Regional Trail Summit & Coalition
PSRC BPAC Presentation
March 12, 2019

Snoqualmie Valley Trail
Vision for Regional Trails

✓ Accessible
✓ For all ages and abilities
✓ Interconnected
✓ Integrated
Process leading to Coalition formation:

- Recruited key stakeholders to advise on Coalition, Branding & Summit in 2018
- Started with other trail managers
- Added partners from cities, state, counties, NGOs
- Invited to Rails to Trails Conservancy Trail Nation Summit
TrailNation™
Process leading to Coalition formation:

• Steering Committee met four times
• + Two policy meetings e-bikes and dockless bike share
• Summit Planning Subcommittee recruited
2018 Regional Trails Summit:
Connecting Trails, Connecting Communities

**Purpose:** Inspire the formation of a broad-based coalition to expand and steward the Regional Trails network
Regional Trails Coalition Priorities:

- Advocate for shared vision
- Fill gaps in the network
- Diversify funding, resources
- Tell the story of regional trails
- Increase consistency & coordination
- Work together on priority projects
- Collect and share consistent data
What We Heard At The Summit:

• Affirmation of priorities, benefits of creating a Regional Trail Coalition
• Must address equity of Regional Trails
• More public, private partnerships
• Work together on emerging issues
Naming the Regional Trail Network
**THE PROCESS**

- **LISTENING** — STAKEHOLDER INTERVIEWS AND INPUT SESSIONS
- **LOOKING** — FIELD OBSERVATIONS
- **LEARNING** — PEOPLE-ON-THE-STREET AND TRAIL-USER CONVERSATIONS
- **STUDYING** — SURVEY OF 1500+ COMMUNITY MEMBERS
- **COMPARING** — TRAILS BRANDING AUDIT
- **POSITIONING** — IDENTIFYING THE CORE IDEA AND CREATIVE PRINCIPLES FOR THE BRAND
- **NAMING** — OPTIONS
- **TESTING** — FOCUS GROUPS + INPUT
- **DESIGNING** — IDENTITY + VISUAL SYSTEM
- **LAUNCH** — 2019
Themes

CONNECTION
NATURAL BEAUTY
ACCESSIBLE
DIVERSITY
COMMUNITY
PRESERVATION

PROSPERITY
HEALTH
JOY
FREEDOM
COURAGE
FOR ME/FOR ALL
IS IT EASY TO PRONOUNCE?

IS IT OWNABLE?

DOES IT CAPTURE THE SPIRIT OF OUR REGION?

DOES IT NEST WELL WITH EXISTING TRAIL NAMES?
NAMES: 4 OPTIONS
Names

ROOT TRAILS
PULSE TRAILS
THE BRANCHLINES
THE LEAFLINE
Proposed Path Forward:

• Bimonthly meetings in 2019 (March, May, July, Sept, Nov)

• Develop Action Plan, Structure to Implement Plan, Vision/Mission, Resource Needs, Operating Guidelines, Coalition Membership & Leadership
Next Meeting is March 21 1-2:30pm
Mercer Island Community Center
Contact jean.white@kingcounty.gov to be added to email list
Thank you