

FY2007/2008 WORKPLAN

Northern Delaware Heritage Trail Network

LONG-TERM PROJECT GOAL: Complete a network of healthy pathways with alternative transportation connections among historic sites, parks and cultural assets in northern New Castle County, Delaware using a 38-mile section of the East Coast Greenway as the spine.

OBJECTIVES FOR FY07:

- Increase public awareness of, appreciation and support for the role heritage tourism can play in preservation, conservation, and promotion of healthy outdoor activity, through:
 - 1) completing and distributing a demonstration map/brochure describing auto tours for four heritage areas and the City of Wilmington; and
 - 2) creating a coordinated marketing and promotional package for the heritage trail network, including a case statement for the health and wellness benefits, in cooperation with University of Delaware's Department of Health and Exercise Sciences.
- Characterize the basic elements of and vision for the Northern Delaware Heritage Trail Network through a concept plan, which identifies the location and condition of existing elements and their current relationship to four heritage areas and the City of Wilmington, determines potential connections and ways to address current gaps, and identifies some potential goals and actions that the Northern Delaware Heritage Coalition can advocate in order to implement the heritage trail network in the near-term (within 10 years).
- Evaluate the feasibility of bike route and pedestrian connections with East Coast Greenway and Washington Rochambeau Revolutionary Route, as part of healthful outdoor physical activity – “exercise with a destination.”
- Research the suitability of an economic evaluation of the heritage trail network concept, to identify the potential economic benefits of a connected multi-modal network and build support among economic development interests.
- Conduct outreach to US Congressional delegates and the other stakeholders and coordinate the public planning process with the New Castle County Greenway Plan, “complete streets” initiatives, Wilmapco Community Transportation Plans, Wilmington Bike Plan, and other local and regional planning efforts to:
 - develop trails and plan for alternative transportation;
 - tap into heritage tourism initiatives and interests; and
 - develop public policy for safer and more pleasant walking and biking connections within and between communities

ANTICIPATED LONG-TERM OUTCOMES:

Develop and promote the region as a heritage tourism destination; complete a 200-mile+ trail network that emphasizes the cultural heritage unique to the area and builds on existing trails; and establish healthy, safe alternative transportation connections accessing cultural, natural and recreational assets.

TASKS for FY07:

The New Castle County Land Use Department and Wilmington Area Planning Council (Wimapco), with assistance from the National Park Service Rivers, Trails and Conservation Assistance Program, will coordinate the development of a draft concept plan for the Northern Delaware Heritage Trail Network that will encompass northern New Castle County from the Chesapeake and Delaware Canal north to the Pennsylvania border. In 2007, the Northern Delaware Heritage Coalition was awarded a \$10,000 Community Planning Grant through New Castle County, which has funded design of a demonstration project describing heritage tour routes. Funding is needed for printing and the assistance of a professional reviewer/copywriter. New Castle County Land Use Department, Wimapco, and NPS RTCA will work in collaboration with the Northern Delaware Heritage Coalition, local jurisdictions, interest groups and the consultant to help complete the demonstration project and Part I of the concept plan for the Northern Delaware Heritage Trail Network by October of 2007, as described below.

Task 1: Reconvene Northern Delaware Heritage Coalition as Heritage Trail Working Group and Redefine Project Organization (February, 2007 – *ECG DE, NPS RTCA, NCC*)

- Finalize working group members, roles, and decision making process (*NPS RTCA, ECG DE, NCC*)
- Reach consensus on project work plan to include tasks, timeline, planning process, and final products (*Coalition*)
- Determine a schedule for the Congressional delegates' meeting and four heritage workshops (*ECG DE, NPS RTCA, NCC with Coalition input*)
- Define role in assisting with fundraising, completion of the demo project, marketing and promotion of the Heritage Trail Network, participation in the Heritage Trail Network planning effort, and development of the public participation strategy (*Coalition*)
- Define measures of success (*Coalition*)
- Determine if additional contractor assistance is needed for the demo project, workshop facilitation, and economic evaluation of the heritage trail network concept (*ECG DE, NPS RTCA, with Coalition input*)

Task 2: Complete Demonstration Project and Related Marketing/Fundraising (December 2006 – March 2007)

- Set deadline for completing product to print-ready stage (*ECG DE, NPS RTCA*)
- Coordinate with design contractor and Coalition on final design review (*ECG DE, NPS RTCA*)
- Conduct workshops to review, revise and complete existing copy, including tour descriptions, and finalize loop tour routes and assets for map (*ECG DE, NPS RTCA*)
- Secure assistance and manage logistics for workshop (*Coalition – coordinators for each heritage group*)
- Review text for historical accuracy (*consultant-Historic Review Board*)
- Collect final graphics (*consultant*)
- Obtain permission from property owners to be included in the demo map/brochure (*Coalition*)
- Secure assistance of professional copywriter/editor (*ECG DE, Wilmington Renaissance Corp*)

- Complete demo project in final format, including all graphics and text (*consultant*)
- Determine distribution plan for 10,000 copies, including how many organizations are critical to reach, and if additional copies can be distributed with sponsorship (*Coalition*)
- Cost out demo printing (and potentially web site design and development) and develop RFP (*consultant*)
- At minimum, secure funding for printing or pro bono offer and establish venues for printing. Could include City Life and Community News in each of five communities, and sponsor logos. (*Coalition*)
- Beyond the minimum, develop marketing and promotion package for potential sponsors that identifies the space available on the demo project and other venues such as the internet, the distribution plan, and project description. (*consultant*)
- Print and distribute final demo piece, utilizing mass media to increase visibility of demo piece and overall project (*consultant, printers*)

Task 3: Conduct Public Outreach and Education (March 2007 - September 2007)

- Identify additional potential stakeholders representing the complete heritage trail network of affected local communities such as Newport, and include in existing membership of Northern Delaware Heritage Coalition (*Coalition*)
- Conduct four stakeholder workshops in the spring (April/May), one in each of four heritage areas, to evaluate basic infrastructure such as directional signage and trail connectivity to the East Coast Greenway spine and access to heritage resources. Coalition members working on the City of Wilmington's Bike Plan will take responsibility for coordination between the two projects. (*ECG DE, NPS RTCA, NCC, Wilmapco*)
- Conduct one public meeting end of May to share results of four stakeholder workshops, identify priority projects, and develop policy recommendations (*Wilmapco takes the lead, assisted by NPS RTCA & ECG DE*)
- Conduct outreach meeting in June for US Congressional delegates, key leaders, and local officials regarding the Northern Delaware Heritage Trail Network and other NPS assisted projects in northern Delaware. Collecting information on their needs, concerns and goals for the projects, and identify priority opportunities for enhancing or developing trail linkages and accessing heritage assets (*ECG DE, NCC to organize*)
- Participate in individual heritage events to increase public awareness and support through highlighting the benefits and values of heritage trails and protected heritage assets. Coalition presence at such events will consist of a presentation / talk and or display materials. (*Coalition*)

Task 4: Produce Base Inventory Map for Northern Delaware Heritage Trail Network (February 2007 – March 2007; *Wilmapco has primary responsibility unless otherwise noted*)

- Compile sources of data and mapping on existing, planned and proposed trails
- Map heritage areas and resources
- Finalize list of components to be included in the mapping (*NPS RTCA, ECG DE, Wilmapco*)
- Include existing natural resources, parks and public lands, historic/cultural resources, and significant regional points of interest

- Identify and characterize existing and planned pedestrian and bike trails, greenways, auto tour routes, DART transit, and related access to heritage areas
- Compile existing data and prepare base inventory map of region showing trail system components—including trailheads—and current recreational facilities, heritage areas and related resources

Task 5: Identify the components of and the vision for a heritage trail network, Phase I, that are feasible to accomplish in the near-term (April – July 2007)

- Part I multi-modal transportation plan:
 - Evaluate Wilmapco base map and identify elements that need to be added prior to spring heritage workshops. Identify and characterize existing, planned and proposed bikeways, pedestrian pathways and greenways (public only) by color code and their relationship to heritage sites, and have Coalition identify components to be added to final map. (*NPS RTCA, ECG DE, with Coalition input*)
 - Identify network users and minimum standards for basic physical infrastructure to serve the users, including trail infrastructure/connectivity and directional signage – consider travel through/to the network (*Wilmapco, NPS RTCA, ECG DE, with Coalition input*)
 - Document physical condition challenges relating to trails and any barriers to access of heritage resources (*Wilmapco, NPS RTCA, ECG DE, with Coalition input*)
 - Evaluate trail/pathway connections from the spine route to Wilmington and to each of the heritage areas. Identify gaps in the heritage trail network and develop some preliminary recommendations for addressing the gaps, including potential new trail and transit connections. Determine the phase one level of connection to establish, considering public health and early opportunities to get out of the car and physically explore the area. (*Wilmapco, NPS RTCA, ECG DE, with Coalition input*)

Task 6: Evaluate Project Progress and Reaffirm Commitments (June – October 2007)

- Review FY07 project workplan and determine if project progress reflects the workplan schedule and goals accurately (June/July 2007; *Coalition*)
- Identify steps that must be taken to meet project goals and schedule, including additional resources that may be needed (June/July 2007; *Coalition*)
- Develop and submit application for NPS RTCA technical assistance for FY08 (for August 1 deadline; *ECG DE, NCC, Wilmapco*)
- Develop and submit additional grant applications as needed for 2008 (June – October 2007; *Coalition*)
- Develop draft workplan for FY08 (*October-December 2007; ECG DE, NCC, Wilmapco*)
- Re-affirm commitments to tasks identified for FY08 (*Coalition*)

TASKS for FY08:

Below are described some tasks that have been preliminarily identified for FY08, predicated on commitments to in-kind assistance of the Coalition and fundraising for additional consultant technical support. Should application to NPS RTCA for technical assistance in FY08 be successful, NPS RTCA will assist with the organization and facilitation of the fall stakeholder workshops as described below and will provide input into the development of the preliminary and final Northern Delaware Heritage Trail Network Concept Plan document.

Task 1: Identify the components of and the vision for a heritage trail network, Phase I, that are feasible to accomplish in the near-term (September - November 2007)

- Part II heritage trail network user experience and facilities evaluation (September – November, 2007; *ECG DE takes the lead, with Coalition input*):
 - Document opportunities related to existing trails and identify potential new and/or improved trailheads, gateways and interpretive / orientation hubs, as part of a series of fall workshops.
 - Define the procedure to evaluate site facilities and provide for adequate connections to thematically related sites and information/orientation hubs
 - What makes a hub, trailhead or information area?
 - a. Services offered
 - b. Information offered
 - c. Activities/programs offered
 - d. Accessibility/availability, including hours of operation and transit
 - What are interpretative themes represented at hubs serving as gateways to a heritage area?
 - What are the major stops / tourism destinations?
 - What are the interpretive signage requirements/opportunities?
 - Scenic views
 - Safety
 - Document existing and desired recreational user experiences and the quality of those experiences for auto travelers, bikers and walkers
 - Develop recommendations for implementing signage, interpretive information, and potential upgrades to sites such as transit access.

Task 2: Conduct Public Outreach and Education (September 2007 – May 2008)

- Conduct four stakeholder workshops in the fall (September-November) to define how the trail and related facilities support the visitor experience. There will be one in each of four heritage areas, to evaluate facilities based on services offered, availability of information, hours of operation, activities and programs. Identify potential hubs and gateways and interpretive themes represented at each hub, potential upgrades to facilities, and opportunities for additional interpretive infrastructure. Also determine suitability of conducting study on potential economic impacts. (*ECG DE, NCC, Wilmapco*)
- Initiate Wilmapco's public process at meeting late fall 2007/winter 2008 to review results of Phase I concept planning and determine schedule for 2008 public meetings (*Wilmapco, w/ assistance from ECG DE, NCC*)
- Conduct public meetings in each of four heritage areas in spring of 2008 in order to seek broad public input and approval for the heritage network concept and formally adopt plan into the New Castle County Comprehensive Plan (*Wilmapco, w/ assistance from ECG DE, NCC*)
- Participate in individual heritage events to increase public awareness and support through highlighting the benefits and values of heritage trails and protected heritage assets. Coalition presence at such events will consist of a presentation / talk and or display materials. (*Coalition*)

Task 3: Plan for Study on Potential Economic Impacts of Northern Delaware Heritage Trail Network (November 2007 – January 2008)

- Research potential sources of assistance in assessing economic impacts of heritage tourism (*ECG DE, NPS RTCA*)
- Develop budget and determine components for economic impacts forecasting study (*consultant, with input from ECG DE, NPS RTCA*)
- Develop fundraising strategy (*ECG DE, with input from Coalition*)

Task 4: Develop Draft Concept Plan and Recommendations for Northern Delaware Heritage Trail Network, Phase I (November 2007 – January 2008)

- Integrate results of spring/fall 2007 workshops and Phase I planning from FY07, including Part 1 multi-modal transportation plan (*To be determined-Wilmapco with Americorps assistance?*)
- Prepare a map of the proposed Northern Delaware Heritage Trail Network (*Wilmapco*)
- Outline preliminary recommendations on priority implementation projects, organizational structure, and potential funding/technical resources (*To be determined*)
- Identify appropriate partners and resources for developing thematic interpretation, coordinating with the heritage trail network map (*To be determined*)
- Prepare draft document for review by Coalition (*To be determined*)

Task 5: Evaluate Potential Economic Impacts of Northern Delaware Heritage Trail Network (March – May 2008)

- Secure funds for economic impacts study (*Coalition*)
- Issue RFP for economic impacts study (*NCC, Wilmapco*)
- Conduct economic impacts study, considering real property values, expenditures by residents and visitors, commercial uses, agency expenditures, and public cost reduction benefits of a complete heritage network in northern Delaware (*To be determined*)
- Draft report and distribute to Coalition for review
- Finalize report and integrate with project fundraising strategy for Phase II

Task 6: Finalize and Endorse Northern Delaware Heritage Trail Network Concept Plan, Phase I (May – July 2008)

- Following Wilmapco public meetings in spring, consolidate results of all heritage workshops and public meetings into draft plan, review and revise draft plan - include Part II heritage trail network user experience and facilities evaluation (*To be determined*)
- Coordinate final printing of plan and maps (*To be determined*)
- Coordinate adoption of transportation component into New Castle County Comprehensive Plan (*Wilmapco*)

Task 7: Initiate Phase II Planning for Northern Delaware Heritage Trail Network (August – October 2008)

- Initiate Phase II planning to identify improvements to facilities, interpretive materials and programs, and physical connections as part of the long-term development of the heritage trail network beyond 10 years (*To be determined*)
- Conduct physical conditions assessment and identify assets that may be important enough to warrant upgrading before the network is complete (*To be determined*)

ROLES & RESPONSIBILITIES:

New Castle County Land Use Department

1. Will provide overall project coordination and fiscal management of the county grant funding.
2. Will provide logistical and general communications support, including the provision of facilities and equipment, development of meeting agendas and follow-up minutes, for meetings of the Northern Delaware Heritage Coalition. Individual subcommittee chairs will be responsible for organizing and facilitating their meetings, with periodic assistance from NPS Rivers and Trails and ECG DE. The county and Wilmapco will serve as liaisons and coordinators among the Coalition and subcommittees.
3. Will assist Wilmapco and NPS Rivers and Trails in coordinating and facilitating public workshops and meetings as necessary to complete the planning process, including facilitating a Congressional delegates' meeting to share information on heritage related activities and trail development in northern Delaware
4. Will serve as a member of the Northern Delaware Heritage Coalition and provide overall guidance in the development of the concept plan and recommendations.
5. Will establish and maintain a mailing list for the Northern Delaware Heritage Coalition.
6. Will coordinate the Northern Delaware Heritage Trail planning effort with initiatives of Wilmapco and other regional authorities, local government and state agencies, and will work with these entities to increase their understanding and support of, and participation in, the project.
7. Will coordinate with Wilmapco and other government agencies to provide map data as needed to develop a base map showing existing and planned trails, heritage areas, recreational facilities and other county assets.
8. Will provide technical assistance and input in trail development and transportation alternatives as a component of the heritage trail network concept plan, and input into the content of the demo project.

Wilmington Area Planning Council (Wilmapco)

1. Will serve as the lead in coordinating, publicizing and facilitating public workshops and meetings as necessary to complete the planning process
2. Will serve as a member of the Northern Delaware Heritage Coalition and other subcommittees as necessary, providing technical guidance in the development of the concept plan and recommendations.
3. Will establish and maintain a mailing list for the formal citizen participation process.
4. Will coordinate Northern Delaware Heritage Trail planning effort with its transportation initiatives and those of other regional authorities, local government and state agencies, and will work with these entities to increase their understanding and support of, and participation in, the project.
5. Will conduct the formal public process to integrate the transportation component of the heritage trail network into the New Castle County Comprehensive Plan
6. Will direct, coordinate and perform the resource mapping and assessment work for the Northern Delaware Heritage Trail Network. Will coordinate with New Castle County Land Use and other government agencies to provide data as

needed and develop a base map showing existing and planned trails, heritage areas, recreational facilities and other county assets. Will also produce the final map and assist NPS RTCA with producing draft maps for community workshops and for review by the Coalition.

7. Will provide technical assistance and input in trail development and transportation alternatives as a component of the heritage trail network concept plan, as well as input on the content of the demo project.

East Coast Greenway Delaware (ECG DE)

1. Will assist New Castle County, Wilmapco and NPS RTCA to organize and develop the agendas for Coalition meetings and workshops and assists with logistical support.
2. Will partner with New Castle County in organizing the US Congressional delegates' workshop in March.
3. Will help develop and coordinate the fundraising strategy to fund the products such as the demo project, web site, and economic evaluation of the complete heritage trail network. Will assist Coalition members with fundraising as requested.
4. Will serve as a member of the Northern Delaware Heritage Coalition to provide input on the demo project, web site, and heritage trail network plan, and to reach out to interest groups, civic organizations, clubs and volunteers about the Northern Delaware Heritage Trail Network, to gain public support and participation.

NPS Rivers and Trails (NPS RTCA)*

***Will contribute two 1/2 months of staff time in FY07**

2. Will assist New Castle County, Wilmapco and the Northern Delaware Heritage Coalition in the initiation and development of a framework for the planning process and develop year 1 of the project workplan.
3. Will assist Wilmapco, New Castle County, and ECG DE in organizing and convening of at least 4 heritage areas workshops (FY07) to solicit input and review of base resource inventory information, identification of the heritage trail network components and vision, and development of concept plan recommendations for Phase I.
4. Will participate if requested in a Congressional delegates' meeting to expand awareness about heritage activities and trail development in northern Delaware and invite input on the projects.
5. Will identify sources of inventory and mapping data and appropriate content for maps, and work with Wilmapco to identify suitable formats for producing maps for display and review at public workshops and meetings of the Coalition.
6. Will assist ECG DE, Wilmapco, and the Coalition in developing a systematic approach to information gathering and documentation, to include:
 - a. Defining the network elements and vision, network users and the criteria and standards needed to serve the users (community asset mapping)
 - b. Establishing guidance for a physical condition assessment
 - c. Defining the procedure to evaluate site facilities
7. Will organize information and input from inventory/asset mapping, physical connections assessment, and site facility evaluation in Phase I into draft document that serves as a foundation for the heritage trail concept plan. The

draft document will describe the results of workshops in each of four heritage areas.

8. Will provide input to Wilmapco and the Coalition in developing recommendations as part of the Northern Delaware Heritage Trail Network Concept Plan.
9. Will provide project partners with information about successful trail development efforts in other parts of the U.S., US Department of the Interior policies and programs as they apply to trails and signage standards, and alternative approaches to developing tour routes, applying NPS expertise to recommendations for interpretation and marketing, maintenance and stewardship, and potential funding sources.
10. Will help identify additional funding for later phases of the project.
11. Will provide input to the design contractor regarding the final design and content of the demo project and also the project web site.

Design Consultant

1. Will develop and coordinate project communications through the public and internal project web site
2. Will be responsible for facilitating meetings of the Coalition and/or Demo Project Subcommittee as they relate to the demo project, including input on the agenda, in order to solicit input on demo design and content
3. Will design and execute the demo project, including development of the overall concept and graphic elements, and minor text editing
4. Will coordinate with the Wilmington Renaissance Corporation's copywriter and other consultants as necessary for final review and text editing
5. Will develop a fundraising strategy and conduct fundraising, in cooperation with the Wilmington Renaissance Corporation, New Castle County and Heritage Coalition partners, for the printing of the demo project as well as the overall planning project
6. Will develop the printing specs and coordinate with the printer to ensure a quality product
7. Will coordinate with the concept plan effort, providing advice for a public participation strategy and technical guidance on interpretive themes development, visitor infrastructure development, and marketing and promotion related to heritage tourism

Northern Delaware Heritage Coalition

1. Will function as a steering committee to provide overall project guidance relating to the development of the Northern Delaware Heritage Trail Network, including both marketing and promotion strategies and physical infrastructure requirements.
2. Will determine working group members, roles and decision making process
3. Will provide input and reach consensus on project work plan to include tasks, timeline, planning process, and final products
4. Will periodically review and comment on materials developed by the Demo Project Subcommittee or other subcommittees as necessary
5. Will be responsible for promoting the concept plan to regional authorities for implementation.
6. Will assist the consultants and project leads with outreach to interest groups, civic organizations, clubs and volunteers about the Northern Delaware Heritage Trail Network, to gain public support and participation.

7. Will coordinate with design consultant to assist with fundraising, themes development, marketing and promotion of the Heritage Trail Network, and development of public participation strategy.
8. Will work with the design consultant to develop the demo project, including:
 - b. Writing draft text describing each of four heritage areas and the City of Wilmington and their heritage assets, auto tour loops accessing the heritage areas, and the introduction to the loop tours
 - c. Submitting photos of heritage assets to be included in the demo piece
 - d. Securing permission from property owners to be included in the demo piece
 - e. Reviewing and commenting on draft and final conceptual layouts and design
 - f. Reviewing printing proofs and providing input on distribution strategies
9. Will provide input to the design consultant on the design and content for project web site development
10. Will assist the design consultant in the development of a fundraising strategy and conducting the fundraising, in cooperation with Wilmington Renaissance Corporation and New Castle County
11. Coordinate with NPS RTCA, Wilmapco, ECG DE and the Coalition and the planning consultant in the development of thematic linkages among heritage assets, as part of the concept planning process
12. Will assist with the identification of stakeholders, key community contacts, and public participants, and assist NPS, Wilmapco, and the consultant in developing an outreach strategy.
13. Will help NPS and the planning consultant identify sources of resource inventory data and trails information that should be included in the development of GIS base map(s) for the concept plan.
14. Will assist with facilitating logistics, coordination, and promotion for community workshops, meetings or events related to the planning process.
15. Will review and provide input on the results of the base inventory data, vision and elements for the heritage trail network, physical connections assessment, evaluation of site facilities, and draft and final documents for the Northern Delaware Heritage Trail Network Concept Plan.

Other Project Support:

Wilmington Renaissance plays a lead role in coordinating Coalition activities within the City of Wilmington, including the Wilmington Bike Plan, the East Coast Greenway, and promotional activities. The organization also serves as the Coalition's gatekeeper for funds received from grants.

The Coalition has received a one-year sponsorship from **Talisman Interactive** to create a web site for the project for 2007. Talisman Interactive has also agreed to assist with fundraising for the project in FY 2007.

The **University of Delaware Department of Health and Exercise Sciences** is engaged in walkability assessments for several communities in Delaware, working with the Institute of Public Administration. WILMAPCO is supporting these efforts and is also conducting walkability assessments, as well as developing a multi-use pathway/greenway plan for New Castle County. The University's Department of Health

and Exercise Sciences will provide information for a health and wellness case statement that is part of the promotional package used to fund products.

ANTICIPATED PRODUCTS IN FY07:

1. Demonstration map/brochure highlighting auto tours of four heritage areas in northern New Castle County and the City of Wilmington
2. Base inventory map of existing and proposed trails, auto tour routes and heritage areas and assets in northern Delaware, showing trail system components—including trailheads—and current recreational facilities
3. Information sharing workshop for US Congressional delegates and partnerships working on heritage tourism and greenway and trail development in Northern Delaware
4. Four workshops, one in each of the heritage areas, to evaluate basic infrastructure such as directional signage and trail connectivity to the East Coast Greenway spine and access to heritage resources.
5. Northern Delaware Heritage Trail Network Concept Plan foundation document with near-term recommendations for Phase I. The plan will organize information and input from inventory/asset mapping, physical connections assessment, and the heritage workshop results.

The following commit to the FY07 portion of the project workplan only, with the understanding that the FY08 portion of the workplan is tentative and will be reviewed and revised by the Coalition as necessary towards the end of FY07. The FY08 project workplan will be confirmed separately by the project partners.

Wilmapco

National Park Service Rivers, Trails & Conservation Assistance

New Castle County

East Coast Greenway Delaware