

TO: Mayor Blad
City Council

FROM: Christine Howe, Grants Manager - Planning & Development Services Department
Cary Rhodes, Outdoor Recreation Manager – Parks & Recreation

DATE: Meeting of October 16, 2025

RE: Marathon Community Investment Programs Sustainability grants for Upper City Creek trailhead improvements

The Parks and Recreation Department in conjunction with the PDS Grants Division is requesting approval of an application for the Marathon Community Investment Program's Sustainability Grant for Upper City Creek trailhead improvements. The Marathon grant application would provide necessary funding to construct a pavilion and/or mountain bike skills park at the Upper City Creek trailhead in accordance with the phased trailhead redevelopment that is currently underway.

The Marathon grant would total \$30,000 with \$15,000 funded through their FY25 program and \$15,000 funded through the FY26 program. The proposed project would begin in the Spring of 2026 and be complete in the Summer of 2026. These project elements will complement the Upper City Creek vault toilet installation, parking lot reconfiguration and installation, new fencing, security gate, and trail signage.

The grant does not require a match. Council may wish to approve the grant application and authorize the Mayor's signature on all pertinent documents subject to Legal Department Review.

If you have questions or would like more information about the Marathon Community Investment Programs Sustainability grant application, please do not hesitate to contact me at chowe@pocatello.gov or 208-234-6186 or Cary Rhodes at crhodes@pocatello.gov or 208-234-6237.

MEMORANDUM

TO: City Council and Mayor
FROM: Brian Trammell, Deputy City Attorney
DATE: October 3, 2025
RE: Marathon Grant Application

I have reviewed the grant application for funding from the Marathon Petroleum Company for developing a trailhead at Upper City Creek. I have no legal concerns with the Council approving the grant application and authorizing the Mayor to sign it.

Please let me know if you have any questions or concerns.

Marathon Petroleum

Community Investment Programs

Grant Application

FY25 & FY26



General Instructions

You are completing this application for your program/project to be considered for funding from Marathon Petroleum Company LP ("Marathon") as part of Marathon's Community Investment Program. Please **draft your narrative answers in a word processing program**, then copy/paste into the online form. Please note that many fields have character limits. If you paste in text that exceeds the limit, the form will automatically truncate your response.

You can click the "Printable Version" link in the upper right hand corner to see a PDF copy of the full application form.

When **navigating** through the form, use the 'Next' and 'Previous' buttons at the bottom or use the navigation tabs on the left side menu. Using your browser's 'Back' and 'Forward' buttons could result in data loss.

To **upload** files, use the drag-and-drop feature or click the 'Browse' button next to the question you are answering. A window will open where you can locate the file on your computer that you wish to use. Click on the file then click on the 'Open' button.

To Save Your Work in Progress

If at any time you'd like to save your progress and leave this form, please click the 'Save Draft' button at the bottom. You will be prompted to enter your email address and the system will send you a link which you can use to resume your application at a later time. Please note that if you expect to be away from your computer for more than a few minutes, we recommend that you save your draft and exit your browser session. When you are ready to submit your proposal form, click on the 'Submit' button at the bottom of the final tab.

Technical Assistance

Should you have technical questions regarding the online submission process, please contact our administrator, Foundation Source, at (800) 839-5316 or PremierSupport@foundationsource.com.

Organization Information

*Organization Name: Please enter the name of your organization as it appears on all legal documents, such as its IRS determination letter, articles of incorporation and/or bylaws.

City of Pocatello

Doing Business As (DBA): If your organization operates under / goes by something other than its legal name, please enter it below.

N/A

*EIN

82-6000244

Please validate your organization by entering your 9-digit EIN above, clicking the "Validate" button, then selecting your organization from the provided list. If your organization does not appear in the list, select "Organization Not Found."

*Address

City of Pocatello
911 N. 7th Avenue

Address Line 2

*City

Pocatello

*State

Idaho

*Zip

83201

Region of Work

Our regions are as follows below. In the dropdown field, please select the region that represents where your organization will be carrying out the program/project.

If you are applying for funding from **MPLX**, please be sure you select the appropriate MPLX region.

Salt Lake City, UT/Mountain (CO, ID, UT and WY)

*Region

Salt Lake City, UT/Mountain (CO, ID, UT and WY)

Please enter the name of the Marathon contact you have been communicating with, if applicable.

Dean Adam

Website

<https://pocatello.gov/300/Outdoor-Recreation-Program>

Facebook Page / URL

<https://www.facebook.com/pocatello.outdoorrec/>

Twitter Handle

***Organization Mission Statement**

The Parks and Recreation Department strives to serve the Pocatello community with quality recreation programs, well-maintained Parks, trails, and beautiful open spaces. Our goal is to help provide opportunities, activities and the facilities to bring pleasure to people's lives. Our Parks serve as a source of great community pride, and we are firm believers in the benefits recreation brings to both the years in one's life and the life in those years. Often people don't realize what a vital role Parks and Recreation plays in the quality of their lives. Our aim is to help the community make the connection between vital and happy lifestyles and Parks and Recreation.

***Annual Operating Budget:** In whole dollars, please enter your organization's operating budget for the current fiscal year.

\$390,835.00

***Sources of Income for the organization for the current year:** Please list your organization's principle sources of income and approximate amounts received (i.e., government grants, foundations, companies, fundraisers, individuals, etc.). Please list individual donors as a single group as opposed to listing family names separately.

City general fund (taxes), miscellaneous revenue from program fees, facility rentals, equipment rentals grants, and donations

Marathon Funding: Has Marathon provided funding to your organization in the past? If so, how much and when? (upload detail, if applicable)

Yes

Marathon Funding Detail, if applicable

- City Creek Trail Signage - \$5,000 (2024)
- Portneuf River Access – Phase III Project - \$20,000 (2022)

For purposes of the following question:

- A "Government Official" means: (i) any elected or appointed official or any employee of any branch, department, agency, subdivision, or instrumentality of the federal, state, or local government; or (ii) any candidate for political office.
- A "Politically Exposed Person" means: (i) a Government Official; or (ii) a child, stepchild, grandchild, parent, stepparent, grandparent, spouse, domestic partner, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law of a Government Official, including adoptive relationships.

***In addition to attaching a list of your organization's board of directors below, please identify which, if any board members, officers, or employees of your organization that are Politically Exposed Persons.**

Attachments

*Board of Directors: Please attach a FULL list of your organization's board of directors, including the names of their employers and business titles, if applicable. Accepted file formats include: Adobe (.pdf), Microsoft Word (.doc or .docx) and Microsoft Excel (.xls or .xlsx).

The City of Pocatello is a local government entity with a Mayor and City Council:

- Mayor: Brian Blad
- City Council Members
- Council Seat #1: Hayden Paulsen
- Council Seat #2: Brent Nichols
- Council Seat #3: Corey Mangum
- Council Seat #4: Dakota Bates
- Council President / Seat #5: Linda Leeuwrik
- Council Seat #6: Rick Cheatum

All members listed are Government Officials and Politically Exposed Persons per the application.

NOTE: Your W-9 document must be signed and dated within the past two years.

*IRS Form W-9: Please attach a list of your organization's IRS form W-9. Accepted file format: Adobe PDF, only.

See Attached

Primary/Proposal Contact

Please enter the name and contact information for the primary point-of-contact for your organization.

*Salutation

Ms.

*First Name

Cary

*Last Name

Rhodes

*Title

Outdoor Recreation Manager

*Phone

208-234-6237

Cell Phone

208-705-5764

*Primary Email

cary.rhodes@pocatello.gov

Secondary Email

Executive Contact

Please enter the name and contact information for your organization's chief executive (e.g., Executive Director, President, CEO, etc.).

*Salutation

Mr.

*First Name

Brian

*Last Name

Blad

*Title

Mayor

*Phone

208-234-6163

Cell Phone

n/a

*Email

mayor@pocatello.gov

*Program/Project Title: Please give the program / project you are requesting funding for a brief name / title.

City Creek Trailhead Improvements

*Program/Project Location: Please enter the name of the location and address where the program/project will take place.

Upper City Creek Trailhead, Pocatello, ID

*Requested Amount: In whole dollars, please enter the amount you're requesting from Marathon over the duration of the project.

\$30,000 (\$15,000 in 2025, \$15,000 in 2026)

*Funding Type: Is funding being requested for a Program/Project, Event, or Both?

Project

*Program/Project Request Summary: In a few sentences, please explain your program/project. This should be a summary of how you plan to use funds.

The city is developing a trailhead at Upper City Creek. Components to the project include parking lot grading/graveling, installation of a vault toilet, kiosk/signage, pavilion, bike skills course, and trail reroutes. The City has secured funding for the parking lot, vault toilet, and signage and anticipates using the Marathon grant for the pavilion and/or bike skills course.

Please provide an overview of the project for which you are requesting funding. Please be sure to address the following:

- **Who or what will be served or impacted by the project (i.e., target population)**
- **What specific needs or issues will be addressed and why this is important**
- **General details on how the project will work including key milestones**

*Program/Project Request Details

This sustainability project will serve the greater Pocatello community by providing an accessible, safe trailhead for the Upper City Creek trail area. Upper City Creek is one of the primary trailheads for the City Creek Management Area Trail System. The City has developed a plan for improvements at the trailhead that will resolve safety issues from traffic conflicts and parking area issues; improve accessibility by providing a re-graded and ADA-compliant access points; and install needed amenities on site such as trail information kiosk, fencing, gates, and a vault toilet. In addition to trailhead access, the project will include surrounding trail improvements to provide more opportunities for trail users of varying skill levels. The Marathon Sustainability grant will help complete the Upper City Creek project by providing funding for the pavilion and/or Mountain Bike Skills park that will serve a need for beginner trail users.

Program/Project Start Date: If applicable, please enter the date when you anticipate beginning work on the program/project

Fall 2025 – installation of vault toilet and addition of accessible parking spot

Spring/Summer 2026 – parking lot installation, including fencing, security gate, trail signage.

Summer 2026 – remainder of project components including pavilion and skills park.

Program/Project End Date: If applicable, please enter the date you expect to complete work on this project with funding from Marathon.

Summer 2026

*Total Project Budget: In whole dollars, please enter the total amount it will cost to run the program over the duration of the project.

\$195,000-215,000

*Funding Summary: Please provide names of other organizations and corresponding amounts who may be supporting this program/project

State of Idaho Community Development Block Grant - \$43,540.00

State of Idaho Recreational Trails Grant - \$65,000

Healthy City USA - \$15,000

CBI Bikes - \$1,000.00

Oregon Trail Bikes - \$1,000.00

How would you scale back the Program/Project if the provided funding was less than the amount being requested?

We would save the bike skills course for a future phase or decrease the pavilion size.

In the field below, briefly explain what need is being addressed and how it will align with one or more of the following Focus Areas for Marathon's Community Investment Program:

- **Sustainability:** Includes life sciences, breakthrough research, biodiversity, or food access; parks, green space, land space preservation programs; or environmental issues such as air quality, water quality, access to clean water, etc.
- **Workforce Development:** Includes vocational, technical and/or skilled trade programs or training; career readiness development activities at the high school or post-high school level; or services such as employment/recruiting services programs
- **Thriving Communities:** Includes basic needs such as shelter, food, safety and in school and after school community development programs; and/or economic development and financial stability program support

*Briefly explain what need is being addressed.

Sustainability – The Upper City Creek trailhead project improves access and sustainability of the City's open space trail system, the City Creek Land Management Area. Several parking and access conflicts exist at the site currently due to the trailhead location abutting private property and its location at the end of a neighborhood cul-de-sac. This project will re-locate the Upper City Creek trail access and parking area entirely on public land allowing for safe and improved public access. In addition, the lot will be re-graded and allow for expanded use providing for improved accessibility for the greater Pocatello residents. Finally, the amenities will include a vault toilet also addresses environmental concerns with human waste.

How will you know if the program / project is a success? In the field below, please discuss:

- **What specific measures and / or benchmarks will you use to demonstrate your success at meeting the goals and objectives outlined in the previous section?**
- **How will you track the program / project data?**
- **How will you use the information to improve or refine your organization, program or strategies?**

*How would you define success of your program/project?

The project will be successful upon completion of the project elements by the end of 2026 as well as by having an increased number of trail users use the new trailhead parking area and amenities. Additional success can be measured by the number of new events that can take place and start at the new trailhead such as the Spring/Summer Midweek Trail Series.

*Please describe how the proposed program/project will make a difference in the lives of the people you plan to serve.

This trailhead would provide a welcoming and safe entry point to the City Creek trail system. It would also

Please briefly describe how your organization plans to sustain the program/ project once any potential funding from Marathon has been exhausted.

provide basic amenities such as a bathroom, water, and shade. The skills course and associated beginner trails accessible from the trailhead would provide more opportunities for trail users with various skill levels.

*Sustainability Plan

The City Prks and Recreation Department will use its operating budget for

How will Marathon be recognized for funding this program/project? Note that any and all use of the Marathon logo will require separate review and approval by Marathon prior to use.

maintenance of the facility. The amenities chosen are low maintenance (use of vault toilet and gravel lot) and have long life spans allowing for a more sustainable approach to the trailhead improvements.

*Recognition Plan

The project will include signage recognizing Marathon's contribution at the trailhead.

Please feel free to provide additional information that supports your work, if applicable, including event program materials, previous program/project metrics or reports, etc., by attaching information below.

Additional Information #1

See Attached Concept Plans

Additional Information #2

Additional Information #3

Internal Use Only

*Form

You selected "Sustainability" as your primary focus area for your grant. Please provide projected outputs/outcomes for this grant request.

Please enter "0" or "N/A" if not applicable.

Sustainability

(Includes life sciences, breakthrough research, biodiversity, or food access; parks, green space, land space preservation programs; or environmental issues such as air quality, water quality, access to clean water, etc.)

*Projected number of programs/projects implemented - for the majority this will be "1" but if your grant covers multiple programs please respond with an actual number

1

*Projected number of individuals who benefit from program implementation

58,231 9(City of Pocatello Population)

*Projected number of animals who benefit from program implementation

n/a

*Projected number of acres converted/preserved

n/a

*Projected improved quality air index

n/a

*Projected number of sustainability leaders activated or strengthened

n/a

*Are there additional outcomes that should be considered? For example, number of families that will access resources that help improve health.

You indicated that "Sustainability" is the primary focus area your program/project falls under. This tab contains questions regarding the other two focus areas, "Workforce Development" and "Thriving Communities." If you consider either or both of these to be secondary focus areas, please fill out the approximate breakdown between your focus areas and then any applicable sections below. If you do not have any secondary focus areas, enter 100% in Sustainability and 0 in the secondary areas. You can skip the other sections on this tab if you do not have a secondary focus area.

Breakdown

Enter breakdown of grant percentage as instructed above.

*Sustainability Grant Percentage

100

In order to benchmark and illustrate Marathon's commitment to community investments, we ask that you please answer the following questions specific to the grant request. Please note that this data is used for statistical purposes only and it does not affect the grant approval process.

Please report statistical information specifically for the grant you are applying for, not for the organization as a whole.

*Primary Target Population (Check all that apply)

Citizens of Pocatello and surrounding areas

If your target audience is not included in the list above, please describe.

*Age Group (Select One): If the target population includes more than one age group of CHILDREN you may select up to three choices, but if the target population is all ages (e.g. seniors, youths and adults) then simply select ALL as your choice.

all ages

*Will at least half of the requested grant amount be used to benefit an Underserved Population? (Underserved Population is defined as any of the following: black, indigenous and people of color (BIPOC); disabled; homeless; LGBTQ; Seniors, Veterans; Women and Girls.)

no

*Will at least half of the requested grant amount be used to benefit Low Income Households? (Low Income Households (in general) is defined as those making less than \$39,500 annually.)

Yes, the project is located in an area defined by HUD as Low-Moderate Income

Please provide percentage of total grant dollars used to support each applicable black, indigenous and people of color (BIPOC) group below as it relates to this grant request. Please enter zero (0) where non-applicable.

*African-American

*Asian-American (includes Pacific Islander)

*Latino-American (Hispanic)

*Native-American

Other 100%

Other, please explain if you entered a percentage above

The project will serve the entire community which is composed of the following demographic breakdown base on US census data:

Race and Hispanic Origin	Census Population Estimates 2024
White alone	85.70%
Black/African American	1.40%
Asian	2.20%

Amer. Indian/Native	1.60%
Native Hawaiian/Other Pacific Islander	0.30%
Other multi-racial	6.20%
Hispanic or Latino	9.20%
Not Hispanic/Latino	81.90%

Not Applicable

*Do the majority of your Board of Directors identify as a member of a minority? (Minority in this context is defined as someone who identifies as a member of black, indigenous and people of color (BIPOC), and/or women, LGBTQ or disabled. Majority is defined as more than 50%)

No

*Name and title of person completing this form

Christine Howe, Grants Manager

*Today's date

Upper City Creek Initiative and Concepts

Pocatello Trails Initiatives 2024-2026



2024-2026 Overarching Goals

- ⛏️ ENGAGE AND CONNECT COMMUNITY WITH TRAIL STEWARDSHIP OPPORTUNITIES
- ⛏️ IMPROVE & EXPAND CURRENT TRAILS AND CONNECTIONS
- ⛏️ CONSTRUCT WELCOMING AND ACCESSIBLE TRAILHEADS AND TRAILS
- ⛏️ EXPAND TRAIL BUILDING CAPACITY
- ⛏️ INCREASE COMMUNITY ENGAGEMENT TO PROMOTE TRAIL ADVOCACY



Engage & Connect Community Members with Trail Stewardship Opportunities



CREATE VOLUNTEER TRAILWORK TEAM



CREATE VOLUNTEER AMBASSADOR TEAM



CREATE TRAIL MAINTAINER PROGRAM FOR LOCAL GROUPS AND BUSINESSES



Engage & Connect Community with Trail Stewardship Opportunities

1. Create Volunteer Trailwork Team

Status: Completed, 42 members recruited- completed Bump reroute (Meadowlark), Lifeflight restoration, assisted with Pioneer Ridge, working on City Creek signs and will continue projects through fall and resume for 2025 season

Next Steps:

- Obtain trailwork team trailer and additional tools (power and hand) and e-bike and bike trailer
- Recruit additional members for 2025
- Train trail crew leaders to expand capacity
- Create 2025 work plan

Resources Needed: \$25,000 (trailer, power tools, hand tools, ebike w/ cargo trailer, power wheelbarrow, etc)

2. Create Volunteer Ambassador Team

Status: Completed, 8 members currently - conduct routine “patrols” in City Creek to engage with trail users and help with maintenance/issue identification, conduct trail head educational events and tabled at farmers market/events

Next Steps:

- Recruit additional members for 2025
- Expand ambassador program to other networks starting with Pioneer Ridge in 2025

Resources Needed: n/a

3. Create Trail Maintainer Program for Local Groups and Businesses

Status: Recruitment in process; 4 organizations/businesses have committed

Next Steps:

- Recruit additional maintainers for 2025
- Support maintainer work with volunteer trailwork crew leaders

Resources Needed: n/a

Improve & Expand Current Trails & New Connections



**REROUTE HEAVILY ERODED TRAIL
SEGMENTS AND ADDRESS OTHER
MAINTENANCE NEEDS**



**EXPAND TRAILS FOCUSING ON
BEGINNER TRAILS**



**EXPAND NEIGHBORHOOD ACCESS
AND CONNECTIONS**



Improve Current Trails & Expand Connections

1. Reroute heavily eroded sections and address other maintenance needs

Projects and Status:

- Pioneer Ridge - closures of non-sanctioned eroded trails is ongoing
- Bump erosion reroute in City Creek - 85% complete
- Lifeflight erosion pilot work - complete
- Brushing and trail Trimming - ongoing

Next Steps:

- Complete Pioneer Ridge and Bump Reroute this fall
- Create 2025 work plan - Pioneer Ridge, Lichen, Prison, Adrenalin...

Resources Needed: n/a

3. Build neighborhood connections to trail systems

Projects and Status:

- Propose additional access point to Pioneer Ridge on city-owned land; planning in progress

Work with landowners to gain access from Clark Street to Upper City Creek trailhead; landowner engagement has commenced

Next Steps:

- Propose Pioneer Ridge connection to City leaders
- Continue engaging landowner(s) in City Creek

Resources Needed: Possible funding for easement on private land

2. Complete Pioneer Ridge phase 1 & expand beginner trails

Pioneer Ridge Status: 85-90% complete

Beginner Trail Overview: In conjunction with Upper City Creek trailhead development plan (addressed later), we plan to expand the beginner trail network in that area and add a skills park

Next Steps:

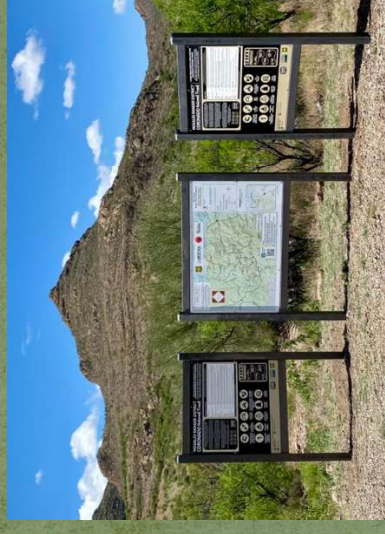
- Complete trail network plan
- Identify and apply for funding in early 2025
- Find funding for grant match
- Continue buildout of Pioneer Ridge

Resources Needed: See City Creek Plan

Construct Welcoming and Accessible Trailheads & Trails



COMPLETE POCATELLO CREEK ROAD
TRAILHEAD FOR PIONEER RIDGE



COMPLETE UPPER CITY CREEK
TRAILHEAD



INSTALL TRAIL SIGNAGE IN CITY
CREEK TRAIL SYSTEM

Construct Welcoming and Accessible Trailheads and Trails

1. Complete Little Pocatello Creek Trailhead for Pioneer Ridge Access

Projects and Status:

- Design complete and funding secured
- Work will commence in Fall 2024

Next Steps:

- Grade parking area for 5-6 cars
- Install kiosk and trail signage
- Install gates to prohibit motorized use

Resources Needed: n/a - funding secured through IDPR MTB Plates Grant

2. Complete Upper City Creek Trailhead

Overview: Create an accessible trailhead area with parking for 50 cars, vault toilets, pavilion, water, bike skills area, and expand adjacent trail network with accessible and beginner friendly trails .

Status: Plan is complete

Next Steps:

- Complete trail network plan
- Identify and apply for funding in early 2025
- Find funding for grant match

Resources Needed: \$532,500 (Full Project)

3. Install trail signage throughout City Creek Trail System

Projects:

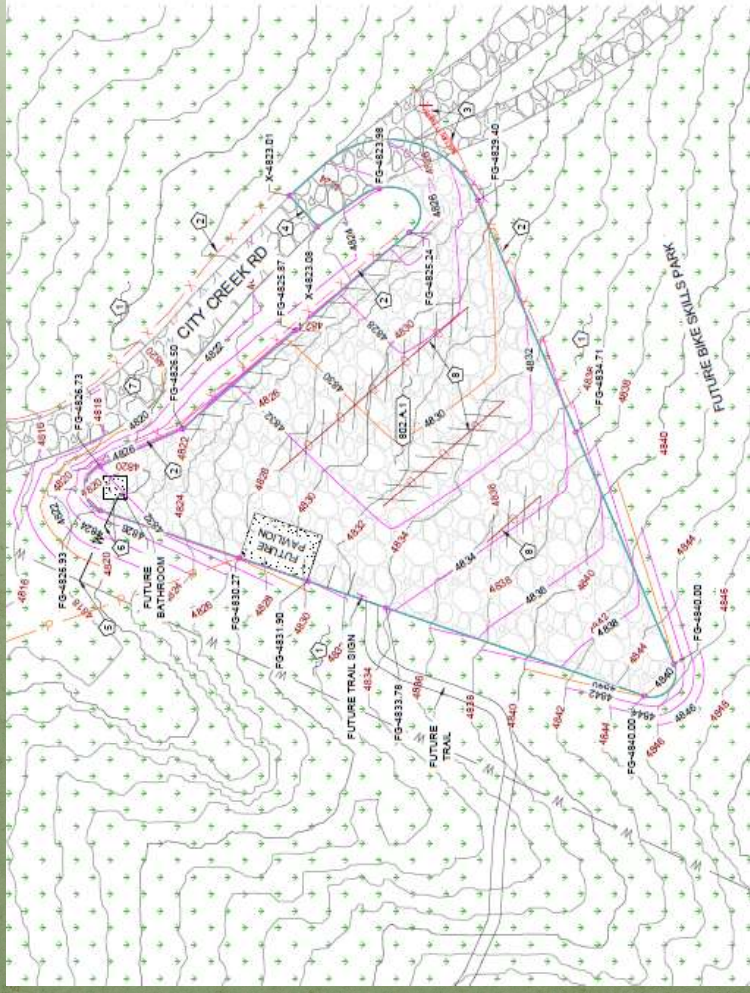
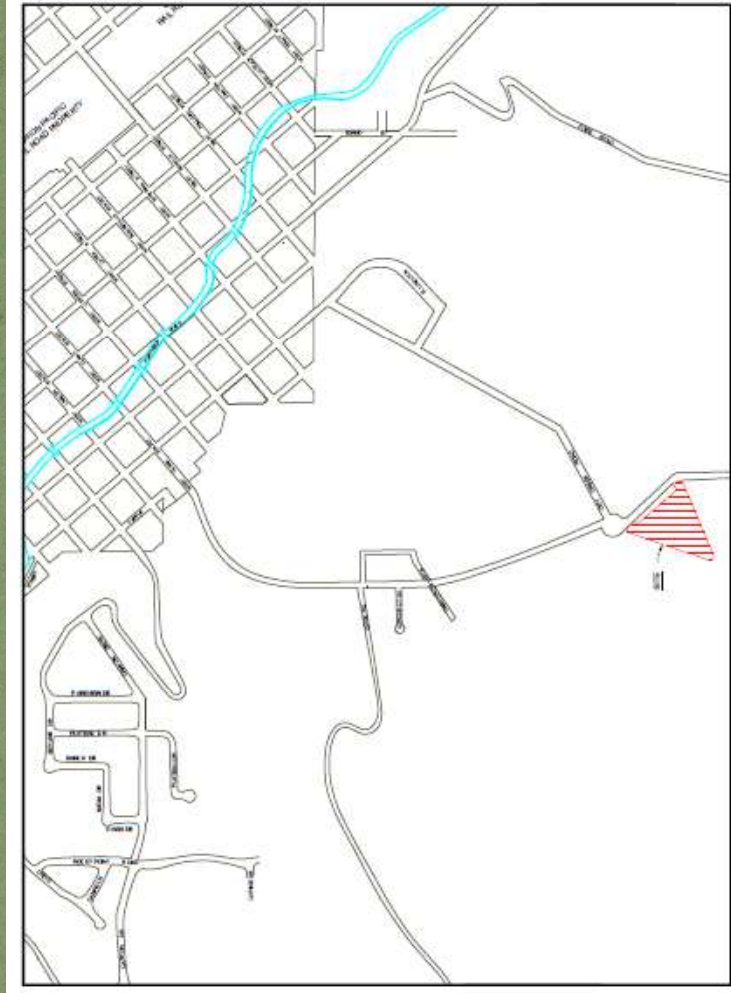
- There are 50+ trail intersections within City Creek. The vast majority have no signage. Install trail signage with in the system to make trails more welcoming and easier to navigate for new users and visitors.

Status:

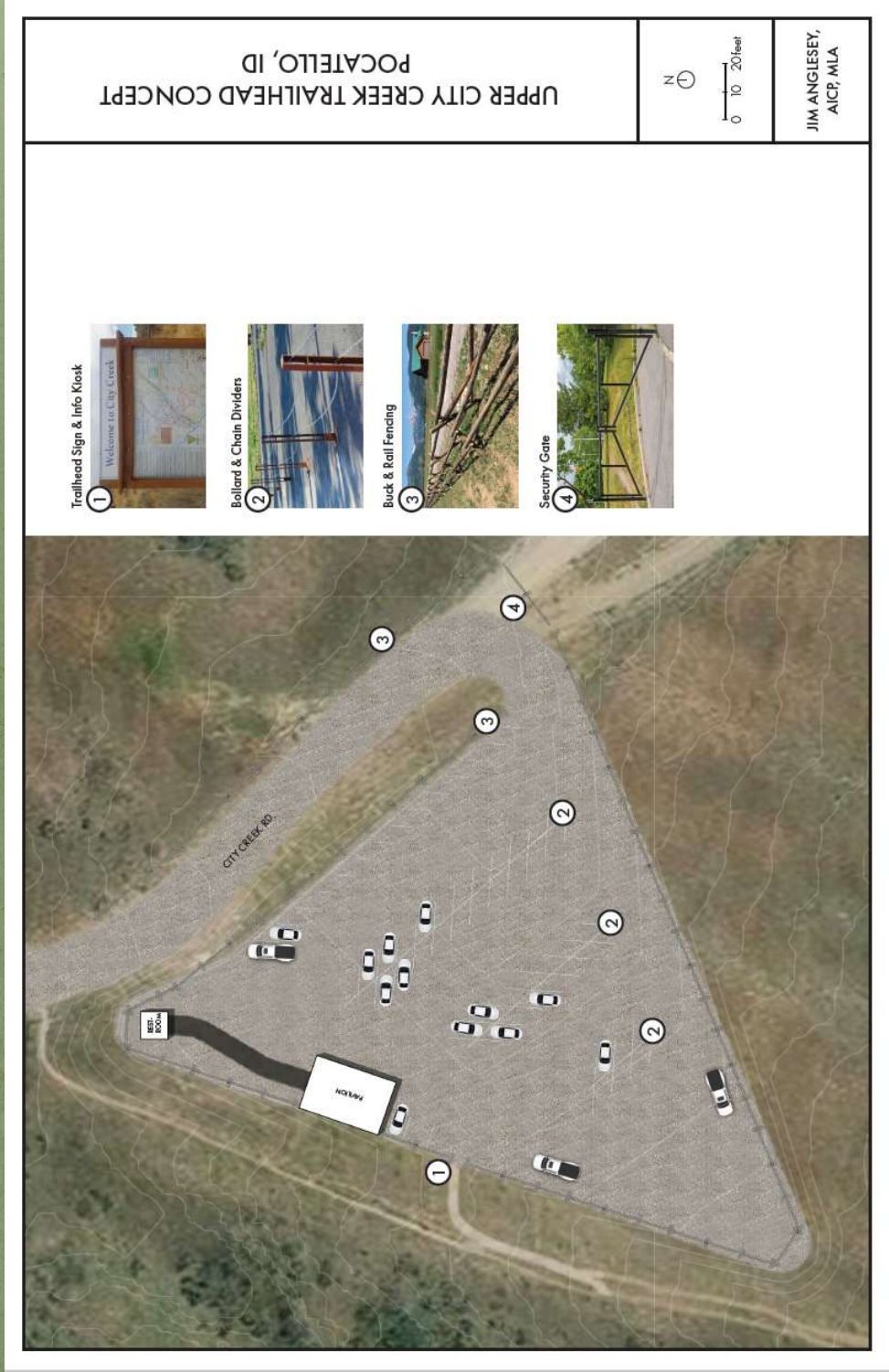
- Installation of signage has commenced; complete by Fall 2024

Resources Needed: n/a - funded by donor

Upper City Creek Trailhead Design



Upper City Creek Trailhead Design



Expand Trail Building Capacity



**FUND AND HIRE 2-3 SEASONAL TRAIL
TECHNICIAN POSITIONS**



**CONTRACT PROFESSIONAL TRAIL
BUILDING COMPANY TO DELIVER
TRAININGS**



**CONDUCT IN-HOUSE TRAININGS FOR
VOLUNTEER OPERATORS**

Expand Trailbuilding Capacity with Addition of Trail Staff and Trained Volunteer Operators

1. Fund and hire 2-3 seasonal trail technician positions

Overview:

- Expand capacity for trail maintenance and building through the addition of trail staff
- Hired under City or non-profit

Next Steps:

- Secure funding

Resources Needed: \$18,000/staff for 6 month position

3. Conduct in-house trainings for volunteer operators

Overview:

Plan and develop in-house training for other agency volunteers to expand machine operator capacity

Status:

- Planning in process; working through logistics and liability

Resources Needed: n/a

2. Contract professional trail building company to deliver trainings

Overview: Conducting professional routine trainings for staff and volunteers crew leaders to advance skillset and efficiency on projects and focus on sustainable trail design

Status:

- Identified company, Cuddy Mountain Trails of Idaho for initial machine training

Next Steps:

- Secure funding
- Conduct training in late fall 2024 or spring 2025

Resources Needed: \$1500 for initial Fall 2024 training; \$3000-4000 annually for ongoing trainings

Increase community engagement to promote trail advocacy



**REIMAGINE AND RELAUNCH FORMER
POCATELLO PEDALFEST NON-PROFIT
GROUP**



**CONTINUE TO ENGAGE WITH CITY AND
AGENCY LEADERS TO PROMOTE TRAILS
AND TRAIL EXPANSION**



**CONTINUE TO ENGAGE WITH LOCAL
BUSINESSES TO SUPPORT TRAIL
INITIATIVES**



VISIT

Increase Community Engagement to Promote Trail Advocacy

1. Reimagine and relaunch former Pocatello PedalFest non-profit group.

Overview:

- The construction of Pioneer Ridge demonstrated the need for additional support and trail/recreation advocacy. Recently, the PedalFest group discussed a mission and name change for PedalFest. Key items of importance identified were:
 - Continue to advocate for multi-user trail use;
 - Take advantage of renewed interest in the community for investing in outdoor recreational trail systems in the Portneuf Valley;
 - Need for a non-profit to receive funding, partner with other organizations, and garner support for projects and resources;
 - Expand and renew membership;
 - Involve a new generation of trail advocates.
- It was agreed that **“Portneuf Valley Trail Alliance”** best captured the scope and mission of the new organization since it covers all trail from Pioneer Ridge and Trail Creek to Lava Hot Springs and/or Chesterfield. The group voted to change PedalFest to the Portneuf Valley Trail Alliance (PVTa) and amended its charter to reflect:
 - This group’s vision is for “all community members to have ample opportunity to participate in a healthy, vibrant, and sustainable outdoor recreational lifestyle through the use of a safe and well-maintained Pocatello area trail system.”
 - This group’s mission is to advocate and “provide resources (money and labor) to help promote, maintain, and improve all trails in the greater Pocatello area.”
 - This group’s primary goals are to conduct annual events and seek grant opportunities which:
 - Will raise funds to support the vision & mission of the PVTa.
 - Will work cooperatively with the U.S Forest Service, U.S. BLM, private landowners, and /or the City of Pocatello for the use of the City Creek Management Area to conduct the events.
 - Endorse trail maintenance methods which protect the water quality of our local waterways and inhibit erosion damage to maximize trail sustainability.

Next Steps:

- Existing officers will complete the necessary paperwork and submit it to the State to change the name of PedalFest to the Portneuf Valley Trail Alliance and its charter (August, 2024).
- Post a community notice for a General Meeting of the new organization (Portneuf Valley Trail Alliance) after the name/charter change has been submitted to the State and facilitate voting for a new executive committee (Sept/Oct).

Resources Needed:

- Signs & Fuel (Pioneer Ridge)

Increase Community Engagement to Promote Trail Advocacy

2. Continue to engage with City and agency leaders to promote trails and trail expansion.

Overview: Leaders need to understand more deeply how important our trail systems are to the health and wellbeing of the community and be encouraged to increase resources to support trail initiatives; continue to seek agency cooperation in Pocatello ring trail connection vision

Next Steps:

- The new PVTa will be poised to take the lead on engagement and advocacy.

Resources Needed:

- More organizations promoting trails as a vehicle for healthier lifestyles and understanding that trails are amenities that require resources

3. Continue to engage with local businesses to support trail initiatives.

Overview:

Business leaders need to understand that great trail systems lead to increased visitation and tourism and can be a huge economic driver.

Next Steps:

- Continue to engage with Visit Pocatello to promote trails in their campaigns.
- Engage with the Chamber of Commerce to connect with businesses.

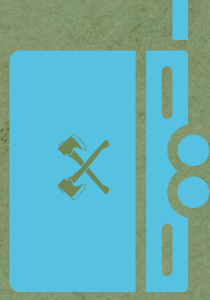
Resources Needed: n/a

CURRENT PRIORITIZED NEEDS



UPPER CITY CREEK TRAILHEAD

Phase 1 Cost :\$85,000
Phase 1 Match:
\$17,000



TRAILER & TOOLS

Total Cost: \$25,000



TRAILS STAFF & TRAINING

Annual Staff Cost:
\$18,000/staff
Total for 2 Staff:
\$36,000
Annual Training Cost:
\$4000
Total Annual Cost: \$40,000