

# Connecting People and Places: Branding & Marketing Trail Networks to Maximize Outcomes

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Oct. 1, 2018

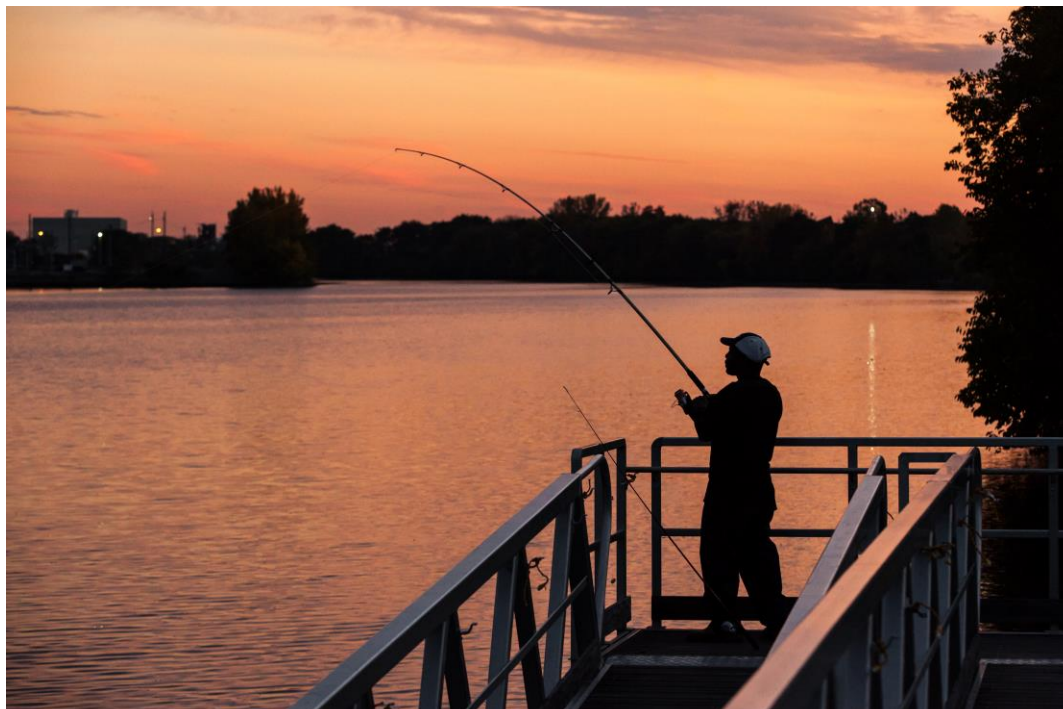
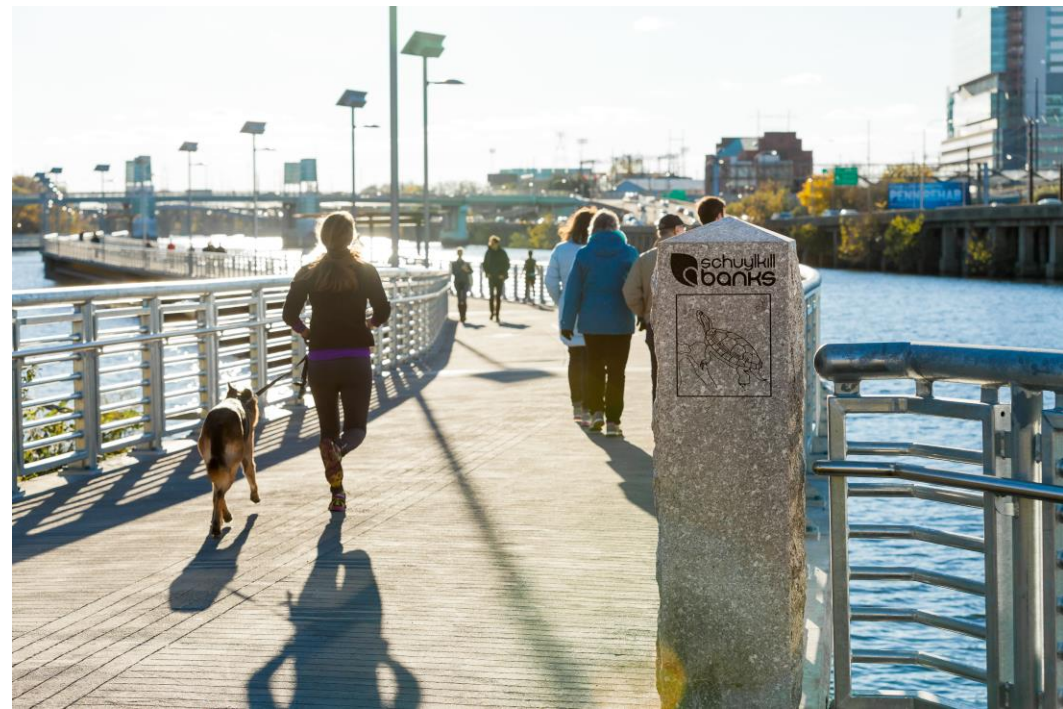




**“We don’t see things as they are.  
We see them as we are.”**

**Anais Nin**





# ★ TRAIL NATION

rails-to-trails conservancy



# The TrailNation Playbook



# Role of Communications + Engagement

- Awareness
- Public Support
- Political Will
- Coalition Building
- Funding
- Brand Development
- Brand Visibility
- Trail Usage



**rails-to-trails**  
conservancy

# Our Communications Approach

Making the Case.

Creating Models.

Building the Movement.

Increasing Demand.

Measuring Progress.

Create It and Amplify It.

Promote Them.

Energize It.

By Marketing Trails and Educating Users.

Broadcast Success.







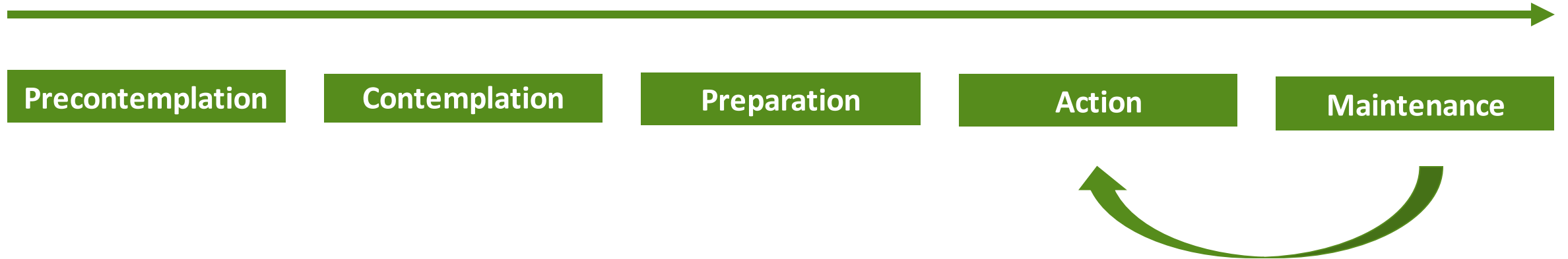


Knowledge

Attitude

Behavior

# Stages of Change



# Stages of Change FOR TRAILS

**Amenity**



**Necessity**



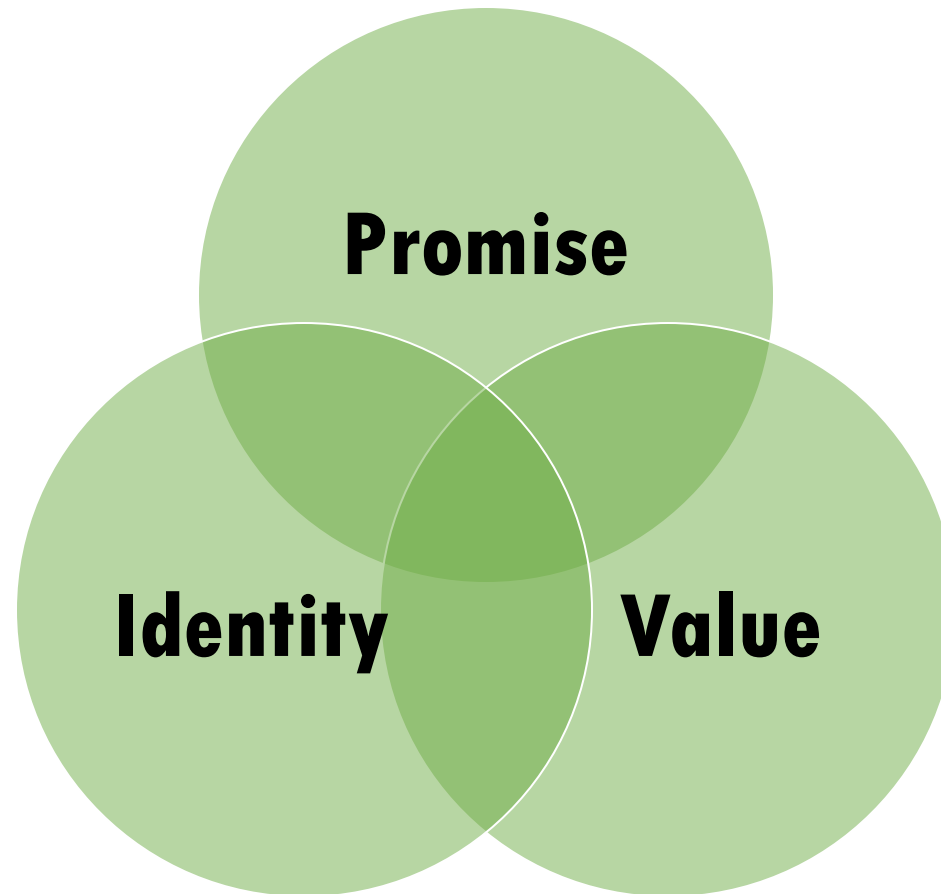
# Our Messaging

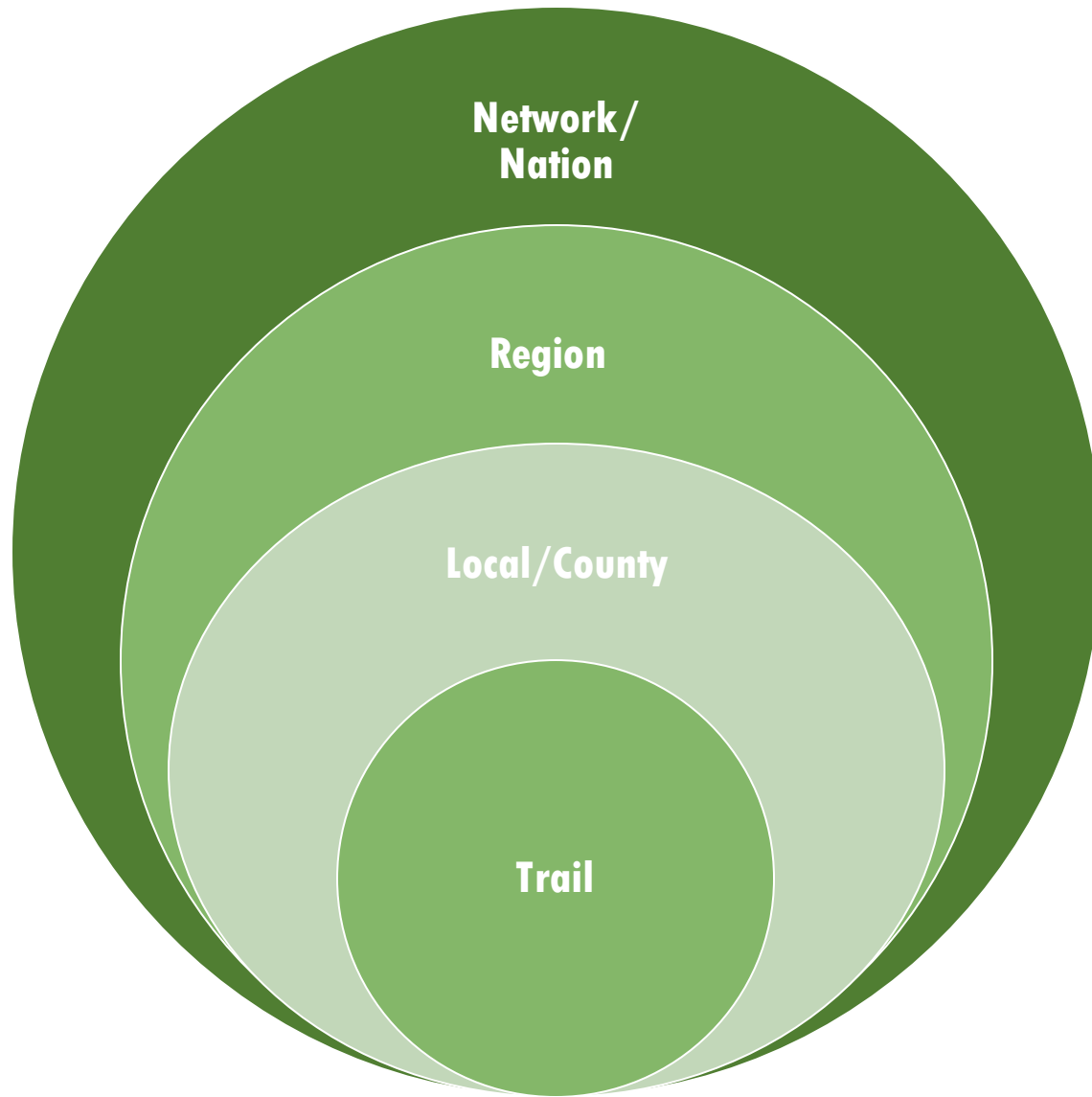
## Trails Transform Places

- Fueling Strong Businesses and Economies
- Promoting Social Equity
- Expanding Transportation Options
- Improving Health and Wellness
- Protecting the Environment



# What is a Brand?

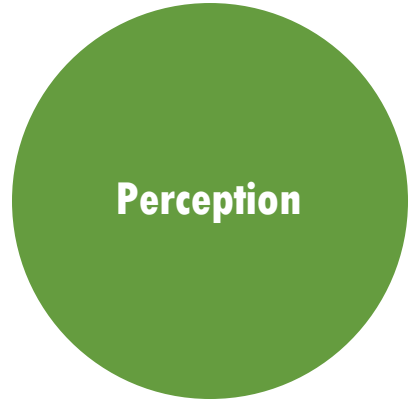






**BICYCLE  
COALITION  
OF GREATER  
PHILADELPHIA**





# Content Management Strategy





# Content Management: How It Works

CONTENT DISTRIBUTION · CONTENT DISTRIBUTION · CONTENT DISTRIBUTION

## OWNED

Message  
Development

Website

Blogs

Video

Testimonials

In-Person  
Engagement

Events &  
Programming

Signage

## EARNED

Traditional  
Media Coverage

Groundbreakings  
Ribbon Cuttings  
Trail Dedications

Op-Eds  
Commentaries

Breaking News  
Comments

Leverage earned  
placements  
across channels

## SHARED

Facebook  
Instagram  
Twitter  
LinkedIn

YouTube

Target Specific  
Audiences &  
Demographics

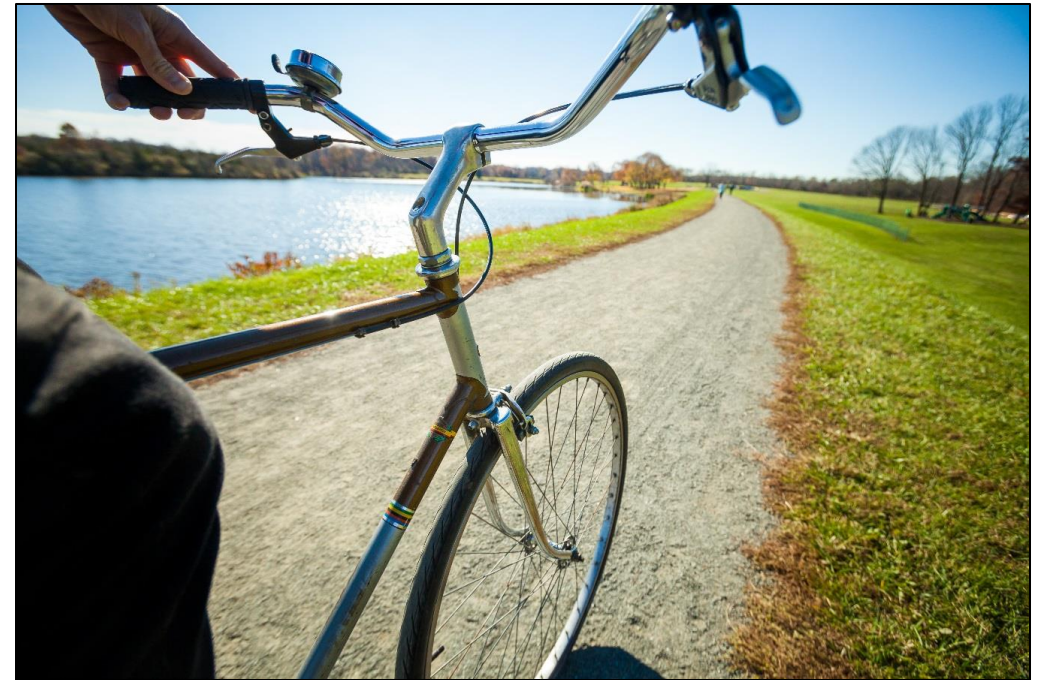
Amplify  
content across  
channels

## PAID

Boost social  
content to  
targeted  
audiences

# What is the Role of Data?

- 80% report using trails for recreation or transportation
- 44% use a trail at least once a week
- 60% want access to trails within 10 minutes of home
  - 72% under age 45
- 85% support building more trails in their counties
- 70% support spending \$2 per person in public dollars annually to add new miles of trails



*Telephone survey, May 2015  
Bicycle Coalition of Greater Philadelphia*

# What is the Role of Data?



- 800,000 annual users spend \$3.6 million\*
- Trails are **#1 amenity** potential homebuyers cite re: what they would like to see in new communities (ahead of public parks and pools) \*\*
- **\$199 million** in annual medical costs saved through use of SE PA parks, trails\*\*\*

*\*Rails-to-Trails Conservancy/William Penn Foundation*

*\*\*National Association of Homebuilders*

*\*\*\*Greenspace Alliance/DVRPC*





The **Baltimore Greenway Trails Coalition** seeks to create a 35-mile world-class network of urban trails that link together the diverse neighborhoods, cultural amenities and outdoor resources that make up the landscape of Baltimore City.







## Baltimore Greenway Trails Coalition

April 15 at 9:16pm · 🌐

Amazing to see this level of support for our work on the front page of the The Baltimore Sun this morning! Lets turn it into reality! #BmoreTrails. Join us April 25th at 6 pm at the 29th Street Community Center to learn more.

<http://www.baltimoresun.com/.../bs-md-ci-trails-20170414-stor...>



### Advocates push for 35-mile trail loop in Baltimore

Advocates are pushing for the creation of a 35-mile trail loop that would will run through more than 50 Baltimore neighborhoods. The proposed loop would connect the city's existing Gwynns Falls, Jones Falls and Herring Run trails.

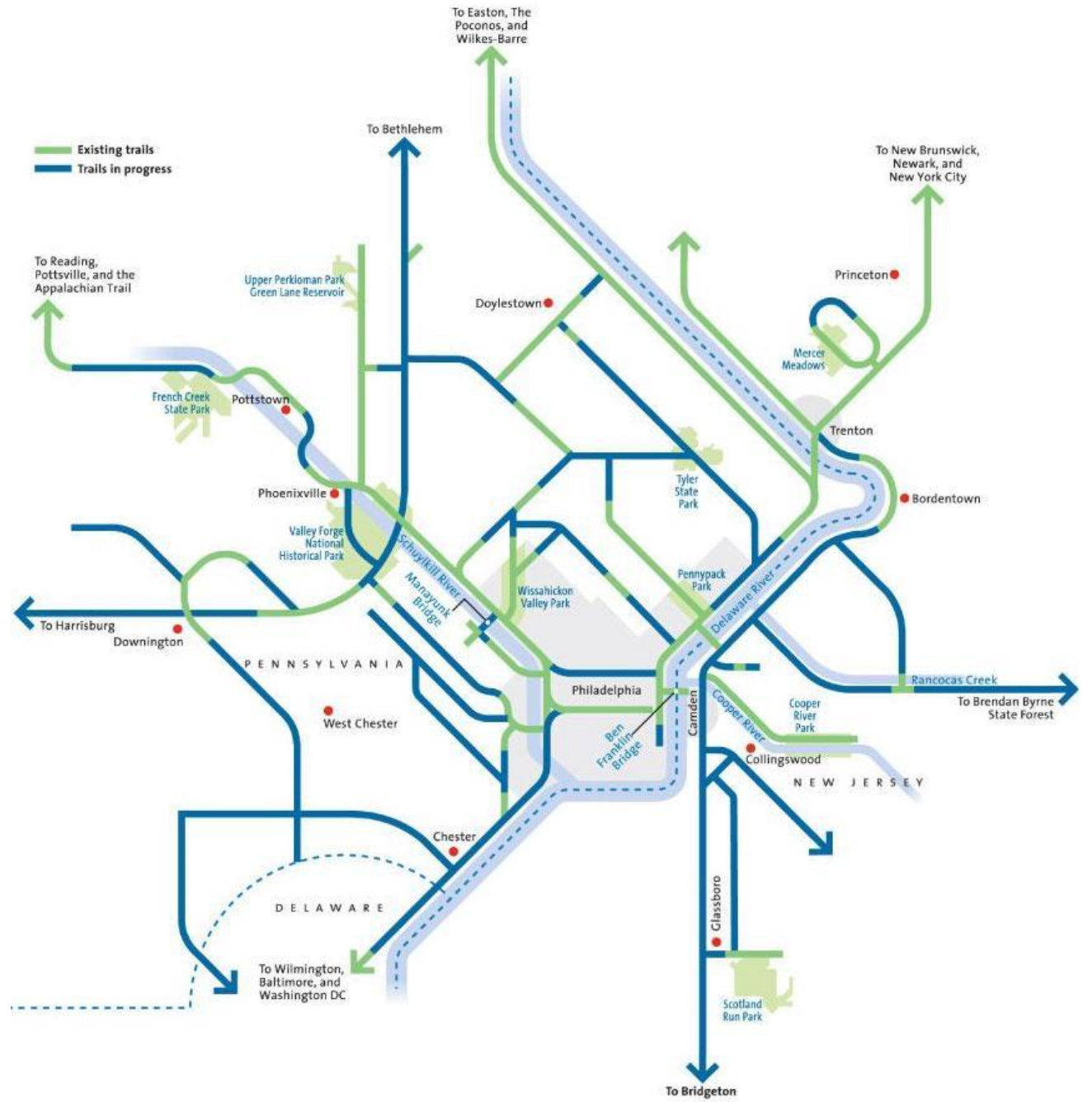
BALTIMORESUN.COM

# PROUD TO TRAIL

## THE CIRCUIT TRAILS

One of America's largest trail networks is  
in your backyard.







**Visit Philly** @visitphilly

Celebrate @circuittrails' opening weekend by biking, running or walking the region's trails: [vstphl.ly/1qMpaDU](http://vstphl.ly/1qMpaDU)

RETWEETS 6 LIKES 14

5:00 PM - 15 Apr 2016

Zach Berman Retweeted

**The Circuit Trails** @circuittrails · Apr 15  
Special thanks to @ConnorBarwin98 for supporting the Circuit Trails! #onthecircuit

9 13

**VISIT PHILADELPHIA**  
BUCKS • CHESTER • DELAWARE • MONTGOMERY COUNTIES

Top Things to Do in April SEARCH

THINGS TO DO PLAN YOUR TRIP PHILLY NOW

HOME > THINGS TO DO > OUTDOOR ACTIVITIES

## The Circuit Trails

Hundreds of miles of connected trails for hiking, biking, commuting and more

DETAILS  
LOCATION'S VARY  
Website

VISIT OFFICIAL WEBSITE

GET DIRECTIONS

RELATED TAGS  
BIKING BUCKS COUNTY COMMUTING CYCLING HIKING  
OUTDOORS PHILADELPHIA RUNNING THE CIRCUIT  
TRAILS

ADVERTISEMENT:

## Circuit Trails endorsed by county commissioners



Submitted photo Chester County Commissioners sign the resolution endorsing the completion of the Greater Philadelphia Region Circuit Trail network. Pictured front, left to right are Commissioners Terence Farrell, Michelle

# The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

DAY APRIL 10, 2017 | PHILLY.COM | CITY & SUBURBS | C | \$1.50

NEWS AROUND THE CLOCK | Philly.com

The Inquirer | MONDAY, APRIL 10, 2017 | PHILLY.COM | C

## LOCAL NEWS

# Chester Creek Trail opens after 23 years

The 2.8-mile trail, running through Middletown Township in Delaware County, joins a growing network of trails in the region.

By Jason Laughlin  
STAFF WRITER

A steady traffic of joggers, cyclists, and parents pushing strollers crossed an old railroad bridge over Chester Creek Sunday afternoon.

effort to grow the network of trails in the region.

"I think more and more these trails are really being seen as bringing back and rejuvenating suburban communities that have been cut off by roads and highways," said Sarah Clark Stuart, chair of the Circuit Trails Coalition, an organization building a network of trails that one day will provide a contiguous web of backways through the region.

Two more segments of the network are scheduled to open soon. On April 22, Bartram's Mile North and South, a 1.1 mile section near Bartram's Garden, will debut, followed by the K&T Trail along the Delaware River in Philadelphia on May 15. The Circuit Trails currently include 320 miles of noncontiguous segments. Typically each year sees an additional 10 to 15 miles added, but Clark Stuart said her organization is calling for 20 miles of trails every year between now and 2025. That would bring the project much closer to its goal of 750 miles of trails over See **TRAIL** on B4



South Jersey's Newspaper

## COMMENTARY: A path forward for Pennsauken trail

Betty McBride and Liz Sewell | Published 3:06 p.m. ET Aug. 16, 2017 | Updated 3:06 p.m. ET Aug. 16, 2017



Jay Jones, the organizer of the Cherry Hill Trail Crew, describes the township's trail systems. (Chris LaChall/Staff Photographer)



## New Delaware County Bike Lanes Further East Coast Greenway, Circuit Trails

By Megan Holmes

Friday, Jun 9, 2017



The East Coast Greenway and the Circuit Trails of Pennsylvania and New Jersey are being expanded with new bike lanes.

Marcus Hook in Delaware County, Pennsylvania is implementing 1.45 miles of new bike lanes. The ribbon cutting celebration was held June 8, 2017.

Here are some shots of the event.



# 1. Shared vision.

- Collaboration
- Long-term vision
- Meaningful participation



# 2. Empower advocates.



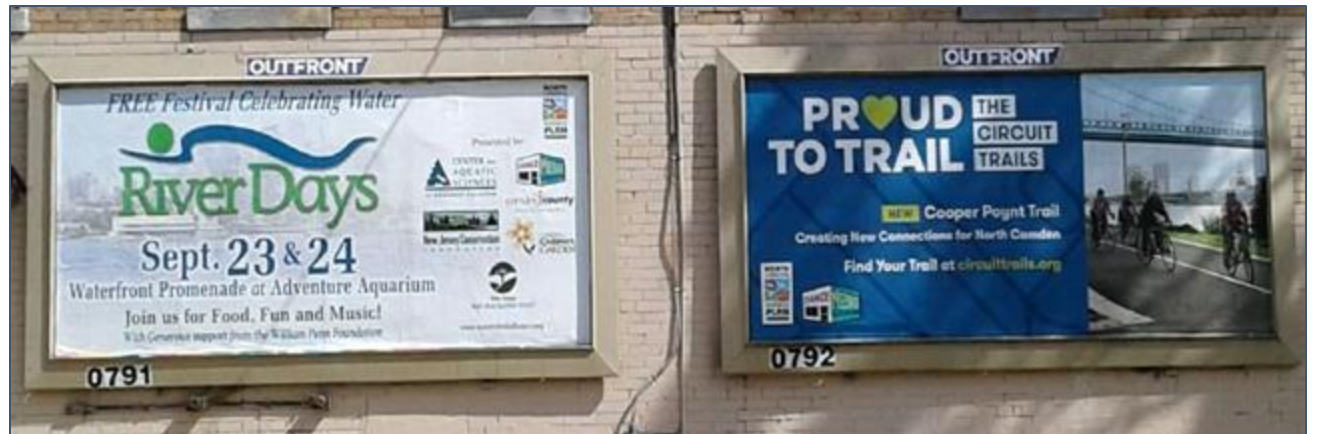
**Explore. Track. Win.**  
5 Days Left to Join The 500-Mile Challenge.



**PROUD TO TRAIL** **THE CIRCUIT TRAILS**

**PHOTO CHALLENGE**

SEPT. 28 - OCT. 19 | THREE CHANCES TO WIN A \$500 GIFT CARD FROM REI



**OUTFRONT**

*FREE Festival Celebrating Water*

**River Days**

Sept. 23 & 24

Waterfront Promenade at Adventure Aquarium

Join us for Food, Fun and Music!

With generous support from the William Pyle Foundation

**PROUD TO TRAIL** **THE CIRCUIT TRAILS**

Cooper Point Trail


Creating New Connections for North Camden

Find Your Trail at [circuittrails.org](http://circuittrails.org)


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# 3. Create a drumbeat.

 **The Circuit Trails**  
about 4 months ago

K&T Trail Ribbon Cutting



25 Reactions 296 Views

Like Comment Share

Posts

 **The Circuit Trails**  
September 22 at 6:33pm · 🌐

FUN ALERT: We're celebrating the first day of Fall with some exciting events happening soon #onthecircuit - including some great picks for this weekend! Will we see you there?

River Days | Camden Waterfront | Laurel Hill Mansion | Fairmount Park Conservancy | Schuylkill River Heritage Area | Valley Forge National Historical Park | 2017 Can Jam Music Festival



EVENTS SPOTLIGHT: Round Out Your 2017 Trail Season With These Great Events ✓

Today is the first day of autumn – a great time to get out on the Circuit Trails! Check out some of the events below that are happening this weekend...

CIRCUITTRAILS.ORG



# 4. Provide concrete actions.



# 5. Plan for the long game.

- Focus on the big picture
- Multi-sector relationships—private, nonprofit, public
- Build up partners
- Recognize value of shared geography



## **6. Demonstrate progress.**

**Inaugural '1 Bike  
Camden' Event  
Delights Local  
Community**

**36 Municipalities  
Have Now Signed  
Circuit Resolution**

**DVRPC: More Money  
for Circuit Trails**

# Questions?

