

# Promoting Trails with Maps, Media & Mobile Apps



# About us!



Tahoe Area Mountain Biking Association  
Tahoe Regional Planning Agency  
Design Workshop

# Overview

- Website
- Social Networking
- Heatmaps
- Map Making
- Infographs



# Do **you** use technology to promote trails?



# Building your Web Presence

- Should I choose a main stream open source Content Management System (CMS), or should I choose a Custom Website?
- Main stream options: WordPress, Joomla!, Drupal



# CMS Example 1: TRPA

## TRPA

- Using WordPress for 1 year
- Custom template with extensive customization
- 17 Users, 94 Pages, 1227 Posts
- Self-hosted
- Links to thousands of documents





**CALENDAR**

- April 9, 2014 9:30 am  
**Advisory Planning Commission**
  - April 17, 2014 9:00 am  
**Hearings Officer Special Meeting**
  - April 17, 2014 2:00 pm  
**Hearings Officer Meeting**
  - April 23, 2014 9:30 am  
**Governing Board**
- [View Meetings and Events calendar](#)

**PRESS ROOM**

- [Tahoe Watercraft Inspection Program Balances Service and Reduced Funding](#)  
March 28, 2014
  - [Listen Live—Meeting Webcast](#)  
March 27, 2014
  - [Trainings for Lake Tahoe Contractors, BMP Installers and Do-It-Yourselfers](#)  
March 26, 2014
- [More Top Press Releases](#)

**TOP SEARCHES ON TRPA.ORG**

- [Applications & Forms](#)
- [Land Coverage Exemptions](#)
- [Plan Area Statements](#)
- [Tahoe In Depth](#)
- [BMP website](#)
- [Meetings & Notices](#)
- [Area Plan Documents](#)

**STAY INFORMED**

Follow us:   

Sign up for our eNewsletter

**PLANNING**

Programs



**IMPLEMENTATION**

Programs



# CMS Example 2: TAMBA

## TAMBA

- Using WordPress for 3 years
- Free template with minimal customization
- 7 User, 40 Pages, 84 Posts
- Fully hosted



# Social Media Explained

**TWITTER**

**I'M RIDING MY #BIKE**

**FACEBOOK**

**I LIKE BIKES**

**FOURSQUARE/YELP**

**THIS IS WHERE I RIDE MY BIKE**

**STRAVA/  
GARMIN CONNECT**

**COMPARING RIDES  
GPS TRACKS OF MY BIKE RIDES**

**INSTAGRAM/  
FLICKR**

**VITAGE LOOKING PHOTOS OF BIKES  
EVERY PHOTO TAKEN OF BIKES**

**YOUTUBE**

**BIKE RIDING VIDEOS**

**LINKEDN**

**MY SKILLS INCLUDE RIDING BIKES**

**PINTEREST**

**MY VIRTUAL COLLECTION OF BIKES**

# How do **you** reach an audience?



# Create an internet presence:

## Social Networking

### Demographics of Major Social Networking Platforms

% of adult internet users

January 2014

	% of internet users who...	The service is especially appealing to...	
<b>Use Facebook</b>	71%	18-29-year-olds (84%) Women (76%)	Blacks (76%) HHI < \$50,000 (76%)
<b>Use LinkedIn</b>	22%	30-49-year-olds (27%) Men (24%)	College+ education (38%) HHI > \$75,000 (38%)
<b>Use Pinterest</b>	21%	18-29-year-olds (27%) Women (33%)	College+ education (25%) HHI > \$75,000 (27%)
<b>Use Twitter</b>	18%	18-29-year-olds (31%) No significant differences by gender, household income, education	Blacks (29%)
<b>Use Instagram</b>	17%	18-29-year-olds (37%) Women (20%)	Blacks (34%) and Hispanics (23%) Urban (22%) residents

# Create an internet presence:

## Social Networking

- Build the best Facebook page
  - Quantity doesn't equal quality. Interaction depends on the content of the post itself. If it's engaging, provides value, and has a call to action, it's more likely to garner interactions
- Twitter, Instagram



# Create an internet presence:

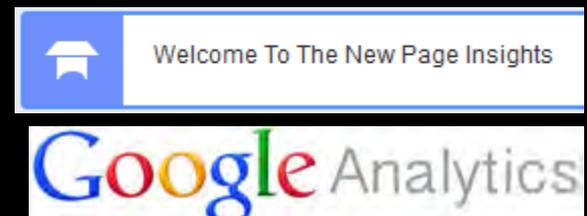
## Social Networking

- Timing is everything
  - Engagement rates are 18% higher on Thursdays and Fridays.
  - The best time of day to post on Facebook is debatable, with stats ranging from 1pm to get the most shares, to 3pm to get more clicks, to the broader suggestion of anytime between 9am and 7pm.



# Analyzing your Usage

- **Facebook Page Insights**
  - Facebook's own algorithm which determines which posts are viewed most frequently and at a higher priority
- **Google Analytics**
  - A service offered by Google that generates detailed statistics about a website's traffic and traffic sources





Overview

Likes

Reach

Visits

Posts

People

Your Fans

People Reached

People Engaged

The people who like your Page

Women

31%

Your Fans

46%

All Facebook

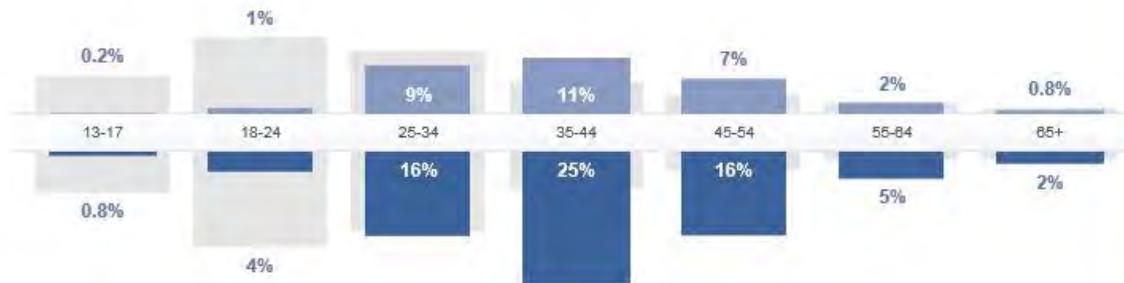
Men

68%

Your Fans

54%

All Facebook



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	2,256	South Lake Tahoe, CA	348	English (US)	2,249
United Kingdom	10	Reno, NV	289	English (UK)	52
Australia	10	Truckee, CA	152	Spanish	11
Canada	9	San Francisco, CA	83	German	7
Germany	6	Sacramento, CA	76	French (France)	4
Mexico	4	Carson City, NV	60	Italian	3
Switzerland	4	Incline Village, NV	53	Spanish (Spain)	3
Philippines	3	Tahoe City, CA	48	Russian	2
Italy	3	Santa Cruz, CA	36	Portuguese (Brazil)	2
Brazil	3	San Jose, CA	28	Malay	1

See More

When Your Fans Are Online

Post Types

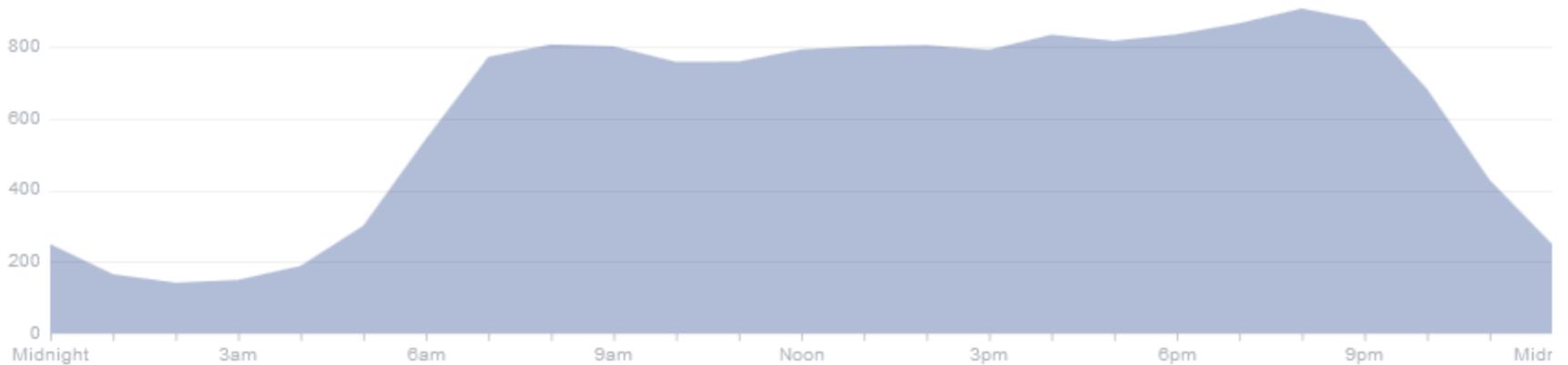
Top Posts from Pages to Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



Welcome To The New Page Insights

[Overview](#)[Likes](#)[Reach](#)[Visits](#)[Posts](#)[People](#)

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/01/2014 9:01 pm	Just two slots left in our crew leader class this weekend. Super stoked to have such awesome			317	37 11	<a href="#">Boost Post</a>
03/29/2014 8:30 pm	Well, that was fun in a crazy kind of way! About 30 racers at the Snow Blast dual slalom as a			1.6K	106 157	<a href="#">Boost Post</a>
03/28/2014 8:02 am	Let's play in the wet dirt this Sunday!			76	3 0	<a href="#">Boost Post</a>
03/27/2014 10:27 am	Trail building in the snow. Getting ready for the Snow Blast Mountain Bike Race at Sky Tavern MTB Park			231	31 11	<a href="#">Boost Post</a>
03/27/2014 10:21 am	Want to try something different? How 'bout a dual slalom on the snow this Saturday to help get the Sky Tavern MTB park			99	6 6	<a href="#">Boost Post</a>
03/25/2014 2:40 pm	Bike on over to The American Legion Bar on April 23 for a wheelie good time with TAMBA. Free. All Ages.			137	25 12	<a href="#">Boost Post</a>
03/24/2014 9:26 pm	TAMBA Spring Party			270	29 0	<a href="#">Boost Post</a>
03/22/2014 2:37 pm	Trail conditions are updated, time to ride Tahoe!			2.3K	238 108	<a href="#">Boost Post</a>
03/21/2014 8:16 pm	TAMBA March e-News <a href="http://conta.cc/1YMDtK">http://conta.cc/1YMDtK</a>			388	19 1	<a href="#">Boost Post</a>
03/21/2014 3:26 pm	Northern California has two finalists for this year's Bell Built grants. Stafford Lake in Marin and Demo			412	23 7	<a href="#">Boost Post</a>
03/21/2014 10:46 am	Two more trail work Sundays with the Poedunk's in Reno.			140	4 3	<a href="#">Boost Post</a>
03/19/2014 11:21 am	A big congratulations to our fantastic friends at the Sierra Buttes Trail Stewardship. They do amazing			614	16 40	<a href="#">Boost Post</a>
03/17/2014 12:23 pm	This is Corral Trail in South Lake Tahoe yesterday – crazy, can you believe it?			2.6K	642 239	<a href="#">Boost Post</a>

Link

Hi Ben,

Here are the latest insights about your Facebook Page.

Week of Mar 10 - Mar 16



## Tahoe Area Mountain Biking Association

Build Audience • Promote Page

[See Insights](#)

	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	2,354	2,329	1.1%
New Likes	27	8	237.5%
Weekly Total Reach	2,829	1,224	131.1%
People Engaged	530	322	64.6%

Thanks,

The Facebook Team



### Tahoe Area Mountain Biking Association

Ads Manager

Export Data



Overview

Likes

Reach

Visits

Posts

People

Showing data from 03/13/2014 - 03/19/2014

#### Page Likes

**2,362** Total Page Likes

▲ 1.5% from last week

**34**

New Page Likes

▲ 325%



#### Post Reach

**3,401** Total Reach

▲ 168.4% from last week

**3,076**

Post Reach

▲ 162.7%



#### Engagement

**591** People Engaged

▲ 69.3% from last week

**235**

Likes

**48**

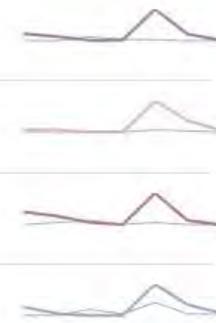
Comments

**28**

Shares

**1,793**

Post Clicks



#### Your 5 Most Recent Posts

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/17/2014 12:23 pm	This is Corral Trail in South Lake Tahoe yesterday – crazy, can you believe it?	Image	Global	2.6K	631 235	Boost Post
03/13/2014 3:08 pm	Have you been thinking about getting involved with TAMBA, but not sure how? Read on.	Link	Global	885	65 64	Boost Post
03/13/2014 1:18 pm	Where's your favorite ride?	Text	Global	232	29 7	Boost Post
03/10/2014 1:02 pm	Tahoe Area Mountain Biking Association shared Poedunk's photo.	Image	Global	838	415 10	Boost Post



Overview

Likes

Reach

Visits

Posts

People

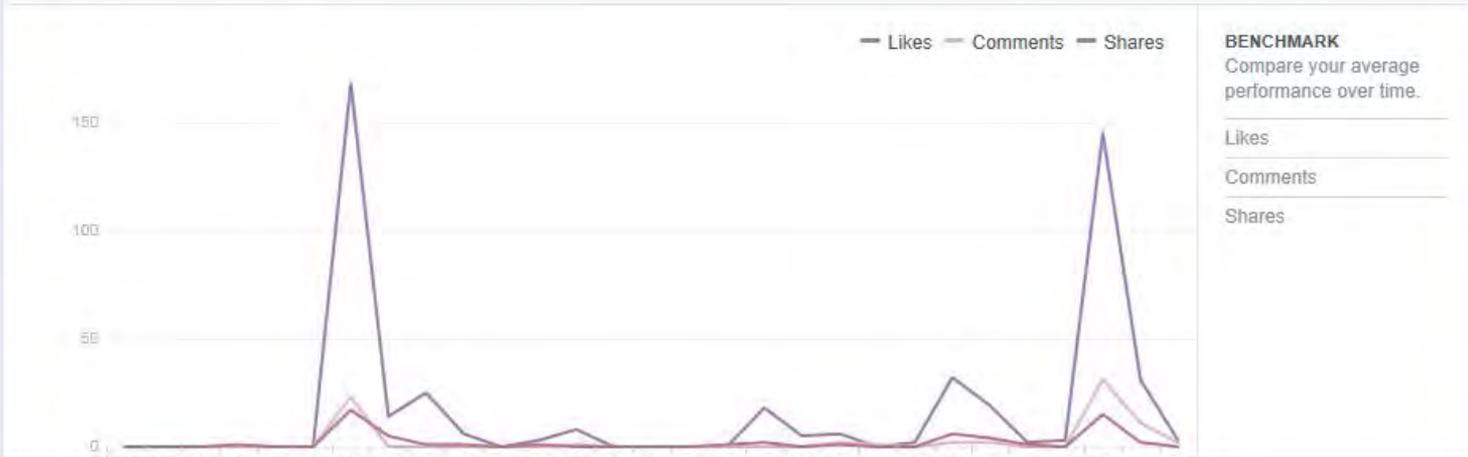
### Post Reach

The number of people who saw your posts.



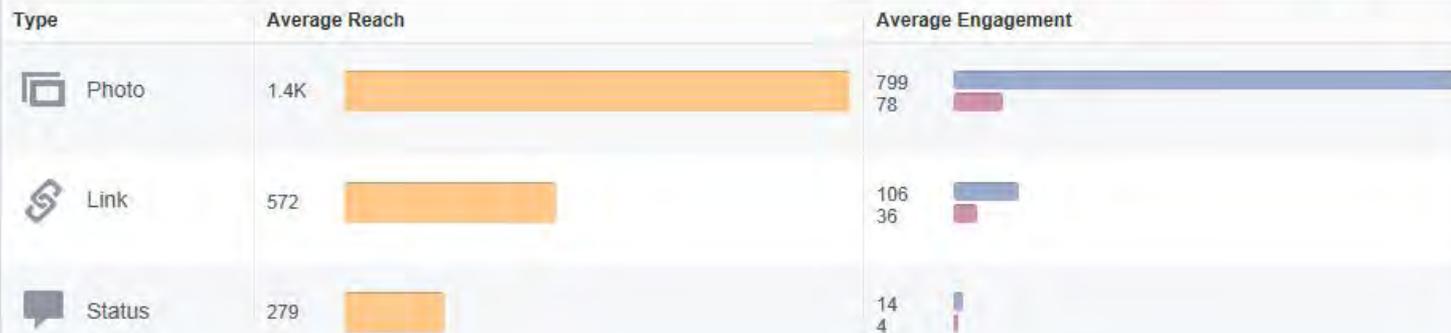
### Likes, Comments, and Shares

These actions will help you reach more people.



[Overview](#)[Likes](#)[Reach](#)[Visits](#)[Posts](#)[People](#)[When Your Fans Are Online](#)[Post Types](#)[Top Posts from Pages to Watch](#)

The success of different post types based on average reach and engagement.

[Show All Posts](#)Reach Post Clicks Likes, Comments & Shares

## All Posts Published

December 20, 2013 to March 19, 2014

Reach: Organic / PaidPost ClicksLikes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/17/2014 12:23 pm	This is Corral Trail in South Lake Tahoe yesterday – crazy, can you believe it?			2.6K	631 235	<a href="#">Boost Post</a>
03/13/2014 3:08 pm	Have you been thinking about getting involved with TAMBA, but not sure how? Read on.			885	65 64	<a href="#">Boost Post</a>
03/13/2014 1:18 pm	Where's your favorite ride?			232	29 7	<a href="#">Boost Post</a>
03/10/2014 1:02 pm	Tahoe Area Mountain Biking Association shared Poedunk's photo.			838	415 10	<a href="#">Boost Post</a>

# Facebook image parameters

**facebook** Sizes, dimensions and numbers **Cheat Sheet** UPDATED

**Profile picture** 180px x 540px

**Facebook custom tab** 520px x unlimited

**Slide show** 960px x 720px NEW SIZE

**Uploading images** 2048px x 2048px

Facebook announced that the maximum upload size is 2048x2048px.  
(you can download the high resolution versions)

**Thumbnail** 90x90px

The picture that appears on your Wall with links

**Status characters** UPDATED

Status post: max 5000 characters

**Ad picture** 80x110px

File Size 5mb  
Recommended Aspect Ratio: 4:3 or 16:9

**Ad characters**

Title: 25 characters  
Body: 135 characters

**Video** Size: 1024mb  
Length: up to 20min

**Timeline cover** 851px x 315px NEW

Find out more about social media at:  
[dreamgrow.com](http://dreamgrow.com)



All Visits  
100.00%



Explorer Navigation Summary In-Page

Pageviews VS. Select a metric

Day Week Month

Pageviews



Group pages by: Ungrouped Current Selection: / Show rows: 10

Entrances Mar 7, 2014 - Apr 6, 2014: 68.54%

Exits Mar 7, 2014 - Apr 6, 2014: 43.19%

Previous Pages Mar 7, 2014 - Apr 6, 2014: 31.46%

Next Pages Mar 7, 2014 - Apr 6, 2014: 56.81%

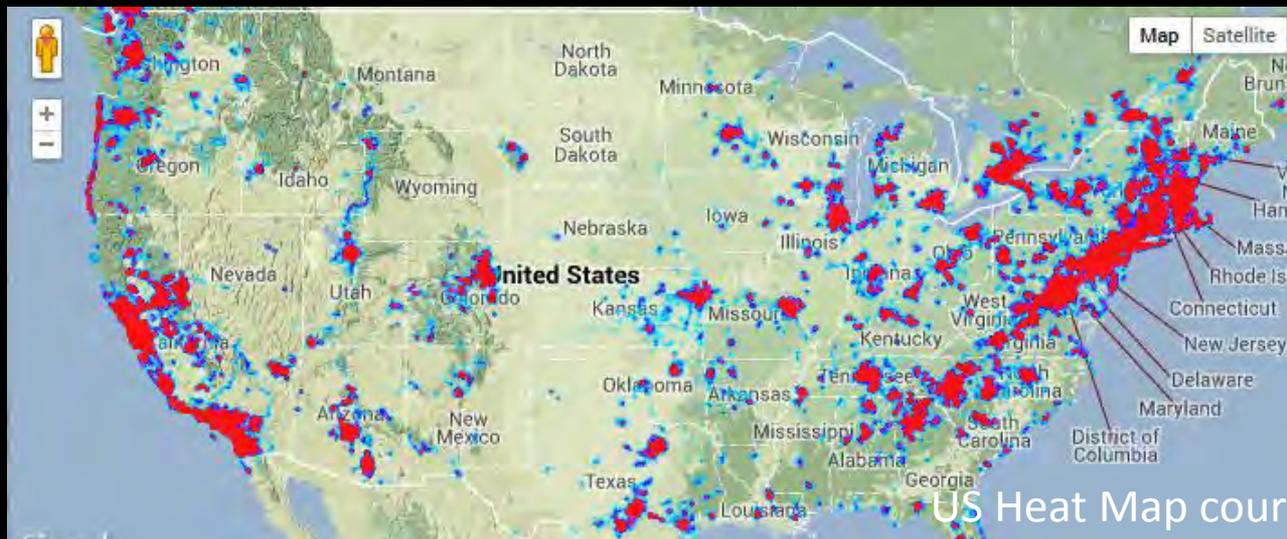


Previous Page Path	Pageviews	% Pageviews
<a href="/trails/">/trails/</a>	85	40.67%
<a href="/trails/trail-conditions/">/trails/trail-conditions/</a>	43	20.57%
<a href="/join/">/join/</a>	9	4.31%
<a href="/crew-leader-training/">/crew-leader-training/</a>	8	3.83%
<a href="/upcoming-events/">/upcoming-events/</a>	7	3.35%
<a href="/about/">/about/</a>	6	2.87%
<a href="/trails/imba-rules-of-the-trail/">/trails/imba-rules-of-the-trail/</a>	5	2.39%
<a href="/trails/tahoe-trip-planning-faq/">/trails/tahoe-trip-planning-faq/</a>	5	2.39%
<a href="/about/contact/">/about/contact/</a>	4	1.91%

Next Page Path	Pageviews	% Pageviews
<a href="/trails/">/trails/</a>	235	40.94%
<a href="/trails/trail-conditions/">/trails/trail-conditions/</a>	134	23.34%
<a href="/upcoming-events/">/upcoming-events/</a>	42	7.32%
<a href="/join/">/join/</a>	21	3.66%
<a href="/trails/tahoe-trip-planning-faq/">/trails/tahoe-trip-planning-faq/</a>	21	3.66%
<a href="/crew-leader-training/">/crew-leader-training/</a>	19	3.31%
<a href="/projects/">/projects/</a>	19	3.31%
<a href="/about/contact/">/about/contact/</a>	12	2.09%
<a href="/upcominevents/">/upcominevents/</a>	8	1.39%

# Heat Maps

- A table or spreadsheet which contains colors instead of numbers
- Know what trails are really getting the most usage
  - Focus your efforts on the most heavily used trails



US Heat Map courtesy RaceShape

# Heat Maps: Strava



Global Heatmap

Share This



## Heatmap Options

Heatmap Style

Gray

Blue

Yellow

Path Opacity

0%

40%

60%

80%

100%

Activity View

Bike

Run

Both

### What's this:

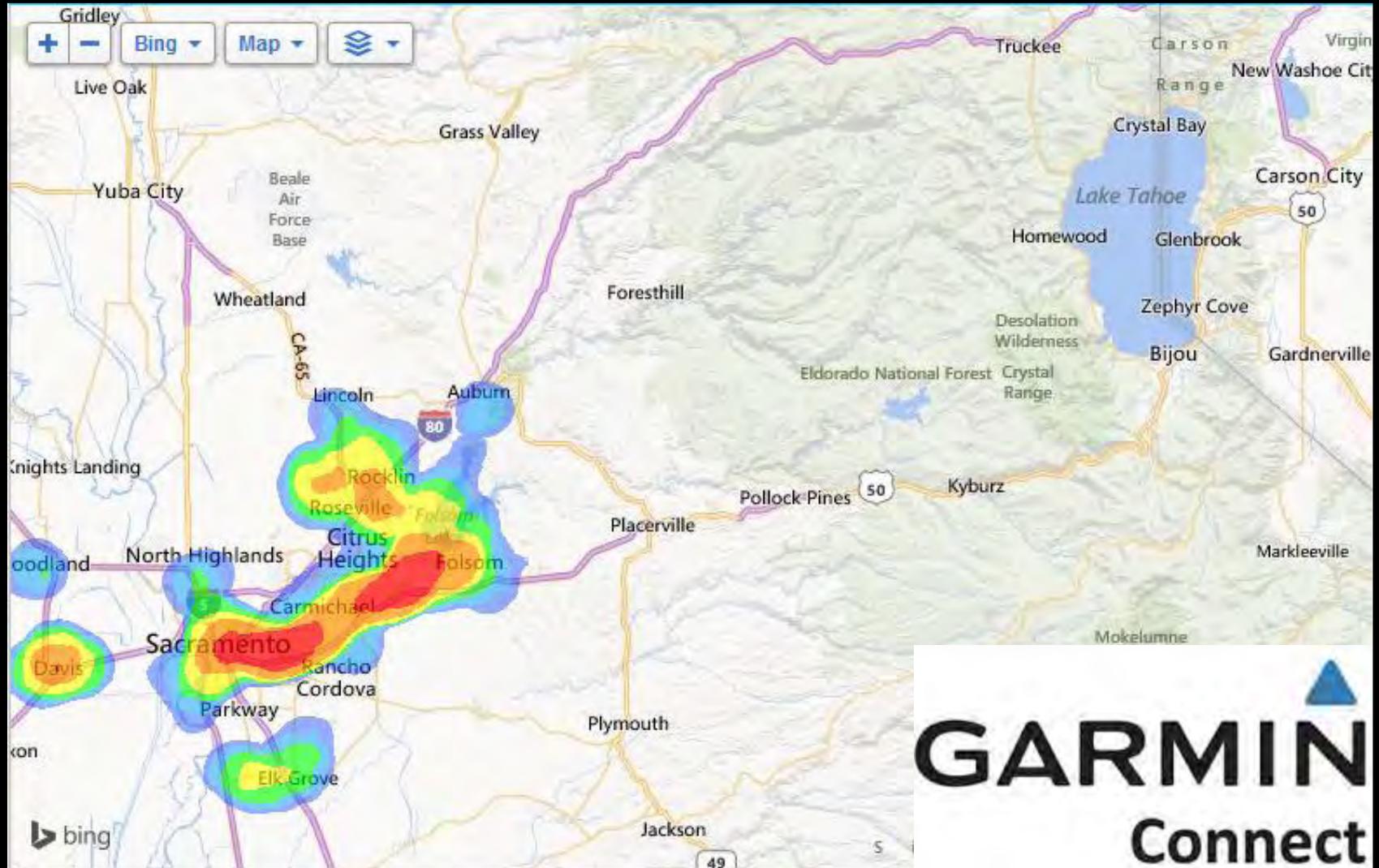
This dataset includes 77,688,848 rides and 19,660,163 runs representing about 220 billion total data points.





**STRAVA™**

# Heat Maps: Garmin Connect



# Infographics are Fun!

- We suffer from information overload. On average users only read **28%** of words per visit.
- Researchers found that color visuals increase the willingness to read by **80%**.
- Our minds are visual. We are good at remembering layouts, routes, and spatial information

# Accomplishments (text, boring)

## 2013 Highlights

- Trail Build Days. TAMBA volunteers have contributed about 5,000 hours of trail building and maintenance since 2011. For 2013 we put in over 1,000 volunteer hours of trail building with over 20 individual trail days around Lake Tahoe. Trails worked on include Mr Toads, Sidewinder, Corral, Tyrolean Incline Village, Tahoe City Rim Trail Connector, Cold Creek, Sunflower Hill, Flume Trail, Tahoe Rim Trail, Galena, and the new Monument Trail above High Meadow.
- Rose to Toads Ride. 2013 marked the third annual Rose to Toads ride – this was the year of fire and snow. Our Labor Day date got smoked out from the Yosemite Rim Fire, and our Sept 22<sup>nd</sup> rescheduled date was greeted with fresh snow in the high country. It was the most memorable ride so far.
- Kirkwood Sierra Cup Races. Fundraiser included XC and Super D races in July.
- Tahoe Fat Tire Festival. 2013 was the 2<sup>nd</sup> annual festival and fundraiser with races and events over 3 days in September.
- Fundraising for new trail projects. TAMBA rose over \$20,000 in the summer of 2013 to build new mountain bike specific jumps and features on Corral Trail and also to go towards the new Kingsbury Stinger trail both to begin work in 2014.
- Partnership with the Sierra Buttes Trail Stewardship to build out the planned improvements on Corral Trail starting in May 2014.

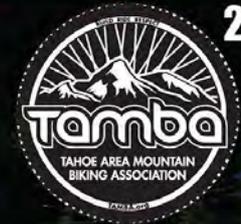
# Accomplishments (more boring text)

- Corral Night Ride – we brought back an old harebrained idea some of us had in the past and ended up with about 60 people riding bikes in the dark on Corral trail dressed in crazy costumes. That's to Jetlites for supplying free demo lights. Read more from the Angry Single Speeder's column on MTBR.
- We threw Spring and Fall parties with big raffles and brews, thanks to everyone that joined as a member at the parties and the local businesses that donated towards the raffles.
- We grew with your involvement. Membership (150 paid in 2013) / Email list (800 address) / Facebook (2400 following)
- Teaming with area groups to host joint trail works days including the Podunks, Muscle Powered, and Tahoe Rim Trail Association.
- New crew leaders and volunteers stepped up – we had 6 new crew leaders and about 75 new volunteers in 2013.

**1,500**  
Volunteer Trail  
Building Hours

**Thank You!** To our **150** paid members, **100** Trail Volunteers, **2,300** Facebook followers, and of course the **9** unpaid board members

**Accomplishments**  
**2013**



## 20 Trail Days

Mr. Toads, Corral, Tyrolean, Tahoe City Rim Trail Connector, Peavine, Whites Creek, Flume Trail, Sunflower Hill, Tahoe Rim Trail, New Monument Trail

## Blue Ribbon Award Winner

Honored by the Lake Tahoe South Shore Chamber of Commerce for Geotourism

**6** New  
Crew  
Leaders

**2** Races  
at Kirkwood

**60** Brave souls @ the  
**Corral Night Ride**  
dressed as ghouls, goblins and disco freaks, where's Waldo?

**2 Parties!**  
Spring and Fall with over **100** people at each

**\$20,000** Raised  
To build **30** new features  
on Corral Trail

**3rd Annual  
Rose to Toads Ride**  
2013: "the year of fire and ice"

**Tahoe Fat Tire Festival**  
**3** days of events and races  
over **250** racers and spectators

**Partnerships**  
Sierra Buttes Trail Stewardship  
Tahoe Rim Trail Association  
Poedunks  
US Forest Service  
NV State Parks

# 2014 Projects(text, boring)

## 2014 Projects

- Bike Park at Heavenly: Heavenly Mountain Resorts is in the planning and permitting stages of adding more summer actives on the mountain including a new bike park. The bike park will be at the top of the Gondola, with lift access on Big Easy and Comet Express lifts. 9-10 miles of new lift-serviced trails will be built along with a skills area and pump track. Potential connections to the Tahoe Rim Trail near Mott Canyon and also a longer single track connector trail on the front side towards Van Sickle are also being looked at. TAMBA is very excited to be giving input on this new project that might be built starting in 2015.
- Corral Trail Building 2014 with the Sierra Buttes Trail Stewardship (May)
- Tahoe Mountain Trail Work (May/ June/ July 2014)
- Bijou Bike Park (Pump track to be built summer 2014)
- Kingsbury Stinger (September/ October 2014)
- NV State Parks – East side of Tunnel Creek single track connector (Summer 2014)

## Tahoe Mountain

TAMBA will host multiple volunteer trail days to finish the newly built trails by the US Forest Service in and around the Angora Fire burn area

# Tahoe Mountain Bike 2014 Projects



## Kingsbury Stinger

Final environmental permitting will be complete by the US Forest Service in 2014, grant funding will be secured, building will start in spring 2015

## Snow Valley Peak

TAMBA continues to work to allow bike access on the Snow Valley Peak section of the Tahoe Rim Trail

## Corral Trail

TAMBA is providing the funds and labor to build **30+** new jumps & features in partnership with Sierra Buttes Trail Stewardship and the US Forest Service

## Tunnel Creek

A new single track trail will be built to bypass the Tunnel Creek dirt road connecting the Tahoe Rim Trail to the Red House Flume Trail on the East side



## Bijou Bike Park

Pending City of South Lake Tahoe approval, the pump track will be built this year with the BMX track and additional features soon to follow

## Peavine Trails

In partnership with Poedunks, several miles of new trails are being built in the Peavine Mountains above Reno

## Heavenly Bike Park

TAMBA is providing advocacy and input, there is potential to build **8-10** miles of lift serviced trails in 2015



To get involved and for more info go online: [tamba.org](http://tamba.org)



# How To Create an Infograph

## Getting **AROUND** TRANSPORTATION TODAY

**1849** Date of the first documented air attack, when an Austrian hot air balloon dropped a 50 pound bomb on the island of Murano, near Venice.

**7000**

Average number of bags lost daily by the airline industry. Of every 1000 bags handled, 5 are lost.

**\$385 MILLION**

Amount in airplane damages caused annually by bird strikes, according to the FAA.

**18,397**

Number of buses in the world's largest fleet, owned by the Andhra Pradesh State Road Transport Corporation in India.

**6.1 MILLION**

Somalia's camel population, the world's largest.

**7.7 MILLION**

Somalia's human population.

### WORLD'S FASTEST TRAINS



**4000 MILES**

Distance from Ethiopia to South Africa, walked by the nomadic Bantu people in pursuit of fresh cattle pastures in the 1700s. Along the way, the Bantu "sowed their wild oats," spawning the Masai of Kenya, the Zulu of South Africa, the Maukua of Tanzania, the Yau of Mozambique, the Tutsi/Hutu of Rwanda, and the Baganda of Uganda, to name a few.

**8 YEARS**

Length of the longest horse-drawn journey, completed in 1998 by a British family who traveled 17,200 miles around the world in a trailer.

INA INTERNATIONAL NETWORKS ARCHIVE

**The most popular vehicle in the world today is the bicycle.**

There are over 1.4 billion bicycles in service today and only about 400 million cars. In China alone, there are over 500 million bicycles in use. Every year more than 35,000 Chinese cyclists die from bike accidents.

**\$938,567**

Amount that Panos Media, a research institute, estimates the 70 year lifespan of a Kenyan elephant is worth in tourist revenue.

**80,832**

Number of licensed rickshaws in Delhi, India.

**500,000**

Estimated number of total rickshaws in Delhi.

**12,053** Number of yellow taxis in New York City.

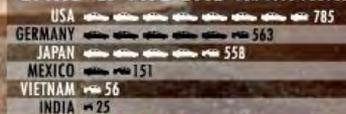
### VEHICLE TRAFFIC PER KILOMETER OF ROAD SELECTED COUNTRIES, 1998



**347**

Average number of people injured or killed in Armenia for every 1000 vehicles, making Armenians the world's worst drivers. In the USA, the number is 16.

### CARS & TRUCKS PER 1000 PEOPLE



### MOTORBIKES PER 1000 PEOPLE



**214%**

Growth in number of mega-yachts (80 feet or more) since 1996, from 2,800 to over 6000 today.

**\$3,365**

Cost of the average US honeymoon, which typically lasts 9 days and involves a trip to the Caribbean, the Bahamas, or to Europe.

# 1. Metrics (Measurable Outcomes)

- Gather content and data
- Set targets for proposed improvements
- Show the evidence or PROOF

**Let's Ride!**  
4 Requirements for a Bikeable Community

To decide to bicycle, people need biking to be safe and convenient. They need access to a bicycle, and they won't bike unless it seems like something normal and worthwhile. Here are a few of the many policies that can help get people bicycling around town.

### Safety

Travel by bicycle is sufficiently safe

**POLICIES INCLUDE**

- BIKE-FRIENDLY TRAFFIC CONTROL & STREET DESIGN** Special bike signals, lanes, and other features keep bicyclists safe.
- COMPLETE STREETS** New and renovated streets are required to accommodate everyone, including bikes, cars, and pedestrians.
- TRAFFIC CALMING** Streets include features like median islands, speed bumps, and roundabouts to reduce speed and other hazards.

### Convenience

Travel by bicycle is convenient

**POLICIES INCLUDE**

- BIKE PARKING** New housing and commercial developments must have bicycle parking.
- BIicycles ON BOARD** Bikes can be brought on public transit, and vehicles include storage racks.
- 15 MINUTE NEIGHBORHOOD** Plans and zoning codes ensure that everyday destinations (work, school, stores, services) are within convenient biking distance.

### Access

People have access to bicycles

**POLICIES INCLUDE**

- BIKE SHARE** Affordable programs make bicycles available to people for short trips around town, especially to and from transit.
- BIKE FLEETS FOR GOVERNMENT** Local government agencies provide employees with bikes for short-distance work travel.

### Social Acceptability

Travel by bicycle is seen as socially acceptable and worthwhile

**POLICIES INCLUDE**

- OPEN STREETS** Communities designate certain roadways as "car-free" on select days.
- SAFE ROUTES TO SCHOOLS** Kids are encouraged to bike and walk to school through education and infrastructure improvements.
- DRIVERS' ED** Bike safety principles and rights are included in traffic school, drivers' manuals, and written license tests.

**Share-a-Bike PROGRAM**

**STREET CLOSED TO CARS EVERY SAT & SUN**

**ChangeLab Solutions**  
ChangeLab Solutions has developed model policies and other resources to support bicycle-friendly communities. To learn more, visit [www.change-lab.com](http://www.change-lab.com).

ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state. © 2013 ChangeLab Solutions.

# 2. Anticipate audience

- Who are you targeting?
  - Volunteers, trail users, donors, land managers, funding sources, community leaders

## TWO EASY WAYS TO BE A SAFER BICYCLIST

1. **Wear the Proper Gear:** Wearing a bike helmet and other safety gear reduce the severity of bike injuries, especially head injuries. Additionally, wearing bright clothes and reflective materials will alert vehicles of your presence in the mornings and evenings as well as on cloudy days.

2. **Follow the Rules of the Road:** Following the rules of the road means that you need to obey all traffic laws as well as signalling at the appropriate times.



## BIKE HELMETS



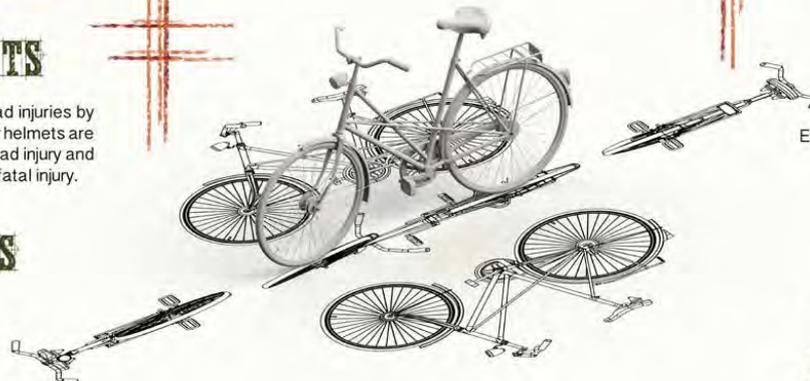
Bike helmets reduce the risk of head injuries by up to 88%. Cyclists who do not wear helmets are 2.3 times more likely to sustain a head injury and 4.3 times more likely to sustain a fatal injury.

## COMMON BIKE INJURIES

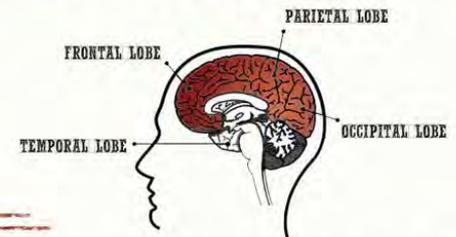
Road Rash  
Muscle Sprains and Strains  
Fractures and Broken Bones  
Concussion  
Head and Brain Injuries

# BICYCLE SAFETY

Biking is a great way to get in shape, save money on transportation, or just enjoy the great outdoors. Unfortunately, every year thousands of people are injured and hundreds of people are killed while riding bicycles.



## STATISTICS



More than 67 million people ride almost 15 billion hours each year in the United States. Bicycling is the cause of the most head injuries out of any sport. In 2009, bicycling caused about 86,000 head injuries and more than 40,000 head injuries in children.

 **40,000**  
Head Injuries in Children

Every year more than 500,000 people go to the emergency room with bike injuries and over 700 people die.

**\$\$\$\$\$ 4**  
Billion

These bike injuries and deaths cost over \$4 billion each year.

**Call d'Oliveira & Associates**  
at 1-800-992-6878 for a Free Consultation

# 3. Create

- \$\$ and time:
  - Graphic Design (Adobe CS)
- Free and web based
  - Infogr.am
  - visual.ly
  - Piktochart
  - easel.ly

**BICYCLE SAFETY**

100% of bike owners ride at least occasionally

30% of Americans own bikes

45% of bike owners ride at least occasionally

In 2008, 51,000 people in the US were injured in bicycle accidents

74-85% (Wearing a properly fitted helmet can help reduce the risk of a head injury by 74-85%)

### Know the Hand Signals

LEFT TURN

STOPPING

RIGHT TURN

### ANATOMY OF BIKE SAFETY FEATURES

horn

brakes

rear reflector

front reflector

### Safety Tips

- Check your bike before riding it.
- Always wear a helmet.
- Don't wear loose clothing, as it can get caught in the bike's chain, gears, or brakes.
- Clip your pants to avoid getting them caught in the bike's parts.
- Wear reflective gear, especially when riding at night.
- Take less-traveled routes so you won't have to compete with dangerous traffic.
- Ride in a straight line on the right side of the road.
- Ride near the curb, but stay a car door's width away from parked cars.
- Ride in the same direction as traffic flow.
- Obey traffic signs and signals, including stop lights and stop signs.
- Don't assume that drivers can see you.
- Obey the two-second rule. When the car in front of you passes a fixed object, begin counting. If you get to that object before you count to two, you're following too closely.
- Be careful when riding in wet or snowy weather.

**2 SECONDS**

#1 SAFETY TIP: Be aware of your surroundings. Watch for cars, other bikers, and pedestrians at all times.

Sources: National Highway Traffic Safety Administration, Department of Transportation, Centers for Disease Control and Prevention, Bicycle Market Safety Institute

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# 4. Share

- Newsletter/ newspaper/ magazine
- Web / social media
- Print



**ATLANTA BICYCLE COALITION**

## THE BENEFITS OF CYCLING

[HEALTH & COMMUNITY]



Cyclists are a diverse group. Some of us ride fat tires down rocky trails, some of us ride road bikes up burly hills, some of us ride for sport and some of us ride just for fun. Some ride for the adrenaline rush and some ride their bikes for basic transportation.

Bicycling, along with being the most efficient mode of human locomotion, is also one of the best all-around activities for improving our health and communities.

[www.atlantabilke.org](http://www.atlantabilke.org) • [www.peoplepoweredmovement.org](http://www.peoplepoweredmovement.org)

Source: *Outdoor Foundation, 2010*

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**2** CYCLING IS THE **SECOND** MOST POPULAR OUTDOOR ACTIVITY IN THE U.S.

Source: Outdoor Foundation, 2010

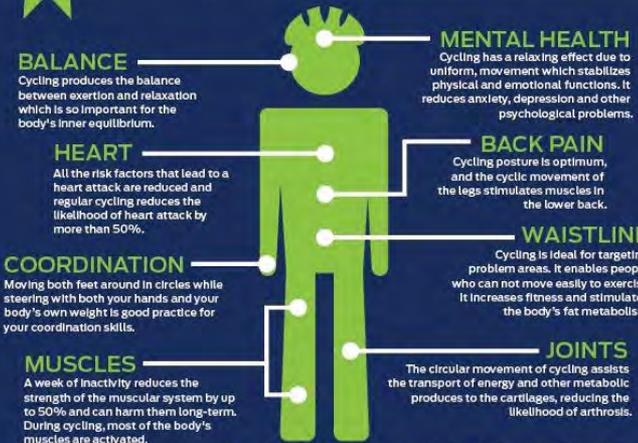
**47%** OF AMERICANS SAY THEY WOULD LIKE MORE BIKE FACILITIES IN THEIR COMMUNITIES.

Source: National Highway Traffic Safety Administration

**Studies have shown that homes closer to bike paths are more valuable.**

Source: Bikes Belong Foundation

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**BALANCE**  
Cycling produces the balance between exertion and relaxation which is so important for the body's inner equilibrium.

**MENTAL HEALTH**  
Cycling has a relaxing effect due to uniform, movement which stabilizes physical and emotional functions. It reduces anxiety, depression and other psychological problems.

**HEART**  
All the risk factors that lead to a heart attack are reduced and regular cycling reduces the likelihood of heart attack by more than 50%.

**BACK PAIN**  
Cycling posture is optimum, and the cyclic movement of the legs stimulates muscles in the lower back.

**COORDINATION**  
Moving both feet around in circles while steering with both your hands and your body's own weight is good practice for your coordination skills.

**WAISTLINE**  
Cycling is ideal for targeting problem areas. It enables people who can not move easily to exercise. It increases fitness and stimulates the body's fat metabolism.

**MUSCLES**  
A week of inactivity reduces the strength of the muscular system by up to 50% and can harm them long-term. During cycling, most of the body's muscles are activated.

**JOINTS**  
The circular movement of cycling assists the transport of energy and other metabolic products to the cartilages, reducing the likelihood of arthrosis.

**THE AVERAGE PERSON WILL LOSE 13 LBS IN THEIR FIRST YEAR OF RIDING TO WORK.**

Source: Outdoor Foundation, 2010

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**ON A ROUND TRIP OF TEN MILES, CYCLISTS SAVE AROUND \$10.00 A DAY**

Source: Commute Solutions, 2011

**More than three times as many new bicycles (14.9 million) are sold in the U.S. each year than cars (4.6 million)**

Source: National Bicycle Dealers Association, 2010

**CYCLING/WALKING PROJECTS CREATE 11-14 JOBS PER \$1 MILLION SPENT COMPARED TO JUST 7 JOBS CREATED PER \$1 MILLION SPENT ON HIGHWAY PROJECTS**

Source: The Alliance for Biking & Walking Benchmarking Project

# How To Create a Map

1. Gather Data (public, gps)



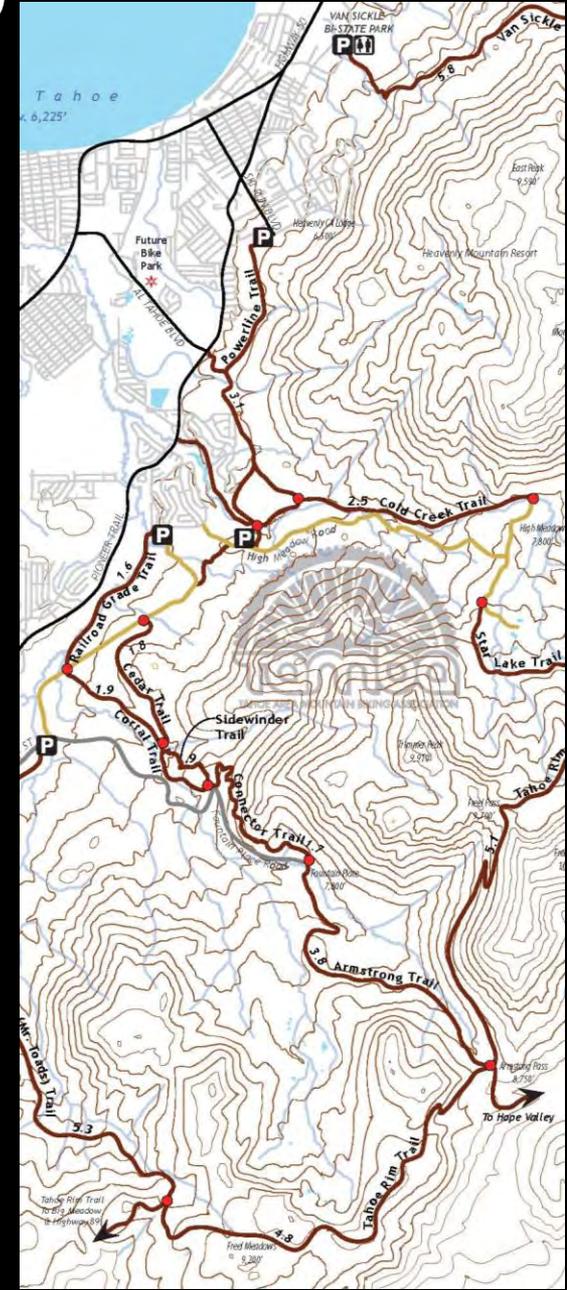
2. GIS



3. Adobe Illustrator

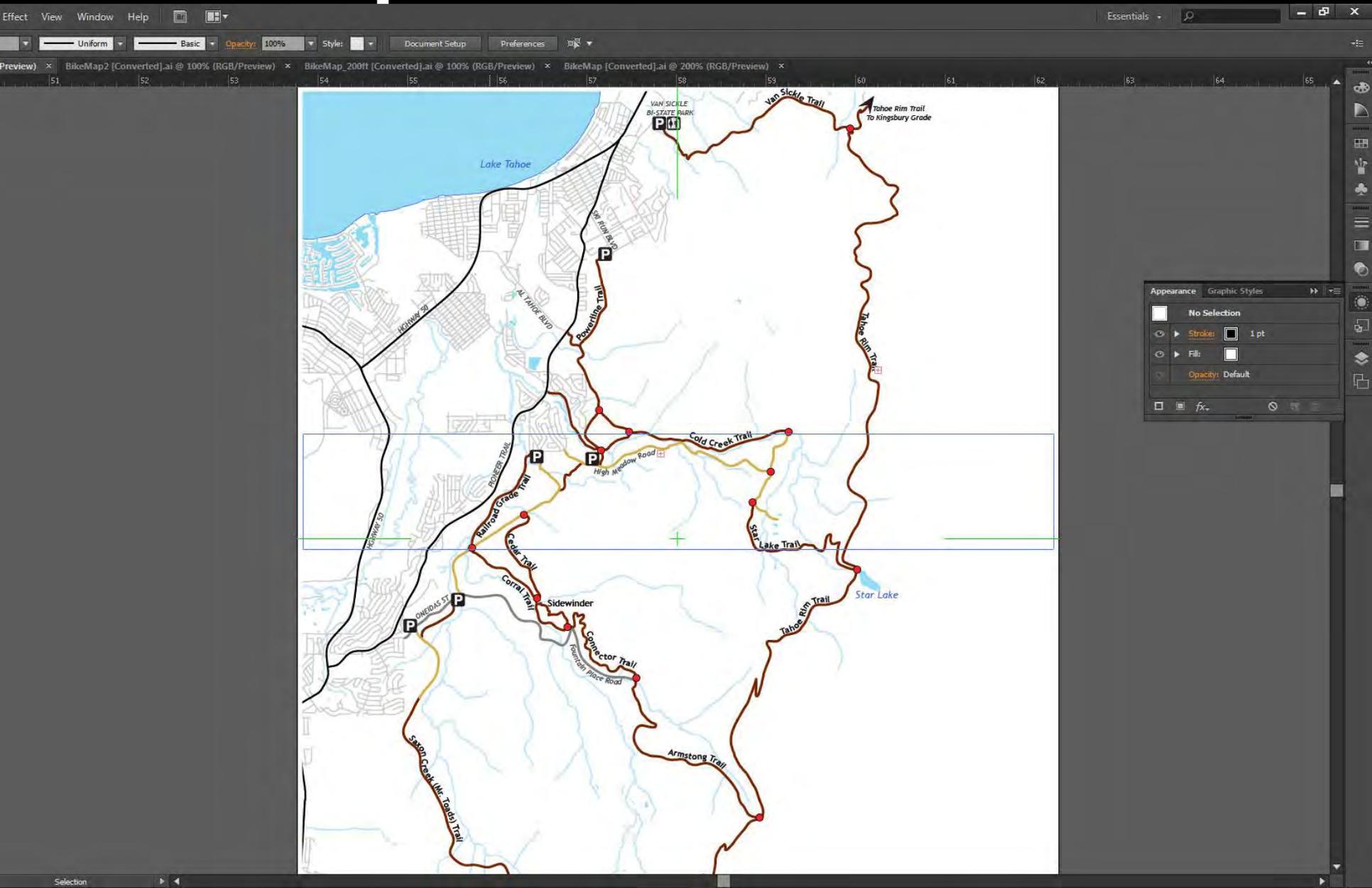


4. Adobe InDesign

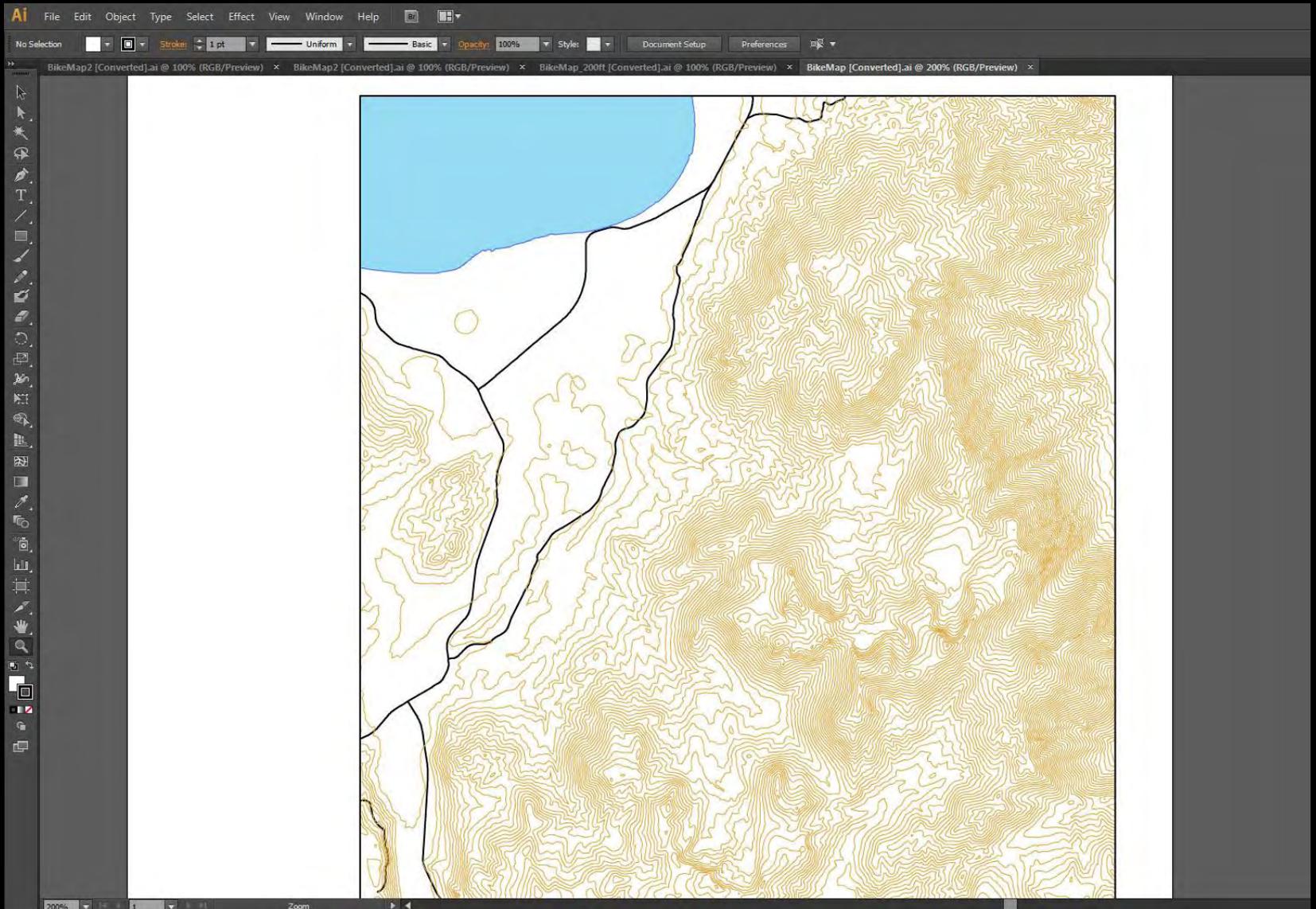




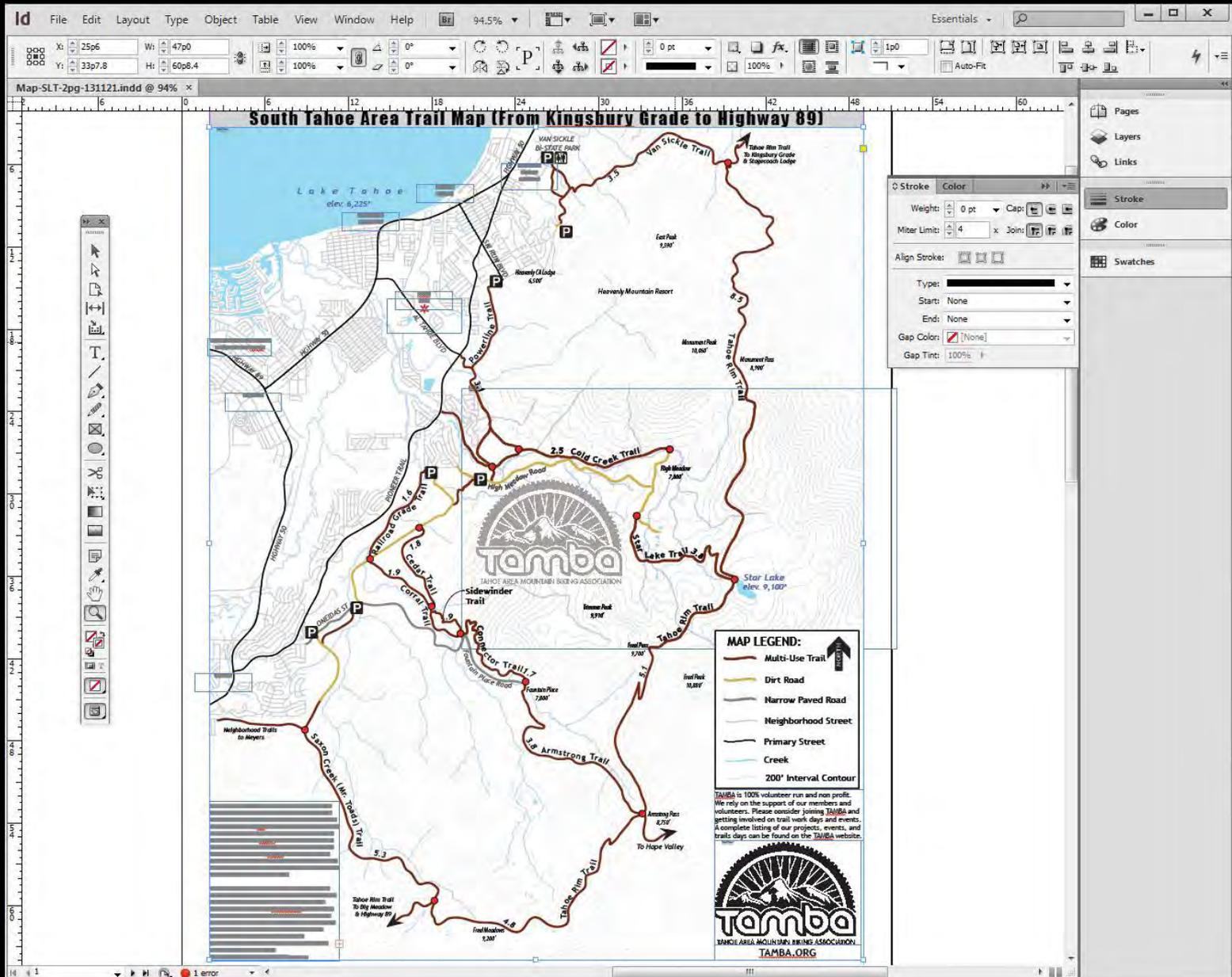
# Import into Illustrator



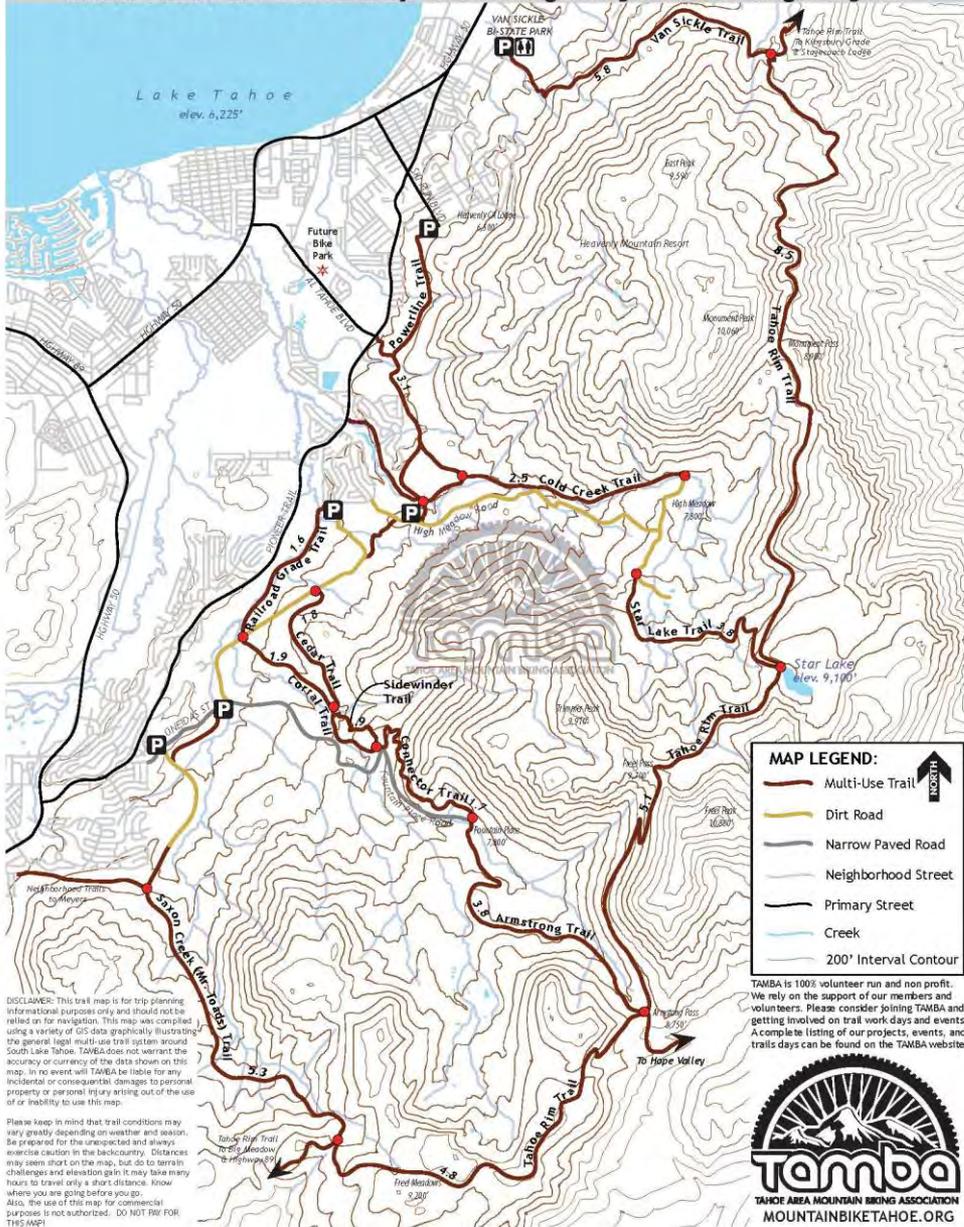
# Import into Illustrator



# Layout and Format with InDesign



# South Tahoe Area Trail Map (From Kingsbury Grade to Highway 89)



## South Tahoe Area Trail Descriptions (From Kingsbury Grade to Highway 89)

**VAN SICKLE TRAIL:** Connecting the core of South Lake Tahoe up to the Rim Trail this is the latest addition to the South Shore trail system, new for 2012. It's a great ride providing some of the best lake views around over 4 fun miles. The trail is built to be ridden both up and down incorporating rest areas and overlooks along the way. Bring a camera and try to time your decent back down to see the sunset over the lake.  
*Directions:* The trail is easily accessible from South Lake Tahoe, so when possible, just ride your bike here. The trail head starts in the Van Sickle-BI State Park located just behind the Heavenly Gondola and Stoteline Casinos on Montreat Avenue.

**TAHOE RIM TRAIL (TRT):** Ringing 165 miles around Lake Tahoe this spectacular trail provides many connections to allow for truly epic rides. Keep in mind that some sections around the lake are closed to bicycles, however every section shown here is legal to ride. For more information visit the Tahoe Rim Trail Association website: www.tahoerimtrail.org

**POWERLINES TRAIL:** Smooth rolling single track takes you from town near Heavenly Ski Base up and along the forest above the neighborhoods of South Lake Tahoe. Very suitable for beginners to intermediates and everyone can use it to connect to other trails, such as Corral, Cedar and Cold Creek. Easily accessible from many points in town. West of High Meadow road this turns into a dirt road that meets Fountain Place and the Corral area.  
*Directions:* Head to the top of Ski Run Blvd and take a right onto Saddle Road, this dead ends after about a block, there is limited on street parking. Another access area is the High Meadow trail head, turn up High Meadows Road off Pioneer Trail and drive on the dirt road until the gate, you will see a map kiosk here.

**COLD CREEK TRAIL:** Reworked and rebuilt between 2009 and 2010 this trail follows alongside its name sake Cold Creek from for about 1,600 vertical feet over roughly 4 miles. The lower half is suitable for beginner to intermediates and as you get higher the level of technical riding increases. Amazing rock work on the upper portions make for a super fun downhill ride through aspens, ferns and past small waterfalls.  
*Directions:* Park at the trail head at the end of High Meadow Road off of Pioneer Trail or access from the water substation just past Sierra House School on Pioneer Trail. This is also a very logical continuation of a ride on Powerlines Trail.

**STAR LAKE CONNECTOR:** Brand new for 2011, this trail climbs roughly 2,000 vertical feet over 4 miles to connect High Meadow to Star Lake and the TRT. This is a well built trail fun to both climb or descend. Link in with Cold Creek trail if you are descending down from the TRT and Star Lake.  
*Directions:* There is no direct vehicular access, however you can most easily access it from High Meadow Road off of Pioneer Trail. Ride up either the gated dirt road or climb up Cold Creek single track to High Meadow, the new trail can be found off the dirt road on the South end of the meadow.

**MAP DISCLAIMER:** This trail map is for trip planning informational purposes only and should not be relied on for navigation. This map was compiled using a variety of GIS data graphically illustrating the general legal multi-use trail system around South Lake Tahoe, California. TAMBA does not warrant the accuracy or currency of the data shown on this map. In no event will TAMBA be liable for any incidental or consequential damages to personal property or personal injury arising out of the use or inability to use this map. Please keep in mind that trail conditions may vary greatly depending on weather and season. Be prepared for the unexpected and always exercise caution in the backcountry. Distances may seem short on the map, but do to terrain challenges and elevation gain it may take many hours to travel a short distance. This map is provided free for download on the TAMBA website. DO NOT PAY FOR THIS MAP!

**ABOUT THE TAHOE AREA MOUNTAIN BIKING ASSOCIATION:** The Tahoe Area Mountain Biking Association (TAMBA) is dedicated to the stewardship of sustainable, multiple-use trails and to preserving access for mountain bikers through advocacy, education and promotion of responsible trail use. TAMBA is 100% volunteer run and non profit. We rely on the support of our members and volunteers. Please consider joining TAMBA and getting involved on trail work days and events. A complete listing of our projects, events, and trail days can be found on the TAMBA website.

**CORRAL AREA TRAILS, INCLUDING SIDEWINDER, CEDAR AND ARMSTRONG CONNECTOR:** This area has a high density of trails for all ability levels and serves as the unofficial hub of mountain bike activity in the South Shore. You will find the largest amount legal features including log rides, jumps large berms and rock rolls in South Tahoe. The trails all run parallel to the Fountain Place paved road so with only moderate climbing involved these trails can keep anyone interested for longer. Most people do not ride up these trails, so be cautious if you do ride uphill here! Large connections are possible by linking these trails to Armstrong Trail, the Rim Trail, Powerline, Railroad Grade, and this is also where Mr. Toads ends.  
*Directions:* From town, take Pioneer Trail towards Meyers, turn left onto Oneidas Street, after passing a few houses this turns into a paved forest service road called Fountain Place, follow for about 1/2 mile and park in the dirt parking lot on the left just past the creek crossing.

**ARMSTRONG TRAIL:** This trail gradually climbs through the forest for approximately 4 miles from the top of Fountain Place Road (above Corral trail) all the way to the Tahoe Rim Trail at Armstrong Pass. There is nothing particularly brutal on the climb or overly technical on the decent; it's just a fun trail to ride up or down. Use it to loop over to Toads or as a downhill coming from Star Lake or Stagecoach on the TRT. If you ride down from Freet Peak, link to Armstrong and down Corral it's about a 4,000 foot single track decent!  
*Directions:* Same directions as Corral. Armstrong Trail is located at the top of Fountain Place Road where the pavement ends.

**RAILROAD TRAIL:** Short beginner to Intermediate trail that connects the Montgomery Estates neighborhood to the bottom of Corral Trail. 2 miles of flat trail through ponderosa pine and meadows alongside Trout Creek.  
*Directions:* Park at the Corral Area off Oneidas Street (see above) or at the end of Columbine Road off Marshal Trail.

**MR. TOADS WILD RIDE/SAXON CREEK:** An iconic rocky, technical and fun decent, this trail gives advanced riders a satisfyingly long 6 mile downhill. Plunging through towering forests and boulders on the upper sections then giving way to fast, banked turns on the lower sections. Bring your longer travel bike. By starting at Heavenly's Stagecoach Lodge off Kingsbury Grade and riding the TRT to Star Lake, over Freet Peak and onward to Toads you can make this a longer ride of nearly 30 miles, typically called the "Punisher" - or for the super endurance riders, start at Mount Rose for the 60+ mile "Uber Punisher".  
*Directions:* Take Pioneer Trail towards Meyers, turn left onto Oneidas Street, after passing a few houses this turns into a paved forest service road called Fountain Place, follow for about 1/4 mile, there is a large dirt parking lot on your right, this is where the bottom of the trail ends. If you park here you can loop it by riding up the paved Forest Service Road to Armstrong trail. The other option is to ride or shuttle up to Highway 89 and meet up with the Big Meadow TRT trail head.

- RULES OF THE TRAIL:**
- Ride Open Trails:** Respect trail and road closures. Do not trespass on private land. Be aware that bicycles are not permitted in federal Wilderness areas or on the Pacific Crest Trail.
  - Leave No Trace:** Be sensitive to the dirt beneath you. Wet and muddy trails are more vulnerable to damage than dry ones. When the trail is soft, consider other riding options. This also means staying on existing trails and not creating new ones. Don't cut switchbacks. Be sure to pack out at least as much as you pack in.
  - Control Your Bicycle:** Attention for even a moment could put yourself and others at risk. Ride at a safe speed and ride within your limits.
  - Yield Appropriately:** Do your utmost to let your fellow trail users know you're coming - a friendly greeting or bell ring are good methods. Try to anticipate other trail users as you ride around corners. Bicyclists should yield to other non-motorized trail users. Bicyclists traveling downhill should yield to ones headed uphill. In general, strive to make each pass a safe and courteous one.
  - Never Scare Animals:** Animals are easily startled by an unannounced approach, a sudden movement or a loud noise. Give animals enough room and time to adjust to you.
  - Plan Ahead:** Know your equipment, your ability and the area in which you are riding and prepare accordingly. Be self-sufficient: keep your equipment in good repair and carry necessary supplies for changes in weather or other conditions. Always wear a helmet and appropriate safety gear.

# Interactive mapping

<http://gis.trpa.org/bikemap/>

### TahoeMPO - Bike Routes Map Viewer



## Tahoe Metropolitan Planning Organization

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#### About

To determine if your project is within 75 feet of a proposed or existing bicycle or pedestrian route, use the tools to the right to zoom in to the map to find your parcel. If the blue '75-Foot Buffer of Bike/Ped Routes' overlaps your parcel or parcels, then your project is within 75 feet of a proposed or existing bicycle or pedestrian route. Refer to the 'Existing Bike/Ped Routes'

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#### Address Search

Address

---

#### Search by APN

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#### Legend

**EXISTING BIKE/PED ROUTES**

- Class 1/Separated Path
- Class 2/Bike Lane
- Class 3/Bike Route
- Sidewalk

**PROPOSED BIKE/PED ROUTES**

- Class 1/Shared Use Path
- Class 2/Bike Lane
- Class 2/Bike Lane or Wide Shoulder
- Class 3/Bike Route
- Class Sidewalk

Special Assessment Districts

75-FOOT BUFFER OF EXISTING & PROPOSED BIKE/PED ROUTES

**TIP:** Hold down the shift key and drag with the mouse to zoom in. Click and drag with the mouse to pan.

Zoom In Zoom Out Pan Measure



10 km 10 mi

POWERED BY **esri**

# Lessons Learned

- **Good Photography is essential, document!**



# Lessons Learned

- **Stay current**

- Website updates / new designs / graphics / photos
- Utilize new technologies
- Highlight new trails and improvements



# Lessons Learned

- **Use Metrics and Data**
  - Trail user counts
  - Miles of trail
  - Demographics
  - Awards
  - Land marks
  - Facilities



# Lessons Learned

- **Hire/recruit people with technology skills**
  - Graphic Design
  - Web Development
  - GIS
  - Social Media
  - Public relations



# Lessons Learned

- Create a “brand”

- Colors
- Style
- Photos
- Logo
- Message





### Logo Treatments

This may include stacked, horizontal, small and large versions. It may also cover different colour amounts.

### What not to do

Treatments such as logo rotation, embossing, colour variation and glow effects are examples of what you may want to avoid.

### The Logo Spacing

Giving a space around the logo is imperative to getting maximum impact. Supply a scalable unit that can be used in many scenarios.

### The Brand Colours

Supply PANTONE, CMYK, RGB and Hexadecimal values of the intended house colours. Consider what their associative colours are too.

### House Typefaces

You may give examples of header fonts, secondary fonts and body fonts along with possible leading and tracking properties.

### Types of Grid/Layouts

Any graphic and linear elements that are associated with the brand may require certain margins in order to maintain consistency.

### The Brand Imagery

Giving examples of styles of imagery is crucial to maintaining brand consistency too. Remember to allow flexibility for brand evolution.

## Visual Identity

These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

## Strategy

The visual identity can't even begin without knowing the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

## Brand Tone

Having a strong brand tone that is expressed primarily within written media needs to be outlined to coincide with all the visual material.



### Brand Personality

Your personality might be corporate and professional, or it might be laid-back. Having personality will help make your brand approachable.

### Market Positioning

This will be your measure into whether or not your brand is successful. Knowing where you want to be gives your brand a goal.

### The Brand Beliefs

Having beliefs that work alongside your brand personality and market position humanises and builds company character.

### Copywriting Tone

This covers all copy, including websites, advertisements and brochures.

### Social Media Tone

Keeping tone is crucial in increasingly important social media sites such as twitter.



How to write

# branding guidelines

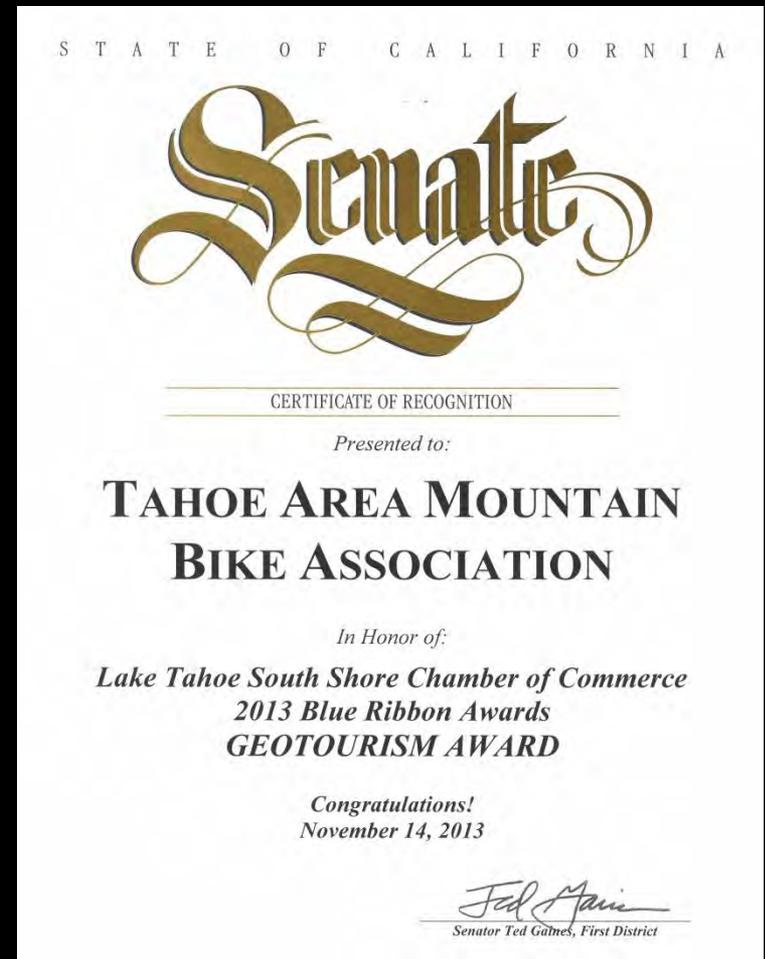
# Lessons Learned

- Tell a compelling story



# Lessons Learned

- Use your efforts to secure additional funding, press, and awards



# Outcomes

- Support from non-trail users
- Better trails
- Healthier communities  
(economic, social, wellness, environment)
- More users, More funding
- More volunteers / stewardship

