



# ***New Jersey Trails & Greenways Summit***

**September 22 and 23, 2021**

## **Post-Summit Report**

November 2021



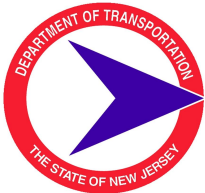
Photo credit: Thom Carroll

# Acknowledgements

This report is supported by the New Jersey Department of Transportation and the New Jersey Department of Environmental Protection with funding from the United States Department of Transportation's Federal Highway Administration. New Jersey and the United States Government assume no liability for its contents or its use thereof.

The Summit was hosted and organized by the Alan M. Voorhees Transportation Center (VTC) which is housed at the Edward J. Bloustein School of Planning and Public Policy as part of Rutgers, The State University of New Jersey. Summit hosting included support from Civic Eye Collaborative (CEC) for technical support and visuals under contract through NV5.

Thank you to our sponsors, the NJ Department of Transportation and the NJ Department of Environmental Protection, for supporting this effort. Without their contribution and continued support, this summit could not have been possible.



**RUTGERS**

Edward J. Bloustein School  
of Planning and Public Policy



# 2021 Trails & Greenways Summit Summary Report



## Goals of the Summit

Sponsors, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration, Coordination, & Attendance

Questions Submitted during Registration

Attendee Feedback Questionnaire Results

Lessons Learned

Next Steps

# Summit Goals



- This summit was a cooperative effort between NJ Department of Transportation (NJDOT), NJ Department of Environmental Protection (NJDEP), and various conservation, recreation, and transportation groups (Summit Planning Committee members) to organize a virtual statewide trails summit.
- The New Jersey Trails Summit was a two-day virtual event held September 22 & 23, 2021, with panel sessions (sponsored by NJDOT and NJDEP) available free of charge to participants across New Jersey.
- The Summit was hosted and organized by the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey with support from Civic Eye Collaborative (CEC) for technical support and visuals under contract through NV5.
- The audience included trail, health, environmental and transportation professionals, trail advocates, county and municipal planners, county and municipal elected and appointed leaders, and staff from Metropolitan Planning Organizations and state agencies.
- The purpose of this event was to:
  - Broaden the conversation around trails and greenways.
  - Increase local knowledge about the funding, design, construction, maintenance, and use of multi-use paths, trail crossings and Complete Streets.
  - Envision more interconnected networks across the state.
  - Highlight the work that NJDOT and NJDEP do to enhance communities through trails, greenways, and transportation infrastructure.
  - Serve as a springboard for a potential webinar series and/or other educational events that could be advanced by partners, state, regional, county and local government, and the advocacy/non-profit community.
  - Encourage further collaboration across state, regional, and county departments to improve public health, safety, equity, accessible mobility, environment, and access to the outdoors



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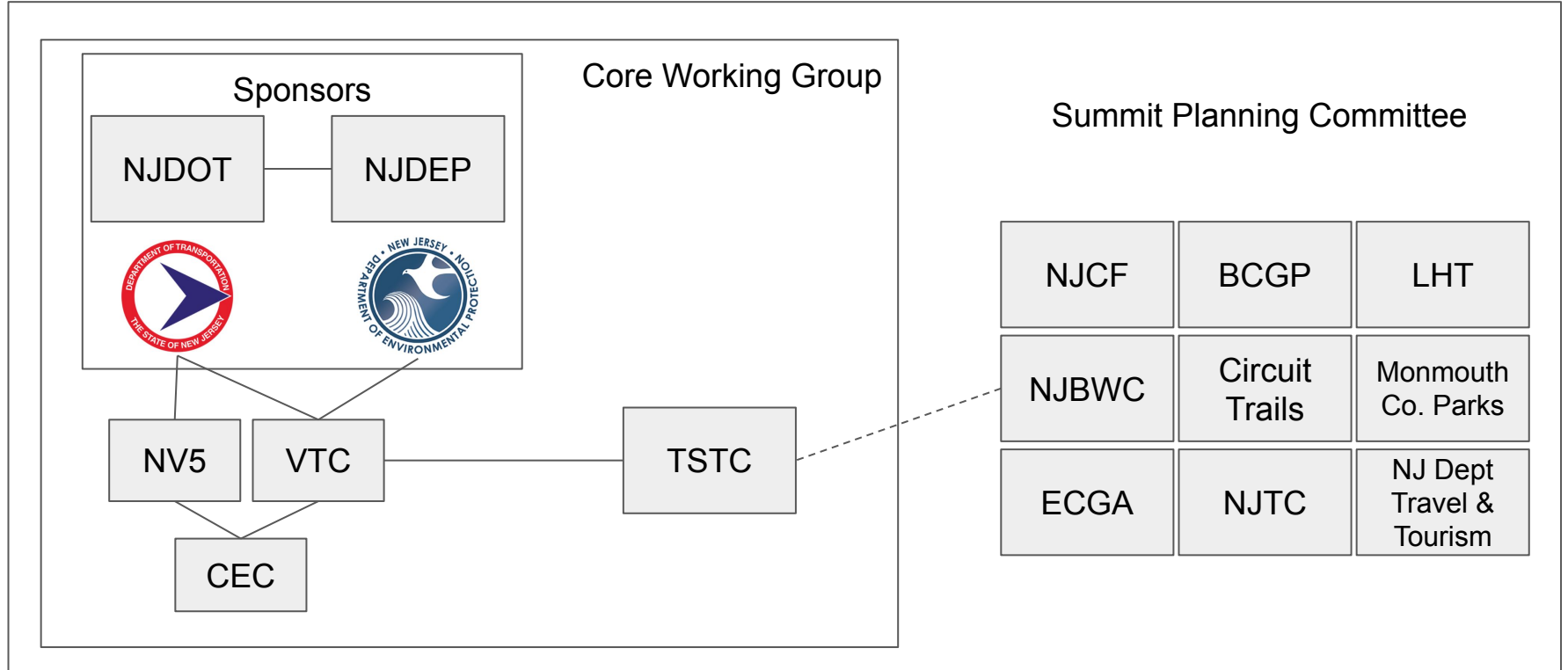
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# Stakeholder Relationship Chart



# Sponsors



- The Summit was co-sponsored by the New Jersey Department of Transportation (NJDOT) and the New Jersey Department of Environmental Protection (NJDEP) through funds provided by the Federal Highway Administration.
- Funding for the 2021 NJ Trails & Greenways Summit was provided by USDOT Federal Highway Administration through two programs:
  - The Recreational Trails Program administered by NJDEP
  - Research funding administered by NJDOT
- Major project tasks were approved by both Departments (by Core Working Group members or escalated to Communications, or Executive level as needed). Approval levels and tasks were agreed upon by all Core Working Group members.
- Project scope for Voorhees Transportation Center (VTC) and Civic Eye Collaborative (CEC)
  - Task 1: Event Planning/Pre-Production
  - Task 2: "Day of" Event Production
  - Task 3: Post-Production
  - Task 4: Outreach Development and Session Support
  - Task 5: Project Management and Administration

## Approval Checklist

Fully Approved	DOT COMMS	DEP COMMS	DOT Exec Approval	DEP Exec Approval	Deadline	Task
<input checked="" type="checkbox"/>					8/6	Approval Process (Who approves what?)
<input checked="" type="checkbox"/>					8/6	Core Working Group meeting Dates
<input checked="" type="checkbox"/>					8/6	Trails Summit Planning Committee Meeting dates
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/6	Save The Date social media graphic & text draft
<input checked="" type="checkbox"/>					8/6	Date to Open Registration
<input checked="" type="checkbox"/>					8/6	Email Templates (Speaker, general audience, reminder)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/10	Registration Page Text
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/10	Registration social media graphic & text draft
<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/23	Summit Schedule At-A-Glance (only panels, not keynotes)



# Summit Planning Committee

Project update meetings were held on 8/12/21, 9/10/21, and 9/20/21.

Summit Planning Committee representatives:

- Bicycle Coalition of Greater Philadelphia (BCGP)
- Circuit Trails Coalition (CTC)
- East Coast Greenway Alliance (ECGA)
- Lawrence Hopewell Trail (LHT)
- Monmouth County Parks System
- New Jersey Trails Council (NJTC)
- New Jersey Bike & Walk Coalition (NJBWC)
- New Jersey Conservation Foundation (NJCF)
- New Jersey Department of Travel & Tourism
- Tri-State Transportation Campaign (TSTC)
- Sponsors: NJDOT & NJDEP
- Event Organizers: VTC, NV5, and CEC



## Trails Summit Planning Committee

Thursday, September 9, 2021

10-11 AM

Join Zoom Meeting Here:

[Click here to join.](#)

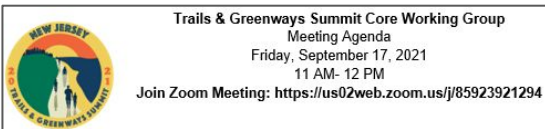
Meeting ID: 949 5157 3427

Password: 697565

## Agenda

1. Updates
  - a. Outreach and Social Media
    - i. Pre-event meet ups (LHT Walk)
    - ii. NJ State Park Service's post-summit hiking events taking place the weekend of 9/24 and 9/25. See event calendar here: <https://www.njparksandforests.org/education/calendar.html#sep-four>
    - iii. Elephant Swamp Ride Signup Link - <https://bicyclecoalition.secure.nonprofitsoapbox.com/explore-gloucester>
  - b. Registration Update (283 registered as of 5 pm on 9/8/21)
    - i. List of attendee questions collected during registration
    - ii. Please [register](#) (if you have not)
2. Panel Sessions Update
  - a. Opening and Closing Keynotes
  - b. Run of Show example
    - i. Session content due Sept 15th
3. Attendee Feedback Questionnaires
  - a. Post session
  - b. Post conference
4. Post-Summit Planning Committee (25 minutes)
  - a. NJ Trail Action Network
  - b. Website
  - c. Session Recordings
5. Keeping the Conversation Going Session (20 minutes)
  - Need to move quickly to capitalize on excitement after the conference. Even lagging a few weeks risks losing the excitement. People want to connect/ask questions that occurred during the conference
  - Plan to have an NJTAN website up and running the Monday following the conference

# Core Working Group



Core representatives from NJDOT, NJDEP, Tri-State Transportation Campaign, VTC, and CEC attended weekly task meetings to communicate progress and respond to issues.

- Registration Update
  - [Pheedloop Reports](#)
  - Attendee [Registration Questions](#) - see graph (Tab 1) & questions (Tab 2)
- Panel Sessions Update
  - [Tracking spreadsheet](#) (confirmation, bios, headshots, handouts, slides, etc.)
  - Panel content:
    - Slides/PowerPoints
    - Handouts
  - Panelist meetings completed:
    - Panel 1 Making Connections: Thursday 9/2 @ 3 pm
    - Panel 2 Finding the Money: Wed 9/1 @ 1 pm
    - Panel 3 Inclusive Trail Planning: Wed 9/8 @ 11 am
    - Panel 4 Mapping Trails: Tues 9/14 @ 10:30 am
    - Panel 5 Trails, Transit, CS: Fri 9/10 @ 10 am
    - Panel 6 Transforming Towns: Fri 9/10 @ 9 am
- Opening and Closing Keynotes
  - NJDOT Commissioner: Filmed - sending to CEC?
  - NJDEP Commissioner: will be live - email for registration?
  - USDOT Welcome video - 2 mins
  - Tammy Murphy - video by 9/20? Coordinating with?
  - Christopher [Douglas](#) - pictures, slide input?
  - Meeting with [Meishka](#) Mitchell & Joe Myers: Good to go
  - Mike Russo - closing remarks 5 mins live - email registration
  - Olivia Glenn - closing remarks 5 mins live - email registration
  - Amy Camp & Laura [Torchio](#) - good to go
- Summit Attendees
  - [Feedback Questionnaire](#) final
  - [Pheedloop](#) User Guide (CEC)
- Tasks & Timeline
  - Project [approval checklist](#)
  - [Task List](#)
- Next steps
  - Run an exciting Summit!
  - Final deliverable: Results from Summit attendee questionnaires

Tasks	Responsible	Budget Task	Time										Notes/Status
			Aug W1	Aug W2	Aug W3	Aug W4	Sep W1	Sep W2	Sep W3	Sep W4	[...]Oct W1	9/9	
			8/2-8/6	8/9-8/13	8/16-8/20	8/23-8/27	8/30-9/3	9/6-9/10	9/13-9/17	9/20-9/24			
Outreach & Promotion													
website/conference platform selected & created	CEC	4	x										
conference site (content and set-up)	CEC/VTC	4	x	x	(x)	(x)	(x)	(x)				* remaining punch items sent to Crystal (typos, bios/headshots/logos, session speaker connection)	
Pheedloop banner image (1600-W x 260-H)	VTC						x	(x)				* Sam made the banner, emailed to Crystal - CH added to CEC Documents	
social media toolkit revise	VTC	4	x										
scheduling social media/listserve blasts	VTC	4	x	(x)	(x)		x	x	x	x		* ongoing	
Press release content	VTC				x	(x)							
Full list of partner orgs	VTC/CWG				x								
Event Planning & Pre-Production													
Registration prep (write/distributing copy)	VTC	1	x										
Registration management (weekly registration trends, provide registrant info to CEC)	VTC	1	x	x	x	x	x	x	x			* 9/9 - 283	
Summit agenda development	VTC/Tri-State	1	x	x	x	(x)	(x)	(x)				* panelists and agenda largely confirmed (enough for show to proceed even if GovOffice)	
Run-of-show guide for panelists	CEC->VTC	1			(x)	x	(x)					* Each session to have individual assets folder, with individual run-of-show folder	
Speaker invitation email template (and approval)	VTC	1	x	(x)	(x)								
Inviting panel speakers	VTC	1		(x)	(x)	(x)	(x)	(x)				* Olivia Glenn and Elizabeth Dragon confirmed thru Brandee	
Panel content (slides, handouts, etc)	VTC/CEC							x	(x)			* Waiting on response from NJ Gov Office	
Confirm keynote content (Welcome and Commissioner)	VTC/Tri-State	1	x	x		(x)	(x)					* Need to discuss solution for DOT to share large files (send thru Elise to gdrive?)	
Inviting keynotes	VTC/Tri-State	1		(x)	x	(x)	(x)	(x)				* Need to write Mike Russo's ending keynote (push to Sep W4)	
Welcome/ending scripts	VTC	1				(x)	x	(x)				* Laura Torchio to introduce Amy Camp	
Panelist questions for Q&A (for moderator)	VTC						x	x				* Need to confirm Sheila Oliver or Tammy Murphy (Sonia and DEP working with Gov Office)	
Session Holding Slide & pre-start countdown timer	CEC	1					x	(x)				-> may drop due to visit from Biden	
Bios/Headshots/session materials	VTC	1			x	x	(x)	(x)				* payment process being handled by NV5	
Panel planning session (discuss content & timing with speakers)	VTC/CEC	1				(x)	x	(x)				* Start writing ASAP	
Tech Check with Panelists	CEC						(x)					-> Brandee/Elise Welcome	
Coordinate Pre-recording (upto 4, if needed)	CEC	1					(x)					-> Things we need Moderators to cover	
Develop Post-Session and Post-Event Questionnaire	VTC	1			(x)	x	x	(x)	(x)			* Sample in References > Trails & Greenways Summit Planning > Welcome Scripts	
Trail Summit Planning Committee Support	Alt	1		8/2				9/10		9/20		* LAVH working on it	
												* CEC will reuse session thumbnail images	
												* need confirmation from CEC if finished?	
												* Mayor Busch and Joe Myers waiting on bio/headshot	
												* ongoing, proceeding smoothly (DEP panel is being handled by DEP, need an update/ico)	
												* roll into Day-Of by having panelists come early	
												N/A	
												* got feedback from DEP, need to edit and send edits to Crystal (no further approval needed?)	
												* post-summit questionnaire VTC set up in qualtrix, send link to CEC	

# 2021 Trails & Greenways Summit Summary Report



Goals of the Summit

Sponsors, Summit Planning Committee, Core Working Group

## **Sessions & Speakers**

Social Media

Registration, Coordination, & Attendance

Questions Submitted during Registration

Attendee Feedback Questionnaire Results

Lessons Learned










Next Steps



# Sessions

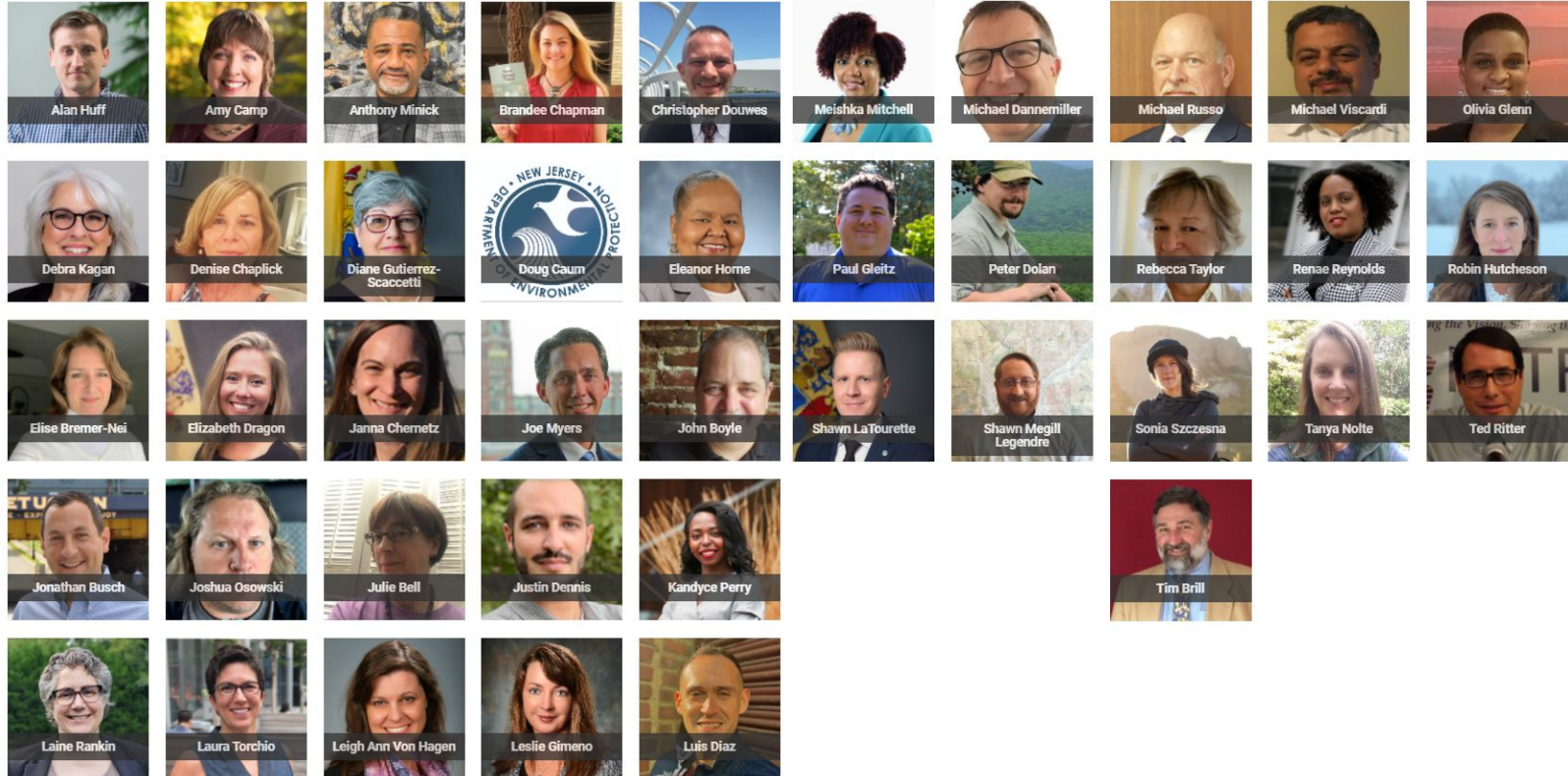
## NJ TRAILS & GREENWAY SUMMIT AT-A-GLANCE SCHEDULE

	9/22 WEDNESDAY	9/23 THURSDAY
9:30 AM - 10:45 AM	Opening Keynote	Mapping New Jersey's Trails: A First for New Jersey!
10:45 AM - 11:30 AM	Break	Break
11:30 AM - 12:45 PM	Making Connections: Exploring New Jersey's Regional Trails	Trails, Transit, & Complete Streets
12:45 PM - 1:30 PM	Break	Break
1:30 PM - 2:45 PM	Finding the Money: How to Get Your Trails Project Done	Transforming Towns Through Trails
2:45 PM - 3:30 PM	Break	Break
3:30 PM - 4:45 PM	Building Trails for Everyone: Inclusive Trail Planning	Closing Keynote
4:45 PM - 5:30 PM	Break	Break
5:30 PM - 6:45 PM		Keep the Conversation Going: How to Stay in Touch Post-Summit

	Opening Keynote
	Making Connections: Exploring New Jersey's Regional Trails
	Finding the Money: How to Get Your Trails Project Done
	Building Trails for Everyone: Inclusive Planning
	Mapping New Jersey's Trails: A First for New Jersey!
	Trails, Transit, & Complete Streets
	Transforming Towns Through Trails
	Closing Keynote
	Keeping the Conversation Going: How to Stay in Touch Post-Summit

- Keynotes involved speeches from NJDOT and NJDEP Commissioners, Assistant/Deputy Commissioners and headline “keynote speakers.”
- Other sessions followed a “panel” format, with a group of speakers providing brief presentations, followed by a Q&A with curated questions provided by attendees at registration.
- Sessions were planned across two days, with a session after the closing keynote organized by NJ Trail Action Network for networking and local organization.

# Speakers



# 2021 Trails & Greenways Summit Summary Report



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# Social Media Toolkit

- A “Social Media Toolkit” document was created with drafts of registration announcements and weekly reminders.
- Images for social media posts were carefully selected to be eye-catching but also avoid copyright issues.
- Subjects in photos were also considered, to show a diversity of users and avoid the impression that trails are “exclusively for wealthy or white residents.”
- The content of each post was approved by NJDEP and NJDOT Communications, and shared via email with **over 130** NJ groups on a partner organizations list for them to post on their own social media accounts.
- **Engagement results (#njtrailssummit21):**
  - 50 tweets (+ 49 retweets)
  - 18 facebook posts

This week's Social Media Post for NJ's First-Ever Trails & Greenways Summit!

You forwarded this message on Tue 9/14/2021 10:31 AM



NJTrails

Mon 9/13/2021 5:00 PM

To: NJTrails

Bcc: VTC: scollum@njplanning.org; newjersey@heart.org; john@bicyclecoalition.org + 105 others

Greetings all friends of NJ trails and greenways!

You are receiving this email because we need your help to promote New Jersey's first-ever Trails & Greenways Summit! Each week we will send out a pre-written social media post (with image and text) for you to use at your discretion. Feel free to share "as-is" or modify as you like.

Here is our recommended content for this week's social media post. Please feel free to post it this week and share it with partner organizations:

REMINDER 4 (9/13/21)



- **TWITTER (max 280 characters):**
  - Trails provide affordable exercise and recreational opportunities, creating healthier communities across the state. Want to learn more about creating trails in your community? Join the NJ Trails & Greenways Summit! Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21
- **FACEBOOK:**
  - Trails provide affordable exercise and recreational opportunities within the community, creating healthier communities across the state. Want to learn more about creating trails in your community? Join the NJ Trails & Greenways Summit! Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation

Also, a [press release](https://www.state.nj.us/transportation/uploads/comm/news/details/comm_np_20210909_161557_in_aguralTrailsandGreenwaysSummit.pdf) about the Summit was released by NJDOT on Friday last week. Feel free to share: [https://www.state.nj.us/transportation/uploads/comm/news/details/comm\\_np\\_20210909\\_161557\\_in\\_aguralTrailsandGreenwaysSummit.pdf](https://www.state.nj.us/transportation/uploads/comm/news/details/comm_np_20210909_161557_in_aguralTrailsandGreenwaysSummit.pdf)

Thank you as always for your help in making NJ's first Trails & Greenways Summit a success! Please reach out with any questions.

NJ Trails & Greenways Summit Planning Committee  
NJTrails@ejb.rutgers.edu



# Social Media Posts

## Registration *\*(Save-The-Date)*

- **TWITTER (max 280 characters):**

This FREE virtual summit sponsored by @NewJerseyDOT and @newjerseyDEP will highlight trail/greenway projects and networks as an increasingly important piece of NJ's transportation and recreation network.

🔗 Register Now! [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside

- **FACEBOOK:**

This FREE virtual summit, sponsored by @NewJerseyDOT and @newjerseyDEP, is an opportunity to highlight the creation of robust trail and greenway networks throughout the state and to celebrate exemplary projects as an increasingly important piece of New Jersey's transportation and recreation network. This summit is open to anyone aspiring to enhance our state's trail and greenway network including:

- County and municipal planners and engineers
- Parks and recreation staff
- Local open space and recreations committee members
- County and municipal elected or appointed leaders
- Trail professionals and advocates
- Senior and youth groups

🔗 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021)

#njtrailssummit21 #njtrailsandgreenways #getoutside  
#njtrails #activetransportation



The graphic features a scenic background of a river with autumn foliage. In the foreground, two people are walking on a path. The central element is a large circular logo for the 'NEW JERSEY TRAILS & GREENWAYS SUMMIT 2021'. The logo is divided into green and blue halves with a rainbow arching over a silhouette of the state. Below the main logo are two smaller circular logos: the 'DEPARTMENT OF TRANSPORTATION THE STATE OF NEW JERSEY' logo and the 'NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION' logo. Text on the right reads 'New Jersey Trails & Greenways Summit' and 'September 22 and 23, 2021'. At the bottom, a yellow banner says 'Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)'. A small photo credit 'Photo credit: Thom Carroll' is visible in the bottom right corner of the image area.

**New Jersey Trails & Greenways Summit**

**September 22 and 23, 2021**

**Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)**

Photo credit: Thom Carroll

# Social Media Posts

## Reminder/General #1 - 8/23/21

- **TWITTER (max 280 characters):**

The East Coast Greenway has calculated that the segment through the Delaware Valley will inject \$3 billion in public health, environmental, and economic benefits; also, \$840 million in annual tourism benefits! 🏃 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside

- **FACEBOOK**

The East Coast Greenway has calculated that the segment of the ECG through the Delaware Valley will inject \$3 billion in public health, environmental, and economic benefits; also, \$840 million in annual tourism benefits!

🏃 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation



The graphic features a background image of a person's legs running on a path through a wooded area with autumn foliage. Overlaid on the left is a large circular logo for the 'NEW JERSEY TRAILS & GREENWAYS SUMMIT 2021'. The logo is divided into green, yellow, and blue sections with silhouettes of people walking. Below this are two smaller circular logos: one for the 'NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION' and another for the 'NEW JERSEY DEPARTMENT OF TRANSPORTATION'. On the right, the text 'New Jersey Trails & Greenways Summit' is written in a large, bold, blue font with a white outline, followed by 'September 22 and 23, 2021' in a smaller, similar font. At the bottom, a yellow banner contains the text 'Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)'. A small photo credit 'Photo credit: Thom Carroll' is visible in the bottom right corner of the main image area.

**New Jersey Trails & Greenways Summit**  
September 22 and 23, 2021

Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)

Photo credit: Thom Carroll



# Social Media Posts

## Reminder/General #2 - 8/30/21

- **TWITTER (max 280 characters):**

Trails play an essential role in providing a safe transportation network for people to walk, bike, and roll wherever they need to go. Find out how to develop some in your own town at the NJ Trails & Greenways Summit! 🚲 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21

- **FACEBOOK:**

Trails play an essential role in providing a safe transportation network for people to walk, bike, and roll to wherever they need to go. Find out more about developing some in your town at the NJ Trails & Greenways Summit! 🚲 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation

**New Jersey Trails & Greenways Summit**  
September 22 and 23, 2021

NEW JERSEY  
2021 TRAILS & GREENWAYS SUMMIT

DEPARTMENT OF TRANSPORTATION  
THE STATE OF NEW JERSEY

NEW JERSEY  
DEPARTMENT OF ENVIRONMENTAL PROTECTION

Photo credit: Thom Carroll

**Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)**


# Social Media Posts

## Reminder/General #3 - 9/6/21

- **TWITTER (max 280 characters):**

For every \$1 invested in trails for physical activity, \$2.94 is returned in medical benefits. Learn more about the benefits of trails at the New Jersey Trails & Greenways Summit.  Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside

- **FACEBOOK:**

For every \$1 invested in trails for physical activity, \$2.94 is returned in medical benefits. Learn more about the benefits of trails at the New Jersey Trails & Greenways Summit.  Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation



# Social Media Posts

## Reminder/General #4 - 9/13/21

- **TWITTER (max 280 characters):**

Trails provide affordable exercise and recreational opportunities, creating healthier communities across the state. Want to learn more about creating trails in your community? Join the NJ Trails & Greenways Summit! 📍 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21

- **FACEBOOK:**

Trails provide affordable exercise and recreational opportunities within the community, creating healthier communities. Want to learn more about creating trails in your community? Join the NJ Trails & Greenways Summit! 📍 Register at [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation



**New Jersey Trails & Greenways Summit**

**September 22 and 23, 2021**

Photo credit: Thom Carroll

**Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)**



# Social Media Posts

## Reminder/General #5 - 9/20/21

- **TWITTER (max 280 characters):**

NJ's first ever Trails & Greenways Summit is only days away! Register now for this FREE virtual summit sponsored by @NewJerseyDOT and @newjerseyDEP to learn more about how to get trails built in your own town! [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside

- **FACEBOOK:**

NJ's first ever Trails & Greenways Summit is only days away! Register now for this FREE virtual summit sponsored by @NewJerseyDOT and @newjerseyDEP to learn more about how to get trails built in your own town! [bit.ly/njtrails2021](https://bit.ly/njtrails2021) #njtrailssummit21 #getoutside #njtrailsandgreenways #njtrails #activetransportation

**New Jersey Trails & Greenways Summit**

September 22 and 23, 2021

Photo credit: Thom Carroll

Register for free today: [bit.ly/njtrails2021](https://bit.ly/njtrails2021)



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# Registration

Registration opened in August, and was handled through a Pheedloop site (configured by CEC), and a bit.ly URL was made for a shortened link, [bit.ly/njtrails2021](https://bit.ly/njtrails2021)

## Registration questions

- Do you have any specific topics or questions about trails & greenways that you would like to ask sponsors and/or panelists?
  - [open ended]
- Do you want to stay informed about upcoming NJ Trails & Greenways-related events?
  - Yes, please
  - No thanks



### Welcome to New Jersey's first Trails & Greenways Summit!

This free virtual Summit, held on September 22nd and 23rd and co-sponsored by the New Jersey Department of Transportation and Department of Environmental Protection, is an opportunity to learn about NJ's growing network of safe walking, cycling, and rolling corridors that connect our communities!

Register now to reserve your space. Registration is FREE!

For more information or questions about registration, email: [NJTrails@ejb.rutgers.edu](mailto:NJTrails@ejb.rutgers.edu) or call: 732-261-7938

Email address \*

First name \*

Last name \*

Organization \*

Title

[Next Step](#)

If you are already registered, please follow this link to login to the Event Platform:

<https://pheedloop.com/EVEBYCKEECSW/login/auth/?redirect=EVEBYCKEECSW/virtual/>

## September 22, 2021 - September 23, 2021

Welcome to New Jersey's first-ever Trails & Greenways Summit!

Welcome to New Jersey's first-ever Trails & Greenways Summit!

This free virtual summit, sponsored by the New Jersey Department of Transportation and the New Jersey Department of Environment Protection, is an opportunity to highlight the creation of robust trail and greenway networks throughout the state and to celebrate exemplary projects as an increasingly important piece of New Jersey's transportation and recreation network.

Trails and greenways are an essential part of New Jersey's Complete Streets and recreational goals. These networks of safe walking, cycling, and rolling corridors connect communities while also providing important resources for wellbeing that touch all aspects of peoples' lives. Trails and greenways advance transportation, environmental, and public health goals by preserving natural spaces and providing opportunities for active and safe transportation, cleaner air, improved water quality, and reduction of fossil fuels. They encourage tourism which supports local and regional economic development efforts, and they contribute to social wellness by affording families and friends the opportunity to spend time together outdoors.

### Benefits of the Summit

- Be empowered to improve accessibility in the built environment within your community
- Make connections, meet new partners, and learn about funding opportunities for local projects
- Strengthen the community around our state's trail and greenway networks and envision a means to connect them
- Be inspired by keynote speakers and panelists' presentations on innovative projects from around the state
- Learn more about best practices in equitable trail and greenway planning
- Advance your expertise in trail and greenway design and implementation
- Network with state, regional, and local experts and advocates

### Who Should Attend

This summit is open to anyone aspiring to enhance our state's trail and greenway network.

Examples include:

- Trail enthusiasts
- County and municipal planners and engineers
- Parks and recreation staff
- Local open space and recreation committee members
- Metropolitan planning organization staff
- County and municipal elected or appointed leaders
- Trail professionals and advocates
- Local bike/walk & safe Routes champions or groups
- Senior and youth groups
- And any other organizations related to environmental issues, accessibility, conservation, vulnerable or sensitive populations, sustainable communities

We hope you will make good use of these two full days of virtual presentations, panel discussions to learn more about best practices in trail and greenway facilities in planning, advance your education in the field, and network with state, regional, and local experts and advocates.

[illegible][illegible]

- The Pheedloop site acted as an information portal for attendees, with details about the benefits and target audience, scheduled panels, speakers, and sponsors.
- The home page featured a banner and a countdown timer to the summit kickoff.

# Pheedloop Session Portal



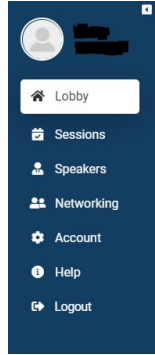
Ticket: Attendee  
Event: NJ Trails & Greenways Summit 2021  
Registration ID: REGFV780YKC  
Purchase ID: PURPIXNTEW

Attached you will find your ticket.

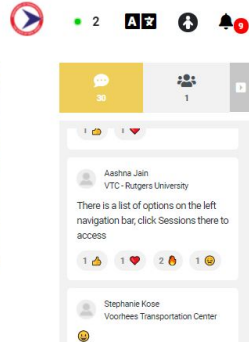
Your ticket grants you access to digital portals like the mobile event app and virtual event system. Stay tuned for more details!

Email: [REDACTED]  
Password: [REDACTED]

[Access Virtual Event](#)



Attendees were emailed a link to the Virtual Event portal on pheedloop:

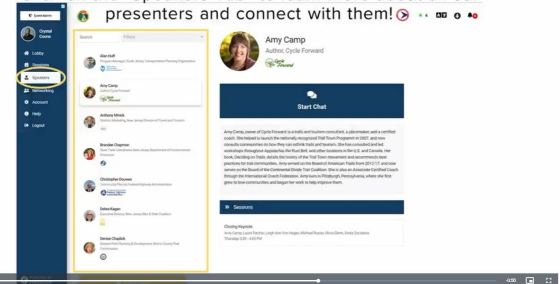


The home page hosted a tutorial video showing users how to navigate the portal interface and access the videos for each panel session.



## Virtual Portal: Speakers

Click on the "Speakers Tab" to learn more about all our presenters and connect with them!





# Pre-Summit Session Coordination

- VTC established a separate email account to manage communication with stakeholders (e.g. committee members, panelists, and attendees). A helpline for attendees was established for technical assistance:
  - [nitrails@ejb.rutgers.edu](mailto:nitrails@ejb.rutgers.edu)
  - 732-261-7938 (direct cell number to a specialist)
- Speakers were asked to confirm participation by sending a bio and headshot to post on the Phedloop Summit page.
- VTC maintained and updated daily a spreadsheet of confirmation and materials received.

Session No.	Start date/time	End date/time	Session Name	Description	Confirmations	Welcome	Moderator	Panelist 1	Panelist 2	Panelist 3	Panelist 4	Panelist 5
Panel 1	9/22/2021 11:30	9/22/2021 12:45	Making Connections: Exploring New Jersey's Regional Trails	Trails sit at the intersection of transportation, conservation, and recreation. New Jersey has several regional trail and greenway initiatives that cross county and municipal borders to create safe, active transportation networks as well as recreational amenities that improve the health of New Jerseyans.	Name (as they'd like it to appear)	Brandee Chapman	Tim Brill	Elise Brannen-Nai	Ted Ritter	Shawn Meglin-Legendre	Alan Huff	Joanna L. Osofski, Ph.D.
					Confirmed attending	Yes		Yes	yes	yes	Yes	Yes
					Topic		Moderator	NJDOT's Greenways Guide	Trail Initiatives at NJTPA	Circuit Trails at DVRPC	Regional Bicycle and Pedestrian Trail Network at SJTPO	Regional State Park Trails
					Email							
					Title	State Trails Coordinator, Green Acres Program	Central Jersey Project Manager	Bicycle and Pedestrian Coordinator	Manager, TIP Project Information	Manager, Regional Trails Program	Program Manager – Safety Initiatives & Public Outreach	Regional Superintendent, New Jersey State Park Service
					Organization	NJDEP	NU Conservation Foundation	NJDOT	NJTPA	DVRPC	SJTPO	NJDEP
					Speaker Bio/About Me (3rd person)	Received	Received	Received	Received	Received	Received	Received
					Picture (150 x 150, or square aspect ratio)	Received	Received	Received	Received	Received	Received	Received
					Final Presentation Received	no slides	Received PPT	received	received PPT	Received (1) PPT, (2) PDF	Received slides, converted to ppt	Received ppt and handouts
					Name (as they'd like it to appear)	Elise Brannen-Nai	Leigh Ann Von Hagen	Brandee Chapman	Laine Rankin	Julie Bell	Becky Taylor	Denise Chaplick
Panel 2	9/22 1:30	9/22 2:45	Finding the Money: How to Get Your Trails Project Done	How do you get your trail funded? This session will dive into the various ways you can get your trail built, from an initial feasibility study all the way to construction. Panelists will discuss strategies and resources to fund your trail.	Confirmed attending	Yes	Yes	Yes	Yes	Yes	Yes	yes
					Topic			state and federal funding through NJDEP	state and federal funding NJDOT	Federal programs & technical assistance	corporate sponsorships for trail development	Open Space Trust Funds and other grants to fund trails
					Email							
					Title	Bicycle and Pedestrian Coordinator	Managing Director	State Trails Coordinator	Director of Local Aid and Economic Development	Project Manager - Rivers, Trails & Conservation Assistance	Co-President, Lawrence Hopewell Trail, Owner, BTaylor Public Affairs	Director of Park Planning & Development
					Organization	NJDOT	Voorhees Transportation Center	NJDEP Green Acres Program	NJDOT Local Aid	National Park Service	Lawrence Hopewell Trail	Morris County
					Speaker Bio/About Me (3rd person)	Received	Received	Received	Received	Received	Received	Received
					Picture (150 x 150, or square aspect ratio)	Received	Received	Received	Received	Received	Received	Received
					Final Presentation Received	no slides	no slides	received, converted to ppt	received	Received (1) PPT, (2) PDF	Received Final version	Received PDF Final Version, converted to PPT



# Pre-Summit Session Coordination: Run of Show

- Sessions were coordinated based on a Run of Show document which was shared with each speaker and session moderator. The run of show included session check-in and speaker timing, welcoming and closing remarks, overall speaker content, and other details.
- Speakers were also provided pre-event questions that were collected during the registration process. These questions were used by moderators for the Q&A.

## NJ Trails & Greenways Summit Run of Show: Opening Keynote

Wednesday - September 22, 2021

### Welcome & Opening Keynote

Presenters	Technical Support Staff	Date/Time	Notes
<b>Introduction</b> Brandee Chapman Elise Bremer-Nei	Leigh Ann Von Hagen, VTC Stephanie Crozier, VTC Sam Rosenthal, VTC Voorhees Transportation Center (VTC)	Wed 9/22  9:30 AM - 10:45 AM	<b>Panelists Join this Zoom Link for your session at 9 am:</b> <a href="https://us06web.zoom.us/j/85900455913?pwd=SKdXTUViRTEuR0RYLTZ9YdC9SVZRPOT09">https://us06web.zoom.us/j/85900455913?pwd=SKdXTUViRTEuR0RYLTZ9YdC9SVZRPOT09</a>
<b>Welcome</b> Diane Gutierrez-Scaccetti Shawn M. LaTourette Robin Hutcheson Christopher Douwes	<b>Tech Crew:</b> Crystal Coons, CEC Josh Petrino, CEC Ranjit Walla, CEC	Panelist who are not recorded arrive at 9:00 AM	Handouts?
<b>Opening Keynote</b> Joe Myers Meishka Mitchell	Erica Henderson-Smith, Civic Eye Collaborative (CEC)  Email: <a href="mailto:nitrails@elb.rutgers.edu">nitrails@elb.rutgers.edu</a>  Helpline: 201-306-6813 (Panelists/speakers/moderators ONLY)  732-261-7938 (Attendees)		

### Session Run of Show

8:00 AM	CEC/Trails team joins Pheedloop and Zoom Webinar * Practice Session is enabled in Zoom Webinar so only Panelists, Co-hosts, and Hosts may join at this time.	30 min
8:30 AM	DOORS OPEN: All Attendees can enter Pheedloop Virtual Conference to Explore and Network	30 min

9:00 AM	All panelists and moderators to join Zoom Webinar * CEC will conduct Panelist tech checks to guarantee audio and video are working properly * CEC will ask Panelists to practice presenting any media that will be shown during the Webinar * CEC will have backup copies of all media in case the Panelist has difficulty sharing such as bandwidth, buffering, or lag issues.	25 min
9:25 AM	Countdown Timer Video Slide Begins * Public Announcement to Attendees (CEC)	5 min
9:30 AM	Countdown Timer Ends/ Keynote Presentation Begins * Introduction: Elise Bremer-Nei & Brandee Chapman  <b>Elise:</b> Good morning and welcome to New Jersey's first-ever Trails and Greenways Summit! I'm Elise Bremer-Nei, Bicycle and Pedestrian Coordinator with the New Jersey Department of Transportation.  <b>Brandee:</b> And I'm Brandee Chapman, State Trails Coordinator with the New Jersey Department of Environmental Protection. We are so happy to be here (virtually) with you today. This event is the result of countless hours of effort from advocates and public officials around the state, who have been working hard to bring this event to you, and we have so many amazing speakers lined up for these next two days chock-full of panel sessions and keynote presentations.  <b>Elise:</b> Yes, and we'd like to thank NJDOT and NJDEP both for co-sponsoring this event. Without the support and coordination for both state agencies, none of this would have been possible. We hope the success of this summit leads to even more fruitful efforts as we work to build a world-class system of trails and greenways throughout our state.  <b>Brandee:</b> We would also of course like to thank our Summit Planning Committee, who worked tirelessly to bring together such an amazing event.  <b>Elise:</b> This conference will hopefully serve as an opportunity for you all to network, share ideas, and deepen your understanding about NJ's growing network of safe walking, cycling, and rolling corridors that connect our communities. We hope this summit inspires you to organize in your own communities, and work together to improve access to trails and greenways for everyone.  <b>Brandee:</b> The summit sessions will span across two days. This morning we will open with a keynote session including welcome remarks from the Commissioners at NJDOT and NJDEP, representatives from the US Department of Transportation and the Federal Highway Administration, and finally a presentation by Camden Community Partnership's Meishka Mitchell about the Circuit Trails Network.  <b>Elise:</b> Following that, we have three panels rounding out the day to talk about New Jersey's regional trail network, strategies to secure funding for trails in your own towns, and how to plan more inclusive trails which are accessible to all. Tomorrow	8 min

# Pre-Summit Session Coordination

**Session 2 – Finding the Money: How to Get Your Trails Project Done**

**Leigh Ann Von Hagen, Moderator**  
Voorhees Transportation Center,  
Rutgers University

**Laine Rankin**  
New Jersey Department of  
Transportation

**Julie Bell**  
National Park Service

**Becky Taylor**  
BTaylor Public Affairs LLC &  
Lawrence Hopewell Trail

**Brandee Chapman**  
New Jersey Department of  
Environmental Protection

**Denise Chaplick**  
Morris County Park Commission

**Session 3 – Building Trails for Everyone: Inclusive Trail Planning**

**Justin Dennis, Moderator**  
Trust for Public Land

**Renee Reynolds**  
Tri-State Transportation  
Campaign

**Eleanor Horne**  
Lawrence Hopewell Trail

**Kandycy Perry**  
New Jersey Department of  
Environmental Protection

**Peter Dolan**  
New York-New Jersey Trail  
Conference

- Each speaker emailed VTC presentation slides and any handouts 1-3 days prior to the Summit.
- VTC staff combined speaker slides into one session document.
- VTC created session speaker contact slides.
- VTC staff coordinated with session moderators to keep track of time and work with speakers on Q&A.
- VTC created attendee feedback questionnaires.
- CEC coordinated and updated Pheedloop site content, registration confirmation and Summit reminder emails, and posted attendee feedback questionnaires.

# Day-of Session Coordination












- Thirty minutes prior to the start of each session, speakers signed in to a Zoom link. VTC staff welcomed all the speakers for a final tech check and provided session logistics. CEC ran a 5-minute countdown timer overlaid on a session holding slide to start each session on time.
- Either VTC or CEC staff ran speaker slides so presenters did not have to coordinate screen sharing while speaking.
- Each session began with a welcome by either NJDOT or NJDEP staff, followed by an introduction of the panelists by the session moderator.
- Moderators kept track of panelists timing plus Zoom Q&A during the session. Panelist were able to type answers in Q&A during the session. VTC and CEC staff monitored Pheedloop Chat and Zoom Q&A for content. The Zoom Chat was disabled for attendees.
- The following announcement was sent out through Pheedloop, “Remember that this is a learning space and we are learning together. Please comment with respect.” One inappropriate comment was removed.

# Technical Support

- An Issue Tracking List was created to manage support requests leading up to and during the event.
- CEC staff were available on-call to handle technical issues day-of, and VTC staff were available to troubleshoot with users, who were provided a direct hotline number to call. VTC staff answered emails to [njtrails@ejb.rutgers.edu](mailto:njtrails@ejb.rutgers.edu) throughout the event.
- Some attendees reported issues/complaints about access to the online platform. Some issues were with the platform, other issues were with user equipment or Internet bandwidth. All issues/complaints calls or emails were resolved to the extent possible.
  - Emails from phedloop and/or from [njtrails@ejb.rutgers.edu](mailto:njtrails@ejb.rutgers.edu) ended up in some people's spam folders.
  - Some users had trouble logging in and navigating the online platform user-interface.
  - Some users reported visual and sound bugs between online platform and users' web browsers:
    - Chrome - fullscreen option cut visual of speakers and only provided slide views
    - Firefox - sound clarity issues
    - Safari, Edge - reports of occasional dropping out requiring users to sign-in again
    - Internet Explorer - unsupported

No.	Date added	PIC	Issue / Request / Inquiry	Priority	Status	Related	Issue Name	Description	Next Step	Step ETA	History
1	8/13	Ranjit	Issue	High	Done		Event date/time	Phedloop sends event invite with wrong date/time	Ranjit will investigate	8/13	(8/13) Discussed with Ranjit (8/16) Time adjusted, confirmed fix
2	8/13	Leigh Ann	Issue	Medium	Done		DEP socials formatting	DEP wants their socials to match formatting of DOT (@NewJerseyDOT == @NewJerseyDEP)			(8/13) LVH updated gdoc version
3	8/13	Leigh Ann	Issue	Medium	Done		Multiple versions of documents	Multiple versions of Agenda and Social Media Toolkit.			LVH eliminated "Draft Social Media Toolkit" and archived "Summit Agenda"
4	8/13	Leigh Ann	Issue	Medium	In-Progress		Phedloop content updates	Phedloop content needs to be updated to match approved agenda content	Wait until agenda is approved, then update phedloop content		
5	8/13	Crystal (CEC)	Issue	High	Done		Phedloop content formatting	Crystal realized she had two tabs open simultaneously when formatting phedloop site content, which caused earlier changes to be lost			(8/13) Crystal realized the error, re-formatted/edit

# Session Attendees

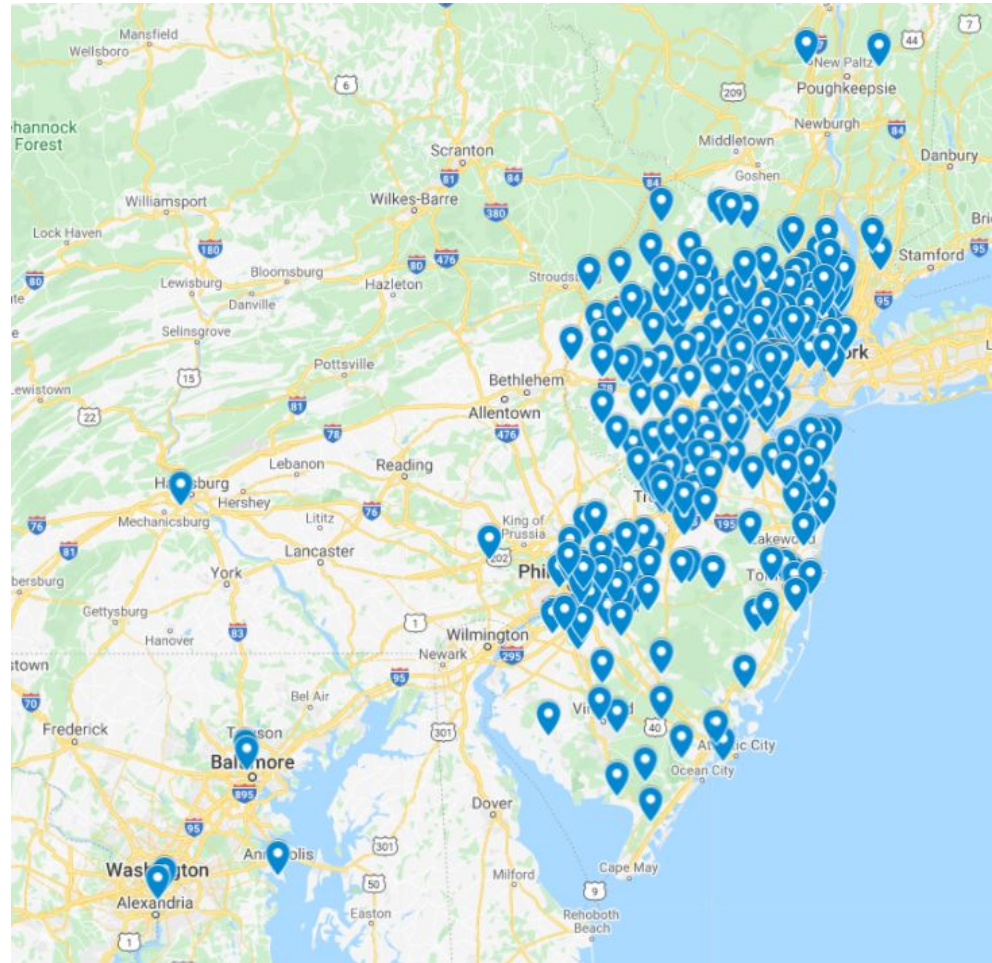
Session	Attendees
 Opening Keynote	237
 Making Connections: Exploring New Jersey's Regional Trails	211
 Finding the Money: How to Get Your Trails Project Done	185
 Building Trails for Everyone: Inclusive Planning	131
 Mapping New Jersey's Trails: A First for New Jersey!	162
 Trails, Transit, & Complete Streets	159
 Transforming Towns Through Trails	143
 Closing Keynote	125
 Keeping the Conversation Going: How to Stay in Touch Post-Summit	40

- Attendance was strong with an average of 155 attendees per session.
- Attendance peaked at >200 for the first two sessions on Day 1 before steadily declining towards 125-130 attendees at the end of each day.
- The post-summit networking session had 40 attendees after the official “close” of the summit.



# Summit Attendees by Zip Code

- Attendees registered from around the state, with many clustered in urban areas close to NYC/Newark and Philadelphia/Camden.
- Some registrations came from cities outside of New Jersey, demonstrating the national appeal these events have, and the wide reach of our social media network.



# Summit by the Numbers



Number of registrations	559 (including speakers)
Number of attendees	348
Number of sessions	9 (including a post-summit networking session)
Number of speakers	41
Number of Summit coordination emails to/from: <a href="mailto:nitrails@ejb.rutgers.edu">nitrails@ejb.rutgers.edu</a>	Sent: 348 Received: 701
Number of planning meetings	<ul style="list-style-type: none"> <li>3 Summit Planning Committee meetings</li> <li>7 Core Working Group meetings</li> <li>10+ VTC/CEC coordination meetings</li> <li>8+ Panel session coordination meetings for speakers</li> <li>2 Pre-summit technology test sessions for speakers</li> </ul>
Number of people who signed up for the NJ Trail Action Network	77

# 2021 Trails & Greenways Summit Summary Report



Goals of the Summit

Sponsors, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration, Coordination, & Attendance

**Questions Submitted during Registration**

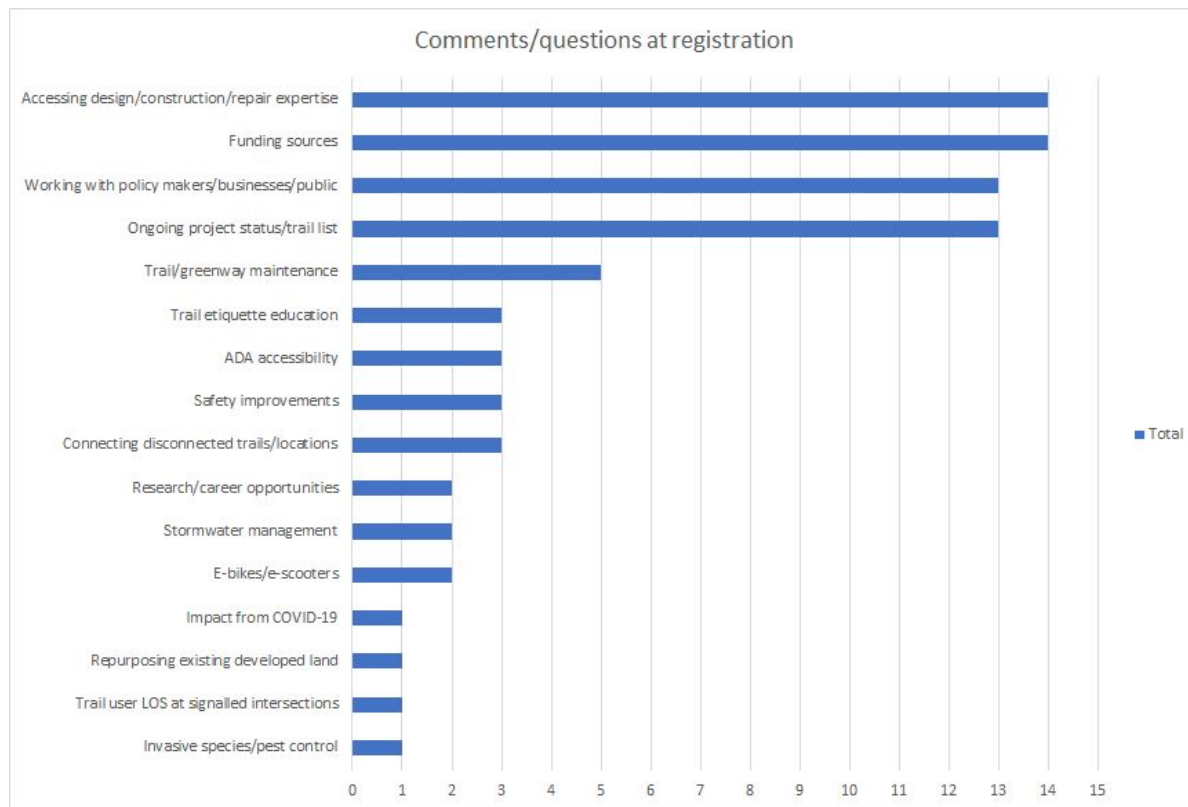
Attendee Feedback Questionnaire Results

Lessons Learned

Next Steps

# Registration Question Summary

Do you have any specific topics or questions about trails & greenways that you would like to ask sponsors and/or panelists?





# 2021 Trails & Greenways Summit Summary Report



Goals of the Summit

Sponsors, Summit Planning Committee, Core Working Group

Sessions & Speakers

Social Media

Registration, Coordination, & Attendance

Questions Submitted during Registration

**Attendee Feedback Questionnaire Results**

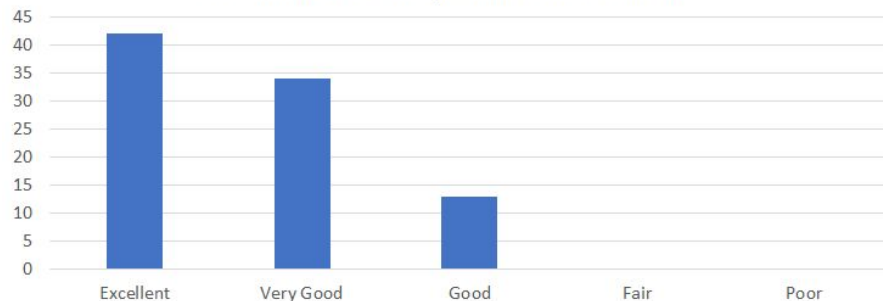
Lessons Learned

Next Steps

# Attendee Feedback Questionnaire Results

## Session 1. Making Connections: Exploring New Jersey's Regional Trails

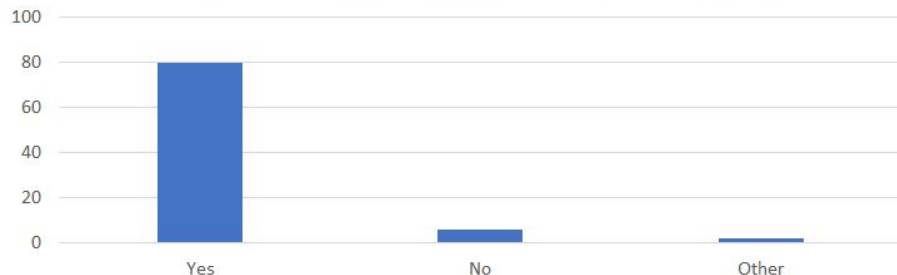
Overall, how would you rate this session?



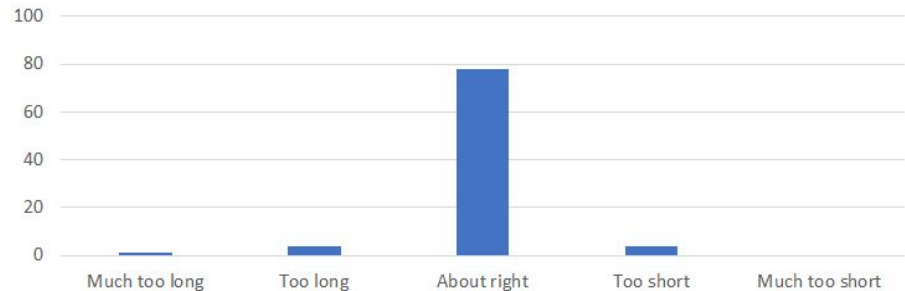
Did the session explain the concepts well?



Did the session broaden your knowledge on the topic?



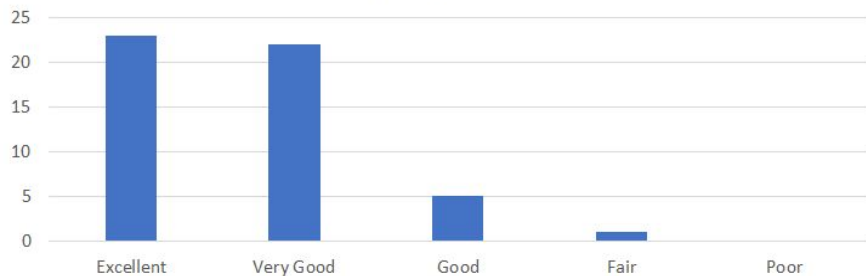
Was the session length too long, too short, or about right?



# Attendee Feedback Questionnaire Results

## Session 2. Finding the Money: How to Get Your Trails Project Done

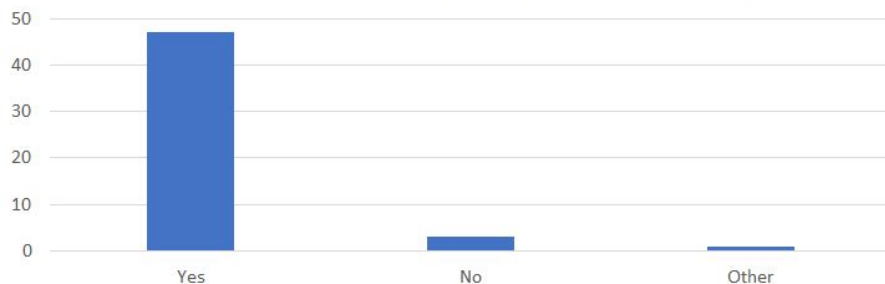
Overall, how would you rate this session?



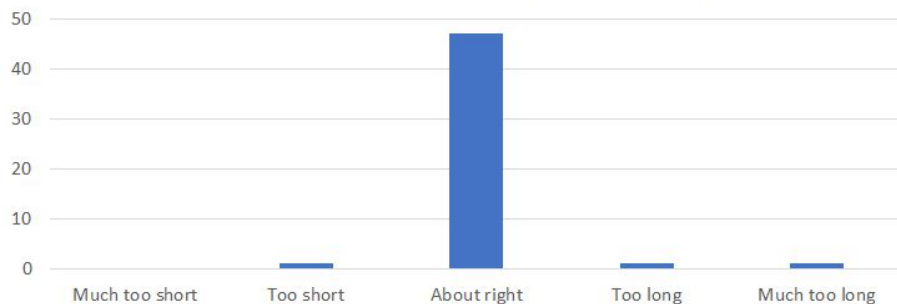
Did the session explain the concepts well?



Did the session broaden your knowledge on the topic?

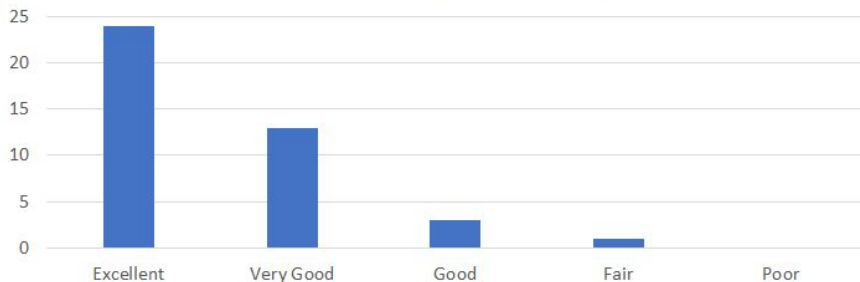


Was the session length too long, too short, or about right?



# Attendee Feedback Questionnaire Results

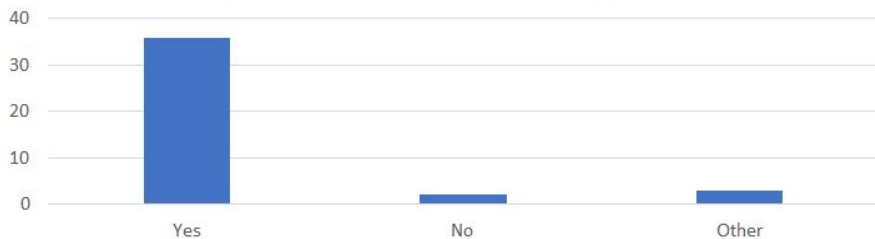
Overall, how would you rate this session?



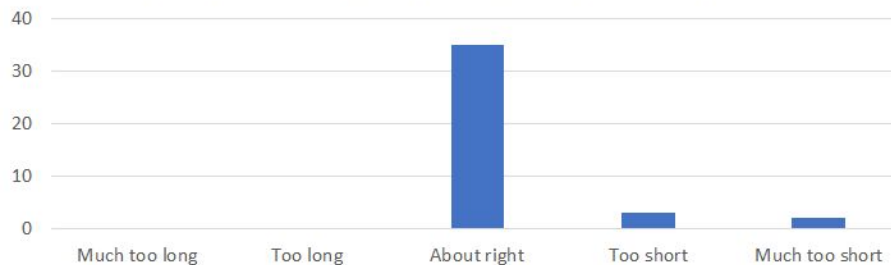
Did the session explain the concepts well?



Did the session broaden your knowledge on the topic?



Was the session length too long, too short, or about right?



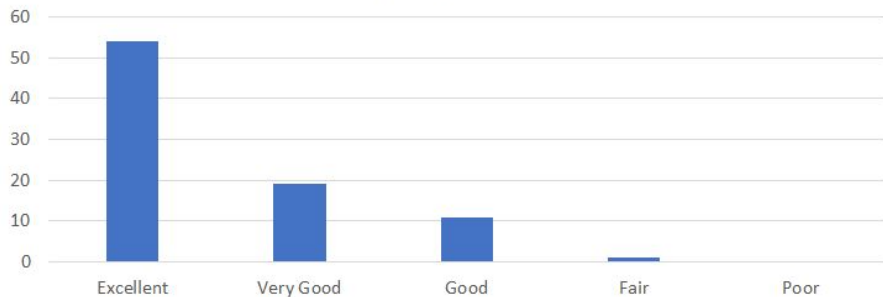
## Session 3. Building Trails for Everyone: Inclusive Planning



# Attendee Feedback Questionnaire Results

## Session 4. Mapping New Jersey's Trails: A First for New Jersey!

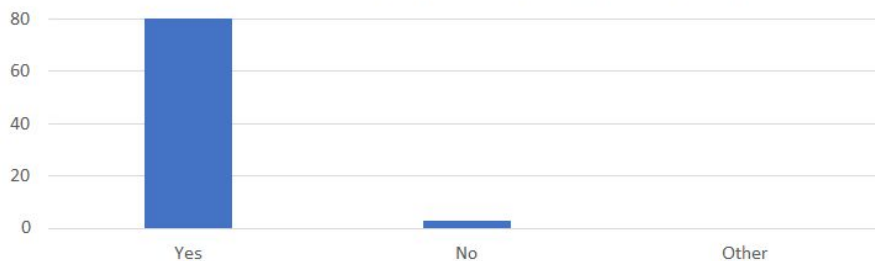
Overall, how would you rate this session?



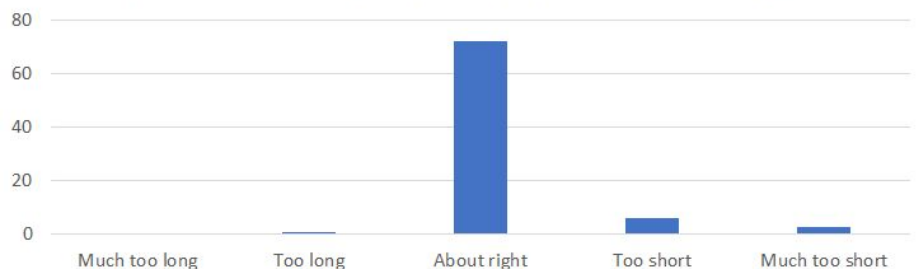
Did the session explain the concepts well?



Did the session broaden your knowledge on the topic?



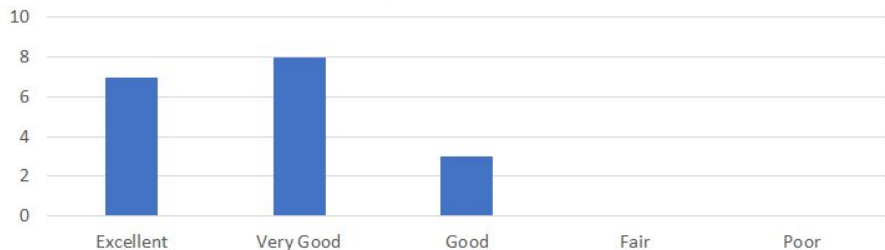
Was the session length too long, too short, or about right?



# Attendee Feedback Questionnaire Results

## Session 5. Trails, Transit & Complete Streets

Overall, how would you rate this session?



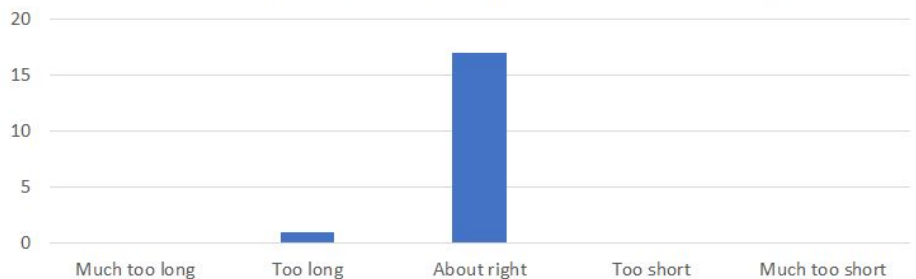
Did the session explain the concepts well?



Did the session broaden your knowledge on the topic?



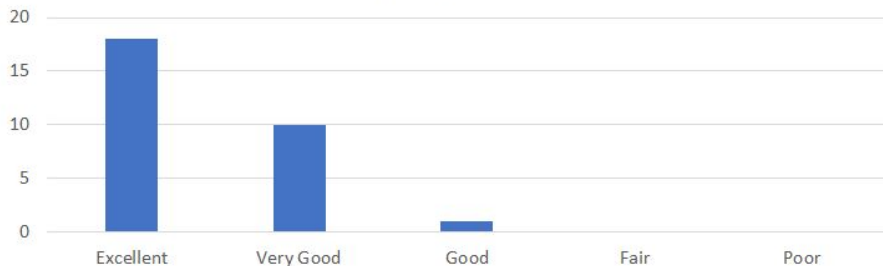
Was the session length too long, too short, or about right?



# Attendee Feedback Questionnaire Results

## Session 6. Transforming Towns Through Trails

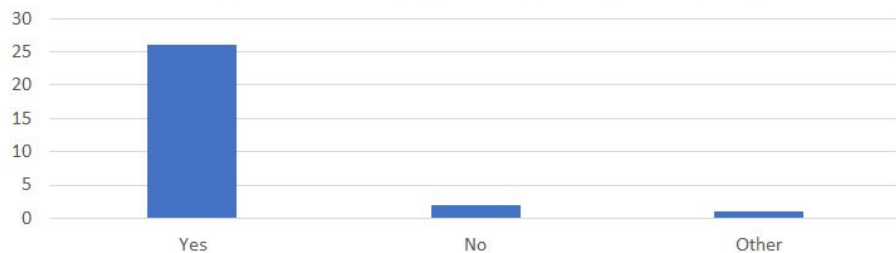
Overall, how would you rate this session?



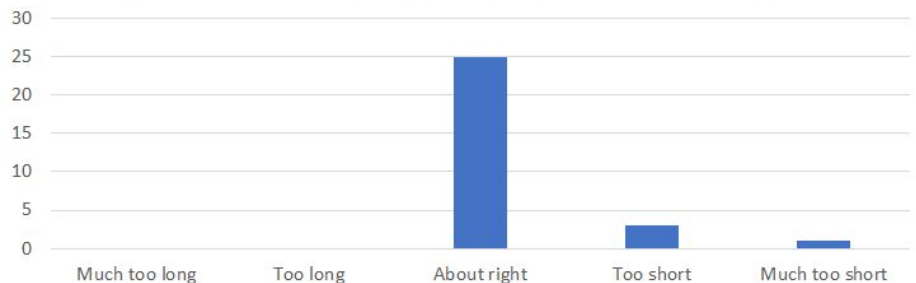
Did the session explain the concepts well?



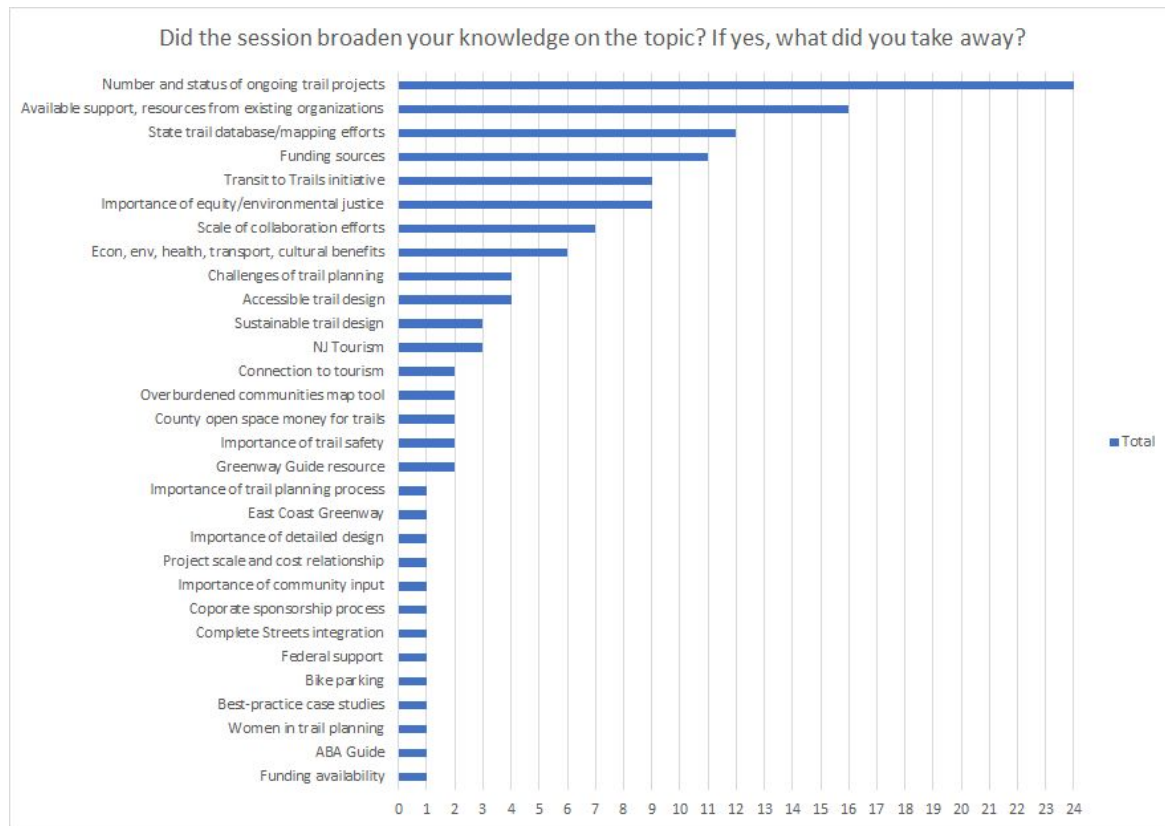
Did the session broaden your knowledge on the topic?



Was the session length too long, too short, or about right?



# Session Feedback



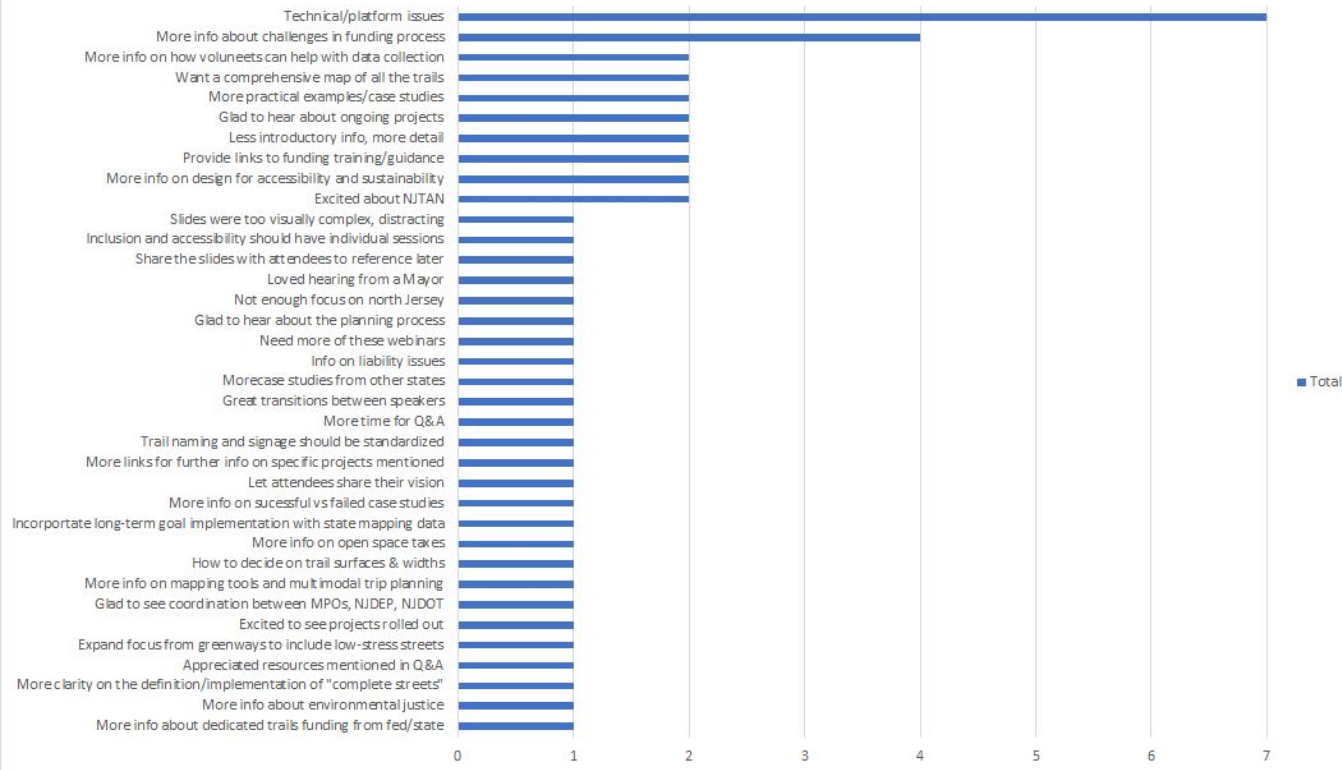
*“I was thrilled to learn about the number of trails that are being planned. I bike the trails along the Delaware often and am glad that the trails will someday connect to other parts of NJ and PA”*

*“I was so happy to see how much work is being done, and how much money has been allocated to mapping and publicizing our trails. Yay!”*



# Session Feedback

Do you have any other suggestions or feedback about this topic or session you would like to share?



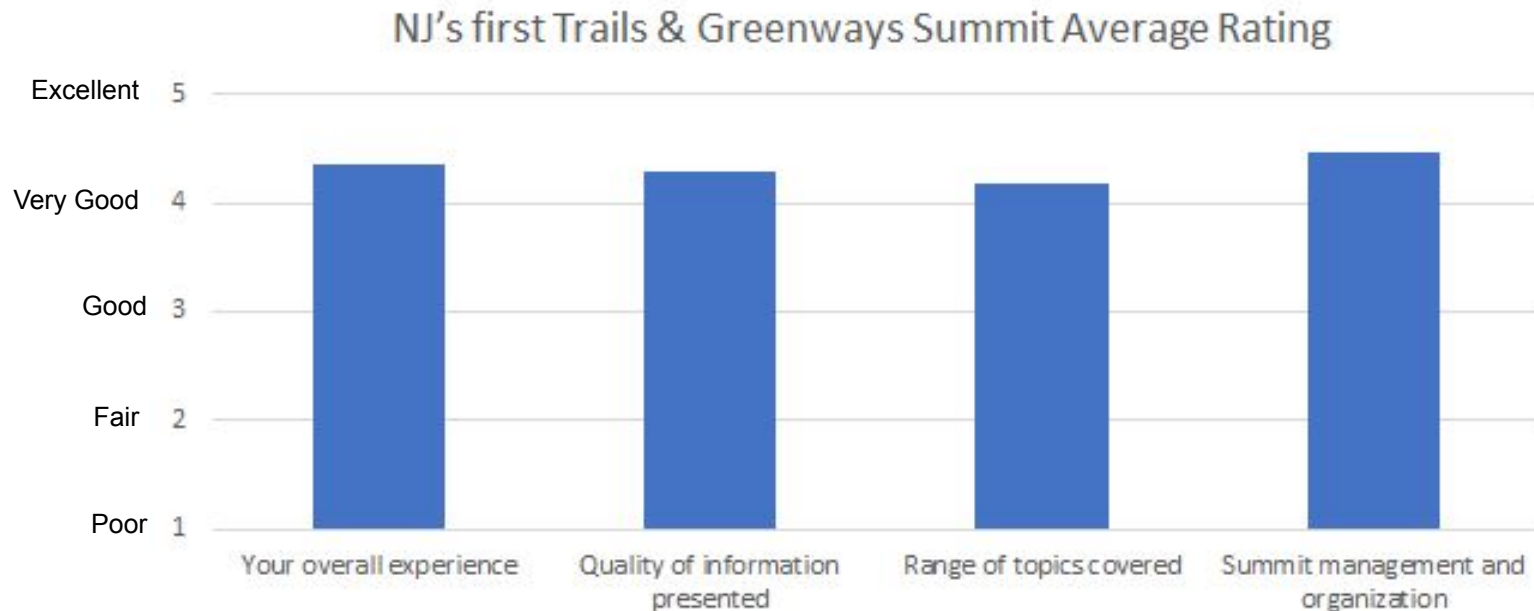
*"Would have loved to go more in-depth about different funding options. Perhaps next time do a deep dive into the funding of a recent successful project. Would have also been good to hear how different public funds were leveraged against each other."*

*"You make it sound so easy. But what about the opposition, outreach challenges, and how to overcome them."*

*"Great to have all 3 MPOs, NJDEP and NJDOT represented, and covering trail initiatives throughout the state."*

# End of Summit Questionnaire Results

How would you rate NJ's first Trails & Greenways Summit on the following?



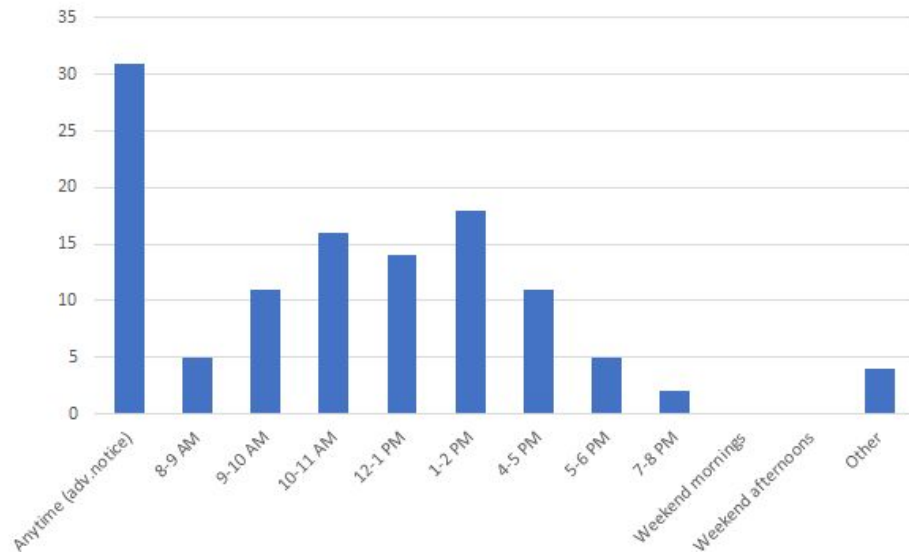
# End of Summit Questionnaire Results

- Attendees were flexible with availability, but tended to prefer mid-day on weekdays.
- Most generally preferred having an option to attend online, although many were open to in-person outdoor sessions.
- Almost all attendees were interested in receiving more information about NJTAN.

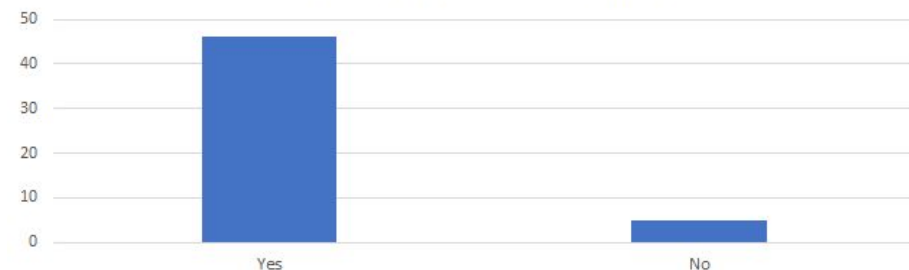
How would you prefer to attend a Trails Summit?



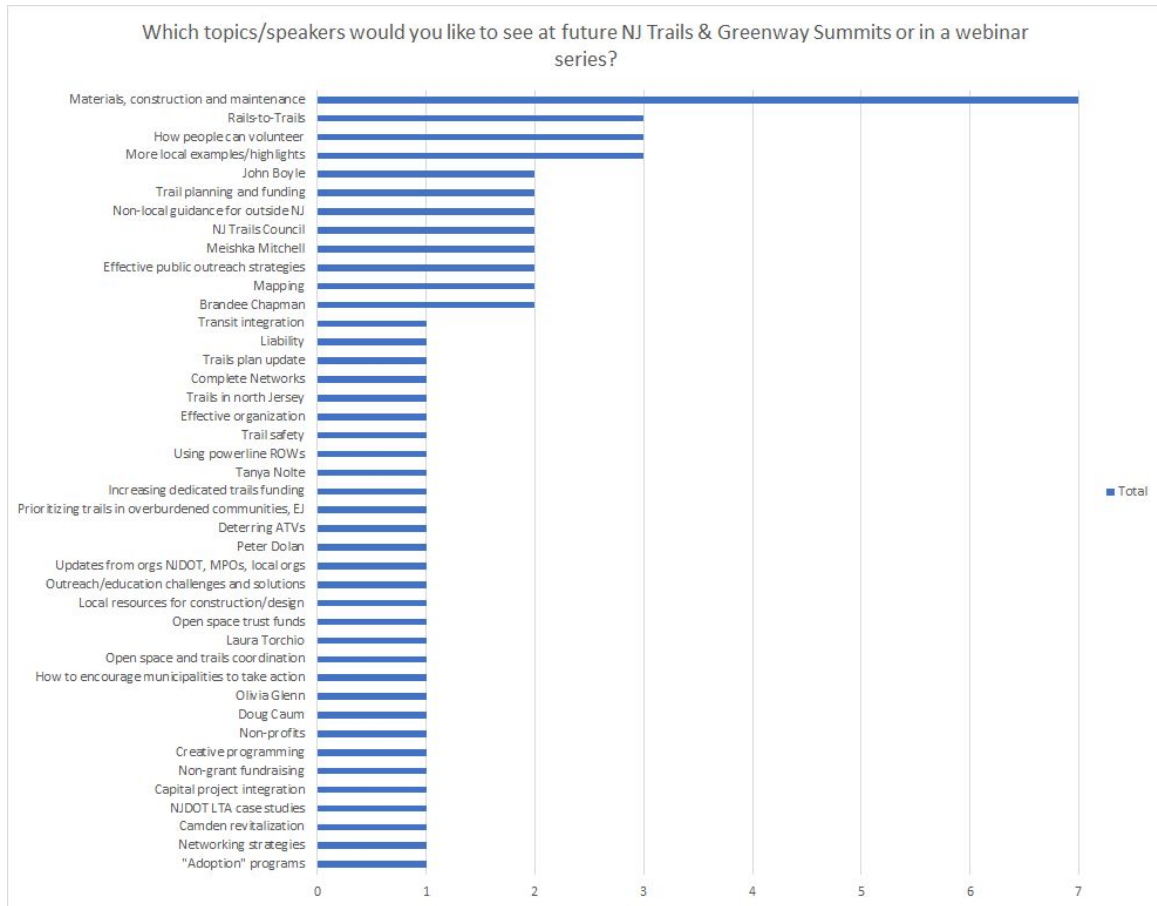
What time works best for you to attend online sessions?



Would you like to sign up to receive more information about the New Jersey Trails Action Network?



# End of Summit Feedback



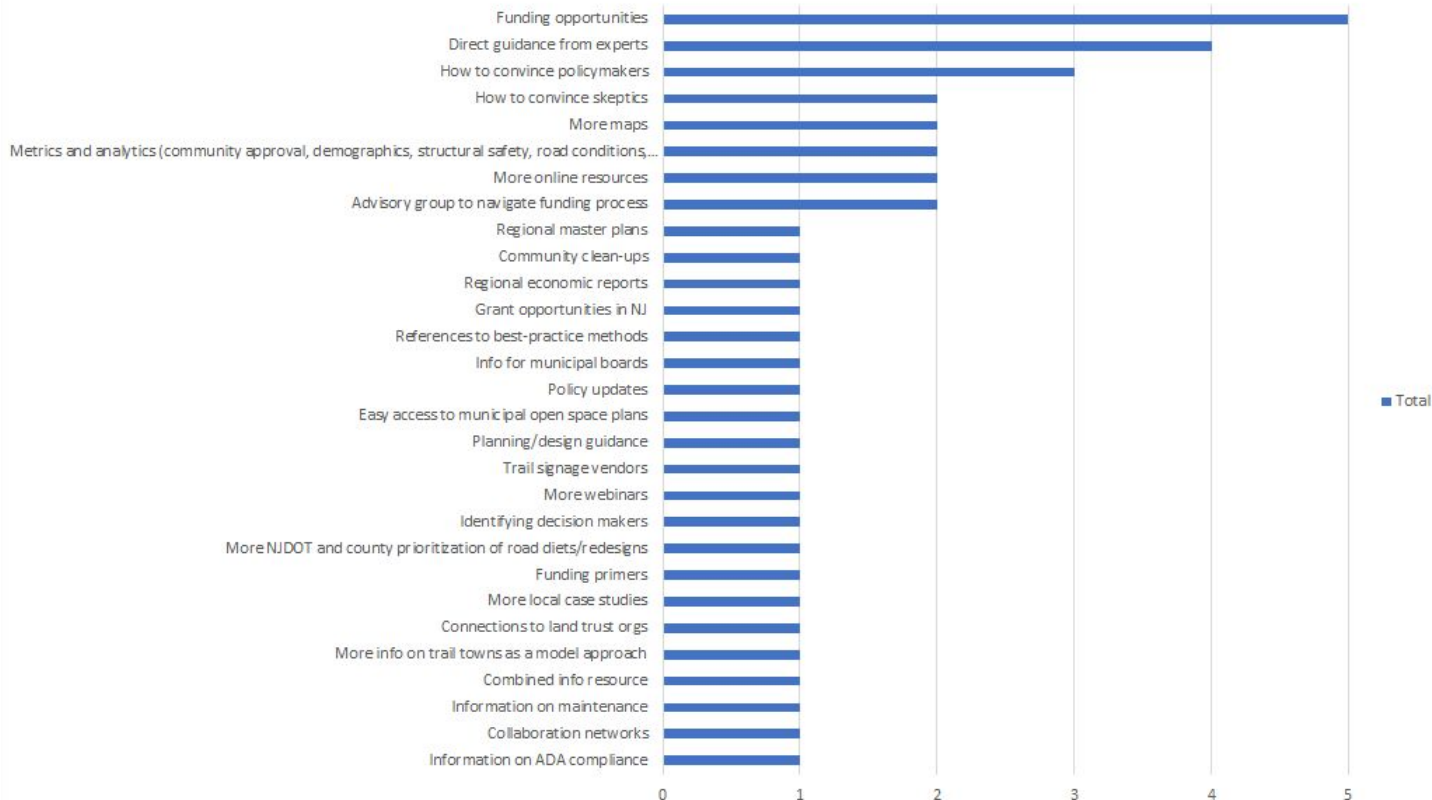
*“Natural surface trails-construction, maintenance; working with powerline right-of-way for connectivity; deterring ATV use”*

*“Maintenance, liability, creative programming, effective organizational structures, non-grant fundraising, work of the NJ Trails Council”*



# End of Summit Feedback

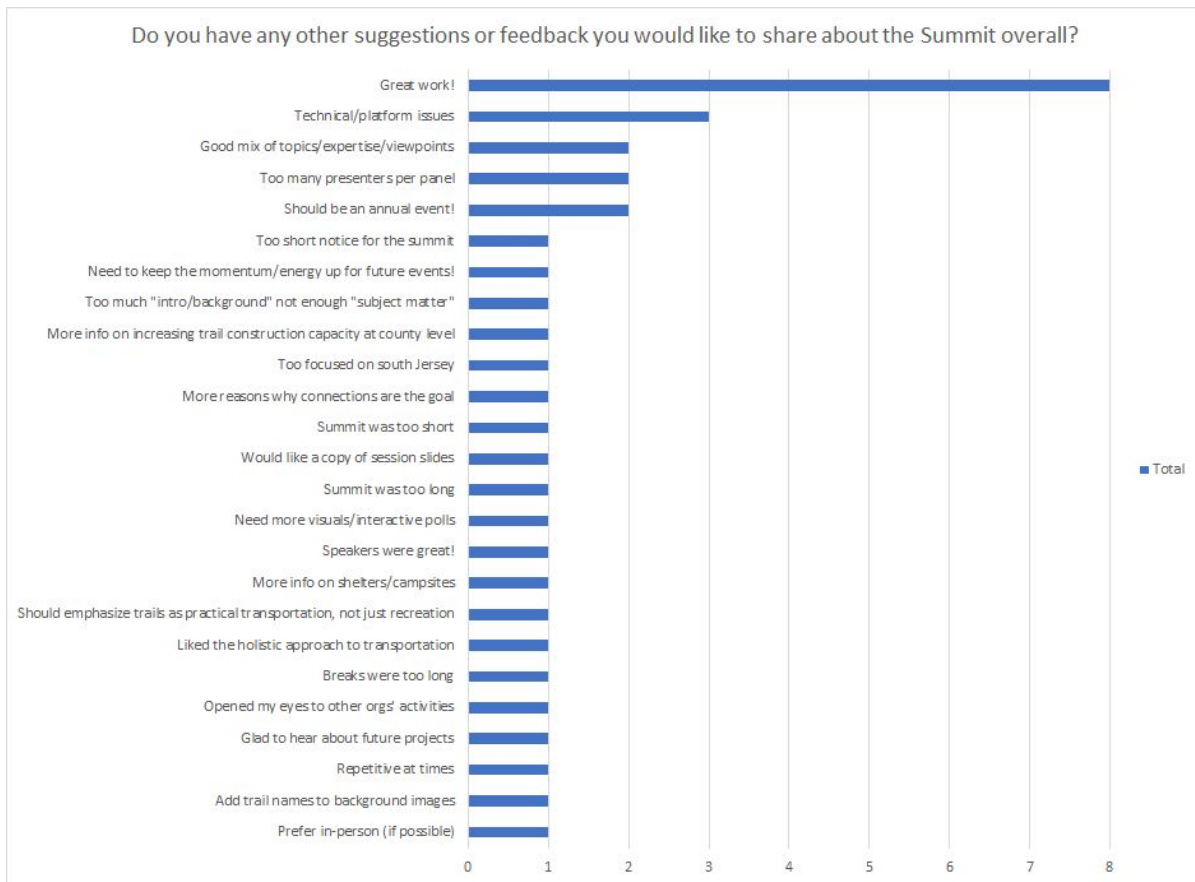
What resources would help you to plan and build trails and/or greenways in your community?



*“Design, planning, engineering, funding opportunities”*

*“Direct contact with subject matter experts for guidance and references to tried and tested methods and approaches”*

# End of Summit Feedback



*"It was very informative and opened my eyes to what other organizations are doing."*

*"Absolutely terrific summit...both content and all the logistics! Bravo! Well done!"*

*"This summit had an excellent mix of topics, expertise, viewpoints, and conversation. Thank you!"*

*"Should be an annual activity!"*

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Goals of the Summit

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**Lessons Learned**

Next Steps

# Overview of Summit Planning Timeline, Tasks & Issues

Subcommittee Tasks	Responsible	Budget Task	Time								[....]Oct W1
			Aug W1 8/2-8/6	Aug W2 8/9-8/13	Aug W3 8/16-8/20	Aug W4 8/23-8/27	Sep W1 8/30-9/3	Sep W2 9/6-9/10	Sep W3 9/13-9/17	Sep W4 9/20-9/24	
Week of the Trails Summit!											
Outreach & Promotion											
website/conference platform selected & created	CEC	4	✖								
conference site (content and set-up)	CEC/VTC	4	✖	X							
social media toolkit revise	VTC	4	✖								
social media toolkit submission (and approval)		4	✖	(x)							
scheduling social media/listserv blasts	VTC	4		X							
Event Planning & Pre-Production											
Registration prep (write/distributing copy)	VTC	1	✖								
Registration management (weekly registration trends, provide registree info to CEC)	VTC	1	✖	X	X	X	X	X	X		
Summit agenda development	VTC/Tri-State	1	✖	X							
Run-of-show guide for panelists	CEC	1			X						
Speaker invitation email template (and approval)	VTC	1	✖								
Inviting speakers	VTC	1		X							
Confirm keynote content (Welcome and Commissioner)	VTC/Tri-State	1	✖	X							
Inviting keynotes	VTC/Tri-State	1		X	X						
Welcome/ending scripts	VTC	1				X					
Panelist questions for Q&A (for moderator)	VTC							X			
Session Holding Slide & pre-start countdown timer	CEC	1					X	(x)			
Bios/Headshots/session materials	VTC	1			X	X					
Panel planning session (discuss content & timing with speakers)	VTC/CEC	1				X	X				
Tech Check with Panelists	CEC							X			
Coordinate Pre-recording (upto 4, if needed)	CEC	1						(x)			
Develop Post-Session Questionnaire	VTC	1			X						
Develop Post-Event Questionnaire	VTC	1			X						
Trail Summit Planning Committee Support	All*	1		8/12				9/10		9/20	
Core Working Group Meetings (Fridays)	VTC/CEC/DOT/C	1	✖	X	X	X	X	X	X		

Week of the Trails Summit!

## Schedule

- The tight schedule meant many items were due each week, which required dedicated staff from VTC and CEC to stay on top of daily tasks.
- Some unanticipated tasks arose after the scope and budget were final, e.g. press releases, welcoming and closing remarks content, etc.
- Many tasks were delayed after approvers requested additional staff reviews.

## Documents

- There were few reference documents/templates available, most needed to be created from scratch.

## Communication

- File sharing was a challenge. Many files were too large to send by email.
- State agency staff were unable to access Google Drive. There were also challenges with access restrictions to OneDrive, SharePoint, and Box.



# Mitigation Strategies

- Implement systematic progress tracking/communication tools:
  - Update and share schedule/tasklist during weekly core working group meetings to make sure all know status and assignee for each task, and on-track status
  - Approval checklist to clarify what is pending on whose approval
  - Speaker confirmation spreadsheet to maintain contact information and status of confirmation/materials received
- Copy the event organizing team on all emails so follow-ups would come from "trusted" email addresses, not just the njtrails@ejb.rutgers.edu email.
- Post critical information about how to attend, helpline numbers, etc. in multiple places.
- Explore how to better use SharePoint for sharing files with NJDOT and NJDEP.
- Explore comparable online platforms to PheedLoop at different price points and assess functionality and reliability.
  - If PheedLoop were to be used again, consider increasing the budget to allow for "Meet and Stream" rather than using the "free" Zoom integration. This would cost more money but may eliminate browser-compatibility issues.

Tasks	Responsible	Budget	Time										Notes/Status
			Aug W11	Aug W12	Aug W13	Aug W14	Sep W11	Sep W12	Sep W13	Sep W14	Oct W11		
			8/2-8/6	8/8-8/13	8/16-8/20	8/23-8/27	8/30-9/3	9/6-9/10	9/13-9/17	9/20-9/24		9/9	
Outreach & Promotion													
website/conference platform selected & created	CEC	4	x										
conference site (content and set-up)	CEC/VTG	4	x	x	(x)	(x)	(x)	(x)				* remaining punch items sent to Crystal (types, bio/headshots/logos, session speaker connection)	
PheedLoop banner image (1900 W x 200 H)	VTG	4	x				x	(x)				* Can make the banner, emailed to Crystal, CH added to CEC Documents	
social media toolkit review	VTG	4	x										
social media toolkit submission (and approval)	VTG	4	x	(x)	(x)		x	x	x	x			
scheduling social media/bio blasts	VTG	4	x	x	x		x	x	x	x		* ongoing	
Press release content	VTG				x	(x)							
Full list of partner orgs	VTG/CWG				x								
Event Planning & Pre-Production													
Registration prep (understanding/buying copy)	VTG	1	x										
Registration management (weekly registration trench, provide register info to CEC)	VTG	1	x	x	x	x	x	x	x			* 9/9 - 203	
Summit agenda development	VTG/Tr-State	1	x	x	x	(x)	(x)	(x)				* panelists and agenda largely confirmed (enough for show to proceed even if Gov/Office does)	
Run-of-show guide for panelists	CEC->VTG	1	x		(x)	x	(x)					* Each session to have individual assets folder, with individual run-of-show folder	
Speaker invitation email template (and approval)	VTG	1	x	(x)	(x)								
Inviting panel speakers	VTG	1	(x)	(x)	(x)	(x)	(x)					* Olivia Glenn and Elizabeth Dragan confirmed this Brandon	
Panel content (titles, bios, topics, etc)	VTG/CEC	1	(x)	(x)	(x)	(x)	(x)					* Waiting on response from NJ Gov Office	
Confirm keynote content (Collabone and Commissioner)	VTG/Tr-State	1	x	x	(x)	(x)						* Need to discuss solution for DOT to share large files (send them Elise to activate?)	
Inviting keynotes	VTG/Tr-State	1	(x)	x	(x)	(x)						* Need to write Mike Duane's wedding keynote speech to Sep-W11	
Welcoming scripts	VTG	1		(x)	x	(x)						* Laura Tuckie to introduce Amy Camp	
Panelist questions for Q&A (for moderators)	VTG	1		(x)	x	(x)						* Need to confirm Sheila Oliver or Tammy Murphy (Sonia and DEP working with Gov Office)	
Session Holding Slide & pre-start coordinate timer	CEC	1			x	x						* may drop due to visit from Biden	
Bio/Headshots/Session materials	VTG	1		x	x	(x)	(x)					* payment process being handled by NVS	
Panel planning session (discuss content & bring with speakers)	VTG/CEC	1		(x)	(x)	(x)	(x)					* Start writing A&P	
Test Check with Panelists	CEC	1				(x)						* Sample in References > Trails & Greenways Summit Planning > Welcome Scripts	
Coordinate Pre-recording (split 4, if needed)	CEC	1				(x)						* Things we need Moderators to cover	
						(x)						* Sample in References > Trails & Greenways Summit Planning > Welcome Scripts	
						(x)						* UAHV working on it	
						(x)						* CEC will create session thumbnail images	
						(x)						* need confirmation from CEC if finished?	
						(x)						* Major Bosch and Joe Myers waiting on bio/headshot	
						(x)						* ongoing, proceeding smoothly (DEP panel is being handled by DEP, need an update from DEP)	
						(x)						* final day (if by having panelists come early)	
						(x)						* not feedback from DEP need to get email sent to Portland for further approval	

Approval Checklist										Notes
Fully Approved	DOT COMMS	DEP COMMS	DOT Exec Approval	DEP Exec Approval	Deadline	Task				Notes
<input checked="" type="checkbox"/>					8/6	Approval Process (Who approves what?)				
<input checked="" type="checkbox"/>					8/6	One-Working-Group-meeting-Dates				Friday: 11am
<input checked="" type="checkbox"/>					8/6	Trail Summit Planning Committee Meeting dates				8/12-8/13-9/20-10am
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/6	Give-The-Date-social-media-graphic-&-text-draft				* Give-The-Date-Tentative approval if polls-date are removed
<input checked="" type="checkbox"/>					8/6	Date-to-Open-Registration				* Confirmed 8/10 okay in GWC meeting
<input checked="" type="checkbox"/>					8/6	Email-Template (Speaker, general audience, reminder)				* Confirmed
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/10	Registration Page Text				* DEP-GOMMO is still confirming, register banner is a bit dark
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			8/10	Registration social-media-graphic-&-text-draft				* Updated and submitted to DEP-GOP awaiting approval
<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/23	Summit Schedule At-A-Glance (only panels-not keynotes)				
<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/23	Identify Panel Speakers				Resolving MPO, NPS and Burlington County panelists
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/13	Other PheedLoop Site Content				PheedLoop Site Content approved
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/13	Other Social Media Toolkit Content (future posts)				* Submitted to DOT and DEP
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8/23	Online Questionnaires				sent
<input checked="" type="checkbox"/>					8/25	Confirm if moderators will attend Panel Planning Sessions				
<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/27	Identify/Confirm keynote speakers				* Amy Camp honorarium fee can be paid by sponsors outside of DEP/DOT
<input checked="" type="checkbox"/>					8/27	Panel moderator Welcome/ending scripts				* Pending approvals on proposed keynote speakers
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/31	Keynote scripts (Welcome & Closing)				* Welcome and DOT-Commissioner are submitted/accepted by DEP (they are modifying)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/31	Draft Press Release (for state agencies)				* TGO-if we need to write Mike Russo's keynote as well
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8/31	Draft Press Release (for state agencies)				* Targeting to send to GWC by 8/29

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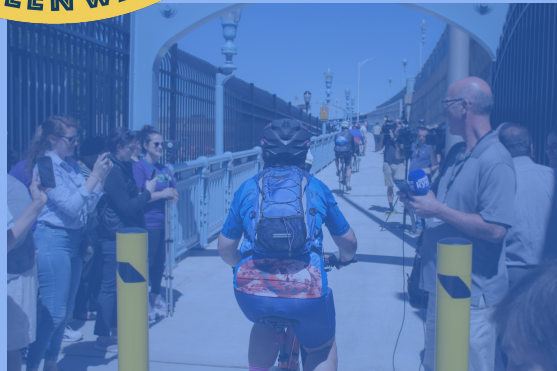
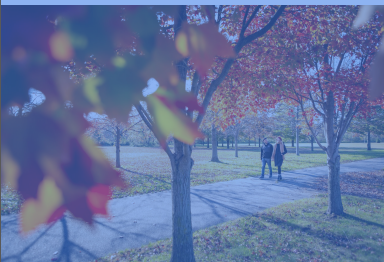
Attendee Feedback Questionnaire Results

Lessons Learned

**Next Steps**

# Post-Summit Resources & Next Steps

- Session videos YouTube channel: <https://www.youtube.com/channel/UCDGkIFoym9Nf8ECsDEN8RwQ>
- NJ Trail Action Network website: <https://njtrailsaction.org/>
- Local meetup-up rides (posted on NJTAN Facebook page): <https://www.facebook.com/njtrailsaction>
- Bicycle Coalition of Greater Philadelphia Post-Summit Blog:
  - New Jersey Trails and Greenways Summit Paints Bright Future For Statewide Trail Network, [https://bicyclecoalition.org/new-jersey-trails-and-greenways-summit-paints-a-bright-future-for-a-statewide-trail-network/?fbclid=IwAR2xzqOHq7Rb0DyrjG3Ep2-rk8j7St2ZQqD-WVM-d93\\_hAQ4Gx01KVYGE2U](https://bicyclecoalition.org/new-jersey-trails-and-greenways-summit-paints-a-bright-future-for-a-statewide-trail-network/?fbclid=IwAR2xzqOHq7Rb0DyrjG3Ep2-rk8j7St2ZQqD-WVM-d93_hAQ4Gx01KVYGE2U)
- NJ Safe Routes Resource Center Post-Summit Summary:
  - 2021 New Jersey Trails & Greenways Summit in Review, <https://www.saferoutesnj.org/2021-new-jersey-trails-greenways-summit-in-review/>
- NJ League of Municipalities magazine article (December 2021 issue)
- NJ Complete Streets Summit to be held on 10/22/2021
- NJ Trail Action Network Meetings: TBD



Thank you!