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

California Trails & Greenways Conference
April 9, 2014
Presented by

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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 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

Sierra Club

Cub Scout Packs 311 & 519

Sunrise Rotary
Verdugo Mountains 10K Trail Run and Hike
### Coming Up

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<th>Date</th>
<th>Event Description</th>
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<tr>
<td>April 12</td>
<td>Riverwalk Workday with Disney VoluntEARS</td>
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<td>April 19</td>
<td>Third Saturday Wilderness Workday</td>
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<td>April 26</td>
<td>Great L.A. River Clean-up</td>
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<td>May 3</td>
<td>Riverwalk Workday</td>
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<td>May 4</td>
<td>Verdugo Mts. 10K Trail Run &amp; Hike</td>
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<td>May 10</td>
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<td>Third Saturday Wilderness Workday</td>
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<td>June 28</td>
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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

3rd Saturday work days started in 2010

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

- Traffic Control
- Education and Information
- Volunteer Recruitment
- User Surveys
Trail Ambassador
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 workcamps are held every 3rd Saturday of the month.
- Sign up at trailcouncil@sonic.net or 707.538.9389

Learn more
- Check out the book Annadel State Park: The First 20 Years by retired ranger Bill Knutzen available at your local library, on-line or from your local book seller.
- www.parks.ca.gov
- www.sonomatriails.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
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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