



JAN. 16, 2025

Celebrate Trails Day

An Overview of the Celebration + Ways to Engage



Technical Support

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THE NATION'S LARGEST TRAILS, WALKING AND BIKING
ADVOCACY ORGANIZATION

Our Mission

We are building a nation connected by trails, reimagining public spaces to create safe ways for everyone to walk, bike and be active outdoors.



Washington D.C's Met Branch Trail

OUR STRATEGIC PRIORITIES



INFRASTRUCTURE

We will proliferate the development of trail and active transportation networks nationwide.

INVESTMENT

We will grow public funding to create, connect and maintain trails, while improving the effectiveness of those resources and creating new opportunities for investment.

EQUITY

We will catalyze the development of community-driven trail and active-transportation networks with the aim to increase trail use and the proximity of trail networks to underserved and under-resourced communities.

PARTICIPATION

We will encourage and inspire more people to use trails across the country, hastening a culture shift where communities demand trail systems as essential for their well-being and the well-being of the places they live.

Trails connect communities

Trails inspire joy; exploration; self-care; and connections to one another, our communities and nature.

Nationwide, ~**5,000 multiuse trails** represent 42,000+ miles of safe spaces to walk, bike and be active outside.

Trail networks that connect people and places are essential to thriving communities. There are **150+ trail networks** developing nationwide serving counties where more than 50% of Americans live.



Trails are essential to people, places and the planet

90%

of people say that it is important that everyone have access to trails.

88%

of people say that tax dollars should be spent on maintaining and improving trails.

61%

of people say they would like to spend more time on the trail.



%

People agree that trails encourage **more physical activity (89%)**; **local business and economic opportunity (66%)**; and **provide transportation options where they live (58%)**.



Celebrate Trails Day 2024 in Baltimore | Photo by Quinton Batts

The Community Preventive Services Task Force (CPSTF) recommends park, trail, and greenway infrastructure interventions combined with additional interventions, such as structured programs or community awareness, to increase physical activity.

SOURCE:

<https://www.thecommunityguide.org/news/cpstf-recommends-park-trail-and-greenway-infrastructure-interventions-increase-physical-activity.html>



Celebrate
Trails
Day

powered by rails to trails conservancy

Save the Date:
Saturday, April 26, 2025

It's more than a day outside...

It's more than a day outside

Hosted on the fourth Saturday of April, Celebrate Trails Day is an annual spring celebration of America's trails. Started by Rails to Trails Conservancy in 2013, the celebration encourages people across the country to get outside and enjoy the nation's exceptional trails and trail systems.



It's a day of joy and impact—and an invitation to experience the potential of a nation connected by trails.



It's an opportunity to celebrate and build support for the spaces that make it possible for us to walk and bike as part of our day-to-day lives.



Hundreds of events take place nationwide, with people and local organizations taking part in every state.



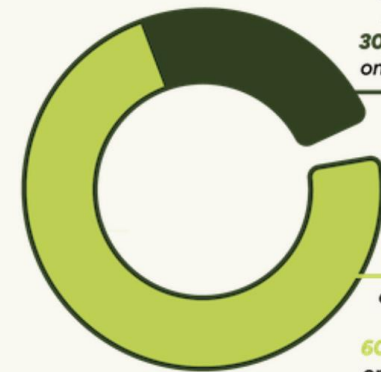
More than 2.1 Million Active Minutes
*spent outside on Celebrate Trails Day in 2024**



102 Active Minutes per Person
*spent outside on Celebrate Trails Day**



76% Would Swap a Car Trip
*respondents indicated they chose to swap a car trip for a walk, bike ride or other active transportation on Celebrate Trails Day and/or at other times in their day-to-day routines.**



96%
of participants
spent at least
30 minutes active
on the trail on CTD

72%
of participants
spent at least
60 minutes active
on the trail on CTD

The Opportunity

- **Creating new connections** within and between communities
- **Infusing advocacy** in new ways – funding, engaging elected leaders
- **Highlighting infrastructure** connected networks, gap-filling
- **Showcasing stories** that illustrate the many ways trails help people and places thrive
- **Amplifying** the power of multiuse trails to transform communities.

Frequently Asked Questions

How is it celebrated and when?

How can my organization get involved?

What resources are available?

What's the timeline?

How it's celebrated on trails around the country.



**Self-Directed Trail
Outings**



Group Events

Ways to Engage as a Partner

Partner

Let RTC know you're participating as a partner so we can share resources and help provide visibility for your celebration. Also consider partnering with local groups or businesses!

Promote

Help spread the word about getting outside on Celebrate Trails Day—encourage your community to join an event or go on a self-directed trail outing.

Plan

Organize a ride, cleanup, hike, community festival or other type of programming that invites people to experience the trail.

Participate

Share how you and your community are participating in the celebration. Capture the moment and share it on social media and your other communications channels + take RTC's survey to help us show how people participated and the nation impact of the celebration.

The Benefits of Trail Programming

- **Promote the value of trails.** Activities provide opportunities for people to experience firsthand the benefits of trails..
- **Signal the trail is welcoming, well-cared for, and safe.** Helping to advance social equity goals, as various groups of users might face barriers to using trails.
- **Can raise awareness and support.** Creating inviting programming can grow visibility for the trail, increase use, and build a base of volunteers/supporters.

SOURCE: <https://railstotrails.org/trail-building-toolbox/programming-events/>



Celebrate Trails Day 2024 | Photo by Anya Saretzky

Infusing Advocacy

- **Make everyone feel invited, including elected officials.**
It's an opportunity for decision-makers to witness the impact of trails in their community, while celebrating them with their constituents, which can secure support for your projects. Tips: Invite decision-makers early + follow up; Request a Proclamation to mark the day
- **Add in opportunities for your community to show support by:** sending letters to decisions-makers, signing action alerts, learn about and provide feedback on a project, and more!



Celebrate Trails Day 2023 Event with Former Camden Mayor Carstaphen

Event + Programming Ideas

Self-Directed

- Games: Scavenger Hunts, Bingo, I-spy
- Self-guided walks, runs or rides
- Art and history walks
- Geo-caching, letterboxing, gamified experiences
- Photo safari

Organized

- Cleanups and maintenance days
- Group hikes, walks, rides, runs, races, yoga and meditation
- Biodiversity counts (e.g. BioBlitz) and guided nature walks (birding)
- Festivals along the trail, sometimes with local businesses, community groups, artisans.
- Guided culture + history tours
- Education opportunities: wilderness survival, camping, stewardship , bike repair



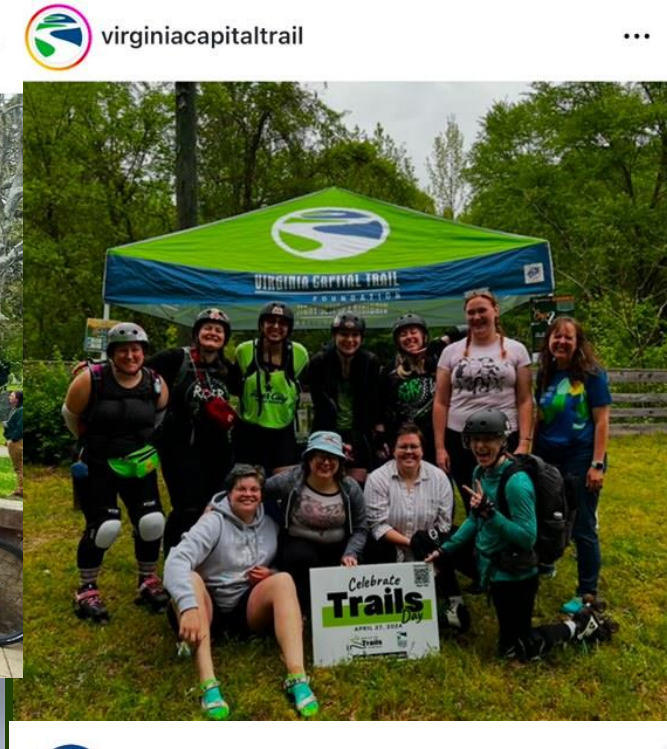
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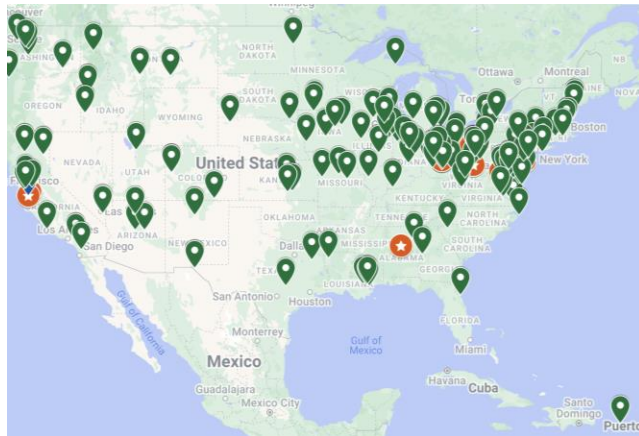
Event Planning Tips

- Double-check that you have any permits, reservations, and/or coverage you may need for your event
- Come prepared with first aid + an inclement weather plan
- Think about partnering with other community groups on an event (including businesses!)
- Consider equity, access, and comfort when planning: price, location, accessibility, restrooms, opportunities to rest
- Get the word out about your event – early and often!



Celebrate Trails Day 2024 | Photo by Douglas Monieson

Supporting your celebrations



Visibility for your celebrations

RTC posts an interactive map on our website to help the public find events and local opportunities to engage in Celebrate Trails Day, plus gets the word out on our email and social media channels.



Helpful Resources

RTC provides helpful resources, from sample language and shareable graphics to tips to weave advocacy into your Celebrate Trails Day plans.



Promotional Materials

RTC makes available materials to our partners to help promote their celebrations. Sign up to partner updates to make sure you don't miss the opportunity to request materials.

Timing

January-February

- Sign up to be a Celebrate Trails Day partner and get email updates
- Plan and prepare for your celebrations, including applying for any needed permits + consider inviting local electeds and community partners
- Request Celebrate Trails Day partner materials (will be sent in email updates)
- Get the word out using RTC's promotional toolkit

March

- RTC posts Celebrate Trails Day map online: We strongly recommend submitting events by 3/26 to maximize their visibility in RTC's promotional efforts
- Continue preparing for your events and spreading the word about the celebration

April

- Early April: RTC heavily promotes celebration and events planned around the country
- Requested materials arrive for Celebrate Trails Day partners
- **April 26: Celebrate Trails Day!** Have fun and share how you're celebrating on social media @railstotrails and using #CelebrateTrails
- Take RTC's impact survey—the findings will be shared with our partners and the public.

CELEBRATE TRAILS DAY



We hope you will join us for Celebrate Trails Day!

Learn more about partnering:

Celebrate Trails Day website:

RailsToTrails.org/CelebrateTrails

Email our team about Celebrate Trails Day

Events@RailsToTrails.org





Questions?

Let Us Know!

**Thank you—feel
free to reach
out!**



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