

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

In-Person Workshop
with 57 Attendees
at Brutocao Cellars
on July 27, 2023

General Comments

- People were very involved in the Hopland Town center activity with stickers, good to see their vision for the trail
- Multiple elected officials in attendance
- Concerns about property ownership and how far out the GRT owns
- Farm Bureau was in attendance, left “No train, no trail” comments on boards

Stations and Feedback Received

Station 0. Welcome

Objective: Welcome station to orient people to the room.

Materials:

- Sign-in sheets
- Comment cards
- 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
- GRT stickers and magnets.

Activities

- 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 folks about the Great Redwood Trail, the Master Plan, the Master Plan process, and rail trails/railbanking.

Materials:

- Board 1: Vision and Master Plan Overview. Includes map of the entire corridor and explainer on the trail and Master Plan. 24x36.
- Board 2: Rail trails and Rail banking. Includes rail trail precedents and a primer on railbanking and its relevance to the GRT. 24x36.
- Board 3: Master Plan Process. Includes project schedule and explainer on community outreach process including stakeholder groups and how to stay involved/future events. Includes QR code to website. 24x36.
- Board 4: Trail Users

Activities

- Staff to help orient people to stations of interest, field overall questions people may have about the project and timeline.

Station 2. Designing Best Practices

Objective: Share trail best practices related to key topics surrounding the Great Redwood Trail. Illustrate that we are already thinking about solutions to these key challenges, and learn more about the specific concerns folks have.

Materials:

- Boards 1 & 2: Highlight best practices and early ideas to address key concerns and preliminary design guidance. Issues to be framed not as “problems” but as strategic approaches or objectives (i.e., Protect Private Property as opposed to Trespassing).
 - Trespassing
 - Fire & Emergency Response
 - Misuse (bathroom/litter/graffiti)
 - Crime (personal safety)
 - Resource Protection

Activities

- Flip charts on easel/wall for staff to take notes and add post-its for both concerns and ideas.

Reflections/Lessons Learned

- Desire for art along the trail, as well as bathrooms
- A lot of people read the boards but didn’t have a lot of comments

Station 3. Opportunity Mapping and Trail Experience

Objective: Share information about the trail types, the anticipated trail users, and the trail experiences that will be created along the Great Redwood Trail. Reinforce that the Great Redwood Trail is not a one-size-fits-all experience.

Materials:

- Board 1: Trail Types. Includes trail type map and sections/images. 24x36.
- Rollplot 1: 12 to 20ft long of entire corridor
- Rollplot 2: 6ft long of Hopland and surrounding region

Activities

- Ask people to identify how they would most like to use the Great Redwood Trail (pick an experience). Encourage people to provide feedback on their needs as different types of trail users
- Staff to help orient people to locations on the roll plot, use post its to collect feedback on concerns/ideas/etc.

Reflections/Lessons Learned

- Concerns about trespassing, homeless encampments, fires
- Interest in connections to trails in Marin/Bay Area
- People shared interest in learning more about the different trail types as well as the routes
- Ideas about economic benefits from tourism and attracting national/international attention
- Discussed opportunities for connecting GRT to other trails (up north towards Oregon or down south towards Los Angeles)

Station 4. Trail Oriented Development

Objective: Collect feedback from the public on what types of trail-oriented development that would like to see, site specific.

Materials:

- Board 1: Trail Oriented development primer.
- Board 2: Zander developed board to facilitate engagement/workshop.
- Board 3: Trail Towns Boards (bring from Meeting 1)

Activities

- Hopland Trailhead Features. Participants voted on their top 5 preferred trailhead elements using stickers.
- Build your own Hopland Trailhead. Participants received cut outs representing the 5 elements selected to design their own trailhead.
- Sketch Hopland Trailhead elements in real time. Zander Design sketched participants' designs on a 24x36 aerial site plan.

Reflections/Lessons Learned

- Most attendees were familiar with the Great Redwood Trail and expressed interests in the development of the trail.
- Out of the 22 trail elements, restrooms, art, and parking were the most favorable among the Hopland Community.
- Participants requested public art, restrooms, bike and car parking, electric chargers for bikes and cars, bike repair stations, shade, wayfinding, hydration stations, benches and picnic seating, play areas, and a visitor/interpreter center with information about the trail.

Station 5. Kids Station

Objective: Provide space for kids to be engaged and provide creative feedback.

Materials:

- Blank paper and coloring-book print outs of scenes along trails (i.e., bicyclist, equestrians, redwood trees, rivers). Markers and art materials on hand.

Activities

- Prompted kids to “draw your perfect trail” using outside-the-box thinking – all ideas welcome.



COMMUNITY WORKSHOP GUIDELINES

We want your feedback and input. To provide a safe and equitable process during this community meeting, we are asking for your help.

During this community workshop, please:



Respect the meeting format and allow everyone an opportunity to speak with project staff



Address comments to staff and consultants—not to other attendees



Listen respectfully, allow others to speak and do not interrupt them



Do not block the view of other participants



Treat fellow community members, agency representatives, and others with respect both during and after the meeting



Do not display large signs with sticks attached or banners or other promotional materials; signs must be no larger than 8½” x 11”



Maintain a conversational tone

The Coastal Conservancy is committed to ensuring that all participants can fairly and clearly ask questions and share ideas, comments and concerns about this project.

We reserve the right to ask disruptive participants to leave or to end the meeting at any point, if we are unable to conduct the meeting consistent with these guidelines.



TRAIL VISION





PROPOSED TRAIL TYPES

LEGEND

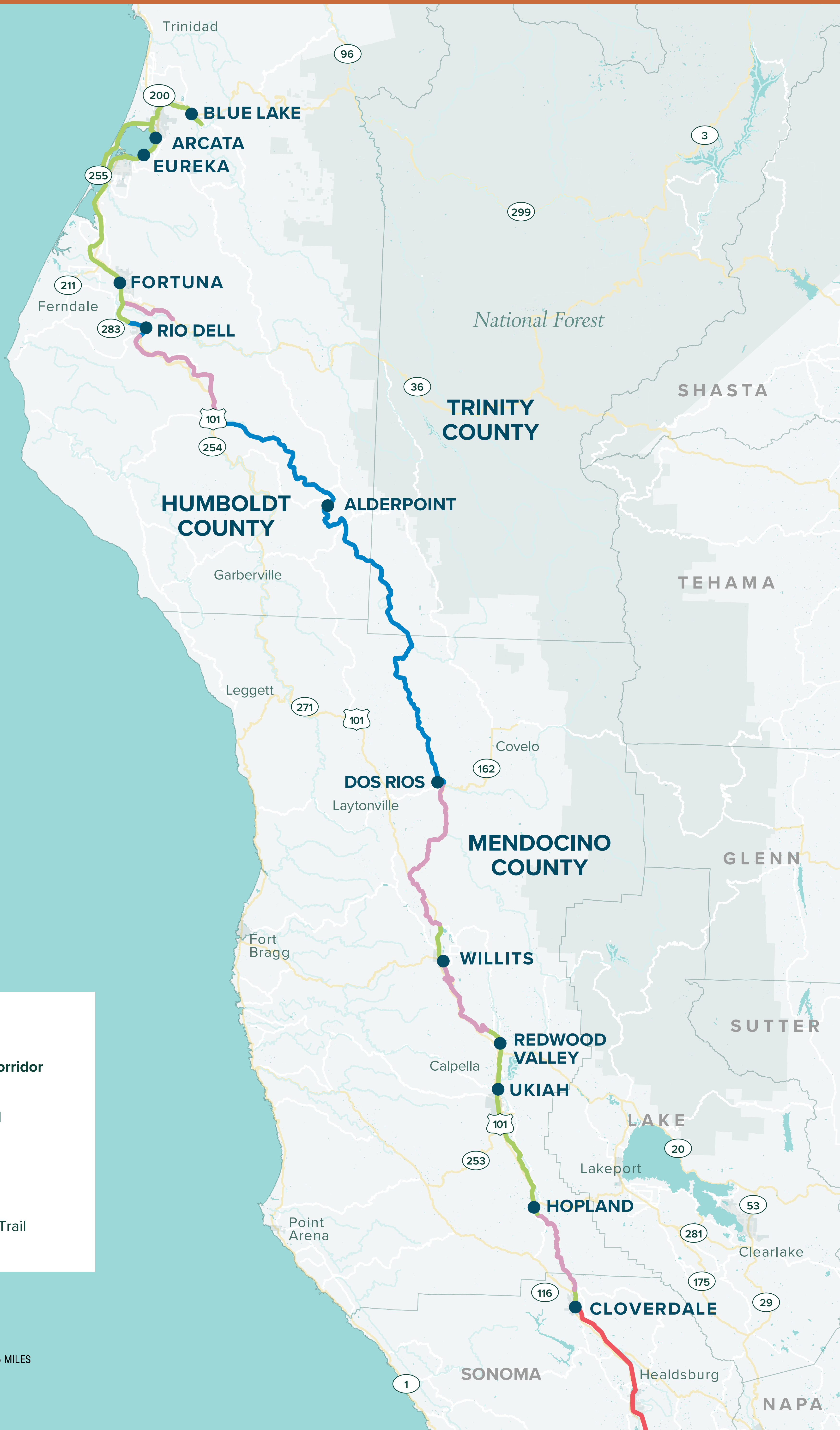
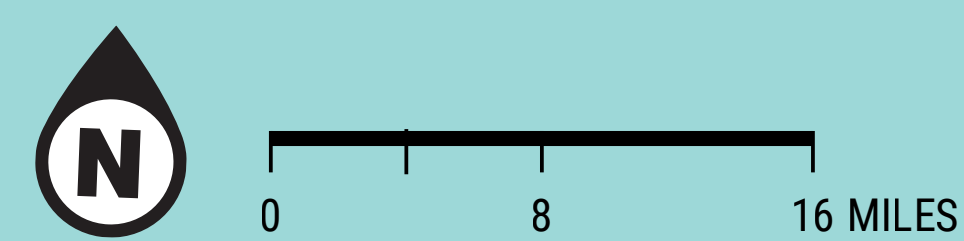
Great Redwood Trail Corridor Trail Types

Backcountry Trail

Crushed Stone

Paved

Planned SMART Trail





TRAIL VISION

WHAT IS A MASTER PLAN?

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

- Operations & maintenance

► Trail design

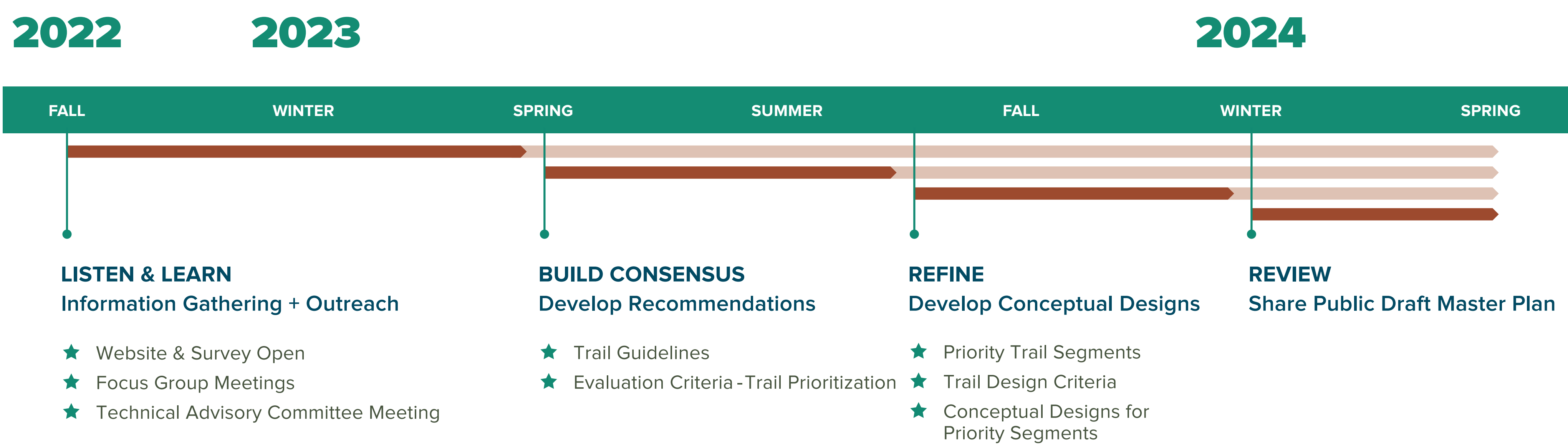
► Cultural & natural resource protection
- Habitat restoration

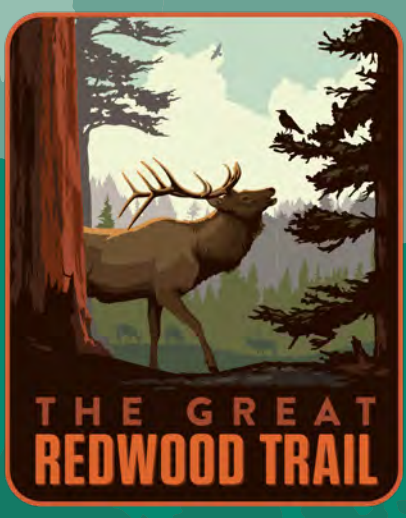
► Project prioritization

► Funding sources



MASTER PLAN SCHEDULE





TRAIL VISION



Annie & Mary Rail Trail

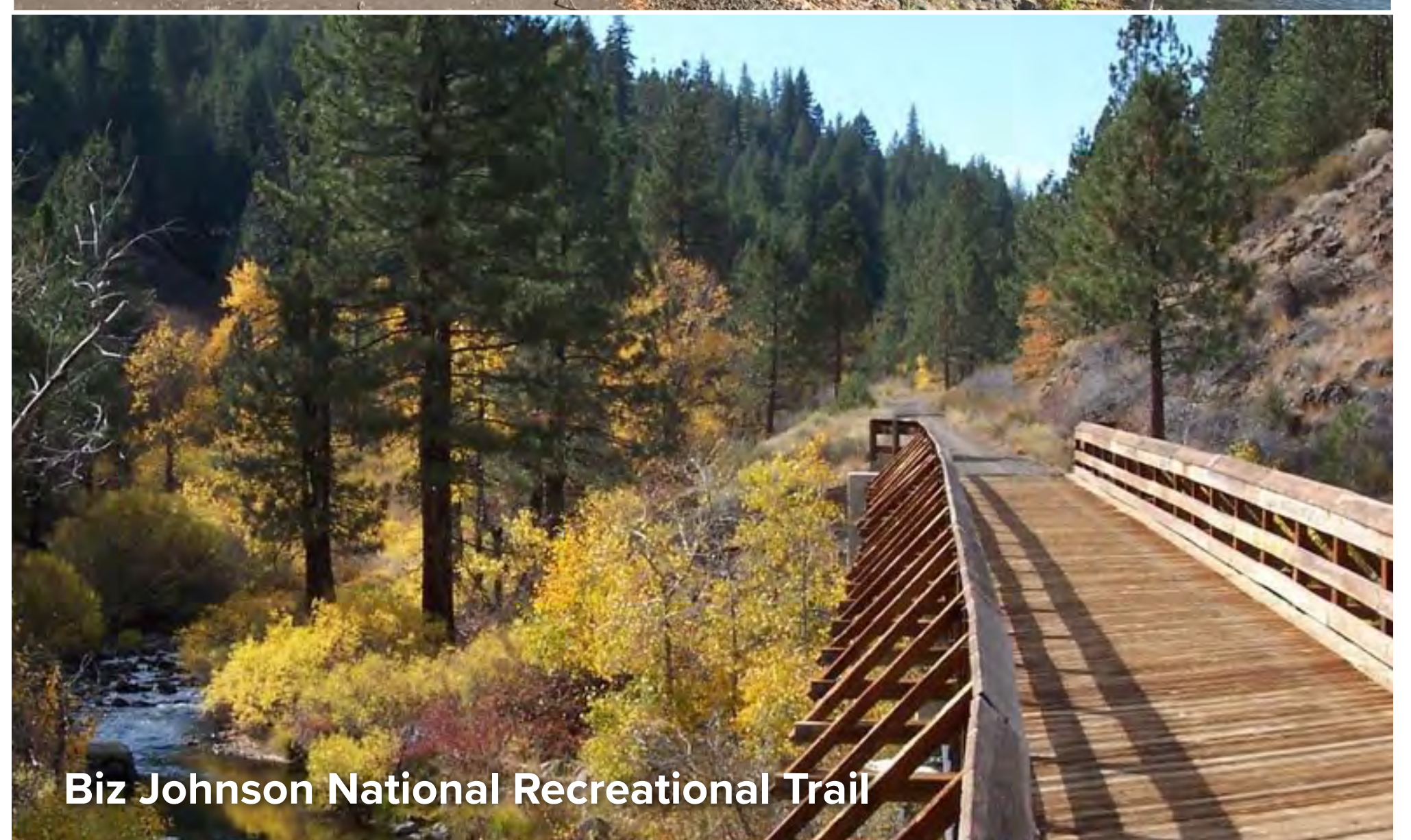
Source (above images): Friends of Annie & Mary Rail Trail

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

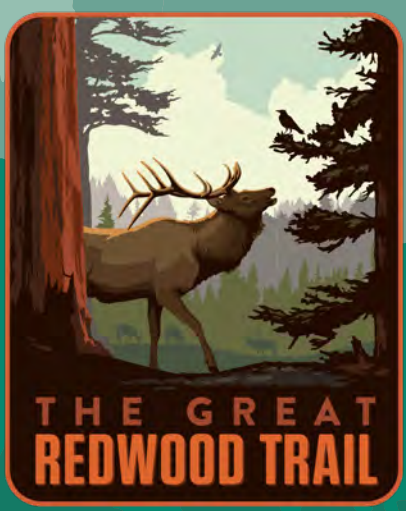


Biz Johnson National Recreational Trail

What is Railbanking?



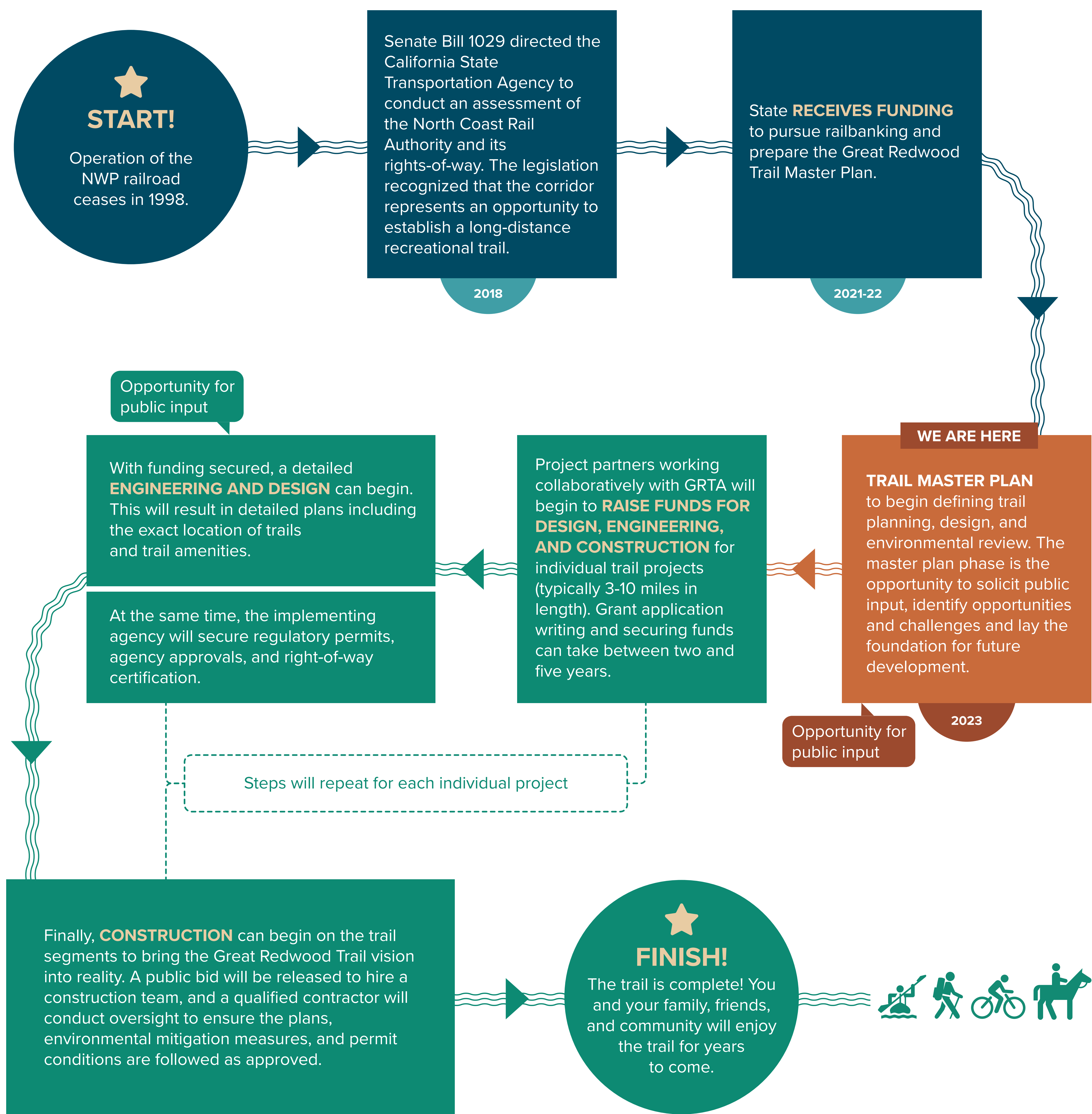
Railbanking is a method, established in the National Trails System Act, to preserve an out-of-service rail corridor through interim use as a trail until a railroad might need the corridor again for rail service. The Great Redwood Trail Agency is mandated to railbank the former North Coast Railroad Authority 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 DEVELOPMENT PROCESS

WHERE WE'VE BEEN & WHERE WE'RE GOING

Full implementation of the trail may take decades due to the number of steps required to get to construction. The following graphic describes what has happened to get the Great Redwood Trail to this feasibility study, and where to go from here.





TRAILHEAD ELEMENTS

PIEZAS DEL SENDERO

4

WHAT TRAILHEAD ELEMENTS ARE MOST IMPORTANT TO YOU?

¿CUÁLES PIEZAS DEL SENDERO SON IMPORTANTES PARA USTED?

STEP 1

Take five stickers.
Toma cinco calcomanías.

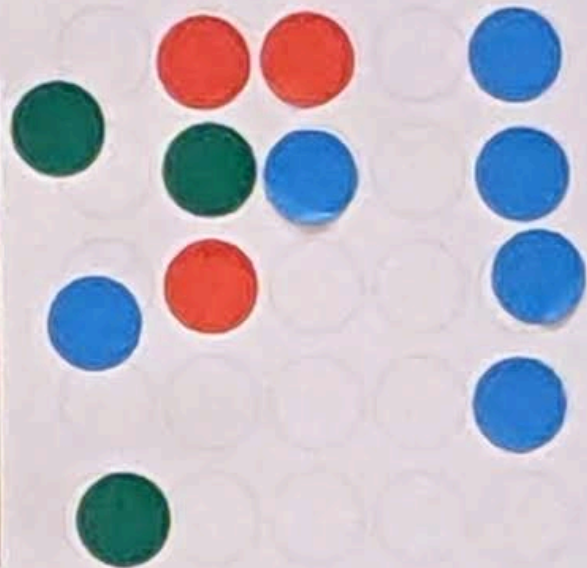
STEP 2

Vote for the five trail features that you care most about!
¡Vote por sus cinco elementos favoritos!

You can spend all five of your "votes" however you like - spread amongst three choices or all on one.
Puedes utilizar las cinco calcomanías de tus votos como quieras.

CAR PARKING

ESTACIONAMIENTO DE AUTOS



EQUESTRIAN PARKING

ESTACIONAMIENTO DE ECUESTRE



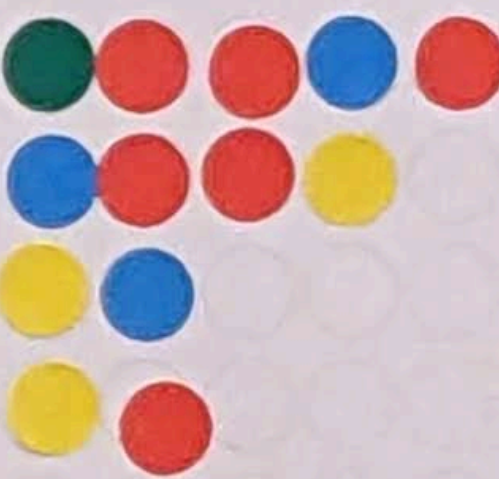
BIKE PARKING

ESTACIONAMIENTO DE BICICLETAS



WATER FILLING STATION

ESTACIÓN DE AGUA



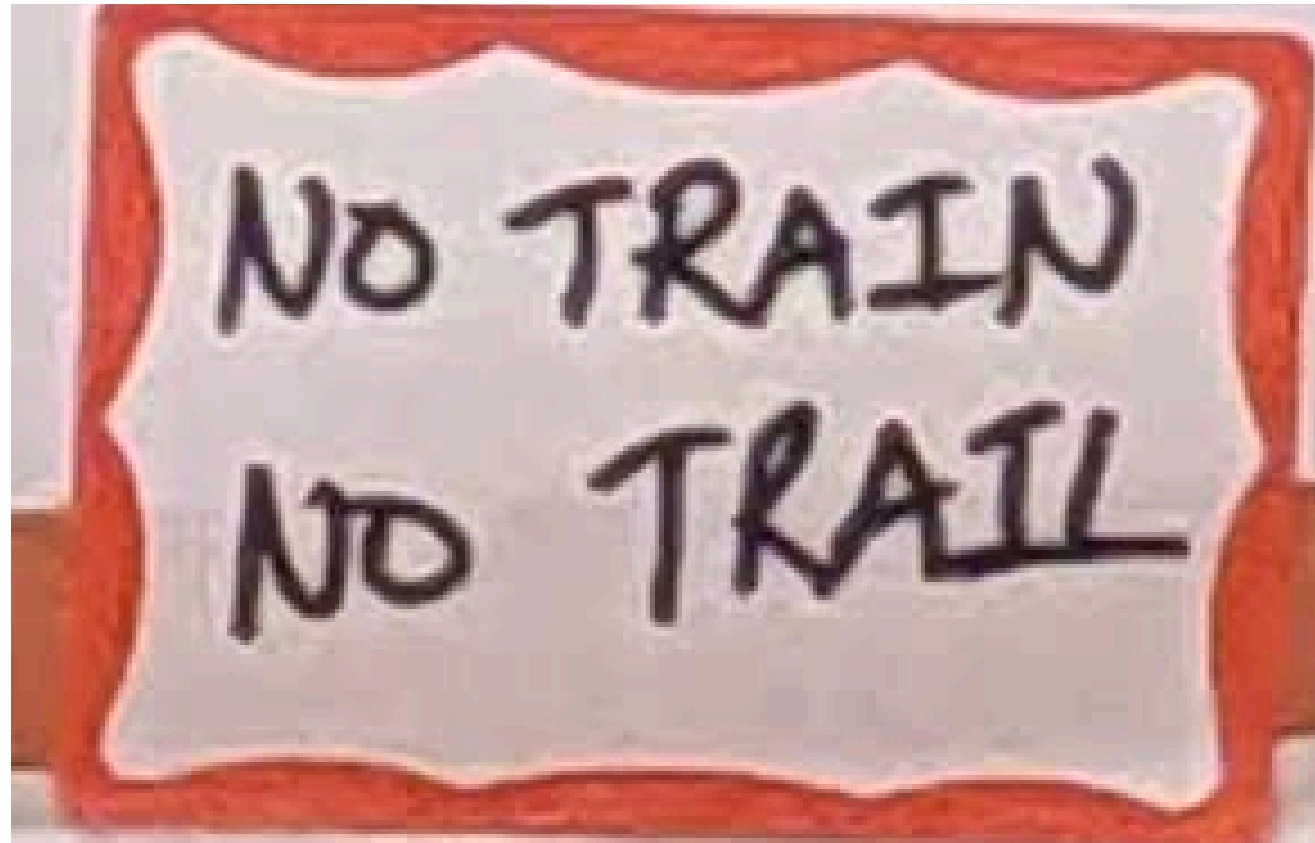
EV BIKE CHARGING STATION

ESTACIÓN DE BICICLETAS ELECTRONICAS



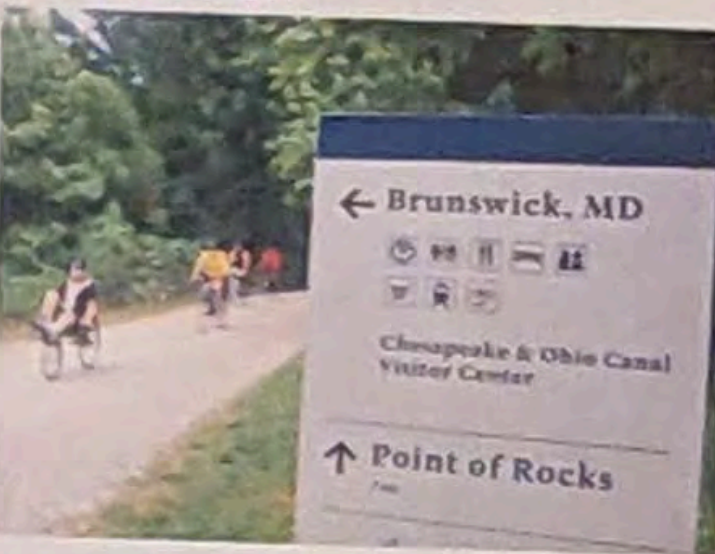
BIKE REPAIR STATION

ESTACIÓN DE REPARACION POR BICICLETAS



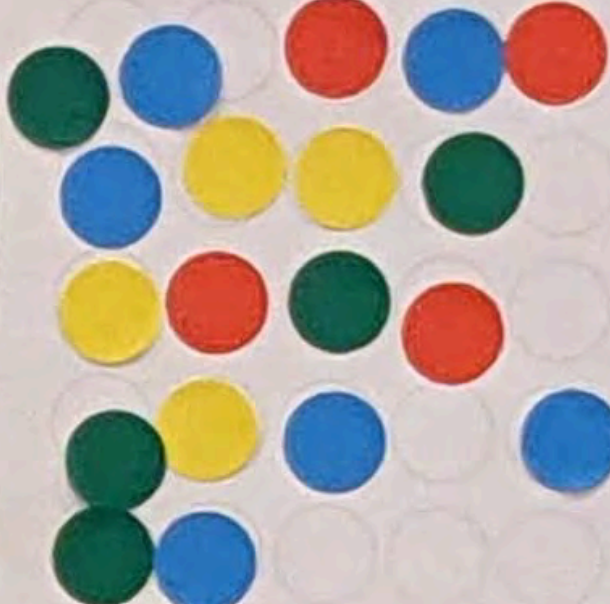
WAYFINDING

ORIENTACIÓN



RESTROOMS

BAÑOS



EV CAR CHARGERS

CARGADORES DE COCHE ELECTRONICOS



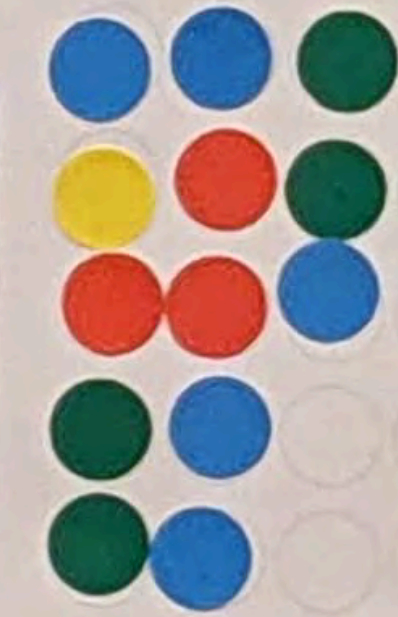
VISITOR CENTER / MUSEUM

MUSEO, CENTRO DE VISITA



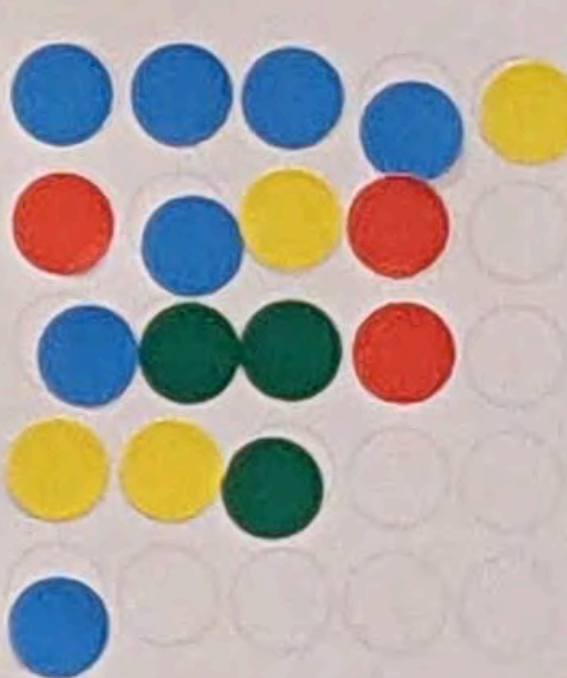
HOPLAND GATEWAY

ENTRADA DE HOPLAND



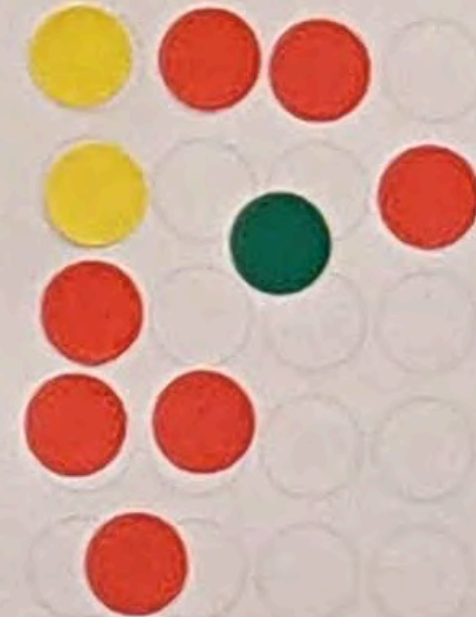
ART, MURALS, SCULPTURES

ARTE, MURALES, ESCULTURAS



FARMERS MARKET

MERCADO DE ALIMENTOS AGRICULTORES



INTERPRETIVE/ EDUCATIONAL SIGNAGE

ELEMENTOS EDUCATIVOS





TRAILHEAD ELEMENTS PIEZAS DEL SENDERO

4

WHAT TRAILHEAD ELEMENTS ARE MOST IMPORTANT TO YOU? ¿CUÁLES PIEZAS DEL SENDERO SON IMPORTANTES PARA USTED?

STEP 1

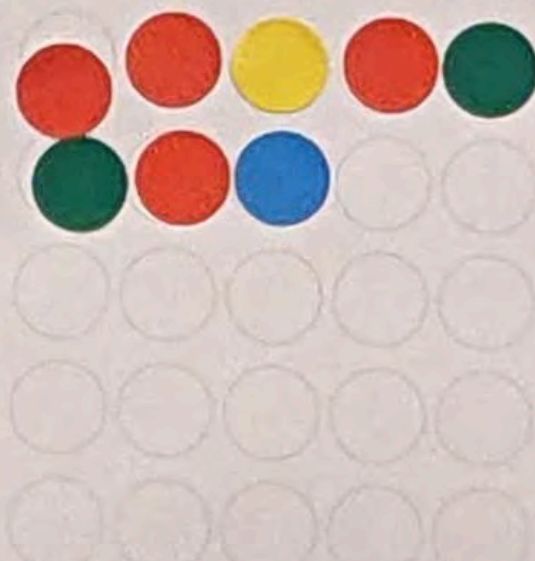
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STEP 2

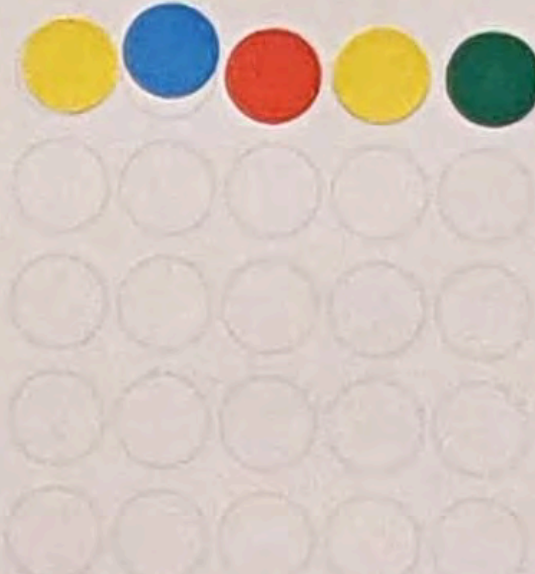
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features that you care
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elementos favoritos!*

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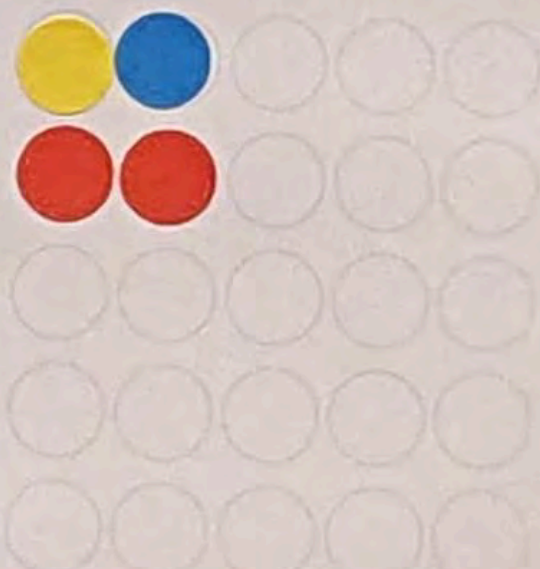
SHADED SEATING AND REST AREA
ÁREAS DE DESCANSO CON
SOMBRA



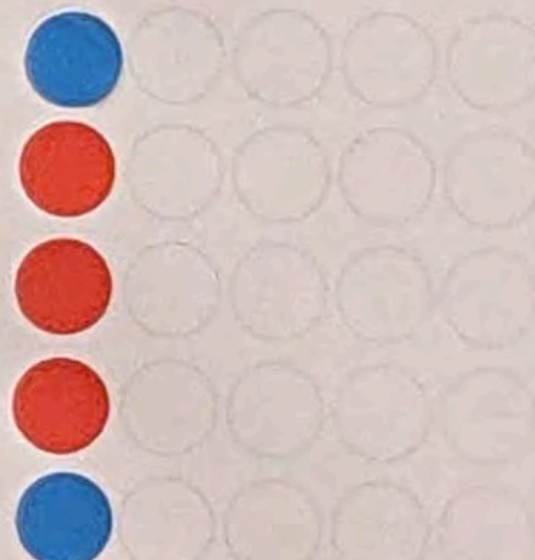
COMMUNITY GARDEN
JARDÍN PARA LA COMUNIDAD



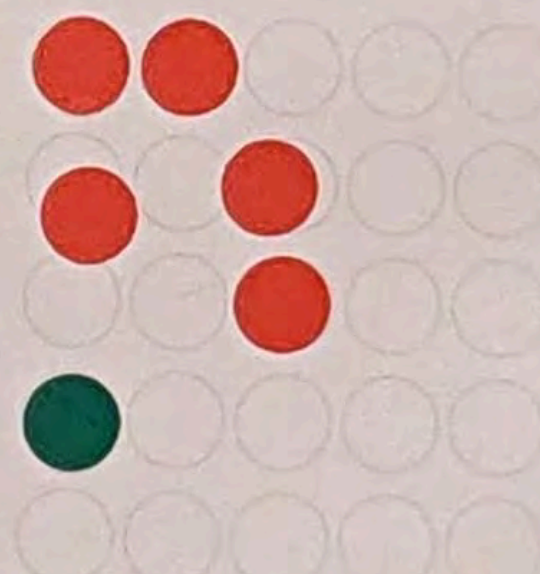
FLEXIBLE GATHERING SPACE
ESPACIO ABIERTO PARA
CONVIVIR



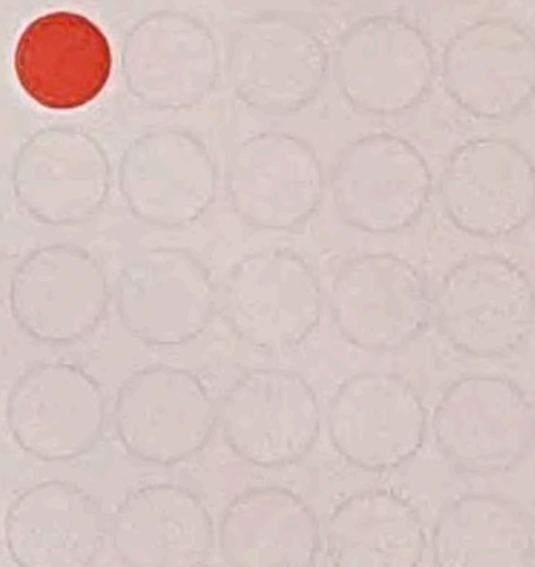
BENCHES
BANCOS PARA AREA DE
DESCANSO



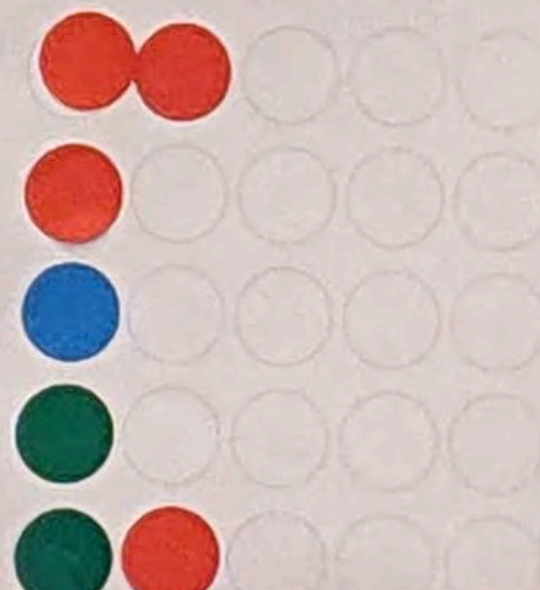
PICNIC AREA WITH GRILL
ÁREAS DE PICNIC CON PARILLA



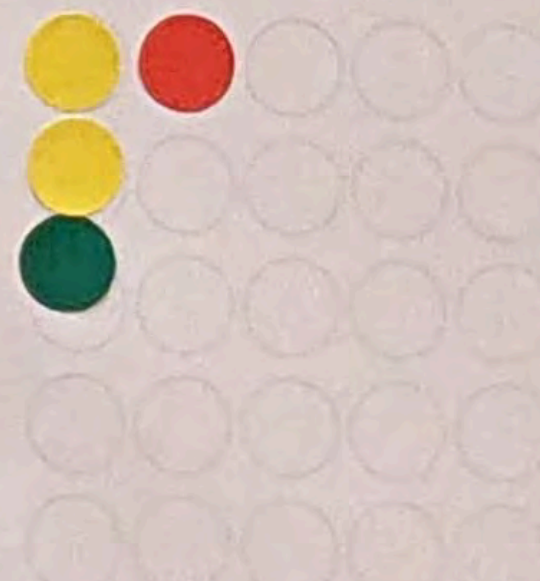
PICNIC TABLE
MESAS DE PICNIC

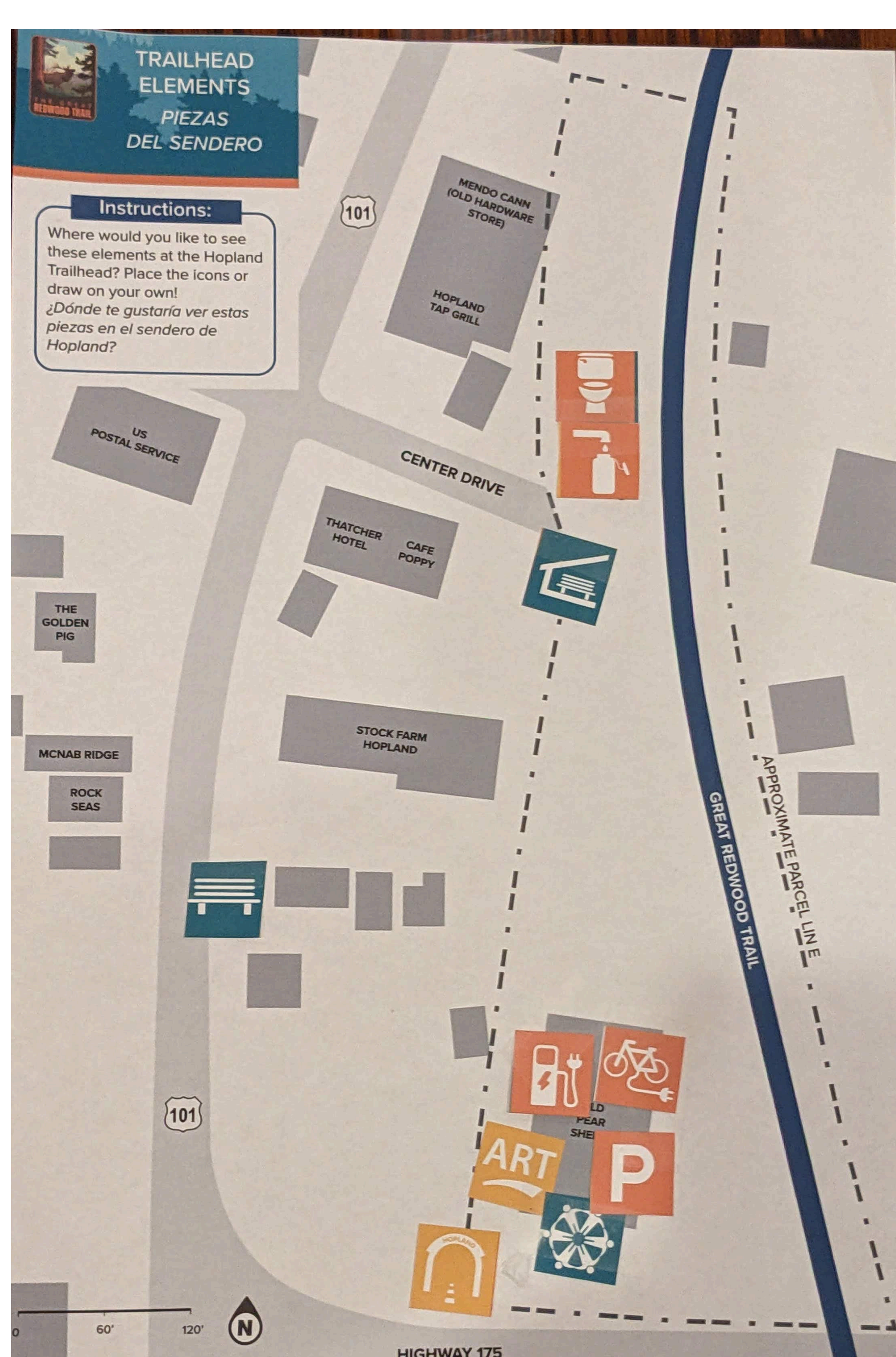
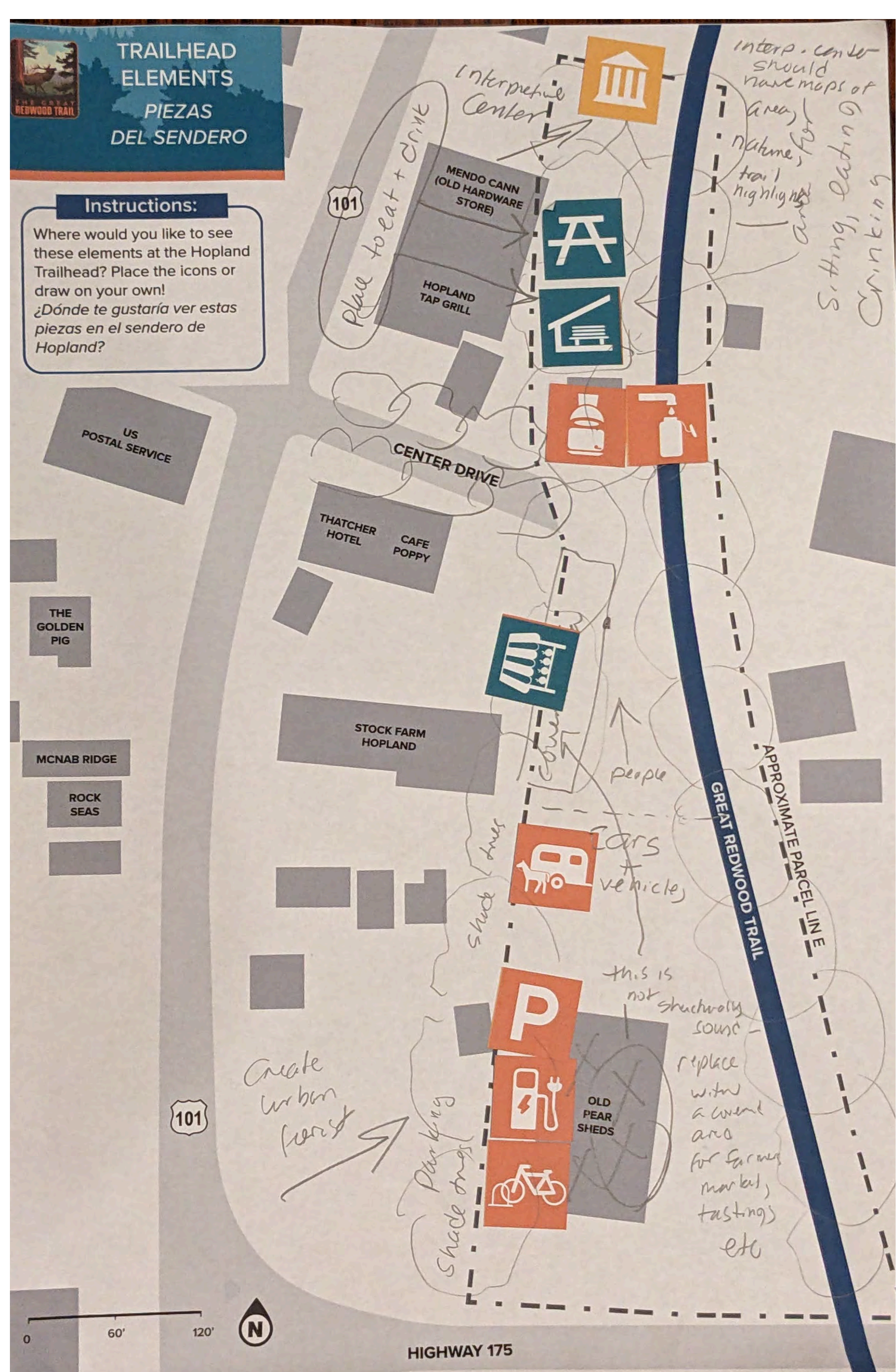
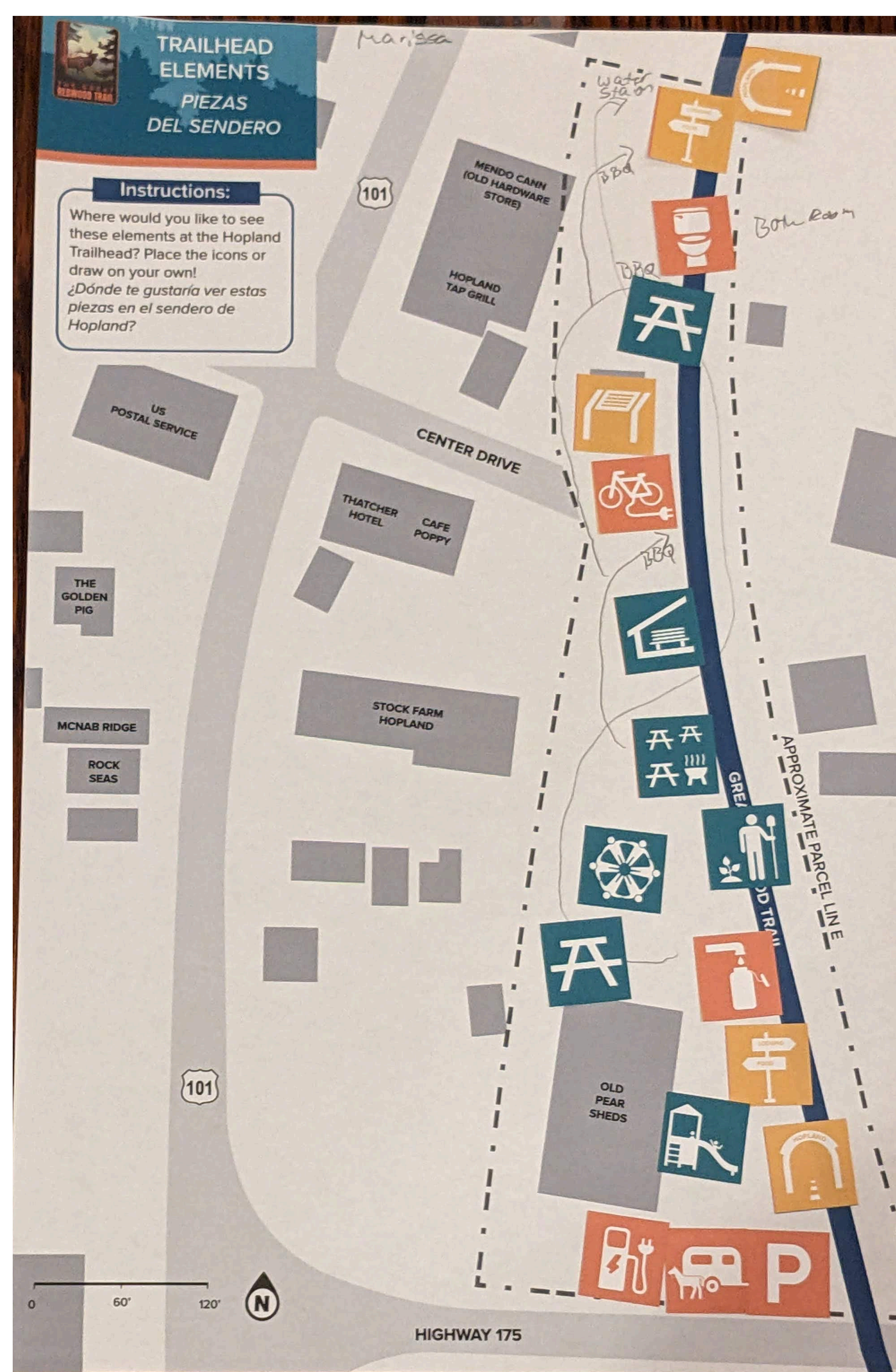


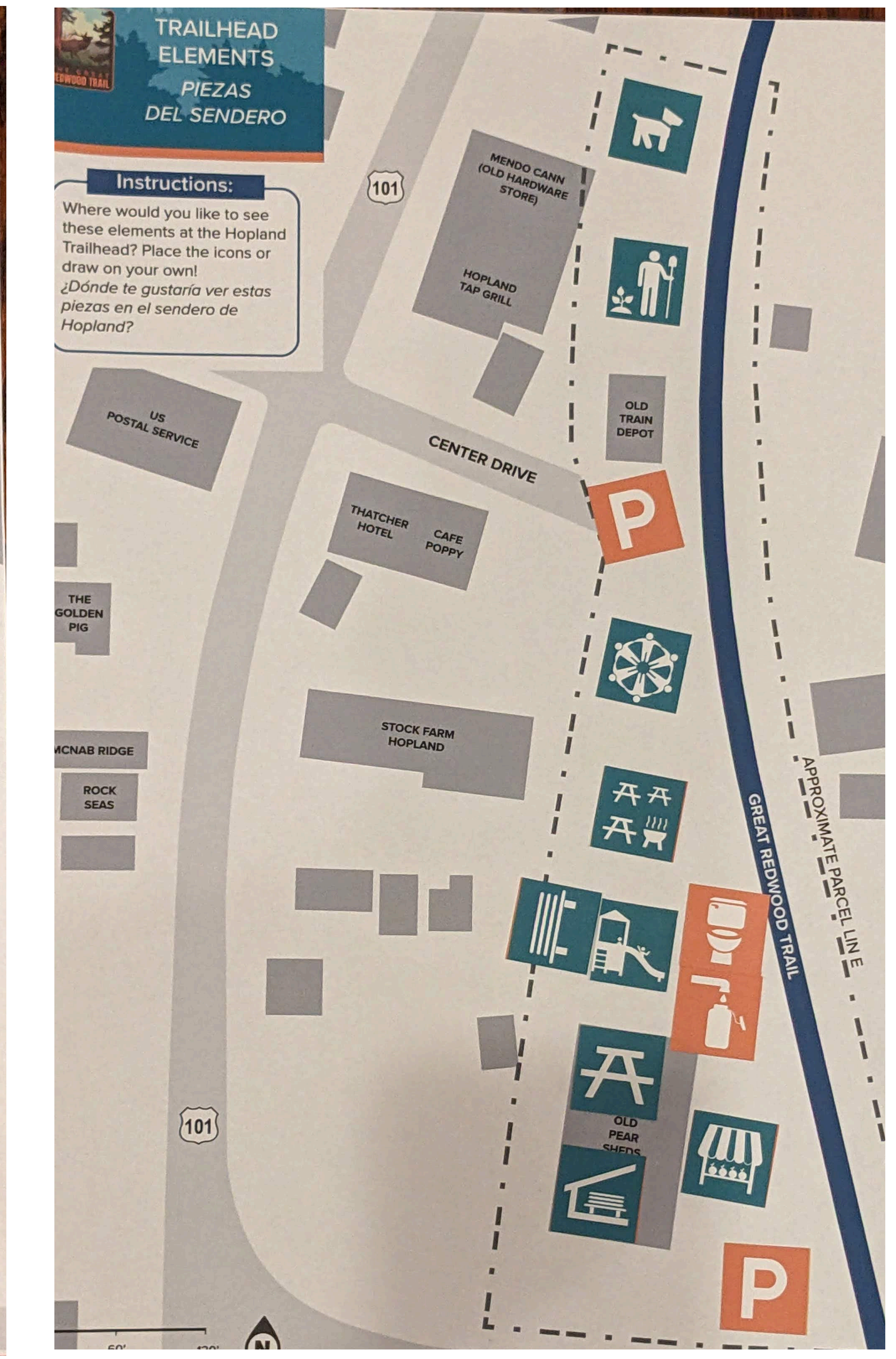
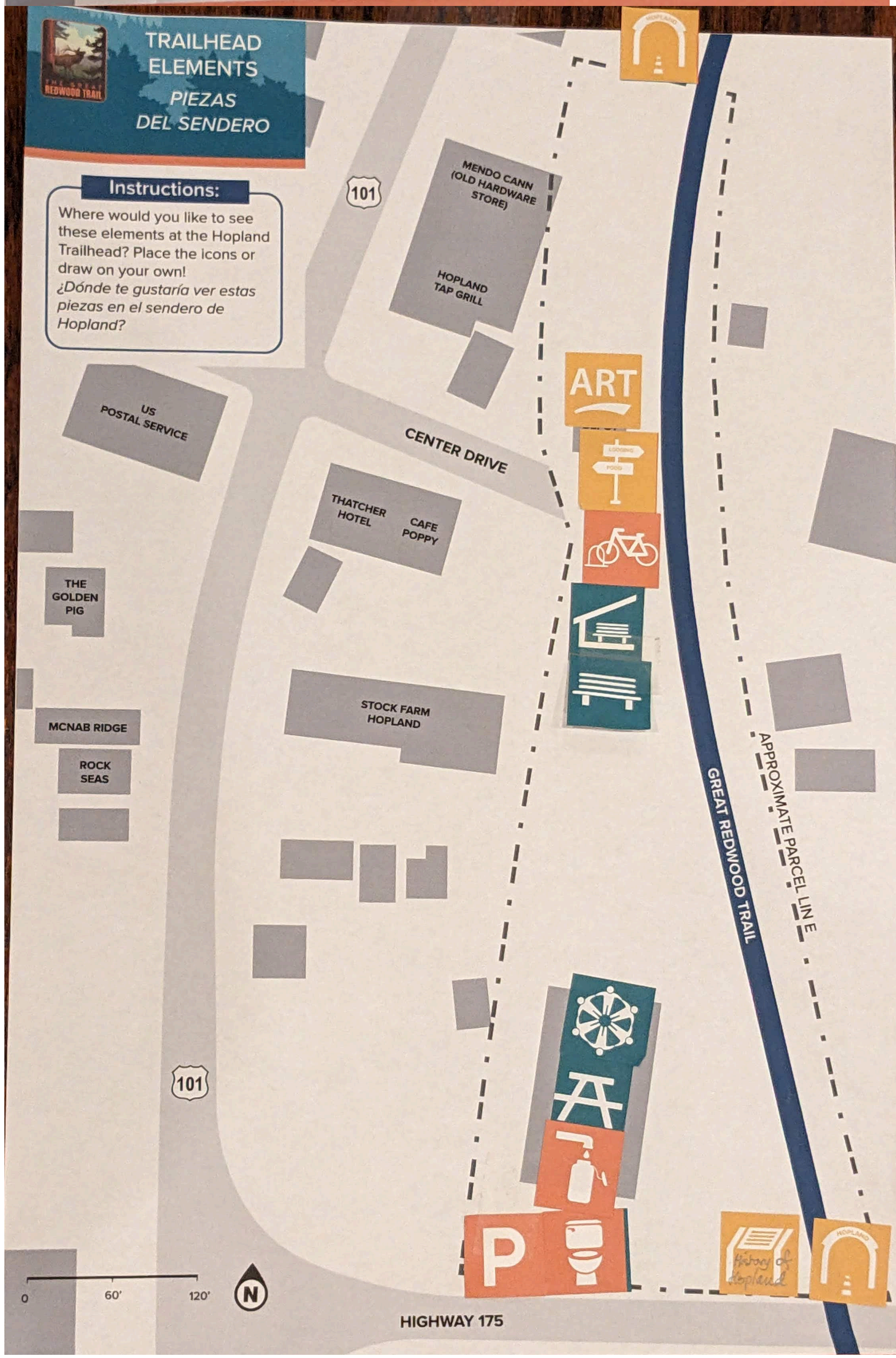
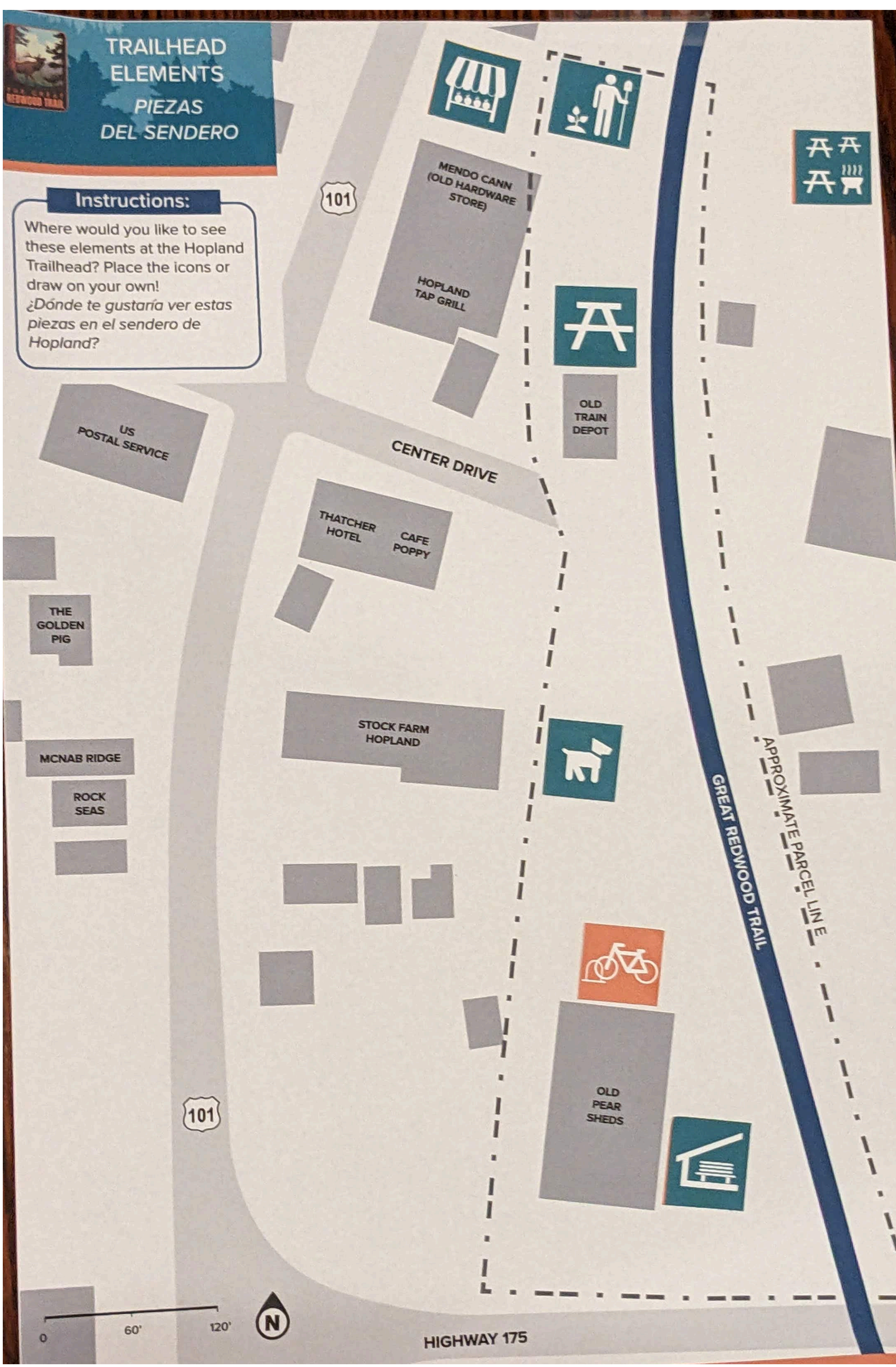
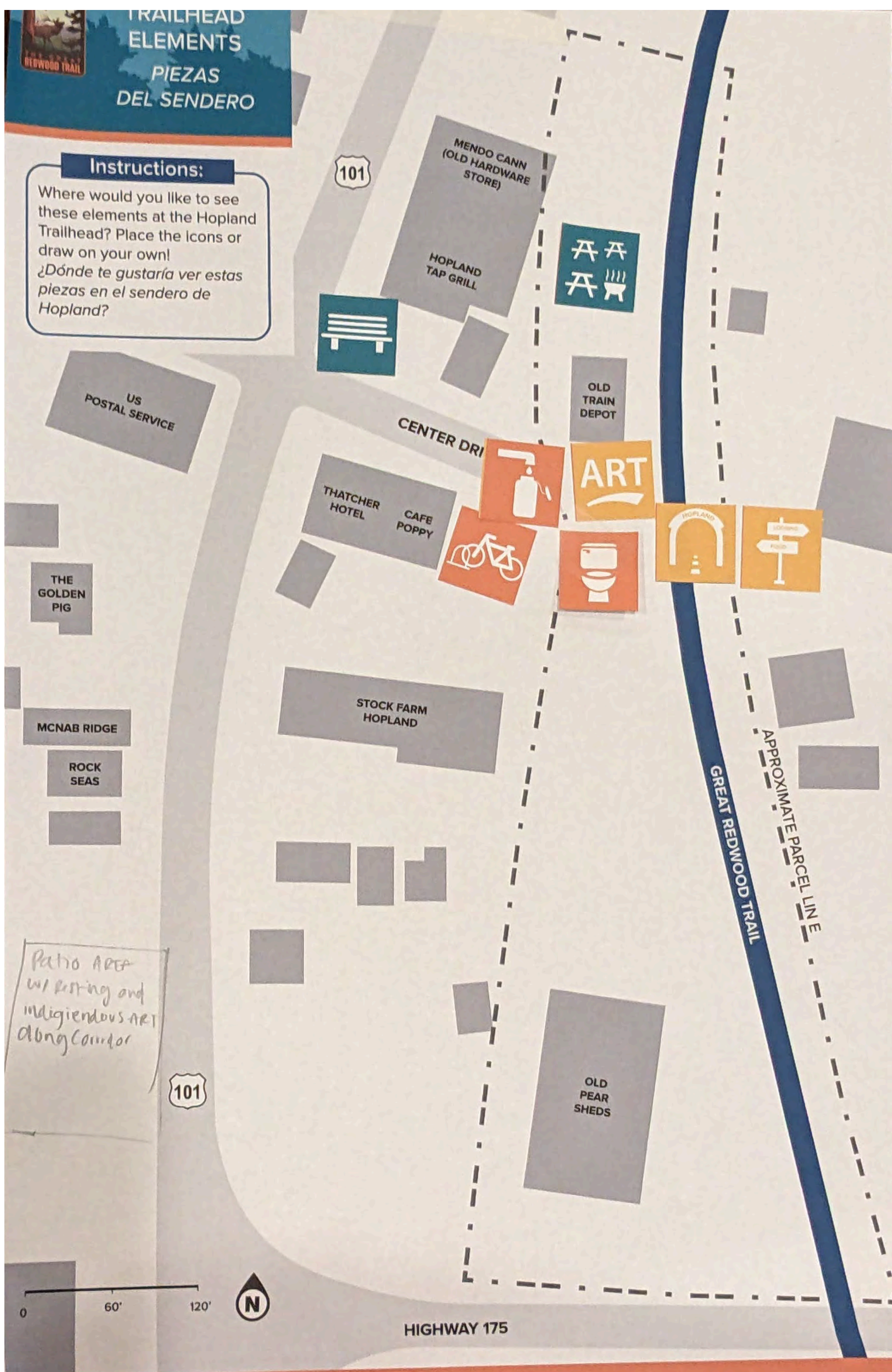
PLAYGROUND
PARQUE INFANTIL



DOG PARK
PARQUE PARA PERROS









OPPORTUNITY MAPPING




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)

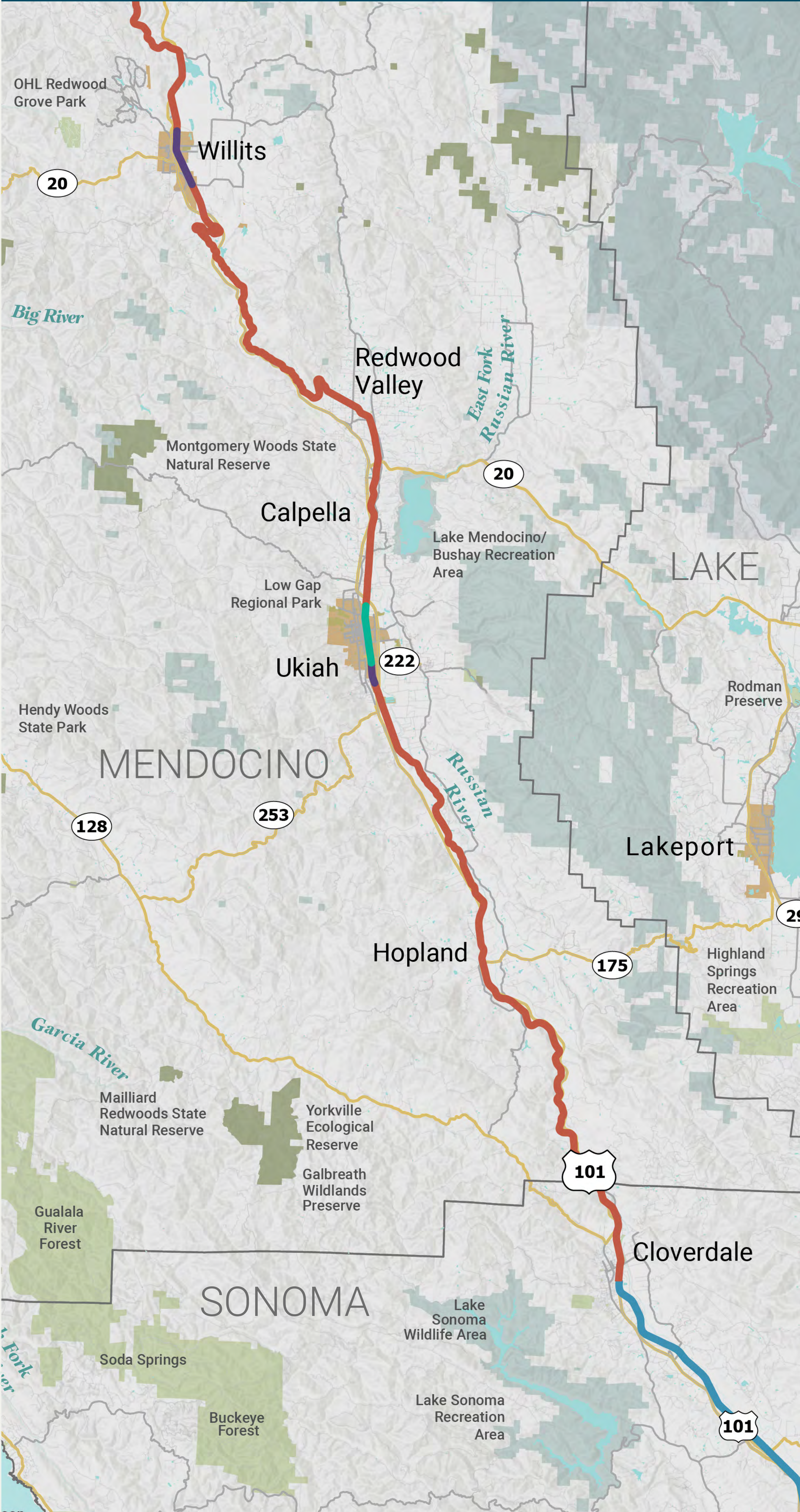


LEGEND

- | | |
|--------------------------------------|--------------------|
| 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!



connect the
rail to
the coast via the
skunk train
tracks -

TOWN RD. -
HISTORIC
STATE COACH
BYPASS to
101 -
RECREATION

IN
&
OUT

A WETLAND IN THIS AREA
AS EVIDENCED NEXT TO
COSTCO GAS STATION -
PERHAPS CREATING A
WETLAND PARK ADJACENT
TO RAILS WOULD MITIGATE
SOME OF THE DAMAGE
PREVIOUSLY DONE TO
THIS AREA & PROVIDE
A NICE INTERP STOP
ALONG RAIL CORRIDOR.

NO!
HOMELESS
PEOPLE STAY
IN UKIAH!

BRING
BACK
TRAIN!

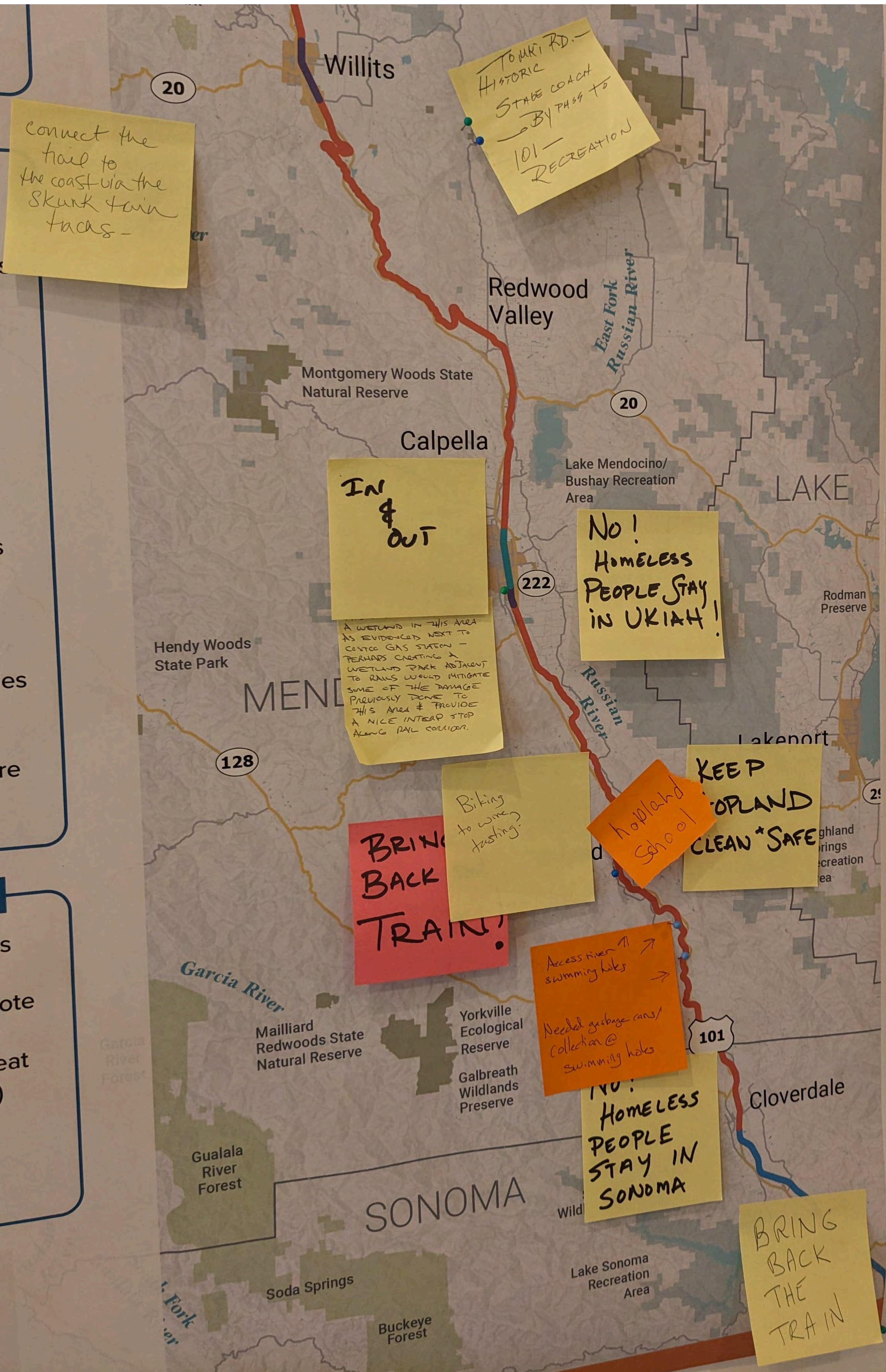
Biking
to wine
tasting.

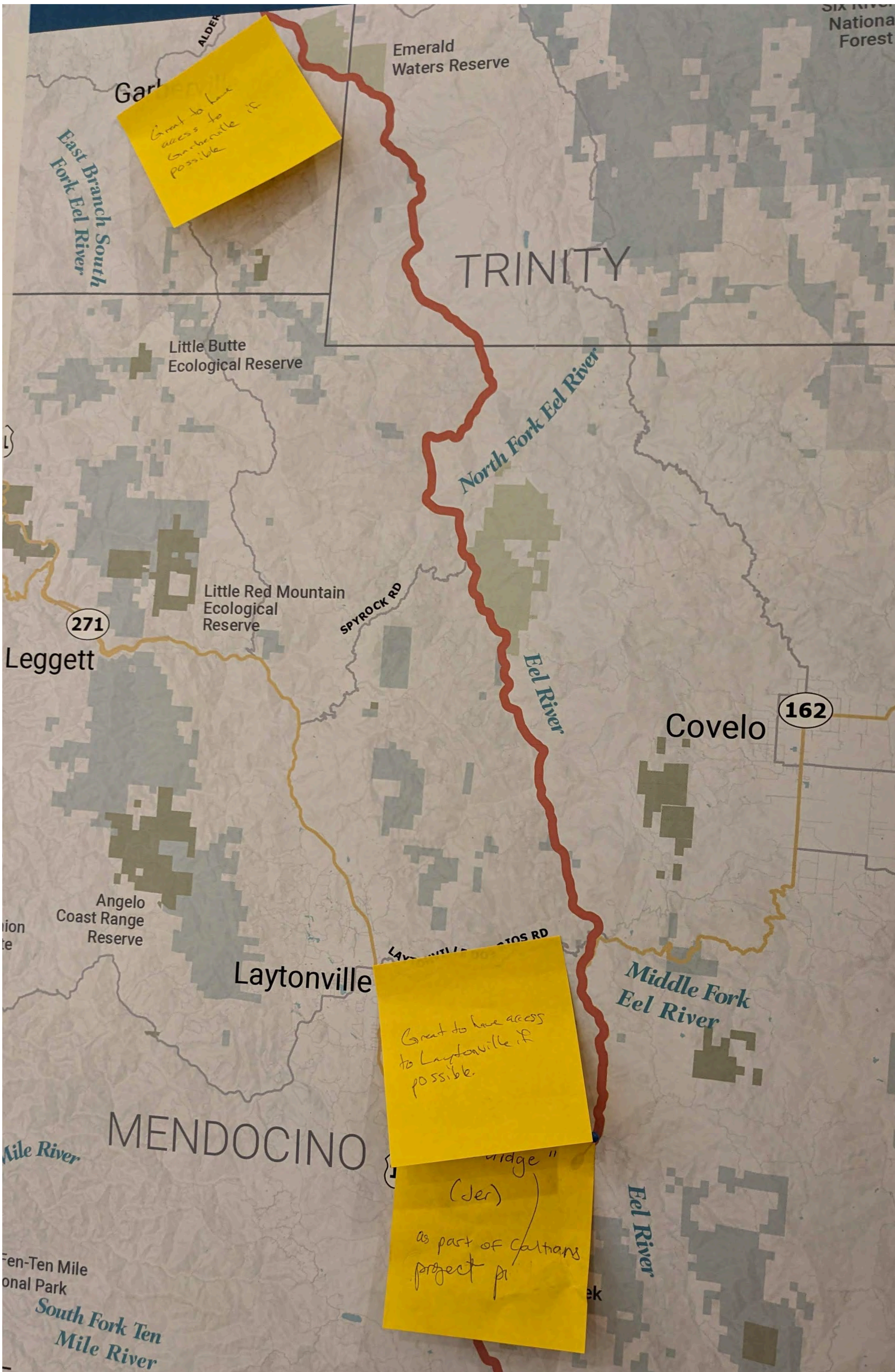
KEEP
HOPLAND
CLEAN *SAFE

Access river
swimming holes
Need garbage cans/
collection @
swimming holes

NO!
HOMELESS
PEOPLE
STAY IN
SONOMA

BRING
BACK
THE
TRAIN





Great to have access to Garberville if possible

Great to have access to Laytonville if possible

as part of Caltrans project p1



OPPORTUNITY MAPPING




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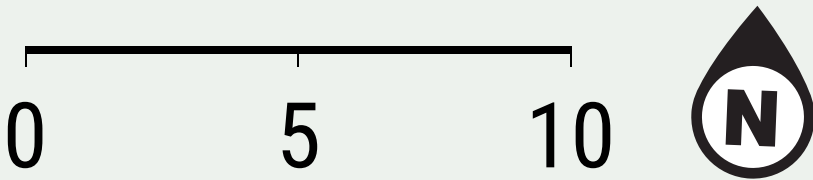
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LEGEND

- | | |
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| 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 North Mendocino county!





OPPORTUNITY MAPPING

Help us identify trail destinations and opportunities in Hopland!

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/opportunity. There are three colors of pins:



Access (red)
These are where you would prefer to get on the trail.



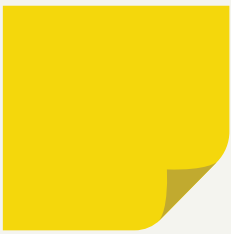
Opportunity (green)
These are opportunities for new parks, new businesses or development, or future water access.



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

STEP 3

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HOPLAN
BOUNDARY

Access for
kids to ride bikes
to school SVA

101

fwy 175

ST MARYS DR
RD A
MACMILLAN DR
BRADFORD LN



Take a sticker and vote for your user preference!



- ## EQUESTRIANS

- ## CYCLISTS

- ## RIVER USERS



Take a sticker and vote for your user preference!



-



-





TRAIL BEST PRACTICES



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:

- ▶ Providing emergency vehicle access to remote areas
- ▶ Building partnerships with local agencies to address fire and safety issues
- ▶ Provide recommendations for permanent funding for additional emergency response and law enforcement needs associated with the trail
- ▶ Restricting and managing campfires



Case Study: Sonoma County Trails

In Sonoma County, trails have served 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 also served as access points for fire fighting and control lines for prescribed fires.



TRAIL BEST PRACTICES



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, landscaping, and landscape buffers to encourage respectful trail use and provide privacy



RESPECT OUR WORKING FARMS & VINEYARDS
EXPECT AGRICULTURAL ACTIVITIES & KEEP CLEAR
STAY WITHIN TRAIL BOUNDARIES (PETS, TOO)
PREVENT SPREAD OF NON-NATIVE SPECIES
ELIMINATE ALL TRACE & TRASH (FROM PETS, TOO)
CHECK 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 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 discourage and 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



Case Study: Eureka Parks and Waterfront Ranger

The City of Eureka has created the position of Parks and Waterfront Ranger. This ranger is assigned to EPD's Community Safety Engagement Team (CSET) and exclusively patrols the City's parks, trails, harbor, and waterfront areas, with a highly visible and engaging community presence. Flexibility to perform duties on foot, bicycle, vehicle, and or watercraft. CSET's goal is a 3.5-pronged approach to the houseless of Eureka. Their goal is less policing (.5) and connecting people to community (1), mental (2), and medical (3) help.



TRAIL BEST PRACTICES



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
- ▶ Identifying public restrooms at regular intervals on and off trail so that user needs are met
- ▶ 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
- ▶ Identifying permanent funding for additional law enforcement needs associated with the trail
- ▶ 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.



TRAIL TOWNS

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



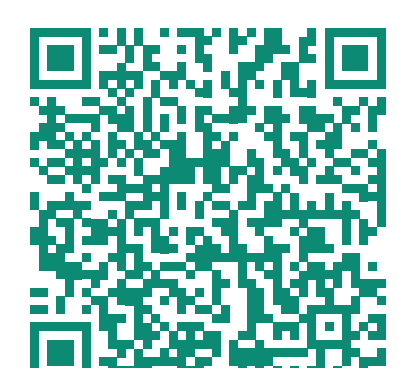
\$1,258,000
HOUSEHOLD VEHICLE
OPERATION COST
SAVINGS

**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

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