

Cycle Canalway

Cycle Canalway
Explore the Towpath Trail by Bike!
4 Weeks | Mapped Rides for Every Skill Level

Adventure Guides!
* Weekly Prizes! *

Leisure rides to enjoy at your own pace and schedule

Register at canalwaypartners.com

Cuyahoga County:
(Cuyahoga District #)

OHIO & ERIE CANALWAY
Cargill

- Canalway Partners
- Type:
 - Health & fitness
 - Culture & history
- A month-long series of self-guided leisure bike rides for all experience levels.
- Started 2004, redesigned in 2020.

1. The pre-pandemic version of Cycle Canalway had participants boarding the Cuyahoga Valley Scenic Railway with their bikes, disembarking at stops of their choosing as the train headed south, and riding back north to Hale Farm and Village enjoy a picnic and live music.
2. In 2020 to meet the realities of COVID safety protocols, Cycle Canalway was redesigned as a series of self-guided bike rides with mapped rides and “Adventure Guides” that included directions and links to the historic and natural sights along the Towpath Trail.
3. Pivoting from a scheduled, single-day event to a self-guided, ‘do at your convenience’ event dramatically increased participation.

1. Project Leaders/Managers: Canalway Partners Staff
2. **REQUIRED:** Provide contact information in case we need to contact you about this program.
 - Name: Jim Ridge**
 - Phone #: 216-496-3763**
 - E-mail address: jridge@canalwaypartners.com**
3. Go to next slide.

Cycle Canalway

Journey #1
You'll Travel Between
Tremont and **Brecksville**

About the Ride
You'll move through the industrial valley, filled rich with heritage. This ride is truly a celebration of canal history.

Adventure Awaits!
Check out the Tremont and Brecksville adventure guides at the end of this guide for experience and gear to enjoy. We've highlighted spots close to your parking point to enjoy before or after your ride through the towpath.

Independence Nearby Attractions
Right outside the CVSR parking lot you'll find plenty of post ride fun. Grab a meal or a snack at one of these spots or simply find a spot to relax and enjoy the beautiful fall foliage.

Family Friendly Dining
These family friendly dining options are a short drive (5 minutes or less) from the Cuyahoga Valley Scenic Railroad parking lot.

Sights Along The Way...
Anastasia Steel Structure Carriage - (Sheridan Commons) One of the signature features of Sheridan Commons is the steel mill that spans to the east. In 2013, developer First Interstate opened the Anastasia Steel Heritage Center, which celebrates the industrial history of the community. The structure is an old-time clock building that was moved next to the Towpath Trail inside the 600+ square foot building right illuminated photographs from the open **JOURNEY RIDE #1**.

Beaver Marsh - The Beaver Marsh is located 1/2 mile north of the Towpath. Here you can enjoy photographs, bird watching, and sharing nature with family and friends. Over 50 bird species nest here annually. **JOURNEY RIDE #1**

Beckwith Mill/Beckwithville 36 Resorts - 7200 Riverside Rd, Peninsula, OH - along the ride you'll see either an historic Beckwith Mill and Beckwithville. The resorts were developed independently in the 1960s. In 1996, Beckwithville was purchased by the owners of Beckwith Mills, turning the dual resort complex known today. Closed this summer, make a plan to join when they return for skiing, snowboarding, and snow tubing. **JOURNEY RIDE #1, 2, & 4**

- **Participants:** Over 1,000 people registered for the month-long series of self-guided rides.
- **Location:** 12 different start locations along the Towpath Trail.
- **Program frequency:** Ride routes changed weekly. Rides were geared for three different skill levels.
- Joyride (<10 miles)
- Jant (10-20 miles)
- Journey (20-30 miles)

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Upon registration, Cycle Canalway participants could download mapped rides (sorted by experience level) and adventure guides that were updated weekly. Adventure guides provided guidance to nearby attractions and historic and cultural sights along the ride route.

Suggestions for nearby dining options encouraged trail riders to spend money with local business during or after their ride.

Cycle Canalway

Show us your Ride!
Share YOUR Cycle Canalway pics for a chance to win a weekly prize package!

ENTER TO WIN
Step #1: Complete a Cycle Canalway ride
Step #2: Share your photos with us on social media (#CycleCanalway | @CanalwayPartners)
You'll be automatically entered. Winners selected randomly from entries.

Weekly prize packages - previous week winners announced every **Wednesday** on Canalway Partners social media outlets.

#CycleCanalway @CanalwayPartners

AWESOME PRIZES!

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- Cycle Canalway riders were encouraged to share their photos to social media for a chance to win a weekly prize package.
- Rider posts helped encourage their friends to try Cycle Canalway out for themselves.

Cycle Canalway riders were encouraged to participate on rides with the chance to win a weekly prize package. When riders shared their photos via social media with the hashtag “CycleCanalway”, they were automatically entered into the drawing. We saw a big uptick in our engagement for a relatively small investment in prize packages.

Cycle Canalway



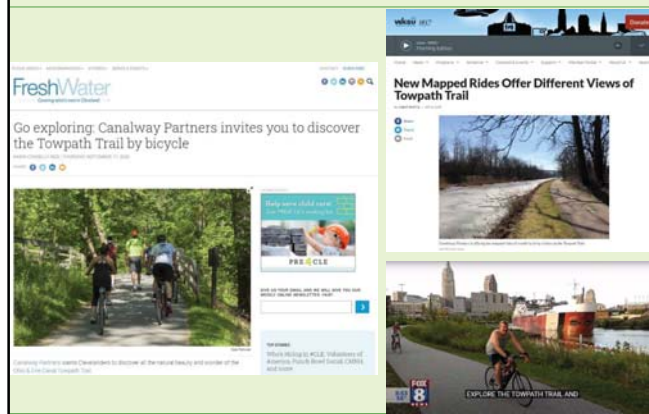
- To encourage safe and shared use of the trail, we gave out bike bells to the first 50 registrants.
- We produced a short video to encourage new riders to do a quick check of their bike to make sure it was ready for a safe ride on the trail.
- To encourage trail etiquette, we produced a short and fun video of shared-trail use tips.

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Given the marked increase in trail usage/visitation during the pandemic, we developed materials to help new trail users feel more comfortable as they explored new settings.

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- Cycle Canalway received local media attention, increasing reach and awareness of the program and the Towpath Trail.

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Local media helped spread word of the curated rides, driving eyeballs to the Cycle Canalway web page.