Building Community Through Trails

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Com-mu-ni-ty:

An interacting population of various kinds of individuals in a common location engaging in social interaction.

- Webster’s Collegiate Dictionary
- The role of trails in social interactions (both positive and negative)
- Creation of community wide trails advocacy.
- How cooperation between non-profits and local government can fund and build trails.
Truckee

- Population: 17,000 permanent & 45,000 seasonal residents
- Community of individual neighborhoods connected by roads
- Within 20 minutes of 10 ski resorts (2 in Town)
- Tourism based economy
Why do people come to Truckee?
Local Chamber of Commerce visitor survey:
— Hiking #1
— Cycling #2
— Snow Sports #3
— 20 miles of Class 1 trails constructed in the last 10 years
Overland Emigrant Trail and the Donner Party
Trails plan development

- 2 years, 20 public meetings, 150 participants
- This has the potential to be divisive (property rights concerns)
- This is the time to build advocacy!
Building a plan and building Relationships
The Truckee Trails Foundation (TTF)

Created by a founding group of 50 members donating $1,000 each in 2002....

Most of who met during the creation of the Truckee Trails Plan.
Truckee Trails Foundation (TTF)

• 800+ member (501 C(3)) organization
• 11 Member volunteer working board
• Part-time executive director (me)
• Trails Advocacy
• Volunteer Trail Maintenance
• Full-time seasonal trail crew
Hitting the Trail!
Community love for trails in action

• Buck for Open Space and Trails Program
  • Restaurants
  • Dentists
  • Bike shops

• Volunteerism – *Good Dirty Fun!*
  • Started as week day late afternoon work parties
  • More demand – larger crews – weekends
Good Dirty Fun!
TTF and the Town Working together
In the past ten years

Privately Funded  Class 1 Constructed – 10 miles

Publicly Funded Class 1 Constructed - 10 miles

Truckee River Legacy Trail
To pave or not to pave Truckee trails

Deciding whether to pave or not to pave Truckee's trail systems has become a focal point of Truckee's Trails and Bikeways Master Plan update.

To be paved with good intentions

The Truckee Town Council voted on Thursday to construct parallel paved and unpaved surfaces on the Truckee River Legacy Trail.

My Turn: Paving the Legacy Trail caters to the Spandex set

My Turn: A Spandex-phobe veers off the trail
6 steps of project development

• Conceptualization
• Preliminary Engineering
• Environmental Review
• Final Design
• Construction
• Ribbon Cutting
The Real 6 Steps of Project Development

• Excitement
• Concern
• Panic
• Search for the Guilty
• Punishment of the Innocent
• Credit to the uninvolved
Ribbon Cutting Ceremony!
Need for more funding – What to do??
A tax for trails?

Decide Type of Tax?

Research - Professional Polling (Town)

Legislative Effort (Town)

Advocacy Effort (TTF)
Ready or not, testing our belief in Truckee’s love of trails

Measure R: ¼ percent sales tax to generate $1.2 million per year for trails
Step 1: Select a Committee Chair
Step 2: Messaging!
Step 3: Endorsements

The BackCountry Bespoke
Bocko Construction, Inc.
Brand Breadcrumbs Cabonas
Carmen Carr Real Estate
Cottonwood Restaurant Coffeebar
Crossfit Jiboom
Cyclepaths Bike Shop Dragonfly Restaurant
Drunken Monkey
Easterbrook Painting, Inc.
East River Public Relations
Fifty Fifty Brewing Co.
First Realty
Fresh Tracks Communications
Jim Morrison Construction
Kenny Blum Photography & Web Design
Le Grand Adventure Tours The Loft Barber
Madrone Capital Partners Mo, Jo, & Zoe
Molsby & Bordner, LLP Mountain Hardware and Sports
Native Paint and Stain Northstar California Orbital Laboratory
Paco’s Truckee Bike & Ski Pour House
Quality Automotive and Smog Real Graphic Source
Shift Communications Sierra Insurance & PIA
Sierra Mountain Mortgage Smooth Rides SnowTech
Soundslides Spice
Starthaus Ski Shop Stoke The Goat Sunglass Shop Sustainable Community Advocates
Tahoe Dave’s Skis and Boards Tahoe Mountain Guides
Tahoe Wakesports TIP Printing and Graphics
Truckee Hometown Sears Truckee River Winery
Truckee Tahoe Medical Group The Val Videgain Team
Villager Nursery Weston Walker Media
Whole Treats Bakery Wild Cherries Coffee House

Contractors Association of Truckee Tahoe
The Envirolution Club
Family Resource Center of Truckee
Glenshire-Devonshire Residents Association
Humane Society of Truckee -Tahoe
Mountain Society of Truckee -Tahoe
Marcpro-Strava Cycling Team
Our Truckee River Legacy Foundation
Sierra Watershed Education Partnerships (SWEP)
Tahoe Area Mountain Biking Association
Tahoe Donner Homeowner’s Association
Tahoe-Pyramid Bikeway
Tahoe Sierra Board of Realtors®
Truckee Donner Chamber of Commerce
Town of Truckee Council
Truckee Donner Land Trust
Truckee Donner Recreation & Park District
Truckee River Watershed Council
Truckee Tahoe Airport District
Truckee Trails Foundation
Step 4: Stay in the news

Join me in voting ‘yes’ on Measure R

Vote Yes on Measure R

Support swelling for Measure R

Election 2014

Yes on R – Trails for Truckee

Readers 1

Measure R is a win-win.

As June 3 approaches and the Measure R campaign comes to a thing is abounding. Not once has any one come out and said a community can’t be built by and for the residents. Recognizing the win-win benefits that a trail system can bring, most counties and cities in the region have been busy planning and building trails. However, Measure R is unique in that it is specifically focused on Truckee’s trail system.

In Truckee, Measure R is a $60 million bond measure that will fund the construction of new trails and the improvement of existing trails. The measure will be paid for through property taxes over a 20-year period.

The measure has been supported by a broad coalition of community members, including business owners, residents, and local government officials. The measure was placed on the ballot by the Truckee Donner Chamber of Commerce and the Truckee Donner Recreation & Park District.

If Measure R passes, it will provide significant benefits to the Truckee community, including improved recreation opportunities, increased property values, and enhanced quality of life.

Supporting Measure R is about more than just a good idea. It’s about making Truckee a better place to live, work, and play. With Measure R, we can create a world-class trail system that will serve the needs of all residents, ensure the long-term sustainability of the local economy, and provide a sustainable and healthy way for all residents to enjoy the outdoors.

So, I encourage all residents to vote ‘yes’ on Measure R and support the Truckee Trail system. Together, we can make Truckee an even better place to call home.
Step 5: Volunteers
Step 6 - WIN!!

Truckee voters OK tax hike for new trails

Benjamin Spillman, 8:30 a.m. PDT June 4, 2014

A California mountain haven for skiers, cyclists and hikers is about to provide even more support for outdoor recreation.

Election results compiled late Tuesday show about 75 percent of Truckee residents voted in favor of a proposal to increase sales taxes in order to build more trails. The ballot question, called Measure R, needed support from 67 percent of voters to go into effect.

It means the town of Truckee will generate an estimated $10 million over 10 years to build and maintain its network of paved and dirt trails, an amenity cyclists consider critical for the town.
Step 7: Use the Money Wisely

Maintenance?
Snow Removal?
Dirt Trails?
Paved Trails?
Bike Parks?
Be Inclusive!
Partnership between the Town and TTF is more important now than ever.
Unexpected Benefits

- Trail crew sponsorship is up
- Trail reports
- Adopt-a-trail interest is up
- Volunteer interest is up
- Classrooms on the trails
  - Earth Day
  - Walk-a-thons
  - History, PE, watershed science
- Strong momentum to move on to trail building beyond town boundaries
- New adventures, new friends, new community
HAPPY TRAILS!!!!