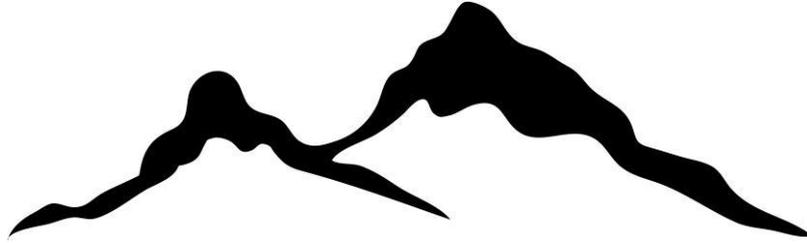






Established 2003

SBTS mission: Building sustainable recreation-based communities through stewardship, job creation and world-class events. Providing quality outdoor experiences through trail construction and maintenance in the Lost Sierra.



**CONNECTED COMMUNITIES
TRAILS MASTER PLAN**

Connected Communities

- The Sierra Buttes Trail Stewardship is proposing to develop a regional **Connected Communities - Trails Master Plan** that will plan, construct and maintain a multiple use trail system that connects the northern Sierra communities of: **Loyalton, Sierraville, Sierra City, Downieville, Quincy, Graeagle, Portola, Taylorsville, Greenville, Chester, Westwood and Susanville.**
- The **Trails Master Plan** will provide a basis for these *severely disadvantaged communities to collaboratively envision, create and maintain a vibrant outdoor recreation economy by providing world-class multiple use trail opportunities on public lands. ** Severely disadvantaged communities (less than 60% of State median household income)*



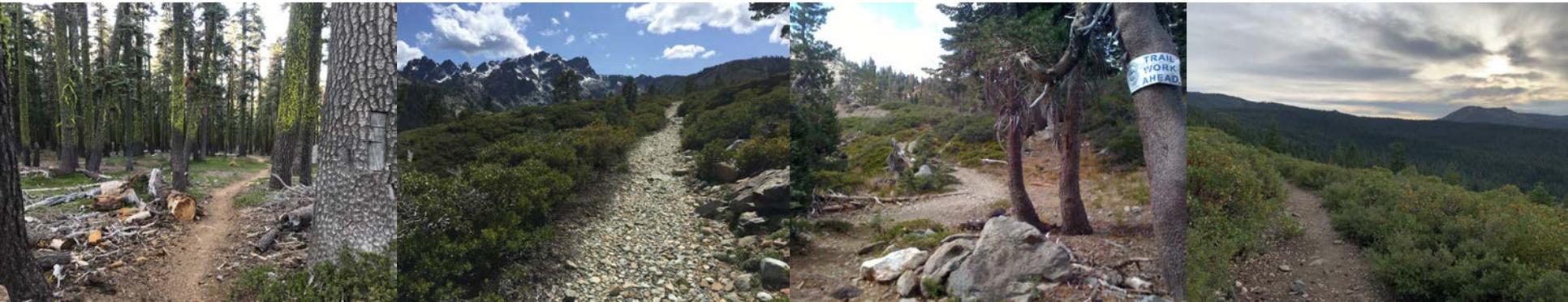
Connected Communities

- In addition to planning the linear trails that will connect the communities to one another, the **Trails Master Plan** will identify areas within communities where trail access would create additional benefit. Areas such as schools, neighborhoods, campgrounds, parks, retail centers and trailheads (new and existing) will be identified as part of the plan.
- Trail systems are often most frequently used by residents as part of daily routines and can attract talented individuals and families looking for a lifestyle tied to the outdoors. Having these trail systems connected to "Main Street" is ideal, as it brings visitors into town for restaurants, accommodations and services.



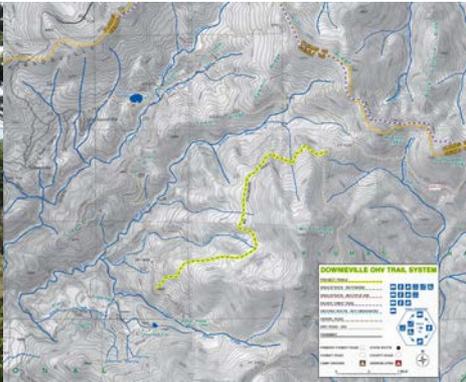
Connected Communities

- **Timing of the Trails Master Plan is critical -**
 - The Plumas, Tahoe and Lassen National Forests are in the process of updating their Forest Land & Resource Management Plans.
 - The U.S. Forest Service, National Strategy for Sustainable Trail Systems identifies the need to inventory, plan, maintain and construct trails with partnerships.
 - The U.S. Forest Service, 10-Year Sustainable Trail Stewardship Challenge specifically identifies the need to complete Trail Master Plans on each forest.



Connected Communities

- The **Trails Master Plan** will be accomplished in phases:
 - Phase 1 - Planning and Mapping
 - Phase 2 - NEPA/CEQA (environmental surveys and documentation)
 - Phase 3 - Construction
 - Phase 4 - Maintenance

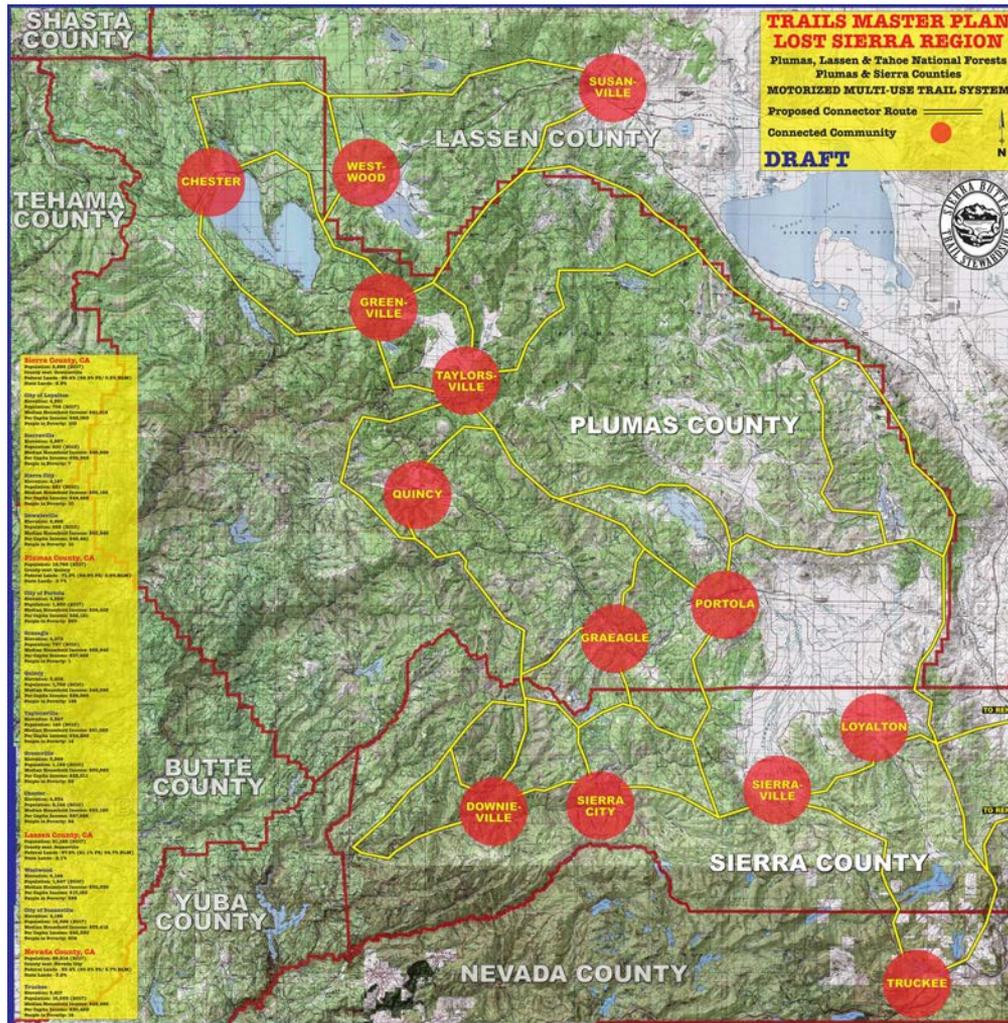




www.SierraTrails.org

For more information about our Connected Communities concept, contact:

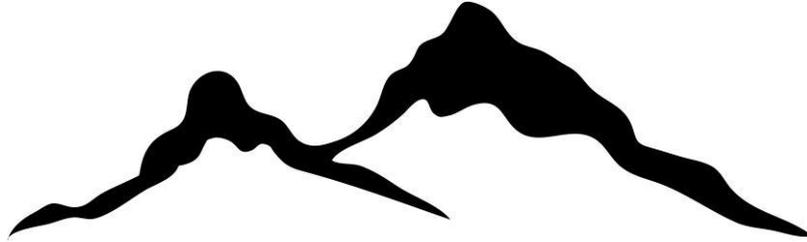
Greg Williams
Executive Director
willie@sierratrails.org



Connected Communities

DRAFT Trails Master Plan map

The **Red Circles** on the map represent Connected Communities and the **Yellow Lines** represent examples of multi-use connector trails.



RECREATION ECONOMY

Trails as a Tool for Reviving Severely Disadvantaged Communities

Connected Communities

- Recreation on public lands currently represents the greatest economic and cultural opportunity for our rural communities.
- In the United States, **Outdoor Recreation is a \$887 billion industry** with Trail Sports accounting for \$201 billion annually.
- Trails on public lands are proven to create local employment, attract visitors and new businesses, and improve the health and economy of mountain communities.
- High-quality trail systems support tourism-related businesses and provide long-term support by attracting new residents who may be business owners, entrepreneurs or workers.



Connected Communities

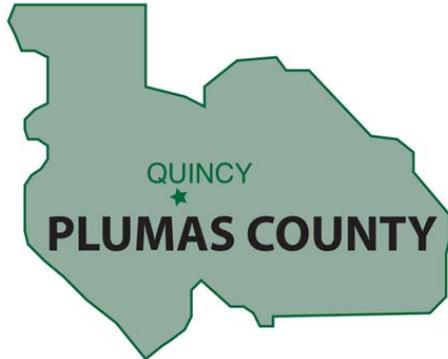
- 70% of the land in Plumas and Sierra Counties is National Forest, and in Lassen County 58% of the land is National Forest. The National average is 8%.
- Plumas, Sierra and Lassen Counties were amongst the richest counties in California - once during the Gold Rush and again during the Timber Boom.
- Jobs in these rural counties have historically come from extractive industries that utilized resources on public lands.
- Due to government and environmental regulations, those jobs are gone and Plumas, Sierra and Lassen are now among California's poorest counties.



PLUMAS COUNTY and SIERRA COUNTY Land Ownership (acres)

Percent of Total

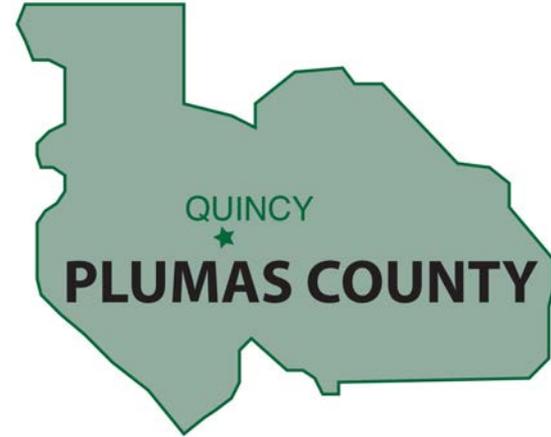
	PLUMAS CO.	SIERRA CO.	COUNTY REGION	U.S.
Private Lands	28.0%	27.3%	27.8%	58.7%
Federal Lands	71.4%	69.8%	71.0%	28.8%
Forest Service	69.9%	69.2%	69.7%	8.4%
BLM	0.7%	0.6%	0.6%	11.1%
Nat. Park Service	0.9%	0.0%	0.6%	3.4%
State Lands	0.7%	2.9%	1.3%	8.4%



Severely Disadvantaged Community

Plumas County

- Population **18,742**
- Employed Residents **9,638**



From 2000 to 2015-

- **Population** shrank by 2,355 people, a **11% decrease**
 - *Migration from County contributed to 56% of population decline*
- **Lost 802 jobs**, a **7.7% decrease**
- **Wage & Salary disbursements have decreased 15%**

Data Sources: U.S. Department of Commerce. 2016. Severely disadvantaged communities (less than 60% of the State's median household income)

Severely Disadvantaged Community

Sierra County

- Population **2,999**
- Employed Residents **1,102**



From 2000 to 2015-

- **Population** shrank by 607 people, a **18% decrease**
 - *Migration from County contributed to 63% of population decline*
- **Lost 411 jobs**, a **27.2% decrease**
- **Wage & Salary disbursements have decreased 48%**

Data Sources: U.S. Department of Commerce. 2016. Severely disadvantaged communities (less than 60% of the State's median household income)



NATIONAL

Outdoor recreation is an economic powerhouse in the United States

2016
THE OUTDOOR RECREATION
ECONOMY GENERATES

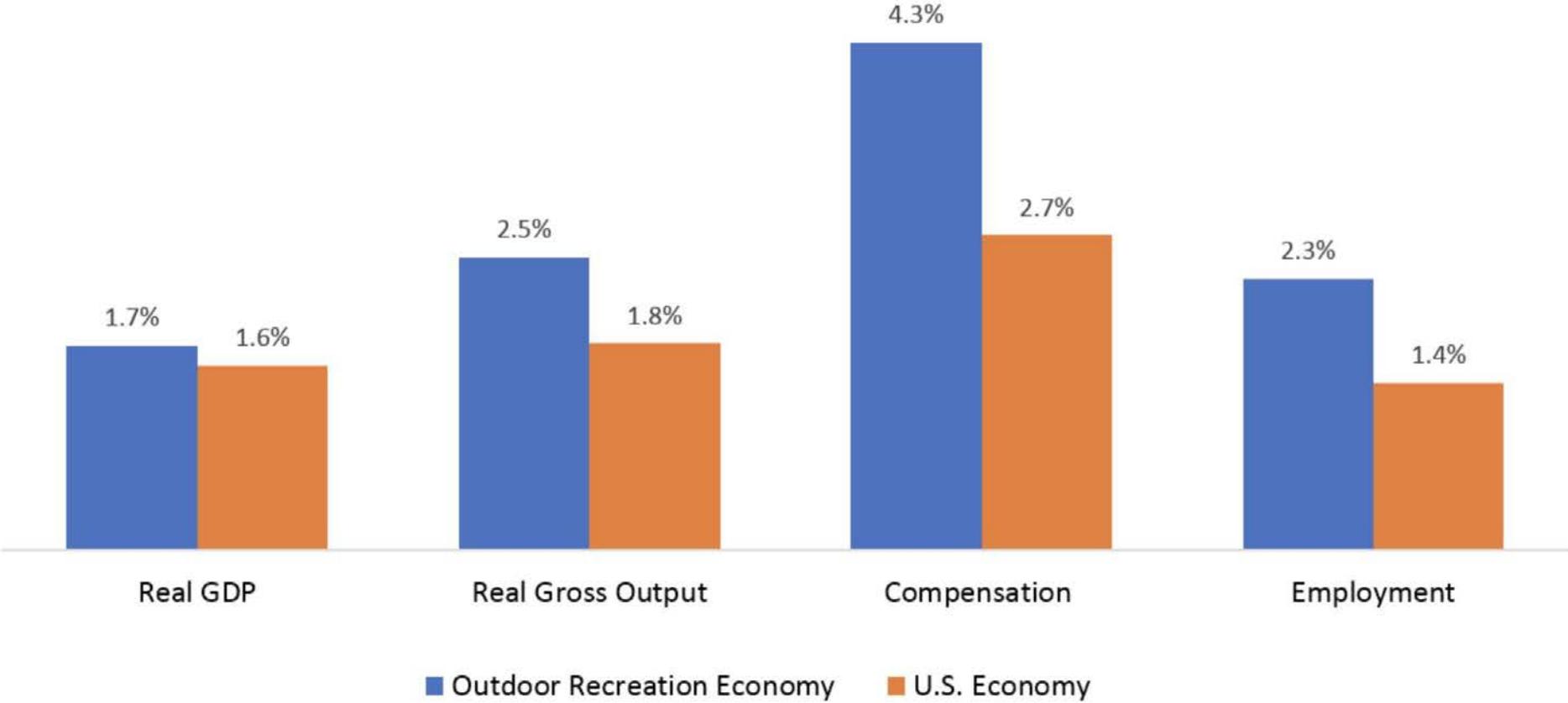
\$887 BILLION
In Consumer Spending

7.6 MILLION
Direct Jobs

\$65.3 BILLION
In Federal Tax Revenue

\$52.9 BILLION
In State And Local Tax Revenue

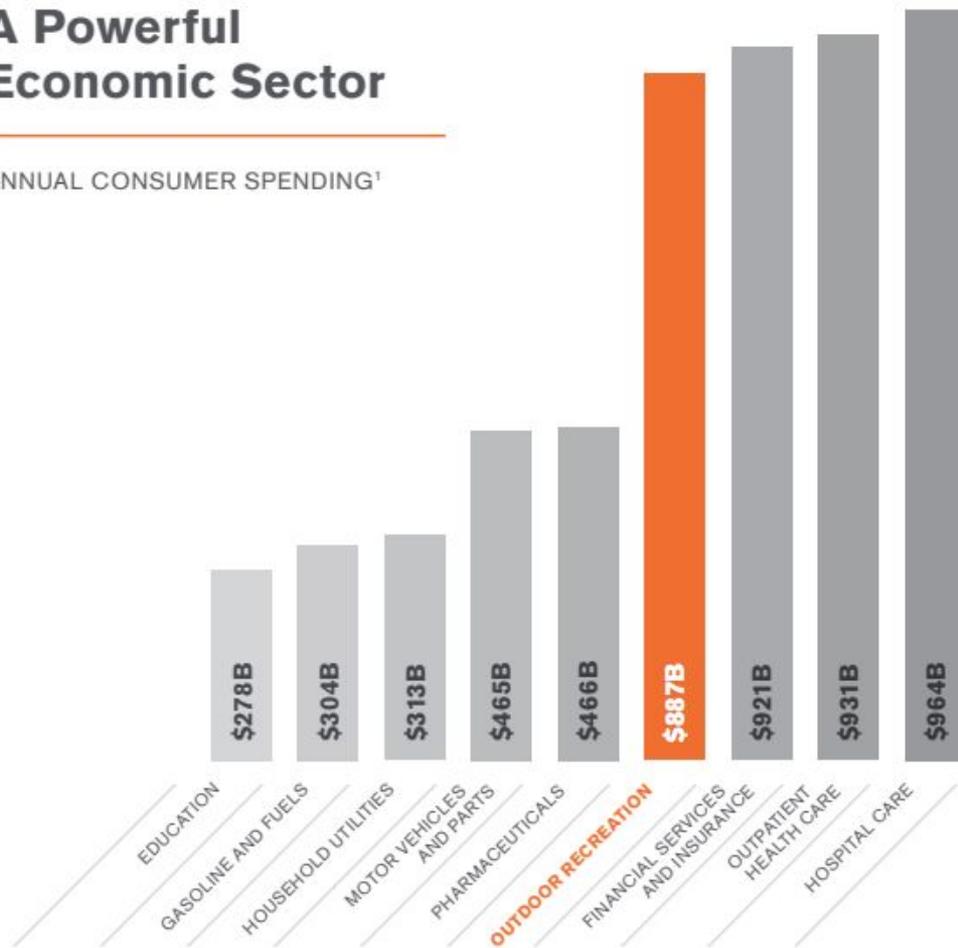
Growth in Outdoor Recreation Compared to Growth in the U.S. Economy, 2015-2016



**Bureau of Economic Analysis*

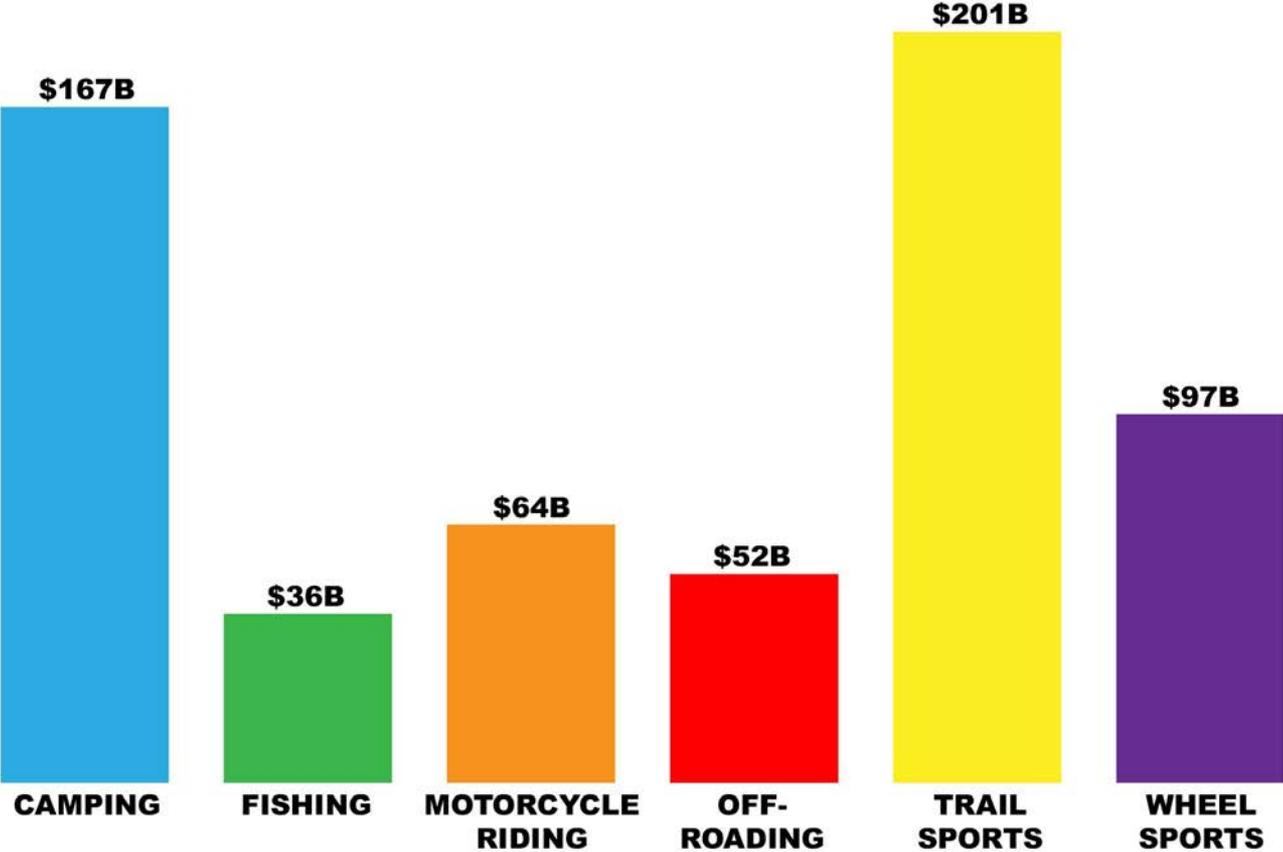
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

Direct Impact of the Outdoor Recreation Economy (in billions of dollars)



**Outdoor Industry Association*

JOBS CREATED NATIONALLY



³ Bureau of Labor Statistics.

⁴ Computing Technology Industry Association (CompTIA).

In 2017, the **California Travel Industry** grew for the 8th consecutive year and generated –

- **S**pending = \$132.4 billion
 - (4.8% increase over 2016)
- **E**mployment = 1.14 million jobs
 - (3.1% increase over 2016)
- **S**tate and Local Tax Revenue = \$10.9 billion
 - (2.8% over 2016)
- **G**ross Domestic Product = \$74.9 billion
 - (2.5% total State GDP)

