



**VIRGINIA  
CAPITAL TRAIL  
FOUNDATION**

# The Virginia Capital Trail Foundation

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# Virginia Capital Trail Foundation

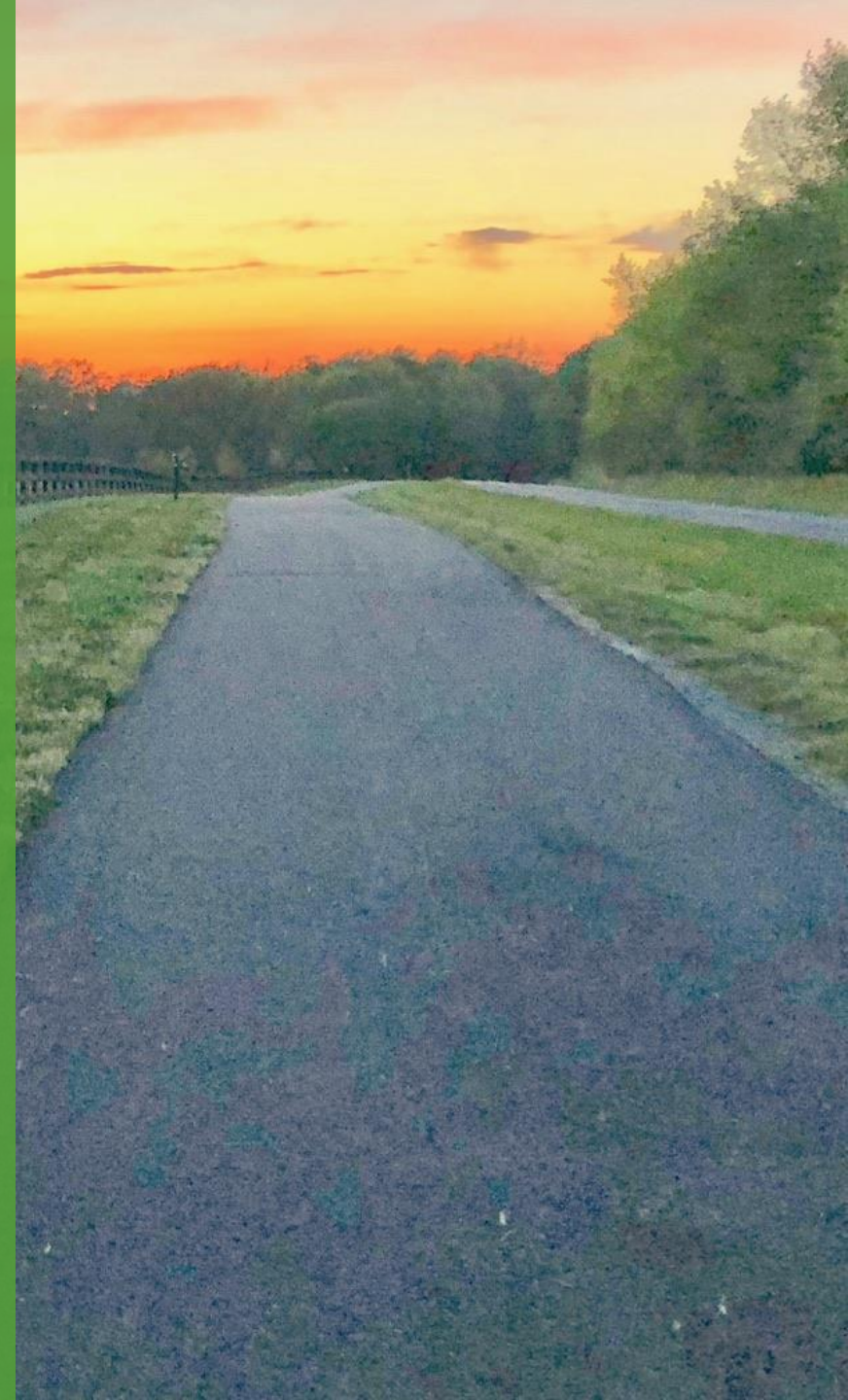
## Mission Statement:

The Virginia Capital Trail Foundation exists to protect, promote, and enhance the Virginia Capital Trail, and to serve as a resource, community builder, and connector to other trails throughout the Commonwealth.



# What is the Capital Trail?

- 51.7 mile paved, protected, multi-use trail
- Richmond to James City County/Williamsburg
- Average yearly trail counts, 800,000 to 1m
- Cost \$72m



# What Do We Do?

- Unified Voice of the Capital Trail
- Programs
- Events
- Amenities
- Trail Advocacy
- Trail Promotion and Marketing
- Stakeholder Engagement
- Trail Etiquette Campaigns

# Stakeholder Engagement/Unified Voice

- VDOT Residencies - MOU
- VDOT Central Office
- Jurisdictions
- Nonprofits
- Trail User Groups
- Businesses Along and Near The Capital Trail
- External Event Engagement



# VIRGINIA CAPITAL TRAIL

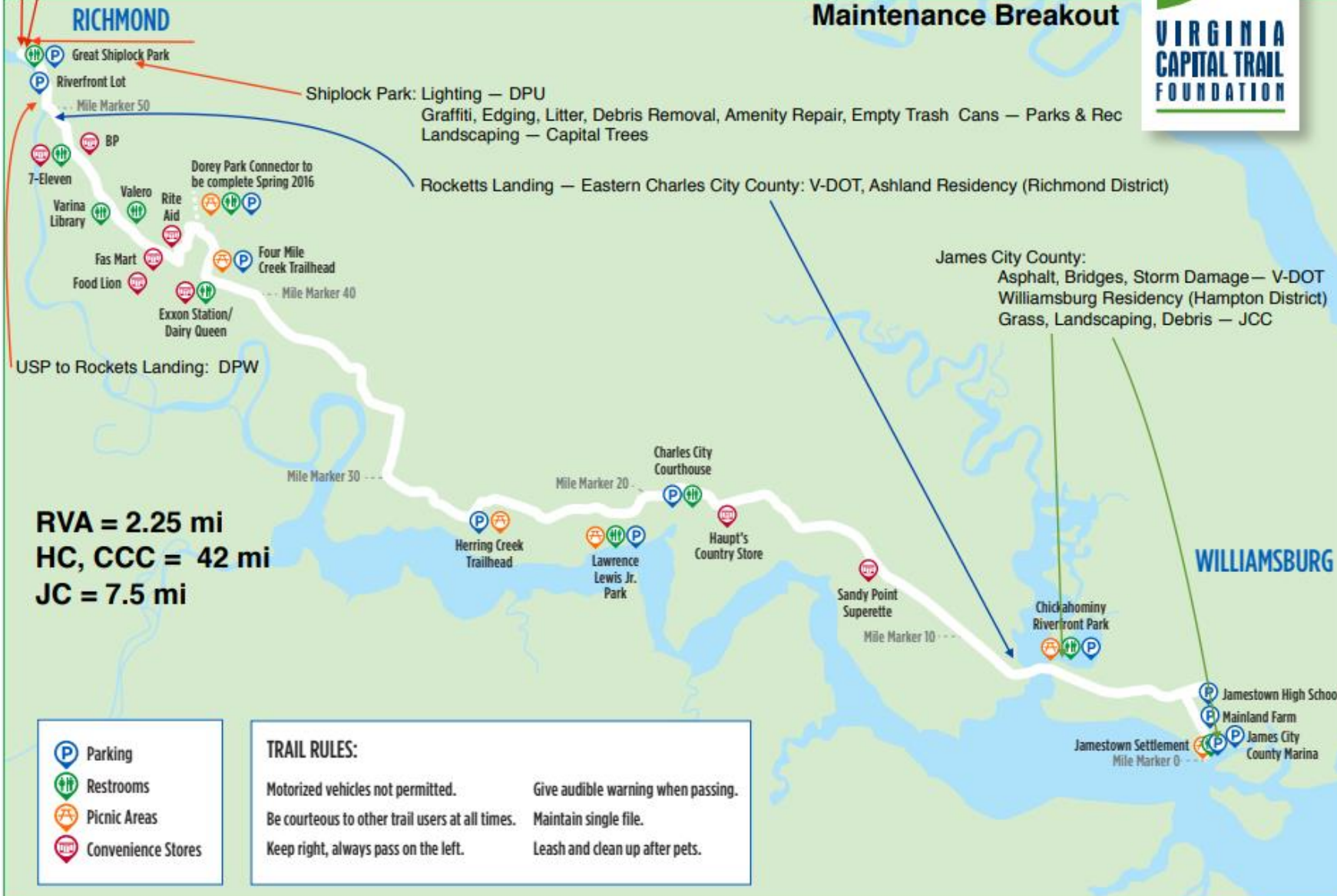
VirginiaCapitalTrail.org



Inside Floodwall: Graffiti — Parks & Rec  
Mowing, Edge, Fertilize, Overseed, Debris Removal — DPW

Under Trestle: DPW

## Maintenance Breakout



RVA = 2.25 mi  
HC, CCC = 42 mi  
JC = 7.5 mi

- Parking
- Restrooms
- Picnic Areas
- Convenience Stores

**TRAIL RULES:**

Motorized vehicles not permitted.      Give audible warning when passing.  
Be courteous to other trail users at all times.      Maintain single file.  
Keep right, always pass on the left.      Leash and clean up after pets.

# Advocate

- Safety and Improvements

- Crossings
- Pavement Markings
- Tree Pruning
- Sweeping
- Debris
- Construction Detours
- And more!

- Connector Trails

- Amenities

- Benches, rain shelters, and fix-it stations funded by VCTF



# Promotion and Marketing

- Website and Trail Alerts
- Newsletter
- Maps, Rack Cards, and Brochures
- Social Media
- Phone Calls and Emails from Visitors
- Press Releases
- Merchandise





# Programs

- Trail Ambassador Program
- Adopt-a-Trail Program
- Trail Clean-Ups
- Trail Etiquette
- Outdoor Equity Fund
- Trail Counters
- Grassroots Programs
  - Birding
  - Skating
  - Biking
  - Walking
  - Photography
  - And more!





# Outreach Events

- Cap2Cap Bike Ride
- Cap Trail Run
- Summer Challenge



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# OVER 1 MILLION ANNUAL TRAIL USAGE COUNTS

## \$93M FOR MULTI-USE TRAILS

- PLANNING & FUNDING FOR GREEN SPACES
- CONSTRUCTION OF NEW MULTI-USE TRAILS
- DEVELOPING A REGIONAL TRAIL NETWORK
- EXPANDING EXISTING TRAIL SYSTEMS
- BUILDING CONNECTORS & LINKING COMMUNITIES

SUPPORTED HISTORIC FUNDING IN VA STATE BUDGET

OVER **700**  
VOLUNTEERS

## TRAIL AMBASSADORS

**11,287** MILES  
546 TRAIL REPORTS  
AVERAGE OF 46 REPORTS PER MONTH



## SECOND ANNUAL CAPITAL TRAIL OUTDOOR EQUITY FUND



FUNDING FOR PROGRAMS THAT BUILD EQUITY AND ACCESS IN  
OUTDOOR RECREATION THAT UTILIZE THE CAPITAL TRAIL

# \$27,000+

# 350+

BAGS OF LITTER  
REMOVED FROM  
OUR COMMUNITY



# 65

TRAINED AMBASSADORS

# 1,180+

VOLUNTEER HOURS



## Anti-Litter Program ADOPT-A-TRAIL

# 488

VOLUNTEERS

245 HOURS | 311 BAGS



## NEW FITNESS & EDUCATIONAL PROGRAMS



- POP-UP REST STOPS
- HISTORY WALKS
- BASIC BIKE MAINT/REPAIR
- GROUP RIDES
- SKATE CLINICS
- COLD/HOT WEATHER RIDING & RUNNING CLASSES

OVER 731 PARTICIPANTS

### 4TH ANNUAL

## ROCKETTS LANDING CAP TRAIL 10 MILE / 5K

PRESENTED BY DOMINION ENERGY

# 461

RUNNERS & WALKERS  
OF ALL AGES



### 3RD ANNUAL

## CAP TRAIL SUMMER CHALLENGE PRESENTED BY ATLANTIC UNION BANK

# 217

29% FROM OUTSIDE THE LOCAL AREA

RUNNERS  
WALKERS  
CYCLISTS  
ROLLER & INLINE SKATERS



### 17TH ANNUAL

## CAPCENTER CAP2CAP PRESENTED BY DOMINION ENERGY

# 1,438

CYCLISTS

189 OUT OF STATE  
PARTICIPANTS



13% FROM OUTSIDE  
THE COMMONWEALTH

### USAGE COUNTS BY JURISDICTION

CITY OF RICHMOND	499,064
HENRICO COUNTY	340,364
JAMES CITY COUNTY	178,337
CHARLES CITY COUNTY	107,914

### SOCIAL CHANNEL ENGAGEMENT

FACEBOOK FOLLOWERS	12,095 (+ 8%)
INSTAGRAM FOLLOWERS	6,641 (+ 11%)
TWITTER FOLLOWERS	2,376 (+ 3%)
NEWSLETTER REACH	30,500+ (48% open rate)
ANNUAL WEBSITE VIEWS	195,250+







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