



Developing a Program to Reduce Trail Conflicts

Today's Agenda

- **Is Conflict an ISSUE ?**
- **Trail Partners Foundation**
- **Developing a Program**
 - **Behavior Change**
- **Resource Protection**
- **Best Practices**

What Do Visitors Say About Your Trails ?

- **Is Conflict an ISSUE ?**
- **Do User Groups Complain About Others ?**
- **Is Crowding Becoming a Problem ?**
- **Covid Brought More People Outdoors**
 - **Has That Been Good or Bad for You ?**

Why Trail Partners ??

- Collaboration
 - Mountain Bike
 - Hiker
 - Equestrian
 - Environmentalists
- Ten Years Experience
- USA & Canada





Developing a Program

Post

Flyers

Signage

Social Media

Marquee



Developing a Program

- Assemble Your Team
- Identify The Issues Root Causes
- Behavior Change
- Your Theme
- Education Methods
- Test Market
- Implementation: Multi-Year Plan
- Continuous Improvement



Developing a Program

- **Assemble Your Team**



Assemble Your Team



Assemble Your Team

Trail Visitor Collaboration

- Collaboration of significant user types
- Commitment
- Teamwork
- Shared Goals
- Follow-up





Keys To Success

ALL User Groups Must Want Safety

- Equestrians
- Hikers
- Mountain Bikers
- OHV
- Trail Runners
- Dog Walkers

Land Managers: Conflict \neq Mission



Keys To Success

Getting Support from All User Groups

- Limit to a Few Common Interests
- Agree to disagree on other areas



Keys To Success

Is That All It Takes ? NO !!

- Commitment
- Long Term Perspective
- Group Identity
- Open-minded approach
- MOU (Memo of Understanding)



Keys To Success

MOU

- Define Common Interests
 - Trail Safety
 - Resource Protection
- What Members Can't Say
- Specifically Allows Dissent on Other Issues

TRAIL Partners MARIN COUNTY

A PARTNERSHIP OF
MARIN CONSERVATION LEAGUE
MARIN COUNTY BICYCLE COALITION
MARIN HORSE COUNCIL

Trail Partners Memorandum of Understanding

1. This Memorandum of Understanding ("MOU") is by and between the Marin Horse Council ("MHC"), the Marin County Bicycle Coalition ("MCBC"), and the Marin Conservation League ("MCL"). The MOU is effective immediately once it has been duly approved and signed by each of the three founding groups.
2. MHC, MCBC and MCL (the "Parties") enter into this MOU for the purpose of working together under the name "Trail Partners" in a joint effort to promote off-road trail safety and legal behavior, etiquette and resource protection throughout Marin County for all trail users, namely, those who hike, bicycle, and equestrians. The goal of Trail Partners is for the member organizations to act together in formulating and implementing a coordinated countywide campaign to encourage proper trail use, reduce potentially dangerous interactions between trail users, reduce prohibited trail use and effect behavior changes. To achieve this goal it is contemplated and agreed that the Trail Partners will pool their experience, expertise and efforts to:
 - a) raise funds for developing and implementing the campaign,
 - b) work with public land managers,
 - c) work with consultants and contractors with pertinent expertise and/or authority,
 - d) provide educational programs,
 - e) clarify and support the rules and regulations of the agencies, and
 - f) work together on any ancillary tasks in support thereof.
3. The Parties have adopted and hereby reaffirm the following Mission Statement:

"Operate a county-wide program in Marin that will engage all trail users in the safe and responsible use of trails. Through a multi-year campaign as a part of this program, educate trail users about the responsible use of trails and resource protection as well as help shift the culture of trail users to one that is mutually aligned and cooperative."
4. All actions of the Parties related to Trail Partners shall be by unanimous

Assemble Your Team



Agency Driven

- Land Manager
- Employee creation
- Interpretive Kiosks
- Signs, brochures
- Little user input

Developing a Program

- Assemble Your Team
- **Identify The Issues: Root Causes**



What Behaviors Create Issues ??



What Behaviors Create Issues ??

Is It Intentional ??

Speed

US vs Them

Lack of Resource

Awareness

Rude

What Behaviors Create Issues ??

What is the **Root Cause** of These Behaviors ??

Speed

US vs Them

Lack of Resource

Awareness

Rude

Root Cause Analysis



Issue - Low on air

Solution -Add Air

Symptom ? or Root Cause ?

Root Cause Analysis



Treating the Symptom Doesn't Solve the Problem, You have to **Fix The Leak**

Root Cause Analysis

Symptom ? or Root Cause ?

Ask Why ?

Keep asking Why ?



**Visitors Generally Get Along,
So Why Is There Conflict ?**



Root Cause # 1

User Groups Don't Understand
the Needs of Other Groups

Dads
w/ Kids

Horses

Joggers

Mt Bikers

Hikers

Dogs

Moms
w/ Kids

Seniors



Safety

It's both real and perceived. Users must feel safe on the trail.





Root Cause # 2

More Visitors, Crowded Trails



More People is a Factor



Root Cause # 3

Designating narrow trails or those with poor sight lines for both fast and slow users

Developing a Program

- Assemble Your Team
- Identify The Issues Root Causes
- **Behavior Change**



CAN WE CHANGE BEHAVIOR?



MADD

since 1980

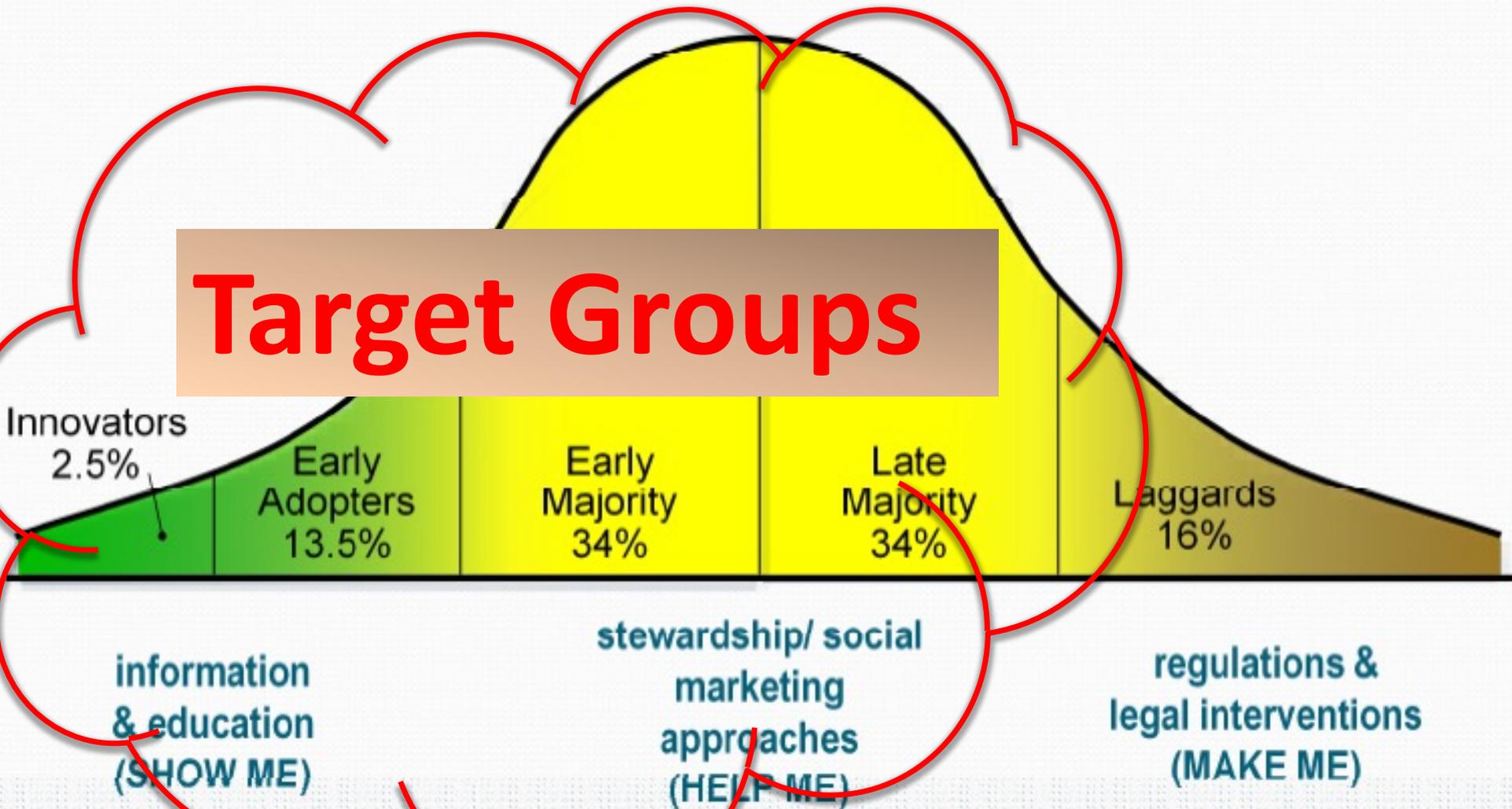
The screenshot shows the MADD website homepage. At the top, the browser address bar displays "www.madd.org". The MADD logo is on the left, with the text "Victim/Survivor 24-Hour Help Line 877.MADD.HELP" to its right. A navigation menu includes "Local Offices", "Media Center", "Sponsors", "Volunteer", "Donate", and "Contact Us". A search bar is located to the right of the navigation menu. Below the navigation menu, there are several menu items: "DRUNK DRIVING", "VICTIM SERVICES", "UNDERAGE DRINKING", "ABOUT US", "BLOG", "GET INVOLVED", and "DONATE". The main content area features a large image of a crowd at a "WALK LIKE MADD IN 2014" event. To the left of the image is a sidebar with links: "21 Drinking Age", "Walk Like MADD", "Change a Life", "Report to the Nation", and "Donate your Vehicle". Below the image is a section titled "The mission of Mothers Against Drunk Driving is to stop drunk driving, support the victims of this violent crime and prevent underage drinking." To the right of this section is a "Sign Up and Stay Connected" form with a "Subscribe" button. Below the mission statement is a section titled "Why We're Here: Laura Gorman" with a small photo of Laura Gorman and a text block describing her story. To the right of this section is a "Blog" section with a "21 Minimum Drinking Age Saves Lives" article dated 02/24/14 and a link to "Underage Drinking on TODAY".

- MADD has a sober, straightforward approach, using scare tactics, cautionary tales, victims stories.
- Takes the negative angle of “what you shouldn’t do”, a moralizing approach
- They made the issue of drunk-driving visible



Achieving Behavior Change

Target Groups





Keys To Success

Explain The Reason Why !!

People do NOT respond well to lectures !

KEEP OUT

This sign at a meadow
in Yosemite was
ignored



Keys To Success

Explain The Reason Why

KEEP OUT

This sign at a meadow in Yosemite was ignored.

**KEEP OUT
BIRDS NESTING**

This one worked !!



What Does That Tell Us About
Changing Behavior ??



EDUCATION is the Key to Changing Behavior



Keys To Success

Who Best To Deliver the Message ?

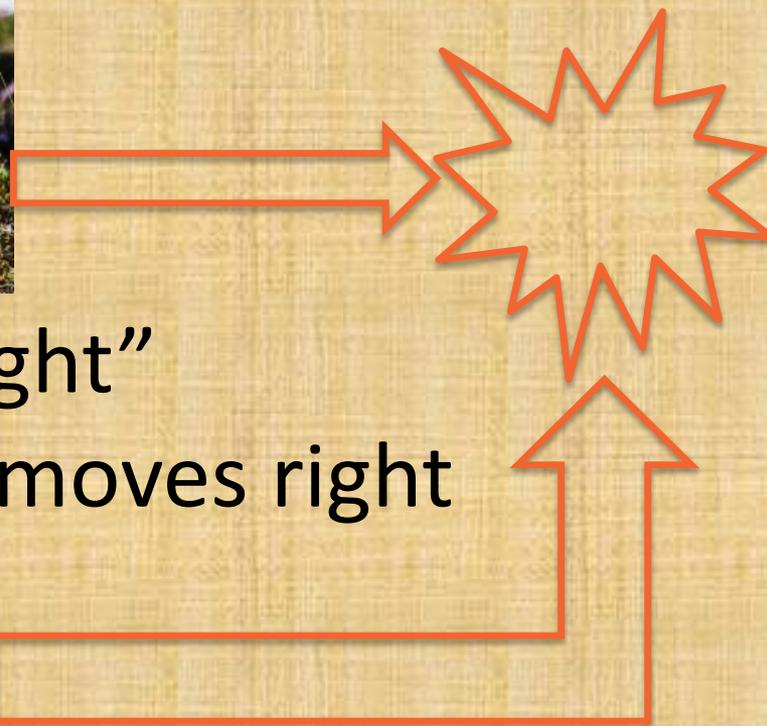
- **People in the same user Group**
- **Friends**
- **Rangers**



Keys To Success

Active Communication

between individual trail users
promotes safety



Jogger yells: “On Your Right”
Hiker Hears “Right” and moves right
Result - Collision



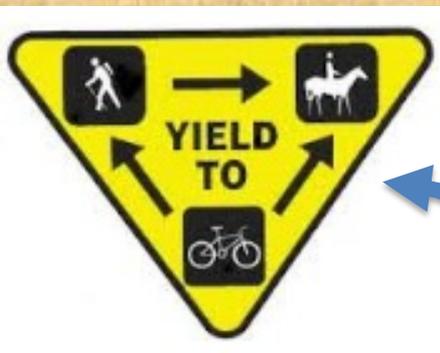


Keys To Success

When passing:

Interact with each other to establish
what is safe

At that moment, at that place,
and at that time



OK

BETTER



slow &
say
hello!

safetrailsmarin.org





slow &
say
hello!

safetrailsmarin.org



Hikers



Bikers



Horse Riders

Put Yourself in My Shoes

Targeted Messages for each user group:

- Responsibilities
- Expectations
- Education



You Are A Visitor In Wildlife's Home.



YOU ARE A VISITOR IN WILDLIFE'S HOME.

Enjoy your experience!

Tune in to nature and your surroundings. Be aware of the wildlife that surrounds you. Dogs and wildlife don't mix! Have fun with your dog but always be in control.

Appreciate the beauty!

Stay on designated trails to avoid damaging rare plants and sensitive habitats in grasslands, wetlands, streams, and woodlands.

"Leave no trace!" Pack out your trash and dog waste.

Protect park resources!

Close any gates you open after you pass through.

Be alert for and avoid, small creatures on the trail.

Keep off wet roads and trails. Deep tracks or prints mean it's too wet and damages the trail. Today's erosion is tomorrow's stream pollution.

Let's leave a legacy of wild lands and healthy ecosystems for future generations to also enjoy, appreciate and protect!





The amount of unspoiled land and nature will never grow, it is a fixed resource. However, the number of visitors to that land does grow. We must all work harder to protect our lands and the creatures that live there for ourselves, our children, their children and generations to come.

Developing a Program

- Assemble Your Team
- Identify The Issues Root Causes
- Behavior Change
- **Your Theme**



GOAL: Behavior Change

- People need a constant reminder
- Adopt a Theme, Display it Everywhere

slow &
say
hello!





Keys To Success

**Your Theme Should Inform Behavior
Remember Root Causes**

Developing a Program

- Assemble Your Team
- Identify The Issues Root Causes
- Behavior Change
- Your Theme
- **Education Methods**



GETTING THE WORD OUT

- Recreational Gathering Places
 - Visitor centers
 - Trailhead kiosks
 - Bike, horse and recreation shops
 - Motels and hotels
 - Places for park visitors
- Land Managers
 - Rangers
 - Volunteer events
 - Interpretive events.





Keys To Success

Outreach Methods

- Outposts
- Flyers
- Kiosk
- Tail & Tires
- Newspaper Articles



Keys To Success

Outposts





Keys To Success

Tri-Fold Flyers





Keys To Success

Outreach Methods

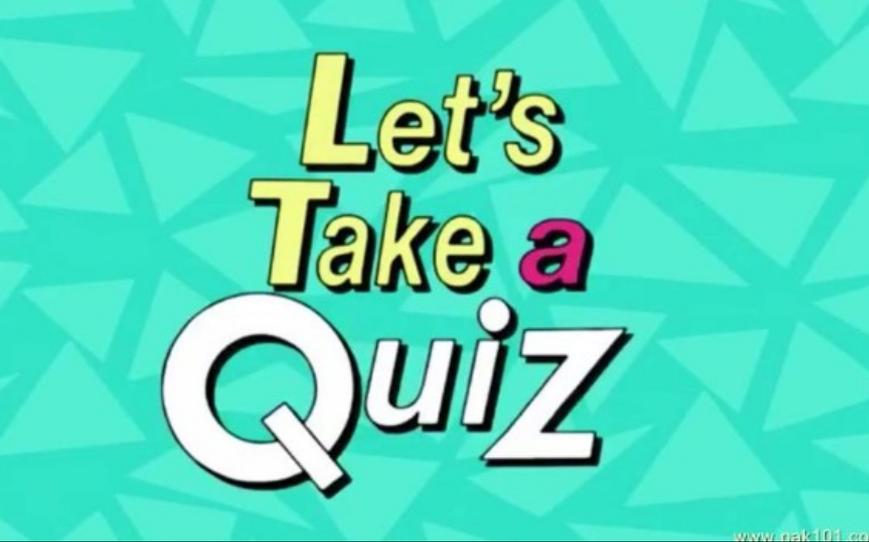
Be Creative

Video by

Joseph Shanahan

Ranger at Auburn SRA

Horse Therapy Video



Let's Take a Quiz

Take the Trail Quiz !

- Win a prize

#1 – You approach a horse and rider while riding a bike on a trail. On which side should you pass?

#2 – You encounter a puddle completely across a trail. Do you go around it or through it?



Norcal Cycling League



EDUCATION PROGRAMS:
TAILS & TIRES



EDUCATION PROGRAMS:
TAILS & TIRES





EDUCATION PROGRAMS:
TAILS & TIRES

Developing a Program

- Assemble Your Team
- Identify The Issues Root Causes
- Behavior Change
- Your Theme
- Education Methods

Test Market





Keys To Success

Get Feedback !!

- **Vendors (REI, Cliff Bar)**
- **Clubs**
- **Local Politician**

Developing a Program

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- Identify The Issues Root Causes
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- Your Theme
- Education Methods
- Test Market

Implementation: Multi-Year Plan



Keys To Success

Implementation

- **Years, not Months**
- **New Visitors**
- **Constant Reminders**

**slow &
say**
hello!

Developing a Program

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- Test Market
- Implementation: Multi-Year Plan
- **Continuous Improvement**



Keys To Success

Continuous Improvement

Technology Changes
People Change
Adapt



Keys To Success

Best Practices

**Compare Your Program to
the List of Best Practices**



trailpartners.org

BEST PRACTICES

Implement a Successful Program

To aide in the development of trail programs, we will maintain the following list of best practices that have proven effective in reducing trial conflicts and resource protection.

We also welcome feedback about our website and encourage you to send us what you have found to be your "Best Practices" so we can include them in our list to share them with others.

Simply [email us](#) with your suggestions and we will periodically update this list.

List of Best Practices

March, 2023

- Identify the Root Causes of trail issues.
- Most user groups don't know the safety needs of other user groups.
- Education is the key to reducing conflicts on the trails. It also leads to improved resource protection.
- Active communication between individual trail users promotes safety.
- The vast majority of Americans will obey rules and do the right thing if they:

- Know what the rules are AND

My Advice

- Take The Time!
Do It Right
- Develop Message
- Get Feedback
- Build Trust; Earn Support



The Trail Partners Foundation was created to assist groups to develop Trail Safety and Resource Protection utilizing the approach and materials developed for the “Slow & Say Hello” Program.



TRAIL Partners Foundation