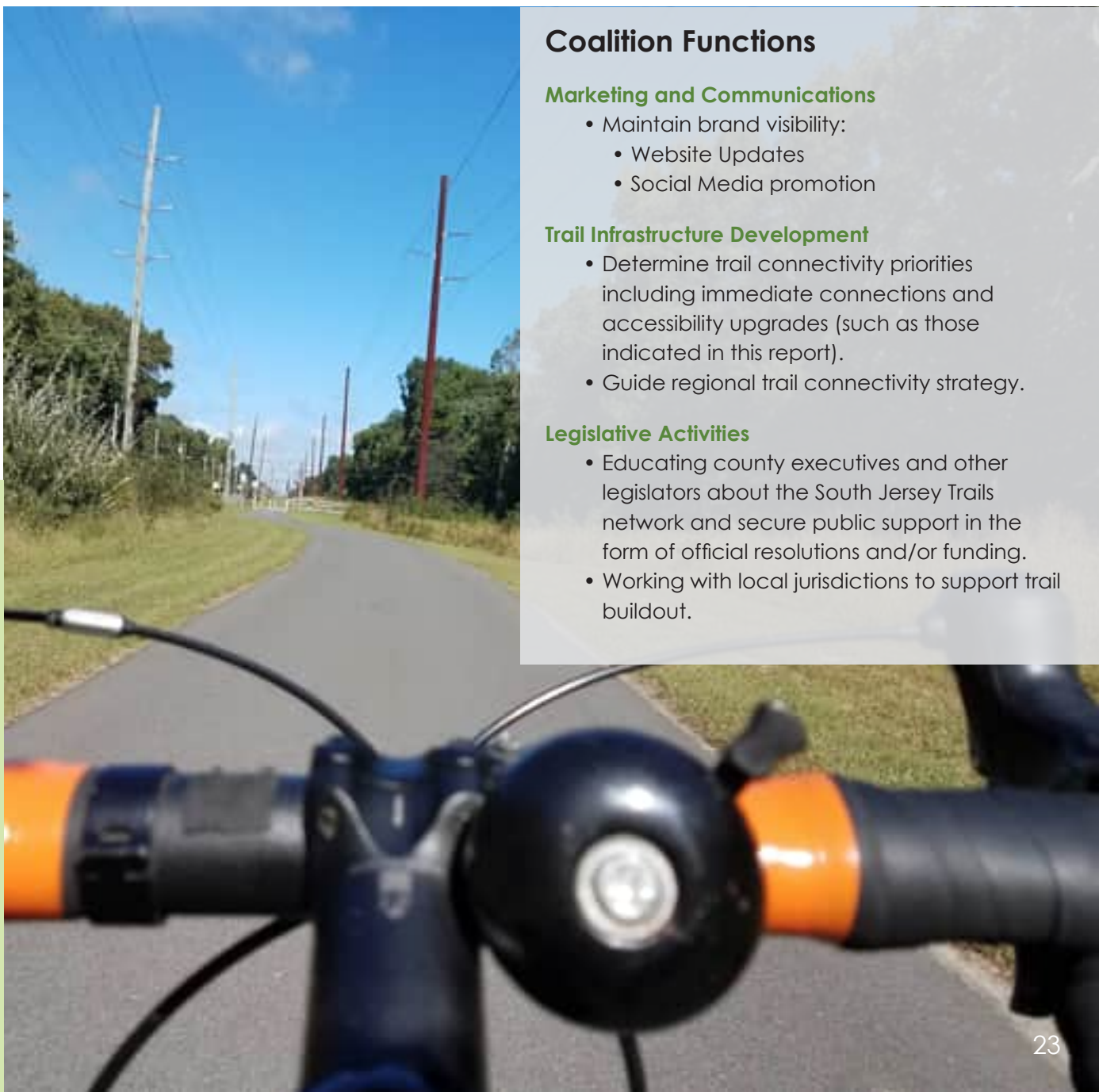
Atlantic City Electric

Atlantic County

Cape May County

Cumberland County

Salem County



Coalition Functions

Marketing and Communications

- Maintain brand visibility:
 - Website Updates
 - Social Media promotion

Trail Infrastructure Development

- Determine trail connectivity priorities including immediate connections and accessibility upgrades (such as those indicated in this report).
- Guide regional trail connectivity strategy.

Legislative Activities

- Educating county executives and other legislators about the South Jersey Trails network and secure public support in the form of official resolutions and/or funding.
- Working with local jurisdictions to support trail buildout.

The South Jersey Trail Coalition will hold a quarterly meeting to advance regional trail goals

STEP 1:

Establish priorities and working mechanisms for the group

STEP 2:

Establish a preliminary set of shared regional priorities for the trail network

STEP 3:

Identify common challenges for ongoing maintenance of existing trails

STEP 4:

Identify key connections in the current trail network that can be implemented immediately

STEP 5:

Manage a regional planning effort (in-house or consultant)



Identify funding opportunities to support coalition activities.

- Each of the coalition's three primary function areas will require its own funding needs to support required activities. The coalition will designate leads in each area and collectively support them in applications for funding.
- Some possible philanthropic funding sources include:
 - William Penn Foundation
 - Visit New Jersey Cooperative Marketing Grant
 - Visit New Jersey Destination Marketing Organization (DMO)
 - Community Foundation of South Jersey
- A signature organized trail ride event could be another potential source of revenue for the South Jersey Trails Coalition. Regional events are an excellent way to draw in visitors, raise regional awareness and promote the region's unique character. If marketed well, these events can bring in significant revenue through sponsorship and user registration fees. The South Jersey Coalition would need to designate a lead partner to develop a ride plan and attract sponsorship.

RECOMMENDATION 2

Deploy trail brand on all existing and future trails in South Jersey.



Deploy trail brand on all existing and future trails in South Jersey

This brand provides assets, such as map frames and trail signage, which can be immediately implemented on existing trails. With SJTPO as the lead, the South Jersey Trails Coalition should identify funding to produce and install branded signage on existing trails.

Once funding is identified, SJTPO will have to conduct outreach to existing trail managers on the benefits of a unified trail network. Appendix C is a simple flier used to articulate the goals of this regional trail brand and promote buy-in for existing South Jersey Trails.

SJTPO should mandate the signage standards outlined in this document for all future SJTPO-funded trail projects in the region.



South Jersey Trails usage trail marker. This rendition shows South Jersey Trails logo with additional info: directional arrows/mileage/connecting routes.

RECOMMENDATION 3

Create a vibrant local and national buzz about South Jersey Trails.

As a program of one of the participating partners, the South Jersey Trails Coalition should utilize an email list for updates on coalition activities and regional trail news. This newsletter would initially coincide with coalition meetings to provide the latest updates. As support for Coalition activity grows, newsletter frequency may increase to a monthly interval. The newsletter will follow a standard format and include:

Updates on coalition activities

- The coalition will provide information on current priorities in South Jersey Trails network.
- Coalition partners will also be able to promote local events and activities.

Trail profiles

- This will provide specific descriptions of individual trails with pictures and descriptions of access points.

User profiles

- This gives readers an opportunity to see every day trail users in action and highlight the variety of uses. It is also an opportunity to show appreciation for trail maintainers and volunteers.

Municipal spotlight

- This may include towns actively working on trail projects or in-town attractions via the trail network.

Work with NJ Transit to design a transit-to-trails promotion campaign.

With a direct rail line from Philadelphia to Atlantic City and a network of regional buses, New Jersey Transit is a significant potential conduit to drive tourism from major urban areas throughout the four-county region. This promotional campaign would utilize a combination of advertising on regional transit vehicles and online promotion to raise awareness of transit-accessible trails. This may also include seasonal discount promotions, such as combination transit fare/activity passes, and/or discounted entry to shore activities with a transit farecard.

RECOMMENDATION 4

Advance the development and expansion of a true network of trails in South Jersey

Short-Term vs Long-Term Recommendations

The recommendations in this report were conceived with the finalized South Jersey Trail brand as a launchpad for future development. They are divided into short-term action plans and long-term strategies to develop a true network of trails in South Jersey. These recommendations were developed through a combination of outreach to key stakeholders and targeted on-site observation of trails in Cape May and Atlantic Counties.



The brand will provide SJTPO and other regional stakeholders with an opportunity to rally support for trail improvements around a unified campaign. This report outlines specific action items which will help guide the future of the region's trail network in terms of both footprint and connectivity.

There are immediate opportunities to leverage the unified South Jersey Trail brand to enhance connectivity, safety and access to the existing trail network.

SHORT TERM: Connecting the Atlantic County Bikeway & Pleasantville to Somers Point Bikeway to Ocean City via Route 52 Bridge Trail

The 7.56 mile Atlantic County Bikeway (ACB) and 7.5 mile Pleasantville to Somers Point Bike Path (PSPBP) are adjacent off-street trails in Atlantic County. Currently there is a 1.33 mile gap between the northernmost terminus of the PSPBP at Devins Lane and easternmost terminus of the ACB at the Black Horse Pike. The short distance between these two paths make for an ideal connection, and would represent the longest continuous bike path in South Jersey. The existing gap is both straight and flat, composed of a combination of off-street utility corridors and inactive rail right-of-way (ROW). Approximately 90% (roughly 1.2 miles) of this gap is an inactive railbed with the rails in place. The rails have been removed from the remaining 850 feet of ROW running west to the Black Horse Pike. This unobstructed alignment would require little renovation beyond resurfacing. However, the Black Horse Pike represents a significant barrier to making this connection. This 84-foot road is composed of two 12-foot travel lanes and an 8-foot shoulder in each direction, with a grassy 20-foot median. This will require significant safety enhancements. The following page presents three options for consideration.

Bridging this gap would enable a complete trail route from the Atlantic County Institute of Technology in Mays Landing to Ocean City. This is made possible by an existing connection between the PSPB and the Route 52 Bridge Bikeway via an existing connection to the Route 52 Bridge Trail. This 2.4-mile trail garners approximately 150,000 visitors representing one of the region's most significant trails, and a feeder to the remainder of the connected trail.



View across Black Horse Pike facing east.



The approaches on either side of the Black Horse Pike and center median appear as well-trafficked “goat paths,” suggesting regular usage. Goat paths are worn linear patches of land indicative of informal travel patterns off of established infrastructure. This supports anecdotal reports that people currently utilize this as a crossing point despite the dangerous conditions.



The close proximity of the Atlantic County Bikeway and the Pleasantville to Somers Point Bike Path make an ideal connection given both their expansion and reach throughout the region. This map of the connection is taken from an NJDOT feasibility study.

	Description	Pros	Cons
Underpass Beneath the Roadway	Create a tunnel underpass below the Black Horse Pike.	<ul style="list-style-type: none"> Optimizes safety by completely eliminating conflict between trail users and automotive feedback. 	<ul style="list-style-type: none"> Very expensive capital cost including tunnel boring, structural reinforcement and trail grading into the approaches. Potential drainage issues at tunnel entrances. Does not address other safety, connectivity, or operational issues at or near the location.
Bridge Over Black Horse Pike	Build a bridge across the Black Horse Pike.	<ul style="list-style-type: none"> Completely separates bicyclists and pedestrians from traffic. Provides a direct connection across the road. 	<ul style="list-style-type: none"> This will be relatively expensive. Bridge design may be prohibitive for cyclists. Bridge height requirements may be subject to Utility Restrictions. Does not address other safety, connectivity, or operational issues at or near the location.
Signalized Intersection Realignment	Slight realignment of the Atlantic County Bikeway for a direct signalized at-grade crossing across the Blackhorse Pike.	<ul style="list-style-type: none"> Provides a direct connection from one side of the Black Horse Pike to the other. Minimizes traffic disruption by utilizing button-activation. Creates and improves connections to under-utilized adjacent commercial properties. Provides opportunities to address safety and operational issues on the roadway. Creates and opportunity to reduce the public expense by cost sharing with adjacent commercial properties. 	<ul style="list-style-type: none"> Potential for slowing down traffic on a major roadway. Does not provide any physical separation between traffic and pathusers. Very expensive capital cost including grading, intersection relocation, and signal replacement.
Reroute to Intersection	Build a sidewalk path on either side of Black Horse Pike running southeast to the closest signalized intersection.	<ul style="list-style-type: none"> Fewer regulatory barriers to implementation. Takes advantage of existing crossing. 	<ul style="list-style-type: none"> Requires a reroute that takes bicyclists and pedestrians out of the way. May not deter informal usage across Black Horse Pike.

Major Trail Access Study

Several of the region's most significant trails present significant access challenges, with parking limited to trailheads and few defined access points along the trail route. In most cases, the capital cost of implementing better access is relatively low, including tasks such as fence widening, short pavement extensions, and wayfinding placement. An access study of major trails would provide valuable data on the locations of potential access points to trails as well as other datapoints for future improvement projects.

CASE STUDY: Atlantic County Bikeway

The Atlantic County Bikeway is one of the region's most well-developed and maintained trails. Running within a utility corridor this 7.56-mile path begins at the Atlantic County Institute of Technology and terminates at the Blackhorse Pike. Both of these trail heads contain large parking lots. While there are several intersections with roadways, bicycle and pedestrian access points along the trail are limited. This serves as a literal and figurative barrier for local residents in developments abutting the trail, and inhibits casual utilization.

There are several potential access points from the roadway which are physically blocked by wooden fences. In some cases, there are properties immediately bordering the trail with restricted access. In these instances, there is a small break in the wooden fence for pedestrian access, with no paved access ramp.



LONG-TERM: Develop A Regional Trail Master Plan

In order to develop a true network of trails in the region, SJTPO should develop a regional trail master plan and right of way assessment study. The primary objective of this plan is to identify and recommend new and/or upgraded bicycle trails as well as on-road connections and transit access. A holistic approach to this plan would include:

- Consideration of a third-party technical expert to provide industry best practices and objective solutions.
- A robust community Engagement Plan, which would outline the outreach strategy throughout the project duration. In addition to public outreach, the project team will form a Trail Advisory Group (TAG) which will comprise representatives of organizations involved with trail facilities, agencies and stakeholder groups.
- An extensive existing conditions analysis to provide an updated dataset on the state of the regional trail network. Under SJTPO's direction, the project team will assess the current state of the existing trail network, regional bike and walking trail opportunities based on community analysis, identify network gaps and define multiple trail development projects including new and prospective trails. This plan would also review previous relevant studies corresponding to walking and biking networks and facilities as well as current planning initiatives which would foster development of prospective routes.

This study will involve:

- A detailed analysis of abandoned rail ROW locations and current ownership
- Mapping of above ground utility corridors
- A participatory public planning process for future trails
- Identification of connections to the Circuit trail network
- Identification of potential nodes which would be connection points with high existing demand; high walk, bike and transit propensity; and regional activity centers. They may also include existing downtowns, planned Transit-Oriented Developments (TODs), bike share stations, major research institutions, transit hubs, significant historic sites, and recreational resources.



The Trail Master Plan will draw on the brand assets from this study to ensure a consistent look and feel across current and future trail projects in the region. Typology of trails will be developed to provide a range of categories for trails based on their desired function, land use context and design features, along with identification of ideal user groups. The typologies may include: shared use paths, separated biking and walking facilities, mobility links (paved urban trails), and backcountry or wooded (packed dirt / natural). Based on the earlier assessment of the existing trail network, developed trail typologies, and identified alignments for trails, the master plan will include a new proposed trail network map that connects existing trails to each other, to potential hike and bike nodes and to existing transportation networks. This map will utilize the map design guidelines laid out in this plan. In addition to a region-wide trail map, the plan should include a set of maps at the town level illustrating existing and proposed network facilities. Improvements and phasing recommendations will identify the physical improvements that are needed to upgrade, improve or alter the existing routes and construct the proposed trails to achieve a comprehensive network.

The proposed trails will then be reviewed for prioritization and will be grouped into 3 tier implementation phasing (0-2 years, 2-5 years and 5-10 years). Specific locations across the region where new bicycle facilities are needed will also be identified. Cost estimates, funding, operations and management strategies will provide a high-level snapshot of capital feasibility. This includes order of magnitude trail development costs for planned capital improvements such as bridges / structures, fencing, signage and information, rest areas, and crossings/signals. This will also include operation and maintenance costs for the proposed improvements. The plan will also recommend potential operations and maintenance strategies, as well as subsequent funding sources and public-private partnerships.



RECOMMENDATION 5

Deploy framework for measuring trail utilization and brand performance.

Work with trail managers to identify methodologies for tracking trail activities and frequency of use. This can take the form of regularly scheduled manual counts on key trails or automatic tracking mechanisms. Both will require funding to support people and equipment.

Inductive Loop Sensors are minimally invasive sensors which can be buried in pavement or secured with weather-resistant adhesive tape. ³



³ 2015. Pedestrian and Bicycle Count Report. City of Bellevue. [Online] 2015.

⁴ Infrared Trail Counter. Trafx [Online]

Modular Infrared Trail Counters can be affixed to a stationary object and camouflaged to avoid detection and theft. These devices can be moved and utilized across multiple trails. ⁴



Fixed trail marker counters can be used at trailheads and key trail entry points to track utilization.

Fixed counters with displays are a great way to engage the community with trail utilization on high volume trails. These may be options for more robust existing trails in South Jersey such as the Atlantic County Trail, Cape May Trail and some of the boardwalks.



As a planning agency, SJTPO is ideally positioned to develop and implement data collection programs for trails. This would facilitate the development of a consistent regional trail data set and serve as the foundation for longitudinal analysis of trail usage.

SJTPO would benefit from a two-pronged approach to data collection:

Fixed, data collection technology installation on major trails:

This would enable SJTPO to track regular usage on major trails in real-time. High visibility counters with displays would also help engage the public by providing a trail utilization context. When regular and periodic trail users see utilization numbers, it helps illustrate the shared value of trails.

Modular data collection equipment:

SJTPO will need to build and analyze data as the trail network expands. Limited resources for trail projects may be prohibitive for manual counting. SJTPO can mitigate this challenge by investing in two to three modular data collection devices. This would minimize labor costs and enable the agency to track trail utilization within a statistically valid sample timeframe at different points across seasons. These manual counters could also be used on numerous trails throughout the region. With multiple devices, SJTPO can develop a seasonal counting schedule across multiple trails.



⁵ 2018. Installation of Trail Counters to Improve Data on Number of Walkers. The Heysen Trail. [Online]

⁶ Pedestrian and Cyclist Count Displays from Coast to Coast. Eco-Compteur. [Online]

RECOMMENDATION 6

Build connections with the Circuit Trail Network.

The Circuit Trails is comprised of more than 300 miles of individual trails throughout Philadelphia Metro Region. The long-term vision is to extend the network to 750-miles of trails across nine counties including Gloucester, Burlington and Camden Counties – all of which border SJTPO's four-county region.

Connecting the South Jersey Trail network to the Circuit Trails would provide direct access between Philadelphia and key South Jersey destinations such as Atlantic City. As noted in regional tourism data, shore towns in Atlantic and Cape May Counties are a significant draw to the region and feeders for other recreational amenities like the trail network. Connecting trail networks would enable recreational travel between the Philadelphia Metro-region and South Jersey's lush tourism assets. Building trail connections would also provide a symbolic link between these networks and potentially provide access to new funding streams for South Jersey Trails. There are two immediate projects with potential to join these networks.

Elephant Swamp Trail Upgrades

The Elephant Swamp Trail is an existing five-mile trail built on top of the former railroad bed transecting both Salem and Gloucester counties from Borough of Elmer to Aura, New Jersey in Elk Township. This trail represents an existing connection between the trail networks, but is in need of capital improvements to the trail surface. The section from Monroeville Road to the Rotary Field in Elmer, NJ runs through Salem County and falls within the scope of the South Jersey Trail Network. The trail is comprised of a variety of surface materials in different locations including Crushed Stone, Dirt, Gravel,



Woodchips. While the trail is well-maintained in some locations to the North other areas are prone to flooding and mud accumulation after rainy conditions. Other areas such as sections in Monroeville can be overgrown with grass and weeds. Planned improvements to this trail would transect both counties (and Trail networks) and include upgrades such as resurfacing and stormwater mitigation.

Connecting the Cross Camden County Trail to the Atlantic County Bikeway

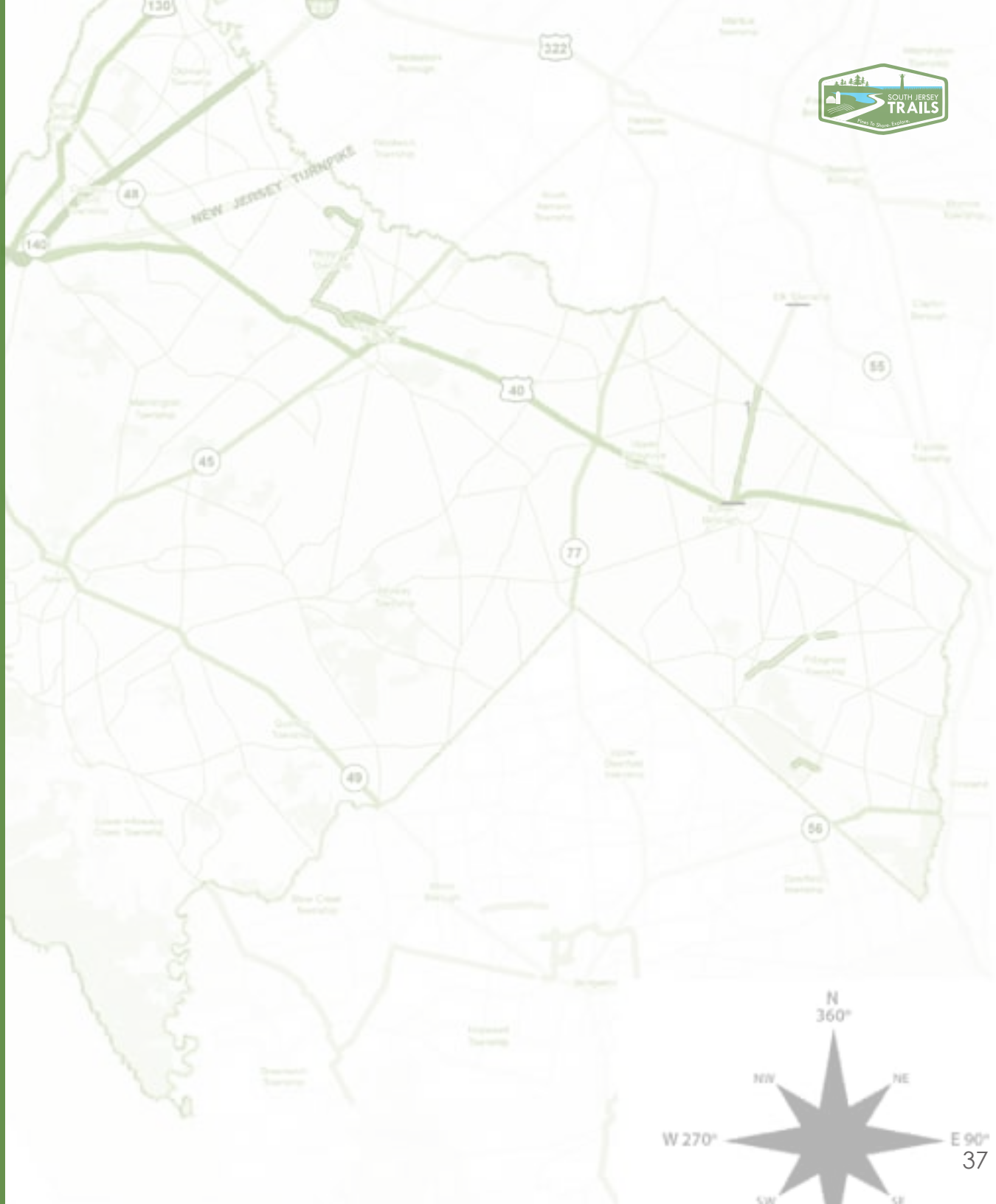
The Cross Camden County Trail is a proposed 32-mile trail that will mirror an active freight rail Right of way between Camden City and Winslow Township. and includes a segment of the existing Cooper River Trail. One of the Southern-most portions of this planned route will contour the Winslow Fish and Wildlife Management Area before terminating near the Atlantic County boarder. This presents an excellent opportunity to tie these networks together by developing a route alignment from the terminus of the Cross Camden County Trail to the Atlantic County Bikeway trailhead, east of Mays Landing.

This proposed trail alignment would span approximately 20 miles, paralleling the Atlantic City Expressway to the North and/or the Great Egg Harbor River to the South. While this potential alignment requires further study, there are several promising rights-of-way (ROW) which could be modified to support off-road trails. For example, a service road running east from Piney Hollow Road, provides direct access to a shared rail and utility ROW to the east. If the current rail crossing were to be formalized and upgraded with safety improvements, this ROW would enable a connection to another potential path bordering the southern edge of the Blue Hole hiking area. The remainder of the route, will require further study of ground conditions and other potential trail alignments that capitalize on existing ROW, however, there are promising opportunities for a complete path.

WHO

Target Audiences

The purpose of this section is to understand trail user groups and gain insights into prevailing preferences. The information in this section was compiled from a variety of data sources, including SJTPO travel data and an online trail user survey.



User profiles

Bicycle Tourism is a growing market sector across the country in terms of both workforce development and consumer expansion. According to the Adventure Cycling Association, "It's estimated that 60 - 100 million people bicycle recreationally per year, contributing \$198.7 billion per year to the economy." Beyond economic impacts, bicycling can also reduce automobile congestion and contribute to better social, public health and environmental outcomes. In 2017, the Outdoor Industry Association produced a study estimating that bicycle tourism is attributed to \$83 billion in trip-related sales and generates an estimated \$97 billion in retail spending. The same study also estimated that spending associated with bicycle tourism contributes to the creation of 848,000 jobs.⁷

Bicycle Tourism

A Growing Market Across the Country



⁷ Westat. Household Travel Survey: South Jersey Transportation Planning Organization, 2014.

Local Riders

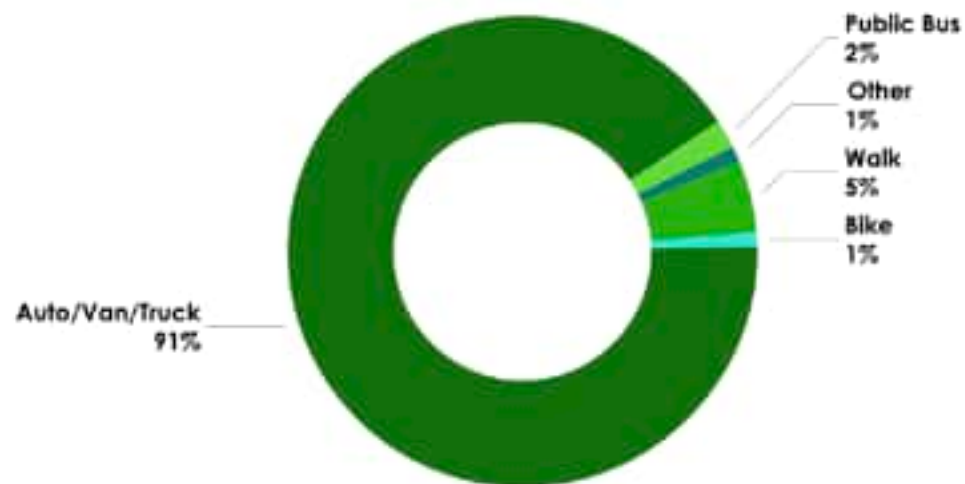
While automobiles remain the dominant mode of transportation comprising 84% of all trips, it is important to note that 10% of all trips in the region are via walking (9%) and bicycling (1%).⁸

This includes all trip purposes, including work, school, household errands, recreation, etc. When focused solely on trips to work, the share of driving increases to 94%, indicating.

Trip Modeshare in South Jersey



Work Commute Modeshare



Shore towns are a major attraction in the region both for visitors and residents within SJTPO's four-county region. According to SJTPO's 2014 Household Travel Survey, 72% of all the travel to the Jersey shore was made to four towns including Atlantic City (21%), Ocean City (25%), Cape May (15%), and Wildwood (11%).⁹

^{8, 9} https://www.sjtpo.org/wp-content/uploads/2014/06/HouseholdTravelSurvey_2010.pdf

Visitors

Tourism is a major economic driver in the region, with unique regional amenities – shore town experiences, casinos and natural scenery – attracting people from all over the country.

According to Visit New Jersey's 2017 Economic Impact of Tourism report, Tourism is the 7th largest employment sector in the state, supporting \$18.4 billion in state GDP, \$38.7 billion in total revenue (6.7% of the New Jersey economy).

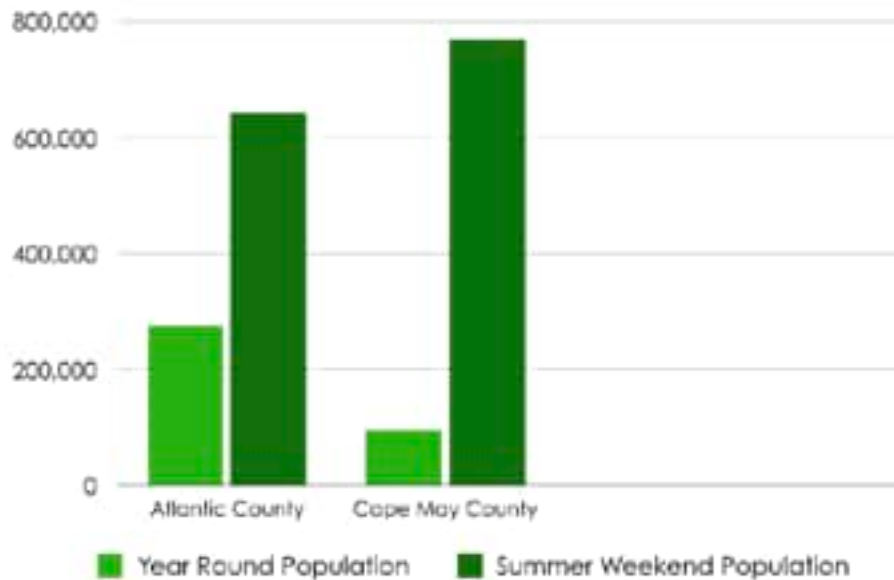
Visitor volume reached 101 million in 2017, a 2.3% increase over 2016 and continuing upward trend dating back from 2012. Visitor volume is anticipated to continue increasing through 2021.

As the region's regional tourism centers, Cape May and Atlantic Counties attract more than double their populations on weekends in the summer.

Drawing in Potential Visitors

It is clear that shore communities are a big draw for residents. Trail messaging with local tourism agencies and partners should focus on tying trail experiences to shore visits. With 66% of visitors from New Jersey coming from the Tri-State region, marketing efforts should focus on these markets.

South Jersey Population



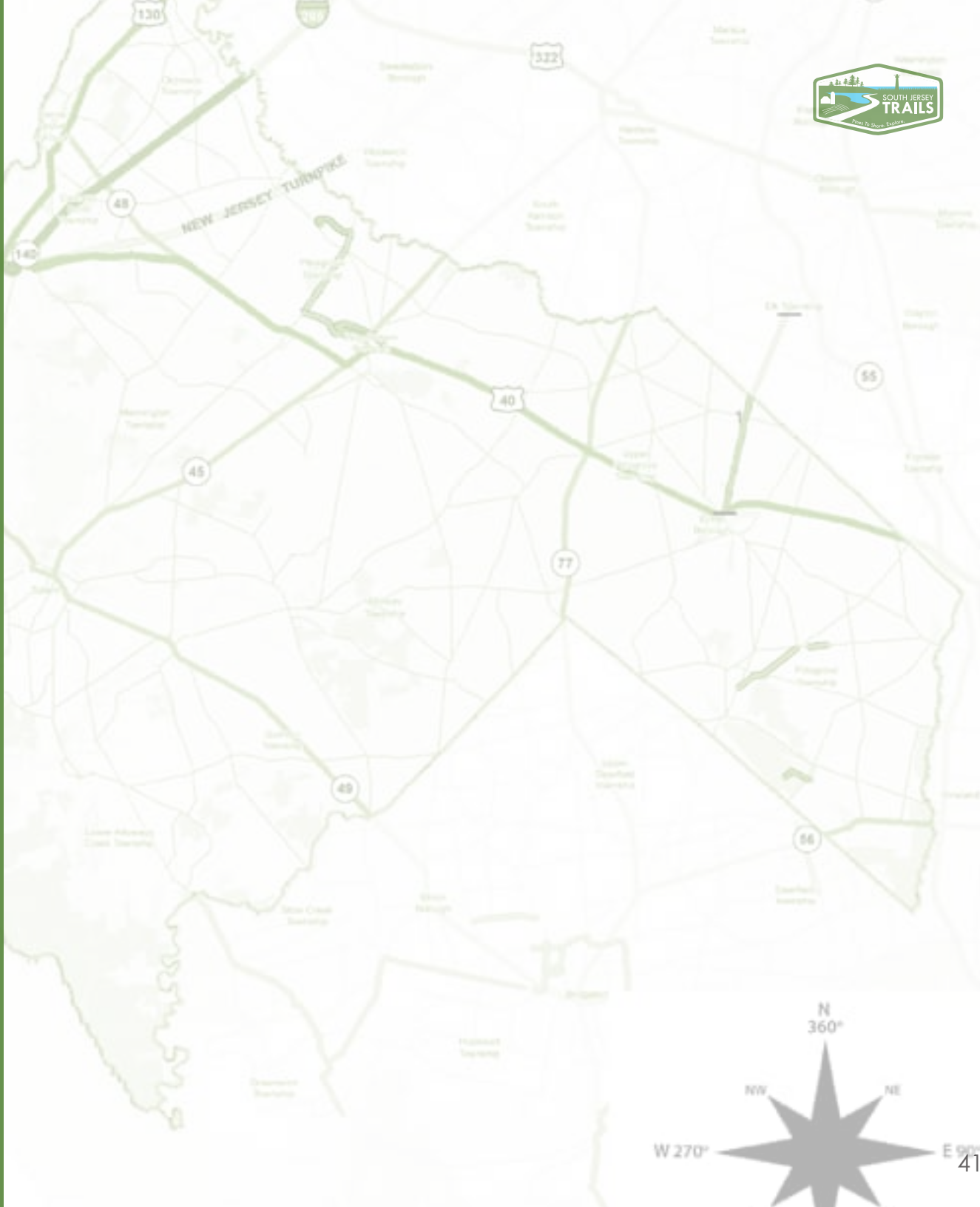
¹⁰ <https://www.visitnj.org/sites/default/files/2017-nj-economic-impact.pdf>



HOW

Brand Assets and Design Standards

The purpose of this section is to provide a detailed outline of the tools developed through the course of the design process and public engagement. In addition to detailed logo specifications, this section lays out a variety of other brand assets for future use on South Jersey Trails including wayfinding signage and map specifications.



Color Palette Specifications



Green #5A873C

PRINT
CMYK: 69.27.100.11

Digital
RGB: 90.135.60

PROCESS
PMS: 576 C



Blue #49C8F5

PRINT
CMYK: 59.0.0.0

Digital
RGB: 73.200.245

PROCESS
PMS: 2985 C



Black #231F20

PRINT
CMYK: 70.68.64.74

Digital
RGB: 35.31.32

Logo Styles and Placement

Color Logo



Black and White Logo



Logo must have at least 1/2" of free space on all sides away from copy, images and other logos



Typography in Use
Type used on LOGO



South Jersey: Tw Cen MT: Regular
Trails: Tw Cen MT: Bold
Tagline: Tw Cen MT: Regular

Logo Typeface

TW Cen MT Regular

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz

TW Cen MT Bold

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz**

Typeface in use for Letterhead, Press Release,
PowerPoint, Marketing Materials, Trail Signage
Century Gothic Regular

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Century Gothic Bold

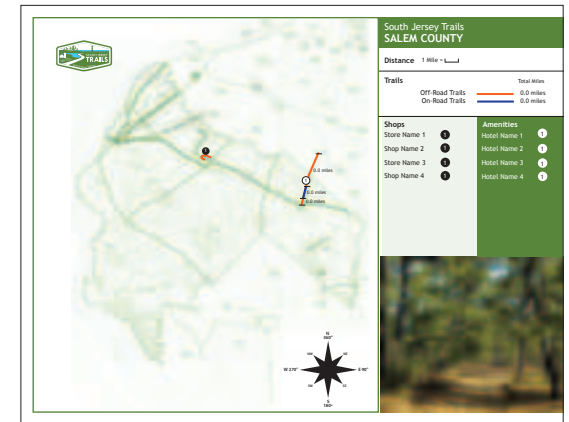
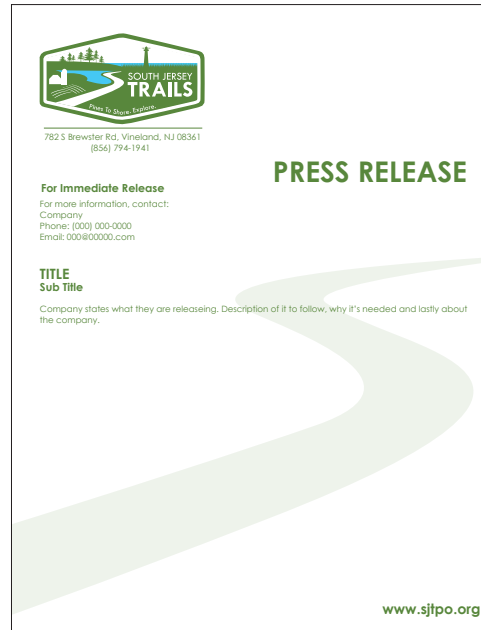
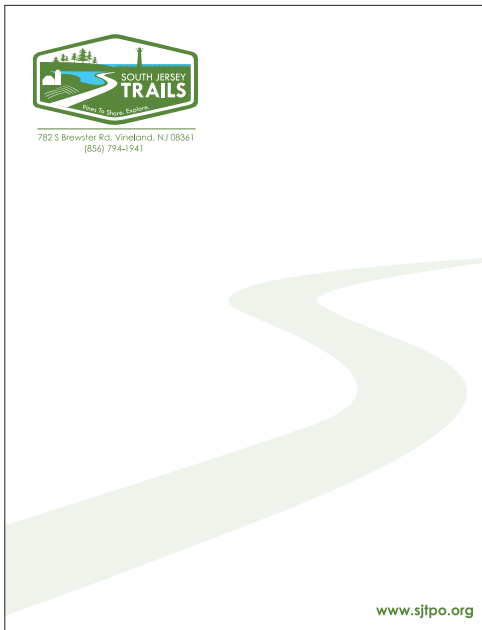
**Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Templates (attached)

Letterhead: Century Gothic / Regular and Bold

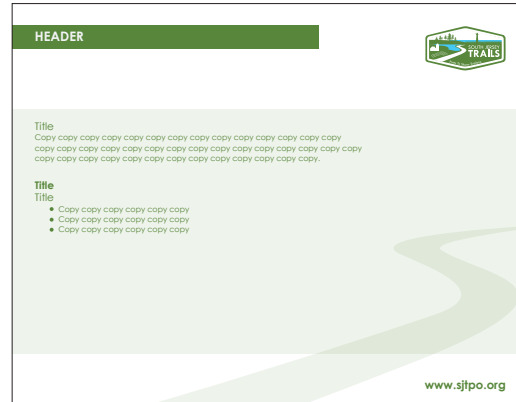
Press Release: Century Gothic / Regular and Bold

Map Frame: Century Gothic / Regular and Bold



Green Map: Hue/Saturation: 98.75,+12
 Off-Road Trails: Orange, 0.75.100.0
 On-Road Trails: Blue, 100.90.0.0
 Image: An image on that trail or shop nearby
 Shops: Black circles, white numbers
 Amenities: White circles, black numbers

PowerPoint: Century Gothic / Regular and Bold



Trail Markers

Placement of Logo on 7'H x 1'W Trail Head:

- Place top of logo 7' up from ground giving
- 1' of open space or more above the logo
- 8"W logo
- Logo placed at least 2" in from left, 2" in from right, centered
- Map Frame: 2.5'W x 2'H; place 2" down from logo on either side

Placement of Logo on 5'H x 1'W Connecting Routes Trail Marker:

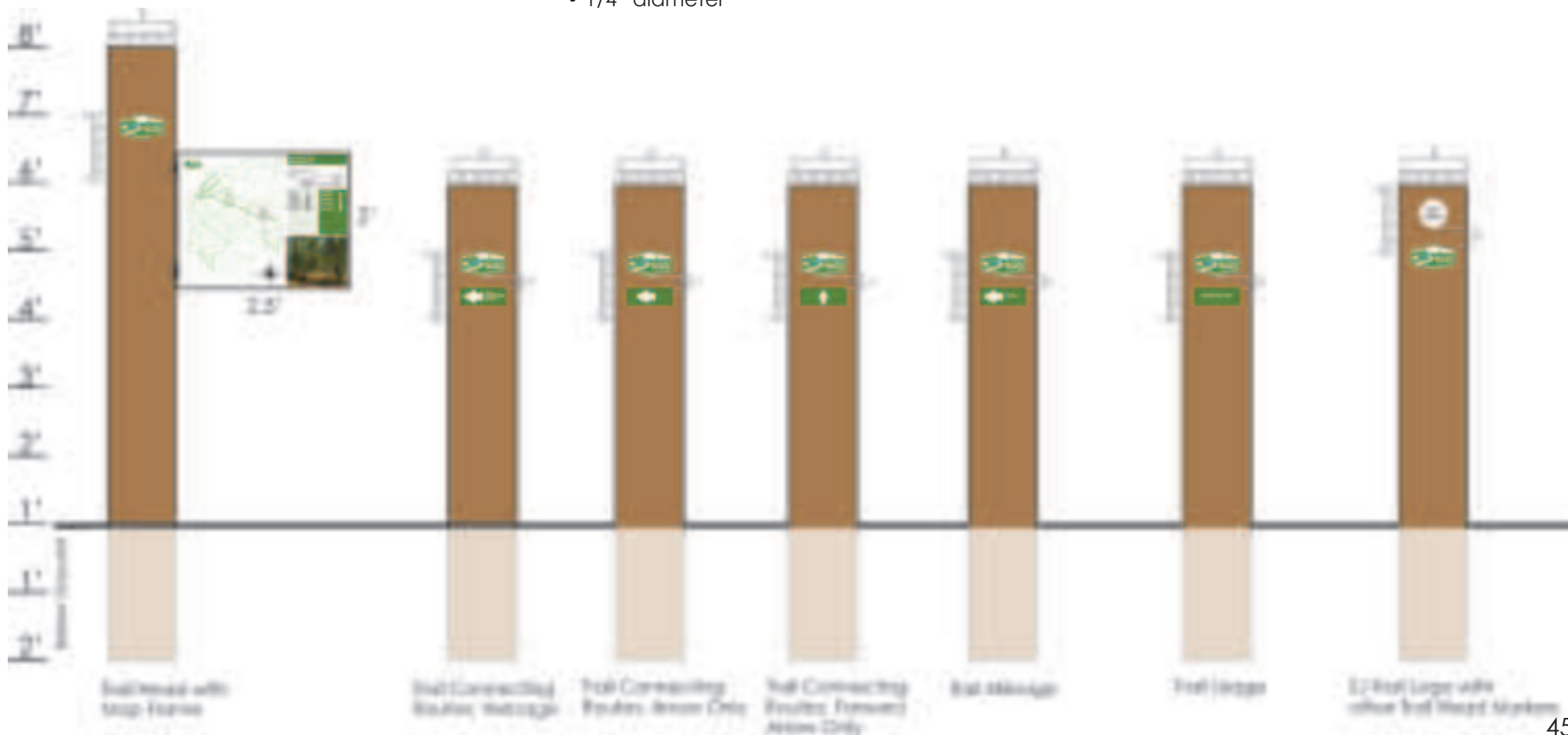
- Place top of logo 5' up from ground giving
- 1' of open space or more above the logo
- 8"W logo
- Logo placed at least 2" in from left, 2" in from right, centered

Screw placement on logo:

- 1/4" diameter

Placement of logo with other trail head markers:

- Place South Jersey Trail logo at least 3" away from existing trail head logo



Trail Markers

Arrow Marker Sign with arrow left / right and /or with verbiage:

- Place top of arrow marker sign 2" under logo
- 8"W x 3"H arrow marker sign
- Arrow is 3 1/2"W x 2 1/2"H
- Arrow sits 1/2" in from the side; 1/4" in from top

Screw placement on arrow marker sign:

- 1/4" diameter
- 1/4" down from top, centered
- 1/4" up from bottom, centered

Arrow Marker Sign with forward arrow

- Place top of arrow marker sign 2" under logo
- 8"W x 3"H arrow marker sign
- Arrow is 1.80"W x 2 1/2"H
- Arrow sits centered, 1/4" in from top and bottom

Screw placement on arrow marker sign:

- 1/4" diameter
- 1/4" in from side and 1/4" from top, centered on right and left
- 1/4" in from side and 1/4" from bottom, centered on top and bottom, both sides

Usage Marker Sign

- Copy sits centered
- Century Gothic, Bold, 36pt

Screw placement on usage marker sign:

- 1/4" diameter
- 1/4" down from top, centered
- 1/4" up from bottom, centered

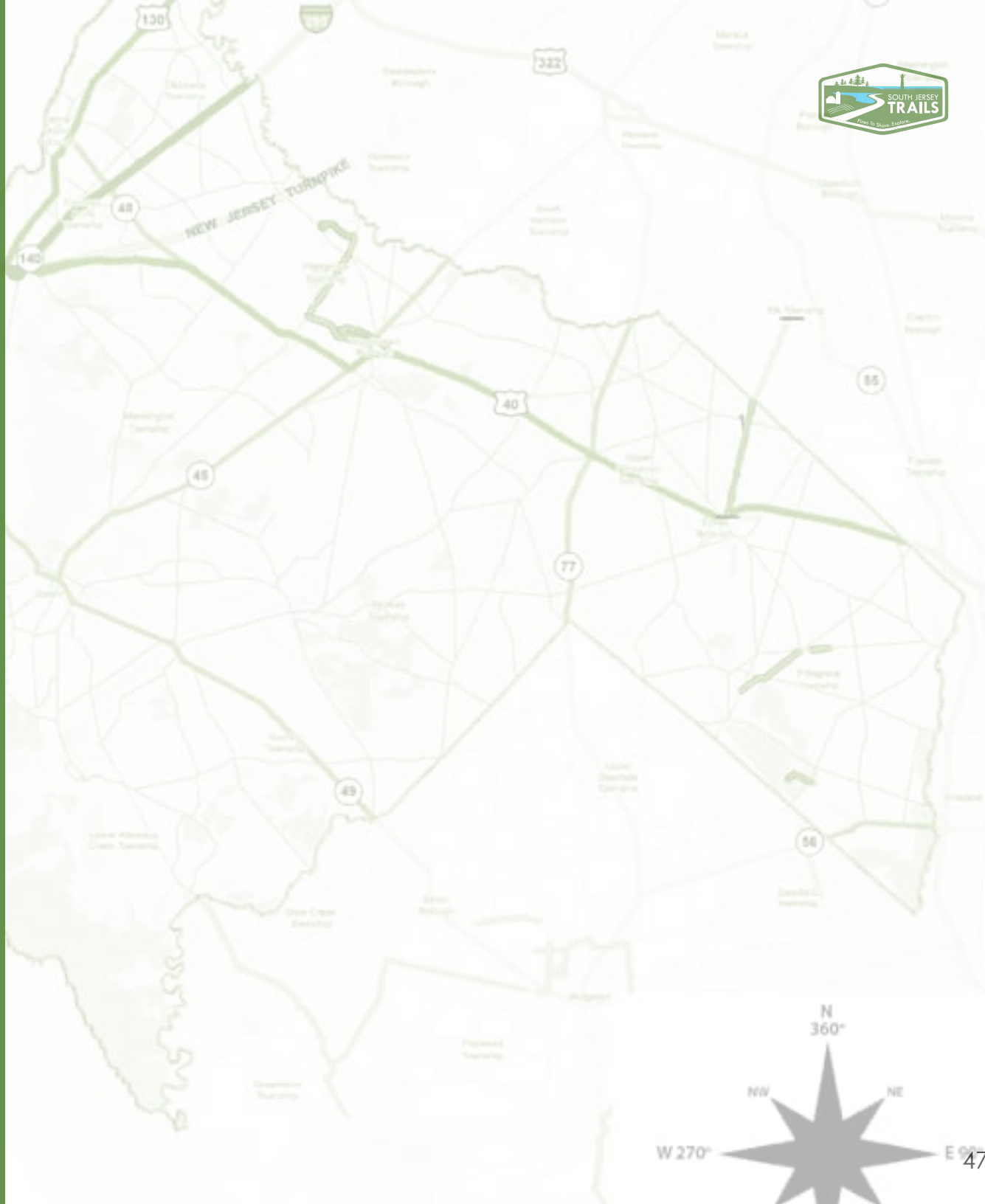




WHERE

Target Markets & Outlets for Message Deployment

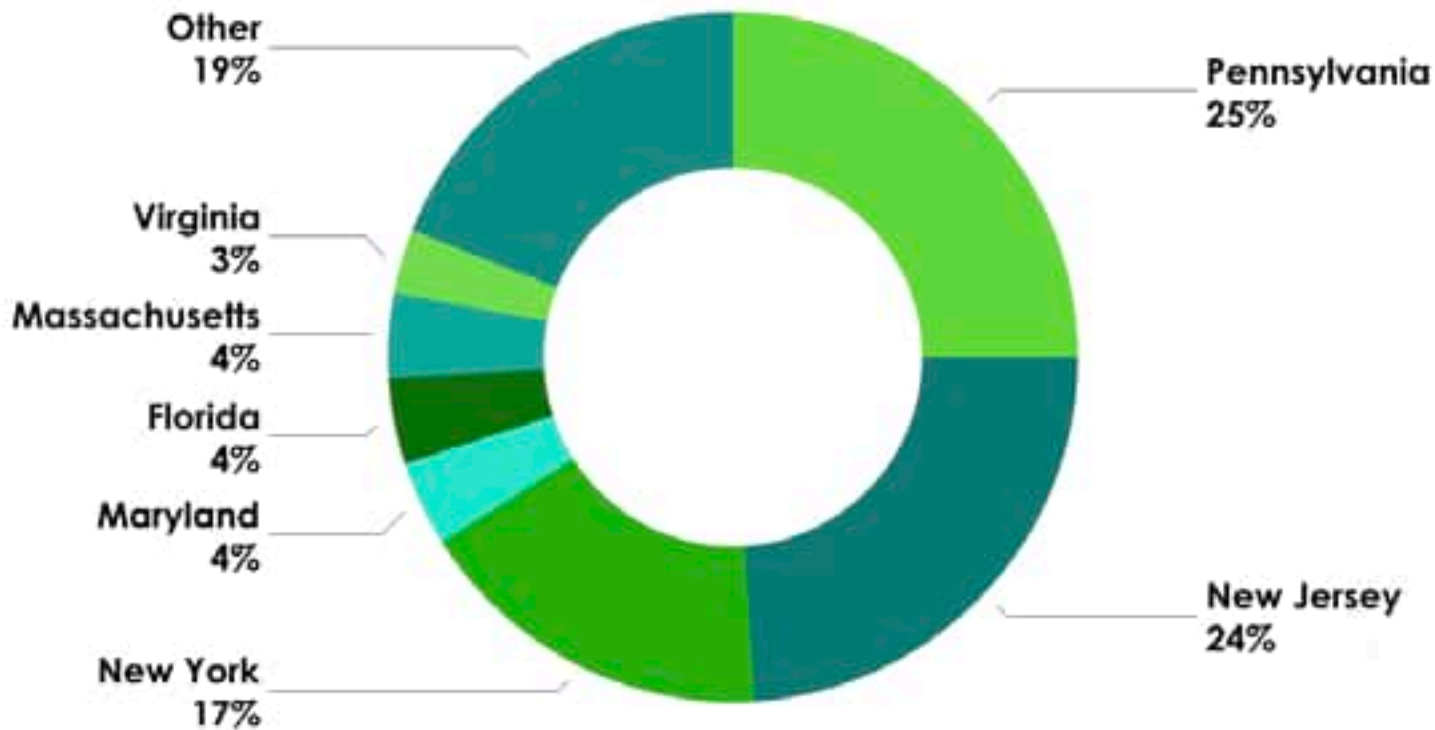
The purpose of this section is to outline where to target marketing efforts. This includes a geographic analysis of trail users, as well as an inventory of existing brand assets and strategies for building unified brand voice.



Target Markets

The majority of visitors originate within the tri-state area. The marketing initiatives in this plan will focus on these markets, with an emphasis on New Jersey, Pennsylvania and New York. The South Jersey Trail Brand will also capitalize on national trail promotion assets through the Adventure Cycling Association.

Where Visitors Come From (2017)



Existing Digital Assets

This new South Jersey Trail brand benefits from a strong foundation of existing digital assets including a website, facebook page, twitter account, and instagram account.

SJTPO will partner with Southjerseytrails.org to use these platforms for brand distribution and promotion.

Website

www. southjerseytrails.org is an existing web resource with a considerable following and wealth of unprecedented information on South Jersey Trails.

Utilization and reskinning of existing SJ Trails website

Twitter

Web URL: <https://twitter.com/sjtrails>

Followers: 87

Tagging Handle: @SJTrails

Facebook Page

Web URL: <https://www.facebook.com/southjerseytrails/>

Followers: 4,121

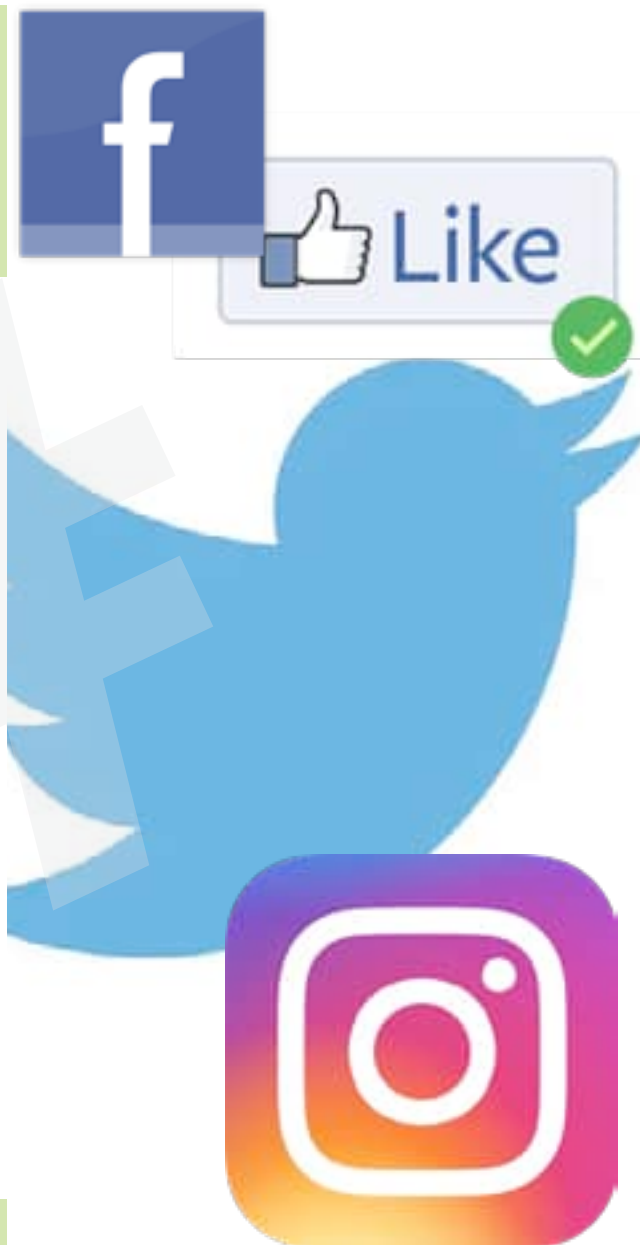
Tagging Handle: @southjerseytrails

Instagram

Web URL: <https://www.instagram.com/southjerseytrails/>

Followers: 1,441

Tagging Handle: @southjerseytrails



Email Database

Appendix G of this report includes a preliminary list of over 300 email contacts cultivated throughout the course of this study. This email database would serve as the basis for the newsletter.

Hashtags

Hashtags are an indicator used on social networks such as Twitter, instagram and other networks which allow users to apply to self-assign thematic “tags” to posts which enable others to easily find messages with a specific theme or content.

Hashtags to promote for the South Jersey Trails Brand:

- #SJtrails #southjersey #newjersey #jerseyshore #jersey #art #atlanticcity #fitness #bikejersey #bike #pinestoshoreexplore



WHEN

What are the steps we need to take to achieve success?

Brand Launch

- Press Announcement
- Preliminary outreach to existing trail managers to facilitate co-branding process
- Outreach to potential coalition members

Coalition Formation and Visioning

- Conduct initial meetings with coalition members
- Establish shared vision of success and regional priorities
- Role definition and chair elections

- Begin application process for funding of various coalition activities
- Include priority trail projects (including trail masterplan) in SJTPO's FY2020 UPWP
- Procure modular data collection devices
- Develop a plan and schedule for periodic deployment of modular data collection devices on trails with limited data and/or seasonal counting activities

- Initiate procurement process for consultant to conduct master plan
- Begin deployment of fixed data collection technologies on key trails
- Deploy data collection technology on existing trails

Ongoing

- Build coalition support
- Recruit local maintenance partners to ensure consistent safety and cleanliness standards across South Jersey



Appendices

Appendix A: Logo (jpeg, eps, ETC.)

Appendix B: Signage Design Templates (jpeg, eps, ETC.)

Appendix C: South Jersey Trails Info Packet (for municipalities)... Why trail

Appendix D: South Jersey Trail Power Point (PPT File)

Appendix E: Press Release Template (MS Word)

Appendix F: Letter Head template (MS Word)

Appendix G: Preliminary South Jersey Trails Email List

Appendix H: SJTPO Planning Email List Additions

