

The Baileys Mountain Bike Trail System

Improving Communities through a Collaborative Vision

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Building Collaboration & Community Engagement

- ▶ Athens Bicycle Club re-engages Wayne NF to develop a new vision for an old idea.
- ▶ Wayne NF joins the Baileys Working Group to develop a master trail plan.
 - ▶ Including the right people (user groups, local governments, healthcare organizations, universities, land managers).
 - ▶ Capitalizing on the strengths of members while working as a team.
 - ▶ Building the working group with each new step in process.

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 - ▶ Capitalizing on the strengths of members while working as a team.
 - ▶ Building the working group with each new step in process.
- ▶ Do the communities want this?
- ▶ Meeting the requirements of NEPA.
- ▶ Where's the money?
- ▶ Building trails with community connections.

Vision

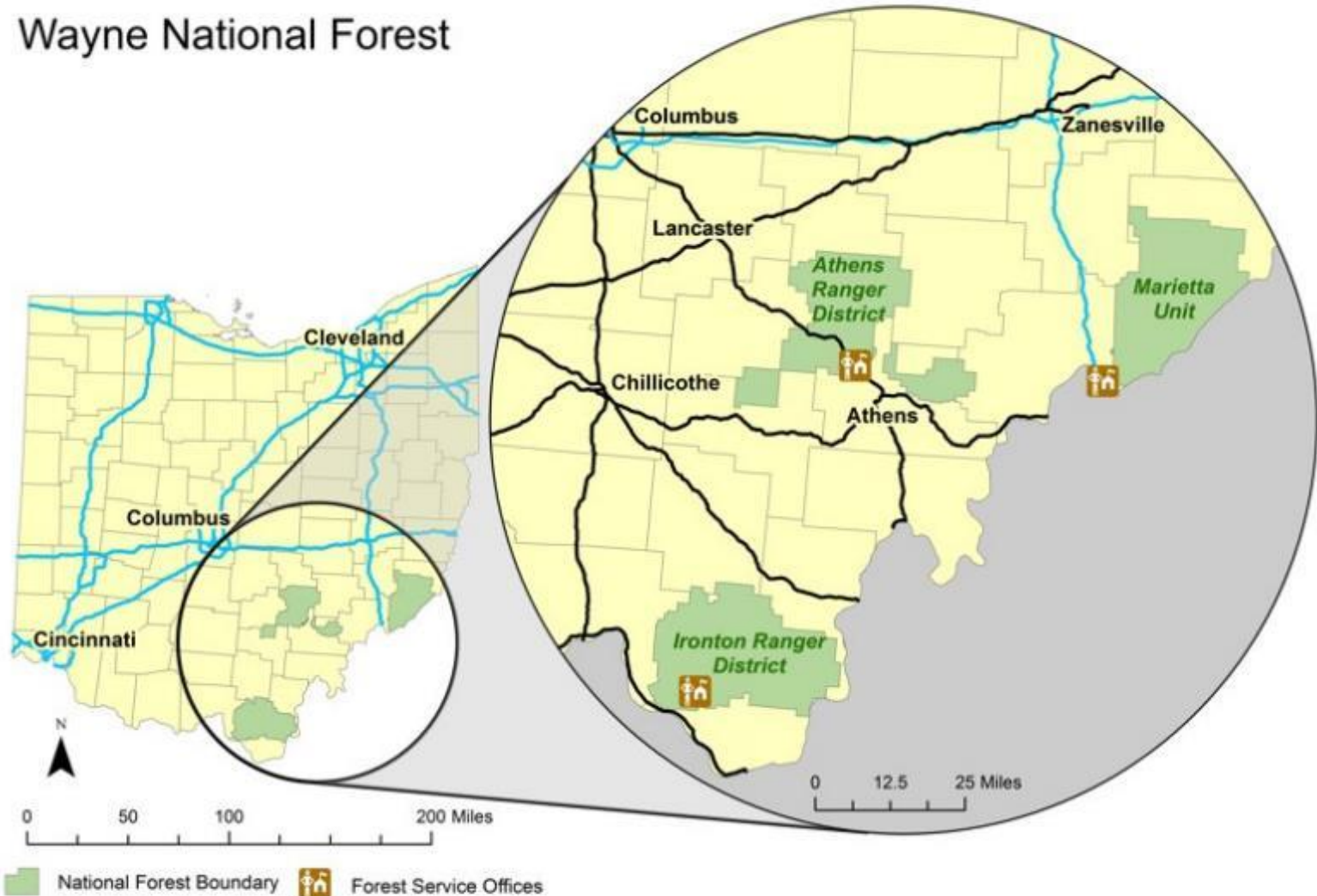
- ▶ Develop recreation tourism opportunities that contribute to the ecological, social, and economic growth and sustainability of communities in southeast Ohio.

Mission

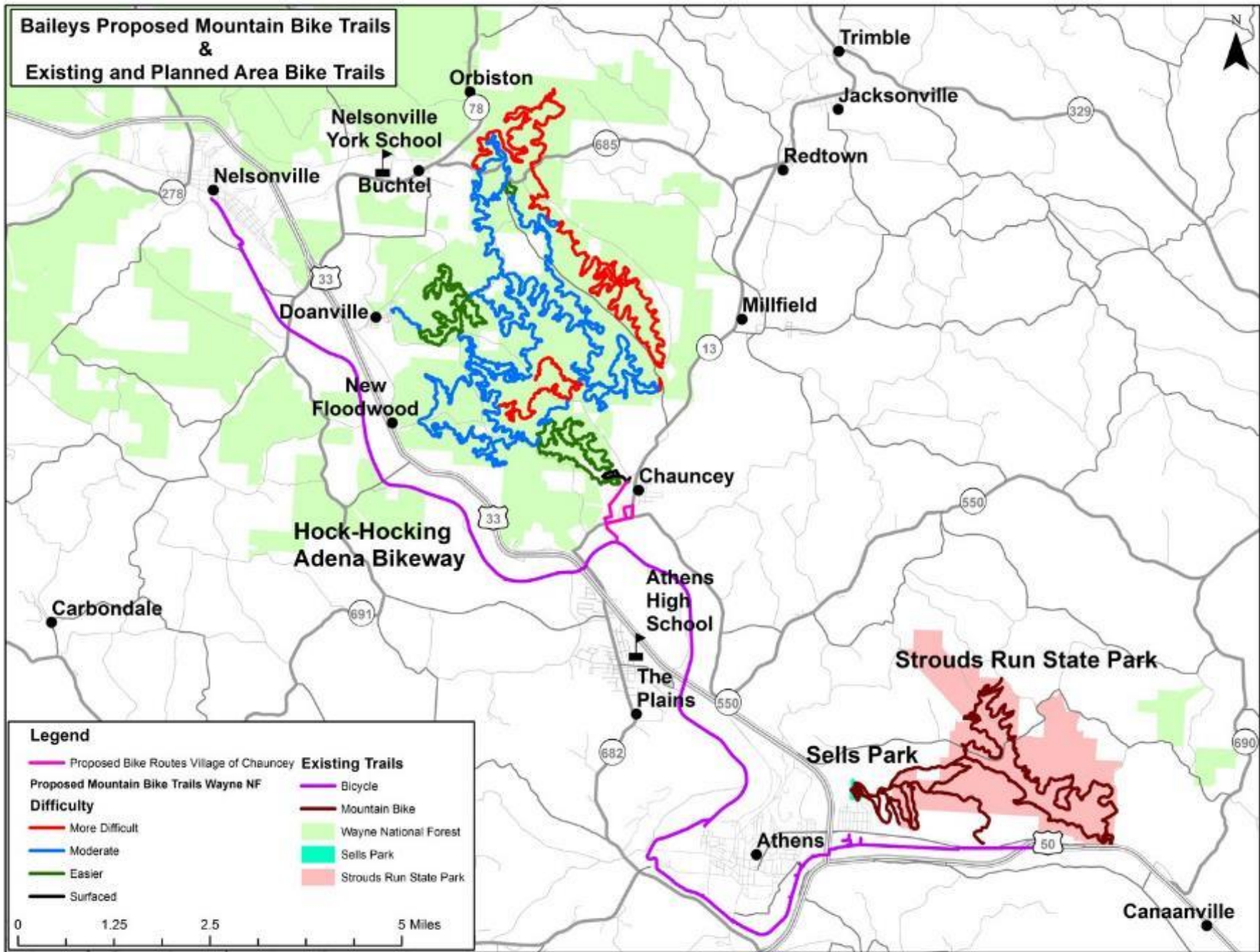
- ▶ Design an 88-mile destination-level, mountain bike optimized trail system that connects directly to local communities and to cities in Athens County via the Hockhocking Adena Bikeway.

Where?

Wayne National Forest

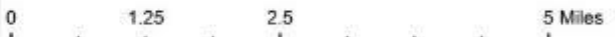


**Baileys Proposed Mountain Bike Trails
&
Existing and Planned Area Bike Trails**

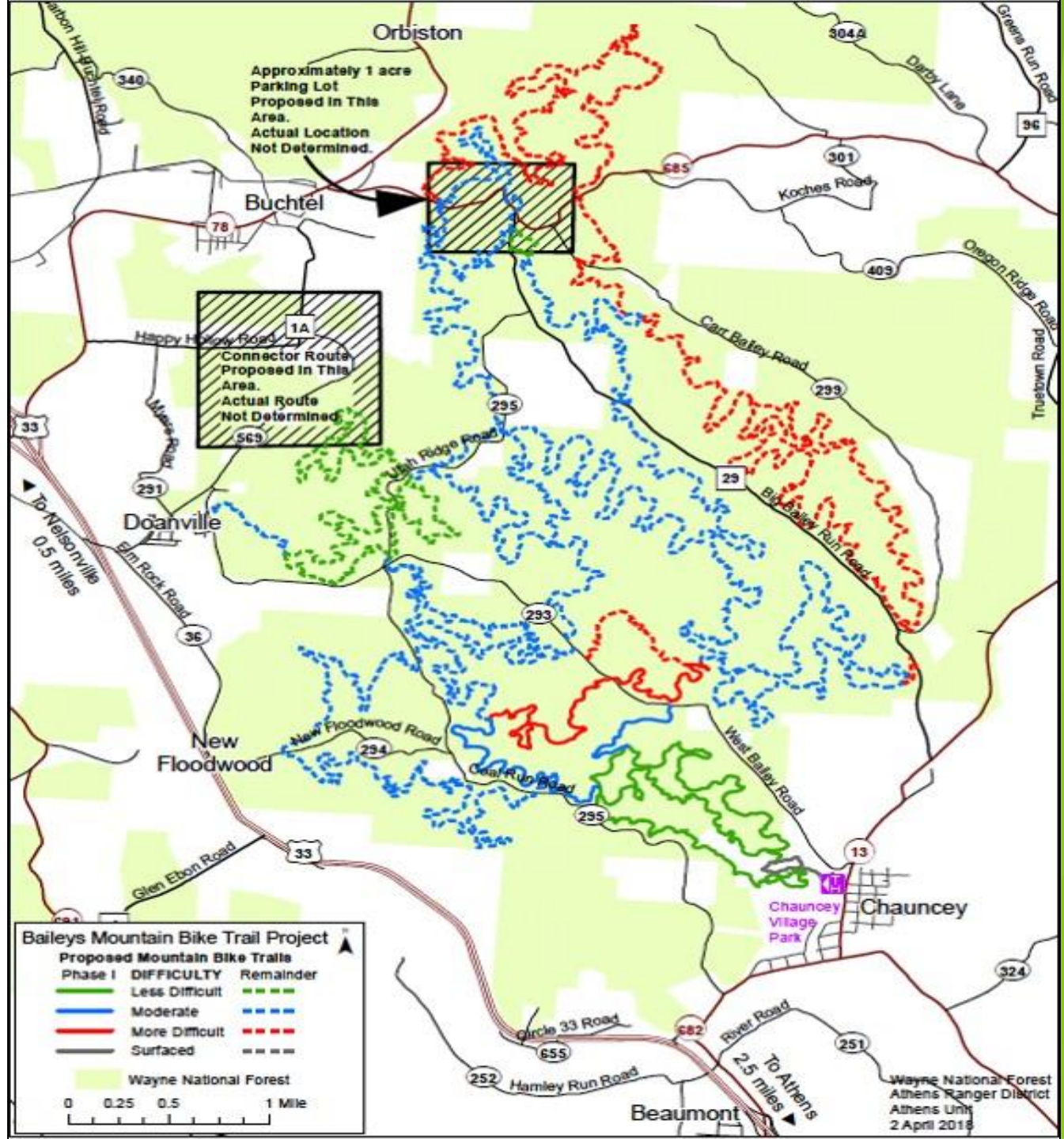


Legend

- | | |
|--|------------------------|
| Proposed Bike Routes Village of Chauncey | Existing Trails |
| Proposed Mountain Bike Trails Wayne NF | Bicycle |
| Difficulty | Mountain Bike |
| More Difficult | Wayne National Forest |
| Moderate | Sells Park |
| Easier | Strouds Run State Park |
| Surfaced | |



Overall Trail Map Based on Trail Difficulty



The Goals:

- 1) Develop a trail master plan.
- 2) Complete environmental analysis on proposed trail system.
- 3) Fundraise - find money from grants, donations, etc. to build trail system.
- 4) Construct the trail system (88 miles).

The present:

Low levels of
community pride

Communities
with no economy

Poor access to
physical
activity



Goal 1) Develop a Trail Master Plan

- ▶ Baileys Working Group
 - ▶ Identify roles.
 - ▶ Draft and submit Request for Proposals to trail design companies.
 - ▶ Raise funds for trail master plan.
 - ▶ Select trail design company.
 - ▶ Provide on-the-ground support for trail design company.



Village of Chauncey

York Township



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Goal 2) Complete environmental analysis

- ▶ Baileys Working Group
 - ▶ NEPA does not have to be a barrier!
 - ▶ Surveys completed by Ohio University interns.
 - ▶ Adjustments made to respect adjacent landowners.
 - ▶ Wayne NF signed Decision Memo for project.



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Goal 3) Fundraise

► Baileys Working Group

- Wayne NF & Athens County - RTP and Clean Ohio Trail Fund grants
- Surprising development (stay tuned)!
- Appalachian Regional Commission POWER grant
- Traditional fundraising



Village of Chauncey

York Township

Village of Buchtel



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Goal 4) Construct the trail system (88 miles)

- Phase 1 - Chauncey Village (13.6 miles)
- Phase 2 - Doanville & Buchtel (17.0 miles)
- Phase 3 - Utah Ridge (12.5 miles)
- Phase 4 - Buffalo Beats (18.3 miles)
- Phase 5 - Carr Bailey (26.1 miles)



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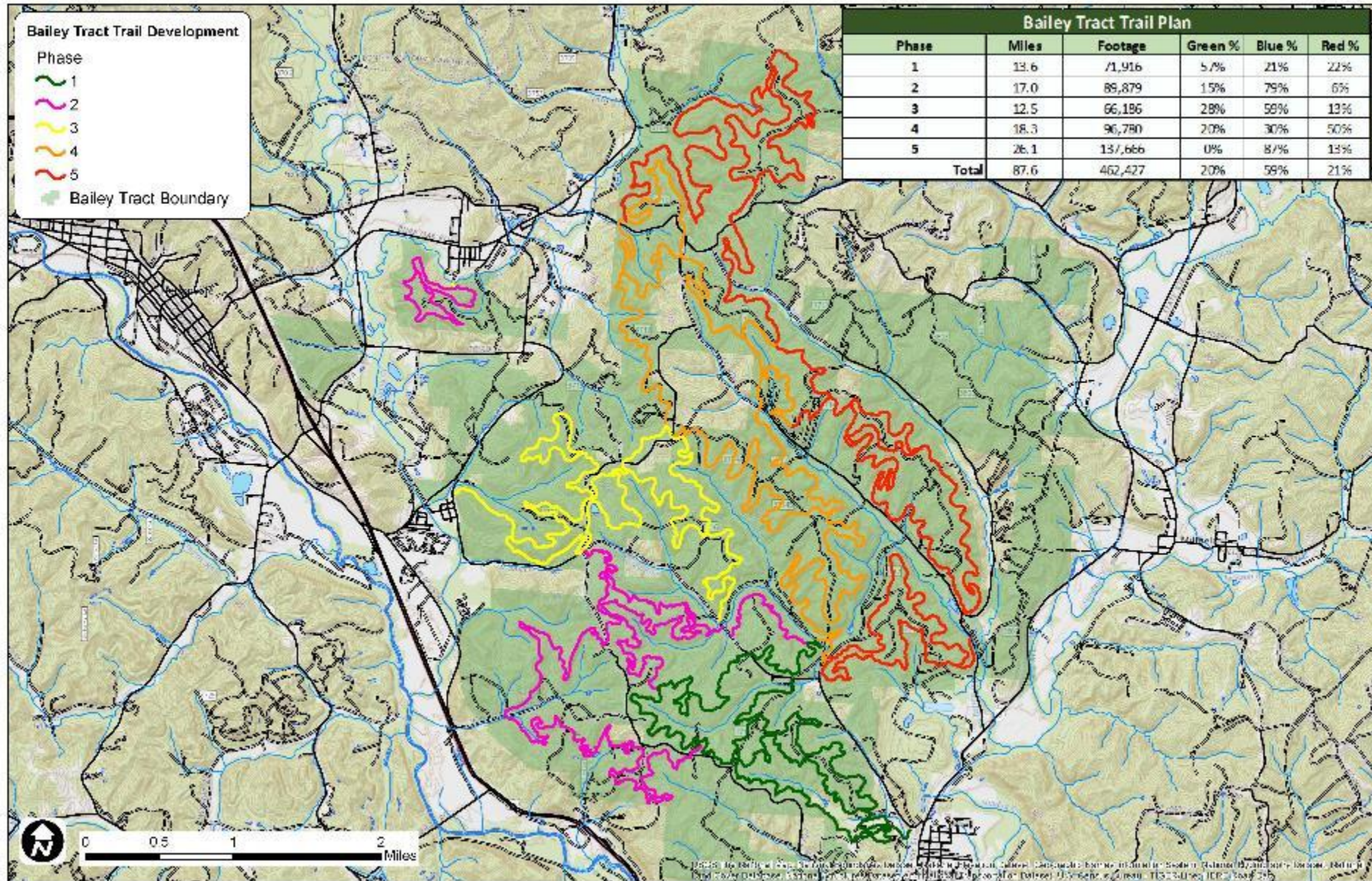


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OhioHealth BELIEVE IN WE™

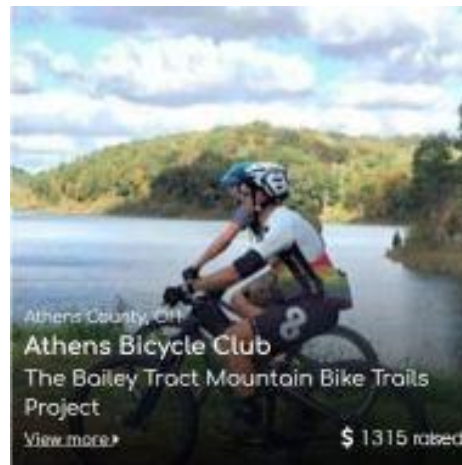


Goal 4) Construct the trail system (88 miles)

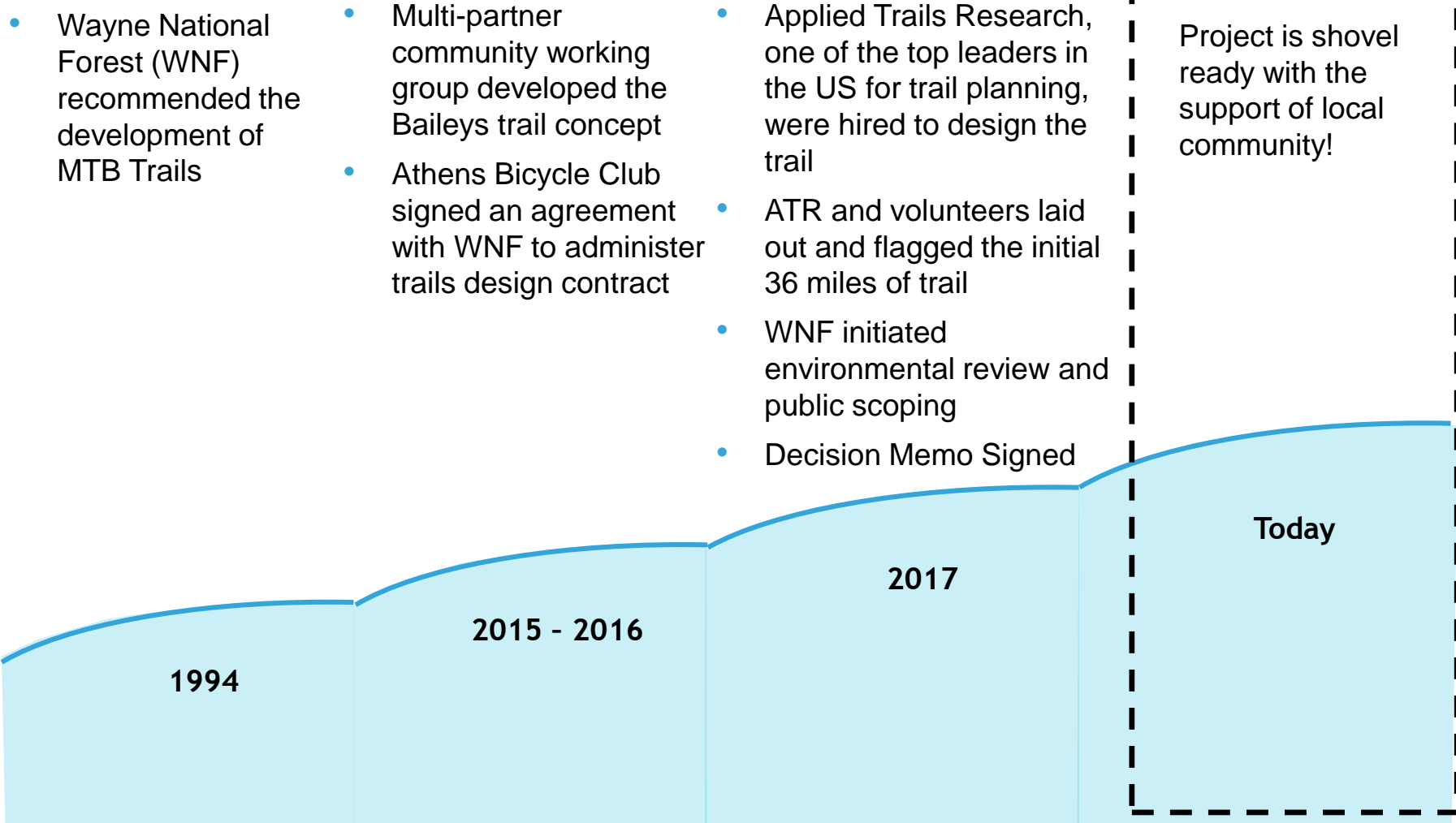


Let's hear from you

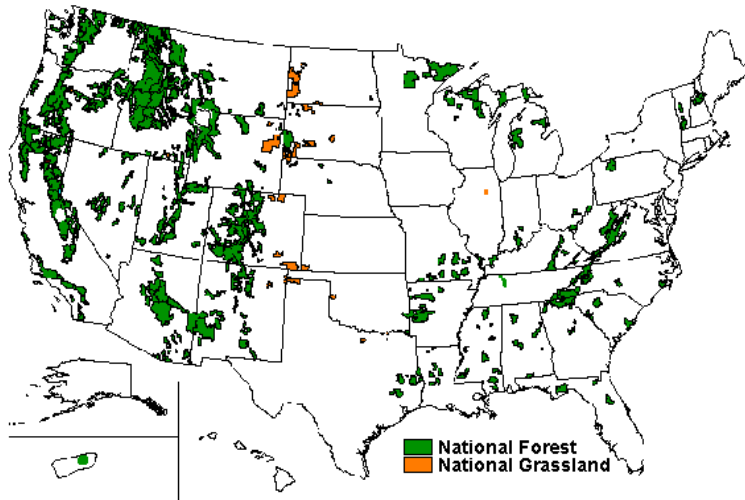
- ▶ Show of hands - who has worked on this kind of extensive trail system?
- ▶ What are some creative fundraising ideas you have experienced in your partnership work?



The Baileys has a long history of bringing together leaders in trail planning, outdoor enthusiasts, and the Athens community



National Forest Foundation and the USFS contracted Quantified Ventures to determine if Pay For Success can be used to fund recreational infrastructure



Competitive process

- 13 National Forests (~10%) applied
- Sites were selected based on need, costs, environmental approval, and proximity to population centers

Selection of top site

- Wayne National Forest in Athens, OH was selected as the top site out of all applications
- Their recreational infrastructure project is the Bailey's Mountain Biking Trail System

Using Pay for Success to finance the Baileys Trail allows Athens County to overcome the three barriers to financing the trail

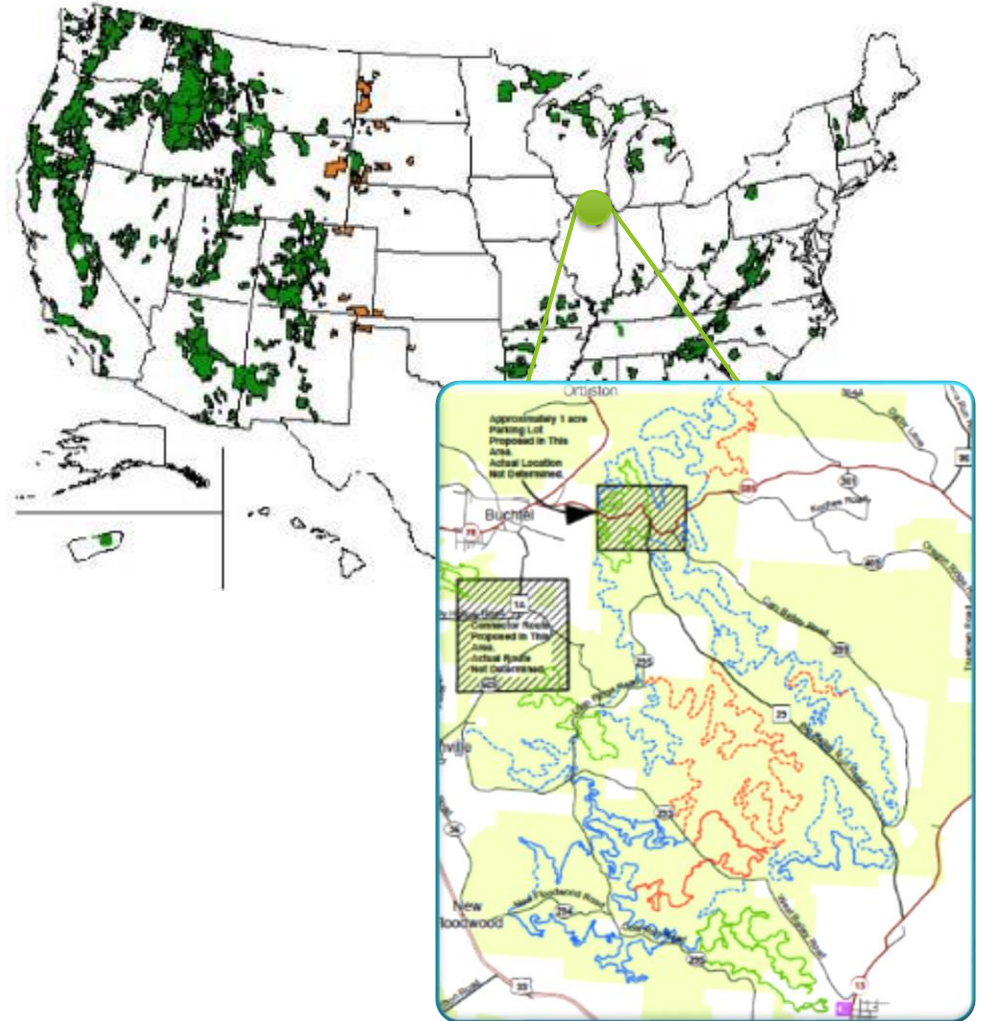
	Problem	Solution
Availability & Flexibility of Funding	Funding sources are not currently available nor guaranteed in the future	Payment is provided by impact investors and can fund multiple aspects of the track
Time to build the trail	Current plan is to fund the Baileys in 5+ years, each year will require a new funding cycle	Turns a 5-20 year project into a 1-2 year project, allowing benefits to accrue immediately
Measuring economic outcomes	No measurement of economic growth or impact	Tying repayment to outcomes increases transparency and allows payors to pay when outcomes are achieved



The Baileys Mountain Biking Trail System is a 88 mile single-track, multi-use human powered trail system on the Wayne National Forest

The Baileys will be...

- Designed on a “blank canvas” by the top consulting firms in the county
- Optimized for mountain bikers, but can accommodate hikers, backpackers, trail runners, and nature watchers
- A trail for varying levels of difficulty for all skill levels
- A trail that connects to local communities via trail heads in Chauncey, Doanville, and Buchtel
- Within driving distance of ~15% of the US population. The trail will be a premier MTB destination east of the Mississippi



Athens County is a distressed county facing health, environmental, financial, and social challenges

1

Health

- Athens County has poor physical and mental health compared to Ohio and the US average
- Appalachia has higher mortality rates than the nation as a whole in each of the following: heart disease, cancer, COPD, injury, stroke, and diabetes

2

Environmental

- The Wayne National Forest is facing environmental difficulties including illegal dumping and Acid Mine Drainage

3

Economic Development

- Athens county is one of 84 counties listed as economically distressed by the Appalachian Regional Commission
- Despite many policies to promote growth, macroeconomic factors have contributed to economic decline for decades

4

Intangible

- With a large student population, Athens County is a transient community trying to keep students after they graduate

Despite numerous non-monetary benefits, our goal is to identify benefits that can be financed

- 1 Health
- 2 Environmental
- 3 Economic Development
- 4 Intangible

The Baileys trail will be an opportunity for regional economic development.



The Baileys will become a premier mountain biking destination leading to **greater utilization and visitation**

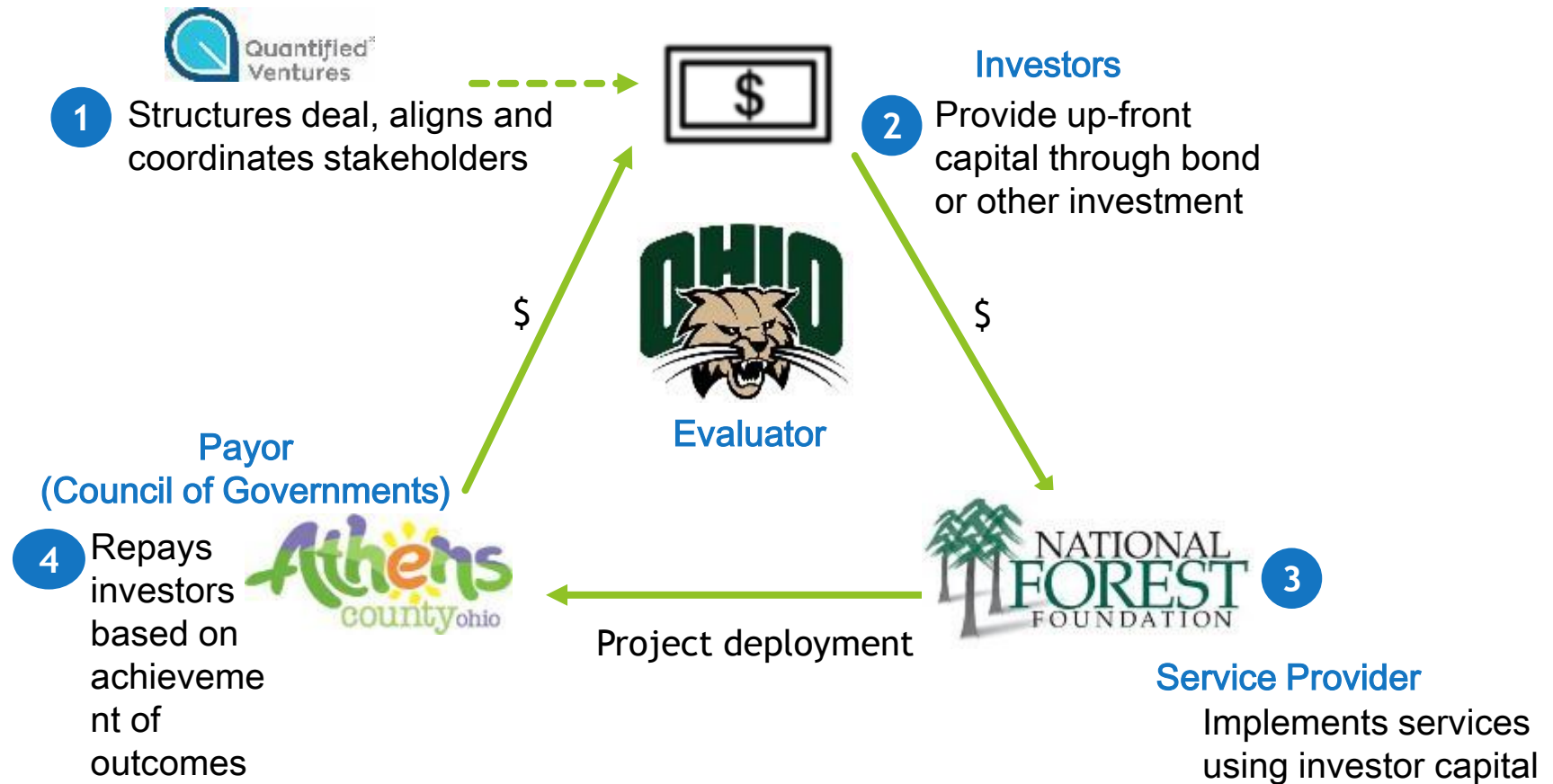


Greater visitation will result in **increased spending** from across local industries and communities.



Increased spending results in **increased earnings, tax revenue and job opportunities**

Quantified Ventures works with clients to structure Pay for Success transactions from idea to close



What's Next?

- ▶ Working with communities of Nelsonville and Buchtel to find trail connections (new working groups forming)
- ▶ Working with local governments to determine best strategy to build and maintain trails (agreements?)
- ▶ Working with Quantified Ventures as they develop transaction structuring
- ▶ Working with tourism sector to develop marketing strategy



May 18	2018 Dirt Rag Dirt Fest - Pennsylvania May 18 - May 20 - Newport Trails - Hesston, Pennsy... Nick is interested	Interested	2018 Thunderbunny 50K, 25K, 12K Set it off! Michael Owen invited you.	Interested
Jul 13	2018 Dirt Rag Dirt Fest - West Virginia Jul 13 - Jul 16 - Big Bear Lake Trail Center - WV - B.C... Nick and 2 friends interested	Interested	2018 Shawnee 50 Mile Trail Run Set it off! SEOTR Events - Athens, Ohn Michael Owen invited you.	Interested

The Important Piece

“While recreational resources bring tourism revenues, their greatest value is in enhancing the quality of life of residents. The existence of parks, trails, nature preserves, and other recreational opportunities make Athens County a desirable place to live, and further development of these resources will help attract future residents”

(Athens County Comprehensive Plan, p. 99)

Lessons Learned / Best Practices

- ▶ Engage potential partners/those who might be interested early (let them help decide if they fit).
- ▶ It's okay to start small, and add partners as your project solidifies and grows.
- ▶ Involve your agency leaders early; they will move the project forward internally.
- ▶ Tie your project to state & county plans, as well as to agency plans.

Lessons Learned / Best Practices

- ▶ Engage potential partners/those who might be interested early (let them help decide if they fit).
- ▶ It's okay to start small, and add partners as your project solidifies and grows.
- ▶ Involve your agency leaders early; they will move the project forward internally.
- ▶ Tie your project to state & county plans, as well as to agency plans.
- ▶ Ask the communities if they want to be involved.
- ▶ Don't forget about the adjacent landowners.
- ▶ Public engagement requires effort & new approaches.
- ▶ Speed does not always go at the rate you intend; slow down to prevent mistakes, but don't miss opportunities.

Links

- ▶ [Baileys Master Trail Plan](#)
- ▶ [Baileys Promotional Video](#)
- ▶ [Ohio University article on Baileys project](#)
- ▶ [Quantified Ventures Feasibility Study Report](#)