

Exhibit 1: CCTA Brochure

When complete, the California Coastal Trail will run, unbroken, the length of California's 1,200-mile coastline, from Oregon to Mexico...

The CCTA...

a new partnership of California Coastal Trail stakeholders—cities, counties, state agencies, NGOs and coastal enthusiasts.

This coalition is vital to the future success of the Trail. It establishes a forum for the collaboration and information sharing necessary to the Trail's success and is being funded, in part by the State Coastal Conservancy. The CCT is an official Trail of the State of California and is extremely popular with the public. It provides healthy recreation for people from every walk of life—a chance to get outside and revel in the beauty that is coastal California.

Let's work together to make the California Coastal Trail the renowned world-class destination it is meant to be.



*Una J.M. Glass
Executive Director*

CCTA Purpose

The Purpose of the CCTA is to:

- Expand awareness and use of the CCT
- Promote tourism and economic development related to the CCT
- Provide trail information, maps and market events to the public
- Help CCT owner organizations with information, mapping and support so they can be successful in funding, completing, managing and promoting their trail segment
- Link together coastal NGOs and stakeholders to support and promote the CCT

How to Join the CCTA

Most Coastal Counties and many coastal cities are already members of the CCTA. Coastal oriented NGOs and Land Trusts will also benefit from joining our coalition of Coastal Trail stakeholders.

Visit our website at <http://coastwalk.org/california-coastal-trail/> and download the membership packet. Membership dues are based on the population size of your jurisdiction or the budget size of your nonprofit. Questions? Please give us a call—we would love to chat with you!

CCTA
California Coastal Trail Association



A collaboration of local government, state agencies and non-profits to create a world-class California Coastal Trail



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"I am very excited about our future plans to promote the California Coastal Trail. Mapping tools that will support citizen engagement, promotion of trailside businesses, event publicity and more will truly help our membership be successful with their local trail segments."

Mike Reilly

CCTA/Coastwalk Board Vice Chair, retired Sonoma County Supervisor, retired Coastal Commission Chair

"We have made great progress building the California Coastal Trail. This effort will open up our golden coastline for San Diegans and Californians to enjoy and explore."

Greg Cox

San Diego County Supervisor, CCTA/Coastwalk Board member

"The California Coastal Trail features heavily in Carpinteria's economic development plans. It is already a great tourist draw and heavily used by our local residents. We are very happy to be participating in the CCTA so we can collaborate regionally and statewide to promote the Trail and seek support for its completion."

David Durflinger

City Manager, City of Carpinteria



Benefits of CCTA Membership

We are just beginning...and already have started

- An Annual Awards program
- Meeting with key state agencies to form partnerships—identifying key CCT liaisons and information sources
- Planning an annual gathering of CCTA members to educate, share resources, and develop strategies
- A pilot mapping project consolidating online Coastal Trail maps from multiple agencies that will eventually expand statewide
- Working with the Coastal Conservancy on a mobile web app to engage the public with the California Coastal Trail and much more...

The California Coastal Trail:

- Benefits all income groups, age groups, and ethnic groups
- Stimulates local economies
- Provides for healthy recreation—walking, hiking, biking, equestrian, and more
- Attracts business to your area
- Is a tourist destination
- Increases property values
- Supports sales tax revenue
- and is just plain fun!

CCTA

California Coastal Trail Association

*A program of Coastwalk California,
a 501 c 3 non-profit organization.*

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