



State Trails Advisory Committee Meeting

Nov. 17, 2020

Agenda

- | | |
|-------|------------------------------------|
| 10:00 | Welcome |
| 10:05 | Agency diversity initiatives |
| 10:10 | Partnerships for trail development |
| 10:30 | Technology along the Trail |
| 11:00 | Virginia Tourism & Trail Dev. |
| 11:15 | Trail Lightning Talks |
| 11:30 | Input since last meeting |
| 11:45 | Topics for next meeting |
| 12:00 | Adjourn |

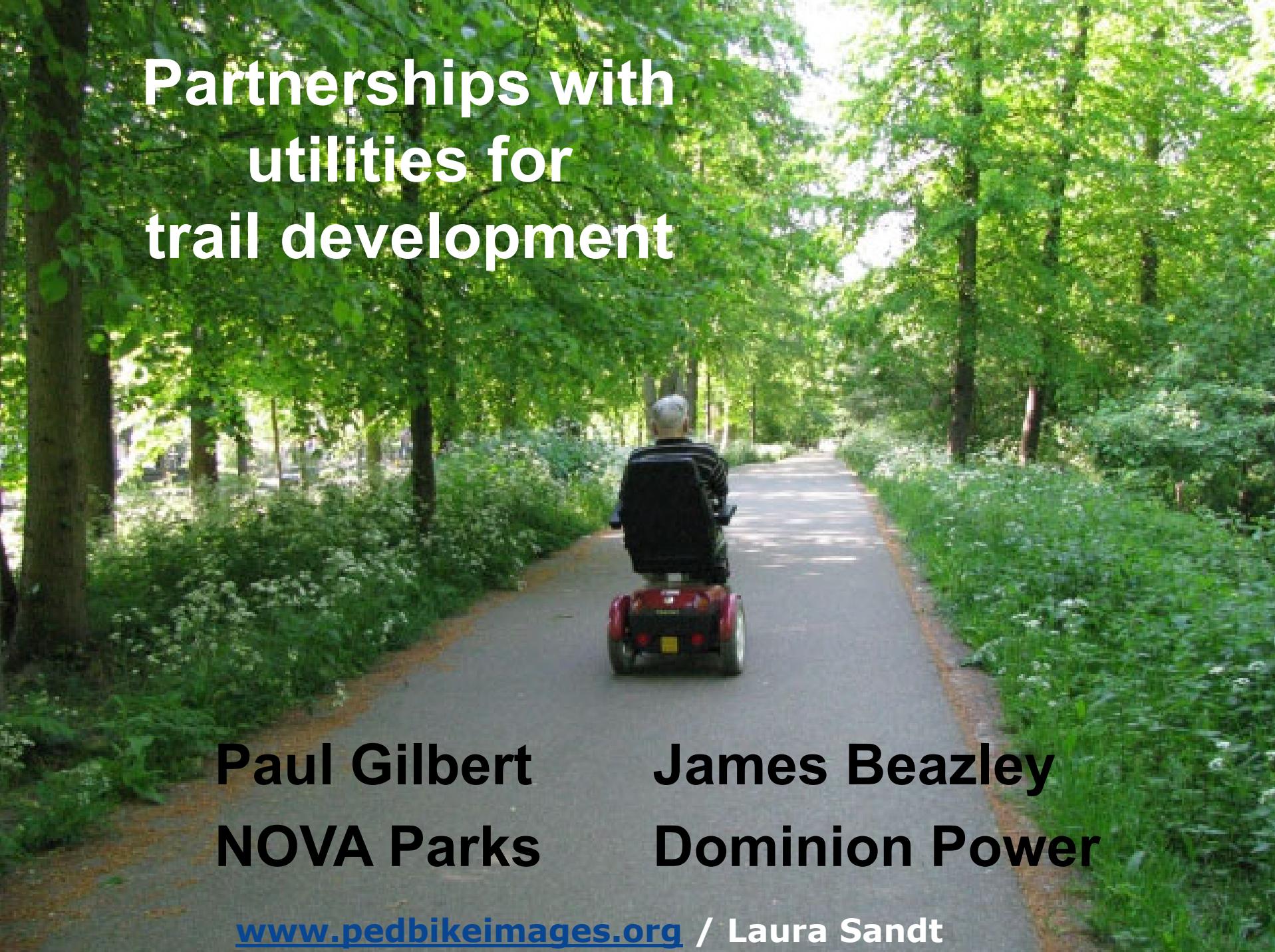


Agency Diversity Initiatives

Nathan Burrell, DCR Deputy Director, Government and Community Relations

November is Native American Heritage Month



A photograph showing a paved trail winding through a lush green forest. A person with grey hair, wearing a dark jacket, is riding a red mobility scooter away from the camera on the trail.

Partnerships with utilities for trail development

**Paul Gilbert
NOVA Parks**

**James Beazley
Dominion Power**



Washington & Old Dominion (W&OD) Trail

Paul Gilbert
Executive Director – NOVA Parks

www.novaparks.com



W&OD Trail

45 miles

2-3 million uses a year



Rebuilding the urban areas for increased capacity





Power line corridors

James K. Beazley
Dominion Energy



**Cheryl White
Elizabeth River
Trail**

**Beth Lohman
Friends of the
Huckleberry
Trail**

**Chris Gensic
City of
Charlottesville**

**Mike Farrell
Metropolitan
Washington
Council of
Governments**

Technology along the Trail



Elizabeth River Trail

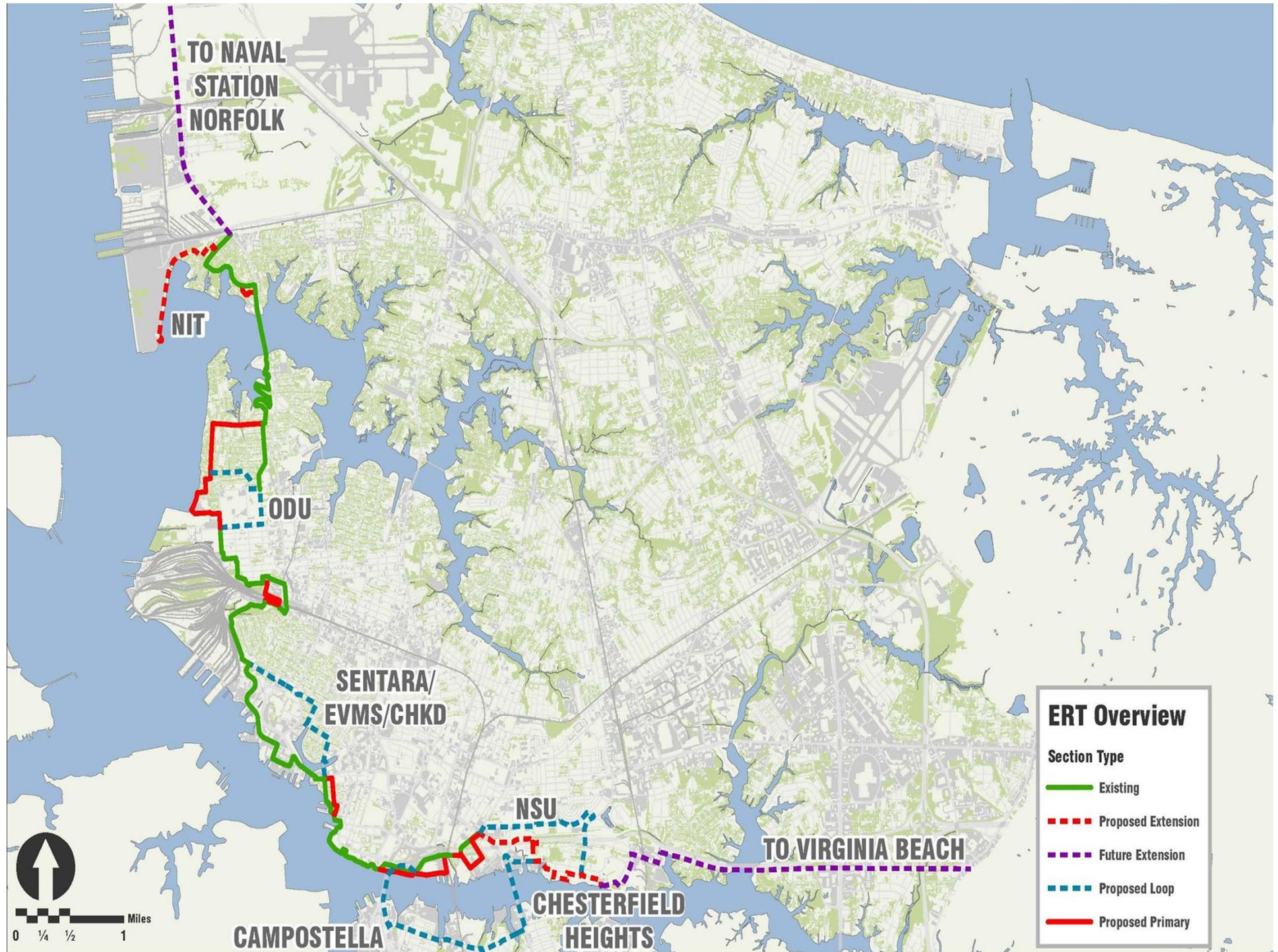
aka Norfolk Smart Trail

Cheryl S. White, Executive Director
The Elizabeth River Trail Foundation

www.elizabethrivertrail.org







THREE by Ellenburg + Shaffer at Freemason Trailhead





Signs Installed Video.mp4



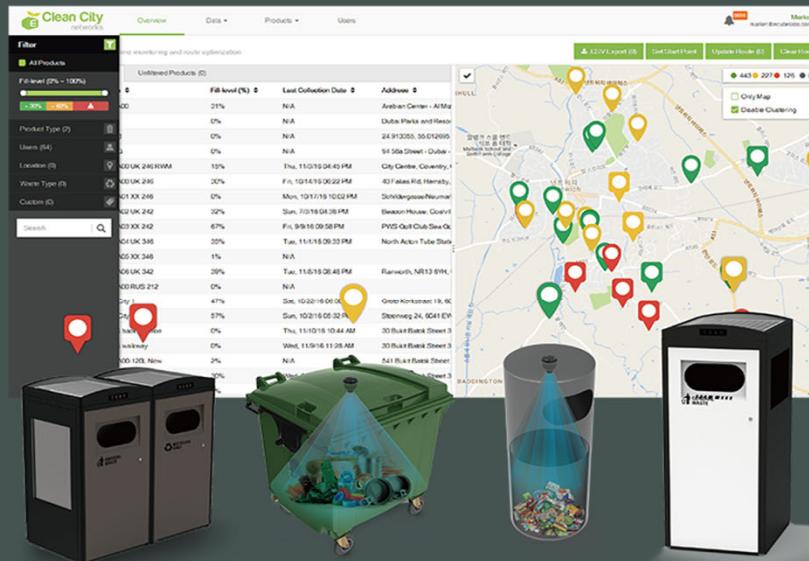
Norfolk Smart Trail

PROJECT DESCRIPTION

Virginia's First Smart Bike and Pedestrian Trail

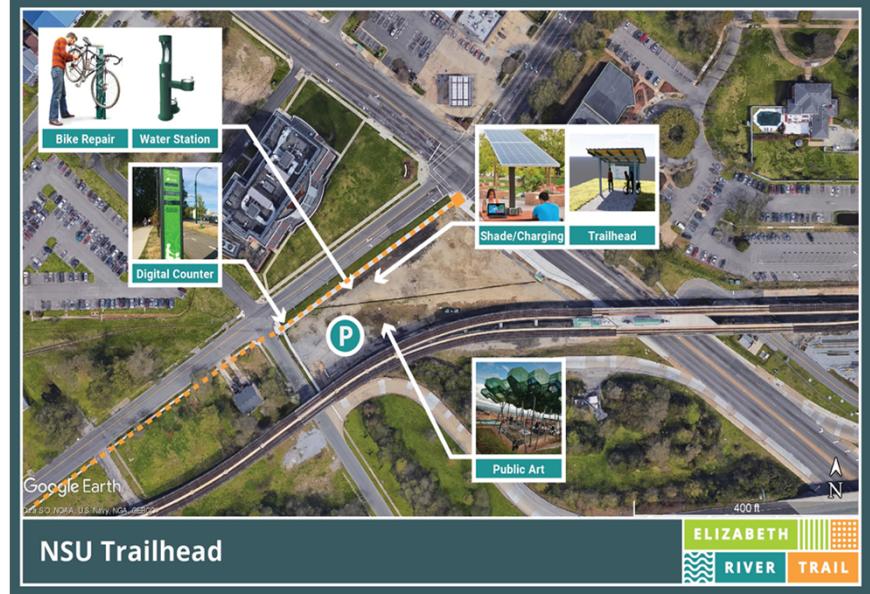
Build smart city infrastructure into the 10.5-mile Elizabeth River Trail. Building a smart infrastructure into the ERT will enable the region to test different pieces of smart technologies, pick and choose the best options, and then scale throughout the rest of our region for use as part of and on the regional connectivity ring.

The ERT links residential, commercial, cultural, institutional, and entertainment venues such as Town Point Park and provides a perfect test bed for innovative technologies.

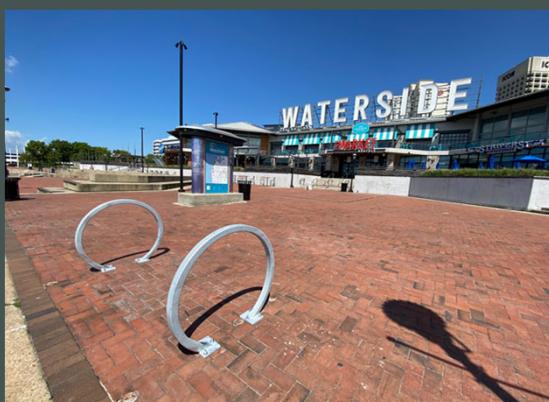








New Basic Amenities: 12 trash cans, 12 bicycle repair stations, 24 new bike docks





Kayak Launch at Plum Point Park Trailhead





Double Turbo Challenge Course Plum Point Park Trailhead



Play Sculpture and Meditative Walking Labyrinth at Plum Point Park Trailhead



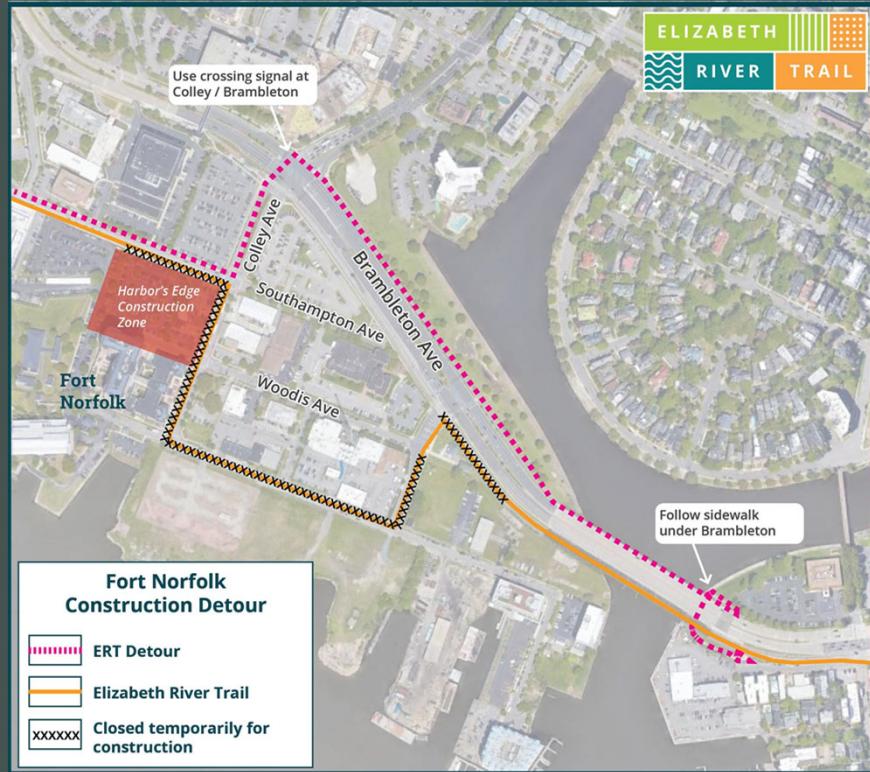
Coming Soon The Glowline at Jeff Robertson Park Trailhead



The Glowline renderings by Work Program Architects



Detours & New Loops





Hampton Boulevard Projects





Conceptual renderings by Work Program Architects



Stay up-to-date on upcoming trail improvements,
events and volunteer opportunities

Sign up for our newsletter at:
elizabethrivertrail.org

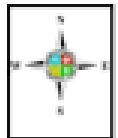
Follow us:
Facebook / Twitter: @norfolkERT
Instagram: @ertnorfolk



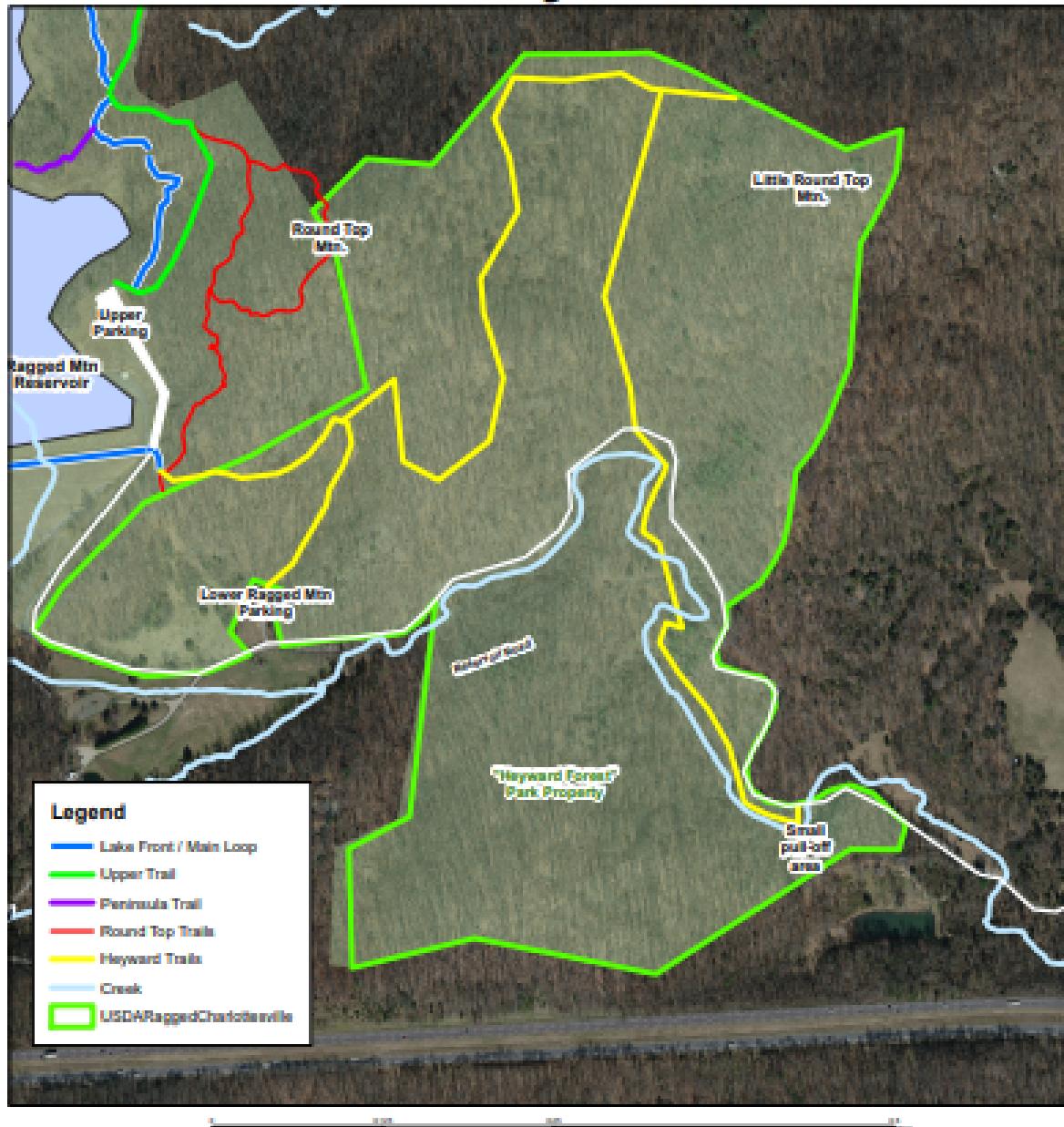
Heyward Trail

Chris Gensic
Park and Trails Planner
City of Charlottesville

<https://www.charlottesville.gov/Facilities/Facility/Details/Heward-Community-Forest-66>



HEYWARD FOREST Trail System



Educational Posts on Trails



<https://www.charlottesville.gov/Facilities/Facility/Details/Heward-Community-Forest-66>



Dear miss Louisa Heyward,
Thank you for generously donating
more than 100 acres. We enjoyed
the trails very much. If you
didn't donate the land
It would turn into a
housing development and
animals could not live there.
😊 It was breathtaking.
I love this time of year.
thank you for taking some
time to read this letter.
Sincerely,

Rowan





Huckleberry Trail

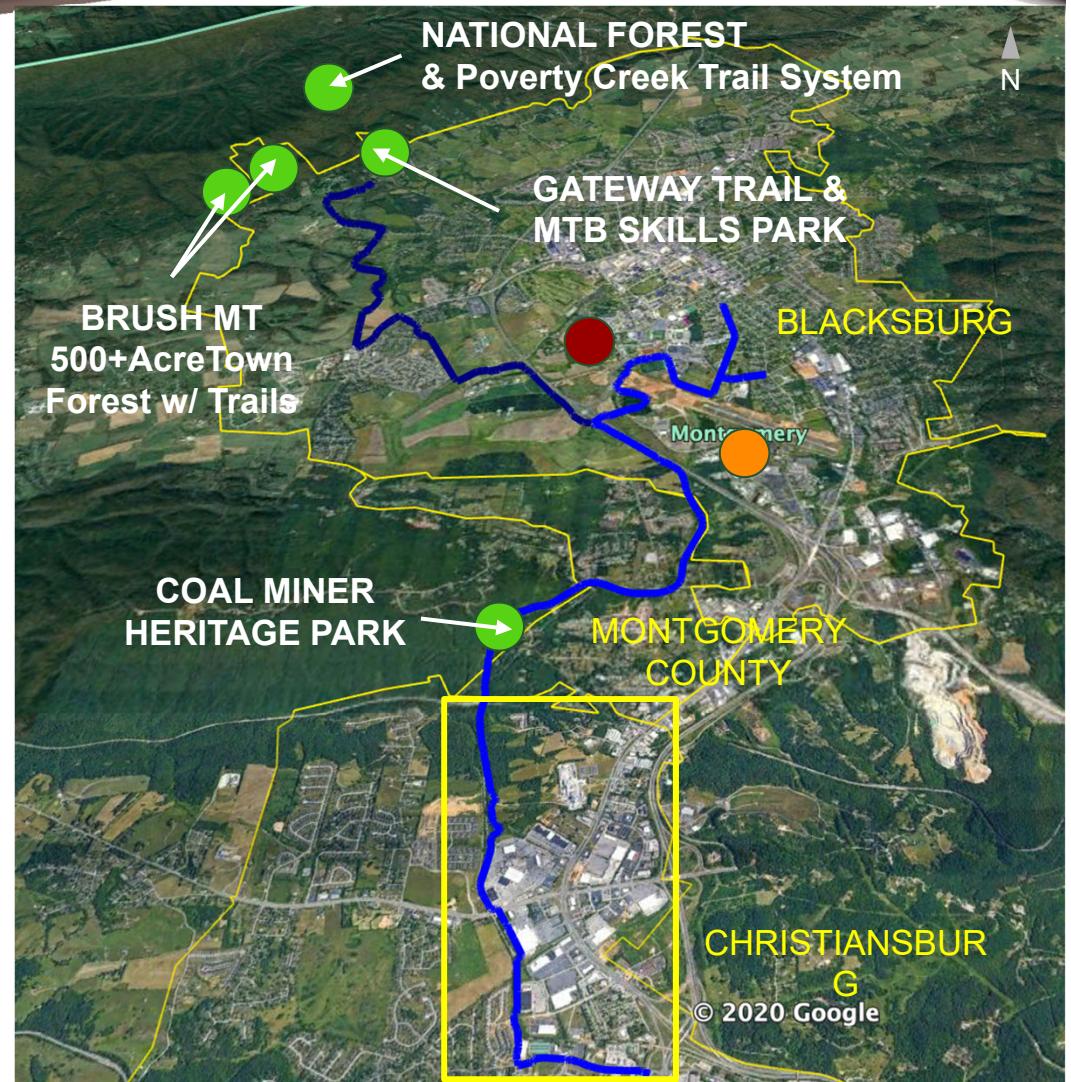
Beth Lohman, President
Friends of the Huckleberry Trail

Friends of the Huckleberry Trail



HUCKLEBERRY TRAIL

- Friends of the Huckleberry (formed in 1993)
- Four jurisdictions (Blacksburg, Virginia Tech, Montgomery County, Christiansburg)
- Approx. 15 miles of paved trail (shown in blue)
- Part of a continuous 40-mile (+) paved and natural surface





EMERGENCY CALL BOXES (Christiansburg)

- Need driven by:
 - High profile incident despite very low crime rate
 - Response to medical emergencies
- Challenges:
 - No utilities along ROW
 - Lack of wireless service in certain locations
 - Placement: high-use areas, regular spacing, cell service
- Features:
 - Wireless and solar-powered
 - Push button actuation
 - Identifies call location
 - Open communication with dispatcher
 - Video capabilities
- Cost \$75K for nine units (w/ six along trail)

QUESTIONS



BETH LOHMAN

President
Friends of the Huckleberry Trail
friends@huckleberrytrail.org



BRAD EPPERLEY

Director of Parks and Recreation
Town of Christiansburg
bepperley@christiansburg.org



Street Smart Program

Michael J. Farrell

Senior Transportation Planner

Metropolitan Washington Council of Governments

www.bestreetsmart.net

Testimonial Wall



- Prince George's Plaza Mall, November 14-15
- DC USA in Columbia Heights on December 11-13
- Pentagon City Mall December 19-20.

Electronic Testimonial Wall



**HER
LIFE IS
FRAGILE.**

Yield to pedestrians
when turning.

STREET
SMART
BeStreetSmart.net

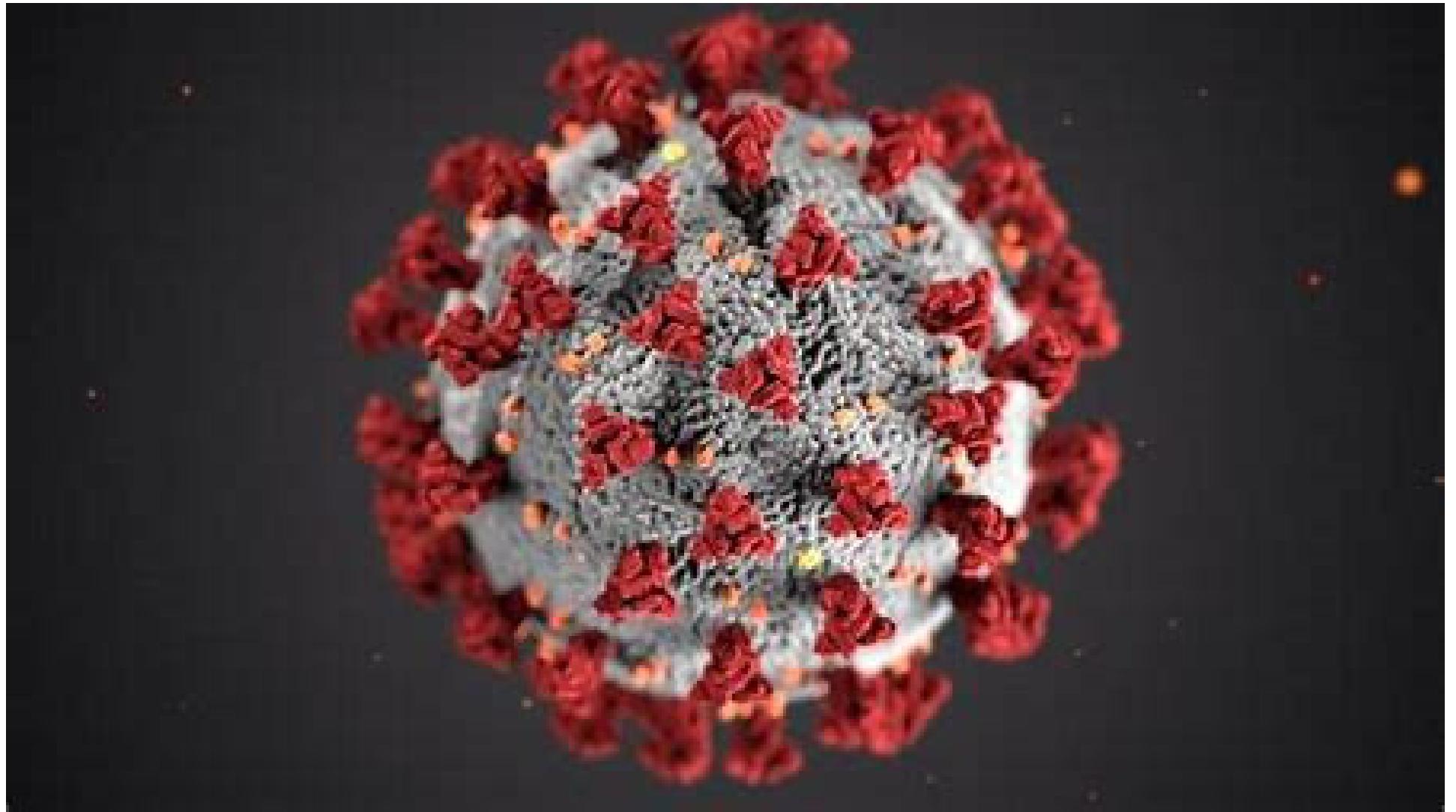


Trail Development Update

Steve Galyean, VTC Partnership
Marketing

**VIRGINIA
IS FOR
LOVERS®**

TRAIL DEVELOPMENT UPDATE
Steve Galyean
Planning & Partnerships Director



Tourism Industry Impact

VIRGINIA IS FOR LO^{VE}RS

- 45% below last year's levels for the week ending September 19th
- A \$10.0 billion loss when compared to the same week a year ago.
- Since the beginning of March, the U.S. travel economy's losses from the COVID-19 pandemic have exceeded \$386 billion.
- Travel spending in Virginia was \$292 million during the week ending 9/19, a \$239 million drop from 2019 levels.
- Virginia's weekly travel spending of \$292 million is a 45% decline year over year.



Tourism is a **resilient industry** and is quick to recover after **times of crisis**. As an **instant revenue generator** for communities, tourism continues to be a **smart investment**. It is the **fastest way** to help communities **get back on their feet**. Underscoring the **importance of tourism** will help your stakeholders understand the **power** it has to turn our economy around.

THE COVID-19 PANDEMIC

Anatomy of a recovery

Return to "normal" levels of travel will be a multi-year effort, with domestic travel leading followed by regional international and finally long-haul international.





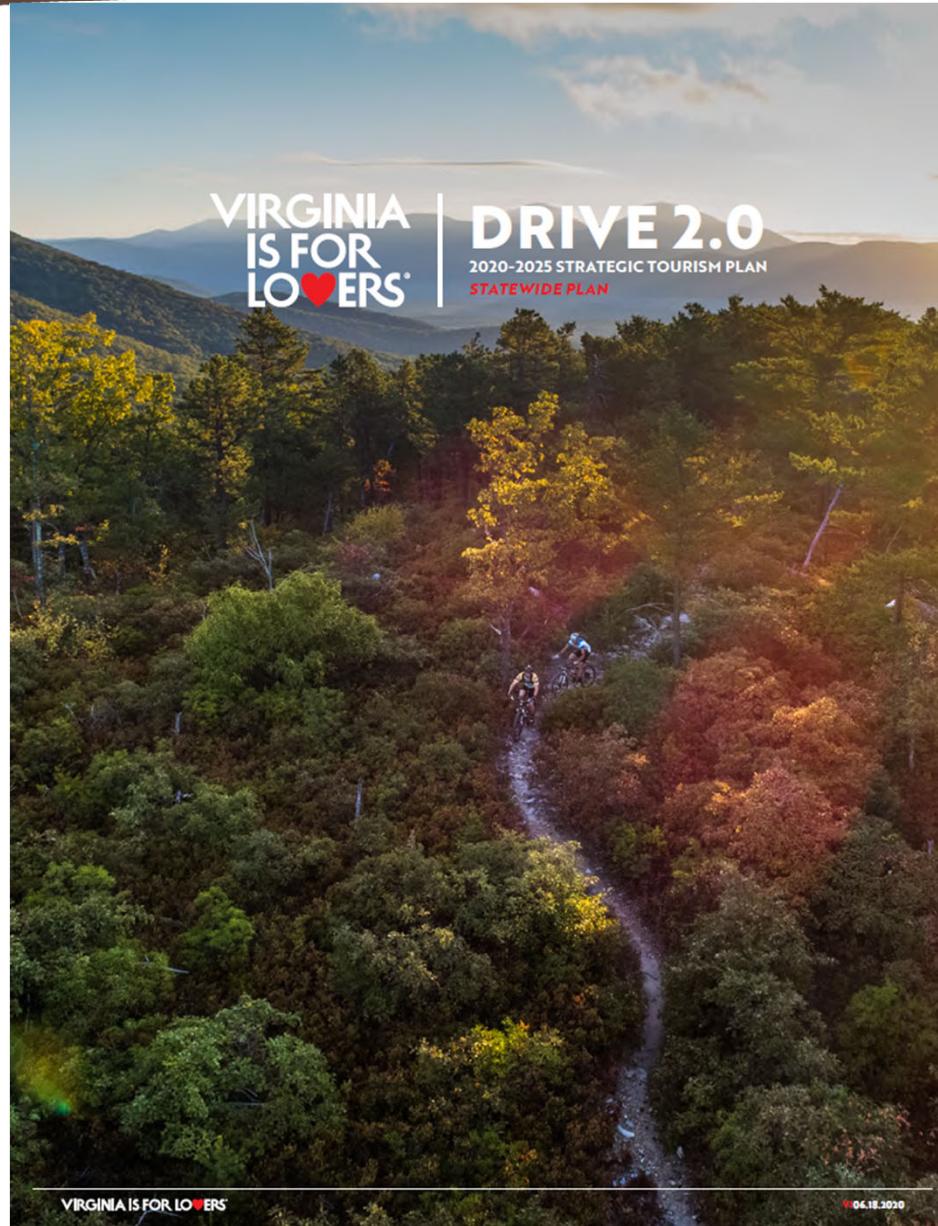
DESTINATIONS

'Busiest camping season': Travelers choose outdoor recreation close to home amid COVID-19 pandemic

Gary Garth Special to USA TODAY

Published 10:00 a.m. ET Sep. 6, 2020 | Updated 11:44 a.m. ET Sep. 7, 2020







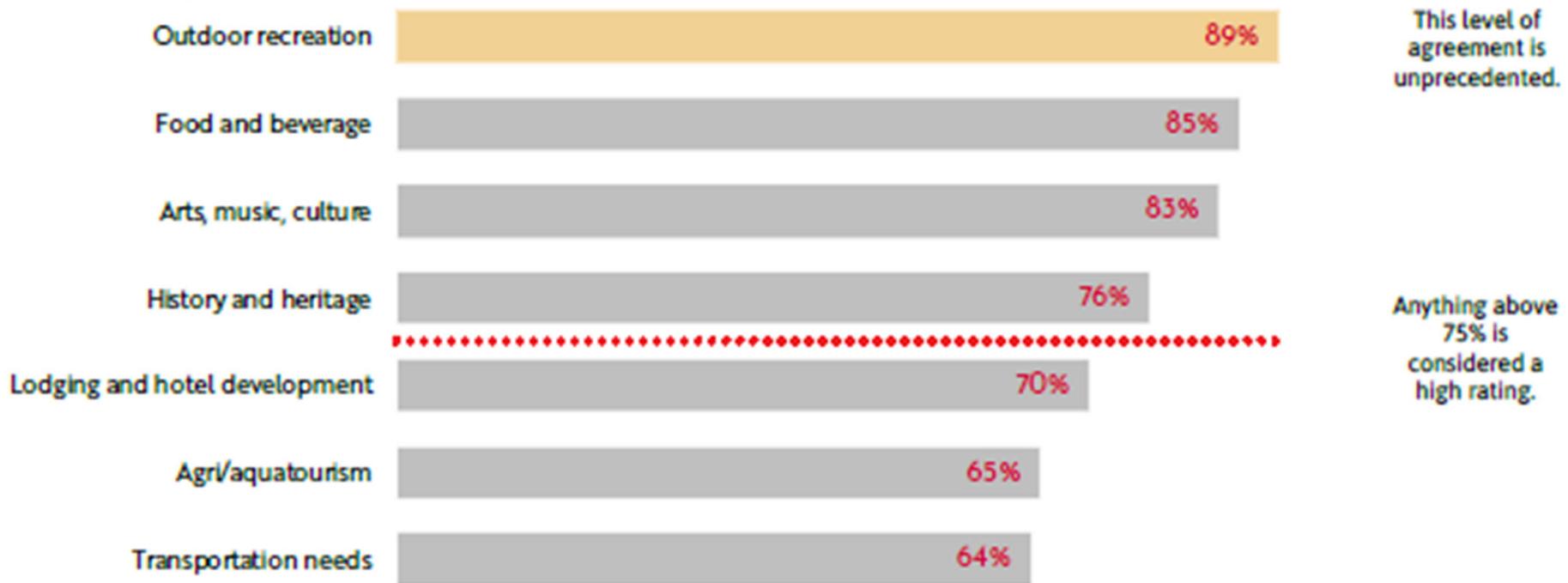
The industry identifies **outdoor recreation and history as primary lures**, as well as food, libations, water (rivers, lakes, the ocean), and landscapes as secondary lures. Paired together, these are the elements that make up vibrant communities that attract today's visitor.

What is the primary lure of your locality today?

History College
Trails Winery Brewery Distillery Music Beach Lodging Location Parks
Arts Water Food Landscape

3. Across the Commonwealth, **outdoor recreation tops the list as a priority area for product development.** With 89% of the industry identifying this as a priority, it demonstrates the **universality** and intensity of this focus.

Top Product Priorities for the Next Five Years





VTC Outdoor & Trail
Development
Assistance

www.VATC.org

VTC Partnership Marketing *Destination Development Team*

Steve Galyean – Director of Planning & Partnerships
804 545 5517 | sgalyean@virginia.org

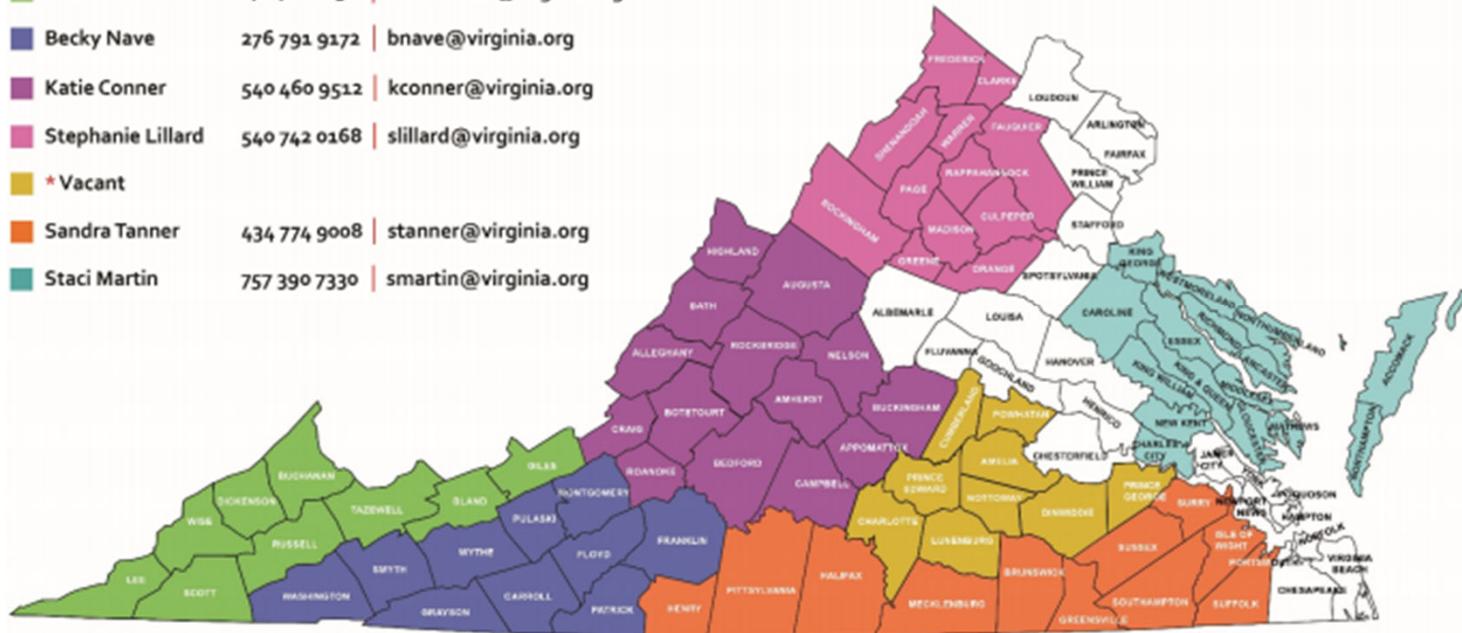
Destination Development Specialists

 Michelle Workman	276 722 0238	mworkman@virginia.org
 Becky Nave	276 791 9172	bnave@virginia.org
 Katie Conner	540 460 9512	kconner@virginia.org
 Stephanie Lillard	540 742 0168	slillard@virginia.org
 * Vacant		
 Sandra Tanner	434 774 9008	stanner@virginia.org
 Staci Martin	757 390 7330	smartin@virginia.org

VIRGINIA IS FOR LOVERS®

Virginia Tourism Corporation

Contact VTC's Destination Development Specialists in your area for strategic planning, marketing leveraging and other community development assistance and resources



VTC **Outdoor & Trail Development Assistance**

VIRGINIA IS FOR LO^{VE}RS

- Beaches to Bluegrass Trail
- [Clinch Valley River Initiative](#)
- Coastal Virginia Beer Trail
- Crooked Road – Virginia’s Heritage Music Trail
- [Eastern Shore Rails-to-Trails](#)
- Fields of Gold Bike the Valley
- Fish Virginia First Initiative
- Meherrin River Blueway and Canoe Trail
- Rocky Knob Heritage Project
- Round the Mountain Artisan Trails
- [Salty Southern Route](#)
- [Shenandoah Valley Rails-to-Trails](#)
- Southwest Virginia Brew Trail
- [Space Tourism Trail](#)
- Spearhead Multi-Use Recreational Trail
- Tobacco Heritage Trail
- Virginia Coal Heritage Trail
- Virginia Oyster Trail
- Wilderness Road – Virginia’s Heritage Migration Route

VTC **Marketing Assistance Programs**

VIRGINIA IS FOR LO^{VE}RS

- **Brand Initiatives**
 - We'll Be Waiting
 - Find What You Love Awareness
 - LOVE Lives Here
 - WanderLove (Statewide Road Trips)
 - Share What You Love (Spring 2021)
- **VTC Grant Programs**
 - VTC Marketing Leverage Program
 - WanderLove
 - Recovery Marketing Leverage Program
- **www.VATC.org**



WHAT'S
NEXT?



VTC FUTURE PLANS

VIRGINIA IS FOR LO^{VE}RS

- DRIVE Tourism 2.0 Launch
 - December 2, 2020 Webinar
 - Community Workshops begin in 2021
- Share What You Love Campaign
 - Spring 2021
- Revive Trail Impact Study Efforts



Rebuild VA

- Potential **funding** for trail support businesses
- Recently **revised guidelines** and additional funding
 - Has 250 or fewer full-time employees
 - Gross revenue of \$10 million or less
 - Operating prior to 3/12/2020

www.governor.virginia.gov/rebuildva/

VIRGINIA IS FOR LO^{VE}RS



Thank you!

www.pedbikeimages.org / Dan Burden

Trail Lightning Talks





Loudoun County Emerald Ribbons

Tracy Lind, Potomac Field Representative
Loudoun, Fauquier, & Clarke County
& Blue Ridge Conservation Alliance Coordinator
The Piedmont Environmental Council

<https://loudouncoalition.org/events/categories/emerald-ribbons/>



Loudoun's Emerald Ribbons

Bringing people and nature together through a shared network of greenways that reveals the beauty of Loudoun County.



Potomac River, Ian Leinard



Aldie, J. Riley Stewart



Bluemont, Natalie Twyman



Purcellville, Tracy Lind



Leesburg, PEC



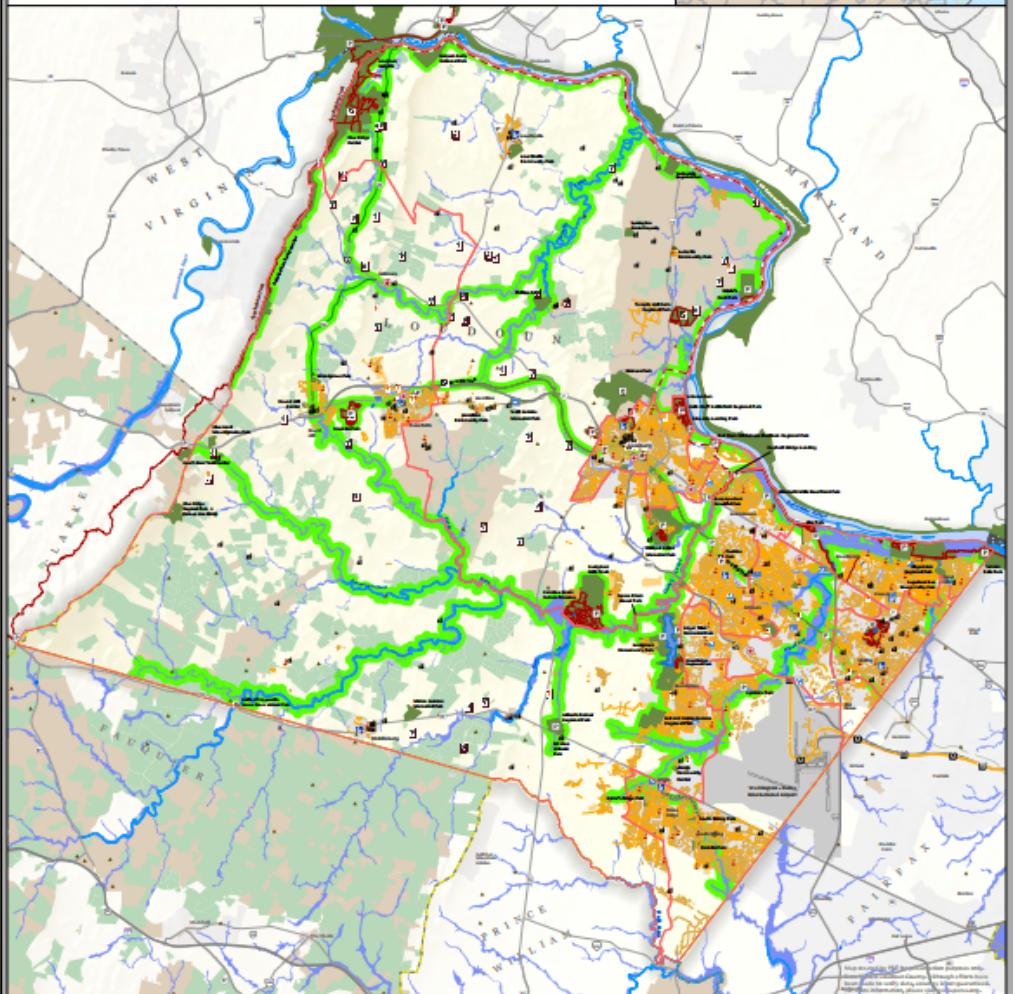
Proposal developed by a committee of the
*Loudoun County Preservation and
Conservation Coalition*, which is made up
over 40 county-wide organizations.

Loudoun's Emerald Ribbons

- Loudoun comprises 521 square miles, yet only **1.6% of this is public parkland**.
- Loudoun has only 87 miles of hiking trails, which does not meet **County standard** of 0.65 miles/1000 population or ~226 miles for 380K people.
- Open spaces and nature corridors are rapidly disappearing due to development.



Loudoun County Emerald Ribbons



Outdoor Recreation

- Emerald Ribbons
- Public Boat Access
- Trail Parking
- Horseback Riding Allowed
- Sidewalks
- Shared Use Bike Paths
- Dirt Trails
- Gravel Trails
- Existing Trails

Community / Commuting

- Libraries
- Schools
- Churches
- Park and Recs
- Dulles Rail Stations
- Future Silver Line
- County Owned Land
- Election Districts

Agrotourism

- Historic Sites National Register
- Breweries
- Wineries
- Farmer's Markets
- Conservation Easements
- Historic Districts
- Flood Zones FEMA





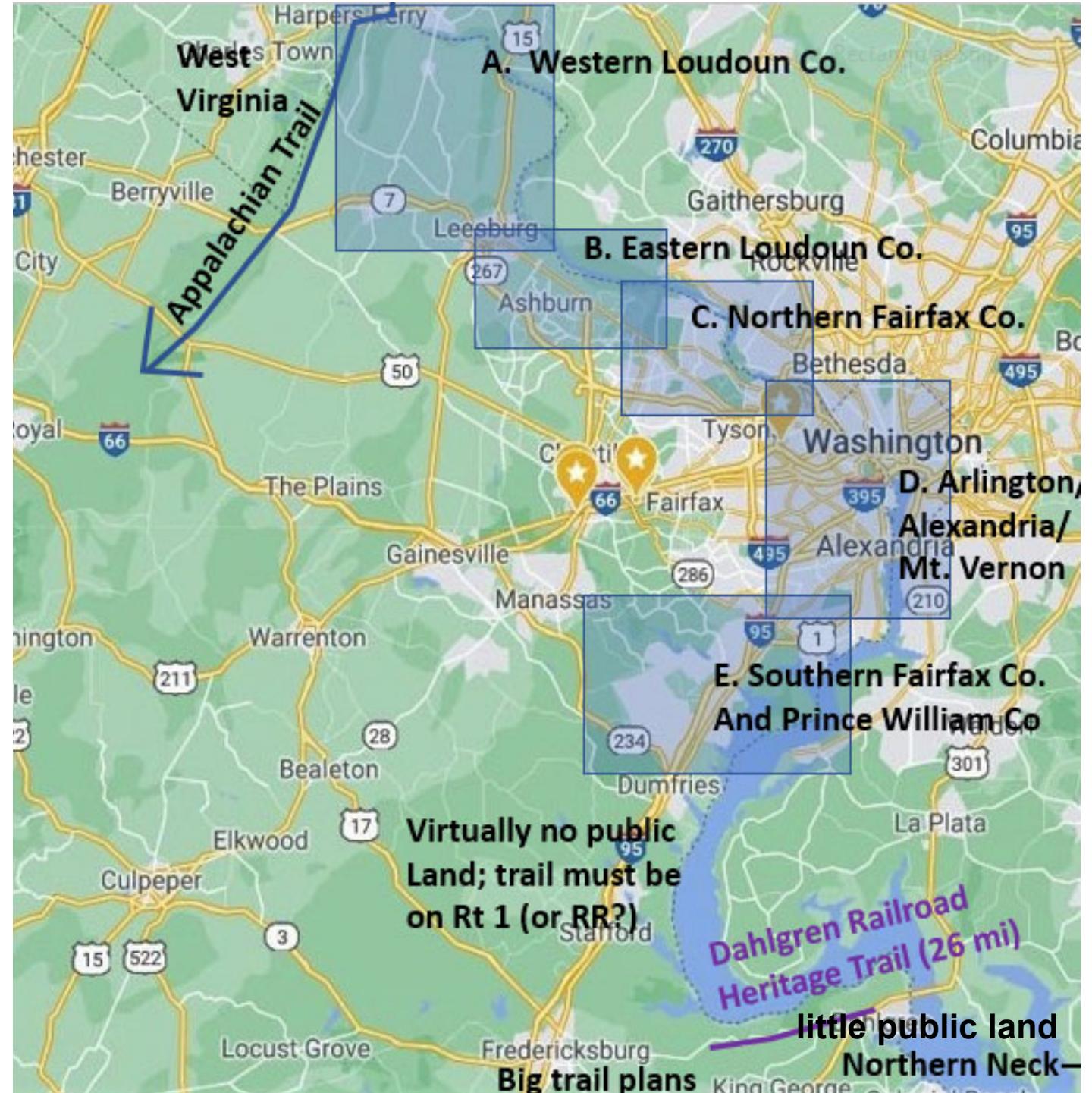
Potomac Heritage National Scenic Trail (PHNST) in Virginia



November 2020

Overview: PHNST in Virginia

Here, we will summarize the 5 most active areas; (A,B,C,D,E), with a highlight of each.



A. Western Loudoun Co.

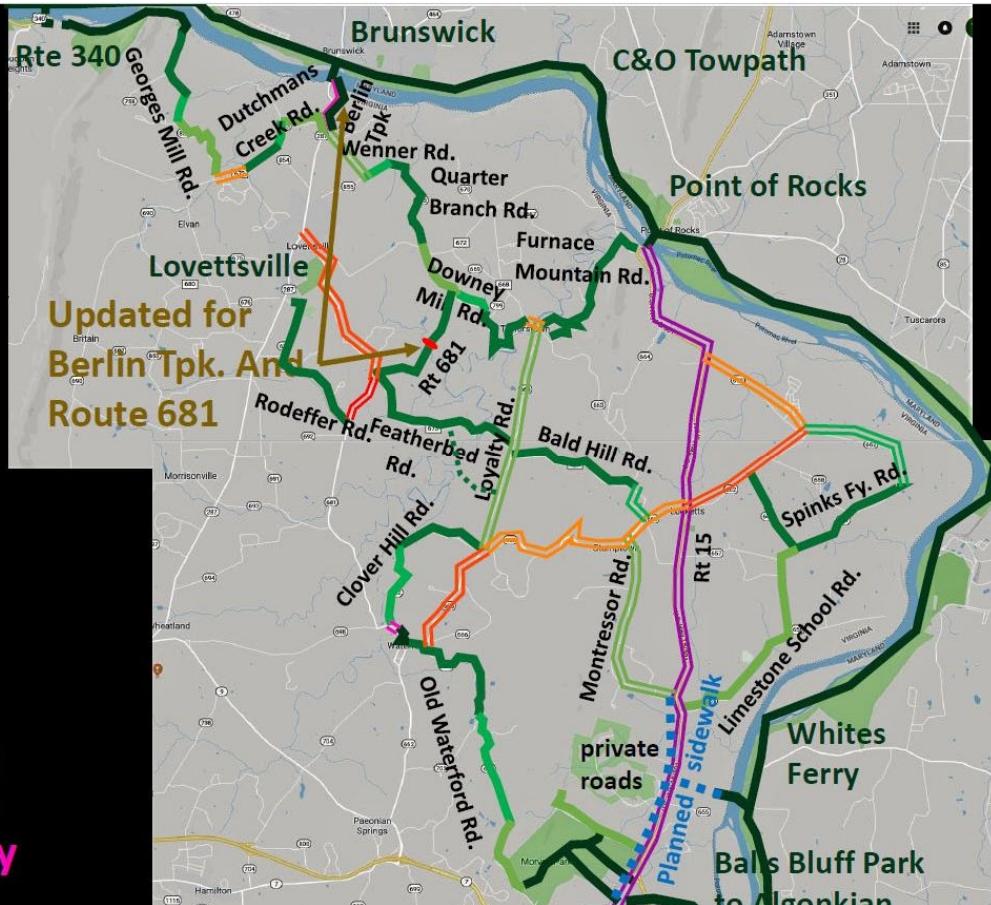
TRAILS in darkest green

UNPAVED ROADS

- 0 - 100 cars/day
- 100-200 cars/day
- 200-400 cars/day

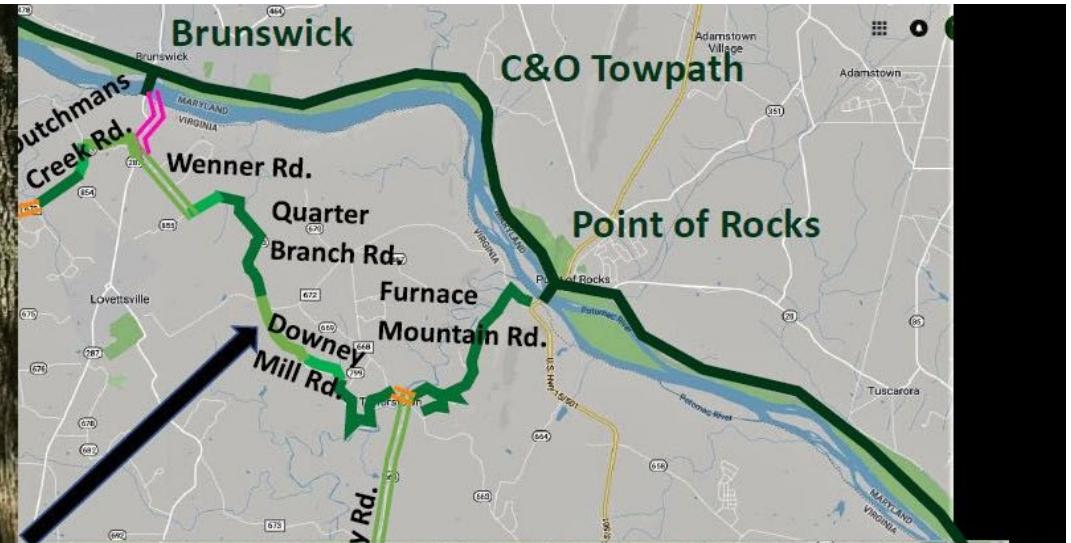
PAVED ROADS

- == 100-200 cars/day
- == 200-400 cars/day
- == 400-600 cars/day
- == 600-1000 cars/day
- == 1000-2000 cars/day
- == 2000-5000 cars/day
- == 5000-10000 cars/day
- == > 10000 cars/day



There is little public land here, but an unusually rich network of unpaved roads provides opportunities

A. Western Loudoun Co. *Highlight*



B. Eastern Loudoun Co.

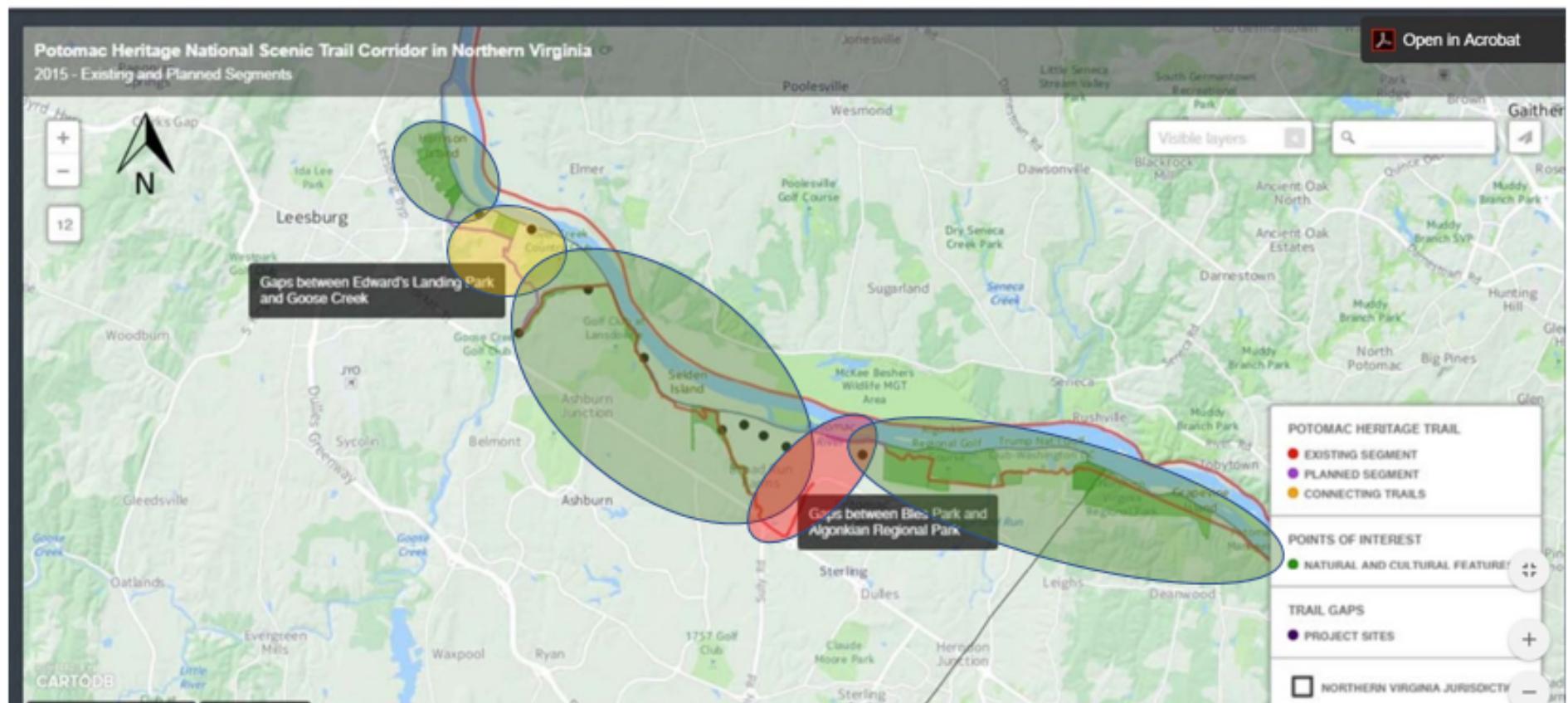
PHNST is:

(GAP)

In parks

On sidewalk

Figure 4 Map of Loudoun from Town of Leesburg to Fairfax County Line



Map from No Va Regional Commission's 2016 PHNST Gap Analysis (to be revised 2021)

B. Eastern Loudoun Co. *Highlight*



**Balls Bluff Battlefield
Regional Park**

C. Northern Fairfax Co.

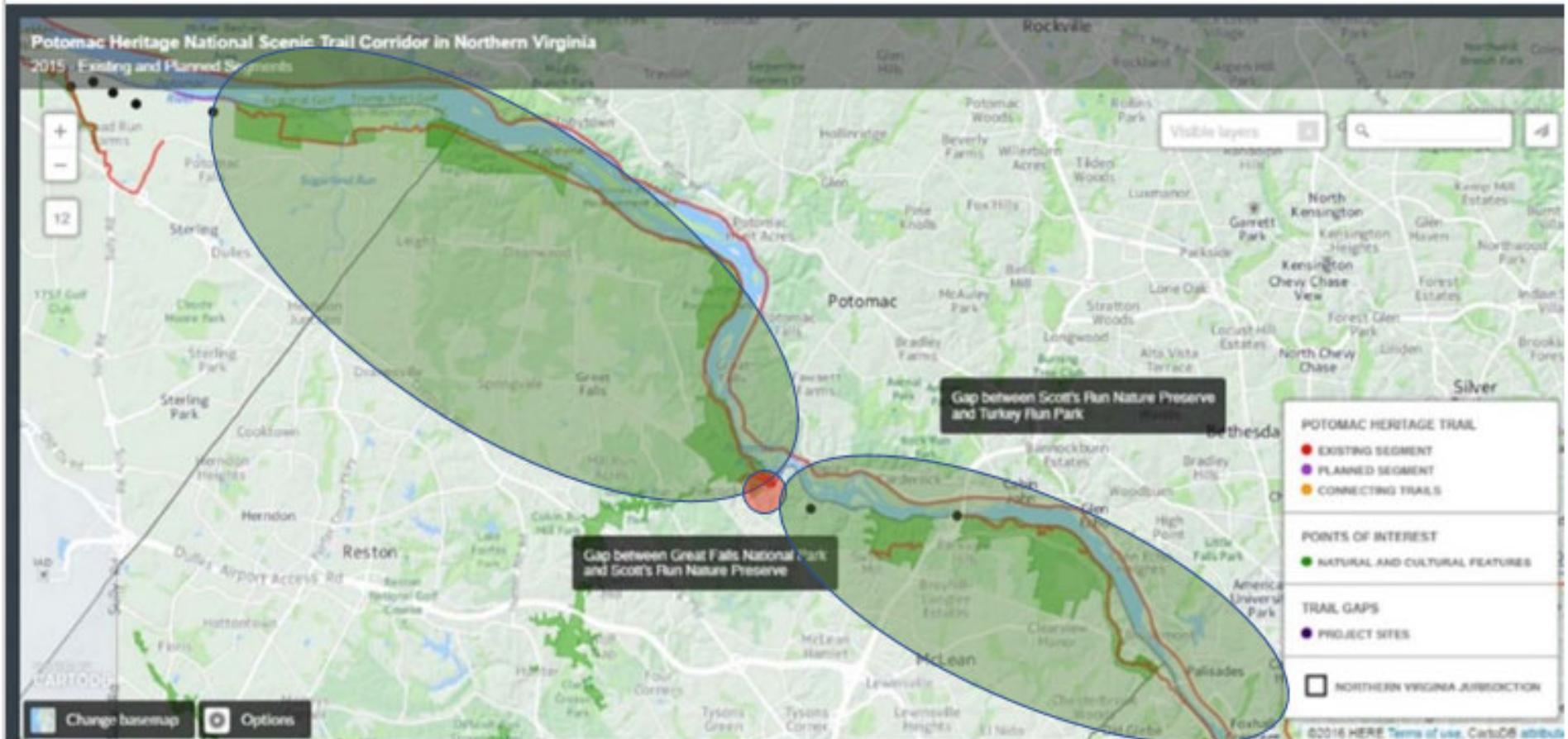
PHNST is:

(GAP)

In parks

On sidewalk

Figure 5 Map of Trail in Northern Fairfax County



Map from No Va Regional Commission's 2016 PHNST Gap Analysis (to be revised 2021)

C. Northern Fairfax Co. *Highlight* **Great Falls of the Potomac**



PHNST is:

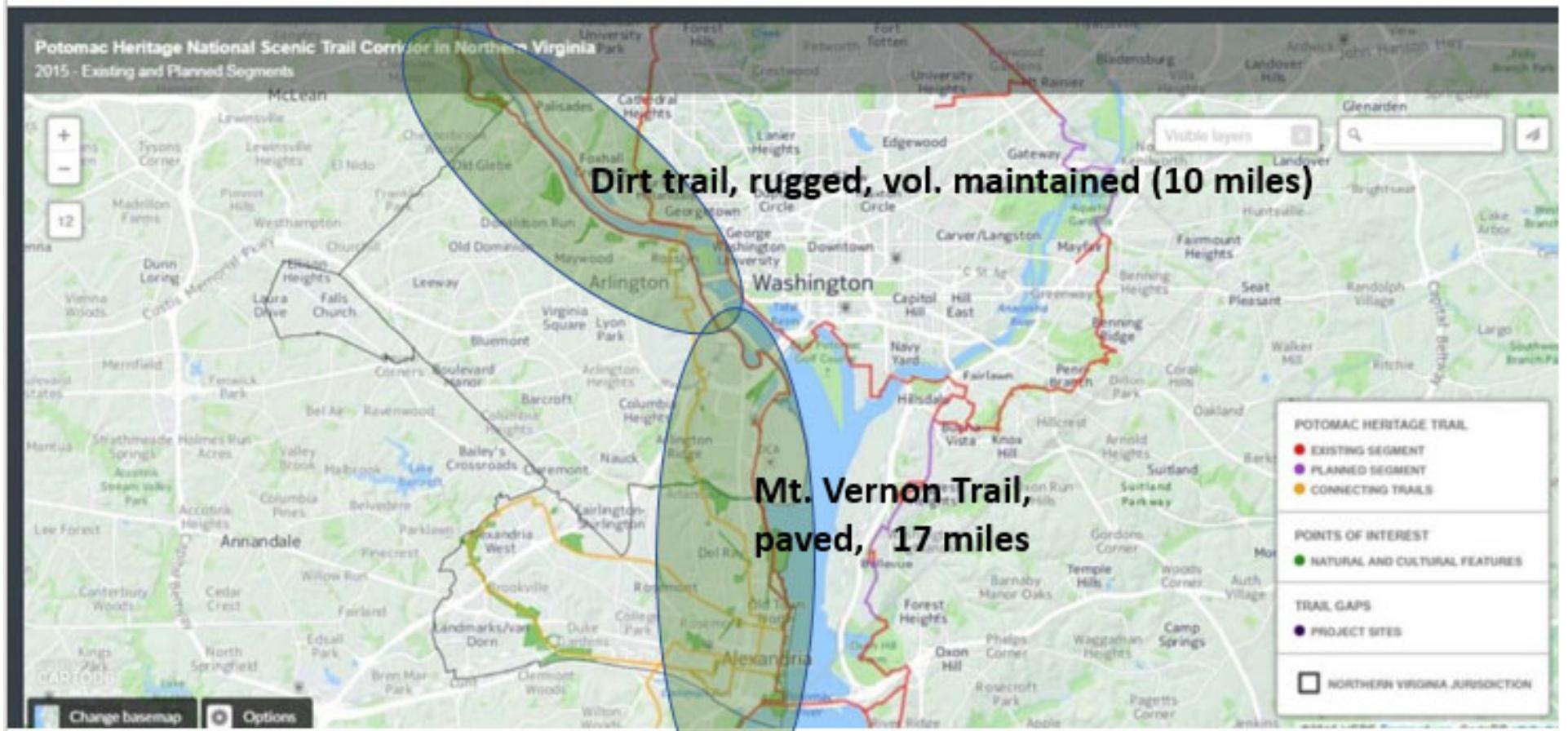
In parks

On sidewalk

(GAP)

D. Arlington, Alexandria and Mt. Vernon

Figure 6 Map of Trial in Arlington County and City of Alexandria



Map from NVRC 2016 PHNST Gap Analysis (to be revised 2021)

D. Arlington, Alexandria and Mt. Vernon *Highlight* Mt. Vernon



PHNST is:

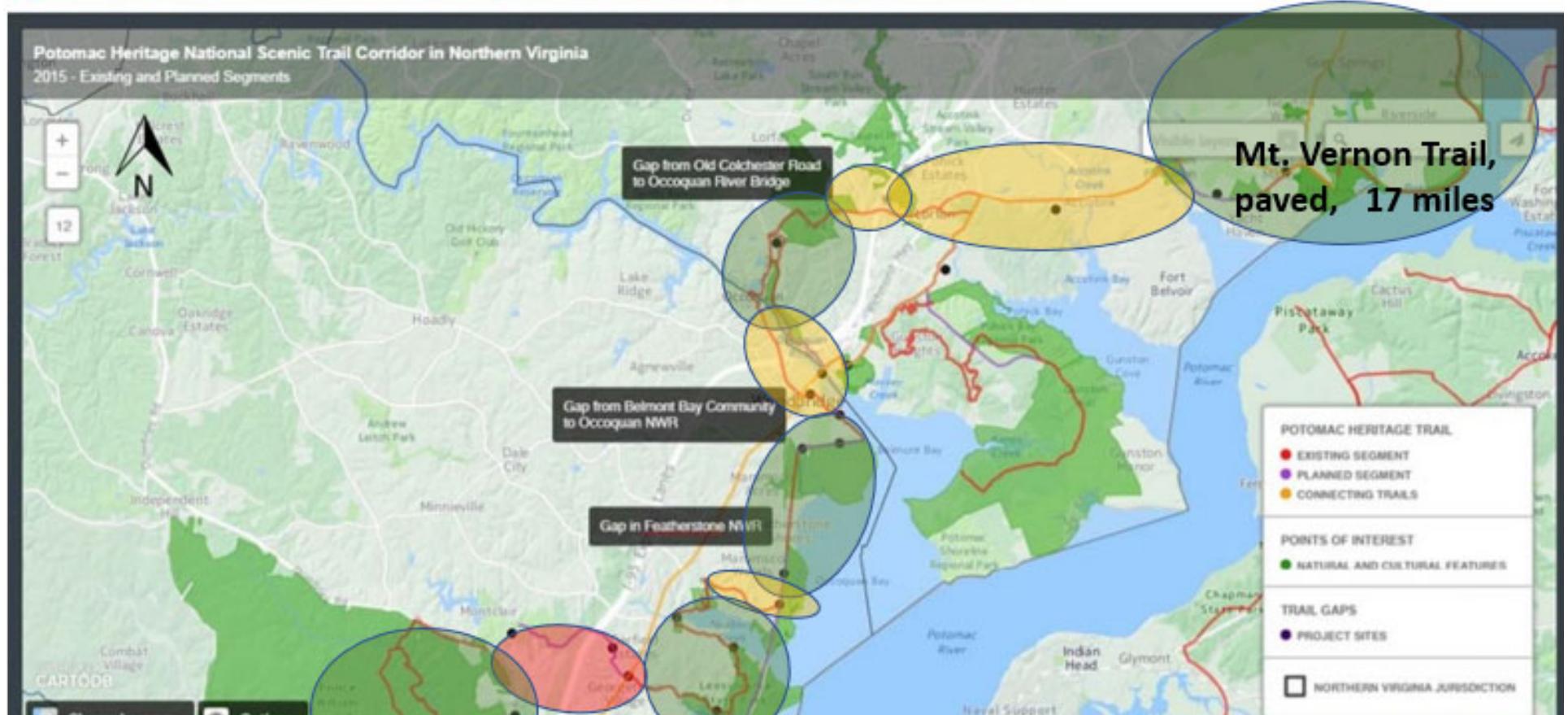
In parks

(GAP)

On sidewalk

E. Southern Fairfax & Prince William Co.

Figure 8 Corridor in Prince William County from Fairfax Border to Leesylvania State Park



Map from NVRC 2016 PHNST Gap Analysis (to be revised 2021)

E. Southern Fairfax and Prince William Co. *Highlight*

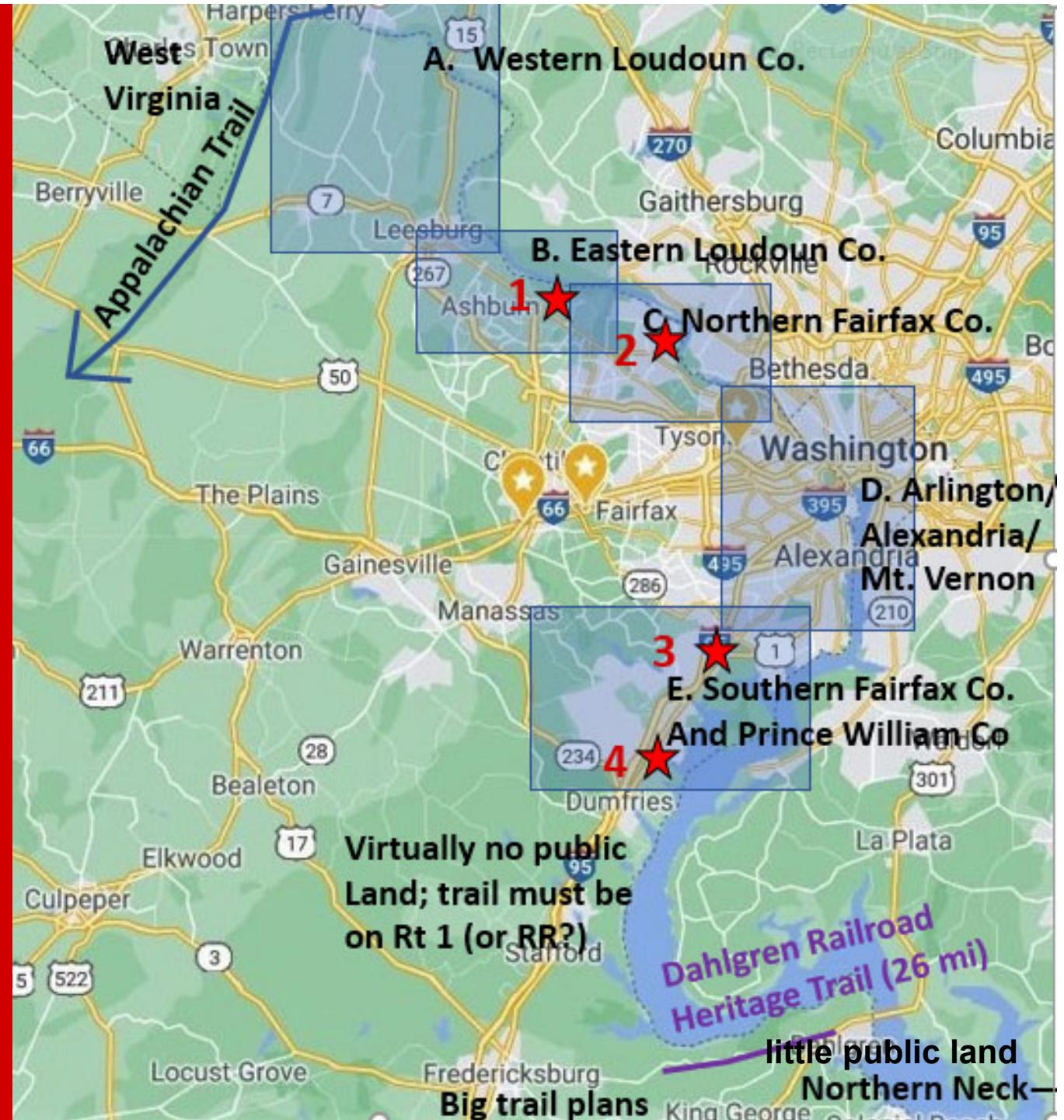


the Neabsco Boardwalk

Top Priorities For PHNST

(north to south)

- 1 Hidden Lane
Landfill: brownfields
to park
- 2 Linking Great Falls
Nat. Park to McLean
- 3 Pohick Creek Under
CSX/I-95 (convert
long road-walk to
stream valley trail)
- 4 Powells Creek
Boardwalk ("twin" of
Neabsco B'walk





Trans-Virginia Bike Route

David Landis

Village to Village Press, LLC

www.v2vtrails.com

www.villagetovillagepress.com

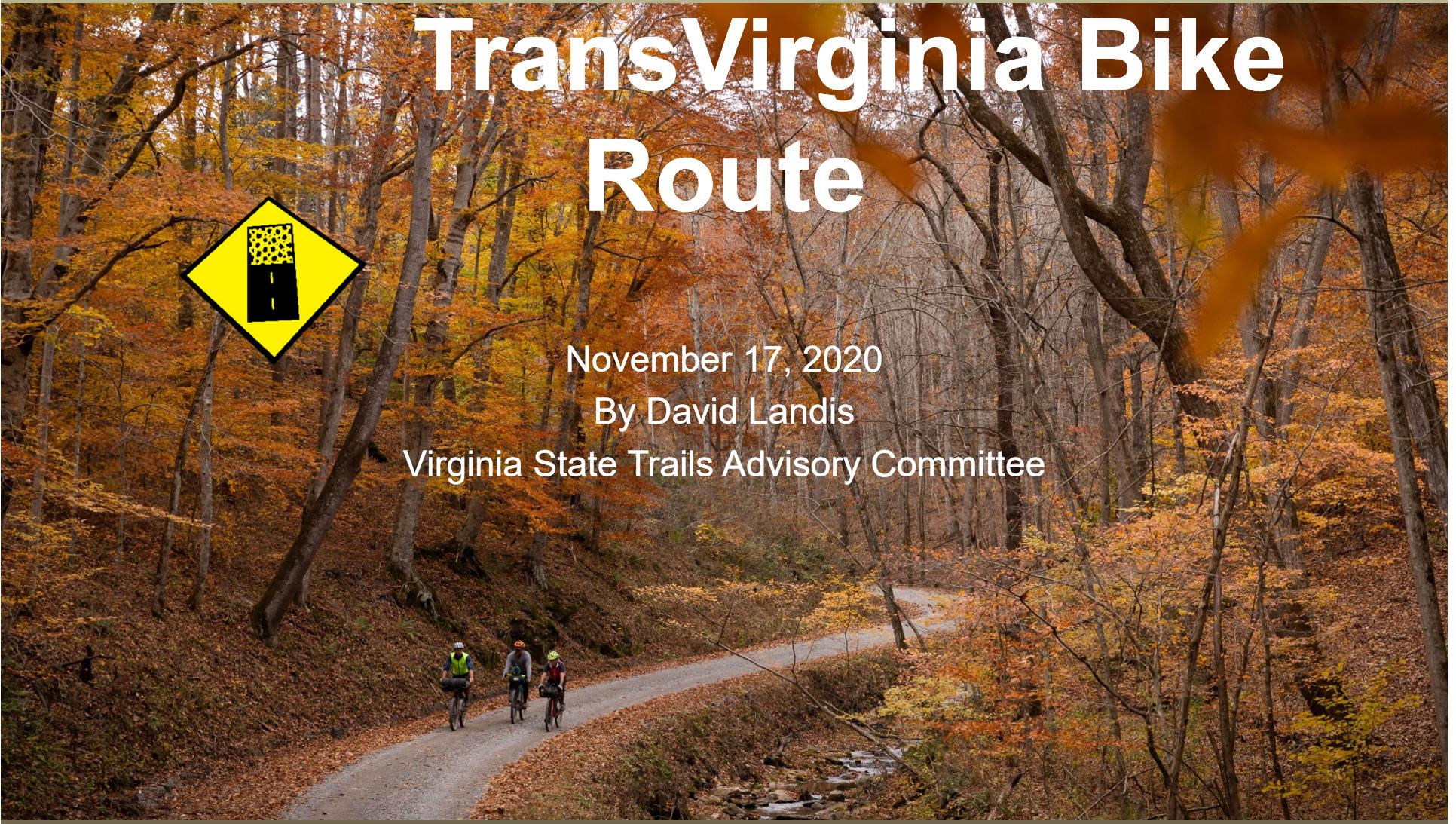


TransVirginia Bike Route

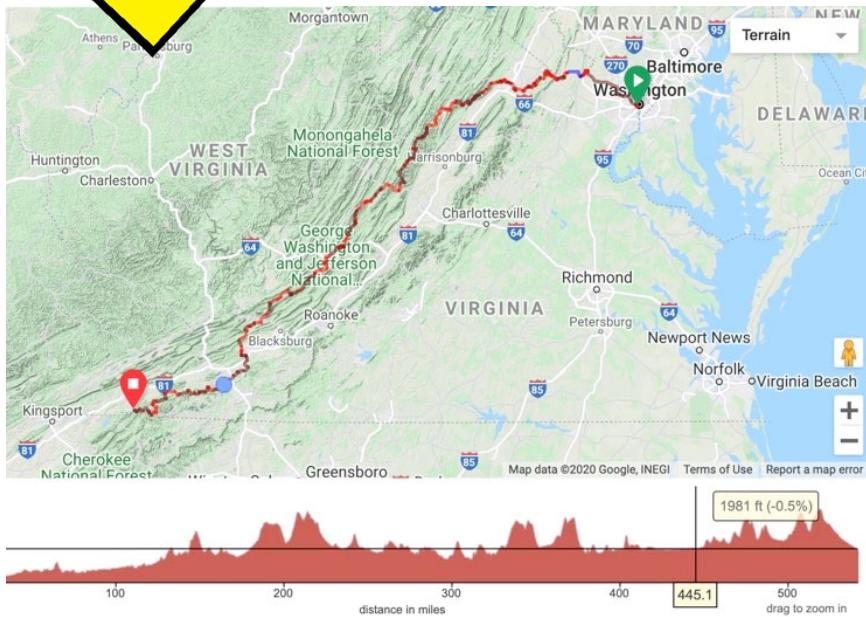
November 17, 2020

By David Landis

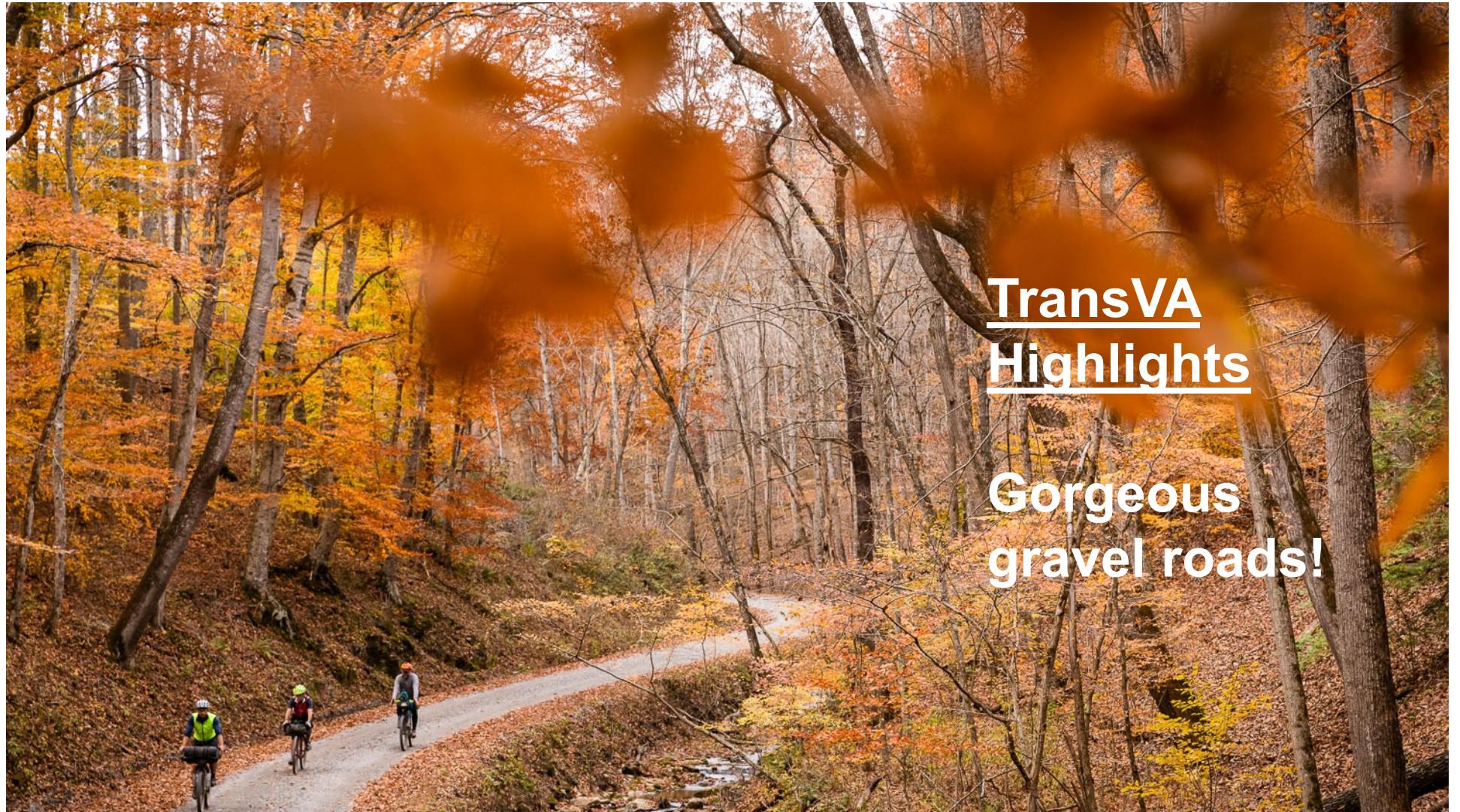
Virginia State Trails Advisory Committee



TransVirginia Bike Route

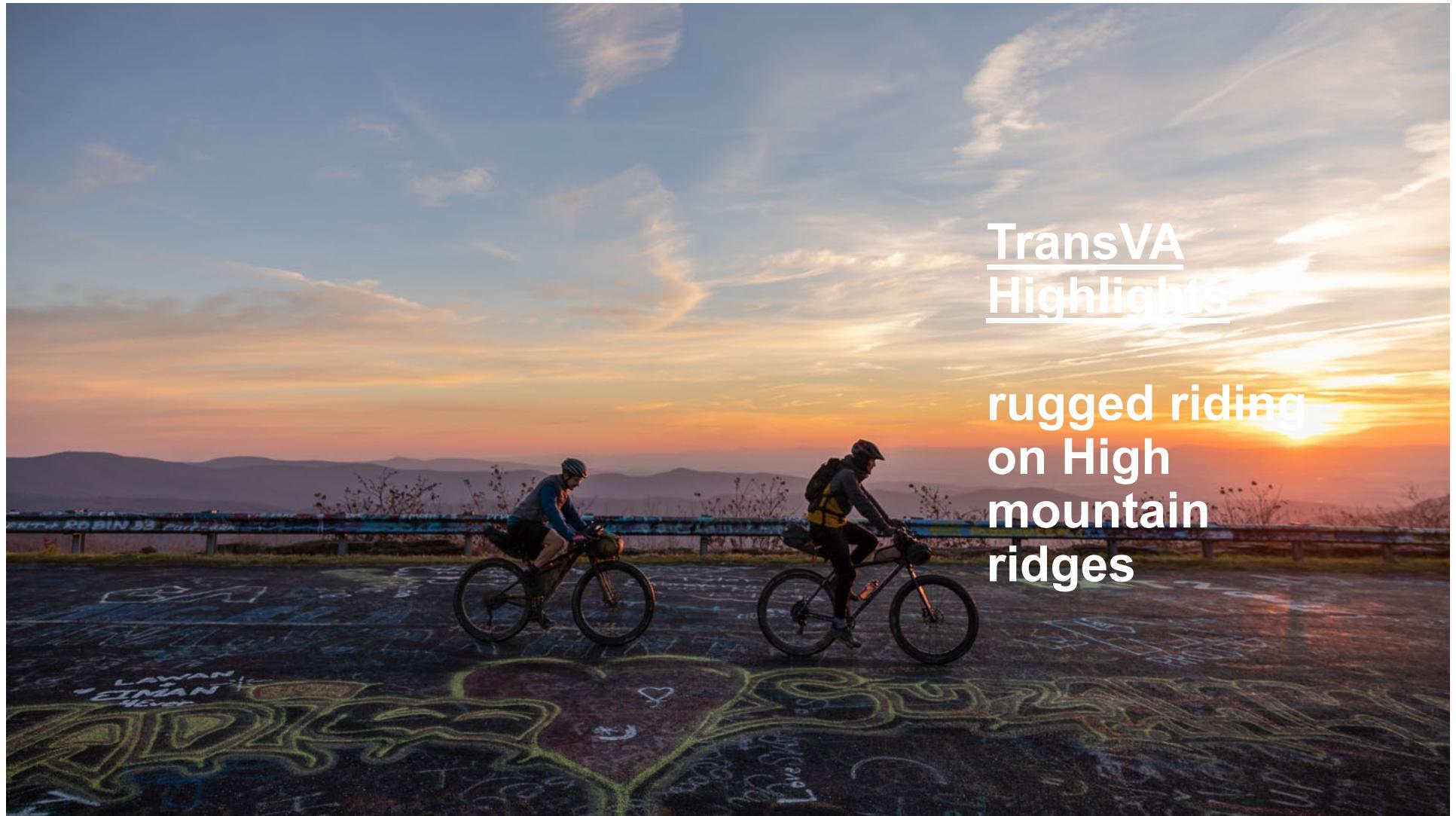


- Ride 550 miles from Washington DC to Damascus
- Mostly unpaved forest roads and rail trails
- Explore Virginia's rugged backcountry by bike and local communities across the state
- Gravel/gravel+ routes accessible to a variety of rider levels
- Two routes
 - TransVA 550: 542 miles, 43,742 feet (Original Route)
 - Valley 520: 521 miles, 32,722 feet (Added Summer 2020)



TransVA Highlights

Gorgeous
gravel roads!



**TransVA
Highlights**

**rugged riding
on High
mountain
ridges**



TransVA Highlights

**Smooth
gravel/dirt roads
in the valleys**



TransVA Highlights

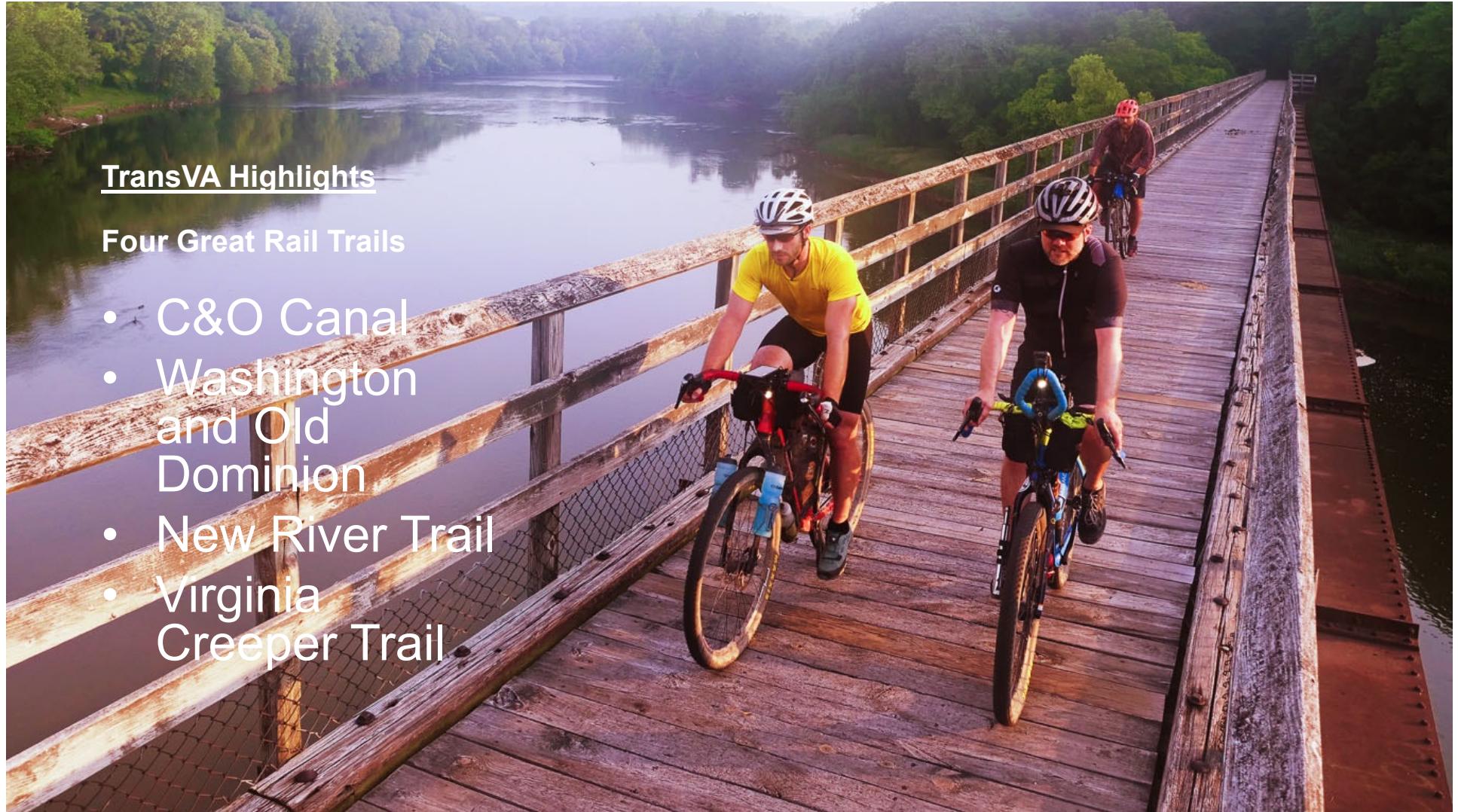
millions of
acres of public
land



TransVA Highlights

**regular services
for resupply,
camping,
lodging**





TransVA Highlights

Four Great Rail Trails

- C&O Canal
- Washington and Old Dominion
- New River Trail
- Virginia Creeper Trail

TransVA Highlights

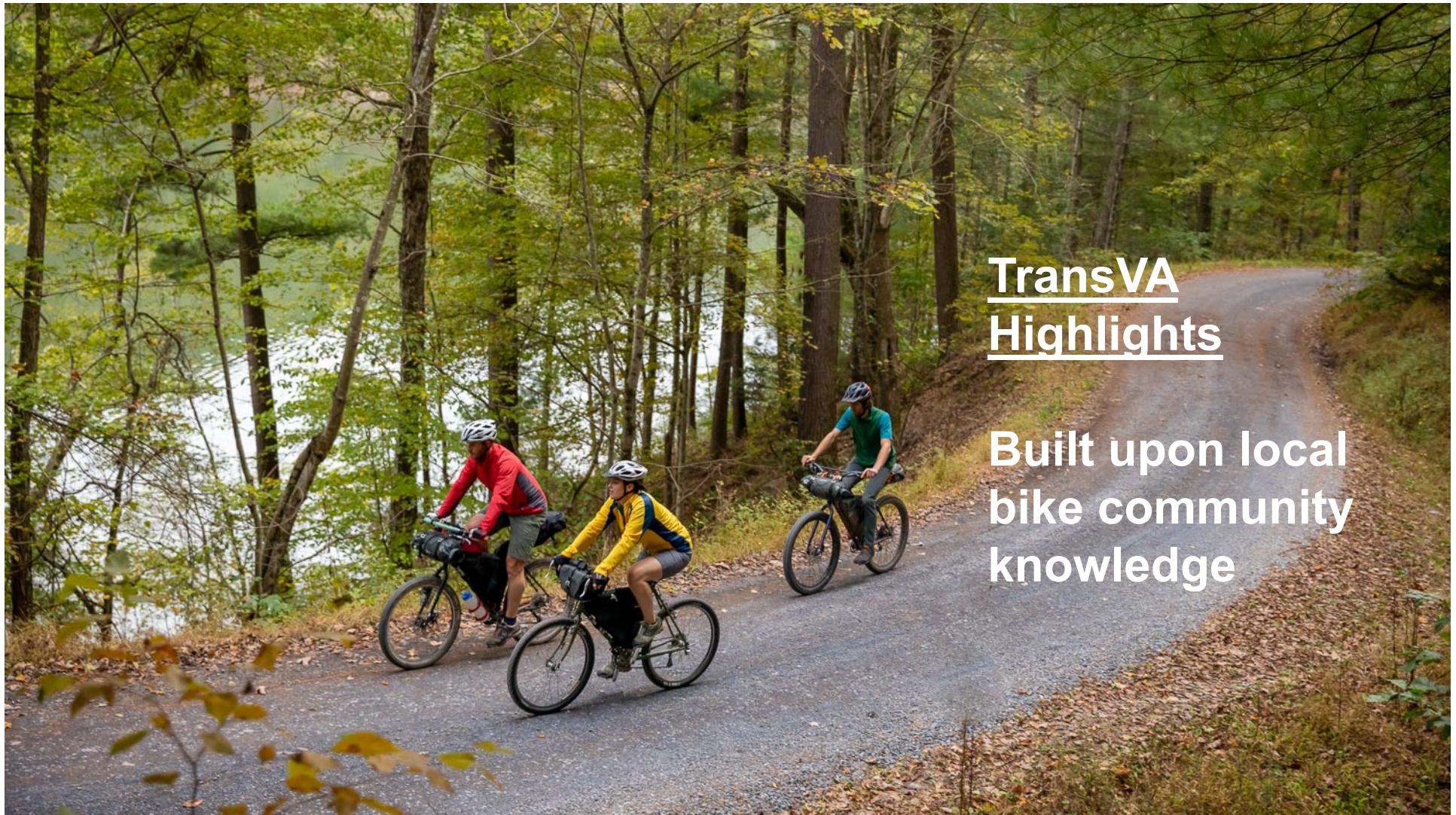
paralleling
the Appalachian
trail





TransVA Highlights

Connecting
diverse ends of
the state via local
communities

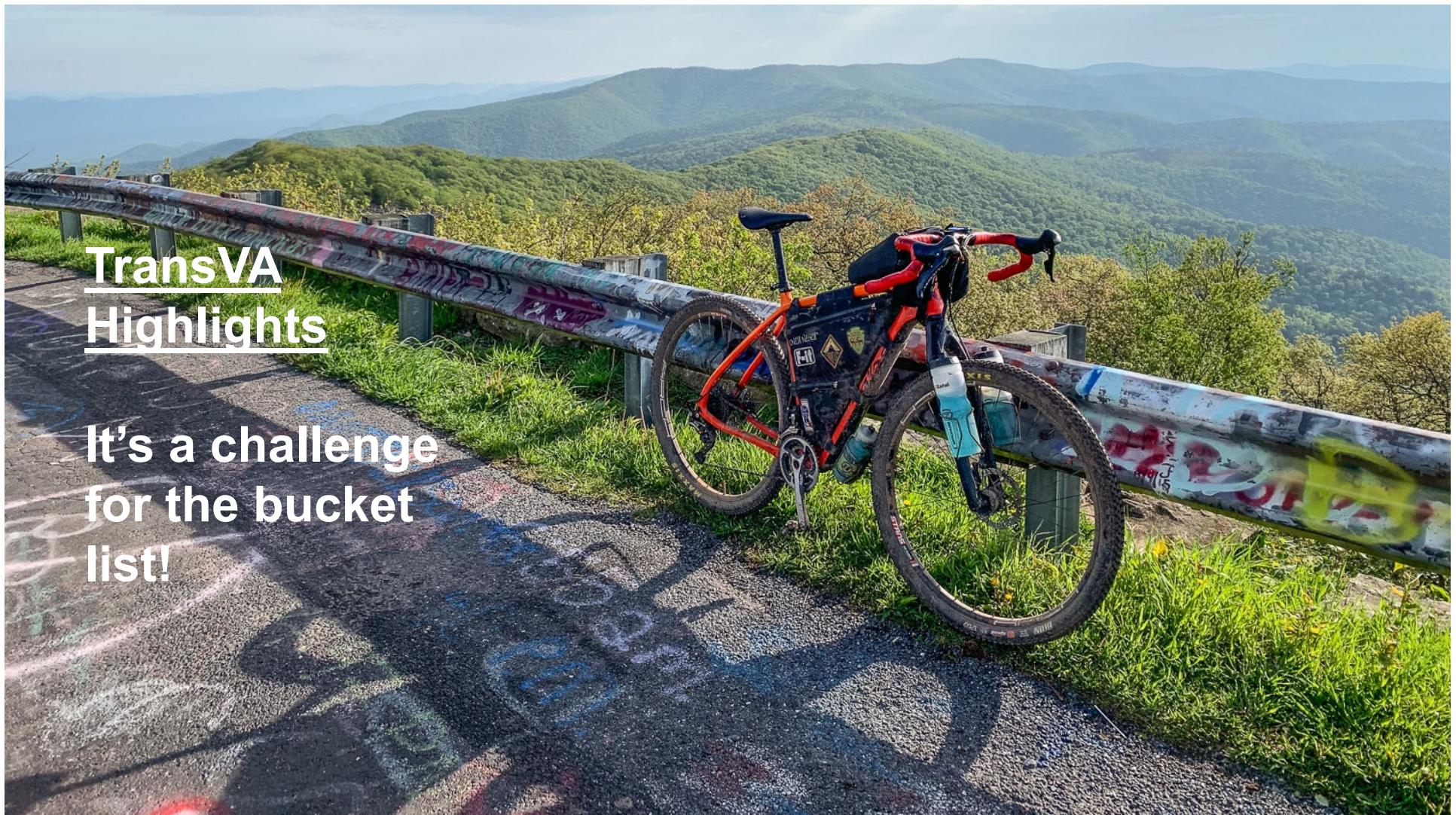


TransVA Highlights

Built upon local
bike community
knowledge

TransVA Highlights

**It's a challenge
for the bucket
list!**

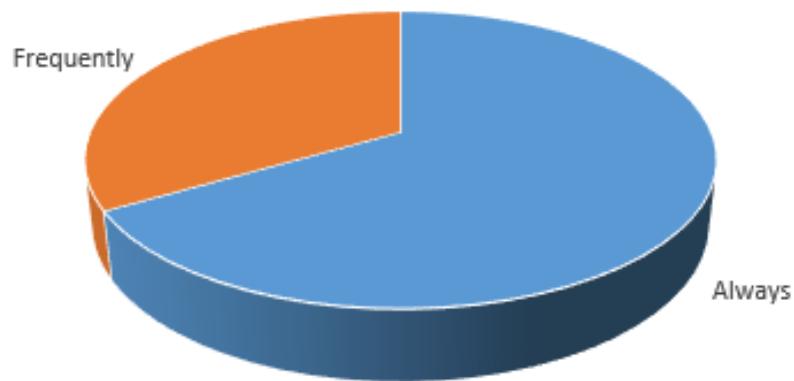


Input since last meeting

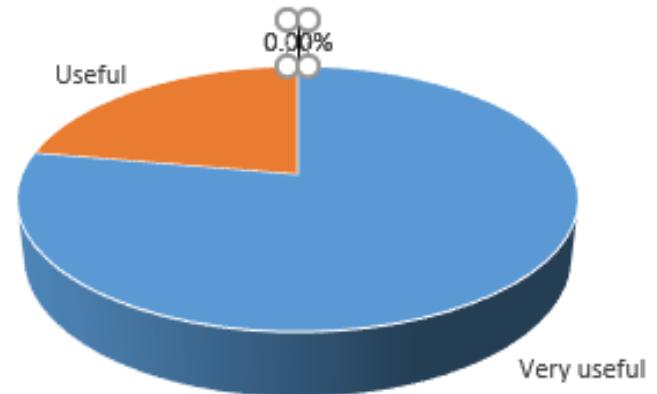
- Responses to STAC Survey on E-newsletter
- Comments received on James River Planning Efforts
- Hub site feedback

STAC Survey Results

How often do you read our newsletter?



How useful do you find the information in the E-newsletter?



3. Rate your satisfaction with the following features of this newsletter.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very Satisfied	Neutral
Length	4 44%	0 0%
Design	2 22%	0 0%
Content	5 56%	0 0%
Images	3 33%	0 0%
Color	4 44%	1 11%
Layout	2 22%	1 11%

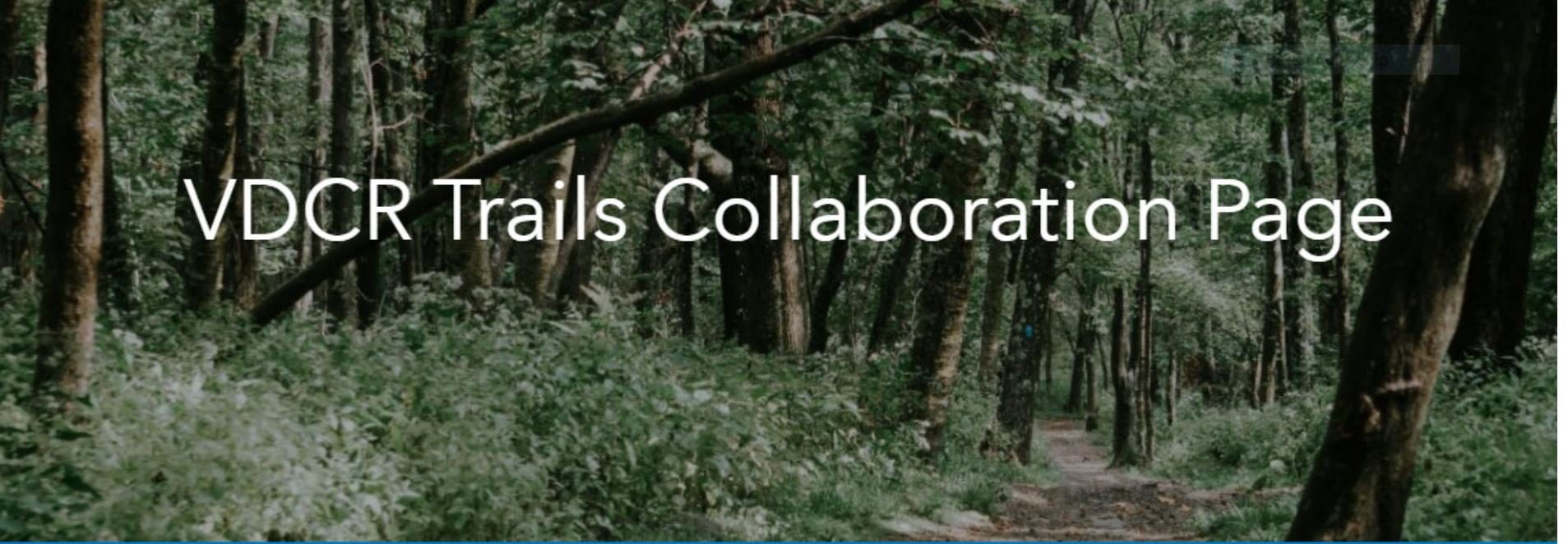
4. Rate the following content items in the newsletter based on their importance.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very Important	Fairly Important
Advocacy	4 50%	2 25%
Grants	5 63%	3 38%
Planning	5 63%	3 38%
Management	3 38%	5 63%
Trail Happenings	0 0%	6 75%
Webinars	0 0%	7 88%
Calendar	1 13%	3 38%
Articles	4 50%	2 25%



<https://trails-vdcr.hub.arcgis.com/>



VDCR Trails Collaboration Page

A photograph of a forest trail. The path is dirt and leads through a dense thicket of tall, thin trees and bushes. Sunlight filters through the canopy, creating bright highlights on the leaves and dappled light on the ground. The overall atmosphere is natural and serene.

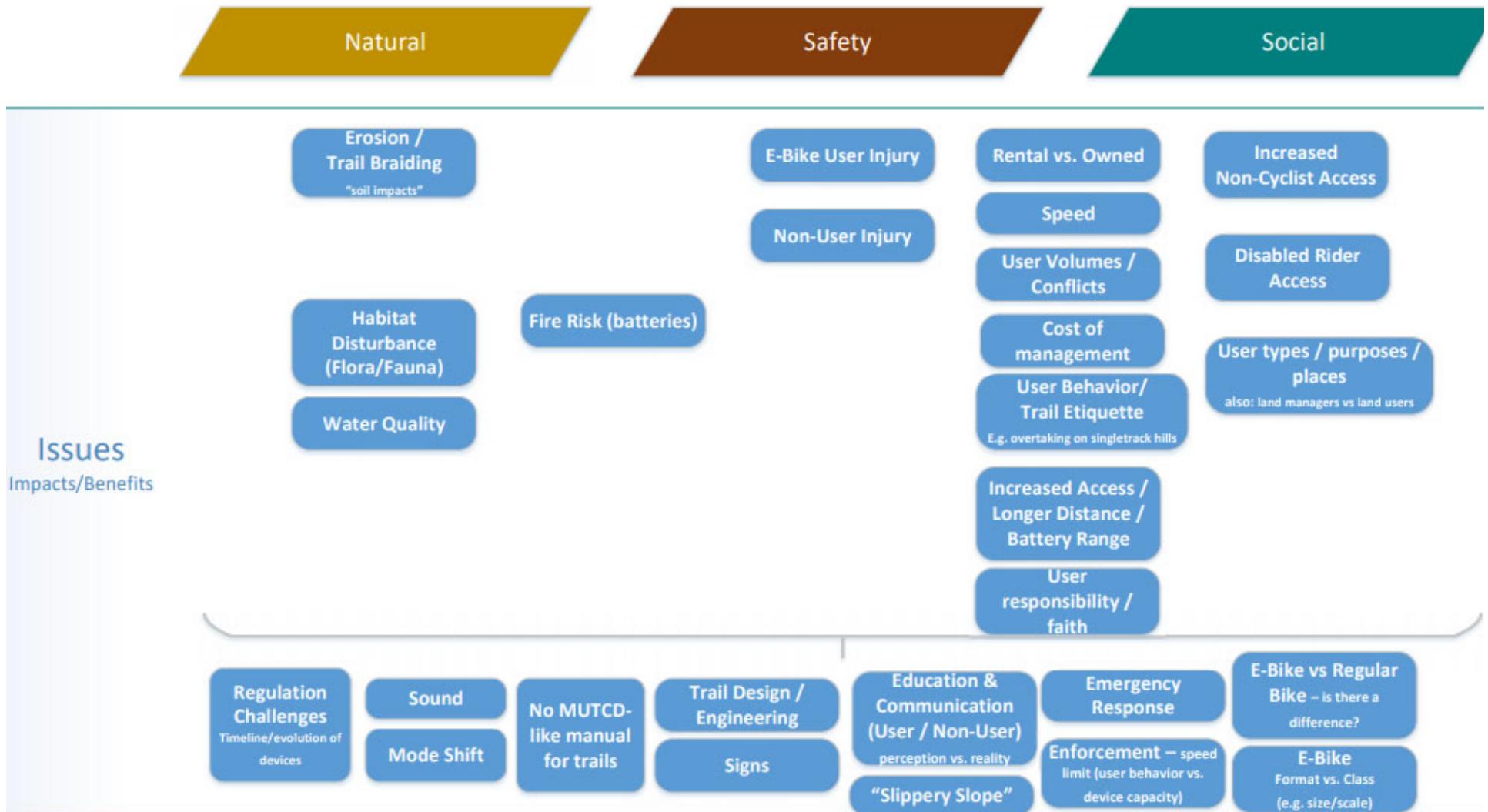
The VDCR Trails Collaboration Page is designed for federal, state and local governments to participate in uploading and managing the statewide trails dataset.

Collecting data and collaborators...

Topics for next meeting

- Requested potential speakers
- Other topics?
- Shenandoah Valley Rail Trail feasibility study
- Training topics needed?
- E-bike impacts

E-bike Study





Next Virtual Meeting

Spring 2020

Send comments and suggested future topics to be addressed at next meeting through chat bar and email

jennifer.wampler@dcr.virginia.gov