NEED
The Golden Gate National Recreation Area (GGNRA) is one of the most spectacular national parks in the world. It is also one of the most visited due to its proximity to San Francisco and popular attractions like the giant redwoods of Muir Woods and the rolling hills of the Marin Headlands. Because of this popularity, traffic congestion is a serious problem that negatively impacts visitors and local communities and contributes to adverse environmental impacts. Over 15 million people visit GGNRA each year and many parks are unable to take on the additional vehicle traffic. The National Park Service (NPS) and Golden Gate National Parks Conservancy (GGNPC), the non-profit partner, reached out to Transit & Trails to help tackle this problem.

MAKING IT EASY
GGNRA provides direct links to Transit & Trails on their Direction web pages for their most popular parks. GGNRA’s website structure is preset and can’t fully integrate third party applications so providing a direct link to Transit & Trails was a simple solution.
GGNPC has more flexibility in their website and worked with Transit & Trails to put key recreation content into the Transit & Trails platform. GGNPC then displayed that information directly on their web map via the Transit & Trails Application Programming Interface (API). GGNPC also embedded the Transit & Trails Trip Planner widget directly into their interactive map and additional web pages.

IMPACT/RESULTS
Visitors can now easily plan a trip via biking, walking, transit, driving or ridesharing throughout the GGNRA from the GGNPC site. Visitors can also plan trips on the go with the Transit & Trails mobile site and phone application. These tools enhance GGNPC’s information on getting to get to parks and taking different modes of transportation. A more enjoyable and affordable experience for the visitor and a lower impact on the environment will reward users.

“Working with Transit & Trails has been phenomenal! Transit & Trails helps us serve our visitors with an amazing solution to a challenging problem. Others in our region benefit from this experience. We look forward to a long-term relationship.”

MICHAEL NORELLI
GIS Manager, Golden Gate National Parks Conservancy