

AllTrails | Public Lands Program

Simplifying planning and navigation

Goal

Provide essential, at-a-glance information to visitors before they hit the trails to ensure a fun and enjoyable trail experience.

Impact

- **8 new trail segments** added to AllTrails
- **200+ edits** submitted across 75 parks and open spaces to ensure accurate trail information
- **An interactive map** to help visitors plan their adventure
- **Improved trail accessibility information**

“The AllTrails Public Lands program and embedded map widget offer a powerful boost, enabling our small nonprofit to share information in a way we couldn’t achieve on our own.”

Ryan Fritz, Trail Project Manager, Bay Area Ridge Trail Council

Background

The Bay Area in California has over 1,000 routes on AllTrails, 84 of which are part of the regional Bay Area Ridge Trail network. These routes traverse 75 parks and open spaces. In 2023, AllTrails visitors spent 4,500 hours on those 84 trails and viewed the trail pages over 275,000 times.

The Bay Area Ridge Trail Council’s mission is to plan, promote, and sustain a connected hiking, cycling, and equestrian trail on the ridgelines around San Francisco Bay – linking people, parks, and open space for today and future generations.

Challenge

Providing accurate information to their thousands of daily visitors was vital, but as a small non-profit, the Bay Area Ridge Trail Council has limited resources. The Council wanted to build an interactive, easy-to-use map dashboard – and point people to a trusted online resource that would help them before, during, and after their outdoor adventure.

Approach

After researching various online resources, the Bay Area Ridge Trail Council determined AllTrails to be the most reliable partner. They partnered with us to:

- Curate information on existing AllTrails trail pages and created new routes to reflect their full trail portfolio
- Build an interactive trail map dashboard on their website and easily incorporate AllTrails embedded widgets
- Continue to monitor AllTrails and add real-time alerts, information, and new trail segments as those become available for public use

Outcome

The Bay Area Ridge Trail Council provided essential information for visitors to enhance their trail experience by:

- **Submitting over 200 edits** across 75 parks and open spaces, curating their trail-goer experience, and ensuring information is accurate and up-to-date
- **Adding 8 new trail segments** to AllTrails as trail crews completed work, giving visitors new areas to explore
- **Building an interactive map dashboard** using AllTrails embedded widgets allows visitors to choose their own adventure and find all the information they need in one place.

And there is more to come! The Bay Area Ridge Trail Council is actively working with AllTrails to bridge the gap and provide more trail accessibility information directly to their visitors including the surface type, width, grade, and cross-slope of trails.