



Bay Area Ridge Trail Vision

- 550-mile trail for hikers, bicyclists & equestrians on ridgelines above SF Bay
- Reg'l trail network – connecting, people, communities, parks, & trails
 - Close to home exercise, recreation and solitude
- Create a connected corridor for wildlife and an open space network



Bay Area Ridge Trail Overview

Status:

- 332 miles dedicated
- ~280 planned
- ~60% complete
- % complete varies across region
 - SFO (100); MAR (85); CCO (81); SMA (68); ALA (57); SOL (59); SON (47); SCL (38); NAP (24)
- ~29% “use gaps”



Events

- Record # participants - friend-raisers & fundraisers!
 - Ridge to Bridge: 300 - 100% increase over 2009
 - \$13.5K up from average of \$5.5K - 145% increase
 - Ridge Trail Cruz: 180 - 80% increase over 2008
 - 15 families (50 people adults + kids)
 - Service Day: most volunteers yet - over 500!
 - New members and increase in eNews subscribers!



REI – Ridge Trail Service Day



Each Bay Area REI store & local partners co-host work parties on same day.

Service Day Goals

- Build & Improve Trail
- Introduce Ridge Trail & Raise Awareness
- Partnership



3rd Annual REI – Ridge Trail Service Day



Miles of trail built & restored!



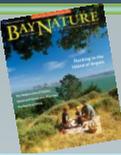
- **500+ Volunteers!**
- 14 partner agencies + 10 REI stores
- 13 project sites
- 13 Chipotle restaurants
- 13 Peet's Coffee outlets
- 2 non-profit partners



Carquinez Strait Scenic Loop Trail



Carquinez Strait Loop Trail




- Successful Model
 - Press
 - Events
- Multiple foundation grants
- Catalyzed focus
- Excellent timing - both trail progress & events:
 - overlapping anniversaries BT, RT, & EBRPD
 - Benicia Martinez path
 - Fernandez Ranch
- Hope to replicate

Our First Birding Brochure



- Features 9 diverse birding sites along & near the Carquinez Strait Loop Trail
- Developed by the San Francisco Bay Bird Observatory
 - in partnership with the SF Bay Trail
- Grant & other \$ support allows complimentary distribution

Outreach: New Website

New website launched end of May 2010



Outreach: Social Media

- eNews emails
 - May 2005: 499
 - Dec 2010: 4100
- Facebook
 - Apr 2009: 0
 - Dec 2010: 577
 - Apr 2011: 666
 - Are you on FB? Do you "like" us?
- Twitter
 - Apr 2009: 0
 - Dec 2010: 333

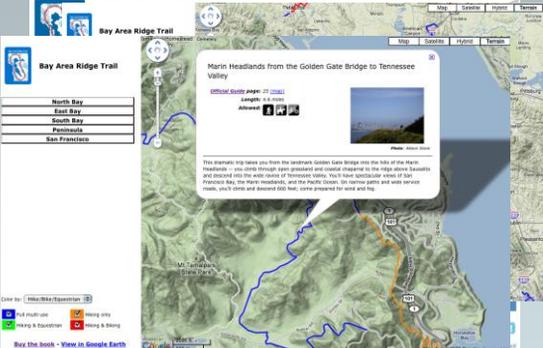


Engaging the Next Generation

- More kids & families on trail



Outreach & Connecting: Website





Geocaching on the Ridge Trail



- Hi tech treasure hunt!
- Use GPS to find caches & hide & seek treasures
- Ridge Trail & geocaching a natural fit
 - 100s of caches along the RT route
- Ridge Trail "dog" tags - designed to travel
 - each w/ unique mission e.g. clockwise around, visiting peaks
- Family intro classes w/ REI, volunteers
- So Bay kick-off/heading North

