Patrick Hunt 2020 Adaptive Management Plan Outline

Overall D&L Goal: Create Robust Region Trail Network

              Objective: Promote healthy living by connecting residents to regional trails though the Get Your Tail on the Trail program in partnership with our health partners.

Priority/Timeliness: High

                                Program: Get Your Tail on the Trail

                                                Staff: Emily Dings – Lead / Patrick Hunt

Key Tasks:

* Provide people with opportunities to engage in fit for life initiatives such as walking, hiking, biking, kayaking (emphasis on D&L trails and connected waterways) and both qualitatively and quantitatively measure outcomes.
* Create more inclusive promotional material though a bilingual rack card
* Create new marketing plan (elevator pitch, sales pitch, advertising, outreach) and use participant testimonials
* Reduce Barriers to entry (app or more usable website)

                                                           Key Performance Indicators:

* Increase average activities per active user
* Increase average distance per active user
* Increase # of Active Users
* New sign-ups/year
  + Increase new users by 2500 in 2020
  + Increase the number of users in Bucks County
* Exercise frequency distribution (from health survey)
  + Increase individual exercise frequency
  + Increase exercise frequency overall of active users vs inactive users
* Increase count of D&L Trail locations vs other locations on a per year basis.
* Continue all trails as a percent of activity entries yearly increase