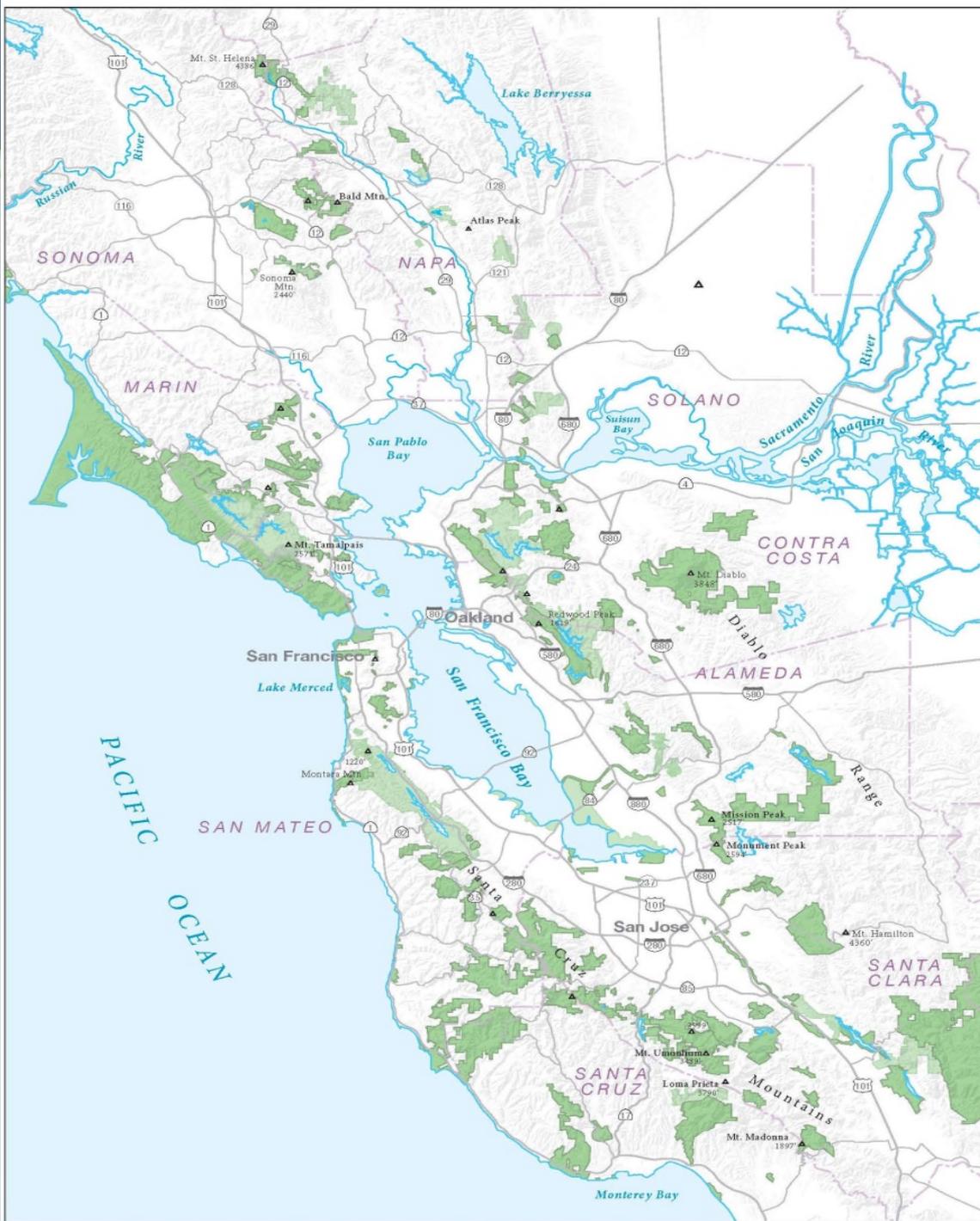




Bay Area Ridge Trail

25 Years of Lessons Learned

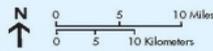
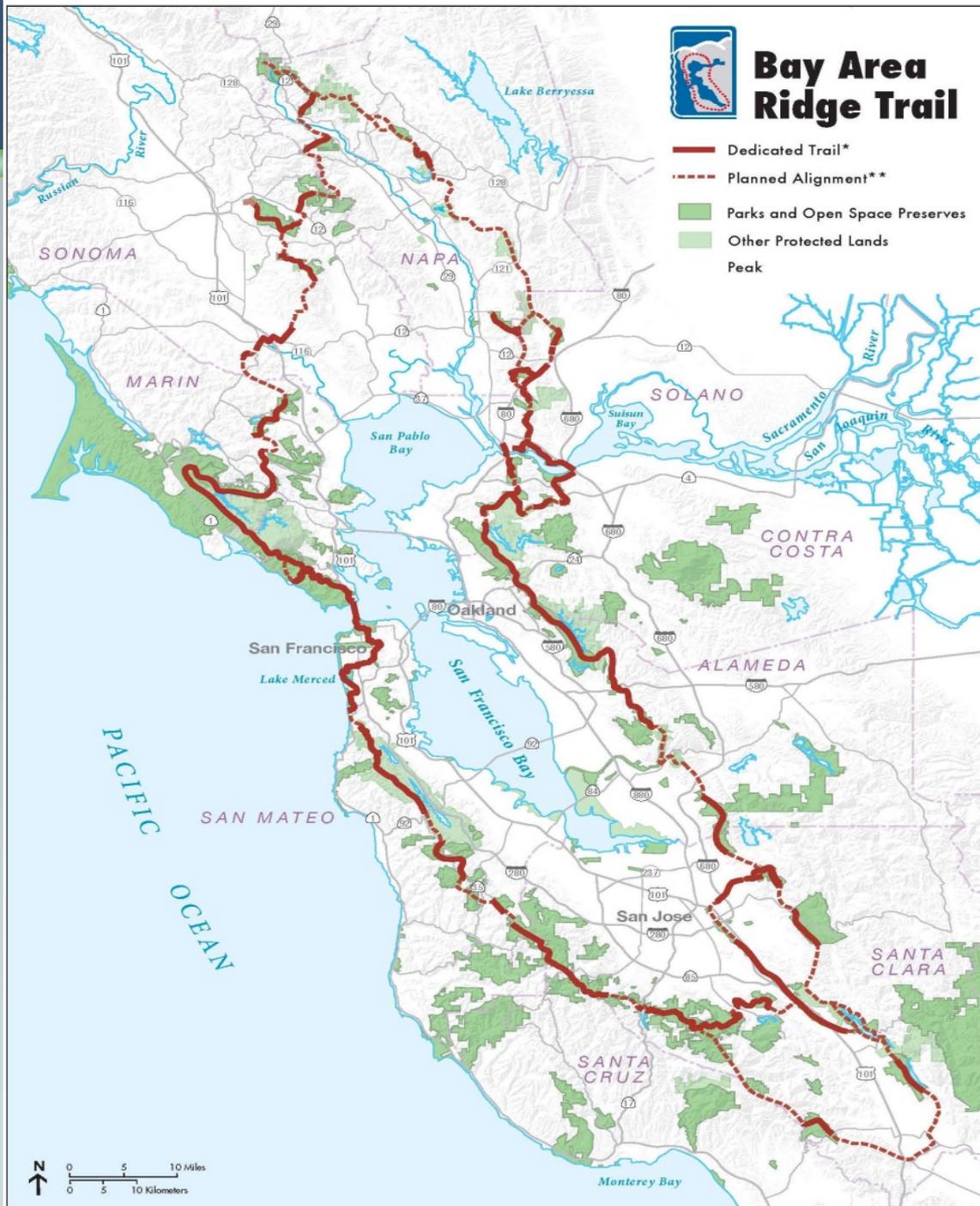
Bill Long
Board Chair



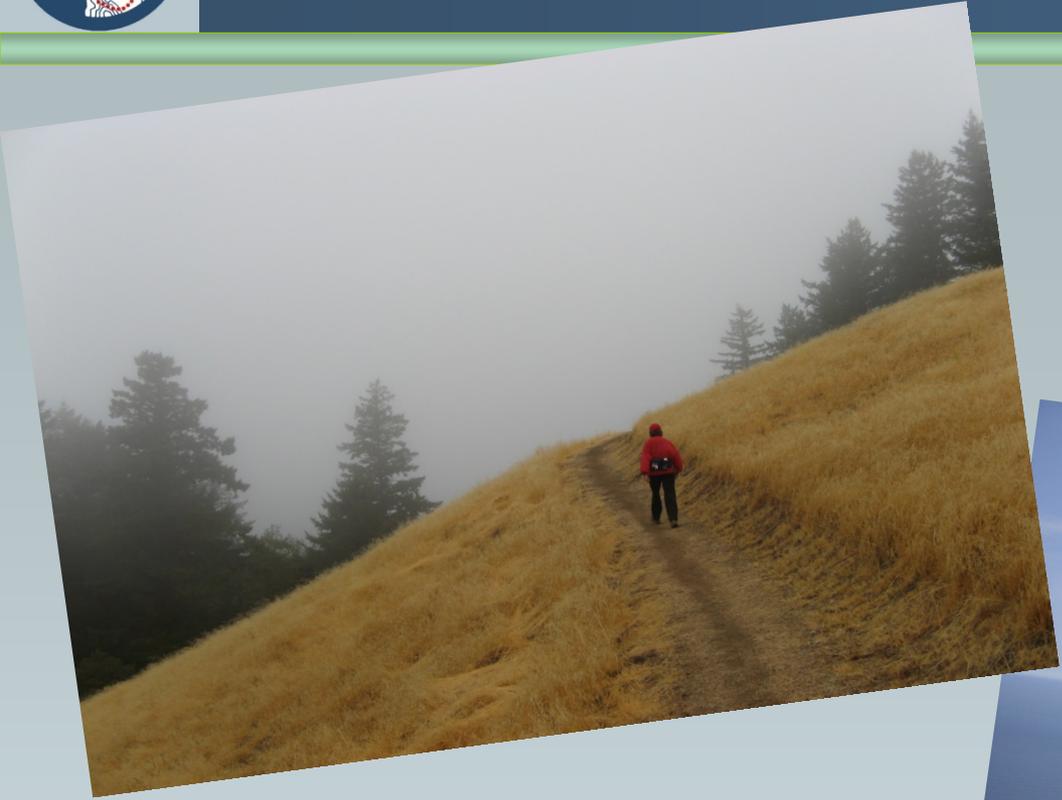


Bay Area Ridge Trail

- Dedicated Trail*
- Planned Alignment**
- Parks and Open Space Preserves
- Other Protected Lands
- Peak











Where are we now?

- 365 Miles today – 85% multi-use
- 400 Miles in three years
- 550 Miles by 2035





Lessons Learned

- Starting Up
- Planning
- Partnering
- Outreach
- Funding
- Organizing

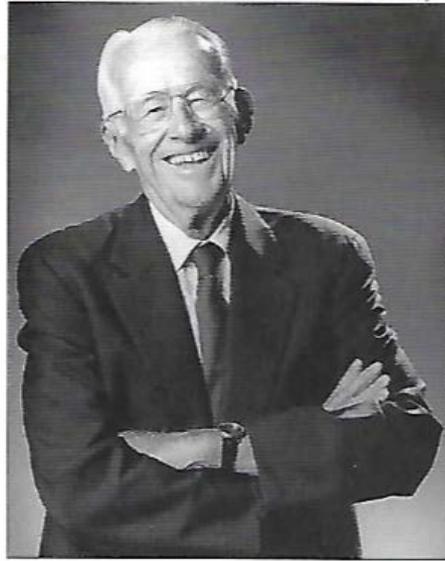


- Starting Up

- Have a visionary champion



PIONEERING A VISION...



*Imagine a 400-mile ridgeline trail
connecting the Bay Area's precious greenbelt
of parks and open space,
linking hundreds of communities region-wide!*



- Starting Up

- Have a visionary leader
- Find a sponsor and incubator
- Develop a clear mission



- Mission

To plan, promote and sustain a connected hiking, cycling and equestrian trail on the ridgelines around San Francisco Bay - linking people, parks and open space for today and the future.



- Starting Up

- Have a visionary leader
- Find a sponsor and incubator
- Develop a clear mission
- Secure endorsements
- Create a unique and meaningful logo



Bay Area Ridge Trail







- Planning

- Engage agency partners in trail planning
- Promote trail route in general plans



MAP 2-18 COASTAL, RIDGE AND BAY TRAILS

Legend

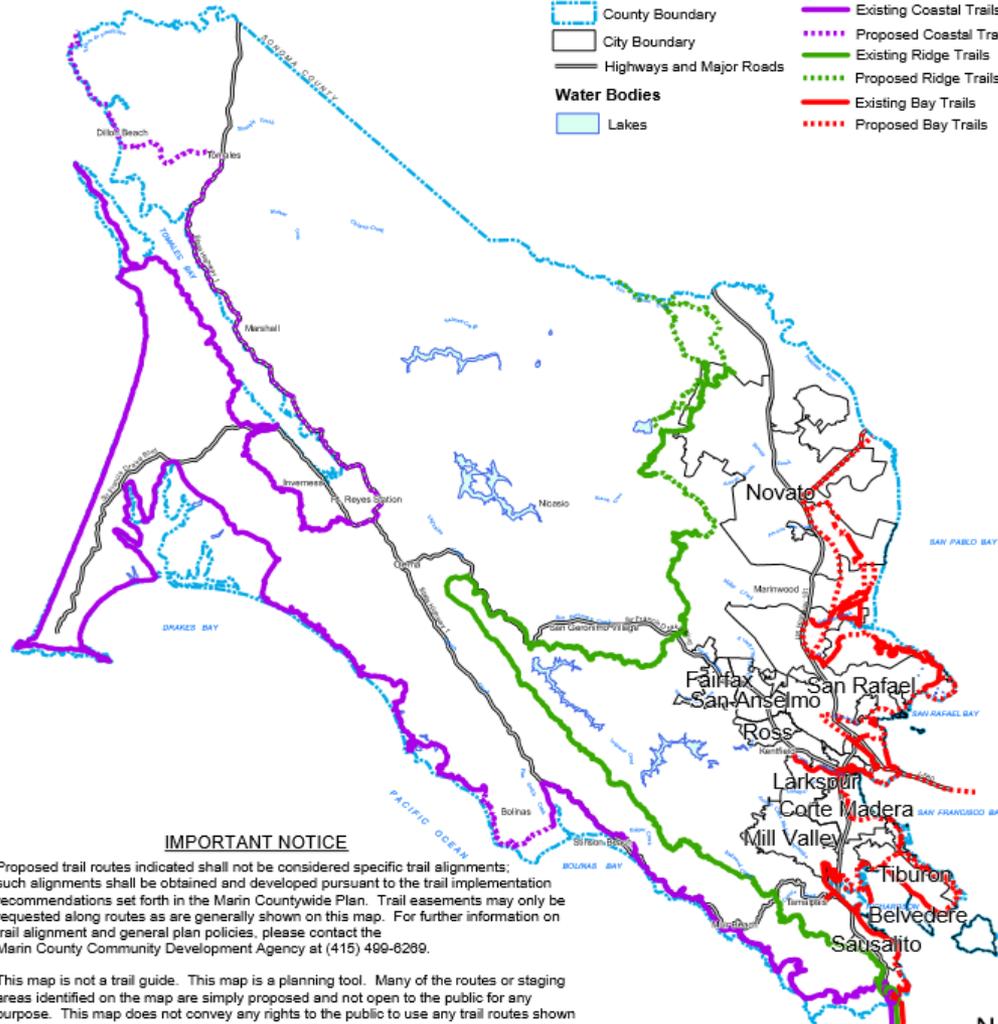
- County Boundary
- City Boundary
- Highways and Major Roads

Water Bodies

- Lakes

Trails

- Existing Coastal Trails
- Proposed Coastal Trails
- Existing Ridge Trails
- Proposed Ridge Trails
- Existing Bay Trails
- Proposed Bay Trails



IMPORTANT NOTICE

Proposed trail routes indicated shall not be considered specific trail alignments; such alignments shall be obtained and developed pursuant to the trail implementation recommendations set forth in the Marin Countywide Plan. Trail easements may only be requested along routes as are generally shown on this map. For further information on trail alignment and general plan policies, please contact the Marin County Community Development Agency at (415) 499-8289.

This map is not a trail guide. This map is a planning tool. Many of the routes or staging areas identified on the map are simply proposed and not open to the public for any purpose. This map does not convey any rights to the public to use any trail routes shown on this drawing; nor does this map exempt any person from trespassing charges. For copies of maps about existing trails that are available for public use, contact the Marin County Department of Parks and Open Space at (415) 499-8387.

Note: For questions or comments on these State and Regional trails, please contact the appropriate agency.

SOURCE: Association of Bay Area Governments (Bay and Ridge Trails), California State Coastal Conservancy, California Coastal Commission (Coastal Trails).



THIS MAP WAS DEVELOPED FOR GENERAL PLAN PURPOSES. THE COUNTY OF MARIN IS NOT RESPONSIBLE OR LIABLE FOR USE OF THIS MAP BEYOND ITS INTENDED PURPOSE.

Date: May 22, 2007

File: Coast Ridge Bay Trails.mxd



- Planning

- Engage agency partners in trail planning
- Promote trail route inclusion in general plans
- Develop focused and prioritized strategic plan
- Monitor related development and conservation proposals
- Continually address obstacles and opportunities



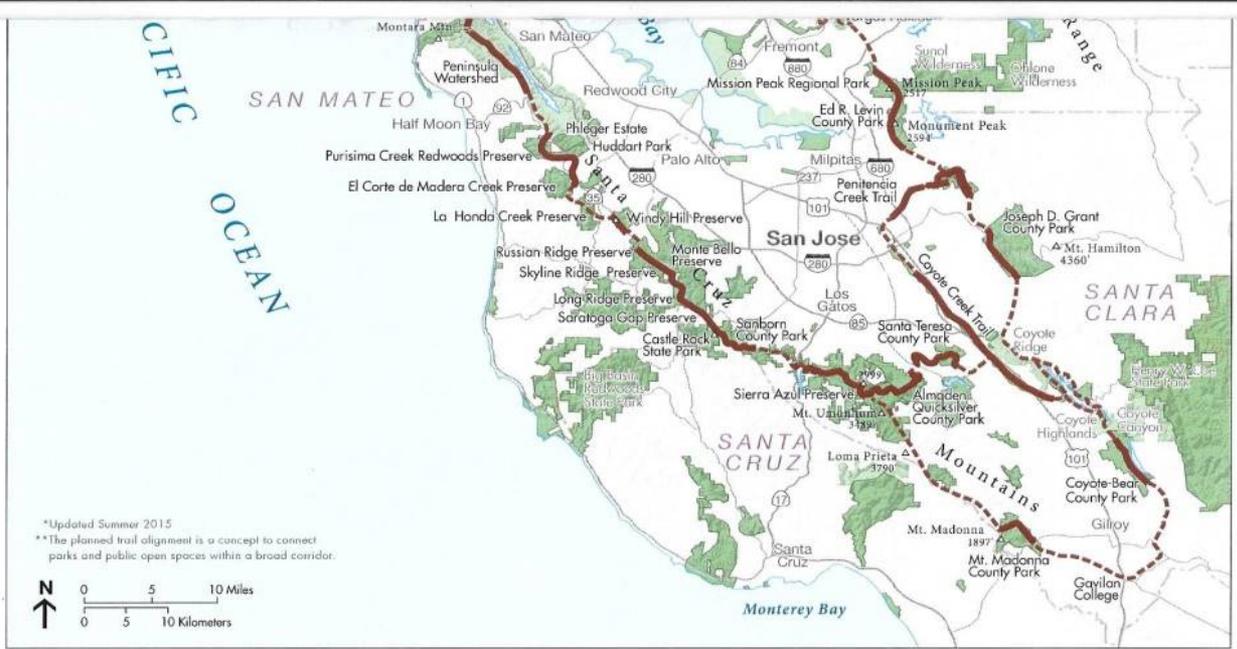
- Partnering
 - Cultivate elected officials and agency personnel





- Partnering

- Cultivate elected officials and agency personnel
- Engage local and regional, public and private supporters



Map by Pease Press, www.peasepress.com. Original design by CortiGraphics.

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

1007 General Kennedy Avenue, Suite 3, San Francisco, CA 94129-1405 • Phone 415-561-2595 • www.RidgeTrail.org • info@RidgeTrail.org



- Partnering

- Cultivate agency officials and personnel
- Engage local and regional, public and private supporters
- Collaborate with complementary efforts and campaigns



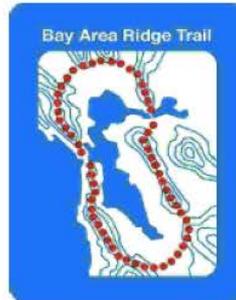


- Partnering

- Cultivate agency officials and personnel
- Engage local and regional, public and private supporters
- Collaborate with complementary projects and campaigns
- Secure your partners commitment to goals and timetables



Santa Clara County
Open Space Authority
expresses its appreciation to:



for their financial assistance in the opening of
Sierra Vista Trail and Calaveras Fault Trail within the
Sierra Vista Open Space Preserve



- Partnering
 - Cultivate agency officials and personnel
 - Engage local and regional, public and private supporters
 - Collaborate with complementary projects and campaigns
 - Secure your partners commitment to goals and timetables
 - Support your partners programs and ballot measures



- Outreach
 - Promote public and trail user awareness





What's This ???

This sign means you are on a part of the Bay Area Ridge Trail.

Someday this trail will be 550 miles long and go all around the Bay. More than 60% of the trail is open to the public - but there are still many missing pieces.

The Bay Area Ridge Trail Council works with agencies like California State Parks to complete the entire trail.

Visit our website to find out what we do and how you can help.



www.ridgetrail.org

415-561-2595





- Outreach
 - Promote public and trail user awareness
 - Organize and support local advocacy efforts
 - Celebrate progress early and often







**ANOTHER SEGMENT OF
THE RIDGE TRAIL OPENS!**





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)



- Outreach
 - Promote public and trail user awareness
 - Organize and support local advocacy efforts
 - Celebrate progress early and often
 - Sponsor activities and trail outings





Outreach

Promote and

publicize

volunteer

trail work



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 raffle awesome prizes, and lunch will be provided by Chipotle.



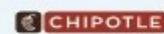
Sign up now!
415.561.2595
RidgeTrail.org



Bay Area
Ridge
Trail
Council

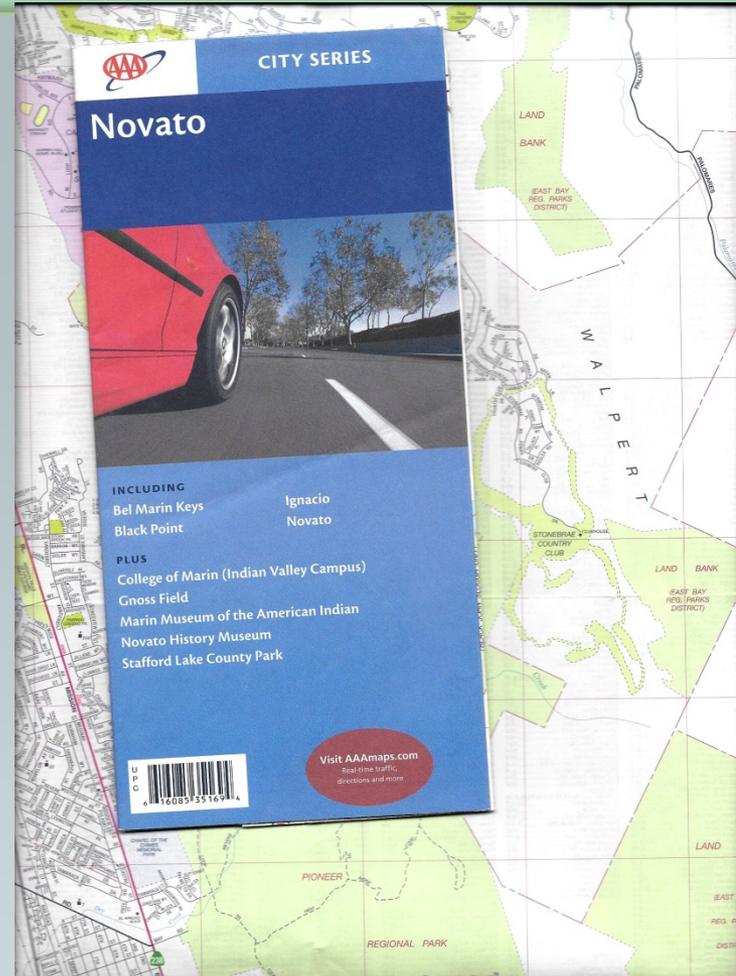
The nonprofit Bay Area Ridge Trail Council plans, builds, and promotes a planned 550+ mile trail for hikers, mountain bicyclists, and equestrians on the ridgelines circling San Francisco Bay. More than 360 miles are now open.

REI is a long-time partner of the Ridge Trail, supporting the Council's work with grants, work parties, and trail events.





- Outreach
 - Promote and publicize volunteer trail work
 - Constructively interact with private landowners
 - Encourage publicity of trail route on maps and guides









- Finance
 - Secure start up funding





- Finance
 - Secure start up funding
 - Create a membership and major donor program

The flyer features the Bay Area Ridge Trail logo at the top left, followed by the text "Join Us!" in a red, handwritten-style font. Below this is the title "Bay Area Ridge Trail" and the subtitle "Connecting people, parks, and open space around the Bay". The main text describes the trail's progress and the need for help to complete the 550-mile loop. A photograph of hikers on a trail is shown below the text. At the bottom, there is contact information for RidgeTrail.org, including a phone number, social media handles, an email address, and a physical address in San Francisco.

Bay Area Ridge Trail
Join Us!

Bay Area Ridge Trail
Connecting people, parks, and open space around the Bay

Step by step, a spectacular trail is taking shape on the ridgelines above San Francisco Bay. Today, more than 340 miles of Ridge Trail are open for hikers, cyclists, and equestrians – and protected for future generations.

We're working to connect the full 550-mile loop – and we need your help!

Karl Marek

RidgeTrail.org

☎ 415-561-2595
📘 facebook.com/ridgetrail
🐦 @Ridgetrail
✉ info@RidgeTrail.org
📍 1007 General Kennedy Avenue, Suite 3
San Francisco, CA 94129



- Finance

- Secure start up funding
- Create a membership and major donor program
- Cultivate sustainable organization support
- Leverage funding for acquisition and trail building
- Seek support from complementary efforts



- Organization

- Original Board

- Major agencies

- NGO

- County Committee representatives

- Current Board

- 100% Activists



Name _____



2016 Fundraising and Event Opportunities (Choose at least 3)

Introduce the Ridge Trail

- Attend & mingle with five donors at an outing or event
- Sign & personalize 10 letters to current & prospective donors
- Forward emails & newspaper clips to 2 prospective donors
- Represent the Ridge Trail by "tabling" at 2 Ridge Trail organized events (fairs, festivals, presentations etc.)
- Provide a public agency with information about the Ridge Trail

Make Deeper Connections

- Invite five current or prospective donors to attend an outing or event
- Accompany staff to visit a major donor or funding partner
- Organize and make presentation to a community group (Rotary, hiking, REI group etc.) or workplace giving association
- Organize and staff a "tabling" event of your choosing (fairs, festivals etc.)
- Invite four people & bring them with you to an event
- Invite a prospective or current major donor to participate in a Trail Advocacy Group, committee or other Ridge Trail affiliation
- Lead a Major Donor outing

The Big Prize

- Make your Board donation on Silicon Valley Gives day May 3rd
- Manage a Service Day site, sign up 5 new members
- Sign up 10 new or renewing members at 2-3 different Ridge Trail events
- Solicit or a public agency or land trust as an agency member
- Train other Board members, TAG, Volunteers etc. to help them reach fundraising and outreach goals at events and outings
- Solicit a corporation for an event sponsorship
- Provide recommendations for 2 prospective board members with strategic connections, needed skills & interest in the Ridge Trail
- Ask one donor or event sponsor for a significant gift (\$500+)
- Plan and lead a benefit outing (e.g. East Bay Hills Benefit)
- Host or co-host a house party for current/prospective donors
- Become a member of the Ridge Trail Legacy Circle (this will not be publicly tracked)



Lessons Learned

- Starting Up
- Planning
- Partnering
- Outreach
- Funding
- Organizing



**End
Ridge Trail
Segment**