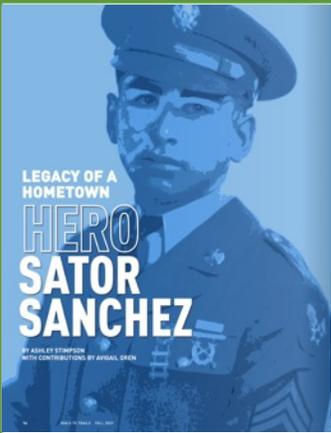




rails-to-trails
conservancy

Railstotrails.org



Creating Impact for Your Project With Authentic Storytelling



Amy Kapp
Editorial Director/Rails-to-Trails Conservancy
Editor-in-Chief, *Rails to Trails Magazine*/TrailBlog

Amy Camp
Trail Towns Consultant
Owner, Cycle Forward



Railstotrails.org



Why Is Storytelling Impactful?



rtc.li/joe-louis



Audiences

- Trail Users/Public = Ambassadorship
- Grassroots Members/Supporters/Advocates = Expanded Networks
- The Media = Expanded Public Awareness and Brand Awareness
- Grasstops and High-Profile People = Influential With Decision-Makers
- Decision-Makers (Elected Officials, Funders, Public Agencies, Railroads)
- Professional + Trails Community (Trail Managers, Volunteers, Planners, Other Potential Partners) = Partnerships
- Adjacent Programs (Health/Transportation/Tourism Boards)
- Brand Partners = Expanded Public Awareness

Passion + Purpose = Conversion

- Trail User → Trail Supporter
- Trail Supporter → Trail Advocate
- Trail Advocate → Brand Ambassador



Through Rider Whitney Washington on the 3,700-mile Great American Rail-Trail in 2021.
Read Whitney's #TrailMoments "Recapturing Life on a Great American Journey": rtc.li/whitney-Washington

Shared, Owned, Earned, Paid Media

- ~1.5 million web users railstotrails.org
- 432,000 eNews (monthly Newsletter) subscribers
- 120,000 *Rails to Trails* magazine subscribers (with Congressional and state legislature distribution channels)
- 230,000 Social Media Community
 - Facebook, LinkedIn, Instagram, Twitter, etc.
- TrailNation Collaborative Community Newsletter
- Inside Track Policy Newsletter
- Comprehensive Media Strategy

Impact Areas: Trails = Transformation

- Economic Development
- Social Equity
- Active Transportation
- Health and Wellness
- Environment

BUSINESS BOOMS ALONG THE CHARLOTTE RAIL TRAIL

The Charlotte Rail Trail isn't just a hub for walkers and runners. It's also a must-woof destination for the loads of canine friends who call the Queen City home. Just ask dog-lover and small business enthusiast Carmen Larreynaga. She owns Pet Wants, a pet food boutique in South End, just south of the Bland Street light rail station and across the street from the trail.



Between walls lined with toys for pups and scores of dog treats, Larreynaga explains how she moved her natural pet food store from a different location in South End about a year ago. She said the exposure has been incredible. "A lot of people walk their dogs there, so they see us. And, also, the people riding the train."

The rail-trail is a bonafide pooch paradise with water dishes, poop-bag dispensers and plenty of room for pets to stroll with their humans. Larreynaga said another plus to the destination is how accessible it is for all walks, and woofs, of life: "I think it brings people from different parts of town to South End."

The boost in visibility has been a boost to her business, too. "I think we've doubled our sales," she said with a smile. "It's definitely helped a lot."



PHOTO: Rich City Rides, which has a worker-owned bike shop as well as a bike hub along the Richmond Greenway, is one of many local organizations leading efforts to unite residents around the trail.

as a railroad corridor and blighted area. Early championing for the greenway is credited to local community activist Lillie Mae Jones, who recognized the lack of green space decades ago in her Central Richmond neighborhood—a 3-mile area that includes the downtown business district and is known as the "Iron Triangle" for its shape between multiple sets of railroad tracks. In fact, Jones began advocating for a walking trail well before the final freight train ran along the Atchison, Topeka & Santa Fe Railroad line on the

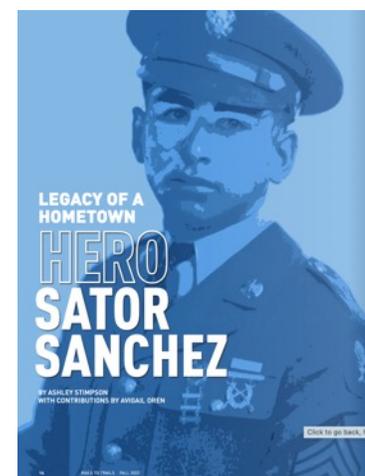
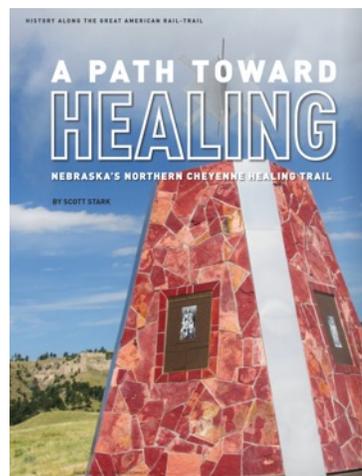
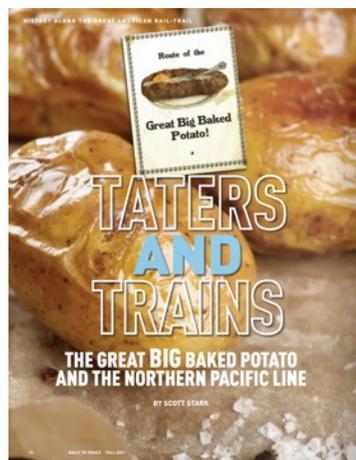
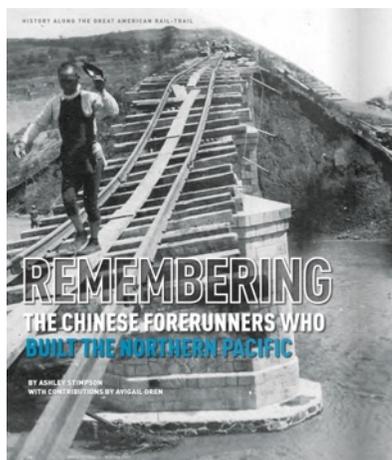
"The bicycle is just the vehicle that we use to unite community members. ... I think our guests and participants are the main ingredients."

Najan Smith,
Founding Executive
Director, Rich City
Rides

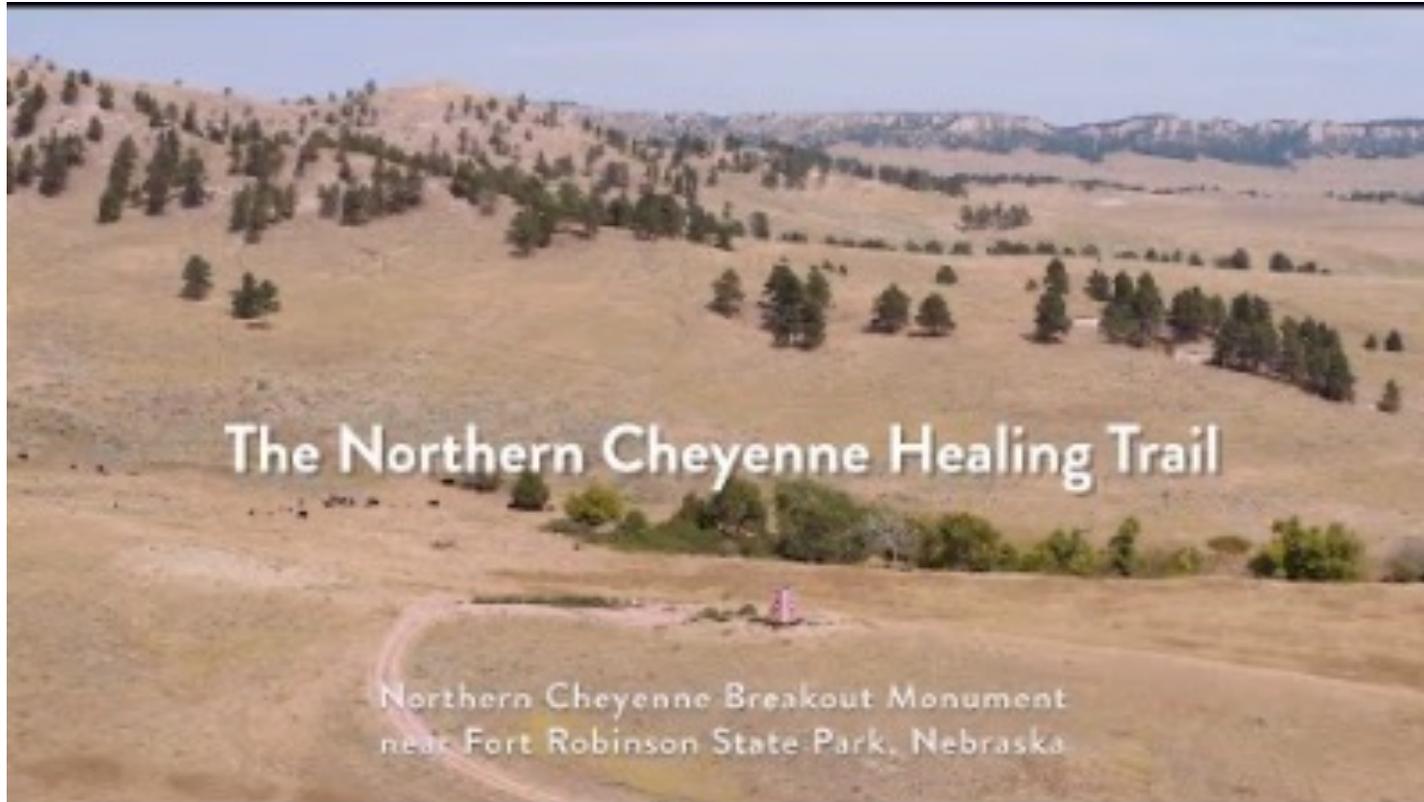


Culture and History

- Connecting time, space and history
 - Relationships
 - Empathy
 - Preservation
- History Along the Great American Rail-Trail® (*Rails to Trails*)



Northern Cheyenne Healing Trail



rtc.li/ncht

Carl Jung's Archetypes

HERO 	CHARACTERISTICS Strength, courage, stamina, faith, competing against great odds CHALLENGES Arrogance, delusions of grandeur	SOVEREIGN 	CHARACTERISTICS Order, stability, control, tradition CHALLENGES Entitlement, greed, irrelevance
SAGE 	CHARACTERISTICS Wisdom, intelligence, clarity of thought, rational decision making CHALLENGES Feeling disconnected, passiveness, arrogance	MAGICIAN 	CHARACTERISTICS Surprise, powers of perception, intuition, cleverness CHALLENGES Trickery, hubris, manipulation
INNOCENT 	CHARACTERISTICS Openness to experience, trust, honesty CHALLENGES Naiveté, denial that problems exist	CREATOR 	CHARACTERISTICS Nonconformity, imagination, sense of aesthetics CHALLENGES Over-dramatization, perfectionism
LOVER 	CHARACTERISTICS Belonging to a group, willingness to sacrifice for others CHALLENGES Lack of own identity, obsession, jealousy	EXPLORER 	CHARACTERISTICS Independence, testing limits, bravery, non-conformity CHALLENGES Aimlessness, alienation, self-indulgence
CAREGIVER 	CHARACTERISTICS Compassion, steadiness, loyalty, empathy CHALLENGES Arrogance, delusions of grandeur	JESTER 	CHARACTERISTICS Humor, originality, irreverence CHALLENGES Cruelty, being misunderstood, inefficiency
CITIZEN 	CHARACTERISTICS Fairness, stewardship, accountability CHALLENGES Righteousness, recklessness	REBEL 	CHARACTERISTICS Leadership, risk taking, individuality, bravery, honesty CHALLENGES Negativity, lawlessness, fanaticism

Source Credit for Graphic: studyvibe.com.adu/archetypes

Michael A. Faber and John D. Mayer, "Resonance to Archetypes in the Media: There's Some Accounting for Taste," *Journal of Research Personality* 43 (December 2008): 307-322.

How Do We Elevate the Story?

- **Identify voices/or narratives that resonate.**
 - Trail Users (Volunteers and Program Participants)
 - Grassroots Advocates
 - Crowd Sourcing via Social/QR codes/etc. (Trail Moments)
- **Develop the narrative as “storymaker.”**
- **Key: Voices lead narrative (first person)—they are “storyteller.”**
 - Interview Narrative (Voices still lead.)
- **Package:**
 - Videos, Print and Digital Articles (Magazines, Newsletters, External Media), Blog, Social Media, Photo Essays, Storymaps, Poems, Songs
- **Distribute (Campaigns)**

Cleveland: Wendy Park Bridge (June 2021)

- Cleveland Centennial Lake Link Trail
- 500-Foot Connector to Wendy Park/Lake Erie



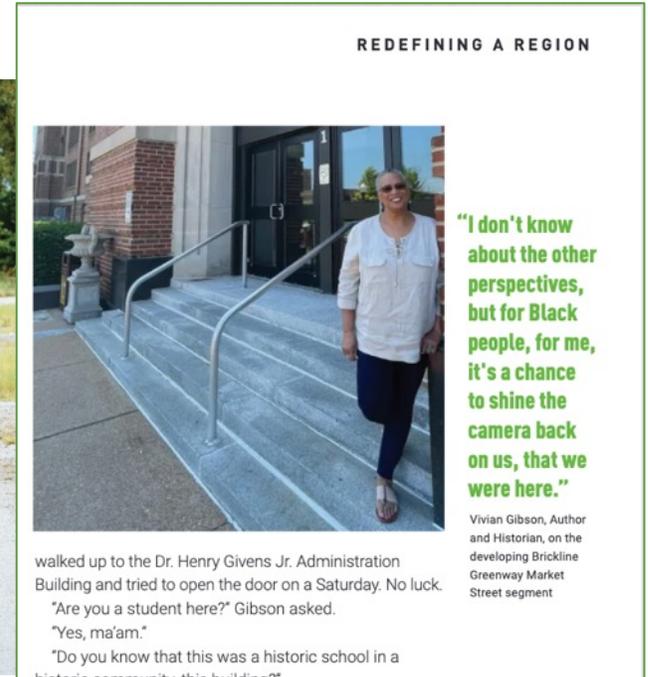
rtc.li/bridge-to-everywhere

St. Louis: River Ring Trail Network



St. Louis' River Ring Trail Network

Great Rivers Greenway's burgeoning River Ring will eventually span 600 miles and comprise 45 multiuse trails in the St. Louis region. Today, there are 128 miles on the ground, with nearly 200 additional miles in the planning and development stages. Learn more about this dynamic, growing trail network in our cover story on p. 8, or go to greatriversgreenway.org.



rtc.li/river-ring



Brickline Greenway: Voices of St. Louis



BRICKLINE VOICES

VOICES OF ST. LOUIS

THERE ARE MANY VOICES GUIDING THIS PROJECT... LISTEN TO A FEW OF THEM HERE TO LEARN HOW THE BRICKLINE GREENWAY WILL IMPACT ST. LOUISANS.



GERARD CRAFT

This award winning chef and restaurateur is a greenway enthusiast and is excited about the cultural connections the Brickline will bring.



ANDRE ALEXANDER

As president of the Tabernacle Development Corporation, Andre Alexander is excited about the connections the Brickline Greenway will provide to neighborhoods in North St. Louis.



STEVE SMITH

CEO of the Lawrence Group who is leading the City Foundry STL development in the vibrant Cortex innovation district, is excited about how the Brickline Greenway will enable people to easily get to and from places where we live, work and play.



DEBORAH PATTERSON



VIVIAN GIBSON



FLINT FOWLER



greatriversgreenway.org



Trail Moments

TRAIL MOMENTS

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What have trails meant to you? Trail Mo...
Watch later Share
#Trail Moments
Watch on YouTube

Trail Moments

The nation's trails serve as an important space for millions of people to be active and connect with their friends and family. Trails in neighborhoods across the country have welcomed new people looking for spaces to play, commute, walk, bike, run and explore. Long-time trail lovers have discovered trails that are new to them and the new adventures they hold.



Trails Moments with Erick Ce...
Watch later Share
#Trail Moments with Erick Cedeño of Bicycle Nomad
Watch on YouTube



Miranda's #TrailMoments from...
Watch later Share
#Trail Moments with Miranda
Watch on YouTube

[My New Trail Self-Care Routine as a New Dad](#)
by Erick Cedeño, @bicycle_nomad

[Cycling for Life](#)
by Kathleen Richardson

[BRB—I'm Enjoying the B2B \(Border to Boston Trail\)!](#)
by Chris Roop

[Enjoying the Trike Life](#)
by Lew Roscoe

[#TrailMoments with Albert Ting \(@pootie_ting\)](#)
by Albert Ting, @pootie_ting

[Couple Celebrates Half a Century of Healthy, Happy Biking](#)
featuring John and Janine Brobst

[Swapping a Car for a Bike? Here's What I Learned.](#)
by Victoria Yuen, @rudefoodpics

[Miranda's #TrailMoments from Along the Great American Rail-Trail](#)
by Miranda Webster, REI's Miranda in the Wild

[A Student of Biking: Learning to Love Trails](#)
by Ugesh Egala

[Finding Love Feet First](#)
featuring Arias and Stephen Flory

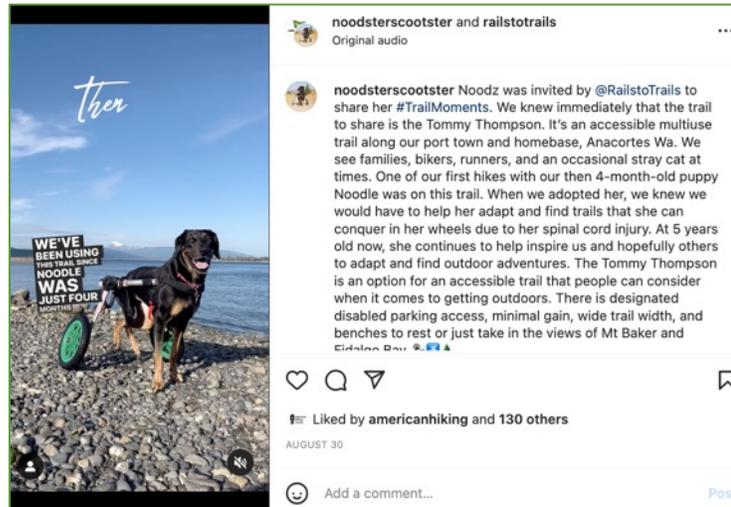
[Letting the Good \(and Bad\) Times Roll: New York Bike Shop Opens in the Midst of a Covid World](#)
featuring Hal Simon, Fortress Bikes

[Finding Health, Healing and Hope on the Trail](#)
featuring MaShanta Ashmon

[The Great Bike Shortage? For Me, It Was the Great Bike Summer!](#)
by Silvia Ascarelli, exploringbybike.com

railstotrails.org/trailmoments

#TrailMoments/Ambassadorship



railstotrails.org/trailmoments

Trail Moments | Biking Through Triumphs and Troubles

Posted 03/15/23 by Laura Stark in Trail Use, Health and Wellness



Joe Rebar and Carol Walter on the trail | Photo courtesy Joe Rebar



Trail Moments with Jeff Jenkins of Chubby Diaries

Elevated Voice = Ambassador

A Serious Injury Changed Cyclist Ian Mackay's Life. Trails Helped Him Rebuild It.

Posted 08/27/19 by Scott Stark in America's Trails, Trail Use, Health and Wellness



Ian Mackay, founder of Ian's Ride (second from left), at the foot of Mount Rainier with friends Jesse Collins, Kenny Salvini and Todd Stabelfeldt | Photo by Teena Woodward

This story was reprinted from the Fall 2019 issue of RAILS TO TRAILS magazine in an edited format.

rtc.li/ians-ride



View Insights

Boost Post



3,614 views · Liked by ians_ride

railstotrails "So often people see trails as a way to get a little outdoor recreation, and yes that's true. But it is so much more for me... having a safe trail space where I can go explore my own interests, interact with the community, and run my own errands is monumental to my happiness."

Recently, Ian Mackay—the founder and executive director of @ians_ride, a nonprofit in the state of Washington that promotes outdoor accessibility, furthers the availability of technology, and encourages support services for those with mobility impairment—shared 5 of his #TrailMoments with us.

Watch/read these special reflections about his time on the trail over the past year on the TrailBlog (Link in Bio), then share your own stories at trailmoments.org.

World Record Holder Sets Out on 475-Mile Wheelchair Trek on the Great American Rail-Trail

Posted 09/23/22 by Amy Kapp in America's Trails, Trail Use



Ian's ride on the Great American Rail-Trail began with a ceremony on the National Mall. | Photo by Anthony Le, courtesy RTC

rtc.li/ians-ride-grt

Reaching the Decision-Makers

- **Public Support/Conversion**
 - Print Distribution/Online SEO/Social Media/Newsletters/Emails
- **Grassroots/Grasstops Ambassadorship**
 - Collecting stories of impact for shared engagement (our network, their networks, their influencers spheres)
- **Anchors for Press Outreach**
- **Anchors for Legislative Relationship Building**
- **Fuel for Public Engagement by Public Leaders/Champions**
- **Ground Softeners for Partnership Building**



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Railstotrails.org