

Trails and Safe Routes to School Communications Plan

Objectives

- Educate public about trails
- Educate public about safe routes to school
- Encourage public use of trails for recreation
- Encourage walking/biking as a mode of sustainable transportation
- Promote interconnectedness with neighboring cities that the trails provide
- Promote opening of each new section of trails
- Cross promote with City partners to build relationships and expand reach

Tools

- News releases
- Social Media
- Website page
- Printed collateral
- Coppell E-news
- Water bill messages
- Coppell News, Water bill newsletter
- Cross-promotion with ISD and Living Well in Coppell
- Advertisements in local publications
- External Navori signs
- New Resident packets/orientation

Strategy

Existing Trails:

- Create and update webpage with trail information
- Create interactive map that shows trails and trail connections
- Highlight safe routes to school on interactive map
- Posts to Facebook and Twitter promoting use of trails as a “green” alternative to driving
- Cross-promote with ISD to encourage students and parents to walk or bike on the trails
- Partner with Living Well in Coppell to host wellness events on trails
- Targeted posts to Nextdoor illustrating various trail sections in neighborhoods
- News release sent to media explaining the hike and bike trails projects complete in the last five years
- Place ad in newspapers illustrating trail locations and offering ideas for trail usage
- Printed postcards with trail information and “green” statistics (ex: Did you know that by biking from destination X on the trail to destination Y on the trail instead of driving, you reduce your carbon footprint by X%)
- Share relevant “green” statistics on social media
- Printed map/brochure/postcard at Police Station that shows Safe Routes to School
- Discuss trails and possible uses at New Resident Orientation
- Promote use of trails in Coppell News, printed water bill newsletter
- Promote use of trails in Coppell E-news
- Send mailer to all Coppell households promoting trails usage as a sustainable transportation alternative
- Encourage use of trails to major City events, such as Kaleidoscope
- Post to LinkedIn promoting City’s dedication to sustainability by encouraging the use of trails

Planned Trails:

- Continuously update website with new trail/new connection information and progress
- Social media posts informing residents of new trail openings
- Partner with Living Well in Coppell to host mini ribbon cutting/events held at new connection as they open to the public
- News release informing public of the opening of each new trail connection
- Targeted Nextdoor post informing neighborhoods of new trail openings in their area
- E-news stories promoting use of new trail connections
- Coppell News articles as each new leg of trail is opened
- Information on Navori screens as each new leg of trail is opened
- Place ads in newspapers promoting the use of trails as each new leg is opened