



2023

WOOD RIVER TRAILS COALITION

# IMPACT REPORT



OUR MISSION IS TO CREATE, MAINTAIN AND SUSTAIN OUR TRAIL NETWORK FOR ALL USERS.

---

# TABLE OF CONTENTS

In 2019 The Wood River Trails Coalition launched to execute a clear mission: to create, maintain and sustain our trail network for all users.

We execute our mission with three main "pillars":

- **Professional Trail Crew Support;**
- **Volunteer Trail Work;**
- **Membership Program and Trail Project Funding**

This allows us to maintain the world class trail system we have here in Central Idaho while working to improve it.

## **PROFESSIONAL TRAIL CREW SUPPORT**

2. USFS - SAWTOOTH NATIONAL FOREST PARTNERSHIP
3. BLM - BUREAU OF LAND MANAGEMENT PARTNERSHIP

## **VOLUNTEER TRAIL WORK**

4. VOLUNTEER PROGRAM STATS AND ACCOMPLISHMENTS
5. TRAIL BOSS PROGRAM
5. MOTORIZED VOLUNTEER PROGRAM
6. BRING YOUR OWN CREW PROGRAM
6. PARTNERSHIP WITH IDAHO TRAILS ASSOCIATION

## **MEMBERSHIP PROGRAM AND TRAIL PROJECT FUNDING**

7. MEMBERSHIP PROGRAM
8. TRAIL MONITORING PROGRAM
10. TRAIL PROJECT FUNDING - ADAM'S GULCH ADAPTIVE SPORTS  
TRAIL ENHANCEMENT PROJECT

## **STRATEGIC PLAN UPDATE**

## **FINANCES**

---



# SAWTOOTH NATIONAL FOREST KETCHUM RANGER DISTRICT PARTNERSHIP



We continue to closely partner with the the Sawtooth National Forest - Ketchum Ranger District (KRD) on professional trail crew support, our Volunteer and Trail Monitoring Programs, and project funding and support.



We support the KRD trail crew by funding a portion of the wages for seasonal trail crew members. This crew maintains the majority of the 400+ miles of trails surrounding the Wood River Valley, and our support ensures they are fully staffed every season.

Below are some highlights from their 2023 season, [read more HERE:](#)

- 179 miles of trail maintained
- 989 downed trees removed from trails
- 59,827 feet of trail brushed



Click [HERE](#) to check out a short film that showcases our partnership!

We are excited to continue this partnership in 2024 and plan to continue to improve and expand our combined efforts in the coming years!



# BUREAU OF LAND MANAGEMENT

## SHOSHONE FIELD OFFICE

---

# PARTNERSHIP



In partnership with the BLM and the Blaine County Recreation District (BCRD) we assist with the ongoing maintenance of the Croy Canyon trail network, as well as other BLM trails near Hailey and Bellevue.

This is valuable because the BLM lacks a fully funded and staffed trail crew on their lands in our Valley (which is most the public land surrounding Hailey and Bellevue).

In 2023, we helped to magnify the work of BLM staff by assisting with the layout and design of the new BLM trails in the South Valley. We also provided matching funding for all three new trails.

We support the BLM through staff time, with our partnership with Wood River Mountain Bike Team, and through our Volunteer Program.



# TRAIL WORK STATS

## STAFF AND VOLUNTEER SEASON TOTALS



### VOLUNTEER WORK

#### PARTY TRAILS:

- Hidden Valley
- Sunnyside
- Forbidden Fruit + Low Hanging
- Prairie Creek
- Fox Creek
- Greenhorn Main
- Mill Lake
- Shadyside
- Two Dog
- Kane Summit
- Curly's
- Croy Creek Trail
- Belle + Vue Trails
- Rinker Rock Creek Ranch



# VOLUNTEER PROGRAMS

## 01 TRAIL BOSS PROGRAM

Huge shout out to our 2023 Trail Bosses! These super volunteers go through training to become essentially an additional staff member at our volunteer work parties. By supporting our staff at volunteer events, we can host larger and more audacious events (each Trail Boss can help manage 5 additional volunteers per event!)

In 2023, out of the **13 public volunteer events**, **12** were attended by Trail Bosses - totaling **74.75 hours of volunteer time this summer**.

*I love coming and volunteering with the trail work parties because it's a great way to invest in these trails that offer so much to the quality of life here.*

- Daniel Brown, Trail Boss



## 02 MOTORIZED VOLUNTEER PROGRAM

As always, our local crew of motorized volunteers absolutely crushed it once again - diligently working throughout the season to keep your trails clear!

They logged out over 900 trees this season, clearing motorized trails accessed from Deer Creek, Greenhorn, Warm Springs, Baker Creek and more.

The WRTC pays for saw gas mix, chains and bar oil for those who spend their free time clearing trails. Thank you to all of the hard working moto volunteers.



# VOLUNTEER PROGRAMS

## 03 BRING YOUR OWN CREW PROGRAM

We launched a new program this year - the Bring Your Own Crew (BYOC) Program - where we hosted large groups or companies for volunteer work parties tailored to them. Whether it was a morning away from the office for Windermere, an afternoon on Shady Side with Wild Rye, or evenings at Greenhorn with the Bike Team, we are stoked to announce that we hosted **8 BYOC** events this year, resulting in over **200** hours of work done on our trails.

*Thank you to Wood River MTB Team, Community School MTB Team, The Sage School, The Sage International School, Wild Rye, and Windermere Sun Valley for participating in this program!*



## 04 PARTNERSHIP WITH IDAHO TRAILS ASSOCIATION

We had another successful partner-weekend with Idaho Trails Association. Over the three day event on the Prairie Creek Trail, this women's-only crew cleared a whopping **62 trees** and **maintained an impressive 2.5 miles of trail**. Of course, the work done was only an indication of the true value of the event - to come together around a shared love of and commitment to the trails that give so much in return.



*Thank you to the Be Good Foundation and the Bronco Wild Fund for helping make this project happen with their generous financial support!*

# MEMBERSHIP PROGRAMS



## 1 GENERAL MEMBERSHIPS

Huge thank you to the **685** community members who have recurring memberships, or who gave to one of our appeals. You all brought in **\$161,906** for your trails!

## 2 BUSINESS MEMBERSHIPS

Our business membership program brought in **\$17,552** for our trails! The amazing trails in the Valley are a big reason that so many people live and visit here, and the local business community understands the symbiotic relationship between great trails and great business.

## 3 CHANGE MAKERS

Our **15** donors who gave at or above \$5,000 brought in **\$191,336** this year. We call this group the change makers, because they help to amplify the donations from our members to create lasting impact throughout our trail system.

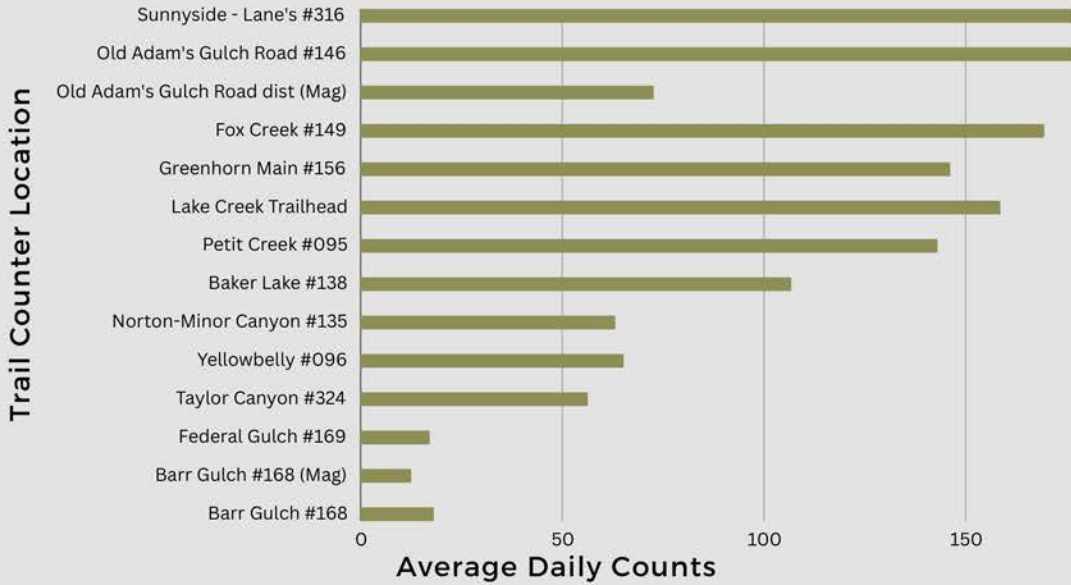
"I love supporting the WRTC because they are the lifeblood of the community. If you're not already a member, you need to be! **Your money goes right back into your community and the trails you love. It is the best money ever spent if you're an avid trail lover.** Every dollar counts, and the WRTC makes it easy for you to give. So this season, start it off differently and make sure you provide a little or a lot to this fantastic organization."

**COLTER BREHMER, WRTC MEMBER**



# TRAIL MONITORING PROGRAM

## 2023 Average Daily Traffic Numbers



There were  
**195,056**  
total detections  
across our  
monitoring area in  
2023

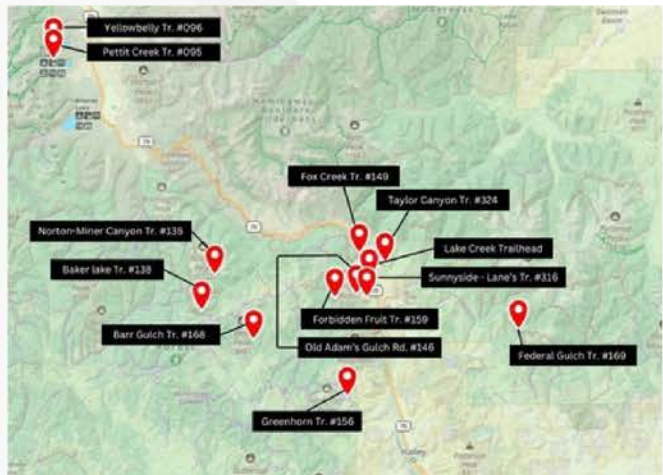
Sunnyside was the  
#1 highest count at  
**28,458**  
total detections from  
May-October 2023

Greenhorn Main  
saw  
**22,509**  
total detections from  
May-October 2023

Please note that the numbers displayed represent the amount of times someone passed by a counter meaning someone who went out and back was counted twice.

The 2023 Trail Monitoring Program brought some big changes: **we made the data available to you** with this handy interactive platform on our website and we were also able to leave trail counters out at their sites for the whole season, **increasing the accuracy and efficiency** of the program.

Looking forward we will continue to collect annual data and explore new ways to grow public trail accessibility through the use of monitoring data.



Trail Monitoring Locations: Sunnyside - Lane's #316; Old Adam's Gulch Rd #146; Old Adam's Gulch Rd #146 (Mag); Fox Creek #149; Greenhorn Main #156; Lake Creek Trailhead; Petit Creek #095; Baker Lake #138; Norton-Minor Canyon #135; Yellowbelly #096; Taylor Canyon #324; Forbidden Fruit #159 (Top); Federal Gulch #169; Barr Gulch #168 (Mag); Barr Gulch #168

# TRAIL MONITORING PROGRAM

## 1 WHAT IS A MAG COUNTER?

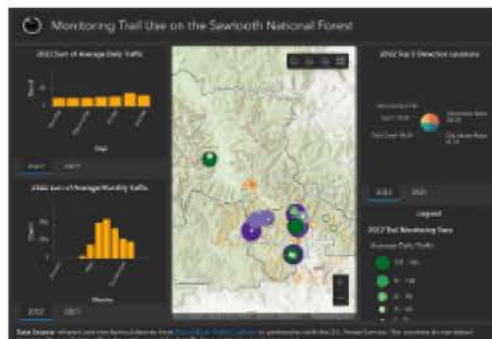
In order to better understand the use on trails, we use two kinds of counters - an infrared counter and a magnetic counter. The infrared counter will give us the total count of trail traffic, and the magnetic counters will pick up any metal that crosses them. So, if we divide the total mag counts by the total infrared counts, we'll get the percentage of motorized and cyclist traffic on the trail.

## 2 TRAIL SELECTION

Every year, we try to select a few trails that see a lot of traffic, and a few trails that are 'off the beaten path'. We like to keep a trail counter at some of the most popular trails (like Adam's Gulch Main and Greenhorn Main), but otherwise, we rotate our counters throughout the area to get quasi-annual data on a bunch of trails, which gives us a bigger view of traffic patters throughout our trail region.

## 3 WEBSITE

This year, we launched a super rad website that shows all of the data that we're collecting through this program. It is a more comprehensive look at this data across years, so you can see trends, traffic patterns, and movement of our trail counters.



# ADAM'S GULCH ADAPTIVE SPORTS TRAIL ENHANCEMENT PROJECT



In 2021, the Ketchum Ranger District partnered with the National Forest Foundation, Idaho Department of Parks and Recreation, Higher Ground and the Wood River Trails Coalition to reimagine the Adam's Gulch Trailhead as an inclusive upgrade to a beloved community resource.

Throughout 2021 and 2022, these partners galvanized the community to support the Adams Gulch Adaptive Sports Trail Enhancement Project and this year we celebrated the grand opening of this project.

The purpose of the Adams Gulch Adaptive Sports Trail Enhancement Project is to improve the overall visitor experience at this popular trailhead while maximizing and expanding the opportunities for the adaptive sports community.

Visitors to the area will notice the results of the last two years worth of work in the new parking configuration, the new restroom

facilities, enhanced stream crossings and bridges, and in the brand new purpose-built trail - Low Hanging Fruit. These enhancements address long standing capacity issues with the trailhead, and will allow the space to continue to serve our community for years to come.

The new Low Hanging Fruit trail provides an exciting trail opportunity for adaptive cyclists, allowing them to enjoy the thrill of a downhill flow trail while also minimizing user conflicts on other sections of the overall Adams Gulch trail network.



# STRATEGIC PLAN UPDATE

We launched our 2023 - 2026 Strategic Plan this year, which will help guide our critical decisions over the next three years. We are one year in, and we've made huge strides. Below you'll see our strategic priorities, the accomplishments we've made toward that priority, and our outstanding goals.

## STRATEGIC PRIORITY 1

30%

Pursue programming that results in "tools in the dirt" trail work within the Wood River Valley in a way that not only creates and maintains trails, but also creates generational stewardship.

**Accomplishments:** Prepared to launch the hybrid trail crew with the USFS Sawtooth National Forest Ketchum Ranger District; applied for the BLM contract to build new trails around Hailey and Bellevue; began fundraising for Greenhorn Trailhead Improvements.

**Goals:** Launch hybrid trail crew; examine Valley-wide trail crew opportunities, implement 1-2 trail projects with the USFS KRD



## STRATEGIC PRIORITY 2

50%

Grow our organizational capacity to achieve our strategic plan while investing in our people and their ability to bring their whole selves to this work.

**Accomplishments:** Developing improved financial policies and controls, developing compensation policies and structures.

**Goals:** Hire Finance and Administration Coordinator, continue to implement financial policies and controls, and HR policies.

## STRATEGIC PRIORITY 3

75%

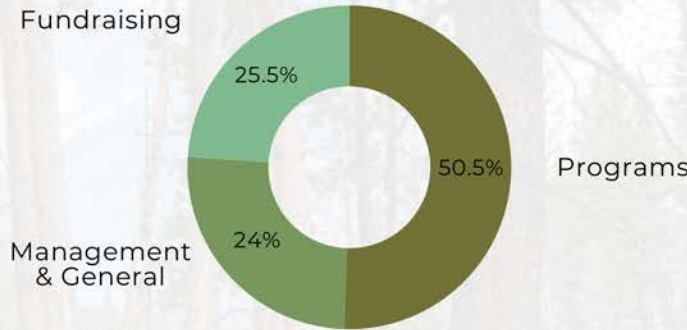
Build a donor and member-base that reflects our community and feels accessible to anyone who feels connected to our trails and mission.

**Accomplishments:** Hired Development Director, migrated to modern CRM **Goals:** Increase membership base annually, develop ambassador program

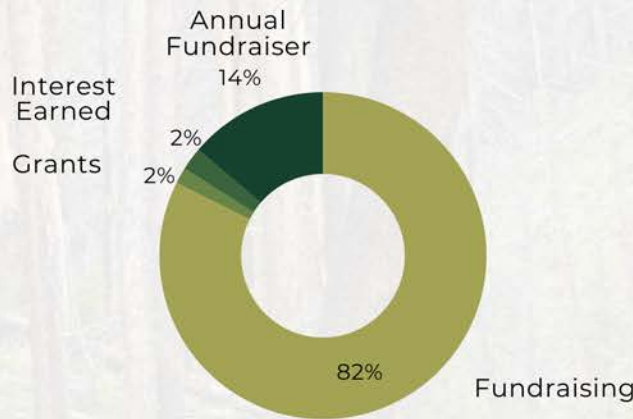


# FINANCIALS

**OPERATING EXPENSES:**  
**\$373,986**



**INCOME:**  
**\$389,995**



**TOTAL NET INCOME:**  
**\$24,075\***

\*Total Net Income applied to reserve funds & long-term strategic initiatives

\*\* Our internal Fiscal Year spans from 11/1 - 10/31. We file our 990s with the IRS on a calendar fiscal year, so these numbers will differ slightly from our 2023 990.

# WHO WE ARE

## STAFF

**Sara Gress**, Executive Director

**Elizabeth Pedersen**, Development Director

**Carith Kamermans**, Field Operations Supervisor

**Miles Eyre**, Field and Logistics Coordinator

## BOARD OF DIRECTORS

Matt McNeal, Chair

Nicole Lisk

Justin Malloy, Treasurer

Alison Kinsler

Julian Tyo, Secretary

Sam Christian

Susan Giannettino



[info@woodrivertrailscoalition.org](mailto:info@woodrivertrailscoalition.org)



141 Citation Way, Suite 9

PO Box 756

Hailey, ID 83333



[www.woodrivertrailscoalition.org](http://www.woodrivertrailscoalition.org)

**EIN: 01-0975346**

*Photo credits: Nyima Ming and WRTC Staff*

