

Integrating technology for responsible exploration

Goal

Increase awareness of an extensive trail system across all of Griffith Park beyond its most popular routes. Encourage responsible exploration that includes trail etiquette, safety practices and environmental stewardship.

Impact

- **Increased awareness and engagement** across the entire Griffith Park trail system via the Griffith Park Explorer Program
- **Expanded use of less-trafficked official trails** by encouraging hikers, especially those who typically repeat the same routes, to discover new parts of the park
- **Advocated for park preservation** by providing comprehensive guidance on responsible use of official trails and integrating information about the Park's history, flora/fauna, geology, and attractions into the trail descriptions.

“The response to Griffith Park Explorer has been extremely positive from a range of communities. Hikers and hiking group leaders told us they love the rich information on each route and the easy AllTrails integration. We're proud to see GP-eX help Angelinos and visitors embrace responsible exploration to discover the full breadth of Griffith Park.”

Gerry Hans, President, Friends of Griffith Park

Background

Griffith Park is one of the most popular attractions in Los Angeles with more than 10 million annual visitors. The 4,300+ acre urban wilderness boasts more than 50 miles of official trails, offering varied landscapes for hikers of all abilities. Friends of Griffith Park sought to inspire broader exploration while also educating a diverse visitor base on responsible outdoor practices.

Challenge

While Griffith Park is a beloved green space, a significant portion of its extensive trail system remains undiscovered by many hikers, who frequent the same popular routes. A wide range of users, including tourists and less-experienced hikers, presents the need for education on principles of responsible use.

Approach

In 2025, Friends of Griffith Park launched the innovative Griffith Park Explorer (GP-eX) program, a free, comprehensive system comprising 15 distinct hiking segments. This program is designed to encourage hikers to navigate and appreciate all corners of the Park, including sections separated from the original Park borders decades ago by freeway construction. Friends of Griffith Park strategically partnered with the AllTrails Public Lands Program to:

- **Promote exploration of all official trails within the park:** GP-eX encouraged visitors to investigate all 15 segments as a personal or group project, transforming trail exploration into an exciting quest and expanding usership beyond familiar paths.
- **Inform responsible trail use:** Through their AllTrails presence and program website, Friends of Griffith Park effectively conveyed crucial information on how to responsibly use trails, covering topics like safety guidelines, emergency contacts, wildlife encounters, and essential items to carry.
- **Provide up-to-date information:** The partnership ensured visitors had access to the most updated trail information directly through the AllTrails platform.

Outcome

Through its Griffith Park Explorer (GP-eX) program and a close partnership with the AllTrails Public Lands Program, Friends of Griffith Park is transforming how visitors engage with the Park. By promoting GP-eX and providing seamless navigation via AllTrails embedded maps and custom lists, Friends of Griffith Park is increasing awareness of and dispersing visitors across their entire trail system. This initiative expands trail usership with many visitors discovering new routes beyond their habitual paths.