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.
Land Managers we work with:
  • National Forests
  • California State Parks
  • Land Trusts

Types of Trails we work on:
  • Motorized OHV
  • Multiple-use
  • Learning Landscape
  • ADA Accessible
  • Pacific Crest Trail

Land Designations we work in:
  • Wilderness Area
  • Roadless Area
  • Recreation Area
  • Timberland Producing Zone
2019 SBTS IMPACT
Contributions to our community, economy and public lands
SBTS Economic Impact in 2019 -
- Gross Income $1.9 million (projected)
- 37 Employees (14 High School students)
- Payroll $730k (projected)
  - 2018 - Payroll $754,798 / Gross Income $1,849,591
  - 2017 – Payroll $665,781 / Gross Income $1,675,913
  - 2016 - Payroll $566,454 / Gross Income $1,447,203
  - 2015 - Payroll $562,422 / Gross Income $1,432,129
SBTS Trails Impact in 2019 -

- Miles Maintained: 219 miles (141 miles in 2018)
- Miles Built: 8.1 miles (3.4 miles in 2018)
- Miles Planned (NEPA/CEQA): 57.79 miles

Since 2003 -

- 113 Trail Projects Completed
- 92.5 miles of NEW Trail Built
- 1,163 miles of Trail Maintained to Specification
- 89,800 Volunteer Labor Hours Contributed

www.SierraTrails.org
SBTS Trails Impact in 2019 -
● Professional Trail Crew Employed - 8
● High School Student Trail Crew Employed - 14
● 49+ Volunteer Trail Work Days
● 2019 - 1,383+ Volunteers (567 under age 18)
  ● 2018 - 1,342 Volunteers
  ● 2017 - 949 Volunteers
  ● 2016 - 724 Volunteers
  ● 2015 - 711 Volunteers
PARTNERSHIPS
Making Dirt Magic happen on public lands with shoestring budgets
Working Partnerships -
SBTS has expertise in forming partnerships with land managers and utilizing Grants and Agreements to maintain and build trails on Public Lands.
Land Management and Non-Profit Partnerships
These businesses and organizations have pledged their philanthropic support to SBTS and Lost Sierra trails!
We encourage you to pay it back and buy from these fine people or support their organizations. If you want to support our non-profit or one of our race events, contact Teal at teal@sierratrials.org.
FUNDRAISING

Attracting funds and engaging the public through outdoor experiences
Fundraising - Events

Operating under Special-Use permit and in partnership with US Forest Service
With net proceeds benefiting SBTS Trail Program

JUNE 6, 2020

Lost & Found Gravel Grinder

2019: 1,500 Participants/ 1,500 Spectators
SOLD OUT - since 2015

JULY 30 - AUGUST 2, 2020

Downieville Classic

2019: 1,150 Participants/ 3,000 Spectators
SOLD OUT - since 2005

SEPTEMBER 24 - 27, 2020

Mountains to Meadows Outdoor Festival

NEW venue to replace Grinduro
2019: 1,200 Participants/ 1,500 Spectators
SOLD OUT - since 2015
Fundraising - Outfitter
Operating under Special-Use permit and in partnership with US Forest Service
With net proceeds benefiting SBTS Trail Program

YUBA EXPEDITIONS
BIKE SHOP, SHUTTLE & OUTFITTER
DOWNIEVILLE AND QUINCY

2019 season: 8600 Shuttle Rides. 725 Bikes Rented. 20,000 Visitors
2018 season: 7435 Shuttle Rides. 680 Bikes Rented
* Fees collected by National Forests through Special Use Permits for Events and Outfitting are tracked in separate accounts by each Forest District and can be used to complete community benefit projects within the same region the fees were generated.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Lost &amp; Found</th>
<th>Downieville Classic</th>
<th>Grinduro</th>
<th>Yuba Expeditions</th>
<th>Total Fees Paid</th>
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Fundraising - Campaigns

With net proceeds benefiting SBTS Trail Program

5 BUCKS A FOOT Campaigns have raised over $500k for trails located on our National Forests
A TRAIL EVERYONE CAN USE
Creating a Long Distance Multi-Use Trail to Revive Mountain Communities
Creating A Trail Everyone Can Use

- The **Sierra Buttes Trail Stewardship** is partnering with land managers, community leaders and collaborative partners to develop a new, 300-mile long distance multi-use (hike, bike, bikepacking, horse, motorcycle, ebike) trail stretching from the edge of the Cascade Mountain range across the Sierra Nevada to Truckee/Tahoe.
- The John Muir Trail was completed in 1938 and was an amazing accomplishment. This trail honors that outdoor heritage while linking mountain communities together.
- Congress and the Forest Service can no longer pay or have staff to construct this trail. But we can build it, with your help and the strength of our volunteers.
Lost Sierra Connected Communities Project Overview

- Plan, construct and maintain a world-class, multi-use trail system on public lands that will connect the northern Sierra communities of: Loyalton, Sierraville, Sierra City, Downieville, Quincy, Graeagle, Portola, Taylorsville, Greenville, Chester, Westwood, Susanville, Jonesville (Butte Co), Truckee/Tahoe and Reno NV.
- Support severely disadvantaged communities through recreation-based economic growth - recreation generates $887 billion in consumer spending annually.
- Showcase the headwaters of the Yuba and Feather Rivers, which are critical watersheds delivering more than 65% of California’s clean drinking water.
CONNECTED COMMUNITIES
Trails Master Plan

The **Red Circles** on the map represent Connected Communities and the **Yellow Lines** represent multiple-use singletrack trails (approximately 300 miles): hike, bike, bikepacking, horse, motorcycle and ebike Trails that everyone can use!
Connected Communities

• The **Trails Master Plan** will:
  ○ Provide a basis for *severely disadvantaged communities* to collaboratively envision, create and maintain a vibrant outdoor recreation economy through world-class multiple use trail opportunities on public lands.
  ○ 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.

• 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.

*Severely disadvantaged communities (less than 60% of State median household income)*
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

Phase 1 - Inventory, Planning and Mapping

- Community Outreach, Land Manager Agreements, Develop MOU’s
- Inventory National Forest “System” and “Non-System” trails
- Plan Community Trail Systems and Trailhead locations
- Flag and GIS Map Connected Community motorized routes (250 miles)
  - Phase 1 Cost: $360,000 (projected)
**Connected Communities**

**Phase 2 - NEPA/CEQA (environmental studies)**
- Work performed on National Forests utilizing Challenge Cost Share and Voluntary Services Agreements
- Using approved local contractors with land manager oversight
- Surveys - Heritage, Wildlife, Botany, Hydrology, Recreation
  - **Phase 2 Cost: $660,000** (projected)
    - NEPA/CEQA $.50 p/ft
    - 1,320,000 ft (250 miles) of new trail
Phase 3 - Construction

- Work performed on National Forests utilizing Challenge Cost Share and Voluntary Services Agreements
- Using locally hired Trail Crews and Volunteers with land manager oversight
  - **Phase 3 Cost:** $6,600,000 (projected)
    - Construction $5.00 p/ft
    - 1,320,000 ft (250 miles) of new trail
Phase 4 - Annual Maintenance

- Work performed on National Forests utilizing Challenge Cost Share and Voluntary Services Agreements
- Local Trail Crew(s) and Volunteers operating with land manager oversight
  - **Phase 4 Cost: $660,000 annual** (projected)
    - Maintenance performed to meet land manager specification $.50 p/ft
    - 1,320,000 ft (250 miles) of trail
RECREATION ECONOMY

Recreation as an economic engine for rural communities
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.
Severely Disadvantaged County

Lassen County

- Population 31,163
- Employed Residents 12,962

From 2000 to 2017-

- Population shrank by 2,947 people, a 9% decrease
  - Migration from County contributed to 76% of population decline
- Employment and Wages have increased 20% primarily through State and Federal jobs (primarily prison industry)

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

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 County

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)
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.
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

- Real GDP: Outdoor Recreation Economy 1.7%, U.S. Economy 1.6%
- Real Gross Output: Outdoor Recreation Economy 2.5%, U.S. Economy 1.8%
- Compensation: Outdoor Recreation Economy 4.3%, U.S. Economy 2.7%
- Employment: Outdoor Recreation Economy 2.3%, U.S. Economy 1.4%

*Source: Bureau of Economic Analysis*
A Powerful Economic Sector

ANNUAL CONSUMER SPENDING

1 Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product
Direct Impact of the Outdoor Recreation Economy (in billions of dollars)

- CAMPING: $167B
- FISHING: $36B
- MOTORCYCLE RIDING: $64B
- OFF-ROADING: $52B
- TRAIL SPORTS: $201B
- WHEEL SPORTS: $97B

*Outdoor Industry Association
JOBS CREATED NATIONALLY

- FINANCE AND INSURANCE: 6.0 MILLION
- CONSTRUCTION: 6.4 MILLION
- COMPUTER TECHNOLOGY: 6.7 MILLION
- OUTDOOR RECREATION: 7.6 MILLION

1 Bureau of Labor Statistics.
2 Computing Technology Industry Association (CompTIA).
In 2017, the California Travel Industry grew for the 8th consecutive year and generated –

- **Spending** = $132.4 billion
  - (4.8% increase over 2016)

- **Employment** = 1.14 million jobs
  - (3.1% increase over 2016)

- **State and Local Tax Revenue** = $10.9 billion
  - (2.8% over 2016)

- **Gross Domestic Product** = $74.9 billion
  - (2.5% total State GDP)
Trail Survey Intro

- Voluntary survey of recreation use and expenses of trail users in the Lost Sierra Region
- May-Oct 2019
- 604 surveys collected
- Goal: collect demographic data, spending patterns of food, lodging, equipment, frequency and type of trail use in order to assess the perceived benefits and economic impact of the trails.

*This data was analyzed and prepared by Center for Economic Development, CSU, Chico
Demographic Info:
77% of respondents were male, between the ages of 36-55, with 56% reporting an annual household income of $100,000 or more.
Local Residents

141 respondents live in Plumas, Sierra or Lassen Counties, 60% of those respondents have lived in the area for 11 or more years

Overwhelmingly respondents indicated that quality of life, health/exercise and connection with nature are “very important” benefits of having access to trails.
Trail Influences on Local Residents

A vast majority of the local residents reported that they engage in outdoor activity "more often" (78%) because of the access to the trail systems of the Lost Sierra. Residents indicated that access to local trail systems (66%) and summer recreation opportunities (65%), community character (58%), and access to open land (46%) are quality of life factors they deemed "very important" influences on their reason to stay or move into the community.
Overall respondents indicated that mountain biking (32%), hiking (22%) and camping (18%) were the top three activities that brought visitors to the Lost Sierra.
Lodging Expenses - Most Recent Trip to Lost Sierra

Survey
To assess contemporary economic impacts of visitor spending, the Trail Use Survey included questions regarding expenses for lodging as well as the number of nights visitors stayed in the area along with the type of overnight accommodations.

Lodging Expenses
The majority (65%) of trail users reported staying 2-3 nights, nearly half (45%) stayed at Forest Service/Public Campgrounds and 42% reportedly spent anywhere between $100-500 on lodging expenses during their most recent trip to the Lost Sierra area.
The Downieville Trail System was the most popular (46%) among respondents, followed by Lakes Basin Recreation Area (23%), Mount Hough/South Park Trail System (21%).

Primary activities:

- 372 - Mountain Biking
- 102 - Hiking
- 49 - Moto/Dirt Biking
- 19 - Other
- 4 - Camping
- 3 - Bird/Wildlife Viewing
- 2 - Photography
- 2 - Horseback Riding
Survey
Sierra Butte Trail Stewardship wanted to assess both the most desired qualities and any barriers of the Lost Sierra Trail System.

Qualities of the Trails
The reported barriers for the trail system were varied with 33% reporting that the trail was too far from home and 22% stating that there was not enough information available about the trail system. The most desired qualities of the trail system were "responsible/valuable stewardship" (i.e., well maintained and clean trail systems) along with easy access to a variety of trails/terrain (range of trail types and level of difficulty). Respondents also cited "conflict between user groups" as a barrier; however, no additional information was provided regarding the type of conflict.

Reported Barriers for Trail System Use

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<tr>
<th>Barriers</th>
<th>Percentage</th>
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<tr>
<td>Trail was too far away from home</td>
<td>33%</td>
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<tr>
<td>Not enough information available about the trail</td>
<td>22%</td>
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<tr>
<td>Overcrowding</td>
<td>15%</td>
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<tr>
<td>Conflict between user groups</td>
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<tr>
<td>Too difficult of terrain</td>
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<tr>
<td>Unable to access the trailhead</td>
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