

TRAILS STEWARDSHIP PROGRAM BRIEFING

BOARD OF DIRECTORS MEETING JUNE 22, 2018



OVERVIEW

The team at Tahoe Donner is proposing a new program to encourage “stewardship” of the trails and open space which is socially responsible, enhances relationships, and connects the community to the land.

- **Who:** All users the Tahoe Donner trail system
- **What:** A “Trail Stewardship Program” with an annual subscription and related events
- **Why:** To provide a shared vested interest in TD trails and foster community connectivity. Program to increase added value to Tahoe Donner Members
- **When:** Phased approach with soft rollout this summer into fall



PROGRAM GOALS

Community Stewardship

- Develop sense of pride and involvement
- Encourage participation and foster shared vested interest
- Expose members with the vision of the Trails Master Plan and Land Management Plan
- Community activism towards trail user roles and responsibilities

Connection

- Foster connectivity between all trail users
- Create collaborative trail culture within TD and neighboring trail systems

Visual Recognition

- Add focus and organization to trail use and users
- Educate community on the trails, related events, volunteer opportunities, trail etiquette and more

Member Benefit

- Increased connections between land management and amenities
- Revenue to offset capital improvement and operational costs of the trail system
- Further the feeling of value of the investment and responsible use of the land
- Engagement and relationship building

BUILDING BLOCKS

- Define Initiative
- Road Show to Stakeholders
- Develop Go-to-Market
- Promote
- Execute
 - Phased approach over a period of two+ years
- Review and Analysis for Improvements

BRANDING

Top suggested names:

NAME	TAG
TD Trail Collaborative	
TD Trail Collective	
TD Defenders of Dirt	
TD Trails Trust	
TD P.A.T.H.S	Protecting Areas, Trails, and Honoring Sustainability

STEWARDSHIP SERIES

Inaugural event series scheduled for 2018 season

- June 16 – Trail Volunteer Work Day
- July 21 – Equestrian group focused trail work day.
 - Trail work followed by a group ride followed and a BBQ. The EQ BBQ is already on the EQ summer schedule. EQ riders will be invited to the monthly trail work day hosted by Friends of the TD Trails Club.
- August 18 – All Hands Trail Centric day
 - All users of the trails start with early morning trail work, followed by events at ACAC. Café/bar open, cornhole, etc.
- September 15 - Bicycle group focused trail work day.
 - Group rides to follow. Meet back at ACAC at 4:00 for open café, bar, cornhole, music (?) and discounts on retail purchases in the bike shop.
- October 14 – Truckee River Day
 - Tahoe Donner tree planting activity



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QUESTIONS?