

Newsletter

The Greenways Partnership is a public-private partnership that provides creative programming which broadens user engagement with Indy Greenways, builds support for the system, and catalyzes further investment in Indy Greenways.



INDIANAPOLIS GREENWAYS PARTNERSHIP

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Greenways Covid-19 Programming Update

Like many organizations, we continue to monitor the status of hosting in-person events. Earlier this summer, we released two virtual **Walk With a Doc** programs, have initiated our **Trail Tour at Four** virtual bike rides, and we anticipate the release of our first virtual bike tour of art on the greenways soon. The Marion County Department of Public Health and the City of Indianapolis has developed a series of detailed "reopening" guidelines and precautions for events. While we will continue to monitor local conditions and numbers, we are beginning to develop a series of potential new programs that will include both limited in-person programming as well as two new virtual programs with the intent of potential programs occurring throughout the Fall before the end of the year. As final program details are being developed, we are also developing draft guidelines we will have in place prior to any in-person event. These new requirements will include:

- Program locations will be identified on greenways with lower density of users.
- All in-person programs will occur outdoors.
- Participants will be required to register in advance for programs so that we have reliable names and contact information for all participants. Day-of-event registrations and walk-ins will not be accepted.
- The number of participants will be limited for each program.

- We are revising our standard release forms to include a Covid waiver.
- We are developing a new virtual sign-in process and waiver signature process to replace our old sign-in sheets and reduce contact.
- The registration table will include an information board highlighting the mask and social distancing requirements for the program.
- Masks will be required for all participants during "non-activity" portions of programs. For instance, our bike tours will require masks during registration and all stops and presentations, but not during the actual ride.
- Social distancing will be mandated at all times during programs.
- Hand sanitizer will be provided for participants.
- Water and/or snacks will not be provided to participants.

In addition, we will continue to follow the guidance of our Community Partners (**Marion County Department of Public Health, Eskenazi Health and Indy Parks**) in developing our upcoming programs. While it is our desire to find a safe way to return programming to the greenways, we will continue to monitor events and conditions in order to do so in the safest manner possible.

Renewed Push on Indy Greenways Gear

You may have noticed we have begun a renewed push on the sale of Indy Greenways gear, especially the new Pennsy Trail shirts, on the Indianapolis Greenways Partnership online store. Our recent Facebook push to east siderers was widely shared and distributed and we saw an immediate increase in activity on the website store. We have reduced the prices of all t-shirts to \$20 so they are an inexpensive way to show your love for the Monon or Pennsy this summer! We are also in the process of designing a new Greenways Partnership t-shirt that will be used for giveaways and also at the online store---watch for details soon. Please consider sharing our Facebook post and pushing the merchandise---remember, proceeds from the sale of these shirts go to the Indianapolis Parks Foundation to fund future trail and program development on Indy Greenways.

You can visit the online store at: [Greenways Partnership Store](#).



Nine13sports and Indy Parks Resume Discover Indy Bike Tours

(Adapted from the *Nine13sports* website). Nine13sports was founded in Indianapolis as a health & fitness focused nonprofit over the course of 2012 by former national champion cyclist Tom Hanley. As Tom travelled as a competitive athlete he saw that most of the kids at the velodromes and BMX tracks were from middle to upper class families who had the means to provide their children with the equipment and pay the fees to take part in the programming offered.

He noticed that there weren't as many opportunities for disadvantaged youth to engage with the bicycle and while he was the product of the environment where the bicycle was used as a tool to increase performance, Tom felt it could be used to impact youth of all backgrounds if it were placed within a program that allowed for equitable access and was relevant throughout the entire year – not just during the traditional warmer weather riding months.

While founded as a health & fitness focused nonprofit, in 2018 they began a shift towards becoming an education nonprofit that utilizes the bicycle as a tool for teaching a variety of subjects to kids throughout their entire K-12 educational journey. Over the course of the next few years three additional programs were developed and are currently in various phases of implementation.

The first of these programs to launch in the Fall of 2018 was **Kids Building Bikes** which puts tools into the hands of kids and teaches them mechanical aptitude and an array of other employability skills. After 16 hours of hands-on class time where a variety of STEM concepts are introduced by Nine13 instructors, students who complete the program graduate with a brand new bicycle, helmet, and lock.

While this program provides a platform to introduce STEM lessons, there realistically isn't time to fully explore these ideas and they quickly realized another program needed to be created. They are currently working with an advisory group of educators from a number of school districts across central Indiana to develop ways to take the bicycle or bicycle components into the classroom and work alongside teachers to deliver engaging lessons aligned with state standards.

The last program they have rolled out is our **Explore Indy Ride** program that is designed to provide family friendly opportunities to explore the city on two wheels. Through their acquisition of **ActiveIndy Tours** in early 2019 they now also

offer these rides to visitors and local residents but also to corporate groups looking for unique team building outings that create stronger connections to the unique places and spaces in our city.

ExploreIndy rides are for kids of all ages to come together and see the city on two wheels. The routes for these excursions vary in length and are customized to the needs of each group but are always casually paced and guided by staff. These rides are typically comprised of students in 6th-12th grade and often include other family members, teachers or community center leaders.

As we explore all the cool places and spaces around Indy, we find opportunities to pause our pedals at locations where we share the interesting and often untold stories about the history of our most iconic landmarks, pieces of public art and neighborhoods – the city becomes a living history classroom! The end result is that riders become more knowledgeable about and more emotionally connected to the things that makes our city special.



Nine13sports held several rides in 2019 and are now offering rides in 2020. The **Indianapolis Greenways Partnership** co-sponsored **Nine13sport's** July 15 Explore Indy on Bikes tour of Martin Luther King Jr. Park. Two additional bike tours are scheduled for 2020: August 15 at 10:00 am on the Pennsy Trail and September 12 at Riverside Park.



First Virtual Walk With a Doc Released on July 18

In case you missed it, **Eskenazi Health** released their first virtual **Walk With a Doc** program on July 18, 2020. The walk featured one of our new physicians Dr. Juan Carlos Venis taking a walk on the Fall Creek Greenway in Indianapolis. In this six-minute virtual walk, Dr. Venis talks about staying active during the pandemic and talks about the other benefits of walking and developing an active, healthy lifestyle. Indy Greenways provide a great place to stay active in Indy and with our normal monthly walks on hold during the Covid-19 pandemic, Dr. Venis provides good company on this virtual walk. You can check out the virtual walk on the Indianapolis Greenways Partnership's Facebook page or at the following link: [Walk With a Doc with Dr. Juan Carlos Venis.](#)

A second virtual **Walk With a Doc** program was released on August 8 and featured Dr. Carrie Leathers, internist and pediatrician at Eskenazi Health Center Pecar walking along the Pleasant Run Greenway discussing walking tips during the Covid-19 epidemic. You can view Dr. Leathers' walk at [Walk With a Doc with Dr. Carrie Leathers.](#)

Eskenazi Health is currently exploring producing additional virtual walks. At this point, no date has been set for the resumption of the in-person walks.

For additional information, please contact Leroy Lewis at Leroy.Lewis@eskenazihealth.edu or Courtney Fehrenbacher at Courtney.Fehrenbacher@eskenazihealth.edu.



Greenways Partnership- Potential New Programs

We have been working diligently on trying to lay out plans for programming for the last half of 2020. Consideration is being given to two in-person programs and two virtual programs to round out the year. Please keep in mind that all of these are still in the planning phase and are not fully developed yet. The in-person programs being developed are:

- **Explore Indy Greenways - Johnson Road Trail/Fall Creek Greenway Family Bike Ride** in September. This would be a tour of the new Johnson Road Trail and then would be a repeat of the Fall Creek Family Bike ride we facilitated at part of the 2019 Pack the Parks Programming.
- **Greenways 101 for Families and Kids (Bikes)** - an introduction for kids on how to use the greenways and a demonstration ride.

We are also developing the following ideas for virtual events that trail users can do on their own:

- **Indy Greenway Fall Clean-up** - a virtual program that encourages trail users to take along a garbage bag on one of their visits and clean up a portion of a greenway. We are working on organizing a week-long effort and developing a reward and promotion system.
- **Indy Greenways Bicentennial Challenge** - a virtual program encouraging users to visit and record their visit on all nine of Indy Greenways.

While we recognize that conditions may ultimately affect the ability to have these programs, we hope to have their plans developed to the point where they can eventually be facilitated, even if they are delayed in 2020. Watch for more information soon.

For additional information, please contact Ron Taylor at rtaylor@tswdesigngroup.com.



Art on the Greenways Virtual Programs

During this pandemic, we have worked to try to keep an emphasis on our **Art on the Greenways** programming. Julia Mune Moore from the **Arts Council of Indianapolis**, along with **Bike Indy**, has recorded a virtual Art on the Greenways tour that we anticipate will be released in the late summer. In addition, we continue to develop social media posts based upon introducing different public art from around the greenway system. The posts include the title, artist information, and description of the piece from the Art Council's Public Art inventory. According to Ron Taylor, "the posts have been a great way of utilizing our Community Partner resources from the Arts Council to continue to highlight the public art along Indy Greenways." To date, the posts have featured the Millersville Marker, Faces of Indiana for the Millennium, and Grasping Turtle. More will follow in the weeks to come.

For additional information, please contact Julia Mune Moore at jmoore@indyarts.org or Ron Taylor at rtaylor@tswdesigngroup.com



Please help us build our audience!

During the stay-at-home period, we have been working diligently on trying to expand our social media presence and audience. Like many organizations, it is difficult to build a substantial following and rise above all of the other clutter that fills people's news feeds. During the pandemic, we have tried many things to broaden our appeal and build our audience--broadening our development of original content, paying for social media boosts, and targeting specific local markets. In the end, our most successful engagement has come from organic growth in the local community. A look at two recent Facebook posts tells the story.

On July 23, we posted a link to the **Virtual Walk With a Doc** video that was just released. We paid to promote the post in the Indianapolis region. During the five-day promotion, 1,977 people were reached and we had 81 engagements at a cost \$0.31 per engagement. The post was shared by 9 organizations, many of which were internal to the Greenways Partnership or its individuals.

By contrast, our July 31 post about the **Pennsy Trail shirts**, and unpaid non-promoted post, fared similarly with 979 people reached, 104 engagements, and 8 shares (many of which were the same groups that shared the WWAD post). In the end, this post actually generated more interest than the paid promotion.

There are likely several reasons for this that could be explored, but the obvious conclusion was that we were able to develop content that caught people's attention. And, in the end, the organic spread of this information was just as effective as the purchased boost.

As we continue to try to grow our audience and increase our social media presence, what can you do to help? Here are a couple of quick things:

- First, **share our content** from our Facebook feed when it is relevant to your organization. By sharing our content from our page, you broaden the engagement we get on our posts and help get us in front of a larger audience.
- Encourage your followers to **Like the Indianapolis Greenways Partnership's Facebook page**. Direct people to our website, promote our events, but most of all, encourage people to Like and Follow us.
- **Share our story**. Need content or images to tell your followers what we are doing and why your organization is involved? Contact us and we will provide you with material.
- Let us know if you have suggestions on materials, subjects, or recommendations for us to include.

These are just a few things you can do to help us grow our audience. Let us know if you have other ideas on how we can broaden our appeal and following.

Facebook Post Comparison

July 23 - Paid July 31 - Organic



People Reached

1,977
979



Engagements

81
104



Post Shared

9 times
8 times

Circle City Cycling Club Schedules Fall Rides

The recently created **Circle City Cycling Club** has two new upcoming rides! Join **Indy Parks** Staff as they lead leisurely bicycle rides with the goal of hosting two rides every month.

On August 15, 2020 the bicycle ride will start at Ellenberger Park and travel to Garfield Park via the Pleasant Run Trail! The ride will depart from Ellenberger Park at approximately 10:00 am, turn around at Garfield Park and finish at Ellenberger Park. The total distance will be approximately 12.6 miles. Register here: [Ellenberger Ride](#).

On August 29, 2020 the ride is from Riverside Marina to Indiana State Museum and back via the White River Trail! The ride will depart from 3001 Cold Springs Rd (parking lot across the street from Riverside Marina) at approximately 10:00 am. The total distance will be approximately 9.5 miles. Register here: [Riverside Marina Ride](#).

Participants are welcome to join for the entire ride or a portion. Children must be accompanied by a parent/guardian. Helmets are required. Participants are encouraged to bring their own water and/or a snack, if needed. Should adverse weather be an issue, registered participants will receive an email with cancellation notice. This notice will also be posted on Indy Parks social media pages.

Events are free for Circle City Cycling Club annual members (the ride is \$5 for non-members). Annual registrations are still accepted for \$25/person. You can find more information here: member can sign up [here](#).

For more information, please contact Megan Bolton at Megan.Bolton@indy.gov. For more information on the Circle City Cycling Club, please contact Joshua Lane at Joshua.Lane@indy.gov.



Greenways Partnership Recognized with Second Award

Last month we shared with everyone the Greenways Partnership had been recognized as a “planning best practice” by the Indiana Chapter of the **American Planning Association (APA)**. You can watch the video presentation of the award at: [American Planning Association - Indiana Chapter](#) (the Greenways Partnership begins at about 9:20 into the video).

We are pleased to share the news that the Indianapolis Greenways Partnership and its pilot program has also been recognized by the **Indiana Chapter of the American Society of Landscape Architects (INASLA)**. In mid-August, INASLA announced their 2020 design awards and the Indianapolis Greenways Partnership is being awarded an Honor Award in their Communications category. The award “Recognizes achievements in communicating landscape architecture information, technology, theory, or practice to those within or outside the profession.” The Honor Award is the highest award they give in that category.

The Indianapolis Greenways Partnership and its efforts with the Indianapolis Greenways Pilot Programming Project provided the first greenway programming effort in Indianapolis, the first known and documented programming plan on any greenway system, and one of only a few known efforts in the country. While several similar greenway and trail systems provide some level of programming, this effort was one of the few that provided the metrics, documentation, and outcomes for a wide variety of programs, and is the first to provide its outcomes to the general public. The Greenways Partnership program has demonstrated the local demand for program experiences on Indy Greenways, and the documented work provides a blueprint that will be used for years to come for future programming in Indianapolis.

Congratulations to all of our partners on being recognized with this award. Due to the Covid-19 pandemic, the award will be announced via an online video presentation in August. Watch for more information and links to the presentation soon.

For additional information, please contact Ron Taylor at rtaylor@tswdesigngroup.com.



Parks Foundation Begins Virtual Trail Tour at Four Program

In August, the **Indianapolis Parks Foundation** began its new virtual bike ride program called **Trail Tour at Four**. This program is a virtual (people can join in person for a socially-distanced ride if so inclined) Facebook Live bike ride along one of Indy Greenways that occurs every Thursday at 4:00 pm. The rides are being facilitated by David O'Rourke of the Indianapolis Parks Foundation. David is working to develop a series of weekly rides and starting to identify some additional activities or surprises that may occur along future rides.

For additional information, please contact David O'Rourke at dorourke@indyparksfoundation.org.

TRAIL TOUR AT FOUR

2020-2021 Indy Greenways Girl Scout Patch Program

Our Indy Greenways Girl Scout Patch program continues and we are increasing our promotion as Fall approaches and central Indiana Girl Scouts begin to resume their troop activities. The Indy Greenways patch is a local patch program that teaches central Indiana Girl Scouts about the Indy Greenways system. The intent of the program is to raise awareness and educate young kids on the design, function, and proper use of the Indy Greenways and to demonstrate the important role that the greenways play in connecting local communities. It is also intended to instill a level of ownership, responsibility, and stewardship for the greenway system. The program includes both a troop-meeting interactive educational session as well as a stewardship requirement to get Scouts out on the greenways for a community service event. Patch program pamphlets and the troop support presentation is available on the Girl Scouts of Central Indiana website at: [Community and Patch Programs](#).

Girl Scout troops can purchase patches through the Girl Scouts of Central Indiana store. Find store locations at is [317.924.6860](tel:317.924.6860) or shop@girlscoutsindiana.org.

Please help us promote the continuation of this great program. *For additional information, please contact Ron Taylor at rtaylor@tswdesigngroup.com.*



PRELIMINARY 2020 PROGRAMMING SCHEDULE

Updated August 17, 2020

June 2020

- **NEW: Circle City Cycling Club Inaugural Bike Ride**- June 13, 2020
- **PACK THE PARKS DAY 2020** - June 27, 2020 - **CANCELLED**
 - **History of Park Planning in Indianapolis Bike Tour** (White River Greenway, Riverside Park, White River State Park, White river Promenade) - June 27, 2020, 10:00 am- **CANCELLED**
 - **Walk With a Doc on the Pleasant Run Greenway** - June 27, 2020, 9:00 am- **CANCELLED**
 - **Family Bike/Tour of the Fall Creek Greenway** - June 27, 2020- 4:00 pm- **CANCELLED**
- **NEW: Circle City Cycling Club Fall Creek and 30th Bike Ride** - June 27, 2020, 10:00 am

July 2020

- **NEW: Explore Indy Bike Ride- MLK Park** (Hosted by Nine13 Sports) - July 11, 2020, 10:00 am
- **Art on the Greenways: Bike Tour of New Works along the Pleasant Run Greenway.** Wednesday, July 15, 2020, 6:00 pm- Ride begins at Garfield Park Arts Center. Co-hosted by Indy Parks and the Indianapolis Greenways Development Committee - **CANCELLED**
- **NEW: Eskenazi Health Virtual Walk With a Doc on the Fall Creek Greenway released** - July 18, 2020
- **Walk With a Doc**- July 25, 2020, Time TBD - Northwestway Park- **CANCELLED**

August 2020

- **NEW: Eskenazi Health Virtual Walk With a Doc on the Pleasant Run Greenway released** - August 8, 2020
- **NEW: IPF Trail Tour at Four** - August 6, 2020- 4:00 pm Facebook Live
- **NEW: IPF Trail Tour at Four** - August 13, 2020- 4:00 pm Facebook Live
- **Explore Indy Bike Ride- Pennsy Trail** (Hosted by Nine13 Sports) - August 15, 2020, 10:00 am
- **NEW: IPF Trail Tour at Four** - August 20, 2020 - 4:00 pm Facebook Live
- **Walk With a Doc on the Eagle Creek Greenway** - August 22, 2020, Time TBD - 56th Street Trailhead - **CANCELLED**
- **NEW: IPF Trail Tour at Four - Monon Trail, Part 2 - Monon Trail, Part 1** - August 27, 2020 - 4:00 pm Facebook Live
- **Pogues Run Photography Competition (NEAR)** - **UNDETERMINED**
- **Art on the Greenways: VIRTUAL Bike Tour of the White River Greenway** - **Release date TBD**

September 2020

- **NEW: Eskenazi Health Virtual Walk With a Doc - September** - Release date TBD
- **NEW: IPF Trail Tour at Four - Central Canal Towpath** - September 3, 2020 - 4:00 pm Facebook Live
- **NEW: IPF Trail Tour at Four- White River Trail** - September 10, 2020 - 4:00 pm Facebook Live
- **NEW: Explore Indy Bike Ride - Riverside Adventure** (Hosted by Nine13 Sports) - September 12, 2020, 10:00 am
- **NEW: Discover Indy Greenways: Johnson Road Trail/Fall Creek Greenway Family Bike Ride** - September 12, 2020, 10:00 am - **PENDING**
- **Bike Tour of Pogues Run Greenway and Spades Park.** Wednesday, September 16, 2020, 6:00 pm - Ride begins at the City County Building downtown. Co-hosted by Indy Parks and the Indianapolis Greenways Development Committee. **UNDETERMINED**
- **Walk With a Doc on the Grassy Creek Greenway** - September 26, 2020 Time TBD. Grassy Creek Park- **UNDETERMINED**

October 2020

- **NEW: Indy Greenways Fall Cleanup (Virtual)** - October 1-10, 2020 - **PENDING**
- **NEW: Indy Greenways Bicentennial Challenge** (through Dec 31) - **PENDING**
- **NEW: Eskenazi Health Virtual Walk With a Doc - October** - Release date TBD
- **NEW: Greenways 101 for Families and Kids (Bike)** - **PENDING**
- **Walk With a Doc on the Pogues Run Greenway** - October 24, 2020 Time TBD. Location TBD.- **UNDETERMINED**

November 2020

December 2020

- **Third Annual Winter Solstice Walk and Celebration** - Friday, December 18, 2020, 6:00-10:00 - Pennsy Trail

MARCH 2021 Events

- **NEW: Explore Indy Greenways: Monon/38th Street Bridge Tour** - March 2021 - **PENDING**

August 2021 Events

- **Indy Greenways 50-mile Ragnar Relay Race** - August 2021, Time and Location TBD - **IN DEVELOPMENT**