CELEBRATE TRAILS DAY

Saturday, April 23, 2022

Railstotrails.org
Welcome!
Hi, we are...

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As people across the world continue to work and learn from home, platforms like Zoom are experiencing increased usage, which can result in technical difficulties.

Here’s how to troubleshoot:
1. Log out and back into the webinar
2. Listen by phone: +1 301 715 8592 & Webinar ID: 856 3835 2263
3. Browse Zoom Customer Support topics & contact Customer Support: https://support.zoom.us

Sign up for the Trail Expert Network: https://rtc.li/TEN
APRIL 23, 2022
CELEBRATE
TRAILS DAY
The Value of Trails

- 2021 was another banner year for trails!
  - Up 36% compared with 2019
  - Builds on unprecedented 51% increase in 2020
- 67% indicated that having access to open spaces has reduced their stress levels during the pandemic.
- 75% believe that trails contribute significantly to the well-being of a community.
- 47% say they now consider trails and open spaces to be important, whereas 37% considered trails to be important before the pandemic.
The Advocacy Path

Trail User ➔ Trail Supporter
Trail Supporter ➔ Advocate
Advocate ➔ Brand Ambassador
Celebrate Trails Day Goal:

Encourage people to be active outside and amplify participation to demonstrate the value and impact of trails

Metrics:

• People committing to getting out on trails
• Active outside minutes
• Car trips avoided
• Partners (trail organizations, nonprofits, brands) elevating Celebrate Trails Day!
The Evolution of the Celebration

Opening Day for Trails 2013-2019

Celebrate Trails @Home 2020

Celebrate Trails Day 2021

Celebrate Trails Day 2022
The Impact of Celebrate Trails Day

Since 2013...

- **48 States + D.C.** had participation
- **Tens of Thousands of Participants**
- **Hundreds of Partners**
- **600+ events**

In 2021...

- **834K people** potentially reached by articles in 2021
- **35K** Celebrate Trails Day webpage views in 2021
- **~1 million Twitter # impressions** on Celebrate Trails Day 2021
- **139K minutes spent** being physically active by 2021 Celebrate Trails Day survey respondents
www.trailmoments.org  #TrailMoments

“Having that daily mile walk really helps him be happier and healthier.”

—Katie Fullenkamp—an her son’s daily walk to school on the Met Branch Trail, Washington, D.C.

“It’s kind of like another way of therapy for me due to my growing up getting in trouble. I get on that road and feel that wind touch my face ... it makes me happy.”

—Daquan Medley, Washington, D.C.

“It’s as important as ever for people to know that when everything is out of control, one thing you can control is [going outdoors and taking] advantage of natural resources.”

—Dr. Sam Zizzi, Morgantown, West Virginia
Key Takeaways

• How is it celebrated?
  • People get outside for DIY adventures and Celebrate Trails Day events

• When is it?
  • Saturday, April 23, 2022 – 4th Saturday of the month

• This Year
  • Continue to prioritize public health and safety + #RecreateResponsibly guidance
  • Events
  • RTC offering DIY resources (Celebrate Trails Day decals, yard signs, selife stations)
  • Providing resources for more inclusive trail experiences

• And …
  • How can my organization participate?
  • What resources are available?
  • What's the timeline?
  • What's happening on April 23?
How YOU Can Participate

• Get the word out using the toolkit and plan

• Sign up to become a Partner + Submit...
  • Resources: links to blogs, how-to guides, videos, etc.
  • Your events: trail cleanups, ribbon-cuttings, rides, etc.

• Stay tuned + Share: We'll be elevating stories + resources in March through April

• Celebrate Trails on April 23!
  • We'll be amplifying you and people nationwide – use #CelebrateTrails and tag @railstotrails to be re-shared
Great Resources to Share

Anything that helps people experience and feel welcome on the trail!
Event Planning Tips

• Follow public health + safety guidance and #RecreateResponsibly

• Double-check that you have any permits, reservations, and/or liability coverage you may need for your event

• Consider first aid + an inclement weather plan

• Think about partnering with other groups on an event (including businesses!)

• Make it free—RTC gives promotional preference to free events!

• Get the word out about your event – early and often – using the resources in the toolkit
Event Ideas

Thanks to everyone who helped with the Trails Club's annual Center Trail cleanup. @HopkintonMA #HopOutside01748

#CelebrateTrails today with a trip to Cobbs Creek to complete this virtual scavenger hunt from our partners @FoefirstPhilly

Learn more: gophillygo.org/event/796/

Happy #TrailsDay!

Walking is healing and there's over 40k miles of trail available in the US — to connect with nature, fill our lungs with fresh air, and let our spirit be eased with every step.

Check out @railstotrails to find info on trails near you.

#celebratetrails
How We Can Help YOU!

railstotrails.org/celebratetrails

Webinar recording added soon!
Tour Time!

railstotrails.org/celebratetrails
Help make Celebrate Trails Day a success by partnering with us! Our partners—trail groups, local and state agencies, businesses, clubs, nonprofits and other organizations—make this national celebration possible. Take part by hosting an event along the trail and/or by sharing resources that help people experience and feel welcome on the trail.

**PARTNER TOOLKIT & SIGN UP**
Partner RSVP

If you represent a group, agency, business, club, brand, nonprofit or other type of organization wishing to be a part of Celebrate Trails Day, register to be a partner! By becoming a partner, your organization will be included as part of Rails-to-Trails Conservancy’s promotion and coverage of the celebration.

If you do not represent an organization seeking to become a Celebrate Trails Day partner and instead wish to register as an individual participating in the celebration, please visit: https://arcg.is/C8iQ8.

For more information about Celebrate Trails Day, please visit railedotrails.org/celebratetrails.

*Note: To avoid confusion, we ask that all partners only register once. Consequently, if you are planning to share an event and/or multiple resources for celebrating trails, please wait to register until you have links to everything you would like to share.

Organization or Group Name*
Below are partner tools to help you promote your Celebrate Trails Day involvement including the official logo, customizable templates and promotional graphics.

**Official Logo**

Celebrate Trails Day 2022 logo green | Download

Celebrate Trails Day 2022 logo black | Download

Celebrate Trails Day 2022 logo white | Download

**Customizable Templates**

Tap the button below to access sample social media posts, email templates and a press release that you can customize.

[VIEW TEMPLATES (GOOGLE DRIVE)]
Promotional Graphics

Below are graphics you can use that include social media graphics and banners. Tap image to download a zip file that includes multiple sizes of the image.

DOWNLOAD GRAPHICS SET (ZIP)
Bonus for Becoming A Partner

By March 1*
Make Your Celebration Pop!

Can't think of a better way to #CelebrateTrails than a beautiful bike ride on one of my favorite #railstotrails ...the Cardinal Greenway!!

Lisa Blalock
@Lisa_Blalock • 9 months ago
## Celebrate Trails Day Timeline

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning / Outreach</td>
<td>Event Planning</td>
<td>National Promotion</td>
<td>Partner Coordination</td>
</tr>
<tr>
<td>Partner Outreach Webinar, 1/10 Toolkit online Registration opens</td>
<td>National Promotion - RSVP</td>
<td>Request for resources + Events promotion</td>
<td>Promotion - Celebrate Web Email Social Media</td>
</tr>
<tr>
<td>Grassroots Promo Save the Date</td>
<td>National Promotion Web: resources + map, events Email Social Blog media</td>
<td>National Promotion</td>
<td>Celebrate Trails Day, 4/23 - amplify on the day</td>
</tr>
</tbody>
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### Bonus:
- **National Park Week, April 16-24**
- **Earth Day, April 22**
- **Arbor Day, April 29**
Recap

• Celebrate Trails Day (#CelebrateTrails) is **Saturday, April 23**

• Public health + safety remains No. 1 priority

• RTC has tools and materials to help you

• RTC will be collecting participation info to demonstrate value of trails

• YOU can help make Celebrate Trails Day the party of the year by getting the word out, sharing resources, and planning events

• Website = most up-to-date resource for all things Celebrate Trails Day: railstotrails.org/celebratetrails
Questions?
Thank You for Attending!

@railstotrails
#CelebrateTrailsDay

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Join the Trail Expert Network (TEN) today

- Exclusive newsletter
- Grant Announcements
- Trail-Building Toolbox
- Webinar library
- Peer-to-peer learning on TEN Facebook group

Join at rtc.li/TEN