



+ Transit & Trails

CASE STUDY

Bay Nature

NEED

Bay Nature is a hub for exploring nature in the San Francisco Bay Area and runs a successful quarterly magazine and popular website. As a part of a strategy to expand and serve their community, they decided to build an online interactive map for exploring Bay Area parks and trails. As a small non-profit, they have limited funds and technical capacity. They reached out to Transit & Trails for support in creating an online map.

MAKING IT EASY

Bay Nature wanted to display recreational features in their interactive map and offer trip planning. They used the Transit & Trails Application Programming Interface (API) to easily integrate trails

and trailheads and embedded the Trip Planner to enable interactive trip planning. Another key strategy for Bay Nature was to build the community of folks curating outdoor content such as hikes and photos. Transit & Trails developed a Trip Creator for trusted Bay Nature partners to add

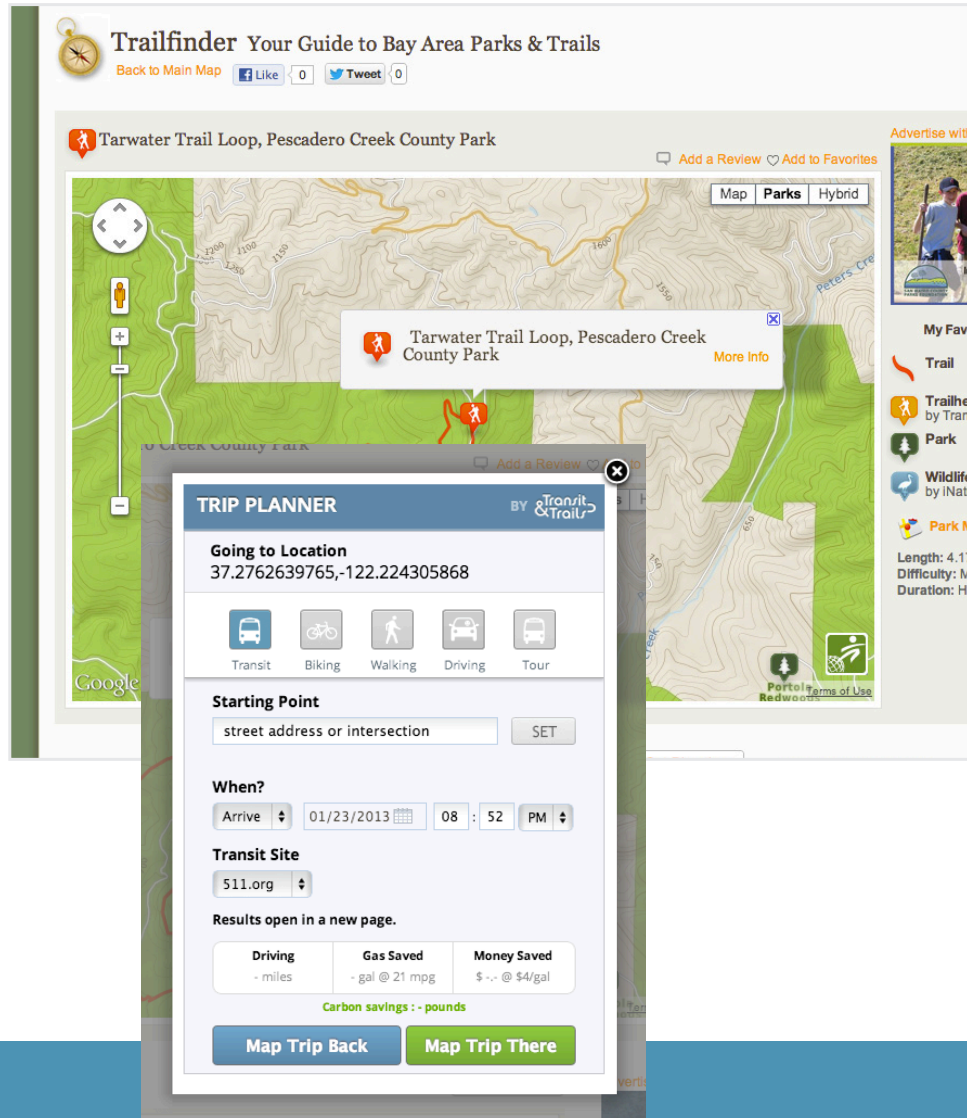
The screenshot displays the 'Trailfinder' website interface. At the top, it reads 'Trailfinder Your Guide to Bay Area Parks & Trails' with a compass icon and social media links for Facebook (85 likes) and Twitter (25 tweets). Below this is a search bar with 'Find Trails or Parks' and a 'Search' button. To the right of the search bar are filters for 'Length' (Any), 'Difficulty' (Any), and various categories like 'Views', 'Waterfalls', 'Beaches/Shore', 'Disabled Access', 'Birding', 'Wildflowers', 'Bikes', 'Kids', and 'Dogs'. There are also filters for 'Events' (4) and 'Wildlife Sightings by iNaturalist' (OFF). The main content area features a map of the San Francisco Bay Area with numerous red trailhead icons and numbered markers (e.g., 13, 9, 44, 28, 11, 10, 14, 8, 6). The map includes navigation controls like a compass, a person icon, and a zoom slider. At the bottom left, there is an advertisement for 'SupportParks.org' with the text 'Inspiring a stewardship ethic since 1998'.

new hikes, photos, descriptions and maps directly to the Transit & Trails platform. Once in the platform, the content is served immediately back to Bay Nature via the API.

IMPACT/RESULTS

Bay Nature successfully launched its TrailFinder web map in 2012. This interactive map allows users to search for the types of parks or trails they want to visit. Users can explore thousands of trailheads and trails, review photos and descriptions and then interactively plan their trip via transit, walking, biking, driving and ridesharing.

The Transit & Trails platform provided a very affordable and efficient way for Bay Nature to integrate many of the key features they desired in their TrailFinder map.



“Transit & Trails made it significantly easier for us to build our online Trailfinder. They have been great partners and we continue to work with them as we improve our site. We look forward to a long-term partnership, together building tools much better than any of us could build on our own.”

DAN RADEMACHER Editorial Director, Bay Nature



Transit & Trails is a mobile and web platform that helps people **find**, **plan** and **share** outdoor adventures, enabling visitors to easily plan trips to parks and trails using low-impact modes to get there.

TRANSITANDTRAILS.ORG