

TRAILNATION PLAYBOOK IN ACTION:
**CREATING ENGAGEMENT
MOMENTS THAT ACCELERATE
YOUR TRAIL NETWORK**

JUNE 28, 2023 WEBINAR

PHOTO BY ANYA SARETZKY



TODAY'S AGENDA

- Welcome
- TrailNation Playbook Overview
- Identifying an Engagement Moment
- Panel Discussion
- Q&A



**★ TRAIL
NATION**
rails-to-trails
conservancy

**TRAIL
NATION**
PROJECTS

**TRAIL
NATION**
PLAYBOOK

**TRAIL
NATION**
COLLABORATIVE



PANELISTS



Nia Reed-Jones, Ph.D.
President + Executive Director
Black People Ride Bikes
Baltimore, Maryland



Clay Carmichael
Selma City Council President
Pro Temp/Ward 3
Co-founder of Selma Cycles +
Blackbelt Benefit Group
Selma, Alabama



Elaine Price
Planning Initiatives Specialist –
Greenspace
Cuyahoga County Planning
Commission
Cleveland, Ohio

TECHNICAL SUPPORT

If you need to troubleshoot:

- Log out and back into the webinar
- Listen by phone: +1 301 715 8592 ; meeting ID: 896 0050 7121
- Browse Zoom Customer Support topics & contact Customer Support: <https://support.zoom.us>

Live transcription is enabled for this webinar





WHY ENGAGEMENT IS CRITICAL TO ACCELERATING TRAIL NETWORKS

ENGAGEMENT



Community engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations to address issues affecting the well-being of those people.

—U.S. Centers for Disease Control and Prevention

QUESTIONS TO ASK BEFORE YOU BEGIN

UNDERSTAND YOUR TARGET AUDIENCES

- Who do you need to engage?
- Who has the most to gain/most to lose and who may just be indifferent?
- Who influences your audiences?
- Who are your ambassadors?
- What is your priority audience's attitude/behavior toward trails?
- How and where can you pause, listen and learn from audiences you're wanting to build trust with?

REVISIT YOUR GOALS

- What's your project goal?
- What does success look like?

BRAINSTORM OPPORTUNITIES

- What are the existing opportunities or events that already exist in your area?
- What's the best opportunity to connect with your key audience(s)?
- How will this opportunity bring you closer to your project goals?

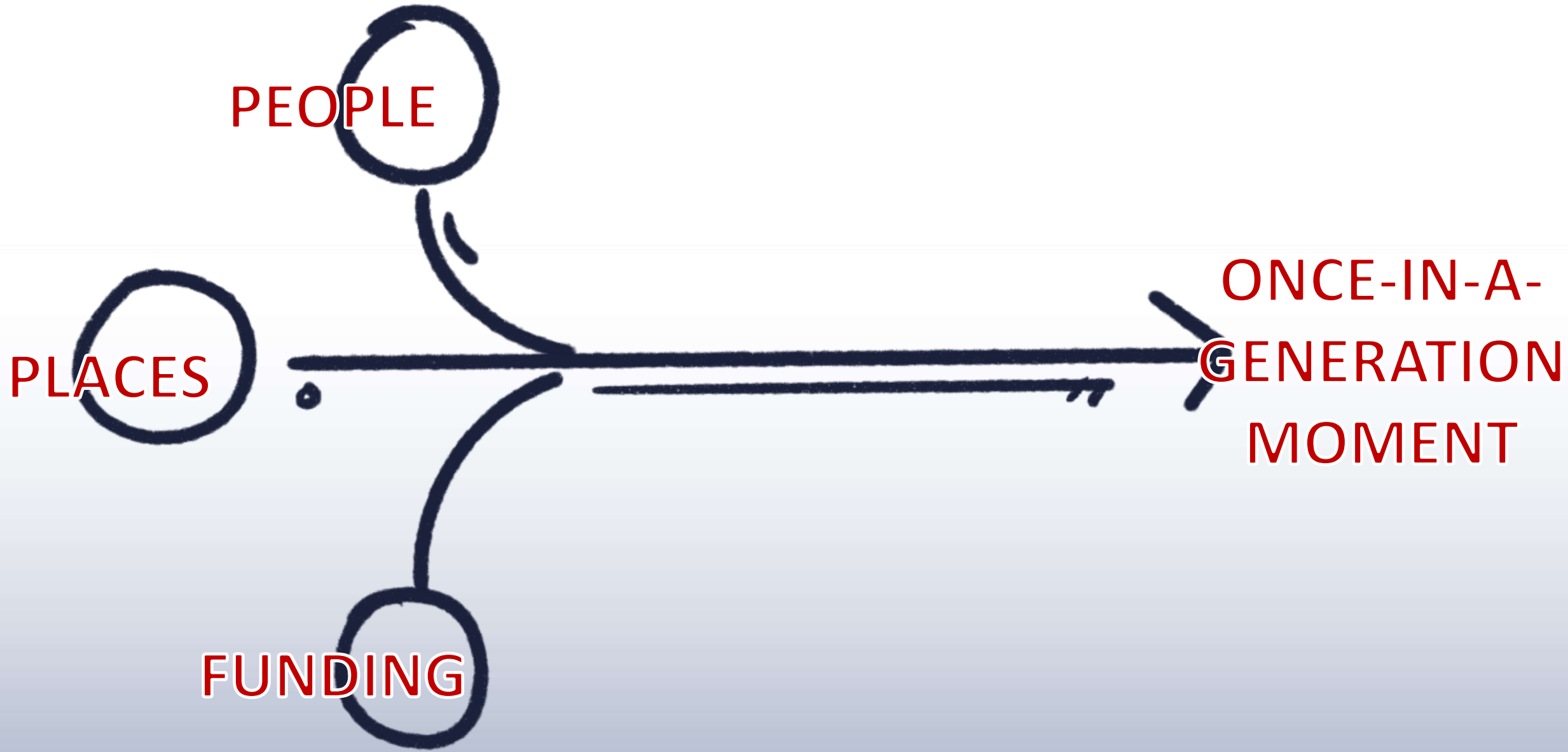


CHAT PROMPT

*Why is it important to you
to create opportunities
that engage your community
around the trail network you're pursuing?*



IDENTIFYING OPPORTUNITY MOMENTS



PEOPLE

PLACES

FUNDING

ONCE-IN-A-
GENERATION
MOMENT

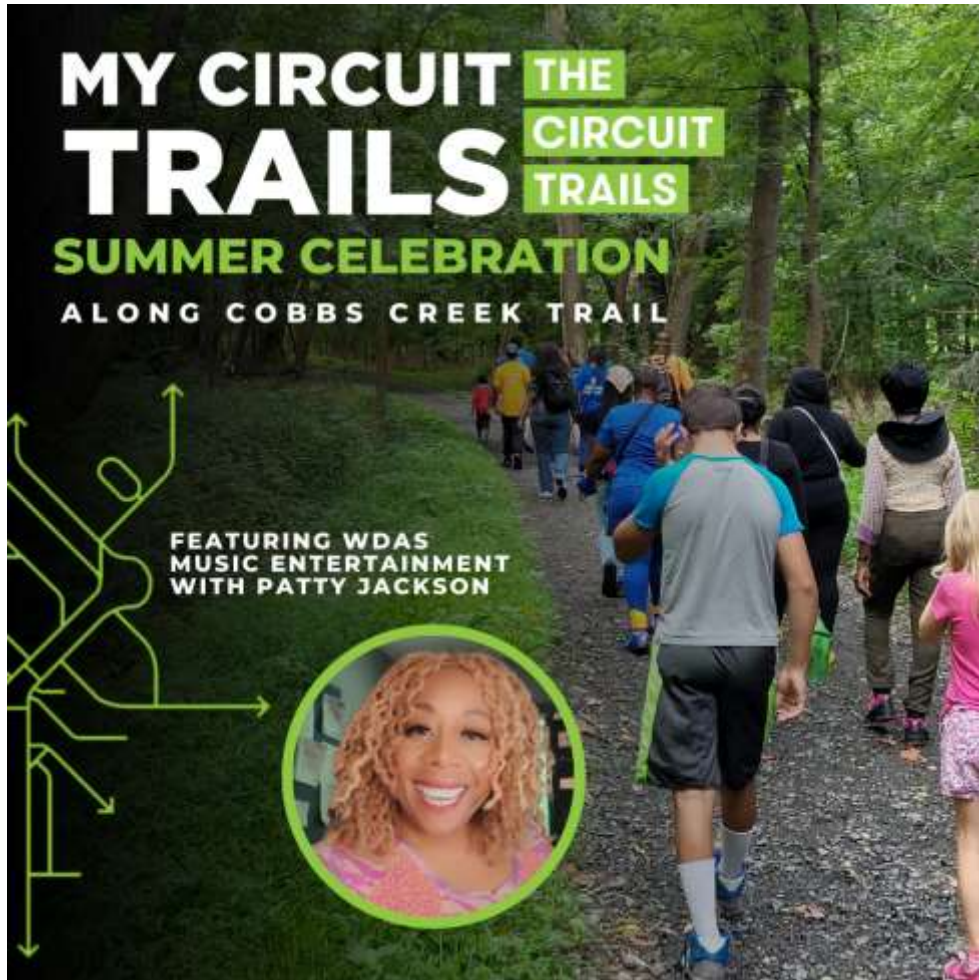
MOMENTS THAT ENGAGE



MINDFUL LIKE MARVIN: MARVIN GAYE
TRAIL TOUR



MOMENTS THAT AMPLIFY



MOMENTS THAT ADVOCATE



Currently more than
1 MILLION RESIDENTS
live within **0.5 MILES** of the existing trail network.

NEARLY 9 IN 10
Bay Area residents will live
WITHIN 2 MILES
of the completed trail network.

68% MORE RESIDENTS
from disadvantaged communities will have
access to safe walking, biking and trails.

 **BAY AREA TRAILS COLLABORATIVE**

Learn more at: railstotrails.org/batc



CAPITOL WEEKLY
COVERING CALIFORNIA GOVERNMENT AND POLITICS

Donate News The Roundup Features Oral Histories Events About Us

OPINION

What we need: smart, affordable transportation



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CHAT PROMPT

*What are some opportunities you see—
locally, regionally or nationally—
that you want to pursue in your community?*



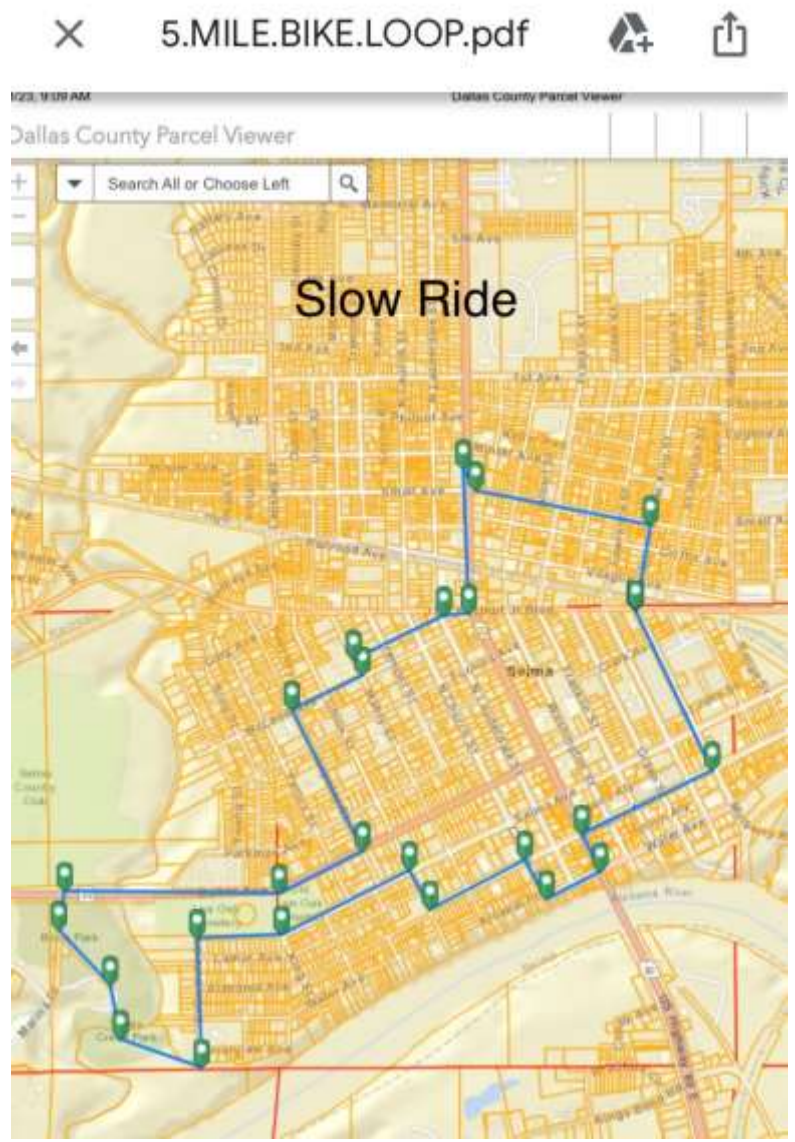


















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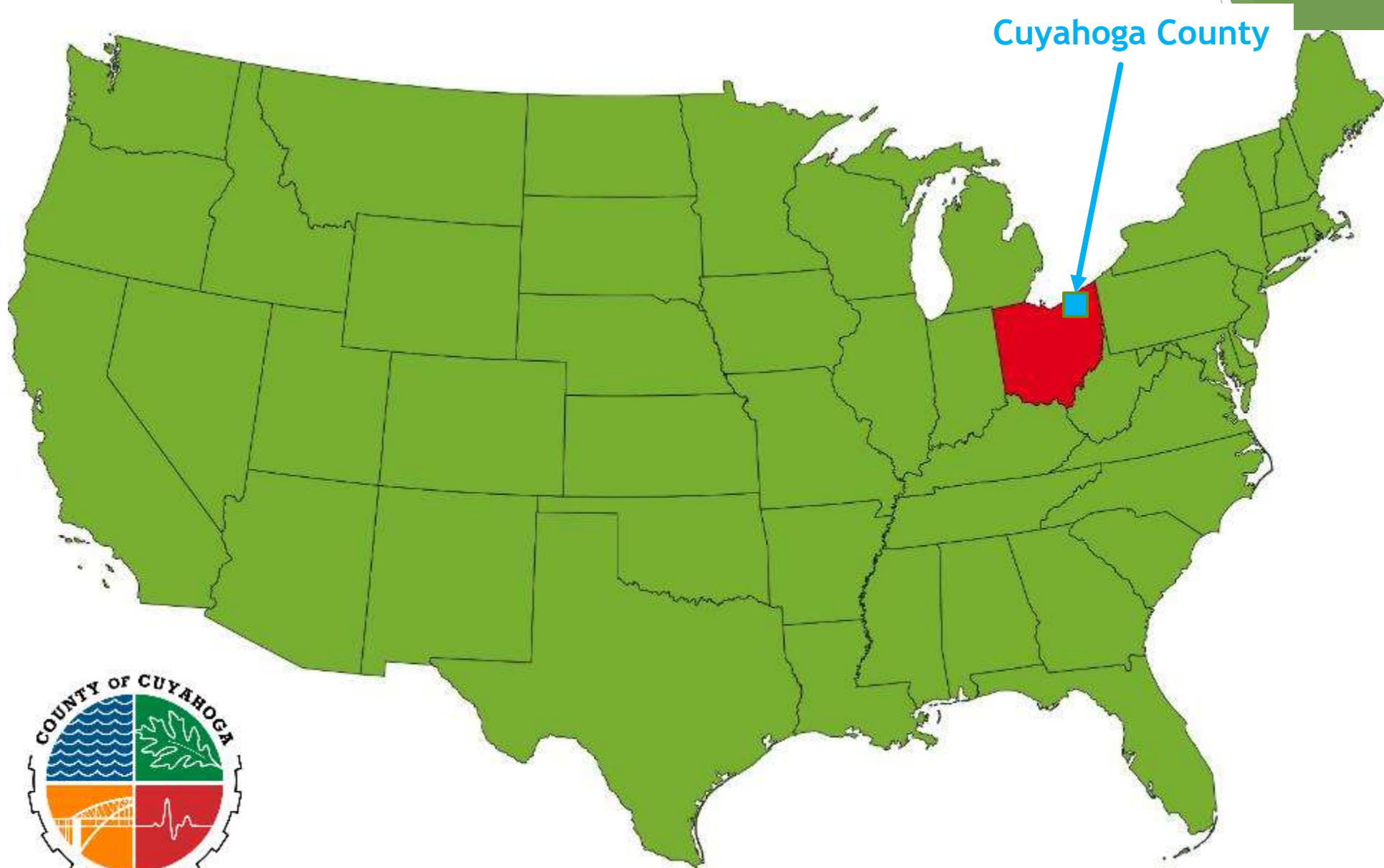


County Planning

CUYAHOGA COUNTY
PLANNING COMMISSION

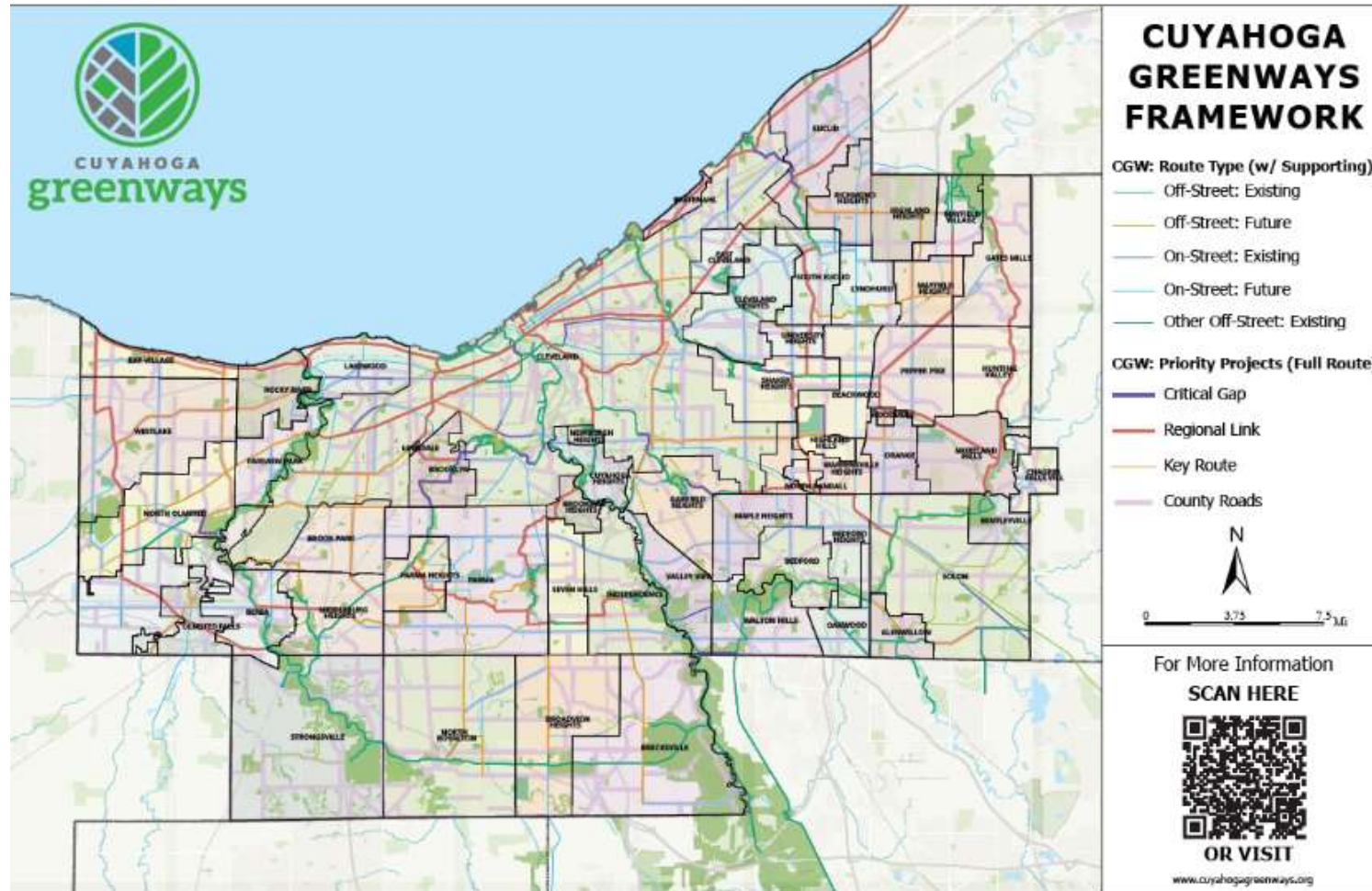


**CUYAHOGA
greenways**



How to Raise Resident Awareness?

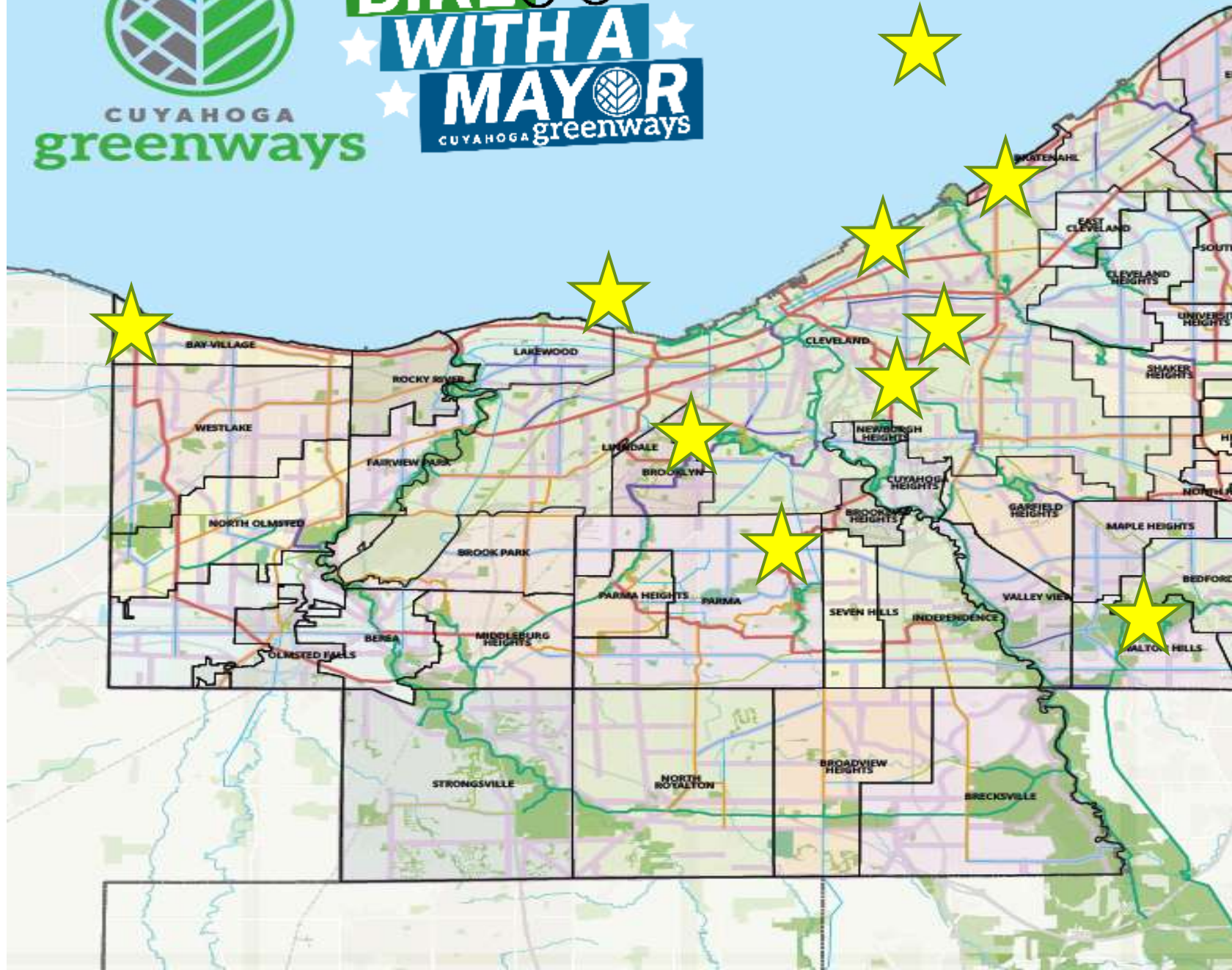
- Plan 2019
- 59 Communities; 1.24 M residents
- One County Executive
- 11 Council Members





BIKE WITH A MAYOR

CUYAHOGA greenways



Purpose:

- Raise Awareness of Plan
- Showcase Existing and Future Facilities
- Showcase other projects
- Create Dialog between Mayors & Residents

Cleveland & Bike Cleveland April 22nd

Kick Off!



- 200 Participants
- 110 Cyclists
- Cleveland + 6 Suburban Mayors
- County Executive
- Metroparks CEO
- Plain Dealer Reporter





Tools & Training



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Education & Outre
Bi
Version

Bike Cleveland offers a wide range of cycling activities and curricula to help you lead, organize others to host bike rides that offer various social interactions while supporting your organization's community needs and interests.

Organized group and community bike rides provide an opportunity to teach basic biking skill opportunity to engage with community members to understand their needs and desires for bike/ped safety. Consider the following as part of your ride:

- Open discussion about the session: Discuss road, trail or connectivity issues and community needs
- Provide material to continue bike education and encourage participants to participate in future community bike rides.

1. UNDERSTANDING THE PURPOSE OF YOUR COMMUNITY RIDE

Reflection: What is this about?

Tasks	Coordinator	Due by Date	Content / Answers	comments & advice
Purpose; Goal Setting; Defining Success				
Messages, including Cuyahoga Greenway Plan			What messages do your mayor, council, planning leader, recreation leader want to convey? Who will deliver these messages? Be sure to have background on the Cuyahoga Greenways Plan	
Projects to highlight			Consider existing trail/bikeways; future ones and any other type of infrastructure or development project worth pointing out	
Participation targets			# residents; # council members; # county/state/fed elected officials; etc.	
Coverage / media			articles; social posts; etc.	
Planning & Partners				
select date, day; time				Monday evenings seem strong; weekend afternoons
select rain date				
select route; ride the route prior				highlight a current or future Greenways route; see mileage/time chart; stopping/regrouping points
select starting place				enough room; safe gathering; preferably with open restroom and source of water
select ending place				may be a food/beverage place
define alternate route				
define emergency route				
determine level of difficulty				
update waiver (if using)				

Checklist; Toolkit; Waiver; Sample Press Release; Training Sessions (recorded)

Promotions



CUYAHOGA COUNTY, Ohio

Insert Keyword to search



MY GOVERNMENT - RESIDENTS - BUSINESSES - VISITORS - I WANT TO CONTACT - CALENDAR

TOPICS -

View all

Juneteenth: How You Can Celebrate

06/07/23



ay to
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Introducing the Bike-with-a-Mayor Series!

05/08/23



On Saturday, April 22, roughly 200 residents gathered at Merwin's Wharf to participate in a guided bike ride as part of "Celebrate Trails Day" festivities, joining County Executive Chris Ronayne, Cleveland Mayor Justin Bibb, and Cleveland Metroparks CEO Brian Zimmerman.

Cuyahoga Greenways is a blueprint for linking neighborhoods, parks, Lake Erie and the Cuyahoga River and public transit through a comprehensive countywide network of trails that are safe and welcoming for people of all ages and abilities. Cuyahoga Greenways expands the mobility options available to residents and visitors throughout Cuyahoga County.

PROJECT NAME

- Cuyahoga Greenways
- Cuyahoga Greenways Plan
- Cuyahoga Greenways Network
- Trail Development
- Trail Maintenance
- Trail Safety
- Trail Signage
- Trail Access

PROJECT STATUS

- Completed
- In Progress
- Planned
- On Hold



PR & Communication Leaders of Cuyahoga Greenway Partners

- Website
- Social posts
- Newsletters
- Fliers
- Local Papers



Shaker Heights, Mayor David Weiss

- Van Aken Road Diet-to-Bike Lanes
- Bike Repair Station
- New corridor to existing trail



University Heights, Mayor Michael Dylan Brennan

- Intersection Improvements
- John Carroll University
- Joe Shuster House





Newburgh Hts., Mayor Gigi Traore

- Proposed Harvard Trail
- Veterans Memorial
- First Tee Golf





Richmond Hts., Mayor Kim Thomas

- Hilltop Plaza
- DeSan Park
- City Hall
- Connectivity Plan

Results To-Date



Total Participants:	203
# Residents:	155
# Businesses:	7
# Local Electeds:	7
# County, other, Electeds:	2
# Media:	1
# Staff:	29
# Miles:	19 (Avg. 4.7)

Enhancements:

- Survey - safety comfort/discomfort
- Schedule with existing festival, event
- Engage businesses through HR with friendly competition





County Planning

CUYAHOGA COUNTY
PLANNING COMMISSION

Thanks!

Elaine Price

Cuyahoga County Planning Commission