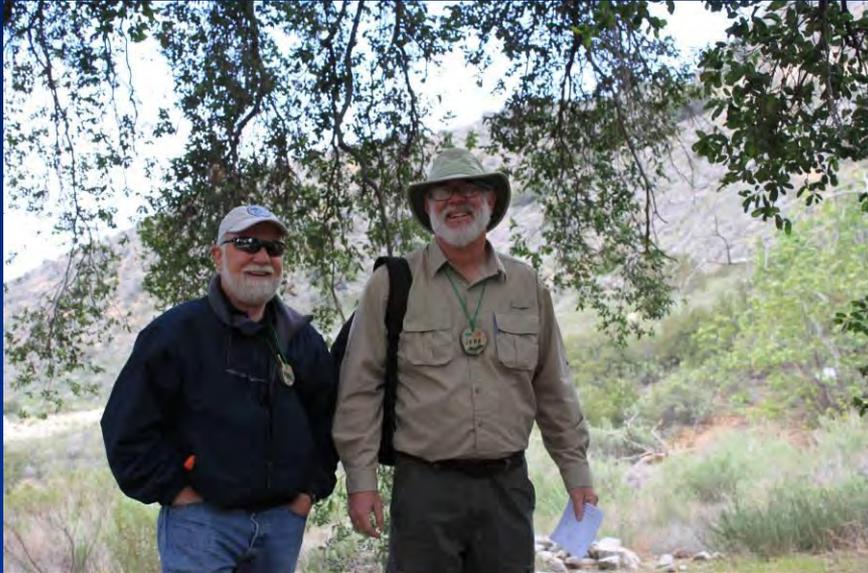


**Help! I Need Somebody.  
Help! Not Just Anybody.**

California Trails & Greenways  
Conference  
April 9, 2014



# Presented by



**Marc Stirdivant**

**Glendale Community Services &  
Parks Department**

**Jeff Weinstein**

**Glendale Parks & Open Space  
Foundation**



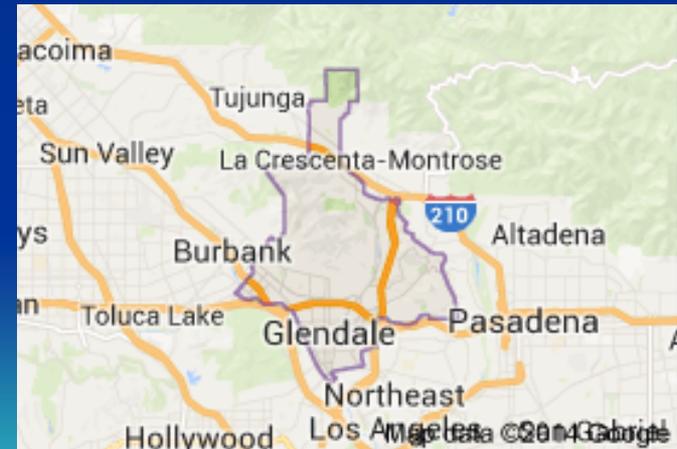
**Ken Wells**

**Sonoma County Trails Council**



# Glendale Community Services & Parks Department

Glendale has 5000+ acres of open space, 30+ miles of fire roads, and 10.5 miles of multi-use trails in the Verdugo Mountains, San Gabriel Mountains, and San Rafael Hills.



# Our Partner



**Our Mission is to Support Park Projects, Recreation Programs, and Trails and Open Space Activities in the City of Glendale.**

# Community Based Activities

Restoration

Interpretation

Trail Maintenance

Trail Safety Patrol

Iris Gardeners

GO! Program

# Restoration

## Third Saturday Wilderness Work Day



# Restoration

## Glendale Narrows Riverwalk Work Day







# Interpretation



**Medicinal Plant Hike with Dr. Jim Adams of U.S.C.**



**Astronomy with Stephen Edberg of JPL and the Sidewalk Astronomers**



**Geology Hike with local geologist, Thom Davis**



**Wildflower Hike with Melanie Keeley**

# Trail Maintenance Crew



# Trail Safety Patrol



# Iris Gardeners



# GO! Program (Glendale Outdoors!)



# Special Group Activities



Crescenta Valley Adventist School



Cub Scout Packs 311 & 519



Sierra Club



Sunrise Rotary

# Verdugo Mountains 10K Trail Run and Hike



# Coming Up

- April 12 Riverwalk Workday with Disney VoluntEARS
- April 19 Third Saturday Wilderness Workday
- April 26 Great L.A. River Clean-up
- May 3 Riverwalk Workday
- May 4 Verdugo Mts. 10K Trail Run & Hike
- May 10 Medicinal Plant Hike
- May 17 Third Saturday Wilderness Workday
- June 7 Experimental Forest Workday
- June 22 Third Saturday Work Day
- June 28 GO! Program

# Native Plant Nursery

- \$5,000 grant from Southern California Gas Company.



# Expanding & Enhancing Volunteer Trail Work in Sonoma County

# Sonoma County Trails Council

Formed in 1967, the Sonoma County Trails Council works in partnership with others to advocate, plan, build, and maintain a network of sustainable, shared-use public trails for non-motorized recreation throughout Sonoma County, California.



# Trail Work with Volunteers

The Trails Council is responsible for trail maintenance in Annadel and Sugarloaf Ridge State Parks in Sonoma County.



# 2013 Trail Work Enhancements

## Annadel State Park Trail Work Days

3<sup>rd</sup> Saturday work days started in 2010

Trail Ambassador and Birthday Workdays added to Annadel's trail work program in 2013



*Selected to receive the  
California Trails & Greenways Conference  
2014 Merit Award - Program*

# Trail Ambassador

- Traffic Control
- Education and Information
- Volunteer Recruitment
- User Surveys

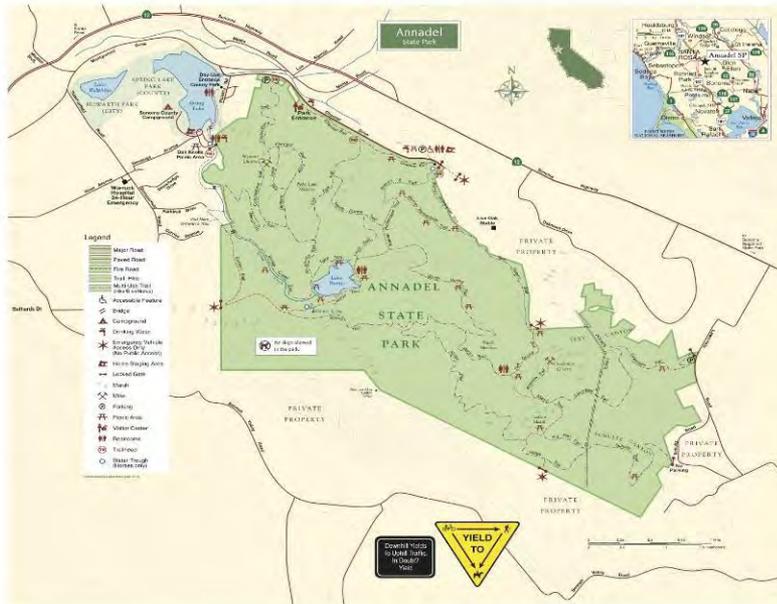


# Trail Ambassador



# Trail Ambassador

## Education and Information



### Help Protect Annadel!

Your small actions have a big payoff in protecting this park

#### Stay on named trails

- Check out the map on the back, only use those trails marked with signs or listed on the map.
- Protect Annadel! Using unofficial paths and short-cuts damages sensitive plants, erodes soil, harms water quality and fragments wildlife habitat.
- Creating and using new trails can ruin historical features that tell the story of this area's first people, the Coast Miwok and Southern Pomo.

#### Say Hello!

- A friendly greeting has multiple benefits: it is an easy way to create a safer park, helps any horses you meet remain calm, and promotes a sense of community among all the park's visitors.

#### Share your park!

- Love this place? Introduce its wonders to someone who's never experienced it.

#### Volunteer!

- Sonoma County Trails Council partners with California State Parks and Sonoma County Regional Parks to repair and maintain Annadel's trails. Trail workdays are held every 3rd Saturday of the month.

Sign up at [trailscouncil@sonic.net](mailto:trailscouncil@sonic.net) or 707.538.9389

#### Learn more

- Check out the book *Annadel State Park: The First 20 Years* by retired ranger Bill Krumbein available at your local library, on-line or from your local book seller.
- [www.parks.ca.gov](http://www.parks.ca.gov)
- [www.sonoma Trails.org](http://www.sonoma Trails.org)

This information is provided to you by California State Parks in association with the Sonoma County Trails Council



# Birthday Workdays



Jonathan's birthday workday crew

# Behavior, not just Knowledge

Community-based social marketing – Behavior change is most effectively achieved through initiatives delivered at the community level which focus on removing barriers while simultaneously enhancing benefits.

# Behavior, not just Knowledge

Environmental Psychologist, Doug McKenzie-Mohr, Ph.D., has identified social marketing tools that are effective in fostering sustainable behaviors.

[www.cbsm.com](http://www.cbsm.com)

# Action, not just Talk

## CBSM Tools

- Commitments - Good Intentions to Action
- Social Norms – Building Community Support
- Social Diffusion – Speeding Adoption
- Prompts – Remembering to Act
- Communication – Effective Messages
- Incentives – Enhancing Motivation to Act
- Convenience – Making It Easy to Act

# Expanding & Enhancing Volunteer Trail Work

Using social marketing tools to expand and enhance volunteer work builds stronger community partnerships and helps park agencies with limited resources manage and protect our valuable public lands.

Questions?

# Contact Us

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