

**The Great Redwood Trail
Master Plan
Workshop Summary
Willits**

In-Person Workshop
with 69 Attendees
at Willits Community Center
on March 23, 2023

Willits Community Workshop Agenda

Station 0. Welcome

Objective: Welcome station to orient people to the layout of the workshop and other stations.

Materials:

- Sign-in sheets
- Workshop Flyer that includes a map of the Great Redwood Trail (GRT) on one side and a description of the workshop activities by station on the other side. *(pages 5 and 6)*

Activity: Participants sign-in, learn about layout of workshop stations, and receive nametags and directions.

Station 1. The Great Redwood Trail Vision

Objective: Share information with participants about the Great Redwood Trail background, extents, and timeline; the GRT Master Plan purpose, vision, process, and schedule; and rail trails/railbanking.

Materials:

- Board 1: Vision and GRT Master Plan Overview. Shows a map of the entire GRT and provides information on the GRT and a timeline showing how we got to present day. *(page 7)*
- Board 2: GRT Master Plan Process. Includes a project schedule and information on what a master plan is, the community outreach process, and stakeholder groups being consulted during the process. *(page 8)*
- Board 3: Rail trails and Railbanking. Defines rail trails and railbanking, including photos of examples of each. *(page 9)*

Activity: Staff to help direct people to different workshop stations and answer questions participants have about the project and timeline.

Station 2. Trail Best Practices

Objective: Share trail best practices related to key topics surrounding the Great Redwood Trail. Illustrate possible solutions to these key challenges and learn more about specific concerns of workshop participants.

Materials:

- Board 1: Provides information and case studies for “Protect and Restore the Environment” and “Support Firefighting Access and Emergency Response.” *(page 10)*
- Board 2: Provides information and case studies for “Be Good Neighbors” and “Proactive Approach to Homelessness.” *(page 11)*
- Board 3: Provides information and case studies for “Create and Inviting and Comfortable Trail Experience.” *(page 12)*
- Flip charts for notetaking
- Post-it notes

Activity: Staff take notes regarding participants’ key concerns and additional ideas related to trail best practices. *See images of notes on pages 13 to 14.*

Station 3. Opportunity Mapping

Objective: Collect local knowledge on the corridor from the public to help guide planning of recreation opportunities, connector trails, access points, and destinations.

Materials:

- Board 1: South Mendocino County map with alignment. *(page 15)*
- Board 2: North Mendocino County map with alignment. *(page 16)*
- Board 3: Humboldt and Trinity Counties map with alignment. *(page 17)*
- Board 4: North Humboldt County map with alignment. *(page 18)*
- Board 5: Willits zoomed-in map with alignment. *(page 19)*

Activity: Participants use three colored stickers to mark key trail access points (red sticker); recreation opportunities such as water access, other trails, and parks (blue sticker); and destinations such as local landmarks, businesses, and scenic views (green sticker). Participants can also write additional details on the boards or on post it notes. *See images of notes on pages 20 to 31.*

Station 4. Trail Experience

Objective: Collect feedback from the public on what amenities they want the trail to offer and the “look and feel” of the trail that they prefer.

Materials:

- Board 1: Look and Feel. Shows different aesthetic styles for the trail through example images and inspiration images. *(page 32)*
- Board 2: Amenities. Shows eight types of amenities with example images. *(page 33)*

Activities: On Board 1, participants are asked to vote for their preferred aesthetic using stickers (one sticker per person). On Board 2, participants are asked to vote for their preferred amenities; three stickers each, which can be distributed all on one item or spread out on different amenities. On each board, participants can also write additional details on the boards or on post it notes. *See images of notes on pages 34 to 37.*

Station 5. Trail Towns

Objective: Collect feedback from the public on what types of businesses they want near the trail and what types of businesses already exist in their community.

Materials:

- Board 1: Economic Benefit Assessment Overview. Explains how the GRT can economically benefit communities and provides a QR code for participants to access the full assessment. *(page 38)*
- Board 2: Economic Opportunities and Trail Oriented Development. Provides information on different economic opportunities along trails and trail-oriented development, with example images. *(page 39)*
- Boards 3 & 4: Asks participants four questions about makes their community unique, as well as how the GRT could support their community and visa-versa. *(pages 40 and 41)*

Activity: Participants write down responses to the question prompts on boards 3 & 4. Participants are also asked to look at what other people have written and add stickers to other responses to show support for any they agree with. *See images of notes on pages 42 to 45.*

Station 6: Willits Rail Trail

Objective: Share information about the design of the Willits Rail Trail.

Materials:

- Boards – to be developed by Willits Rail Trail design team.

Station 7. Kids Station

Objective: Provide space for kids to provide creative feedback.

Materials:

- Blank paper and coloring-books
- Markers and crayons

Activity: Children are asked to draw what they want to see on the Great Redwood Trail.

Welcome to the Great Redwood Trail Master Plan Community Workshop!

We want to hear from you! Visit each station to learn more about the Master Plan and share your ideas. Each station is numbered and has different content and activities.



TRAIL VISION

Learn all about the vision for the Great Redwood Trail and the Master Plan.
Start at this station!



TRAIL BEST PRACTICES

Learn about key challenges to be addressed and provide feedback on the topics important to you.



OPPORTUNITY MAPPING

Share your local knowledge of destinations and opportunities along the trail corridor.



TRAIL EXPERIENCE

Help inform the look and feel of the trail and the amenities along it.



TRAIL TOWNS

Learn about the economic benefits of the trail and tell us what makes your trail town unique.



WILLITS RAIL TRAIL

Learn about the Willits Rail Trail design from City Staff and design team.

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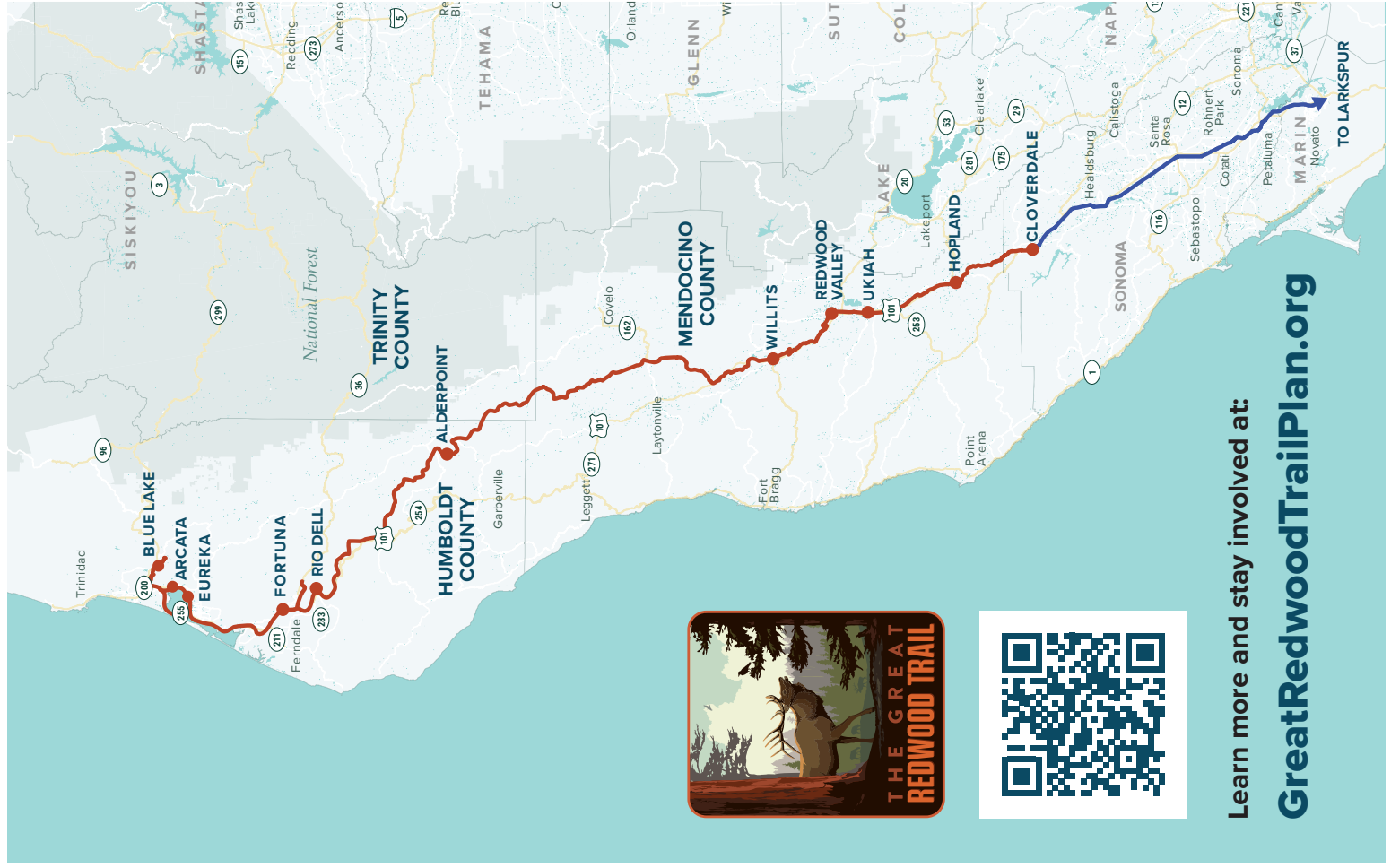
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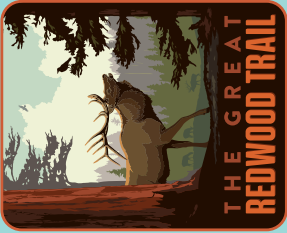


WILLITS RAIL TRAIL

Learn about the Willits Rail Trail design from City Staff and design team.





A map of Northern California showing the route of the Great Redwood Trail. The trail is highlighted in red and blue, starting from Blue Lake in Siskiyou County and ending at Larkspur in Marin County. The route passes through Humboldt, Trinity, Mendocino, and Sonoma counties. Key locations marked include Blue Lake, Arcata, Eureka, Fortuna, Rio Dell, Alderpoint, Willits, Ukiah, Hopland, Cloverdale, and Larkspur. The map also shows major highways, local roads, and geographical features like National Forest and various lakes. The trail is labeled 'THE GREAT REDWOOD TRAIL' in a stylized font.



Learn more and stay involved at:
GreatRedwoodTrailPlan.org



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TRAIL VISION

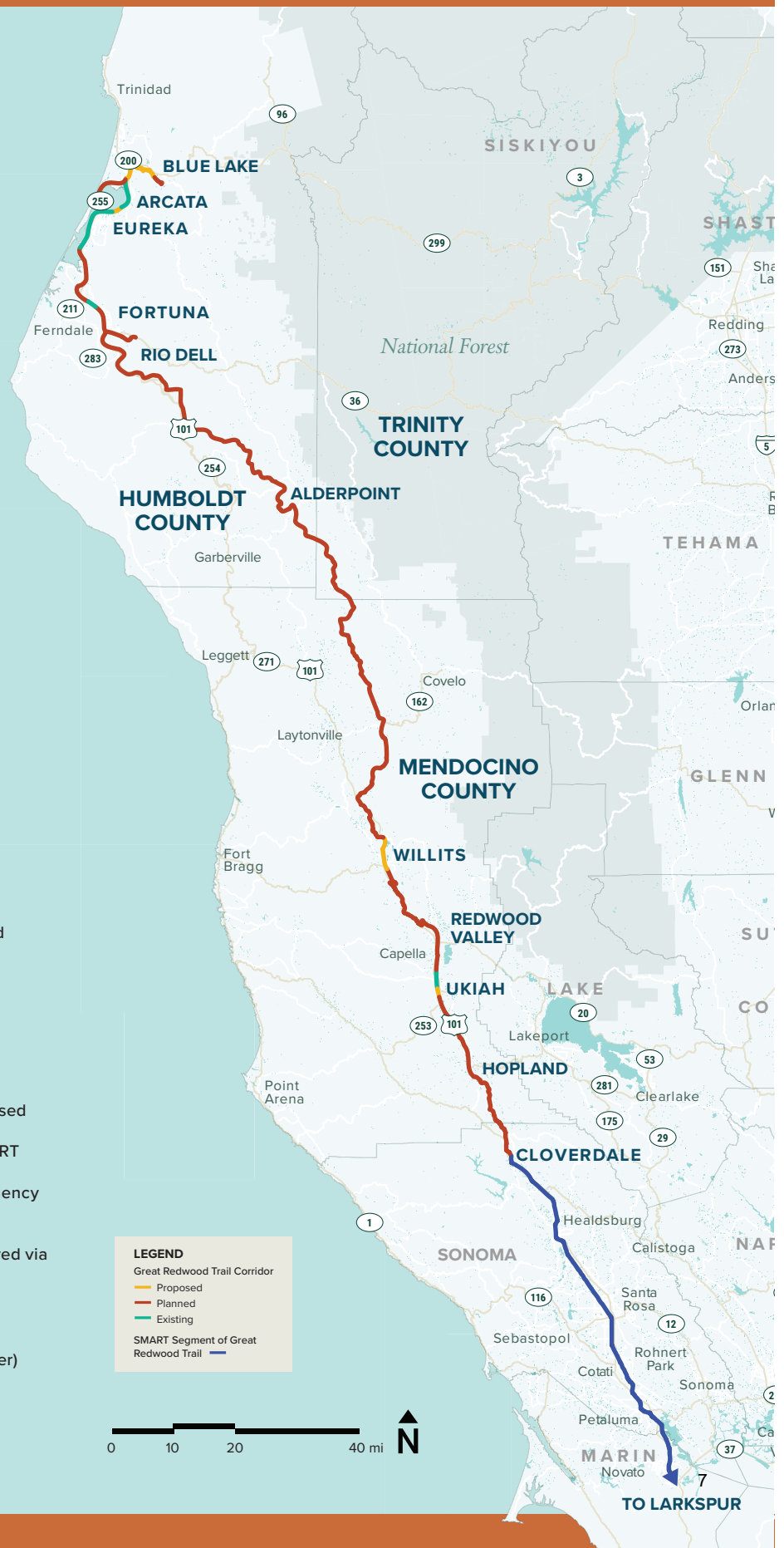
1

WHAT IS THE GREAT REDWOOD TRAIL?

The Great Redwood Trail is envisioned as a 316-mile rail-trail project connecting California's San Francisco and Humboldt Bays. Once completed, it will be the longest rail-trail in the United States and will traverse scenic landscapes including old-growth redwood forests, oak woodlands and vineyards, and the dramatic Eel River Canyon.

The Great Redwood Trail will connect the many unique communities of Marin, Sonoma, Mendocino, Trinity, and Humboldt Counties, creating a transformational economic engine and boosting healthy recreation for all in the North Coast region.

- 1998**
Operation of the NWP railroad ceased
- 2018**
SB 1029 - Feasibility Reports
- 2021**
SB 69 - Great Redwood Trail Act Passed
Transferred Sonoma & Marin to SMART
Created the Great Redwood Trail Agency (GRTA)
Requires the rail corridor be preserved via railbanking
- 2022 - Present**
Railbanked from Willits north (October)
Kicked Off the Master Plan (October)





The master plan is a high-level roadmap for Mendocino, Trinity, and Humboldt Counties that will provide guidance on:

- The master plan will be informed by:**

- The project team is consulting a wide range of people including:**

-
- FALL** **WINTER** **SPRING** **SUMMER** **FALL** **WINTER** **SPRING**
- ★ **WE ARE HERE**
- LISTEN & LEARN**
Information Gathering + Outreach
- ★ Website & Survey Open
★ Focus Group Meetings
★ Technical Advisory Committee Meeting
- BUILD CONSENSUS**
Develop Recommendations
- ★ Trail Guidelines
★ Evaluation Criteria - Trail Prioritization
- REFINE**
Develop Conceptual Designs
- ★ Priority Trail Segments
★ Trail Design Criteria
★ Conceptual Designs for Priority Segments
- REVIEW**
Share Public Draft Master Plan



TRAIL VISION

1



Annie & Mary Rail Trail

Source (above images): Friends of Annie & Mary Rail Trail

WHAT IS A RAIL TRAIL?

- ▶ Multi-use public paths created from former railroad corridors
- ▶ Model used across the country
- ▶ Over 25,000 miles in the US with over 1,000 miles in CA
- ▶ Rail trails support recreation, economic development, tourism, and environmental restoration in towns and rural areas



Olympic Discovery Trail



Biz Johnson National Recreational Trail

What is Railbanking?



Railbanking is a method, established in the National Trails System Act, to preserve an out-of-service rail corridor through interim use as a trail until a railroad might need the corridor again for rail service. The Great Redwood Trail Agency is mandated to railbank the former North Coast Railroad Authority rail corridor with the Surface Transportation Board. This use of railbanked corridors as trails has preserved thousands of miles of rail corridors that would otherwise have been abandoned.



TRAIL BEST PRACTICES

2



Protect and Restore the Environment

The trail design will address negative impacts from rail use.

Trail projects will include:

- ▶ Restoring natural ecosystems and fish and wildlife habitats
- ▶ Restoring creeks and fish passage
- ▶ Protecting Native American cultural heritage
- ▶ Protecting waterways and improve water quality
- ▶ Removing abandoned rail equipment
- ▶ Restoring bridge and tunnel structures



Photo Credit: City of Eureka

Case Study: Elk River Restoration & Trail Project

The City of Eureka restored 114 acres of the Elk River estuary while constructing 1-mile of the Great Redwood and Eureka Waterfront Trail. The project restored critical estuarine habitat for fish and wildlife. This new section of Great Redwood Trail serves as an elevated berm that helps protect the coast from sea level rise.



Support Firefighting Access and Emergency Access

The Great Redwood Trail will support regional fire safety and emergency response by:

- ▶ Serving as a firebreak
- ▶ Providing emergency vehicle access to remote areas
- ▶ Building partnerships with local agencies to address fire and safety issues
- ▶ Restricting and managing campfires



Case Study: Sonoma County Trails as Fire Breaks

In Sonoma County, trails have been used as fire breaks to protect neighboring communities from major fires. Examples include Trione-Annadel State Park, Foothill Regional Park, Hood Mountain and others. Trails in these parks served as access points for fire fighting, fire breaks during fire incidents, and control lines for prescribed fires.



TRAIL BEST PRACTICES

2



Be Good Neighbors

Research has shown that trail users stay on designated trails. The master plan process and future design phases will work with adjacent landowners to explore:

- ▶ Trail management solutions to maintain a clean and safe trail
- ▶ Rules and regulations to manage trail use and restrict undesirable activities
- ▶ Enforcement, patrols, and emergency response plans
- ▶ Design strategies to address concerns of adjacent neighbors and businesses, such as signage, fencing, landforms, and landscape buffers to encourage respectful trail use and increase privacy



RESPECT OUR WORKING FARMS & VINEYARDS
EXPECT AGRICULTURAL ACTIVITIES & KEEP CLEAR
STAY WITHIN TRAIL BOUNDARIES (PETS, TOO)
PREVENT SPREAD OF NON-NATIVE SPECIES
EELIMINATE ALL TRACE & TRASH (FROM PETS, TOO)
CCHECK YOUR NOISE LEVELS
TAKE RESPONSIBILITY AND REPORT PROBLEMS

AGRESPECT.ORG

Case Study: AG RESPECT Program

The Napa Vine Trail, a rail-trail traveling through vineyards and communities in Napa Valley, developed the AG RESPECT program to address agricultural community concerns. The guidelines were collaboratively developed by active agricultural operations and trail advocates. Signage, education, and trail management policies now help address top concerns from the agricultural community and reduce conflicts with trail users.



Proactive Approach to Homelessness

Much of the trail will be in rural and isolated areas that typically do not experience homeless encampments. However, sections in cities and developed communities with resources will require thoughtful and proactive responses to address encampments. Solutions could include:

- ▶ Working closely with homelessness outreach programs, county agencies, and continuums-of-care
- ▶ Designing standards for the trail that minimize the potential for unauthorized camping
- ▶ Coordinating with local agencies to provide active programming and events - research has shown that “public eyes” on trails and parks discourage camping
- ▶ Regular patrols and trail managers to contact when necessary
- ▶ Routine trail maintenance and management strategies



Photo Credit: Downtown Streets Team

Case Study: Downtown Streets Team

City of San Jose worked with several local non-profits to address encampments along the Guadalupe River Trail. The non-profit, Downtown Streets Team, connects unhoused residents along the trail with services and provides opportunities for employment through trail cleanups. Peace Officers and young adults from the local Conservation Corps patrol the trail to keep ‘eyes on the street’ and clean up nuisances.



TRAIL BEST PRACTICES

2



Create an Inviting Trail Experience

MANAGEMENT & MAINTENANCE

Well-maintained trails have been proven to deter crime and create a safe experience for recreation. The Great Redwood Trail maintenance and management plan will include:

- ▶ Routine maintenance plan for trailheads and restrooms
- ▶ Trail rules and regulations
- ▶ Nuisance abatement procedures
- ▶ Anti-graffiti coating on trail amenities
- ▶ Incorporate design elements, such as benches, interpretive panels, and public art into the trail

CRIME PREVENTION THROUGH TRAIL DESIGN

The greatest deterrent to crime is creating a trail that is actively used and loved by the local community. Strategies include:

- ▶ Crime Prevention Through Environmental Design (CPTED)
- ▶ Well-lit and highly visible trailheads and access points
- ▶ Public art and murals
- ▶ Regular programming, including community events and races
- ▶ Overlapping uses, including visitor-serving businesses that face the trail

PATROLS & ENFORCEMENT

The master plan will include enforcement strategies such as:

- ▶ Coordinating with law enforcement
- ▶ Exploring options for routine volunteer patrols
- ▶ Creating a standard mile marker system to allow for quick emergency response



Photo Credit: LA River Rangers Program

Case Study: LA River Rangers Program

This program employs trained staff and youth to patrol trails to provide safety monitoring and cleanup along the LA River Greenway.



Case Study: CV Link

Highly visible access points with lighting and wayfinding. Amenities feature anti-graffiti coating that facilitates easy maintenance.



Photo Credit: Appalachian Trail Conservancy

Case Study: Appalachian Trail Conservancy “Ridgerunners”

The Appalachian Trail Conservancy has a trail patrol program called “Ridgerunners”. Teams of volunteers and paid staff patrol the trail, providing assistance to hikers, monitoring trail conditions, and reporting any issues.



SUPERSTICKY EASELPAD
TABLEAU À FEUILLES MOBILES SUPERCOLLANTES
SUPERADHESIVAS BLOC DE HOJAS REPOSICIONABLES



20

25 IN/PO x 30 IN/PO
63,5 cm x 76,2 cm
5.2 SQ FT/PI² (0,48 m²)

3M

IDEAS & OPPORTUNITIES

Looking Forward to having a B+R in Dos Rios!

Love the idea of going from one end of Willits to the other without dealing with traffic.

Concession ~~stands~~
kiosks

Kiosks to advertise
local events & way finding
signs to local nearby
businesses

47. Will be a by
 doing our spot for next
 one week. We are not
 including the you
 to equal with
 information to some
 system to + how it
 has increased ~~the~~



OPPORTUNITY MAPPING

3

Instructions:

STEP 1

You are the local expert. Think about the destinations and opportunities you can envision for the Great Redwood Trail.

STEP 2

Mark a pin on the map for a destination or opportunity. There are three colors of pins:



Access (red) -

These are where you would prefer to get on the trail.



Destination (blue) -

These are great existing destinations along the trail, such as businesses, parks, or amazing views.



Opportunity (green) -

These are opportunities for new parks, new businesses or development, or future water access.

STEP 3

Mark as many destinations or opportunities as you would like. Add a sticky note next to your pin with any additional details! (i.e. Great view of Eel River Canyon)



LEGEND

Great Redwood Trail corridor	Federal
Proposed	State
Planned	Other Public Lands
Existing	City
SMART Segment of GREAT Redwood Trail	



Help us identify trail destinations and opportunities in South Mendocino county!





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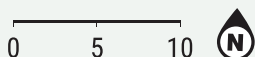
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LEGEND

- Great Redwood Trail corridor
 - Proposed
 - Planned
 - Existing
- SMART Segment of GREAT Redwood Trail
- Federal
- State
- Other Public Lands
- City



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 -  Proposed
 -  Planned
 -  Existing
 -  Federal
 -  State
 -  Other Public Lands
 -  City
- SMART Segment of GREAT
Redwood Trail

0 5 10



Help us identify trail destinations and opportunities
in South Humboldt and Trinity Counties!





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




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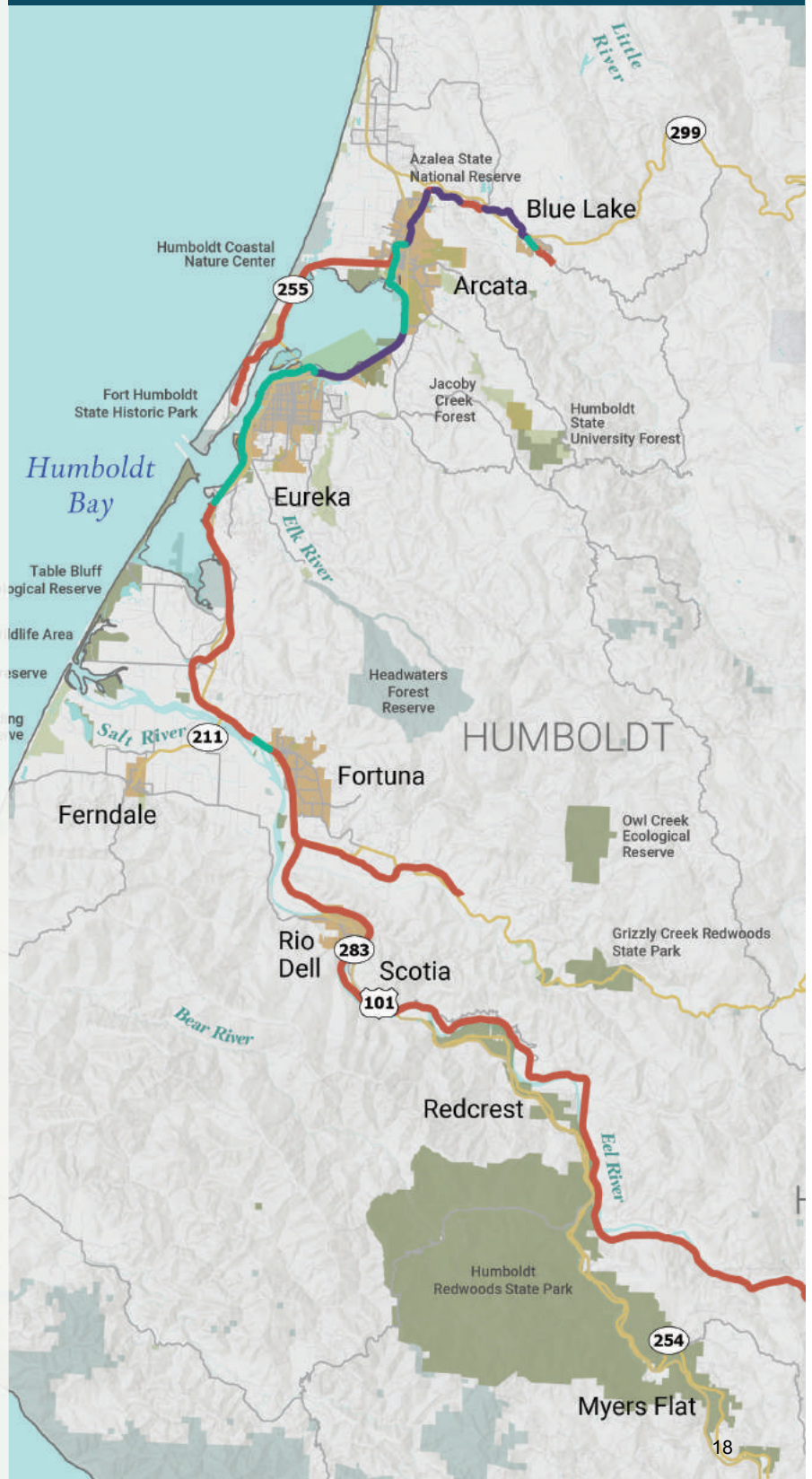


LEGEND

- | | |
|--|--|
|  Proposed |  Federal |
|  Planned |  State |
|  Existing |  Other Public Lands |
| <small>SMART Segment of GREAT Redwood Trail</small>   City | |



Help us identify trail destinations and opportunities in North Humboldt County!





OPPORTUNITY MAPPING

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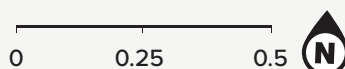
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Help us identify trail destinations and opportunities in Willits!





OPPORTUNITY MAPPING

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Help us identify trail destinations and opportunities in North Humboldt County!

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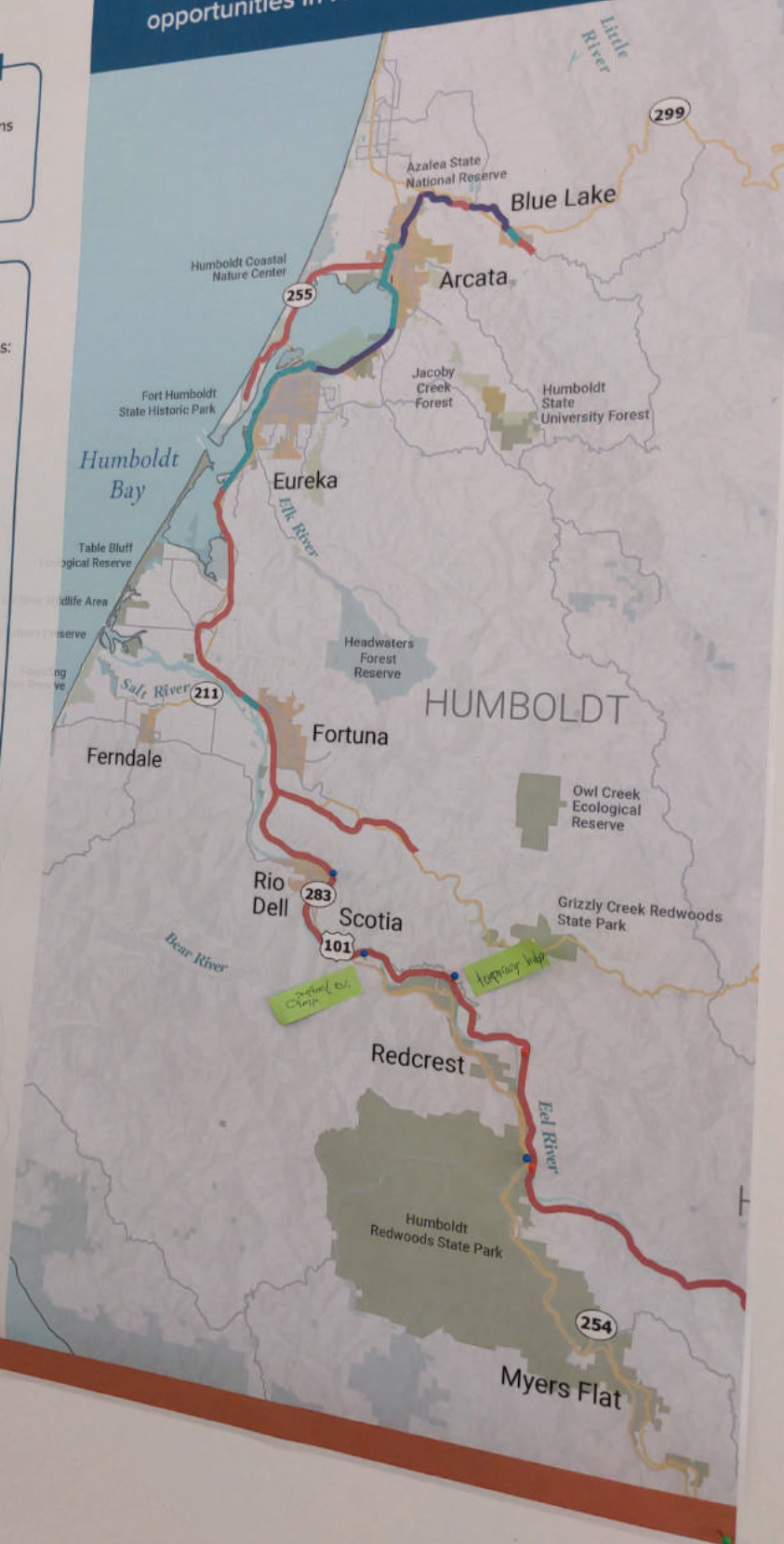
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LEGEND

Great Redwood Trail (red line)
Proposed (dashed line)
Planned (dotted line)
Existing (solid line)
USDA Forest Service (green area)
Other Public Lands (light green area)
City (yellow area)
Federal (grey area)
State (light blue area)
Other (light green area)

0 5 10 N



HUMBOLDT

Fortuna

Ow
Eco
Res

O
ell

283

Scotia

101

Grizzl
State

Shifford Ev.
Camp.

temporary bridges

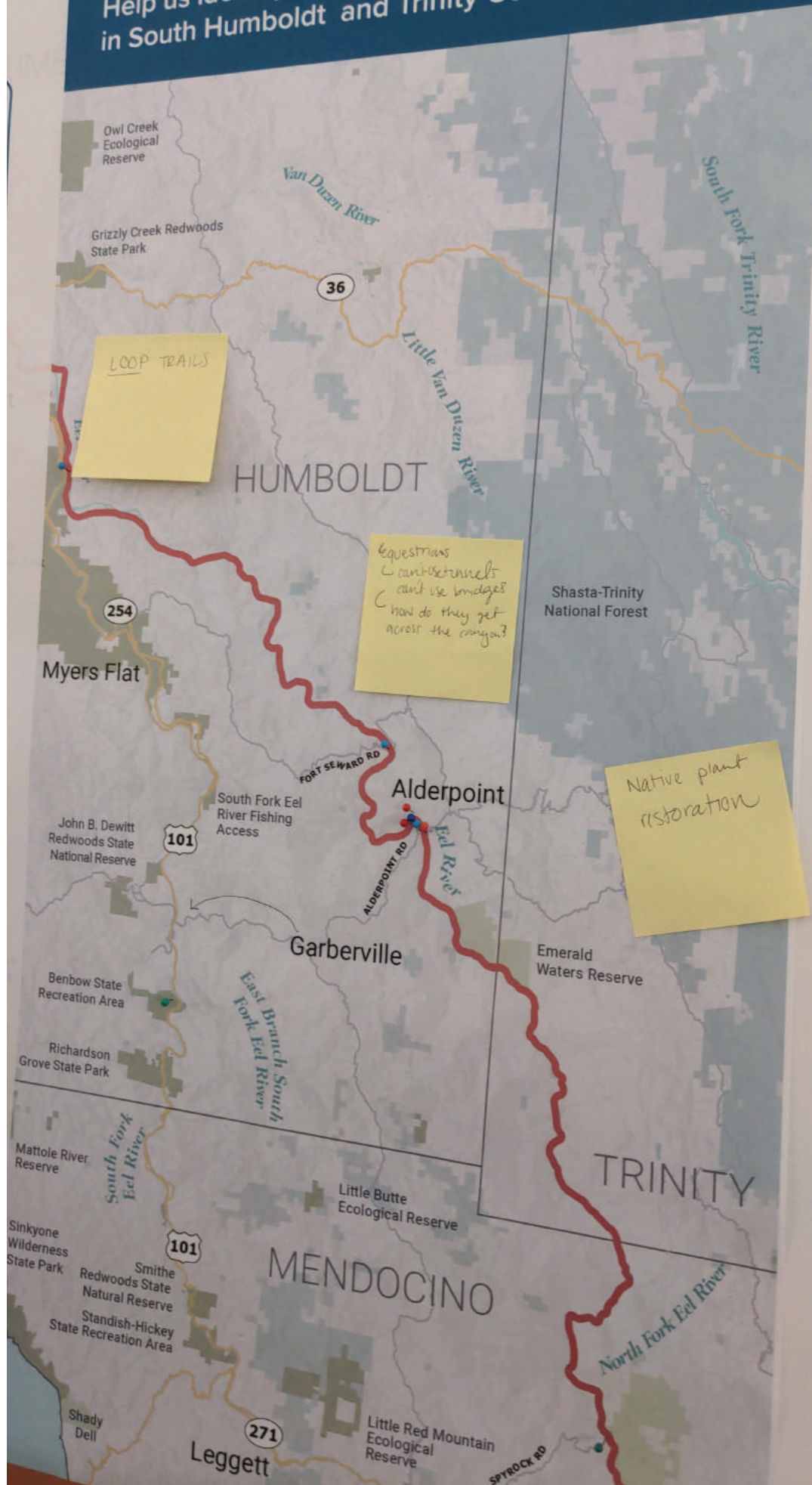
Redcrest

El River

Humboldt
Redwoods State Park

254

Help us identify trail destinations and opportunities
in South Humboldt and Trinity Counties!



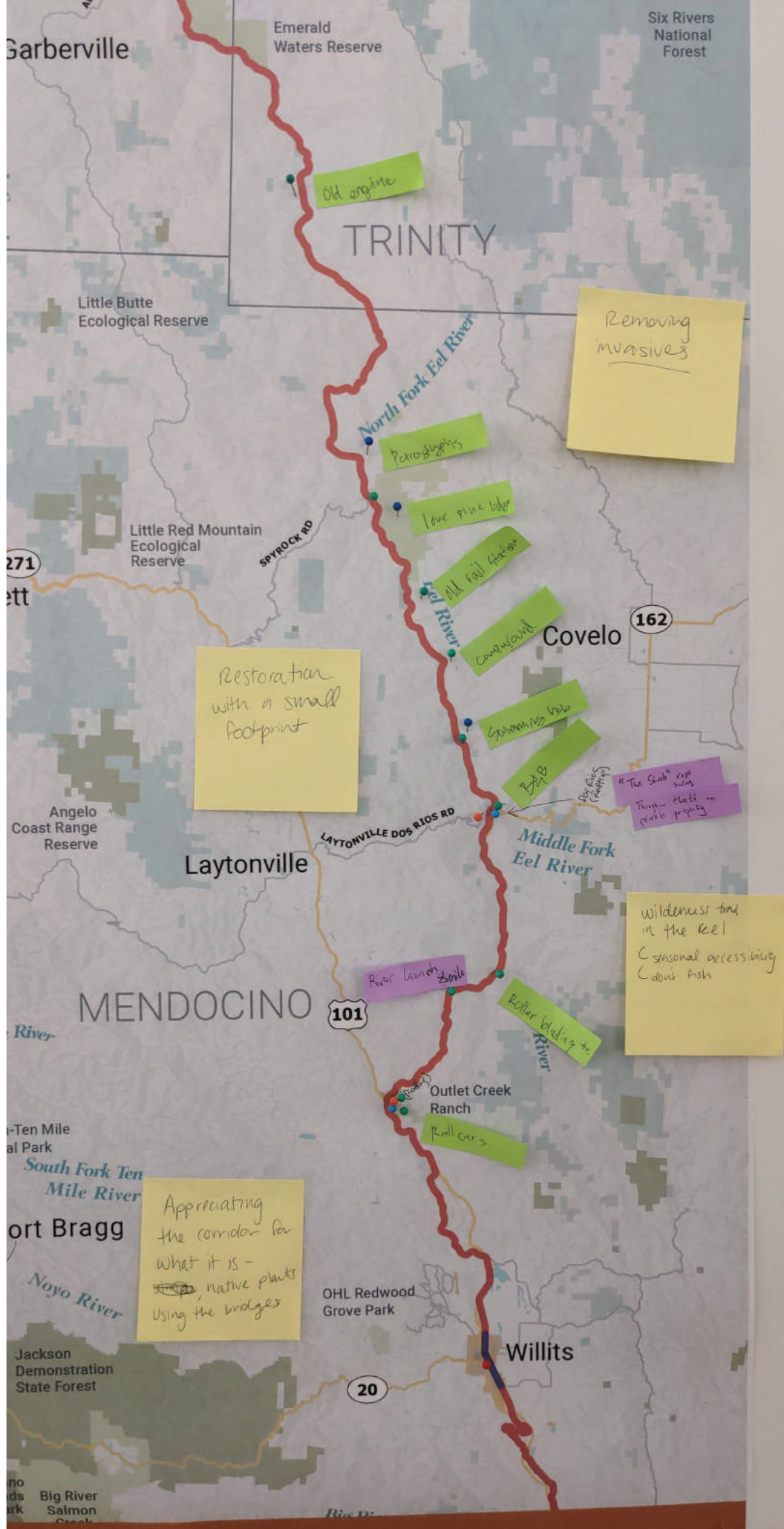
Emerald
Waters Reserve

Old engine

TRINITY

North Fork Eel River

Petroglyphs



campground

Covelo

162

Swimming hole

B&B

Das Rios
(rafting)

"The Slab" rope
swing

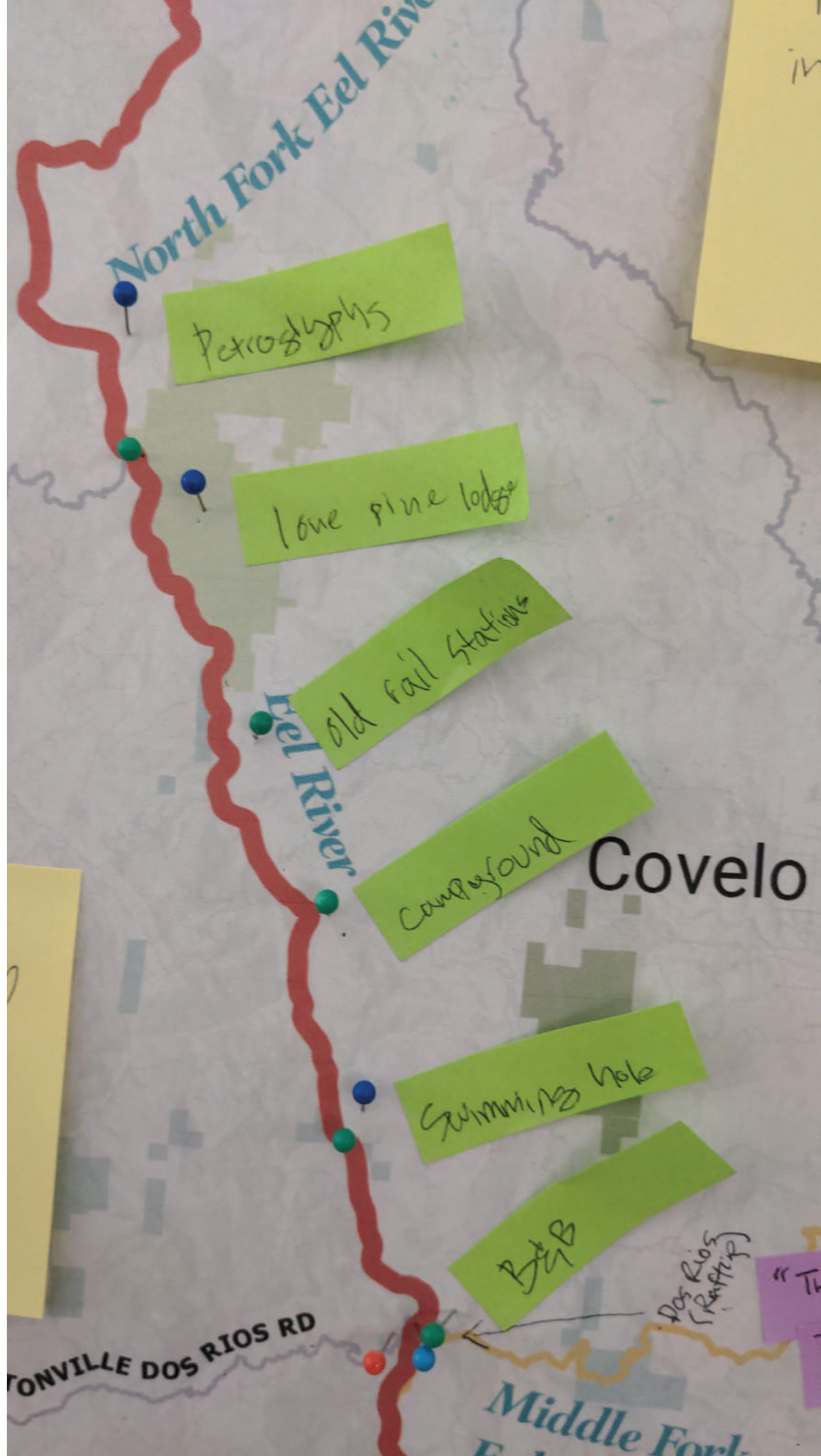
Though... that's on
private property

Middle Fork
Eel River

wilderness trail
in the Klamath
(seasonal accessibility)
(don't fish)

Roller blading tr.

reek



MENDOCINO

101

Ten Mile River

aside
ach

nook Fen-Ten Mile
es National Park

South Fork Ten
Mile River

richer
rk

Fort Bragg

Noyo River

Appreciating
the corridor for
what it is -
~~simple~~, native plants
using the bridges

OHL Redwo
Grove Park

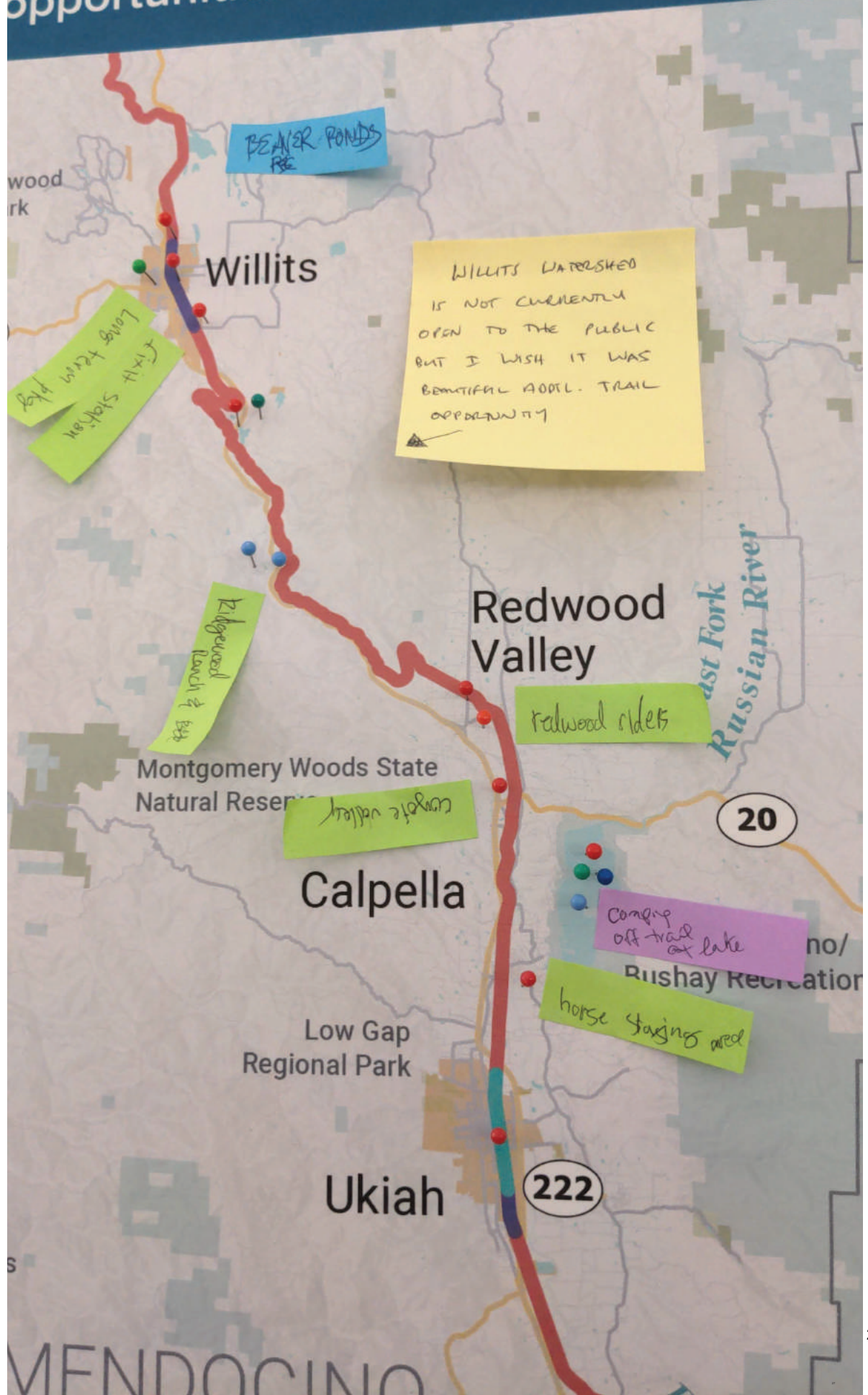
Jackson
Demonstration
State Forest

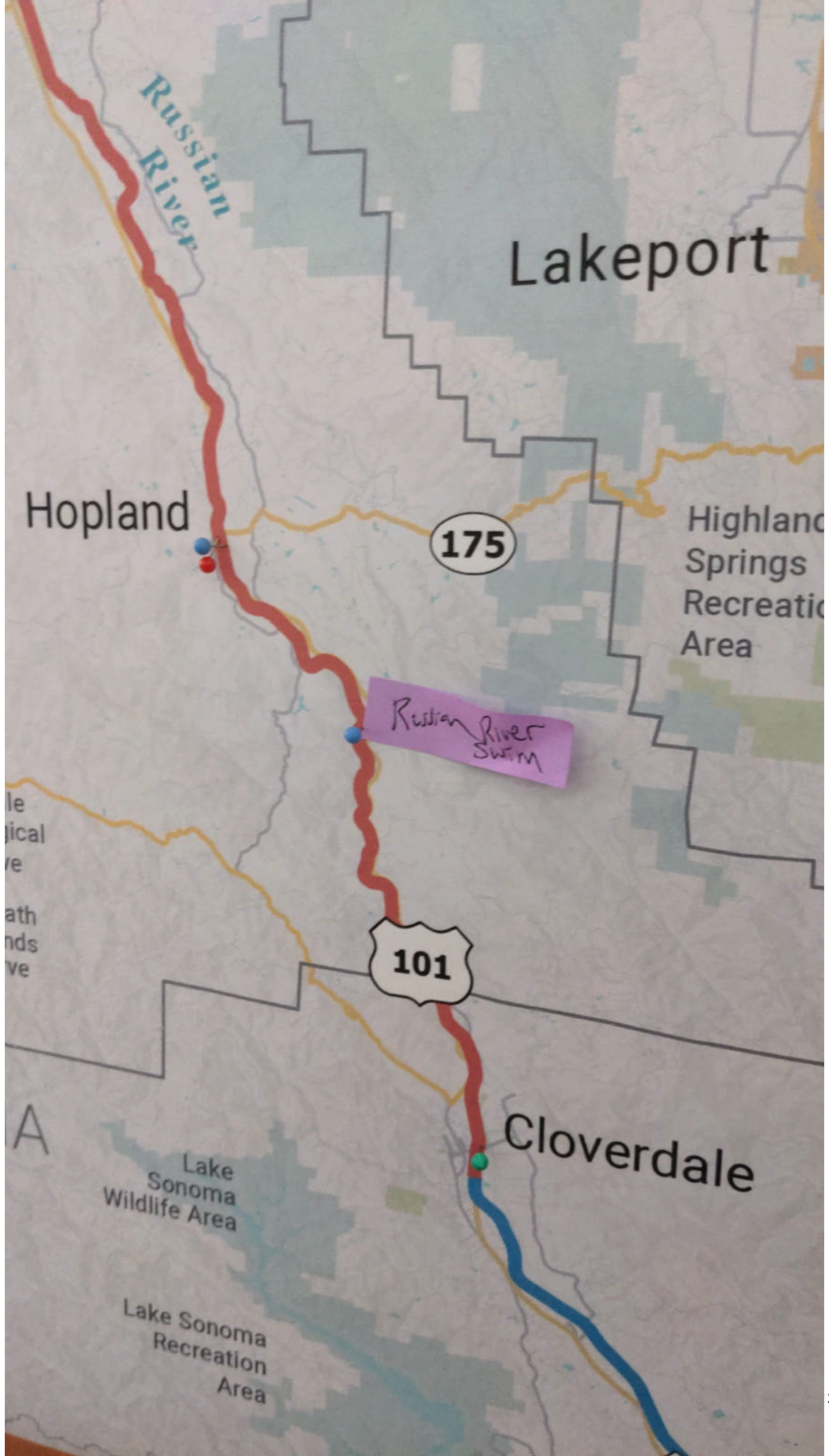
20

Mendocino
Woodlands
State Park

Big River
Salmon
Creek

Help us identify trail destinations and opportunities in South Mendocino county





3

Gift Course

Parking / trailhead
in town

Sherwood spr
-check out the
history!

GREAT REDWOOD
TRAIL CORRIDOR

11

Investigative tour
March RCD

WV to Hagerman

Sanctuary Garden Center

20

Willits Kids Club
Discovery Park
and Playground

CITY OF WILLITS
BOUNDARY



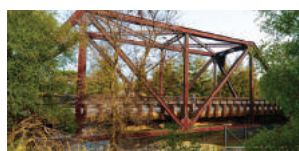


4

STEP 1

STEP 2

STEP 3





TRAIL EXPERIENCE

4

WHAT TRAIL FEATURES ARE MOST IMPORTANT TO YOU?

STEP 1

Take three stickers from the bag below!

STEP 2

Vote for the trail features that you care most about!

You can spend all three of your "votes" however you like - spread amongst three choices or all on one!

CAMPGROUNDS



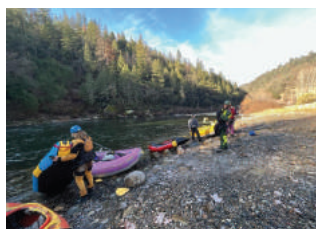
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RESTROOMS



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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RIVER ACCESS & BOAT LAUNCHES



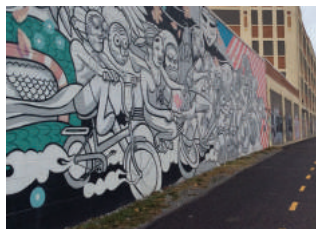
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INTERPRETIVE OR EDUCATIONAL ELEMENTS



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PUBLIC ART



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SHADE



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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REST AREAS & OVERLOOKS



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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LANDSCAPE & ECOLOGY



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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TRAIL EXPERIENCE

4

WHAT TRAIL FEATURES ARE MOST IMPORTANT TO YOU?

STEP 1

Take three stickers from the bag below!

STEP 2

Vote for the trail features that you care most about!

You can spend all three of your "votes" however you like - spread amongst three choices or all on one!

CAMPGROUNDS



RIVER ACCESS & BOAT LAUNCHES



PUBLIC ART



REST AREAS & OVERLOOKS



RESTROOMS



INTERPRETIVE OR EDUCATIONAL ELEMENTS



SHADE



LANDSCAPE & ECOLOGY



Most vote
River access
Shade
Public art
\$10/night

I did not vote for
restrooms because
they are not needed
for the trail. I think
public art, shade,
river access, etc.
are more important
to the trail experience.
I will vote for these.

Very
happy
with
workshop



TRAIL EXPERIENCE

4

HOW DO YOU WANT THE GREAT REDWOOD TRAIL TO LOOK AND FEEL?

STEP 1

Take a sticker from the bag below!

STEP 2

Vote for the look and feel option you like the most!

STEP 3

Add a sticky note to the board and tell us why you like or dislike an option!



Vibrant Culture

Embrace the contemporary culture with "stations" in each town, with bold public art and space for local events.



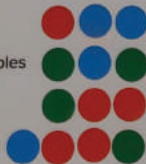
Green & Blue Ribbon

Connect the corridor by celebrating local ecology and hydrology, with natural materials and native landscapes.



Passage Through Time

Tell the history of the corridor, through historic artifacts and materials that celebrate past peoples and industries of the corridor.



MAKING MORE

LEAN-TO CAMPING

SHELTER VS. CAMPGROUND

Horse Camping - Corrals

Free or

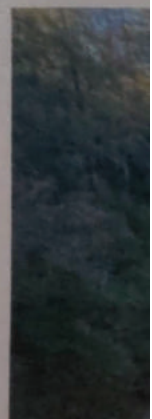
> \$10 / night

CA



RIV

LA



I did not vote for
this one, but near
higher traffic areas,
(towns)
parking lots, etc.

It may be necessary
... people who don't
know how to poop
properly in the country
can make a mess

IN CITY
LIMITS

Well
maintained



TRAIL TOWNS

5

How Will the Great Redwood Trail create Economic Benefits for my Community?

The Great Redwood Trail will be a transformational economic engine in Northern California. The immense scale and scenic beauty of the completed trail will create new recreational experiences that will become destinations for the entire state and beyond, with 6.1 to 9.2 million trips expected annually.



Recreation, Tourism, and Retail Benefits

The Great Redwood Trail is expected to have **2 to 3.1 million trips annually** by visitors from outside the region. New tourism from the Great Redwood Trail will be able to support increased economic development near and along the trail, such as expanded or new lodging, restaurants, rentals, and retail.

\$62,693,000 annual revenue



\$23,519,000
FOOD/MEALS



\$5,972,000
RETAIL ESTABLISHMENTS



\$398,000
BICYCLE RENTALS



\$29,905,000
LODGING



\$1,899,000
ENTERTAINMENT



Health Benefits

The Great Redwood Trail will expand opportunities for physical activity and exercise for local residents and visitors, which will improve long-term community health and reduce regional health care costs.

\$38,455,000 annual cost savings

Rural communities in Northern California experience significantly higher rates of stroke, heart disease, vehicular collisions, and death than the rest of the state. Benefits from the trail will include:

- ▶ Increased physical activity levels
- ▶ Improved mental health and well-being
- ▶ Increased cardiovascular health
- ▶ Reduced burden on regional health care system
- ▶ Fewer vehicular collisions



Transportation Benefits

The Great Redwood Trail will create new opportunities for local residents and visitors to walk and bike more frequently as a means of transportation for short trips, such as going to the park, running errands, or getting to and from work and school.

\$2,420,000 annual cost savings



\$669,000
REDUCED VEHICLE
CRASH COSTS



\$206,000
REDUCED
CONGESTION COSTS



\$188,000
REDUCED ROAD
MAINTENANCE COSTS



1,230 metric tons*
REDUCTION IN ANNUAL
CO₂ EMISSIONS



\$1,258,000
HOUSEHOLD VEHICLE
OPERATION COST
SAVINGS

**1,230 metric tons are equivalent to the CO₂ removed from the atmosphere by 1,456 acres of U.S. forests in one year.*

Total Benefits:

\$102,568,000

Learn More:





TRAIL TOWNS

5

ECONOMIC OPPORTUNITIES

The Great Redwood Trail will draw visitors to communities along the trail. Visitors will spend on meals, lodging, entertainment and retail shops. Economic development strategies can help maximize the positive impact on the trail.



Economic Development strategies may include:

- ▶ Expansion of existing businesses near the trail
- ▶ New businesses to cater to trail users including:
 - ◆ Restaurants, cafes and coffee shops
 - ◆ Retail shops and outfitters
 - ◆ Hotels, B&Bs
 - ◆ Equipment
- ▶ Relocation of existing businesses - companies often choose to locate in communities that offer a high level of amenities as a means of attracting and retaining employees
- ▶ Development and revitalization of depressed areas, such as converting vacant building or lots into businesses
- ▶ Agritourism such as:
 - ◆ Cannabis or vineyard farm tours
 - ◆ Farm stays
- ▶ Private campgrounds from adjacent landowners

Case Study: The Great Allegheny Passage

The Great Allegheny Passage is a 150-mile multi-use rail-trail between Pittsburgh, Pennsylvania, and Cumberland, Maryland. An economic development trail program included the following:

- ▶ Economic impact studies and trail counts
- ▶ Consistent trail-wide marketing
- ▶ A business network
- ▶ Coaching and capital for business owners

As a result, trail visitors have increased tenfold, and 65 new businesses and 270 new jobs have been created. The overall economic impact of the GAP now reaches \$50 million each year.



Photo Credit: Alta



Great Allegheny Passage



TRAIL TOWNS

5

What makes your community a special place to visit?

How could the trail tell your community's history or honor leaders in your community?



TRAIL TOWNS

5

What type of new businesses would benefit from the trail?

What existing businesses can visitors go to support the local economy?

What makes your community a special place to visit?

BIRD
Watching

Frontier Days
Redwood Industry
Canna Tourism

Wetlands
flora & fauna
Bypass Mitigation
Area

DITTO

BEAVERS
A RAIL TRAIL
BEAUTY
NATURE
RIVER

A river runs
through it...

The Arch

Many
Seabiscuit
Welcome to Willets
Harwood
Wrecker

Emerald
Triangle

Less
People

Wetland
RESTORATION

How could the trail tell you
more?

How could the trail tell your community's history or honor leaders in your community?

We had a mini-Trail
of Tears up to
Covelo.

Railroad
History
in
Dos Rios

We can honor
indigenous
sites.

Tell about the
Russian fur traders,
the Spanish
conquistadors &
the Mexicans
who settled
California

Does it need to?

Native History
Train History
Logging History
Natural History

Caves with
cave paintings
along Eel
River

What existing businesses can visitors go to support the local economy?

Bicycle
rental & repair

Any business that
can expand their
offerings for
trail goers -
Water, Snacks,
rest areas - etc.

Sparetime
Golf Center
is on the trail

Bike Shop
OUTDOOR STORE
CROCKERY STORE
ARMB
CAMPGROUNDS
MTA

Mazahar

Ridgewood Ranch
B&B

Commercial St:
ART CENTER
BRICKHOUSE
CUBE RAMEN
MUSEUM
LIBRARY
ROOTS of MotiePie

Cat's
Meow

Flying
Dog
Pizza

Brickhouse
Cafe

What type of new businesses would benefit from the trail?

CAMPING
SUPPLIES
TENTS ETC.
?

REVIVE OLD
STATION STOPS
ABOUT 15 OF THEM
BUILD QUANT
LITTLE VILLAGES

~~Restrooms~~

Camping
for long
distance
travelers

Bed+Breakfast
in
Dos Rios

Kayak
put in Dos Rios
take out Afterpoint

Local music
events should
be advertisable.
Such as the street
fair Pete has been
proposing.

- outdoor store
- bike shop
- Eureka / Wildlife shuttle service
- Guide service
- campgrounds
- Hut to Hut

- Delis
- Outdoor gear
- gas stations / EV chargers for visitors
- Hotels, vacation rentals

Electric mountain
bike rentals set
up like Lime
scooters in S.F.

Titi + Goretto
want to do this

White Water
Rafting, Kayaking,
Stand up paddle
boarding, river
surfing (boogie boards)

Renting boats
for fire abatement

Renting horses
for fire

hostels

hut rentals
along track

Horseback
Riding