

# **Humboldt Trails Council Strategic Plan 2018 - 2023**

## **I. About the Humboldt Trails Council and our Strategic Plan**

### **About the Humboldt Trails Council**

The mission of the Humboldt Trails Council (HTC) is to serve as a unified voice to support development and use of trails for recreation and transportation throughout Humboldt County. As of early 2018, our organization is comprised exclusively of volunteers, and consists of 9 board members, 6 Volunteer Trail Stewards (VTS) Program coordinators, and approximately 80-100 volunteers, many of whom regularly volunteer to maintain, build and otherwise support local trails throughout the year. The HTC sends out a regular e-newsletter, and is in the process of developing a new website. The Council's primary ongoing expenses are insurance, including insurance for Trail Stewards at the many work sites, our e-newsletter (paid support to a partner non-profit), and incidental expenses for special events. In addition, the HTC completed a multi-year trail construction project at Lacks Creek which closed out at the end of 2017. The Humboldt Trails Council is a 501(c)3 organization.

### **History of the Humboldt Trails Council**

The Humboldt Trails Council was founded in 2004, and was initially called the "Trails Trust of Humboldt Bay." In 2010 we became the Humboldt Trails Council, primarily for two reasons: (1) we wished to focus on supporting trails in communities throughout Humboldt County, and (2) the term "trust" has a legal meaning that was not accurate to our organization. For many years, we were a membership-based organization and had one part-time staff person. In 2015 we ceased to have any paid staff and were unable to provide membership "perks" or coordinate renewals. Therefore, we continued to take donations but no longer tracked memberships. This plan outlines some of the options for engaging future supporters.

The HTC has historically not been involved in hands-on construction of new trails, with a few exceptions: the Arcata Community Forest Trail Stewards program does involve trail construction, primarily by hand crews; and the Lacks Creek Project, which resulted in multiple miles of new mountain bike and multi-use trails at Lacks Creek. Volunteer Trail Stewards on other trails have been involved in smaller, isolated trail construction and repair projects, such as construction of a small segment of a compacted gravel path at Cooper Gulch Park in Eureka. Historically the HTC has advocated for and supported use, maintenance and development of trails, as well as shared information about local trail news, and opportunities with the public and our supporters.

## **About this Strategic Plan**

This Strategic Plan outlines what our Board of Directors believes to be achievable objectives for the next five years. The plan was developed with three primary methods of input: (1) a Strategic Visioning meeting held with community partners in April 2017 (see all comments received and a list of all organizations represented in Appendix A), (2) emailed comments received by community partners during the summer of 2017 (see compiled email comments in Appendix B), and (3) input from our current Board of Directors.

## **II. Strategic Plan Narrative and Implementation Schedule**

Our primary goals in the next 5 years are to:

1. **Build organizational capacity:** Improve board and volunteer recruitment, develop a website that can also support communication with supporters, conduct fundraising, consider “membership” options and models, develop board member “jobs” beyond executive officer roles, maintain and improve relationships with community partners, and host an annual meeting.
2. **Share information about local trails, needs, and calls to action:** Develop a new website that can easily be updated, continue quarterly e-Newsletter, share maps of local trails using an easily accessible web-based platform, continue use of social media and messaging, and provide “calls to action” to community when necessary.
3. **Support Trail Stewards and HTC volunteer opportunities:** Continue support for the Trail Stewards program, grow the VTS program where support exists, consider having a single coordinator for all HTC/ VTS volunteers, recruit and utilize support from HTC volunteers for non-VTS activities.
4. **Support diverse users and trail experiences in Humboldt County:** Partner with groups who work directly with people of color (POC), the disabled community, seniors, women, the LGBTQ+ community, and youth. Engage youth in volunteerism and trail experiences. Continue to support local governments to identify trail accessibility needs and opportunities.

**Humboldt Trails Council Strategic Plan: Strategies and Implementation Schedule**

| <b>Goal 1: Build Humboldt Trails Council's organizational capacity</b>                                   |  |  |  |   |
|--|--|--|--|---|
| <b>Strategy<br/>(how we will achieve the goal)</b>   | <b>Step<br/>(what actions do we need to take)</b>  | <b>Who is responsible</b>  | <b>Target date for completion/ milestone</b>   | <b>How we will measure success</b>  |
| 1a. Improve volunteer recruitment for VTS and other HTC volunteer opportunities.                         | Use e-news, social media, website to advertise needs. Note: be specific if we wish to recruit a specific skill.  | Board, VTS coordinators<br><br>Outreach Committee  | Ongoing  | Increased turnout of volunteers as indicated by VTS coordinators.<br>List of HTC volunteers.  |
| 1b. Improve board recruitment for a well-rounded composition of board members.                           | Use e-news, social media, website to advertise needs. Develop recruitment strategy and list of specific skills desired.  | Board members  | Ongoing, as people resign or new needs arise   | Number of board members.<br>Board jobs adequately filled.   |
| 1c. Develop website that supports communication with volunteers and supporters (see also Goal 2, below). | Ensure that web designer knows we want a method to engage with supporters/ members.<br>Ensure that board and VTS coordinators can easily update.<br>Ensure it provides a feed of social media updates. | Board<br>VTS coordinators<br><br>Web page designer/ contractor<br><br>Outreach Committee | Temporary website up as of start of 2018<br><br>Complete new website by fall of 2018 | Board and VTS coordinator feedback about ease and effectiveness of use.<br><br>Number of hits on the website, social media impressions, and people reporting they are seeing our materials. |
| 1d. Develop board committees and ensure that each board member is part of at least one committee.        | Identify and implement necessary committees. Structure agenda so board committee chairs will give committee reports.   | Board  | Committees functioning as of start of 2018   | Board member feedback about effectiveness and their happiness with their role.<br>Retention of board members.<br>Effective implementation of strategic plan.                                |

|  |  |   |   |   |
|--|--|---|---|---|
| 1e. Improve funding streams and organizational financial tracking.   | Develop and implement fundraising plan. Develop annual budget, and review budget and financial status on a quarterly basis. Track volunteer labor hours and use this data to leverage grant funds on an as-needed basis.   | Board, volunteers, community partners   | Summer 2018 to complete fundraising plan, then implement and update on an ongoing basis | Quarterly reports at board meetings. Updates at annual meeting. Review and approve annual budget. |
| 1f. Participate in an annual meeting or event to update supporters and partners on HTC/ VTS activities, and accomplishments. | Participate in and provide update at one annual meeting such as the Trails Summit or other annual event.   | Board, volunteers, community partners<br><br>Events and Fundraising Committee | Ongoing, on an annual basis   | Evaluation as a group at the end of each meeting - how did it go?<br>Feedback from stakeholders.  |
| 1g. Improve relationships with community partners.   | Identify community partners from business community, local government, and fellow trail organizations, to invite to annual meeting. Respond quickly to requests for letters of support and questions from partners. Volunteer at events with partners when possible. Improve transparency about HTC. | Board members<br><br>Advocacy Committee                                       | Ongoing   | Board and community partner feedback/ perception.<br><br>Timely responses to requests.            |
| 1h. Create prioritization criteria for involvement in community events, tabling and volunteering.                            | Develop a criteria for HTC involvement in community events. Create calendar for annual events that HTC participates in.  | Events and Fundraising Committee  | By fall 2018  | Criteria and calendar created. Review as needed.  |

| <b>Goal 2: Share information about local trails, needs and calls to action</b>  |   |   |  |   |
|---|---|---|--|---|
| <b>Strategy<br/>(how we will achieve the goal)</b>  | <b>Step<br/>(what actions do we need to take)</b>   | <b>Who is responsible</b>   | <b>Target date for completion/ milestone</b> | <b>How we will measure success</b>  |
| 2a. Disseminate information re: calls to action and advocacy opportunities  | Email all members, community partners; post on HTC website. Press releases and updates to newspapers, TV stations, radio. Attend public meetings and voice support for trails, after getting support from the board.  | Advocacy Committee with board approval                                | As needed                                    | Board and community partner feedback on getting information out and on accomplishing responses for calls to action. |
| 2b. Share information regarding local and regional trails, including photographs and trail experience opportunities.                            | Post information on website. Press releases to newspapers, NC Journal, TV stations, etc. Get reports from VTS leads about trail conditions. Consider creating Instagram account for HTC. Coordinate with board and volunteers to regularly add trail photos and content to Facebook and other media. Consider building online photo album for Humboldt County trails (for high-resolution images for potential download/ sharing) | Outreach Committee<br><br>Web designer<br><br>Board<br><br>Volunteers | Ongoing                                      | Feedback from board members, VTS coordinators and community partners. Regular updates from VTS.                     |
| 2c. Develop a training plan for updates to social media, website and press releases for board members, with basic criteria for these materials. | Develop plan and have biannual trainings.   | Board members   | Schedule into regular meetings               | Board members are comfortable with their role related to social media and outreach. Quality content generated.      |

|  |   |   |         |   |
|--|---|---|---------|---|
| 2d. Explore applications and sites for trail mapping, determine which is most appropriate for HTC, and upload desired info | Research and use different free trail mapping interfaces and determine which we prefer. Add trail segments and share them via our outreach methods. Work with HCAOG and other local agencies to identify next steps and ensure that efforts are not duplicated. | Board<br>Outreach Committee<br>Web designer | 2019    | Trail information uploaded to a user-friendly interface.<br>Feedback from users.            |
| 2e. Be responsive to needs for trail-related advocacy and representation in the community.                                 | Have a presence from board and HTC volunteers/ supporters at public meetings, events and calls for letters of support. Create guidance for advocacy for board members.  | Advocacy Committee<br>Board members         | Ongoing | Report at board meeting. HTC is able to be responsive to advocacy and representation needs. |

| <b>Goal 3: Support Trail Stewards and HTC volunteer opportunities</b>                                    |  |   |  |  |
|--|--|---|--|--|
| <b><i>Strategy<br/>(how we will achieve the goal)</i></b>  | <b><i>Step<br/>(what actions do we need to take)</i></b>                                 | <b><i>Who is responsible</i></b>                  | <b><i>Target date for completion/ milestone</i></b>                              | <b><i>How we will measure success</i></b>  |
| 3a. Provide website that facilitates VTS coordinators' contact with volunteers and potential volunteers. | Website design that permits updating information by VTS coordinators for each trail      | Board members<br>Web designer<br>VTS coordinators | Temporary website up as of start of 2018<br>Complete new website by fall of 2018 | Feedback from VTS Coordinators.<br>Number of participating VTS volunteers.   |
| 3b. Assist with recruitment of VTS volunteers by having a presence at events.                            | Select events and provide board members and volunteers to recruit additional volunteers. | Board members                                     | Establish list of annual events; ongoing.  | Measure number of new volunteers on list annually.<br>Feedback from VTS coordinators on workday attendance for all trails. |

|  |   |   |                                    |  |
|--|---|---|------------------------------------|--|
| 3c. Develop and connect volunteers with specific tasks that volunteers can do to support the HTC, separate from VTS. | Develop a list of tasks the HTC needs help with. Spread the word via our e-newsletter, social media, website and public events to connect volunteers with jobs. Set up email address for HTC volunteers for non-VTS events. Identify opportunities to recruit student volunteers. | Board members<br><br>Events and Fundraising Committee | Ongoing                            | More involvement from volunteers.<br>Demonstrated improvement in function of organization.<br>Responsiveness to requests for volunteers. |
| 3d. Develop a way to recognize volunteers.   | Develop volunteer recognition strategy.   | Board members and VTS coordinators                    | By summer 2018                     | Volunteers are recognized and retained.  |
| 3e. Make, print and update brochure/ flyer about Humboldt Trails Council and VTS.                                    | Create brochure/ flyer and print.   | Outreach Committee                                    | Spring 2018, update as needed      | Flyer/ brochure created and printed.<br>Brochure updated and improved as needed.   |
| 3f. Consider bringing on a Volunteer Coordinator for entire organization.  | Refine job description for this role. Identify potential individuals for this role.   | Board and VTS leaders                                 | Have a plan in place by early 2019 | Position filled or alternate plan in place.<br>Quarterly check-ins.  |
| 3g. Explore ways to support "Adopt-a-Trail" program.   | Evaluate needs and opportunities for an "Adopt a Trail" program. Discuss with VTS coordinators.   | Board members   | In 2018                            | Learn about program opportunities and collaboration needs.   |

**Goal 4: Support diverse users and trail experiences in Humboldt County**

| <b>Strategy<br/>(how we will achieve the goal)</b>   | <b>Step<br/>(what actions do we need to take)</b>  | <b>Who is responsible</b>                     | <b>Target date for completion/ milestone</b> | <b>How we will measure success</b>   |
|--|--|---|--|--|
| 4a. Reach out to underrepresented user groups, including POC, women, LGBTQ+, disabled community, youth, and seniors.                         | Attend new events to disseminate HTC information and to recruit volunteers. Create outreach materials and distribute to key groups/ locations. Share county demographic data with board.       | Board members                                 | Ongoing                                      | Annual measure of volunteers recruited from specific events. Feedback from groups we reach out to. |
| 4b. Encourage & support accessibility on trails and public transportation to trails.   | Attend meetings, understand needs, be a voice in planning. Advocate for appropriate and standardized signage. Communicate information about trail accessibility and changing trail conditions. | Board members                                 | Ongoing                                      | Annual report on this topic. Regular, timely updates about trail accessibility and conditions.     |
| 4c. Partner with organizations and local agencies that serve underrepresented groups on events and efforts that are relevant to our mission. | Collaborate when possible on events or activities that serve more people than our “traditional” base,  | Board members, volunteers, community partners | Ongoing                                      | Annual report on this topic.   |
| 4d. Build a diverse board that reflects our County   | Outreach to prospective board members.   | Board members                                 | Ongoing                                      | Board is in touch with needs of our whole community.   |

**Appendix A: Comments received on Strategic Plan from community partners and key stakeholders**

| Name of commenter       | Content   | Action taken   |
|-------------------------|---|--|
| Emily Sinkhorn          | Suggested typographic edits, clarifying language, changes to timelines, and more opportunities for collaboration  | Suggestions incorporated   |
| Christy Prescott        | Suggested language changes and additions, more opportunities for collaboration, increased tracking of information, and increased emphasis on volunteer recognition and online presence. | Many suggestions incorporated, see below for remaining suggestions   |
| (Submitted anonymously) | Suggested consistency changes and additional comment, see below   | Consistency changes incorporated; other feedback shared with board. HTC Advocacy Committee will consider this input. |
| Jesse Robertson         | Questions submitted and discussed with Board President. These questions were not intended as comments for inclusion in the final document.  | HTC Advocacy Committee will consider this input  |
| Merritt Perry           | Comment included below  | HTC Advocacy Committee will consider this need and work to address it  |

Additional comments submitted by Christy Prescott: “Invite businesses to adopt a segment of trail.” “Encourage on-going engagement through having a business or volunteer of the year or quarter. Highlight this in an advertisement in the NCJ or Lost Coast Outpost. Make it stick - Illustrate the impact of volunteer hours – Convert volunteer hours into dollars & matching dollars that could be leveraged... illustrate on website as elevation, and have a mountain goat or climber shown at the marker. Could set goals to “bag some local peaks” like Wedding Cake or Shasta, etc. Who is responsible – Suggest that people who sign-up for this role have a quota or goal for number of social media postings per week or month so as to keep engagement up and distribute the responsibilities. Key messages for the month are identified by the Board. 1e. – Step – Track volunteer hours – I think this would be a great way to get a baseline measurement so as to set future goals, measure success, and can also be converted to matching funds to leverage grant monies. Suggest VTS coordinators would be the main POC for tracking the time, and the website could have a form to upload the time and place. 1g. Step – Additional suggestions – Consider adding “recognize volunteerism through award, statement of appreciation, or recognition in newsletter” Consider adding “Identifies topics of mutual interest to link to partner websites to increase traffic, communication, and cross-pollination of community groups.”

Comment submitted anonymously: “I realize that you state the Council is not instrumental in developing new trails, but what better group to advise local agencies on ideas and strategies for new trails? I would suggest that one of the strategies be to assist and advise local agencies in the development of new trail systems. This shouldn’t in any way tread on the toes of the local non-profits as they can benefit from this advice as well.”

Comment submitted by Merritt Perry: “In the past there were specific goals related to the Bay Trail and Annie and Mary Trail. I feel as though the Bay Trail is moving forward, in part due to the focus of the Trails Council, Bay Trail Advocates and others. I fear that the A&M will be slow to move forward without out input and pressure from groups such as the Trails Council. It would be great to see a goal specific to the A&M remain in the Strategic Plan.”

## Appendix B: Compiled notes from Strategic Visioning Meeting, April 2017

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### Humboldt Trails Council Strategic Visioning with Community Partners, April 24, 2017

#### Agenda

|             |  |   |
|-------------|--|---|
| 6:00 – 6:30 | Open House   | All Participants                          |
| 6:30 – 7:00 | Welcome, all about the HTC, info and the plan for this meeting | HTC Board Members                         |
| 7:00 – 8:00 | Small group breakouts at tables                                | All Participants led by HTC Board Members |
| 8:00 – 8:30 | Report-out of the key themes                                   | HTC Board                                 |
|             | How the HTC will use this info / the next steps                | Natalie                                   |

#### (Following Visioning Questions asked upon arrival)

##### ➤ What is your favorite local trail and why?

The Humboldt Bay trail, because it will connect the two cities away from traffic (Ditto)

Arcata Forest trail #10 Hikers only and connects to the Ridge Trail

Mad River Bluffs—love the elven tunnels through the shrubbery.

Water Front and Hikshari

Beith Creek loop trail

Hikshari, because I love the Eureka Waterfront.

Sunnybrae Forest” Gorgeous! The Steep part makes you earn it and appreciate your efforts.

Middletown Multi-Use Path

Bay Trail—it must happen.

Trail to Bear Harbor and Whale Gulch (Sinkyone)

Trillium Falls—accessible and lovely with negative ion action and Ossagon Trail has it all.

Male’l Dunes North—Beautiful, close, connects inland slough and ocean.

Any trail in Prairie Creek State Park.—magnificent trees, rich understory

Paradise Royale—Mountain bike paradise!

Hammond Trail—Everyone uses it for recreation and transport

Lacks Creek—Remote, beautiful, designed for different user groups.

Eureka Waterfront Trail, Phase A—because it is new and recently completed and meets Class I standards!

➤ **What Trail Project or Partnership have you been inspired by lately**

The rails to trails in the Wash DC area – too awesome.

Humboldt Bay Trail: Progress being made on the Bay Trail

Tahoe Rim Trail

Humboldt County McKay Tract Northridge ADA Development Plans

Potential Little River to Trinidad

Eureka Waterfront Trail

Columbia, Maryland

➤ **HTC At a Glance...**

Current Board: 7

(Natalie, Michael, Sara, Korina, Charlie, Karen, Kemset)

Current Staff: 0

Current estimated Budget: \$5 K

Active Trail Stewards Programs/Sites:

Arcata Community Forest

Freshwater Farms (w/ NRLT)

Hammond Trail

Hikshari' Trail

Manila Dunes (w/Friends of the Dunes)

(...others in progress)

Formed as Trails Trust of Humboldt Bay in 2004.

Active outreach: Facebook, e-news letter

➤ **If you could pick only one new thing the HTC would accomplish in the next 5 years, what would it be? (facilitated by Korina and Kemset)**

Completion of the Bay Trail (six check marks). Galvanize the community to support the ‘final four’ miles of the Humboldt Bay Trail.

Become a membership organization; this was emphasized as a way to get people involved.

Updated website/ complete a functional hum trails.org website.

Lots of people want to help but don’t know what to do---coordinate volunteers with specific tasks.

Promote funding for long-term maintenance and operations of trails.

Participate in the upcoming June 3<sup>rd</sup> Trails Summit.

HTC to have a representative for funding of Bay trail (Michael)

Come up with a wish list for Humboldt County Trails System.

Support more activities (classes, birding tours, etc.) to get people on the trails.

Enable local youth to build part of HBT or any trail.

Promote tour trails outside of this area, for tourism.

Bolster community involvement.

Promote HTC—celebrate/ publicize/ announce accomplishments, have focused festival event on a specific trail with trail maintenance as a component. Utilize Dave Silverbrand for publicity.

***(The following was submitted by Hank Seemann, Humboldt County Public Works)***

1. Maintain a website and or social media to serve as the one-stop-shop source of information for trail news and trail- related opportunities for involvement.
2. Serve as a membership organization where trail supporters can “belong” and feel like they are part of a cohesive. Community. (this would be in addition to the Volunteer Trail Stewards.
3. Serve as a resource for smaller organizations, community groups, and clubs. Help them advance their goals by providing technical assistance, networking, advice, elevation their interests to a higher awareness level, etc.
4. Provide a venue for providing input to local public agencies on the needs and desires of the trail using community.
5. Be the go-to resource for specialists and enthusiasts willing and able to provide technical assistance or input on trail planning and design projects.
6. Be the go-to organization for letters of support for grant applications.
7. Be the leader to mobilize trail supporters for public hearings, letter-writing campaigns, etc. to support trail initiatives and provide assistance with clearing hurdles and challenges.
8. Serve as a collaborative partner with local public agencies to assist with fundraising campaigns.

➤ **What would YOU be most excited to commit to doing to support trails? (facilitated by Karen)**

ADVOCACY

Go to/ Give feedback at government agency meetings

Working on more contiguous trails

Photograph, trail and trail activity (to advertise resource)

Write letters: Convince people, also write trail descriptions

FUNDING

Help with funding: identify need, donate to, fundraiser for

MAINTENANCE

Scout trails – trail layout – more trails (SHN)

Design Trails, Trail engineering SHN)

Updating signs

Help to clear, maintain trails (support)

Work on bike trail connecting Manila to Arcata

Support a paid HTC coordinator for all volunteer trail activities (Carol V D)

Formation of roving groups to eradicate invasive plant species (CCC)

Keep nurturing relationship with Six Rivers Nat Forest to encourage trail maintenance on existing trails

Make more trails accessible to bicycles and horses

EDUCATION

Expose more people to trails by leading them to new areas: hikers, trail riders (horses)

Have trail events: arts, plein air painting, exhibits, “happenings” for exposure

Leading “plant walks” on trails (wildflowers, butterflies, birds, history, earth science)

Group hikes: group bike rides, scavenger hunts, Apps, bioblitz,

Use horses/mules as emergency transport on trails (people can view them as that source)

Educating others to trail multi-use protocols

Help support the schools to get young people out there (CREEC, Environmental Ed)

➤ **What can our community do to improve access to trails for new or underrepresented users? (facilitated by Natalie)**

Harness social media

Collaborate with Latino Outdoors\*

Reaching out to leaders in our community for input – tribes, POC

Signage with large raised lettering for the visually impaired – more important than braille

Outdoor Afro

HSU and CR clubs

Have schools “adopt-a-trail” workdays

Leverage Partnerships –

- Parks and Rec summer camps = outdoor education

- Free programs that use trails

- Trail amenities that bring new users:

  - IE dog park, BMX, sensory garden, fitness classes, cross-country events for all ages, speeder car transit,

  - Link for youth for rec and fitness programs, bike-sharing programs.

Big horse community here – but few places to ride. LP lets people ride, HRC doesn't.

Groups that represent queer communities, especially youth

Hike-a-thon or walk-a-thon and fund raise

Big brothers/ Big Sisters\*\*

Lots of desire for trails from potential new trail users for Annie and Mary Trail, Blue Lake

Group: Inner City outings

Outward Bound

Outdoor programs with schools

Need good printed maps, not just online

Reaching at risk youth – connect with outdoors

Latino community

Advertise to traveling bicyclist – tie to local amenities

Work with Sr Centers and Sr advocacy organizations

Hmong community connections – foraging food source

To provide information about what is there on-line to guide new users:

- Trailhead locations

- GPS locations

- Emergency calls

- Down loadable

- Photos – Attractions

- Dog friendly

- ADA accessibility

Availability of beach use for motorized wheelchairs  
Publicize Horse Mt walks that are fun to walk with photos  
Some horse Mt Trails may be wheel chair accessible  
Put local trail book information on-line  
People who don't have cars need to have transportation to trailheads, outdoor areas, parks.  
Approach HRC and other big private land owners about public access. \*  
Would like HTC to do this, or collaborate on it.  
PERK: Eyes and Ears on these properties.  
Hotels could provide shuttle service\*  
Involve HTC with Youth Organization like the Blue like Pony Club.  
Dick Wild starting a new club in HOOPA. Allie Hostler.  
There is something for everyone – just need to get the word out  
Family friendly trails: smooth surfacing, restrooms, options for short or long-term length, parking, safe, easy, no traffic crossing, etc.  
Cultural Shift: The younger generation (does not???) prioritizes car ownership and driving less.  
Therefore, have fewer options to access open spaces and rec trails.  
Improving built environment: adding parks, green spaces, and better safety amenities to the urban environment  
Getting developers to plan for this.  
Make sure dog friendly trails are safe.  
Outreach to tourist serving venues  
Spanish Language trail information\*  
“Bike Party Humboldt” events that encourage fun group rides  
Let people know through local partner newsletters  
\*See Charlie's list of recommendations for signage and list of specific locations for Humboldt County  
Get feedback about trail conditions and experience  
Opportunity for HTC to serve as clearing-house  
CCC and service learning opportunities would love to build trails.  
When work is done want to know trail story and who it will serve.

➤ **What are the immediate big needs to support and promote trails in Humboldt County? (facilitated by Michael)**

Outreach – Let the community know

Updates: North Coast Journal, Lost Coast Outpost, Times Standard, Happy Trails, website

Quantify economic impacts of trails

Identify the road blocks

Invite to collaborate

Bring on board

Reconsider membership organization

Email list – interested in program

More outreach regarding Bay Trail

VTS for new trail segments

VTS segments for patrolling

Economic Impacts: housing value, tax base, education about funding, trails vs highway,

Concerns regarding safety on trails: law enforcement, homeless camps, dumping, nuisance

One stop center for up-to-date trail information

Convince large property owners (Green Diamond) to allow trail access

Market trail system for tourism

HTC grant writing, TOT

Get new trail enthusiast by leading hikes on trail

Trails increase appeal for communities (Redding)

Forest Bathing: Japan

Check other communities

Statistics to counter myths: decrease in property values, increase in crime, trespassers,

Cater to needs of bicycle tourists

Collaborate with other groups on trail maintenance, activities, and events

➤ **What should the geographic scope of the HTC be? Is there a priority area within the whole? (facilitated by Emily)**

Expand outside Eureka and Arcata II

Expand North of Trinidad II

South to Fortuna II

Inland to Blue Lake II

Benefits to above: Gets people to wild places yet close to town, use Horse Mt and Lacks Creek and beyond  
BFT as partner

Sharing s trail development and maintenance successes in outreach from other areas and within region

Note to Emily send e-news to Media

Coordination with groups outside city – Cal Trans, PCBR, Volunteers- yes

Use of historical trails on public lands

Give input on HACOG plans

Broad geographical scope - Support hyper-local trail efforts too, but focus on getting HBT completed

Foster better coordination between Mt bike, trail, equestrian groups, CNPS, and Land Trusts.

HTC should act as clearing house for info if there is capacity

It is recommended web site survey, annual trail summit,

New thought process: cast wide net for grass roots support, interest, capacity

Make sure can focus on something achievable, focus where there is momentum,

Bike Map: Info on how to ride, walk to Redding, outside of Humboldt County.

A central map location can help galvanize too.

Use xtrava to know where people ride.

Info about trail management organization for each segment.

Picture of concentric circle joining: Trinidad (N), Blue Lake (E), Fortuna (S)

Focus trail development around communities by population density, particularly DAC

Focus more around HBT and concurrence VTS project

Less as you get further out or more when opportunities arise such as federal dollars on public lands

A unified message gets people attention

HBT is the lynch pin and backbone – goes out from there \*\*\*

Focus on multi-use trails connecting communities

Focus more on transportation and active living around the bay and with recreational focus further out

➤ **Where do you go to get information about local trail updates now? How can HTC improve our communication with the public? (facilitated by Sara)**

Where do you go to get information about local trail updates now?

Facebook

HBBC and Bike Month Hum

Fortuna Senior Hiking Group Phone and email

Lost Coast Outpost

Redheaded Blackbelt – Kym Kemp

You-tube

Pod Casts

Hiking Guides: Bob Loronsen, Hip pocket guide; Hum Hiking Guide condition updates on-line; Rhode's interpretive books.

Oversite Jurisdiction Websites:

BLM, County, City of Arcata, City of Eureka, Forest Service, redwoodhikes.com, bike shops, blogs,

State Parks, National Parks: trail maps, website, descriptions

COA: e-news trail work announcements

Google

Trip Advisor

Visitor Centers

VTS leads

Humboldt Access videos with cats

QVC stickers on signage to website

Bike shops II

Six Rivers Running Club, jogging shops

Co-op information board

Ramones

Tack Shops w current maps

Public Service Announcements on Happy Trails (KHUM)

Cal Trans updates

Word of mouth

Mad River Union: Trail Steward Invites

Call land managing agency to get trail condition

Trail users take short video clips to montage

HCOE ventures 20 for kids rhyming, scavenger hunts on trails already

Sends kids a patch, contributes

Have contest, geocaching, prizes at local businesses

Show the public the benefit of the trail: property value, public health improvement, increased transportation

Have a Buy-a brick or bench campaign, membership, outreach, time or cash donation, PPT, outreach to public groups  
NPS web sites are outdated

APPS: With interpretive info at key points on trail, narration, video, and history of trail

HTC Website: need updating

Maps, trail updates, volunteer activities, a way to donate money, a list server management,  
Collaborate on Humboldt Hiking Guide updates.

HTC should update bike groups on horse groups (II) on a regular basis

Contact all outdoor stores with updates

All Rotary's have once week 15 min presentations – present at a Rotary

Businessman commute route to work

Showcase projects on a community calendar. PSA's on KHUM and KHSU

Invite local groups to showcase a trail: such as an event, cleanup, open house, hiking clubs

HTC: Instagram Account, newsletter, refine logo, sell coffee with logo, branding (logos for each trail), contest, do school outreach,  
newsletter, photos of trail activities, users, and VTS.

#### ➤ **Closing Questions or Ideas**

Greatest challenge is to whittle this down to a few things that HTC can deliver on.

Take advantage of volunteers who need to know how to help.

Boy Scouts, always looking for community service projects.

Find volunteers to get the word out: HSU, CR, and high schools

HTC can partner on more hikes, events, group activities, for name recognition and co-support

Don't reinvent the wheel

Commitment: We will email our Strategic Planning document for your feedback

#### ➤ **Meeting evaluation**

##### Positives

Hate meetings, but this was fun

Good food, beer, and cookies

Open house and connection time was good

Thoughtful process with good questions

Thanks for the effort

##### Negatives

Introduce everyone at beginning

Invite Youth Serving organizations

Way groups rotated – didn't get to meet everybody

## ATTENDEES

| ORGANIZATION NAME                                    | MAINTENANCE OR PATROLS | FUNDING FOR TRAILS | BUILDING NEW TRAILS | LEAD AGENCY FOR MANAGEMENT | OUTREACH | ADVOCACY | TRAIL USER GROUP WHAT KIND?        | OTHER ACTIVITIES, WHAT NEW TRAIL PROJETS IN DEVELOPMENT NOW                       |
|--|------------------------|--------------------|---------------------|----------------------------|----------|----------|------------------------------------|---|
| Humboldt Trails Council and Volunteer Trail Stewards | √                      |                    | √                   |                            | √        | √        |                                    |   |
| RCAA   |                        |                    | √                   |                            | √        |          |                                    | Grant writing, facilitation, support for trail efforts                            |
| BCHC Redwood Unit                                    | √                      |                    |                     |                            | √        | √        | Horse, mule, hike                  | Mainly maintenance, removing winter windfall, and new routes                      |
| Humboldt Bay Bicycle Commuters Association           |                        |                    |                     |                            | √        | √        | Bicycle                            | Support letters for grant applications, plan review                               |
| Humboldt State University Clubs and Classes          |                        |                    | √                   |                            |          |          | Bicycles, Natural Resources Hikers | Research, class field trips, projects, etc.                                       |
| Caltrans   |                        | √                  |                     |                            | √        |          | Multi use transportation related   | Sustainable Communities, Vehicle Miles traveled reduction                         |
| Horse Mountain Trails                                |                        |                    |                     |                            |          |          | hike bike horse                    | It's all trying to develop  |
| SHN  |                        | √                  |                     |                            |          |          |                                    | Planning, permitting, design  |
| Eureka Natural Foods                                 |                        | √                  |                     |                            | √        | √        | Families, kids                     | Improve Quality of life   |
| McKinleyville Land Trust                             | √                      | √                  | √                   |                            | √        | √        | all                                | Support Letters   |
| Watershed Stewards Program                           |                        |                    |                     |                            |          |          | all                                | Assistance Building?  |
| California Conservation Corps                        | √                      |                    | √                   |                            | √        |          |                                    |   |
| City of Arcata                                       | √                      |                    | √                   | √                          | √        | √        | all                                | Jacoby Creek (upper0, linkage, skate park (west end road). Arcata Ridge/bay trail |
| City of Eureka                                       | √                      | √                  | √                   | √                          | √        |          | multiuse hiking trails             | Waterfront Trail, Crucch trails ???   |
| City of Blue Lake                                    |                        |                    |                     | √                          | √        |          | multi use                          | Outreach, grant funding, Annie and Mary trail                                     |

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| ORGANIZATION NAME               | MAINTENANCE OR PATROLS | FUNDING FOR TRAILS | BUILDING NEW TRAILS | LEAD AGENCY FOR MANAGEMENT | OUTREACH | ADVOCACY | TRAIL USER GROUP WHAT KIND? | OTHER ACTIVITIES, WHAT NEW TRAIL PROJETS IN DEVELOPMENT NOW  |
|---------------------------------|------------------------|--------------------|---------------------|----------------------------|----------|----------|-----------------------------|--|
| Friends of Annie and Mary trail |                        | √                  |                     |                            | √        | √        | multi use                   | Outreach, fundraising  |
| County of Humboldt Public Works | √                      | √                  | √                   | √                          | √        | √        |                             | Humboldt Bay Trail South, McKay Community Forest, Manila Hwy 255 bike path, Annie and Mary trail, Replace Hammond Bridge |
| Back Country Press              | √                      | √                  |                     |                            | √        | √        |                             |  |
| Bigfoot Trail Alliance          | √                      | ?                  |                     |                            | √        | √        |                             |  |
| Horse Mountain Trail Alliance   |                        |                    |                     |                            | √        | √        |                             |  |
| Tri County Independent Living   |                        |                    |                     |                            | √        | √        | Disabled community          | Example: trail for blind and or hearing impaired   |
| California Conservation Corps   | √                      |                    | √                   |                            | √        |          |                             |  |
| City of Arcata                  | √                      |                    | √                   | √                          | √        | √        | all                         | Jacoby Creek (upper), linkage, skate park (west end road). Arcata Ridge/bay trail  |
| City of Eureka                  | √                      | √                  | √                   | √                          | √        |          | multiuse hiking trails      | Waterfront Trail   |