



610 N 3rd St, #301  
Harrisburg, PA 17101

WeConservePA.org

Pennsylvania Greenways & Trails Summit  
September 17-19, 2023 | Hilton Scranton Conference Center  
Register at [WeConservePA.org/greenways-trails-summit](https://www.WeConservePA.org/greenways-trails-summit)

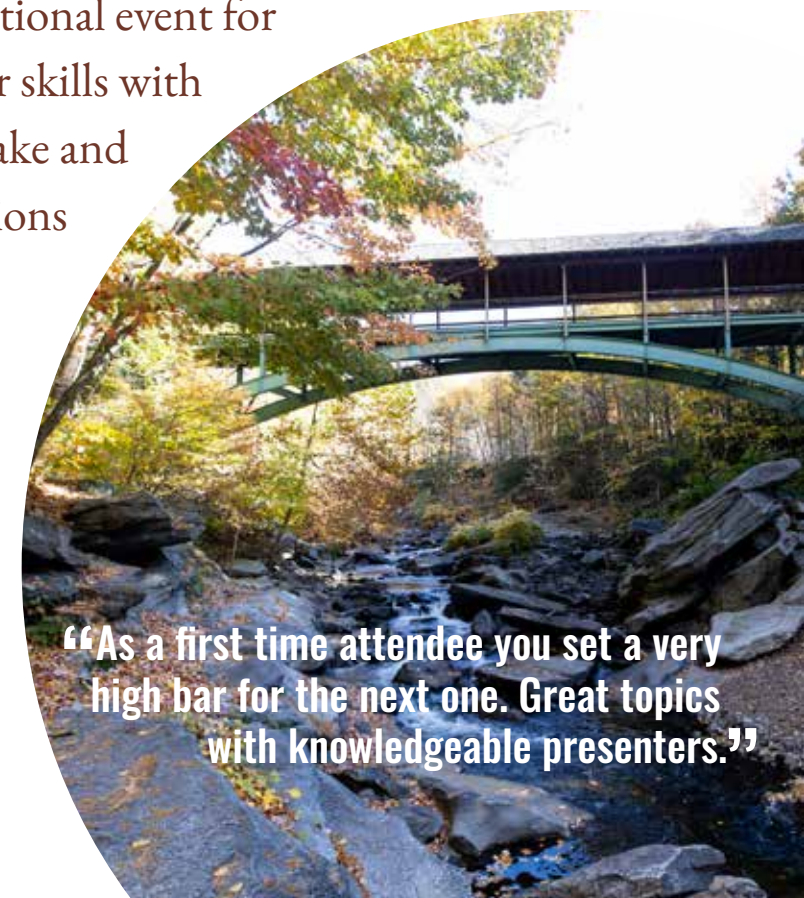


Join with hundreds of friends and colleagues at Pennsylvania's premier training, networking, and inspirational event for greenways and trails. Learn and grow your skills with **44 workshops** and **mobile seminars**. Make and renew connections during the two receptions and other **networking** time. And be inspired by our nationally renowned **keynote speaker**.

*Come to Scranton for learning and fun!*



**SCAN TO REGISTER TODAY!**



*“As a first time attendee you set a very high bar for the next one. Great topics with knowledgeable presenters.”*

CONNECTING AN INDUSTRIOUS PAST TO AN INNOVATIVE FUTURE

PENNSYLVANIA  
**Greenways & Trails**  
SUMMIT

September 17-19, 2023  
Scranton, PA



### KEYNOTE | MONDAY, SEPTEMBER 18

*Starting at 9AM*

**John Simmerman, MS**

### CREATING A CULTURE OF ACTIVITY

John Simmerman is a veteran public health and health promotion professional with over 30 years of experience helping communities create more people-oriented places through proven All Ages & Abilities design concepts and evidence-based behavior change initiatives.

Simmerman's focus is to directly inspire others by profiling the people, places, and programs making a difference globally in creating what he refers to as a culture of activity for all ages and abilities through his multi-platform media efforts, which include the Active Towns podcast and YouTube channel.

*The Pennsylvania Greenways and Trails Summit is partially supported through funds granted through the U.S. Department of Transportation's Federal Highway Administration (FHWA). FHWA provides funds to states to develop and maintain recreational trails and trail-related facilities for motorized and non-motorized recreational trail uses. The Department of Conservation and Natural Resources (DCNR) has been designated as the state agency responsible for administering this federal program in Pennsylvania.*

Cover photo: Courtesy of Lackawanna County Visitors Bureau / Photo by Electric City Trolley Museum  
Top Right: Courtesy of Lackawanna County Visitors Bureau / Photo by Todd Hiller

# PENNSYLVANIA GREENWAYS & TRAILS SUMMIT

## SUNDAY, SEPTEMBER 17

### Mobile Seminars

It's All Downhill: Biking the D&H Rail-Trail & Lackawanna River Heritage Trail **10AM-2PM**

Hike or Bike Eales Preserve (BYO Bike) **10AM-3PM**

Wyoming County Gets a Park! **10AM-4PM**

Parkers Landing Eco Restoration: Dual Benefits for Environment and Recreation **11AM-4PM**

### Reception 5PM-7PM

Four massive stone blast furnaces, remnants of a Lackawanna Iron & Steel Company plant, create a dramatic industrial backdrop for the Sunday evening reception. The evening includes music from the Shützengiggle Oompah Band, an Oktoberfest themed menu from Posh Events, and a specialty themed trail ale by Groove Brewing. Included in Sunday registration or available as a-la-carte ticket.

## MONDAY, SEPTEMBER 18

### Plenary Starting at 9AM

Keynote | John Simmerman, Active Towns  
Creating a Culture of Activity

### Session I 11AM-Noon

Trends in Motorized Recreation in PA

Trail Crossings:  
What is the Process to Cross the Road?

How Economic Development Organizations Can Support Outdoor Recreation

Exploring the Power of WikiMapping: Lessons from the Powerline Trail **11AM-11:45AM**

Too Busy to Trail?  
Leveling With Each Other as Trail Professionals

Highlighting Heritage Along Land and Water Trails **11AM-11:45AM**

### Session II 1:30PM-2:30PM

Motorized Trails-How to Plan Legal Trail Systems and Where to Find the Money to Implement Them

It All Comes Down to Drainage

Dickson City Borough-A Case Study in Economic Development Led by Outdoor Revitalization Strategies

Animating the Greenway: Lessons from a Rural Canadian County

Defining Public Spaces Using an Asset Management Lens

Essential Elements & Tips for Nature-Based Revitalization

Historic Downtown Scranton Walk (off-site)

### Session III 3PM-4PM

PA OHV Projects-Case Studies, Success Stories, and Lessons Learned

Historic Bridge Marketing and Adaptive Use

Trends for Trail Communities of Today and Tomorrow **3PM-4:30PM**

Creating Communities of Practice for Trails and Shared Use Pathways Planning **3PM-4:30PM**

Trails, Parks, and Public Access:  
Who Does RULWA Protect?

Interpreting an Ironmaking Landscape Along the Rail-Trail in Pine Grove Furnace State Park

### Reception & Dinner 5PM-8PM

Monday's reception and dinner will occur at the Hilton Scranton Conference Center and is included in Monday's registration fee.

## TUESDAY, SEPTEMBER 19

### Seminars 9AM-11AM

Tying in Trails-Transportation Systems, Economic Development, and Health

DCNR Trail Feasibility Plan Grant Guidelines 2.0: Rethinking the Possible

Trail Accessibility Within Reach

### Session I 9AM-9:45AM

Creating a Status Map Using QGIS: A Case Study of the D&H Trail

Beyond the 5K: Events and Programming Ideas to Reach Your Community

Brookville PATHWAYS PROJECT

### Session II 10:15AM-11AM

Resurrecting a Native Trail Landscape

Everybody Rides:  
Group Bike Rides that Engage the Community

Quantifying the Economic, Environmental, and Social Impacts of Trail Networks

### Session III 11:30AM-12:30PM

Economic Impact Studies: Conducting a Study and Leveraging a Study for Further Investment

Modern Greenways are Ribbons of Green and Blue

Beyond Measuring Miles: How the Circuit Trails Coalition Turned Research into Action Towards a More Inclusive Trail Network

City of Pittsburgh Greenways:  
Community Stewardship

Give Credit Where Credit is Due: Ensuring Public Awareness of the Role of Your Organization in Projects and Funding

I-84 Twin Bridges/North Pocono Trail **11:30AM-12:15PM**

### Session IV 1:30PM-3PM

PennDOT Multimodal Transportation Fund **1PM-1:45PM**

The Inside Scoop on Funding for Waterway Access, Recreation and Engagement Programming

Increasing Equity and Accessibility on Pennsylvania Trails

Volunteer Stewardship Programs:  
An Exploration of Two Models

### Mobile Seminars 1PM-3PM

Eco-Trolley: Working Together with Property Owners to Expand Public Lands

Scranton Walk- and Bike-ability: Connecting the Lackawanna River Heritage Trail to the Downtown

## REGISTRATION INFORMATION

**Full Registration** | \$264 (early) | \$307 (regular)

## DAILY RATES

**Sunday** | \$84 (early) | \$98 (regular)

**Monday** | \$119 (early) | \$139 (regular)

**Tuesday** | \$61 (early) | \$70 (regular)

\$50 late registration added after August 26.

## INCLUDED IN REGISTRATION

**Sunday:** Lunch, mobile seminars, reception

**Monday:** Breakfast, lunch, reception, & dinner

**Tuesday:** Breakfast, lunch

## ADD ONS

(for guests or if not registered for the day)

**Sunday Reception**

\$35 through July 14 / \$55 July 15 and later

**Monday Breakfast and Plenary**

\$15 through July 14 / \$25 July 15 and later

**Monday Reception and Dinner**

\$45 through July 14 / \$65 July 15 and later

## LODGING

**HILTON SCRANTON CONFERENCE CENTER**

100 Adams Avenue, Scranton PA 18503 | (570) 343-3000

Make your hotel reservation with the Hilton Scranton Conference Center to receive the group rate of \$129/night. Last day to book: August 26 at 5PM.

Book online at [WeConservePA.org/greenways-trails-summit](http://WeConservePA.org/greenways-trails-summit). Booking by phone? Reference PA Greenways and Trails Summit to receive the group rate.



**Early registration ends July 14**

**Late fees applied after August 26**

**Register at**

**[WeConservePA.org/greenways-trails-summit](http://WeConservePA.org/greenways-trails-summit)**

Photo: Scranton Iron Furnaces. Photo Credit: Visit NEPA

## SUMMIT PARTNERS AND SPONSORS



North Pocono Trails Association | Rail-Trail Council of NEPA | Lackawanna River Conservation Association  
Pennsylvania Downtown Center | Anthracite Bicycle Coalition Environmental Planning and Design  
Creative Composites Group | Cycle Forward | Johnson College | Woodland Design