



2021-22 IMPACT REPORT

A Message from Leadership



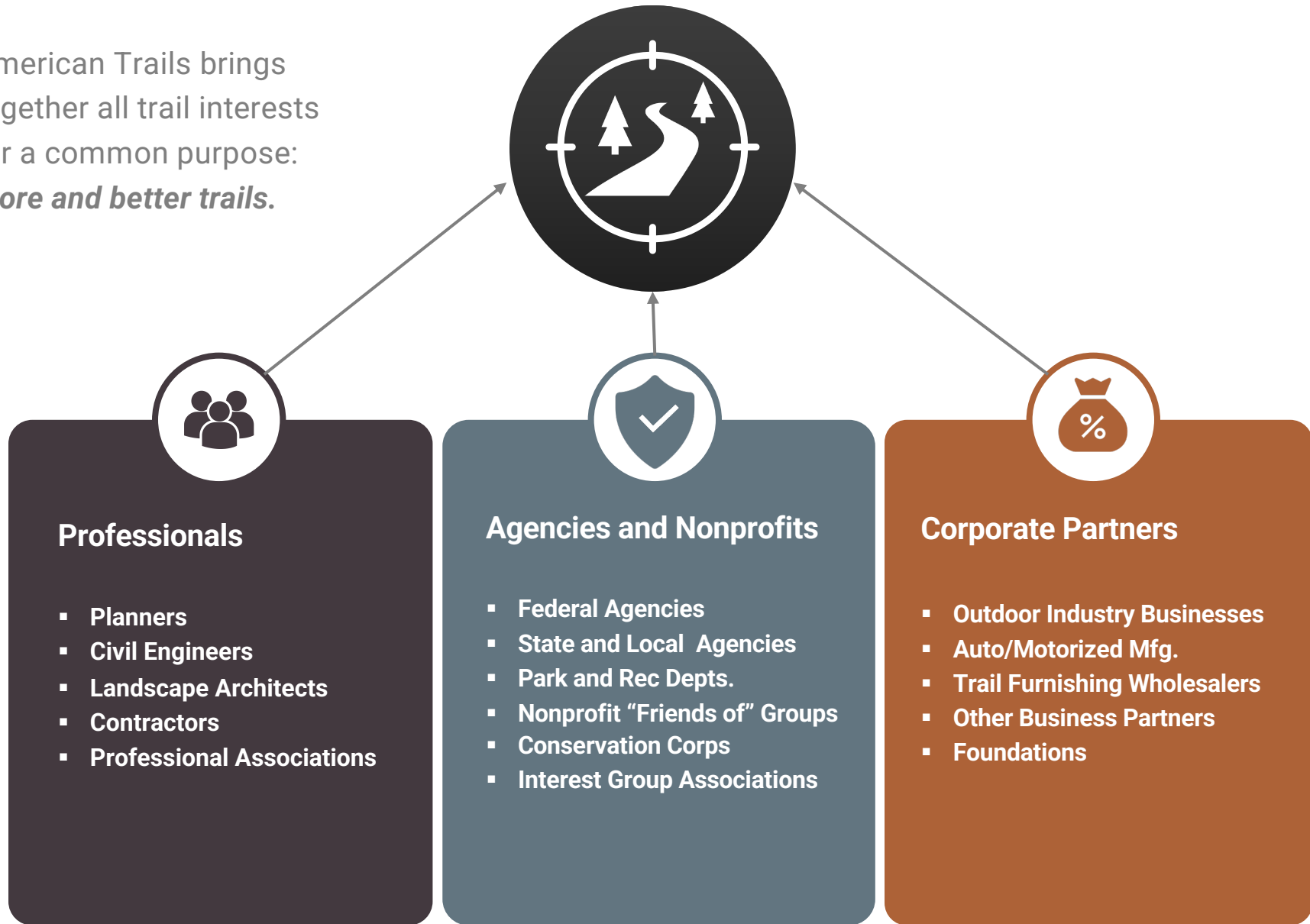
American Trails is continuing a period of pivotal growth and improvement. The purpose of this newly developed Impact Report is to provide trail users, managers, and supporters with information on how much American Trails has grown and improved our service for all trail users and organizations.

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

Who We Serve

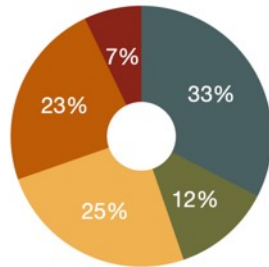
American Trails brings together all trail interests for a common purpose:
More and better trails.





Our Mission

To amplify the voice of a diverse trails community.



● General (Salaries and overhead)
● Communication (Website, e-news)
● Education
● National Trails Training Partnership
● Trail Fund

Program expenses

Annual Budget

\$ 808K

66% of dollars go directly to programs

Organizational Support

Supporting new and emerging trail stewardship organizations across America

Mobility Data



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

USFS Region 9 rollout of 10-year partnership

Trail Stewardship Challenge



Advocacy & Messaging



Partnerships with allied organizations such as PNTS, AHS, ORR

3,500 professionals and suppliers, and growing

Business Directory



Insurance Program



Tailored to nonprofits and "Friends of" groups doing trail stewardship

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

Funding Clearinghouse



Resources

16.4M

Annual website page views

Programs

Serving the trails community regardless of trail user type

Emerging Trail Leader Program



Workforce development

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

Webinars

Almost **58K** attendees since Jan 2020



825%
Growth over three years

8M

Lives Improved

57

Trail Core Competencies

Trails Skills Project



Trails Capacity Program

Legacy Trails Program

The Trail Fund

3:1

Leverage

166K Match : 50.4K Awarded



7.5 M

Total investment over 5 years

International Trails Summit

120+ Speakers
700-1,000 Attendees

Supporting trails every step of the way

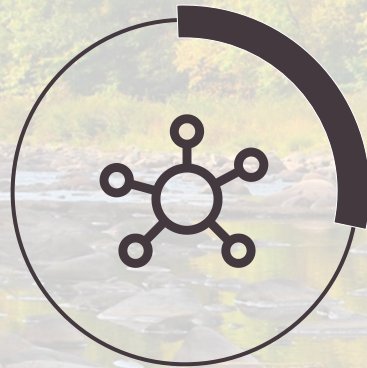


Our Reach



25,000

Monthly email
correspondence



30+

Active nonprofit partners



7

Federal agency
partners



1.5M

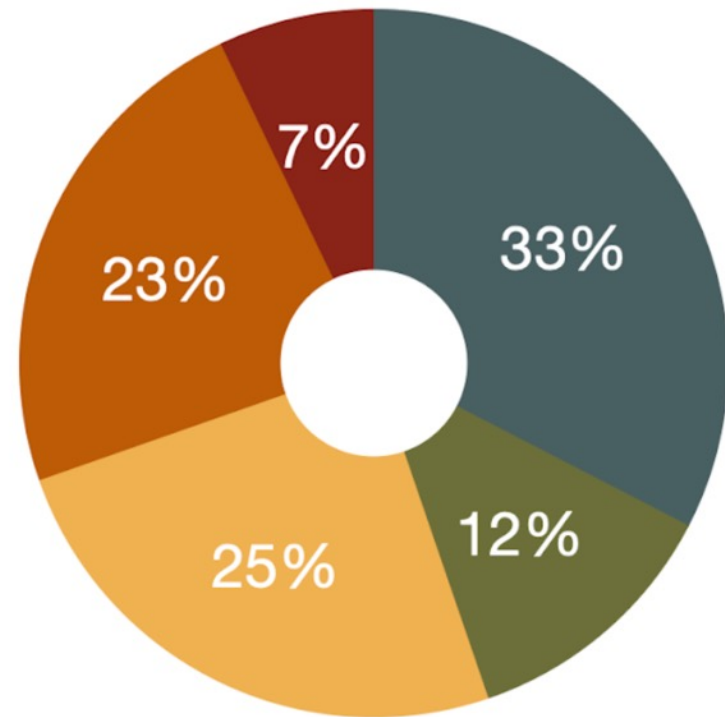
Annual website visitation

2021 Financials

Income	
Contributions	\$63,183
Membership	\$23,621
Grants - Government	\$675,399
Advertisement	\$37,270
Program Income	\$8,244
Dividends & Interest	\$15
Other	\$500
Total income	\$808,232

Program Expenses	
General (Salaries and overhead)	\$240,178
Communication (Website, e-news)	\$89,748
Education	\$183,376
National Trails Training Partnership	\$171,448
Trail Fund	\$52,434
Total expenses	\$737,184

Program Expenses



- General (Salaries and overhead)
- Communication (Website, e-news)
- Education
- National Trails Training Partnership
- Trail Fund

Strategic Impact

Industry leadership through convergent strategies

Leadership

Leverage our convergent services and initiatives



Programmatic Objectives

Our programs bring coalitions together for strategic impact

Programs	Research	Education	Messaging	Advocacy	Funding
Webinars	●	●	●	●	●
Trails Summit (ITS)	●	●	●	●	●
Trails Skills Project	●	●	●	●	
The Trail Fund	●	●	●	●	●
Mobility Data Research	●	●	●	●	
Ten-year Stewardship Challenge	●		●	●	
Resource Library	●	●		●	
Trail Ambassadors	●		●	●	
National Recreation Trail Program		●	●		
Business Directory					●
Insurance Program		●	●		●
Leadership Position	Contender	Contender	Market Leader	Contender	Niche Supplier

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



The Trails Skills Project

An online database connecting skilled pros to projects

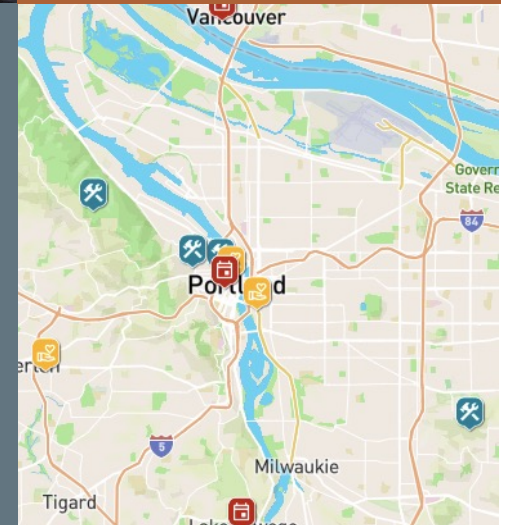
Regional Trails Training

American Trails, Nevada State Parks, and Chinook Associates



International Trails Summit Reno, NV

Over 120 sessions co-hosted with PTBA and WTN-Americas





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

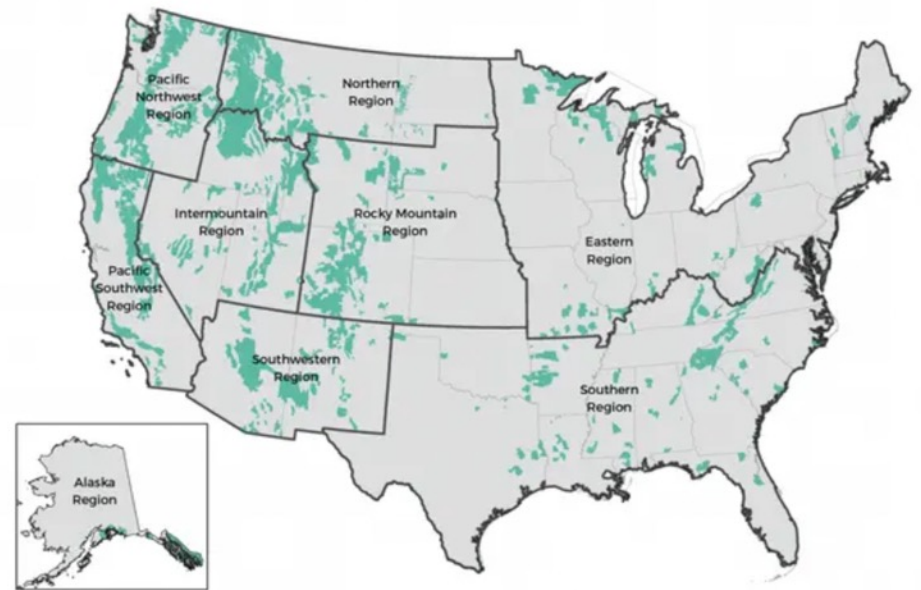
We connect. Enabling and inspiring our colleagues to work together to protect the trails that are vital to rural and urban economies, and individual and community health.

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

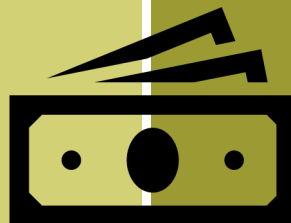
\$3.2 million requested

5,735 miles of trail maintenance

15,940 volunteers engaged

Legacy Trails Program

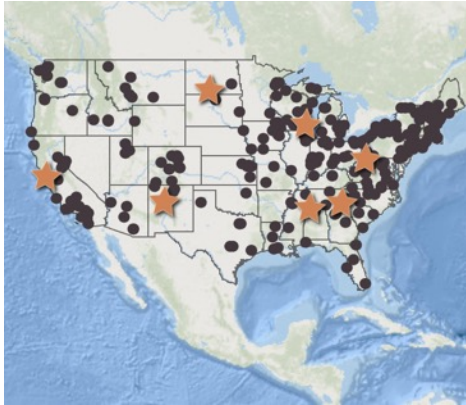
This program supports sustainable and resilient trails projects on land from Alaska to Puerto Rico managed by the United States Forest Service.



\$1.5 M

Yearly budget for the next five years

2022 Trail Capacity Grant Awardees



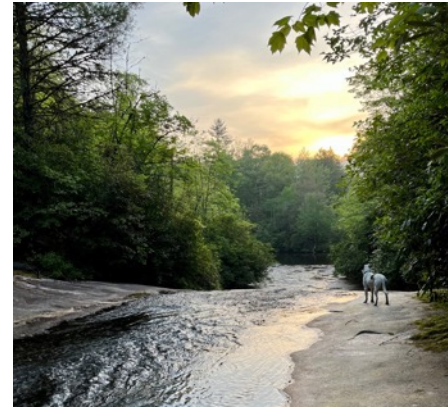
3:1 Leverage

\$166K Match : \$50.4K Awarded



Wild Alabama

Awarded: \$10K
Match: \$15K



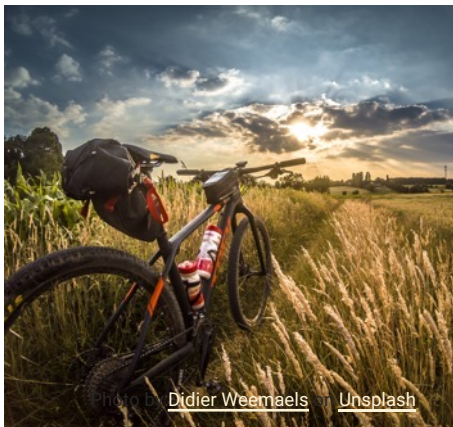
Friends of Panthertown

Awarded: \$5K
Match: \$45K



Partnership for the National Trails System

Awarded: \$5K
Match: \$59K



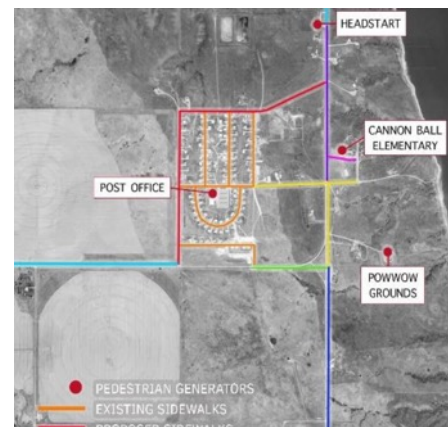
WVUR Research

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

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

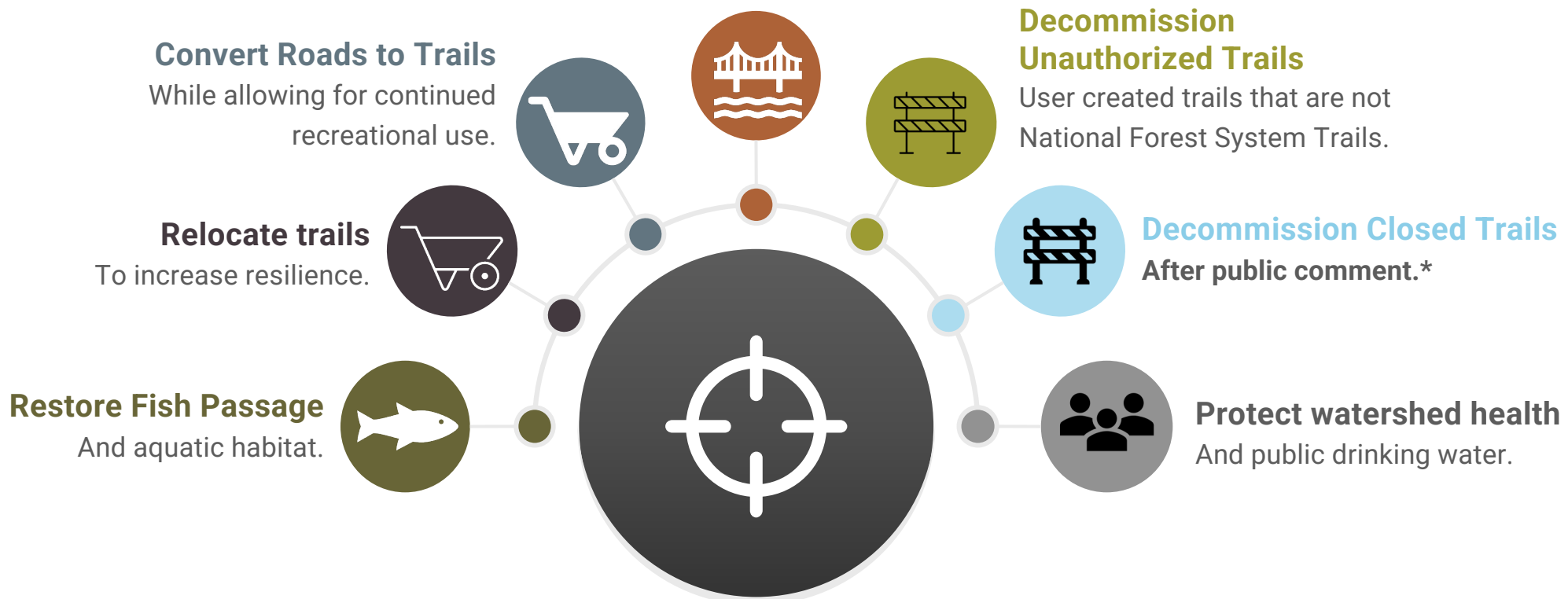
User created trails that are not National Forest System Trails.

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

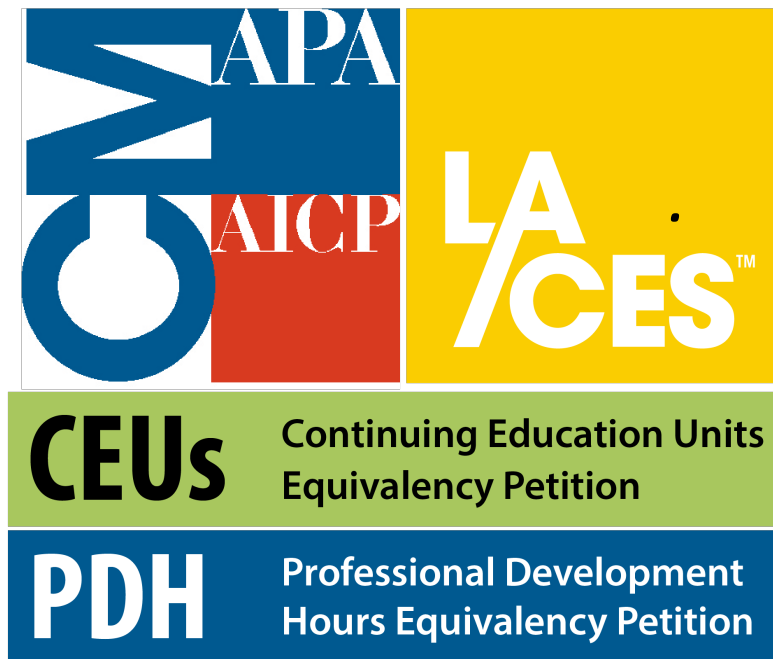
Since 2020 we:

- 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:



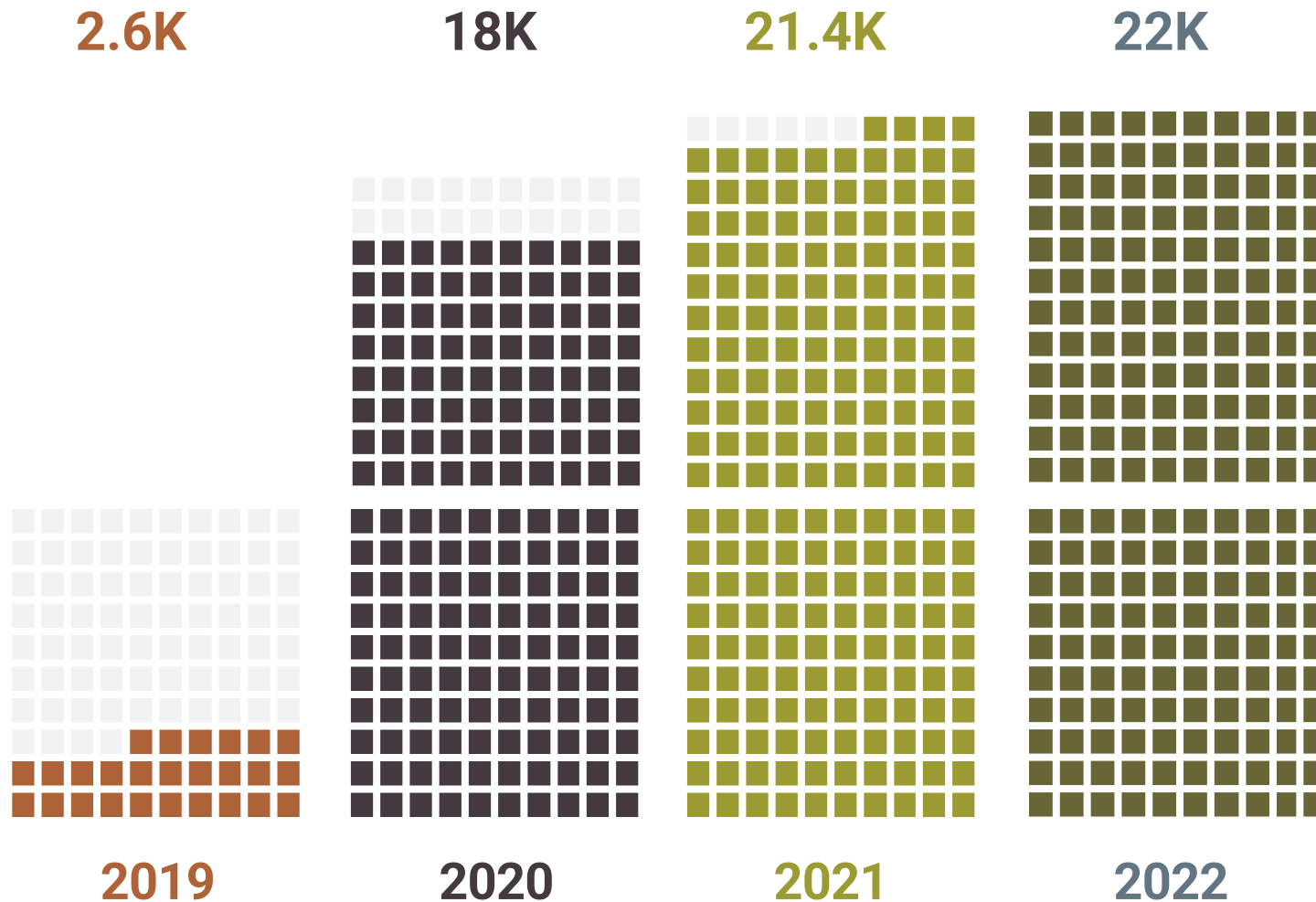
- American Institute of Certified Planners Continuing Maintenance (AICP CM)
- Landscape Architecture Continuing Education System (LA CES PDH)
- National Recreation and Park Association (NRPA) CEU equivalency petition
- CEU/PDH equivalency petition for other accepting organizations

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](#)

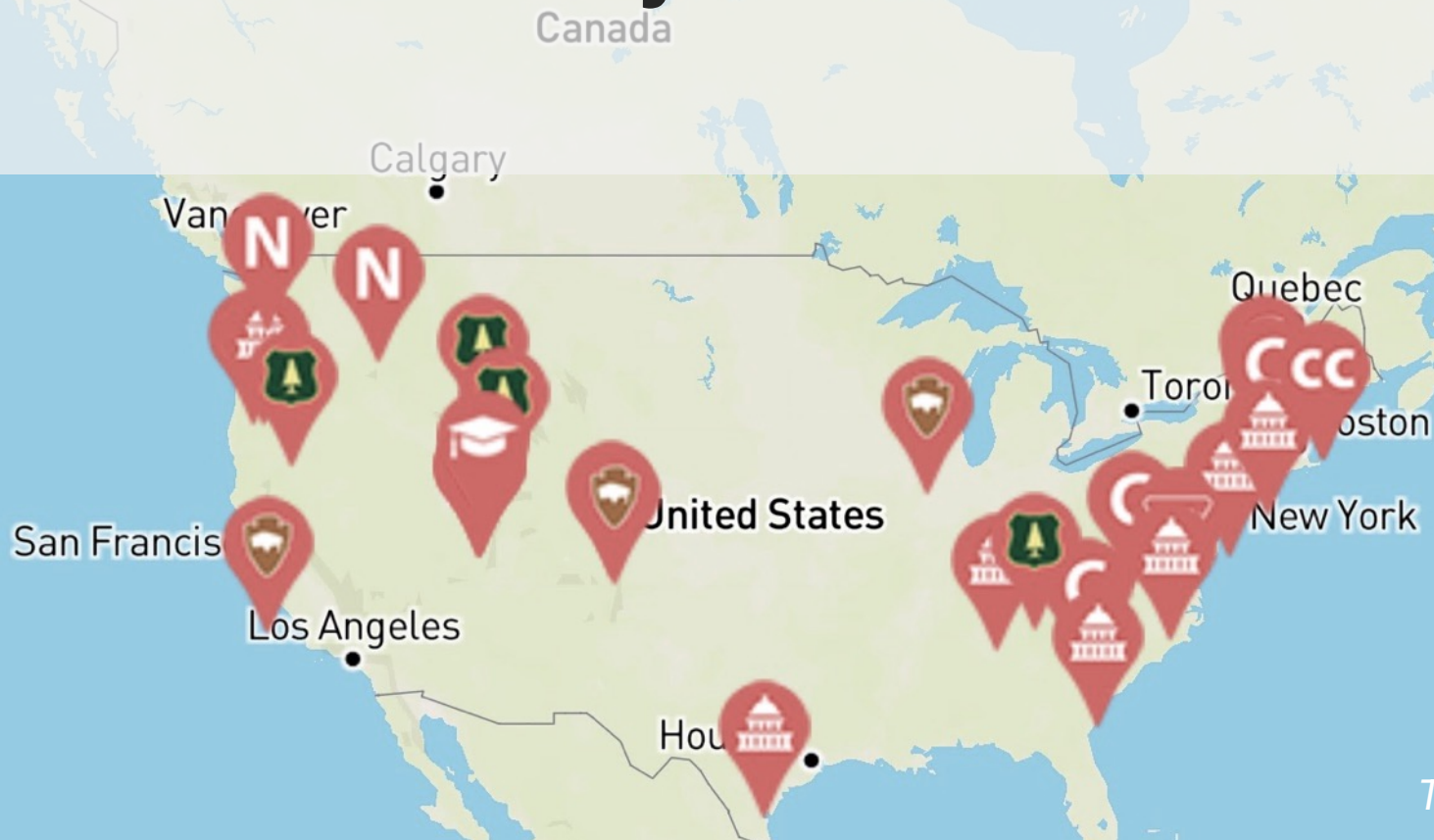
Webinar popularity

Total yearly individuals attending

Each block represents 10 people



Trail Skills Project



Trailskills.org



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

BRAND SHEET

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



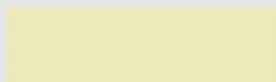
Umber

C: 64, M: 67, Y: 57, K: 48
R: 69, G: 58, B: 63
#453a3f



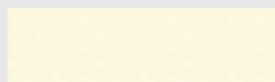
Lite Gold

C: 14, M: 14, Y: 62, K: 0 100
R: 222, G: 205, B: 124
#decd7c



French Beige

C: 7, M: 5, Y: 33, K: 0
R: 238, G: 230, B: 183
#eee6b7



Cream

C: 2, M: 2, Y: 14, K: 0
R: 249, G: 243, B: 221
#f9f3dd

Program outreach

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



*Creating more resilient
and sustainable National
Forest System trails.*

THE TRAIL FUND
Legacy Trails Program
Apply at TheTrailFund.org



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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

Sustaining partners



Collaborative partners





Organization	American Trails	Date Founded	5/01/1988
Organization Type	501(c)3 EIN 52-1591901	Reporting Period	1/01/2021 – 12/31/2022
Report by	Michael J Passo	Title	Executive Director
Focus(es)	Leadership, Professional Development, Advocacy	Annual Operating Budget	\$ 804,000
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.		



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