



FUTURE TRAILS OF NORTHERN DELAWARE COALITION MEETING

MAY 5, 2022 – 1:00PM – 2:30PM

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- 1. Welcome**
 - 2. Interactive Mapping Updates**
 - 3. Presentation – Kennett Greenway**
 - 4. Presentation – Millcreek Neighbors for Safer Pathways**
 - 5. Branding Exercise**
 - 6. Project Updates**
 - 7. New Business**

TODAY'S AGENDA

INTERACTIVE MAPPING UPDATES

- Added additional existing Trail and Sidepath information – DeIDOT Trails layer – Thanks Paul!
- Changed symbology for clarity of Trail Ideas and existing trails – Thanks for the idea, Daniel!
- Changed Basemap for clarity – basemaps selection available in widgets
- Added additional Trail Ideas
- Added Layer List detail for users to add and remove layers
- Expanded the view to include southern extension of study area
- Added capability of sharing/embedding in website
- Added “Add Data” widget for users to add their own data to the map
- Removed unused widgets

PRESENTATION – KENNETT GREENWAY



What is the Kennett Greenway?

The Kennett Greenway will be a 14-mile multi-purpose trail loop that connects the Kennett community to nature and each other. We believe that all people — no matter their background, neighborhood or identity — have a right to enjoy places and spaces that make their lives great. Come help us build a more beautiful, accessible and equitable community, together!



Future Trails of Northern Delaware Coalition Branding Exercise

We need a new name – FTND is difficult to understand and in order to promote the Coalition and Trail network we would like to discuss the idea of renaming/branding

Figure 2: Coalition Members and Supporters as of July 2017



Target Audiences

Coalition Members



Trail Users



Partners



Community



Audience Care-Abouts

Coalition Member, Partners, Community

“There’s a trusted organization that advocates for and creates trails that enhance the quality of life and value of our community.”

Focus is on the coalition

Trail Users

“I want an easy way to find the best trails for my recreational and commuting needs”

Focus is on the trails

Brand Opportunities and Options

Coalition Focused

- Rename Coalition
- Elevate Awareness of Coalition and its Members
- Attract and Retain New Coalition Members
- Garner Community and Partner Support for the Coalition



ABC Trail Coalition

Trail Focused

- Create Name for Trail System/Network
- Add Trail System/Network Branding to Trail Markers, Signs and Online Listings



ABC Trail System

BRANDING EXERCISE



NDT or Northern Delaware Trails Coalition & Network



"the Delaware Radius", "Radius Trails", "the Radius Trails Network" or "The Radius"



Drop the word "future," promote the concept of connectivity, and continue to embrace both cyclists and pedestrians.

Make the new brand present, active, and inclusive



NoDel Trail Alliance - "NoDel" suggests a little node, the point at which lines or pathways intersect or branch. "Trail" carries the meaning of off-road alternatives, including paved or unpaved pathways for walkers and riders. "Alliance" identifies a network of allies, friends who offer mutual support for the greater good.



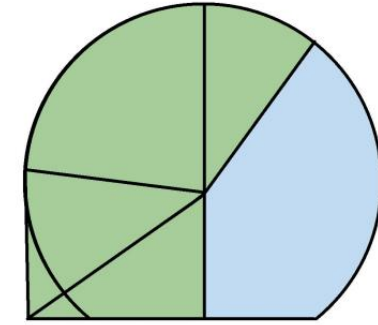
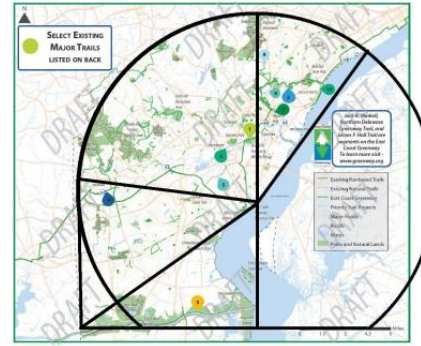
Wilmington Regional Trails Coalition



Bike and Hike Delaware



Delaware Radius Trails



USCGS ARC Corner Stone, 1892, Delaware-Pennsylvania



Greater Seattle region



Greater Philly region



Delaware
Radius Trails

Northern Delaware region



Greater DC region



Greater Cleveland-Pittsburgh region



PA Lehigh Valley region

Designs by:
Daniel Paschall

FUTURE RENAMING/BRANDING WORK

01

Work with Coalition Members – complete survey with suggested ideas

02

Continue to work with Dynasty Consulting to continue to develop branding – Logos/Colors/Name

03

Collaboratively decide on a Name/Logo/Colors that support the Coalition, members, and trail network

04

Aim to have firm ideas to discuss with the coalition at next meeting Thursday, October 27, 2022

PROJECT UPDATES

City of
Wilmington

Open Streets
Wilmington

Brandywine
Conservancy

BikeNewark

Wilmington Loop

East Coast
Greenway

AI Whoo –
Delaware Futures
Demo Day

New Castle
County

Other Projects of
Coalition
Membership

NEW BUSINESS

- Event Sharing
- New Coalition Members
- Other



Thank you all for participating!

If you have any questions please reach out

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Next meeting – October 27, 2022

