

DEVELOPING A PROGRAM TO ADDRESS TRAIL CONFLICT

Safety for all users, Resource Protection, Marin
County Trails

TRAIL Partners
MARIN COUNTY

April 9, 2014



Marin Horse
Council



Curt Kruger



Tom Boss



Tom Boss

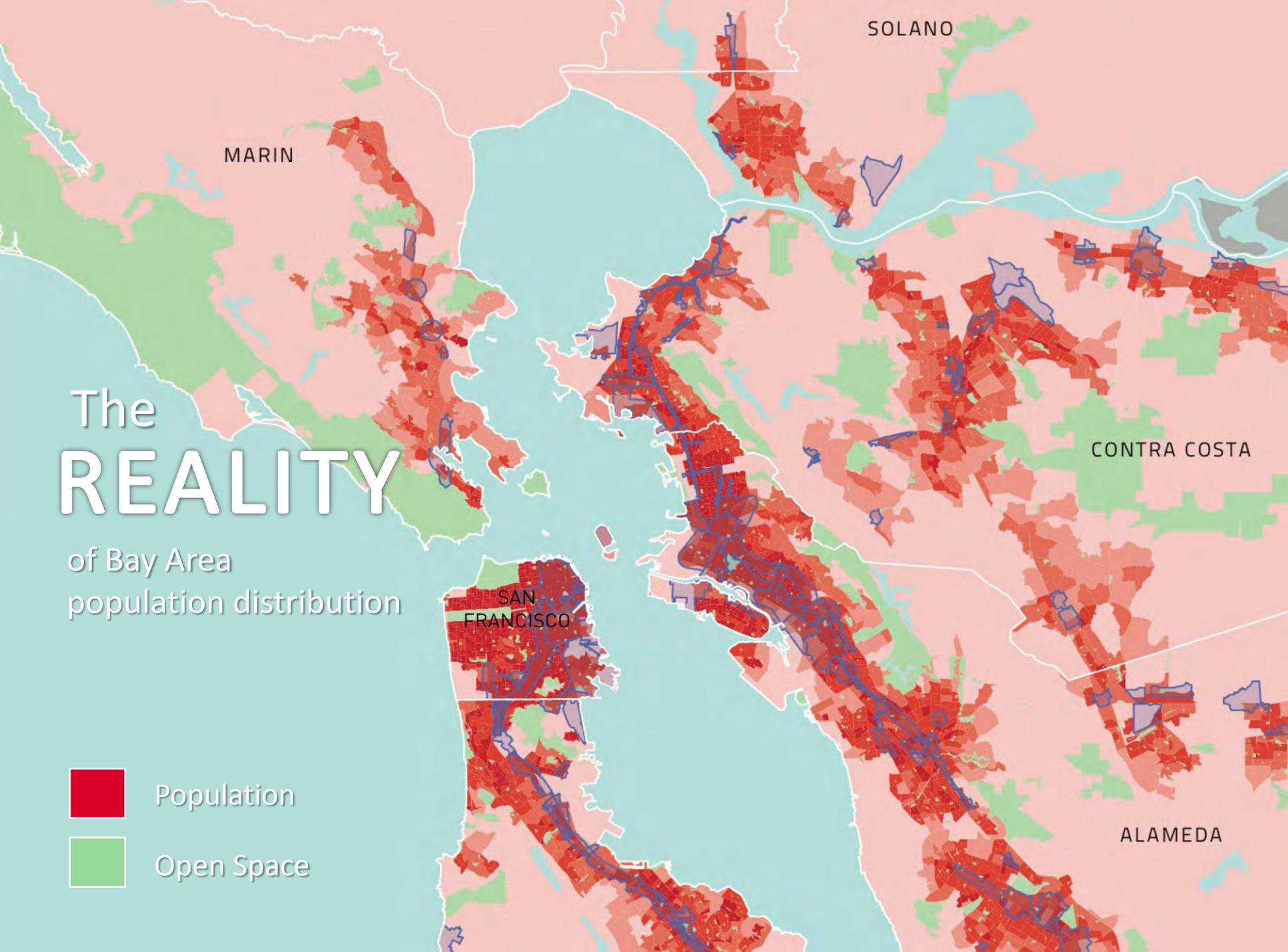
Nona Dennis

MARIN 
CONSERVATION
 LEAGUE

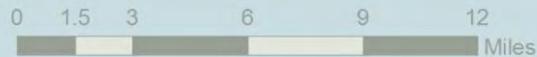
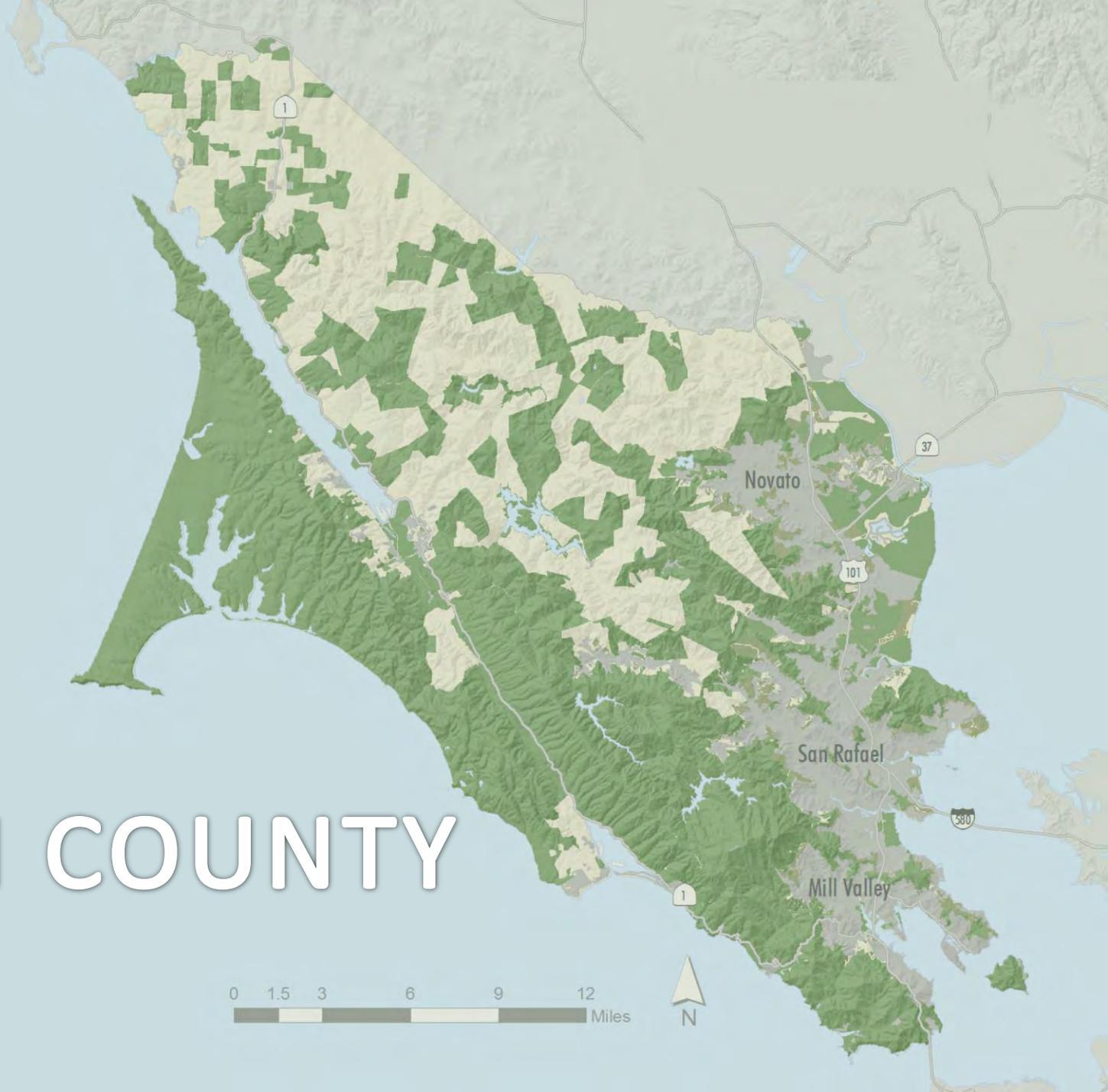
Protecting Marin Since 1934

The REALITY

of Bay Area population distribution



MARIN COUNTY



1970

“CAN THE LAST
PLACE LAST”



1970's:

BIRTHPLACE OF MOUNTAIN BIKES



1980's:

CONFLICT





1990 to today

CONFLICT ESCALATES

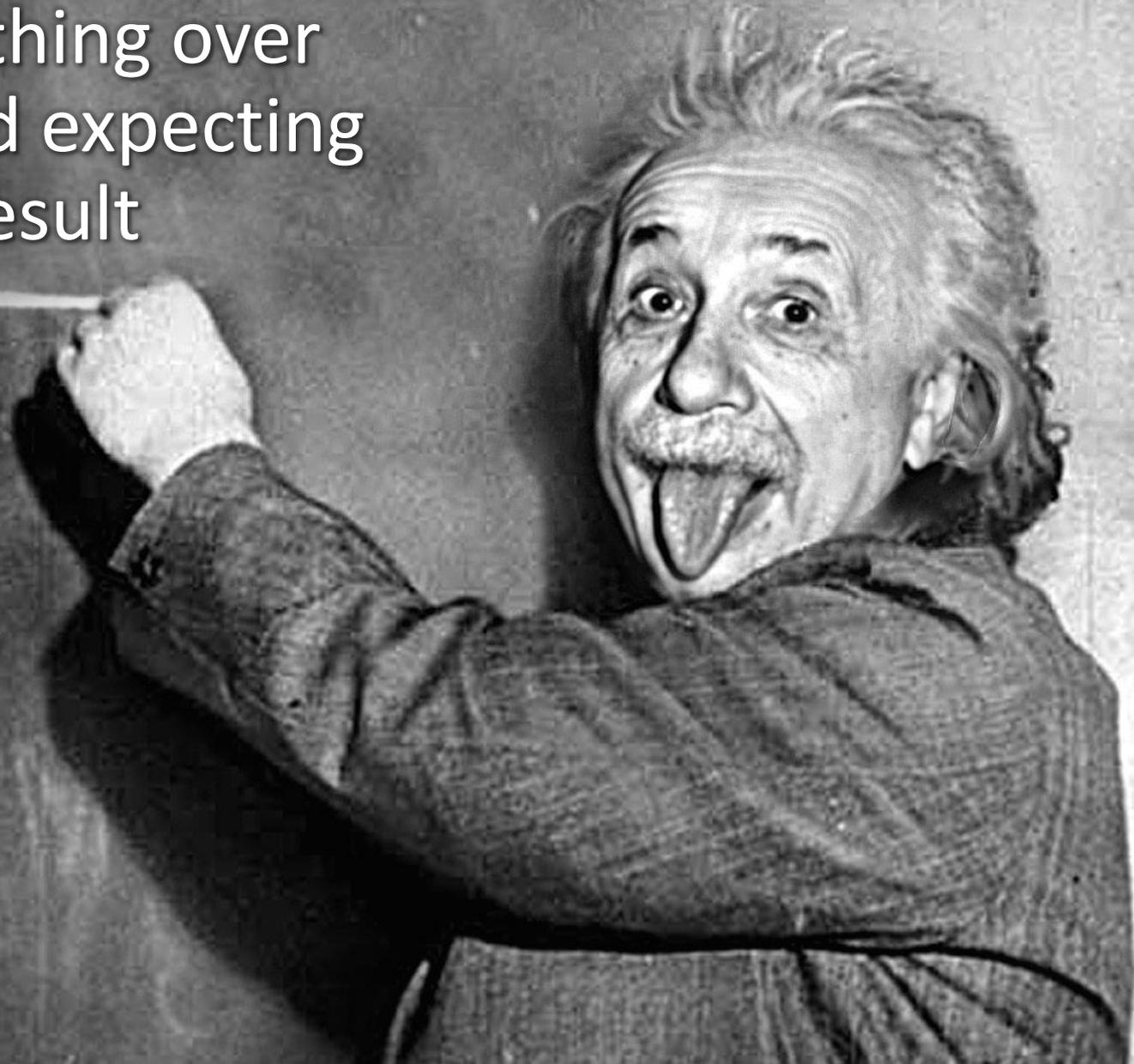


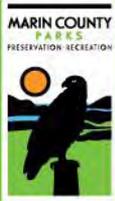
FAILED STRATEGIES:

- Make everything Multiuse
- Ban Bikes
- Enforcement by itself

Einstein's definition of insanity:

Doing something over
and over and expecting
a different result





ROAD AND TRAIL MANAGEMENT PLAN

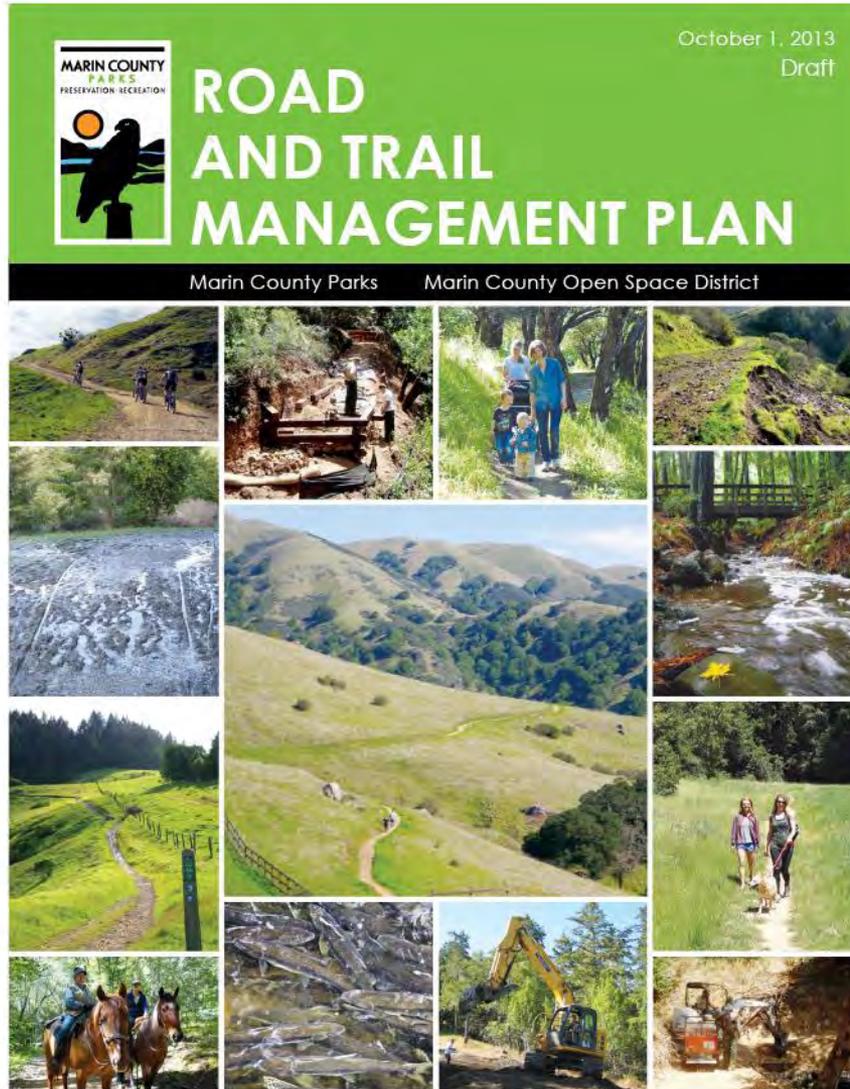
October 1, 2013
Draft

Marin County Parks Marin County Open Space District



MEANWHILE...

- RTMP – County Initiative to better manage trails
- Diverse groups in the same room!!



BABY STEPS...

- Meeting to propose common signage
- Discussion with Land Managers
- First time Bike and horse people held a joint meeting

GALVANIZING event













GALVANIZING event...

jump-started efforts to fix this problem



Marin Voice: We can work together for trail safety

www.marinij.com/ci_23637489/marin-voice-we-can-work-together-trail-safety

Weather: San Rafael, CA Now: 61° High: 62° Low: 50° 5-Day Forecast

marinij.com

Search Site Go

News Sports Business Entertainment Lifestyles Obituaries Opinion Blogs Marketplace Tools

HOT TOPICS: San Rafael violence IJ Lobby Lounge Prep basketball playoffs Twitter's log cabins #MarinDrought Data center Traffic

BREAKING NEWS

Marin Voice: We can work together for trail safety

By Tom Boss and Curt Kruger
Guest op-ed column

ON JUNE 20, the Marin trail user community was witness to a tragic accident on our trails: Two women injured, one seriously. Teams of rescue personnel and a helicopter were required to transport her to the hospital. This accident was the result of illegal trail use, and it never should have happened.

We are representatives of two of the major trail user groups; mountain bikers and equestrians. We make this explicit statement: No person, whether hiker, mountain biker, or horseback rider, should ever violate trail rules. Illegal trail use is dangerous, and it must stop.

RELATED STORIES

- Aug 3:** County to tighten grip on open space trails
- Jul 28:** Horseback rider thrown in mountain bike run-in 'overwhelmed' by Novato fundraiser
- Jul 14:** Marin Voice: Enforcement or safety

NEWS | NEWS

Woman Dies After Being Rescued From Montana Avalanche

A Montana woman who was rescued from an avalanche that destroyed her home has now died from her injuries.

ALLIANT Alliant Staffing @AlliantStaffing

Are you a #LandD #LaborandDelivery #RN #RegisteredNurse #Nurse? We have a

Today's Promotion AmericanHomecomings GotDailyDeals San Rafael mob-style hit, other recent shootings, just fraction of violence surge

JOINT EDITORIAL

1. ORGANIZED KEY GROUPS



1. ORGANIZED KEY GROUPS



2. DEFINED COMMON GOALS

TRAIL SAFETY



RESOURCE
PROTECTION



2. DEFINED COMMON GOALS

Create Behavior
Change,
Shift Culture



3. BUILT TRUST



TRUST



Protecting Marin Since 1934

4. CREATED AN ALLIANCE



TRAIL Partners
MARIN COUNTY



Protecting Marin Since 1934

TRAIL Partners

MARIN COUNTY

5. ENGAGED LAND MANAGERS



6. RAISED SEED MONEY



TRAIL Partners
MARIN COUNTY



EDUCATION PROGRAMS:
TAILS & TIRES



step one: laying the foundation.

- Confirm name of group
- Ratify the mission
- Define target markets
- Prioritize messaging
- Develop code of conduct
- Outline goals, outcomes and criteria for campaign name and identity
- Sign MOU (Memorandum of Understanding)

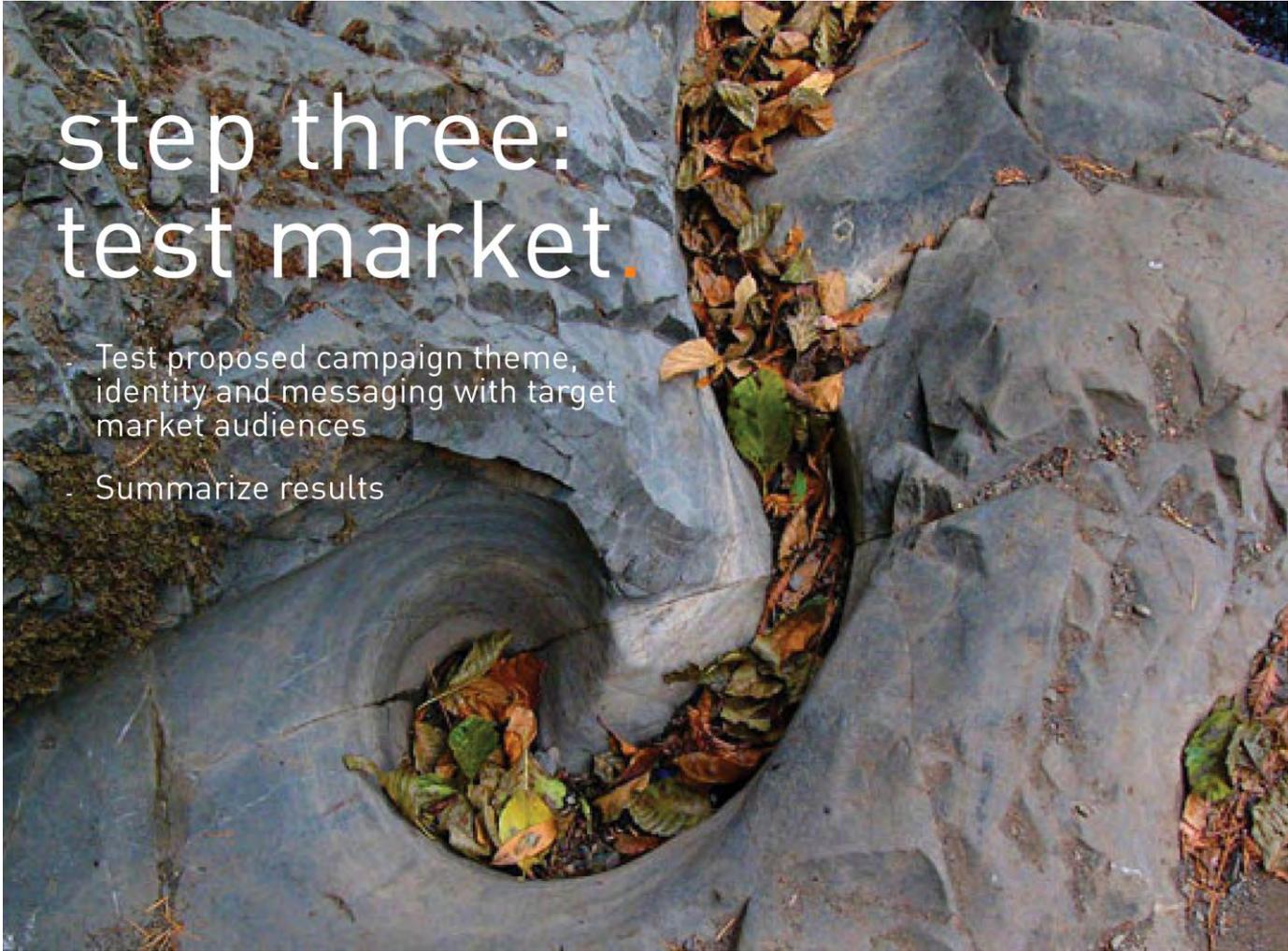
CAMPAIGN PLANNING



step two. campaign identity.

- Develop campaign name and identity
- Profile comparable campaigns
- Apply final identity direction to prototype applications
- Integrate messaging with campaign materials
- Deliver summary presentation

CAMPAIGN PLANNING



step three: test market.

- Test proposed campaign theme, identity and messaging with target market audiences
- Summarize results

CAMPAIGN PLANNING



step four: final campaign identity and pitch piece.

- Finalize campaign identity and refine messaging
- Develop a pitch piece that demonstrates campaign strategy
- Create package for fundraising and recruitment from external audiences (supervisors, outdoor retailers, and other partner organizations)

CAMPAIGN PLANNING

CAN WE CHANGE BEHAVIOR?





Carime Anne Lightner

MADD

since 1980

The screenshot shows the MADD website homepage. At the top, the browser address bar displays "www.madd.org". The MADD logo is on the left, with the tagline "Victim/Survivor 24-Hour Help Line 877.MADD.HELP" and a search bar. A navigation menu includes "DRUNK DRIVING", "VICTIM SERVICES", "UNDERAGE DRINKING", "ABOUT US", "BLOG", "GET INVOLVED", and "DONATE". The main content area features a "Walk Like MADD" event announcement with a photo of participants and the text "WALK LIKE MADD IN 2014". Below this is a "Sign Up and Stay Connected" section with an email subscription form. A sidebar on the left lists "21 Drinking Age", "Change a Life", "Report to the Nation", and "Donate your Vehicle". A "Why We're Here" section features a photo of Laura Gorman and a text block about a 2006 drunk driving incident. A "Blog" section on the right highlights "21 Minimum Drinking Age Saves Lives" and "Underage Drinking on TODAY".

“Designated Drivers”

DON'T MESS WITH TEXAS

since 1985

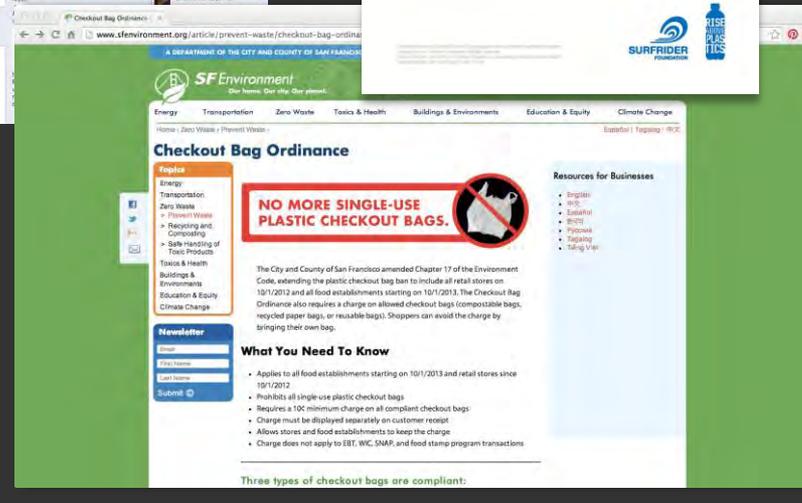


♪ I'll take the wrap ♪



PLASTIC BAG BAN

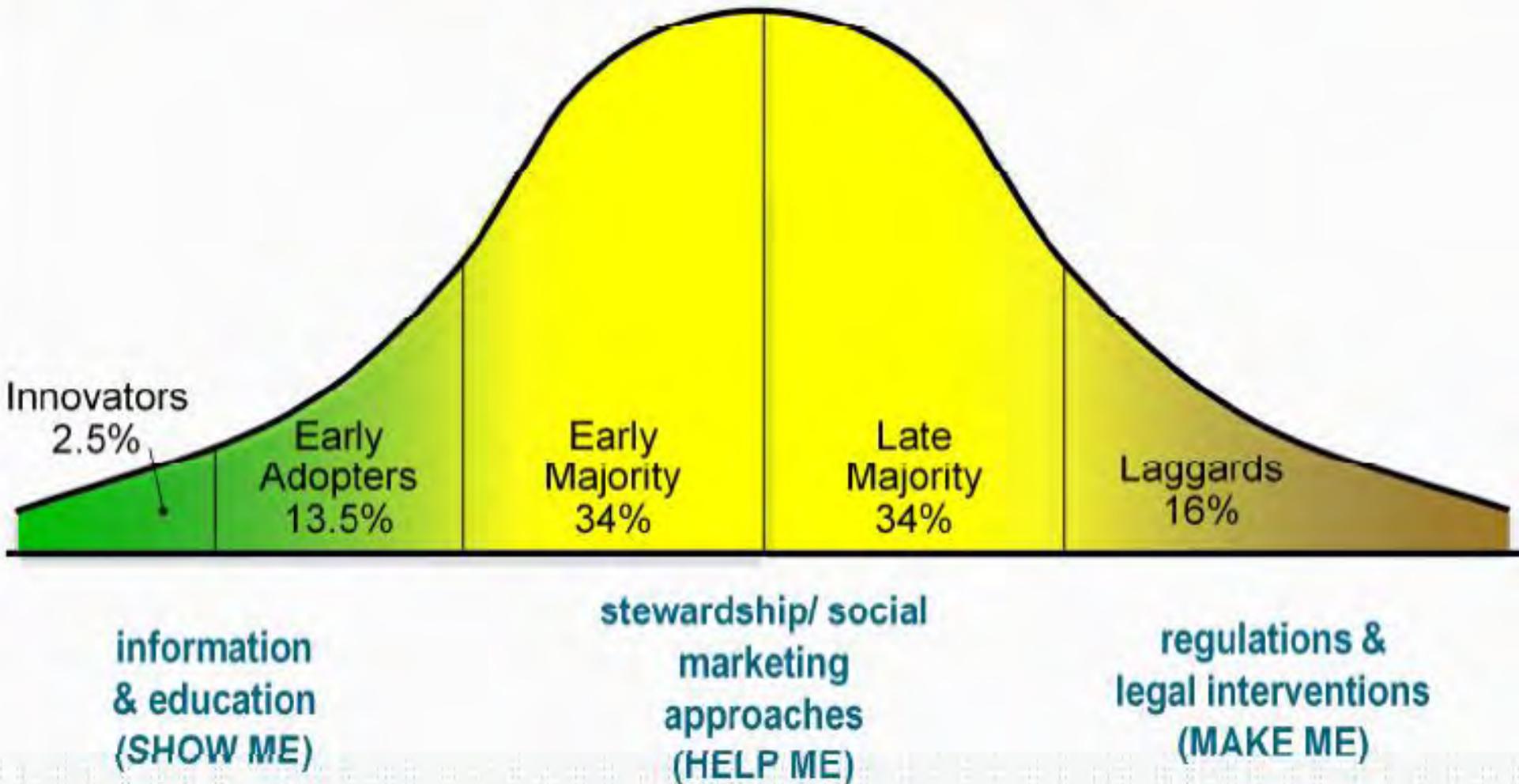
San Francisco Bag Ban Enacted 2012



Campaigns ongoing and spreading



Achieving Behavior Change





A real-world example...



Show ME: Most people will do the right thing.



Make Me: A small percentage won't.



Help Me: Some need encouragement



No peer pressure to discourage the outlaws.

CODE OF CONDUCT:

- DO ride responsibly
- DO NOT ride closed trails
- DO NOT cut trails
- DO NOT speed
- DO smile and be courteous

KEEP THE CODE

- Stickers, logo
- Posters, trail signs, websites
- PSA, recruit role model endorsements
- Info Kiosks, web sites,
Bike shops, tack stores

ENLIST SPONSORS



IT'S COOL TO

KEEP THE CODE



CELEBRITY ENDORSEMENTS

I'm Mark Weir & I ride hard.
But on public trails I say:



KEEP THE CODE



KEEP THE CODE

We're still learning...
Similar efforts will
reinforce each action



“Under Construction” Input? Comments!



TRAIL Partners
MARIN COUNTY

