



NORTHERN CALIFORNIA'S SECOND SENATE DISTRICT

SENATE MAJORITY LEADER
SENATOR MIKE MCGUIRE

MEDIA



RELEASE

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Contact: Nora Mounce, Nora.Mounce@sen.ca.gov or (530) 913-8348

\$102 million in annual economic and community benefit for the North Coast

New study shows massive positive impact of the Great Redwood Trail on local communities

Sacramento, CA - Senate Majority Leader Mike McGuire today announced a new comprehensive economic and community impact study that shows the remarkable impact the Great Redwood Trail (GRT) will have on the North Coast.

“We know that outdoor recreation is booming and one of the Golden State’s largest economic drivers - worth an estimated \$54 billion per year. The Great Redwood Trail is no different. This landmark project will have a lasting positive impact on our local communities, but candidly, no one could have predicted these numbers - they’re huge!” said Senate Majority Leader Mike McGuire. **“This Trail will help transform our communities, but now we know just how positive it will be for our economy as well. A hundred million dollars a year positive!”**

“The Great Redwood Trail is already being built and this astonishing report just makes us work all the harder on it,” said Caryl Hart, chair of the Great Redwood Trail Agency (GRTA). **“The analysis shows just how valuable this Trail is and why it has such incredible support up and down the North Coast.”**

The data heavy 50-page Economic & Vitality Benefit Assessment was researched and drafted by Alta Planning & Design, a national renowned firm focused on active transportation. It was released by the Great Redwood Trail Agency, as part of their work in master planning, designing, and building the Great Redwood Trail.

Highlights from the Impact Study:

- ***The Great Redwood Trail will be a transformational economic engine in Northern California.***

- Total annual benefits from the Trail: **\$102,568,000**
- New recreational, tourism and retail economic benefits: **\$61,693,000**
- Average trip on the Trail will generate: **\$64 in food/meals, \$60 in retail, \$93 in lodging**
- New annual tax revenue coming to our communities: **\$5,490,000**
- Total new walking/hiking trips per year: **5.3 to 7.9 million**
- Total estimated new bike trips per year: **900,000 to 1.3 million**
- Annual trips generated by local residents: **4.1 to 6.1 million**
- Annual trips generated by visitors: **2.1 to 3.1 million**
- ***The immense scale and scenic beauty of the completed trail will create new recreational experiences that will become destinations for the entire state and beyond.***

The above figures do not include local hiring, construction, materials, and maintenance of the Trail, and represent only the portions of the Trail in Mendocino, Trinity, and Humboldt counties. The southern portion of the Great Redwood Trail, in Marin and Sonoma counties, is being built by the SMART Train and will have significant additional economic benefits for the entire region.

“The Great Redwood Trail is giving us a fantastic opportunity to help expand opportunities for residents and our local economy,” said Ukiah Mayor Mari Rodin. “The economic and community impact report carefully details the far-reaching benefits this world-class trail system will have on the North Coast region.”

“The North Coast has needed an economic shot in the arm for a long time,” said Humboldt County Supervisor Steve Madrone and vice-chair of the GRTA. “This Trail is creating major new opportunities for neighbors and visitors alike to enjoy the great outdoors and this amazing place we all call home. It’s crystal clear the Trail will generate new economic vibrancy along the entire corridor.”

The GRTA has begun the master planning process for the trail and is holding community meetings this spring to discuss all the design, engineering, environmental, management, and community aspects of the trail. Information and meeting schedules can be viewed here: www.GreatRedwoodTrailPlan.org.

Two community meetings will be taking place this week:

Fortuna, March 22, 2023: 6:00 pm – 8:00 pm. River Lodge Conference Center.

RSVP here: <https://www.eventbrite.com/e/great-redwood-trail-grt-community-workshop-fortuna-tickets-523090426547>

Willits, March 23, 2023: 6:00 pm – 8:00 pm. Willits Community Center.

RSVP/Location here: <https://www.eventbrite.com/e/great-redwood-trail-grt-community-workshop-willits-tickets-530691541687>

Several segments of the Great Redwood Trail are already built and open to the public in Eureka, Arcata, Fortuna, Blue Lake, and Ukiah and more are underway in Willits, along Humboldt Bay, and more.

The Great Redwood Trail was created by the state of California, through the efforts of Senate Majority Leader Mike McGuire, who represents the North Coast. It's replacing the crumbling railroad tracks that have been out of service for decades in Humboldt, Trinity, and Mendocino counties. In Sonoma and Marin counties, the GRT will run alongside SMART's modern new passenger rail service.

A copy of the full Economic Benefit Assessment can be found here:

<https://greatredwoodtrailplan.org/#documents>



\$61,693,000

RECREATION, TOURISM,
AND RETAIL BENEFITS



\$38,455,000

HEALTH BENEFITS



\$2,420,000

TRANSPORTATION
BENEFITS



\$10,470,000

TAX REVENUE INCREASE

The Great Redwood Trail follows the former North Coast Railroad Authority (NCRA) right-of-way. The transformation of this route into a multiuse trail will provide economic benefits to the entire region and the individual trail towns that are along the route.

Great Redwood Trail
project corridor

0 10 20 40 mi



*NOTE: The 4 mile section from Cloverdale to the Mendocino County border was analyzed as part of this assessment but not included in the overall results. A detailed breakdown of this section is included in the Subregion Analysis.

