

# CLOSING STUBBORN TRAIL GAPS

---

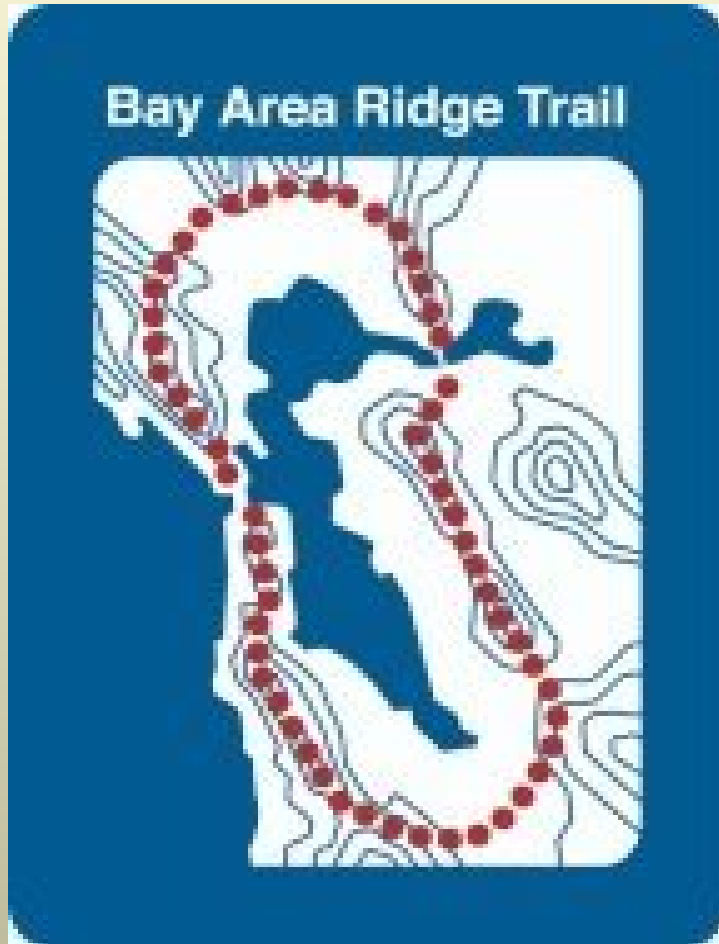
San Francisco Bay Area Ridge Trail Council

Bill Long, Board Chair Emeritus

# San Francisco Bay Area



# Mission



- Create a multi-use trail on the ridges around San Francisco Bay

# Getting Started – 30 Years Ago

- Created a Vision
- Cultivated Champions
- Built Awareness
- Engaged Public Officials
- Secured Endorsements
- Celebrated Successes



# Invite The Politicians



# Cultivate the Press

## Big new section of Bay Area Ridge Trail to open Saturday east of San Jose

By Paul Rogers  
progers@mercurynews.com

A decades-long plan to build a 550-mile trail for hikers, horse riders and bicyclists ringing the Bay Area is getting a significant boost this weekend in Silicon Valley, as the largest new section added in four years will be dedicated in the hills east of San Jose at a public celebration Saturday morning.

Roughly 5.3 miles will be added to the Bay Area Ridge Trail, bringing its total completed segments to 337 miles. The new route follows broad open meadows and oak woodlands in the Sierra Vista Open Space Preserve, which sits just east of Alum Rock Park in the Diablo Foothills. "I would call this a jewel yet undiscovered," said Andrea Mackenzie, general manager of the Santa Clara County Open Space Authority, a government agency that owns the preserve.

"Not enough people know these places are here. This is right in East San Jose. I want to make the public aware that these places belong to them."

The 1,676-acre preserve -- which has sweeping views of Mount Hamilton, Mission Peak, Loma Prieta and downtown San Jose -- gained prominence in May, when its location along rural Sierra Road was the site of one finish line on the Amgen Tour of California professional bicycle race, attracting national TV coverage and thousands of spectators.

The new dirt trail, which will open to hikers and mountain bicyclists, is expected to lure thousands of new visitors to the preserve. Horse riders are allowed on about 80 percent of it, but not on the steepest section.

Construction started last April. Crews graded old ranch roads. They installed signs, rebuilt an 80-foot-long steel and wooden bridge and installed a new 65-foot fiberglass bridge over creeks. Total cost: \$193,000, with funding coming from state park bonds and the open space authority, which is funded by a \$12 per home annual parcel tax.

### Slow assembly

The completion brings the total Ridge Trail miles in Santa Clara County to 78, with 113 miles left to go. In the nearly 25 years that



### New addition to the Bay Area Ridge Trail

Roughly 5.3 miles of new trail will be added to the 550-mile Bay Area Ridge Trail this Saturday. The trail stretches across the Sierra Vista Open Space Preserve in San Jose's east foothills.



### A look at the Bay Area Ridge Trail

Started in 1989, the ridge trail has about 332 miles completed.

- Completed segments
- Proposed trail corridor
- Parks, open space preserves, watersheds and other protected lands



Source: Santa Clara County Open Space Authority BAY AREA NEWS GROUP

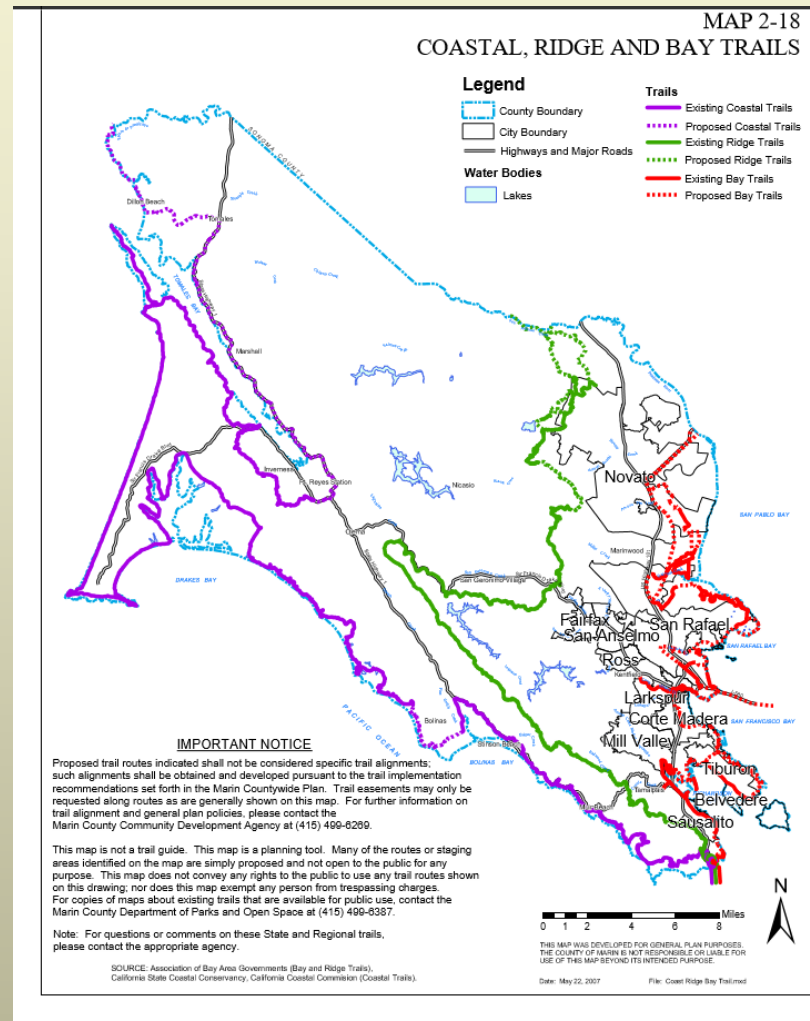
< Derek Neumann, supervising open space technician for Open Space Authority, and Janet McBride, executive director for Bay Area Ridge Trail Council show the Mercury News a part of the six miles of new trails in the Open Space Authority's Sierra Vista Open Space Preserve in the hills east of San Jose on October 18, 2011. The Open Space Authority, a government agency based in San Jose, owns the property, and the Bay Area Ridge Trail Council, a non-profit group based in San Francisco, is working to complete a 550-mile trail around the Bay Area's ridge tops. (Dai Sugano/Mercury News)

# Plan the Trail

- Research the Route(s)
- Work with Local Groups
- Know the Landowners
- Secure Government Agencies Support
- Advocate for Inclusion in Public Plans



# Marin County Trail Plan





# Funding

- Secure Public and Private Sources
- Build a Membership and Donor Base
- Identify Funding Synergies
- “Projectize” Your Fundraising Campaigns
- Generate Business Support

# Volunteer Work Days

**Volunteer!** Saturday November 7  
**REI-Ridge Trail Service Day 2015**

**pitch in**  
**get dirty**  
**build trail**  
**make friends**

The Bay Area Ridge Trail Council, REI and local park agencies are teaming up to host volunteer work parties on the Ridge Trail all around the Bay Area.

Volunteer teams will build and care for the Ridge Trail—and have a great time. REI will raffie awesome prizes and lunch will be provided by Chipotle.

**Sign up now!**  
**415.561.2595**  
**RidgeTrail.org**

**REI** **CHIPOTLE** **ECLIF**

Photos by Jennie Raman (top) and Tracy Carter • Map by Peter Poeschl • Photo by Seattle Communications Group

# REI Projects



# Publicity

- Create a Logo
- Mark the Trail
- Install Trailhead Kiosks



# Publicity

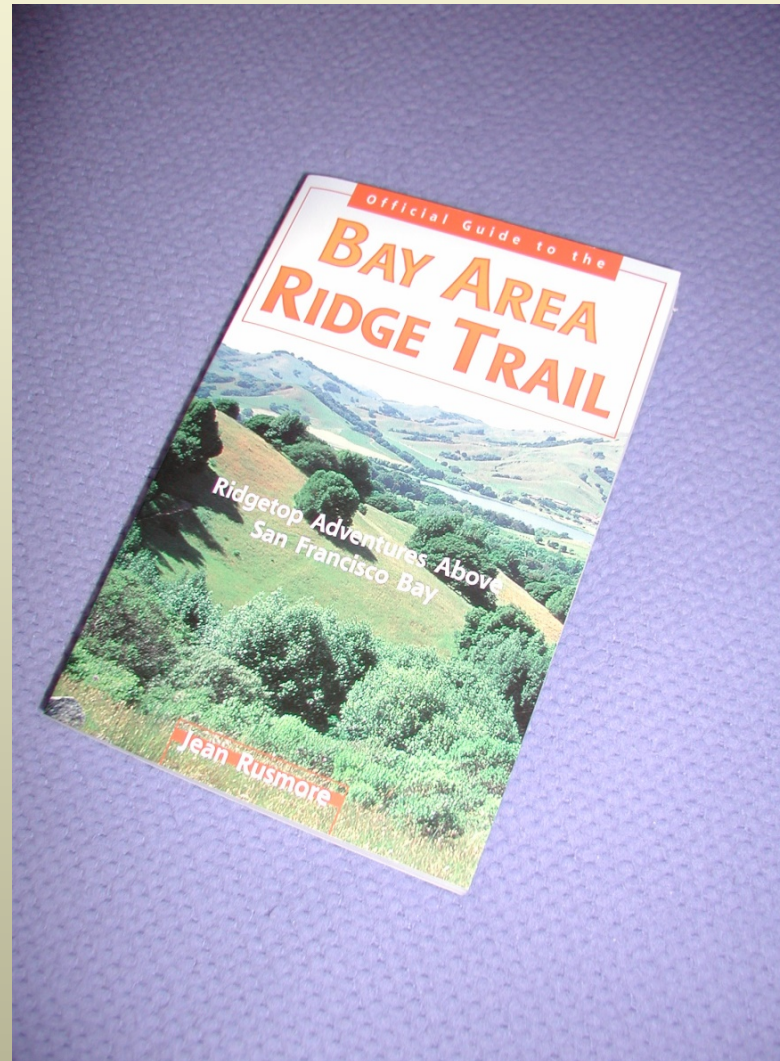
- Create a Logo
- Mark the Trail
- Install Trailhead Kiosks
- Show Up at Events
- Promote Long Distance Outings



# Scout Patch



# Guide Book



# Partnering

- Engage Trail Users and Organizations
- Integrate Planning and Implementation
- Endorse Favorable Legislation and Ballot Measures
- Cross-Publicize Events and Successes





# Share The Credit

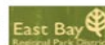


# Share the Credit



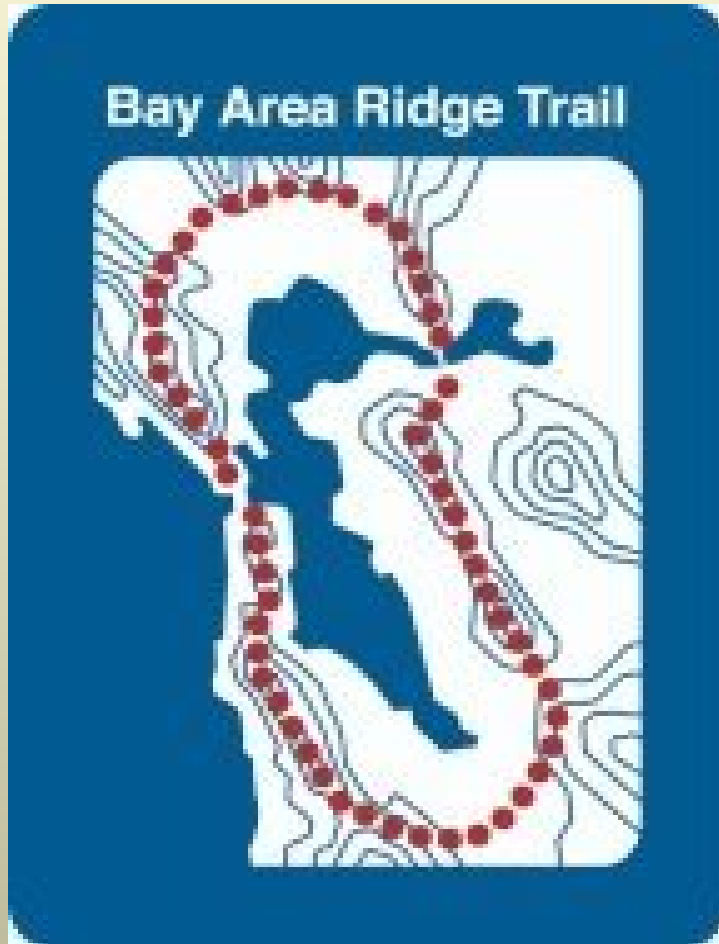
## Bay Area Ridge Trail Council

Creating a spectacular Ridgeline trail—  
many thanks to our Sponsors!



County of Marin  
Golden Gate National Parks Conservancy  
Greater Vallejo Recreation District  
Santa Clara County Open Space Authority  
Santa Clara County Parks and Recreation  
Sonoma County Agricultural Preservation and Open Space District

# Mission – Not Yet Accomplished



- Create a multi-use trail on the ridges around San Francisco Bay
- Goal – 550 miles
- Today – 375 miles

# Challenges

- Private Property
- Community Opposition
- Terrain
- Physical Barriers
- Environmental Issues
- Financing – Construction and Maintenance
- Lots of Other Priorities

# More Useful Tools

- Long Distance Events
- Interim Routes
- Temporary Access Arrangements
- Isolated Trail Segments
- Special Outings

# Implementation

- Understand and Analyze Your Partner Organizations
- Engage with their Planning and Prioritization Processes
- Focus on Most Popular Gaps
- Develop Gap Plans Keyed to Specific Challenges
- Monitor Your Progress – Move Things Along

# Stages Of A Trail

- Stage 1 – A Vision
- Stage 2 – A Plan
- Stage 3 – A Schedule
- Stage 4 – A Project



# Stages Of A Trail

- Stage 1 – A Vision
- Stage 2 – A Plan
- Stage 3 – A Schedule
- Stage 4 – A Project
- **Moves Management**





# Another Gap Closed!

