A Message from Leadership

American Trails is continuing a period of pivotal growth and improvement. The purpose of this newly developed Impact Report is to provide trail users, managers, and supporters with information on how much American Trails has grown and improved our service for all trail users and organizations.

We now serve many of you associated with trails by: providing an exceptional web site which provides a myriad of information on all aspects of trails; hosting the International Trails Summit; providing weekly trail webinars, developing a trail fund to fund trail projects; providing an online educational database of trail skills; and many other projects to benefit all in the trails community.

John Favro
Board Chair
Trail Consultant
American Trails brings together all trail interests for a common purpose: *More and better trails.*

### Who We Serve

#### Professionals
- Planners
- Civil Engineers
- Landscape Architects
- Contractors
- Professional Associations

#### Agencies and Nonprofits
- Federal Agencies
- State and Local Agencies
- Park and Rec Depts.
- Nonprofit “Friends of” Groups
- Conservation Corps
- Interest Group Associations

#### Corporate Partners
- Outdoor Industry Businesses
- Auto/Motorized Mfg.
- Trail Furnishing Wholesalers
- Other Business Partners
- Foundations
Our Mission
To amplify the voice of a diverse trails community.

Organizational Support
Supporting new and emerging trail stewardship organizations across America

**Annual Budget**
$808K

66% of dollars go directly to programs

**Programs**
Serving the trails community regardless of trail user type

**Webinars**
Almost 58K attendees since Jan 2020

**The Trail Fund**
3:1 Leverage
166K Match : 50.4K Awarded

**Legacy Trails Program**

**Emerging Trail Leader Program**

"The scope, depth, and range of topics and content you guys are pulling and presenting from is inspiring!"
– Tim M., Trail Eyes LLC

**International Trails Summit**

120+ Speakers
700-1,000 Attendees

**Resources**
16.4M Annual website page views

**Programs**

- **Trails Capacity Program**
- **Legacy Trails Program**
- **The Trail Fund**

**Pilot Study w/ 13 diverse trails; connecting trail assets and access**

**Partnerships with allied organizations such as PNTS, AHS, ORR**

**USFS Region 9 rollout of 10-year partnership**

**3,500 professionals and suppliers, and growing**

**A new initiative to gather data on funding sources at all levels**

**General (Salaries and overhead)**

**Communication (Websites, e-news)**

**Education**

**National Trails Training Partnership**

**Trail Fund**

Program expenses

**Leverage**

825% Growth over three years

**57 Trail Core Competencies**

Almost 58K attendees since Jan 2020

**8M Lives Improved**

3:1 Leverage
166K Match : 50.4K Awarded

7.5 M Total investment over 5 years
Supporting trails every step of the way

Trail Stewardship
Our Trail Fund programs support strategic trail research, improvements and stewardship training.

Trail Management
We help trails managers by funding projects through our two Trail Fund programs.

Trail Design and Planning
Our affordable educational offerings help keep professionals in the know.

Trail Construction
We support trail skills trainings through the Trail Capacity Fund and The Trails Skills Project.

Trail Finishes
We help trail designers, builders and managers source trail appurtenances such as signage, benches and restrooms.
Our Reach

25,000
Monthly email correspondence

30+
Active nonprofit partners

7
Federal agency partners

1.5M
Annual website visitation
## 2021 Financials

### Income

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<tr>
<th>Item</th>
<th>Amount</th>
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<td>Contributions</td>
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<tr>
<td>Membership</td>
<td>$23,621</td>
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<tr>
<td>Grants - Government</td>
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<tr>
<td>Advertisement</td>
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<td>Program Income</td>
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<td>Dividends &amp; Interest</td>
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<td>Other</td>
<td>$500</td>
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<tr>
<td><strong>Total income</strong></td>
<td><strong>$808,232</strong></td>
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### Program Expenses

- **General (Salaries and overhead)**: 33%
- **Communication (Website, e-news)**: 23%
- **Education**: 25%
- **National Trails Training Partnership**: 12%
- **Trail Fund**: 7%

**Total expenses**: $737,184
Strategic Impact

Industry leadership through convergent strategies

Research
Investigate and demonstrate the value of trails

Education
Expand the professional knowledge base and trails education program

High Visibility Messaging
Promote the latest research and professional development

Advocacy & Coalition Building
Build coalitions to influence pro trail policy at federal, state and local levels

Funding & Resources
Continue strong fund development and build capacity.

Leadership
Leverage our convergent services and initiatives
# Programmatic Objectives

Our programs bring coalitions together for strategic impact

<table>
<thead>
<tr>
<th>Programs</th>
<th>Research</th>
<th>Education</th>
<th>Messaging</th>
<th>Advocacy</th>
<th>Funding</th>
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<td>Webinars</td>
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<td>Trails Summit (ITS)</td>
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<td>Trails Skills Project</td>
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<td>The Trail Fund</td>
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<td>Mobility Data Research</td>
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<td>Ten-year Stewardship Challenge</td>
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<td>Resource Library</td>
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<td>Trail Ambassadors</td>
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<td>National Recreation Trail Program</td>
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<td>Business Directory</td>
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<td>Insurance Program</td>
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<tr>
<th>Leadership Position</th>
<th>Contender</th>
<th>Contender</th>
<th>Market Leader</th>
<th>Contender</th>
<th>Niche Supplier</th>
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Supporting Trails Organizations

American Trails provides trail stewardship organizations across America with a toolkit of programs tailored to their needs.

**Mobility Data Pilot Study**
Started in 2022, this initial research studies 13 trails in diverse geographic locations.
A key goal is to discover opportunities for improving access to the outdoors, especially for those living in underserved urban, suburban and rural areas.

**Insurance Program**
Our partnership with Conservation United helps provide customized insurance and peace of mind to nonprofits and “Friends of” groups doing trail stewardship work.

**Advocacy & Messaging**
We have deepened our partnerships with allied trails organizations such as the Partnership for the National Trails System, the American Hiking Society, the Outdoor Recreation Roundtable and others. We support lobbying efforts such as Hike the Hill to ask for federal appropriations help solve the trail maintenance backlog on public lands.

**Business Directory**
Our business directory includes 3,500 professionals and suppliers and is still growing. It is a resource for trails managers looking to find qualified designers, builders and trail equipment and furnishings, and for suppliers to reach new markets.

**Trail Stewardship Challenge**
We are co-hosting the USFS Region 9 rollout of the 10-year partnership challenge to harness the collective energy and resources of the trail community on actions resulting in greater collective capacity to build, manage and maintain resilient, sustainable trails.

**Funding Clearinghouse**
In 2022 we launched a new initiative to gather data on funding sources at the federal, state and local levels. Our goal is to be an authoritative funding resource for trails professionals across the country.
Trails Training Programs

Advancing Trails Webinars
Over 30,000 individual attendees and counting

Regional Trails Training
American Trails, Nevada State Parks, and Chinook Associates

International Trails Summit
Reno, NV
Over 120 sessions co-hosted with PTBA and WTN-Americas

The Trails Skills Project
An online database connecting skilled pros to projects
Trail Funding and Resource Development

The Trail Fund’s vision is to foster sustaining support for trails from federal agencies, and the outdoor recreation and conservation giving community.
Trail Fund Goals

We connect. Enabling and inspiring our colleagues to work together to protect the trails that are vital to rural and urban economies, and individual and community health.

We are collaborative. Our partners are trail community leaders who come together around a common goal of restoring our trails from decades of insufficient resources and neglect.

We get results. We strive to find the best trail partners from across the community, and we measure our success in terms of measurable, on-the-ground maintenance of trails and increased capacity of trail stewards to do the job effectively.

We are responsible. As a group of trails community representatives, we have a responsibility to honestly represent the needs of all trail users and invest in protecting the trails that are critical infrastructure supporting the quality of life of all citizens.
The Trail Fund Grant Programs

Trails Capacity Program
Invests in building trails community capacity nationwide through research, education and stewardship.

In the first year of the program:
- **291 projects** were proposed
- Representing **$3.2 million** requested
- **5,735 miles** of trail maintenance
- **15,940 volunteers** engaged

Legacy Trails Program
This program supports sustainable and resilient trails projects on land from Alaska to Puerto Rico managed by the United States Forest Service.

**$1.5 M**
Yearly budget for the next five years
2022 Trail Capacity Grant Awardees

**3:1 Leverage**
$166K Match : $50.4K Awarded

**Wild Alabama**
Awarded: $10K
Match: $15K

**Friends of Panthertown**
Awarded: $5K
Match: $45K

**Partnership for the National Trails System**
Awarded: $5K
Match: $59K

**WVUR Research**
Awarded: $8.4K
Match: $5.4K

**River Revitalization Foundation**
Awarded: $5K
Match: $23K

**Cannonball Bike Trails**
Awarded: $10K
Match: $3K

**Bay Area Ridge Trail Council**
Awarded: $7K
Match: $15.7K

*Photo by Didier Weemaels on Unsplash*
The Legacy Trails Program

Grant Intent

To carry out projects on National Forest System Trails and trail bridges to improve resilience to weather events, flooding, or other natural disasters.

**Build Trail Bridges**
To improve aquatic habitat and improve resilience.

**Convert Roads to Trails**
While allowing for continued recreational use.

**Relocate trails**
To increase resilience.

**Restore Fish Passage**
And aquatic habitat.

**Decommission Unauthorized Trails**
User created trails that are not National Forest System Trails.

**Decommission Closed Trails**
After public comment.*

**Protect watershed health**
And public drinking water.
Trail Research Programs
Trail Research

Here are some of the steps we’ve taken to gather information about trails

**Mobility data Pilot Program**
Anonymized data visualization helps demonstrate the gaps between trails assets and access.

**Region 9 Stewardship Challenge**
We convened USFS line officers, trail managers and volunteers throughout the Eastern region to start a 10-year process of increasing collective capacity.

**Trail Funding Clearinghouse**
Our constituents shared funding sources for trails projects throughout the US.
Education

Since 2020 we:

• Co-hosted the Regional Trails Training program in Nevada. Participants learned stewardship skills and trail program development.

• Expanded the webinar program, hosting 100 sessions in three years, attracting over 58,000 attendees and giving away over $15,000 worth of prizes to celebrate our 10th anniversary.

• Planned for a joint Trails and Outdoor Recreation Summit bringing together for the first time the outdoor recreation and trails industries.

• Launched the online Trails Skills Project.
Professional Development

American Trails is a certified provider of the following learning credits and continuing education opportunities:

- American Institute of Certified Planners Continuing Maintenance (AICP CM)
- Landscape Architecture Continuing Education System (LA CES PDH)
- National Recreation and Park Association (NRPA) CEU equivalency petition
- CEU/PDH equivalency petition for other accepting organizations

Learning credits are free for attendees for American Trails webinars and the International Trails Summit, as well as for other conferences, webinars, and workshops we offer credits for. Learn more [here](#).
Webinar popularity
Total yearly individuals attending
Each block represents 10 people

2019: 2.6K
2020: 18K
2021: 21.4K
2022: 22K
A Community of Practice

This program meets the need for a clear, cohesive path to develop critical trails skills and professional development, and for trails professionals to be found.

646 Trails Skills Experts

80 Trails Competencies
Messaging and Brand Development

The COVID-19 pandemic brought new attention to trail access and equity. We expanded our online presence and updated our brand identity to reflect our geographic reach and diversity of programmatic offerings.
BRANDING:
Our new logo

Logo

Colors

Olive
C: 55, M: 45, Y: 83, K: 27
R: 104, G: 103, B: 62
#68673e

Squash
C: 19, M: 59, Y: 78, K: 3
R: 199, G: 121, B: 75
#c7794b

Silt
C: 42, M: 45, Y: 50, K: 7
R: 149, G: 130, B: 119
#958277

Umber
C: 64, M: 67, Y: 57, K: 48
R: 69, G: 58, B: 63
#45336f

Lite Gold
C: 14, M: 14, Y: 62, K: 0
R: 222, G: 205, B: 124
#dec7c
Program outreach

The Legacy Trails program outreach campaign was developed in consultation with our oversight committee, representing diverse motorized, nonmotorized and conservation interests.
The Power of Partnerships

- Shared Partner Leadership role on the USFS 10-Year Trails Challenge.
- Built a robust Business Directory of over 3,500 trail-related businesses and organizations.
- Developed and expanded the National Recreation Trail Ambassador Program.
Trail Coalition Building and Advocacy

10-Year Trails Challenge
Sharing Partner Leadership Committee work with USFS

Business Directory
Representing over 3,500 businesses and organizations

Trail Ambassador Program
Expanded the National Recreation Trail Program

Trails Move People Coalition
A trail within 10 minutes of every doorstep
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<th>Organization</th>
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<th>Date Founded</th>
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<td>Reporting Period</td>
<td>1/01/2021 – 12/31/2022</td>
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<td>Report by</td>
<td>Michael J Passo</td>
<td>Title</td>
<td>Executive Director</td>
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<td>Focus(es)</td>
<td>Leadership, Professional Development, Advocacy</td>
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Description: American Trails’ mission is to advance the development of diverse, high-quality trails and greenways. Through collaboration, education, and communication, we raise awareness of the value of trails.