



Truckee Community Trails Stewardship Program

for the

Outdoor Visitor Safety Fund- Round #2

RFA No. 168078

Submitted April 28, 2023

ORGANIZATION NAME: Truckee Dirt Union

APPLICANT/CONTACT PERSON: Matt Chappell

PHONE: 530-448-3480

ADDRESS: PO 3533 96160 Truckee, California

EMAIL: matt@truckeedirtunion.org

A handwritten signature in black ink that reads "Matt Chappell". The signature is written in a cursive, flowing style.

TAB A: ENTITY DESCRIPTION

A. Truckee Dirt Union (TDU) is a California non-profit corporation 501(c)(3) working to create a positive sustainable impact for the Truckee-area mountain biking community. Through trail management and forest stewardship, TDU develops and manages a sustainable and symbiotic relationship between the pursuit of outdoor recreation and the forests that provide such opportunities.

TDU unifies Truckee-area trail riders, local trail builders, and the greater mountain biking community through grass-roots efforts, volunteerism, and community events. In 2022, TDU hosted 4 Community Stewardship Events culminating in a 1,000+ hour volunteer labor submission to the United States Forest Service from over 200 volunteer participants.

TDU's leadership team is in communication with entities including CA State Parks, Sierra Pacific Industries, Tahoe Donner Association, and Truckee Donner Land Trust in an effort to expand TDU's community-based stewardship model into other complimentary trail networks and riding communities within Truckee as well as a few other selective stewardship collaborations just beyond Truckee borders. This grant proposal to Nevada County is aligned with the aforementioned effort.

TDU asserts that single track mountain bike trail maintenance requires a combination of skills, including trail building, landscaping, and environmental management. It is essential to have a dedicated team of professionals and a large pool of volunteers to ensure that our trails remain safe and enjoyable for the thousands of locals and visitors that flock to Truckee's world-class mountain terrain.

B. Principal Founders // Board Members

Matt Chappell - Board President // Principal Founder of the TDU

Matt is an engaging and relatable Truckee business owner (OLAB) and a driven volunteer steward of public lands.

Skye Allsop - COO/CFO, co-founder, Truckee business owner, and passionate community member and former board member of Visit Truckee Tourism board.

David Metres - Secretary, founding board member, environmental law professional and firm partner.

Greg Foresyth - Development Chair, founding board member of TAMBA and TDU and owner/operator of Cyclepaths Bikeshop.

GP Martin - Marketing Chair, content creation professional, grant writing committee chair

C. The Truckee Dirt Union primarily serves the greater Truckee areas (eastern Nevada County and Placer County) single track trail network for mountain bikers. We cultivate local trail building and trail management through collaboration with many independent local organizations including Truckee Trails Foundation (TTF), Truckee Donner Land Trust (TDLT), Tahoe Area Mountain Biking Association (TAMBA), the Sierra Buttes Trail Stewardship (SBTS) and any other friendly mountain bikers or organizations that support TDU's initiative for cultivating connection and responsibility through hands on stewardship experience.

TAB B: COVID-19 IMPACTS

A. The US treasury has acknowledged that park and recreational facilities/areas were heavily impacted by the COVID-19 pandemic. With the closure of many indoor recreational facilities and restrictions on group gatherings, many people turned to outdoor activities, like mountain biking, to stay active and spend time with friends and family. This increased demand led to dramatic overcrowding on many trails and parks across California.

B. This is particularly true in Nevada County, where the mountain biking terrain has attracted an exponential increase in usage (approximately 5,000 user laps per week in July compared to a few hundred just five years ago) and the resulting environmental degradation, public health and safety issues, and potential for encroachment of historical sites is of utmost concern.

There is an exponential increase of tourism in Nevada County as exemplified in the 36% increase in [Transient Occupancy Tax](#) (TOT) since 2020. 2023 is on pace for Nevada County to exceed \$1million in the TOT, due in part to the regional draw of mountain biking terrain and access (this figure doesn't take into account the impact from local users of the trail network). Whereas this economic tax benefit appears to be a positive metric, the

reverse effect is happening to the health of the single-track trail network, resulting in untold injuries to riders and devastating environmental impact, erosion, and potential harm causality to our most coveted outdoor spaces.

C. According to data collected by TDU, some singletrack mountain bike trails that TDU maintains in partnership with USFS are seeing usage frequency that rivals area ski slopes during winter, per mile of terrain accessed. The notable difference is that ski areas are managed by full-time staff who maintain terrain, tend to forest stewardship and the environment, and oversee the health and safety of the public. Likewise, ski mountain operations factor in forest stewardship, including mitigating water runoff, managing forests, animal migration patterns, and other environmental concerns. The infrastructure of mountain biking trails is not the same.

Our mountain bike trails *need* constant maintenance due to the harsh Sierra environment. The intense usage degrades the trails, proving gravely consequential to recreationalists. These consequences put stress on local urgent care doctors, search & rescue, and paramedic staff—not to mention families, children and community leaders who fall while out riding on a perpetually degrading trail.

The COVID-19 Pandemic inadvertently contributed to developing and fortifying a local mountain bike trail user group. Whereas policies around masking and social distancing have since relaxed, the massive community of mountain bikers continues to contribute to sustaining a flourishing economy in Truckee, populating restaurants with patrons, filling bike shops with buyers, bookstores, cafes, and more. The boom in mountain bike popularity has helped put Truckee on the map as an international mountain bike destination and a most desired place to live year-round. All the while, there are miles-upon-miles of unkempt trails. TDU is attempting to shift the paradigm into a more effective direction by creating a unified stewardship effort born from the heart and soul of Truckee's outdoor community stoked by a lean professional staff and an effective community volunteer stewardship model.

TAB C: PROJECT DESCRIPTION

A. This grant application requests funding for TDU to invest in the tools and people needed to raise the level of impact for urgently needed trail work and user messaging due to the high demand of ever-increasing users. Programming includes a unique community activation model, pairing volunteer trail maintenance, hands-on stewardship education, trail usage metric-keeping & trend reporting, and innovative stewardship communications culminating in the promotion of responsible and inclusive recreation.

The trail network noted within this project application is located within less than one mile of Tahoe Donner Association boundaries and are known as Drunken Deer and Sober Deer Trails. The culmination of trails within this network total approximately 10 miles in overall length. This network of trails lies near the historic Emigrant Trail corridor and is accessible to many Truckee based neighborhoods including Tahoe Donner, Prosser Lake View Estates, Prosser Heights, and downtown Truckee. This trail network is a great outdoor amenity for Truckee and could be brought up to modern environmental standards with improved access for all. TDU is ready and willing to create the great community synergy needed to accomplish this delicate initiative and have honed a unique approach as exemplified in [TDU's Jackass Ridge project case study](https://www.truckeedirtunion.org/projects#project-two). (<https://www.truckeedirtunion.org/projects#project-two>).

Funding for this grant will go towards hiring four local professional trail building and maintenance personnel for daily trail service on designated trails within Truckee's highest impact trail networks under TDU's adoption agreements with USFS.

The daily tasks for these trail building personnel involves the ongoing process of building, repairing, and maintaining the physical infrastructure of trails to ensure that they remain safe, sustainable, and enjoyable for riders. This will include a variety of tasks, such as:

Trail Building: Trail builders will work to create new trails that are designed to provide a unique riding experience, or to connect existing trails to create a larger trail network.

Trail repair: Trails are be damaged by weather (snow, wind, rain, drought), heavy use, and other factors, and may require regular repairs to maintain safety and sustainability. This involves fixing erosion, repairing trail features like bridges and jumps, and improving drainage.

Trail maintenance: Trail maintenance involves ongoing upkeep of the trail, such as trimming back overgrown vegetation, repairing trail markers, and keeping the trail surface clear of debris.

Trail improvement: Trail builders and maintenance crews will work to improve the trail features and flow, making the trail more enjoyable and challenging for riders. This includes adding new features like berms, jumps, and drops, and improving the overall layout and design of the trail.

Environmental protection: Trail builders and maintenance crews may also work to protect the surrounding environment by building and maintaining trails in a way that minimizes erosion, protects natural resources and historical sites, and respects wildlife habitats.

Trail maintenance is an essential part of creating and maintaining a sustainable and enjoyable mountain biking experience. It requires a combination of physical labor, technical skills, and environmental awareness to ensure that trails are safe, sustainable, and enjoyable for riders while also protecting the natural environment.

B. Generally, the mountain biking season in the Sierra Nevada Mountains can range from late spring/early summer to late fall/early winter. The bulk of the milestones prioritized below are anticipated to begin in late May or early June, after the snow has melted and trails have dried out. The season can last until late October or early November, or until the first significant snowfall.

2023 Prioritized Milestones

1. Grow fleet of trail building equipment including water pumps, powered wheelbarrows, rakes, shovels, including capacity to rent excavation machinery.
2. Purchase an enclosed trailer to transport and store trail maintenance equipment.
3. Hire four (4) local professional trail building and maintenance personnel for daily service to Truckee's highest impact trail networks under TDU's volunteer adoption agreements with USFS.
4. Design and manage the implementation of five (5) electronic tracking systems on popular trail networks to monitor and analyze usage for future improvements.
5. Generate and maintain a Community Messaging Campaign via social media channels, email marketing, retail partner locations, community activations (ex. Alpen Glow speaker series) and special events (ex. Truckee Tahoe Gravel Race)
6. Host three (3) volunteer trail stewardship events annually

2024 Prioritized Milestones

1. Install eight (8) indexing markers on Nevada County trails correlating to terrain mapping to improve the search and rescue communications in order to expedite emergency access and response to injured and lost riders
2. Collaborate with land managers (private owners, state parks, Truckee-Donner Land Trust, Tahoe Donner and USFS) to initiate environmental trail improvements and re-routes intended to prioritize protection of natural resources, preservation of historical sites, control of water run-off and erosion, and to restore habitat sanctuaries
3. Host five (5) volunteer trail stewardship events annually. With a goal of 1,500 stewardship hours per year invested in the program while bolstering our community reach and volunteer trail force by 12% year over year.

C. In the Coronavirus State and Local Fiscal Recovery Funds Interim Final Rule: FAQ section 2.18, investments in improving outdoor spaces are an eligible use of funds. The work on these trails will provide economic, environmental, and social benefits to the Truckee community impacted by the COVID-19 pandemic and can help support the long-term sustainability of our area.

TAB D: COMMUNITY BENEFIT

A. With thousands of riders gathering daily in national forest lands and state parks, we've observed that organizing this user-group to promote stewardship, intention, and community belonging has

environmental benefits by reducing erosion, protecting sensitive habitats, and preserving natural resources, and economic benefits by supporting local businesses and creating jobs while also reducing the carbon footprint of a growing user group by improving accessibility to near-to-home trails.

Community engagement: Mountain Biking has undergone exponential growth in the last five years. Thousands of people (varied age groups) gather and participate in mountain biking on National Forest Lands and State parks on a daily basis. Organizing this user-group in Truckee, capturing the energy of its participants, and leading them to a path to stewardship, intention, and community belonging lie at the potential of this initiative.

Environmental benefits: Maintaining mountain biking trails in a sustainable, environmentally friendly, and community-collaborative way has positive impacts on the local ecosystem. This includes reducing erosion, protecting sensitive habitats, and preserving natural resources. Additionally, improving accessibility to near-to-home trails lessens the need to drive to trails therefore reducing the Carbon footprint of a growing user group by lessening reliance on automobiles.

Economic benefits: Mountain biking unquestionably brings economic benefits to a local community. Riders may need to purchase gear, rent bikes, or pay for services like bike repairs or lessons, which supports local businesses and create jobs. From trail builders to breweries, from coffee shops to bike shops, business in Truckee is on the rise and the benefits of mountain biking's economic impact is seen firsthand across town on any given summer day as the trails and streets fill with mountain bike riders.

TAB E: LEVERAGING PARTNERSHIPS AND RESOURCES

TDU collaborates with land managers (private owners, state parks, Truckee-Donner Land Trust, Tahoe Donner and USFS) to initiate environmental trail improvements and reroutes intended to prioritize protection of natural resources, preservation of historical sites, control of water run-off and erosion, and to restore habitat sanctuaries.

TDU has been successful securing collaborations with governmental and non-governmental agencies, and garnering funding from individual and organizational donors. There are currently 60 partnership supporters including Truckee-Donner Land Trust, USFS, Visit Truckee-Tahoe, Town of Truckee, and Truckee Fire Protection District, CA State Parks, Tahoe Donner and Truckee Trails Foundation.

The environmental work for this project will be headed up by project partner John Groom at Tahoe Donner Association. The environmental work of this initiative will be instrumental in protecting cultural resources and conserving unique habitat findings in addition to creating connection opportunities to nearby neighborhoods in the most impactful and sustainable way.

TAB F: MANAGEMENT CAPACITY AND MEASURABLE OUTCOMES

The program will result in sustainable expansions to the mountain biking trail network professionally maintained by TDU and enthusiastically enjoyed by tens of thousands of visitors and community members in Nevada County. The following activities will be used measure the success of the project:

1. The four trail building and maintenance personnel hired by this proposed grant will lead the majority of daily duties on trail. They will report directly to TDU's Executive Director, Matt Chappell
2. During volunteer trail stewardship events, volunteer activities are logged, hours are tracked with project descriptions and then submitted to the United States Forest Service under TDU's Volunteer Trail Stewardship agreements.

3. Electronic tracking systems from Eco-vision will be installed on popular trail networks to monitor and analyze usage statistics for future trail studies, projects, and management.
4. Community Messaging Campaign will be measured in likes, impressions, audience attendance, member sign ups and overall volunteer participation.
5. All expenditures will be recorded by TDU's current bookkeeper with oversight, check-ins, and balance-sheet reporting from a contract-hired or volunteer Chief Financial Officer (CFO). Current volunteer bookkeeper: Katie Linnett. Current contract-hired CFO Alicia Verham.

TAB G: BUDGET AND FINANCIALS (500 WORDS)

- A. Our requested funding for this project is \$96,185.00 or 55.8% of a total project expenditure \$172,085.00 anticipated cost. The additional funding needed to complete the project will come from TDU Funds (\$20,000.00 or 11.6%) that have already been earmarked and Partner Funding of \$55,900.00 or 32.5%.
- B. **Budget Narrative** - The requested funding will directly support 5 key elements within the project.
 1. Trail Force activation - Supports the Volunteer Trail Force's in field activations, supplying food and beverage, plus essential day of necessities that allow for a productive workday for all volunteer participants.
 2. Equipment Purchases needed to enable Pro staff and Volunteer Trail force to make significant progress on trail builds with proper tooling for the job.
 3. Digital Trail Counters - Providing useful analytics and knowledge to support proper management and stewardship of the trails & forest.
 4. Salaries & Benefits - Supports the project management of the volunteer trail force and Pro Trail Force who work tirelessly to maintain the trail network and provide daily trail maintenance.

TAB G: BUDGET AND FINANCIALS

Attachment B: Line-Item Budget			
Nevada County Outdoor Visitor Safety Fund- Round #2 Grants Program			
Applicant Name: TRUCKEE DIRT UNION			
Project Name: Community Stewardship Program Phase 2			
Revenue			
Outdoor Visitor Safety Fund Request Amount	\$	96,185.00	
Organization Funds	\$	20,000.00	
Other Partner Funds*	\$	55,900.00	
State Funds*	\$		
Other Federal Funds*	\$		
TOTAL REVENUE	\$	172,085.00	
Expense		Expense Budget	Requested Funds from OVSFRA
Salaries & Benefits	\$	50,800.00	45,600
Services & Supplies	\$	0.00	
Contracts for Service Delivery*	\$	49,100.00	22,100
Equipment Purchases*	\$	38,185.00	22,285
Other Expenses*	\$	34,000.00	6,200
TOTAL EXPENSE	\$	172,085.00	96,185
NET	\$	0.00	
<i>* Please describe any of the following:</i>			
Other Partners:	One Percent For The Planet environmental partner		
	Tahoe Trail Bar		

	Private Doners - Philanthropic
	United States Forest Service
	Alpenglow Speaker Series
	Truckee Gravel Race
	Alibi Ale Works
	One Bios
	High Fives Foundation
State Funding:	
Federal Funding:	
Contracts for Service Delivery	Momentum Trail Building Consulting
	Photography and Videography
	Marketing and Communications Campaign
Equipment Purchases	Mini Excavator - Water Tender, Bucket loader Rental
	Communication/Marketing Tools and Accounts
	Excavating Tools: shovels, saws, rakes etcetera...
	Mobile Storage Container
	Security Camera
	2 Digital Trail Usage Trackers
Other Expenses	Volunteer Day Food and Beverage Support for six Events of Fifty Persons
	Weekly Fuel and Mileage Staff Reimbursements
	Community Gatherings - Hosted Events by the TDU - IE. Bike Movie Premieres - Location costs, Services associated with hosting such community events. Previous events have garnered 350 people per event free of charge.
	Print Budget-Mailers, packaging, POPDisplay - Messaging Programs
	Book Keeping

	Office Stationary
	Milage - Local and travel
	Plane flights to visits other Trail building organizations - Research
	Event space rentals

Truckee Dirt Union

EIN: 85-2238195 | Truckee, California, United States

Form 990-N (e-Postcard)

Organizations who have filed a 990-N (e-Postcard) annual electronic notice.
Most small organizations that receive less than \$50,000 fall into this category.

Tax Period:

2021 (01/01/2021-12/31/2021)

EIN:

85-2238195

Organization Name (Doing Business as):

TRUCKEE DIRT UNION

Mailing Address:

PO Box 3533
Truckee, CA 96160
United States

Principal Officer's Name and Address:

Matthew Chappell
PO Box 3533
Truckee, CA 96160
United States

Gross receipts not greater than:

\$50,000

Organization has terminated:

No

Website URL:

truckeedirtunion.org