



# 2021-22 IMPACT REPORT

# A Message from Leadership



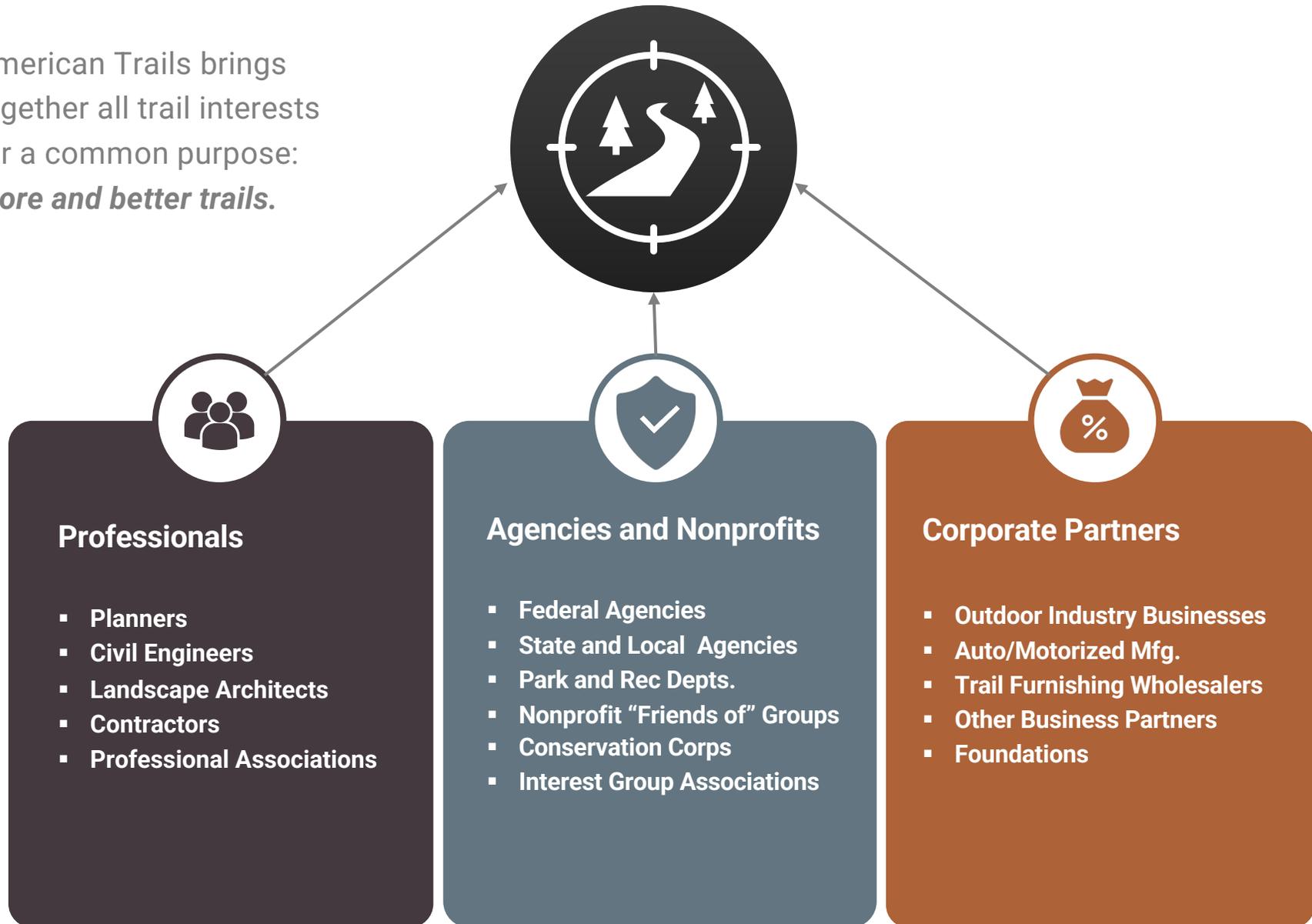
American Trails is continuing a period of pivotal growth and improvement. The purpose of this newly developed Impact Report is to provide trail users, managers, and supporters with information on how much American Trails has grown and improved our service for all trail users and organizations.

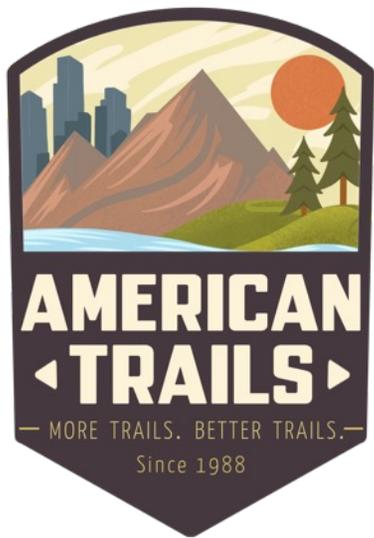
We now serve many of you associated with trails by: providing an exceptional web site which provides a myriad of information on all aspects of trails; hosting the International Trails Summit; providing weekly trail webinars, developing a trail fund to fund trail projects; providing an online educational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

**John Favro**  
Board Chair  
Trail Consultant

# Who We Serve

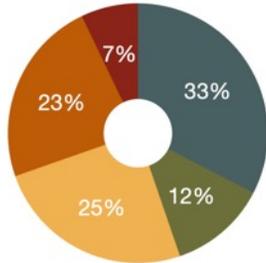
American Trails brings together all trail interests for a common purpose: *More and better trails.*





## 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

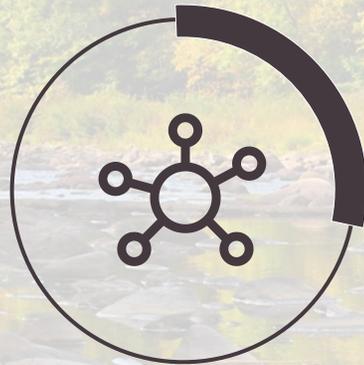


# Our Reach



**25,000**

Monthly email  
correspondence



**30+**

Active nonprofit partners



**7**

Federal agency  
partners



**1.5M**

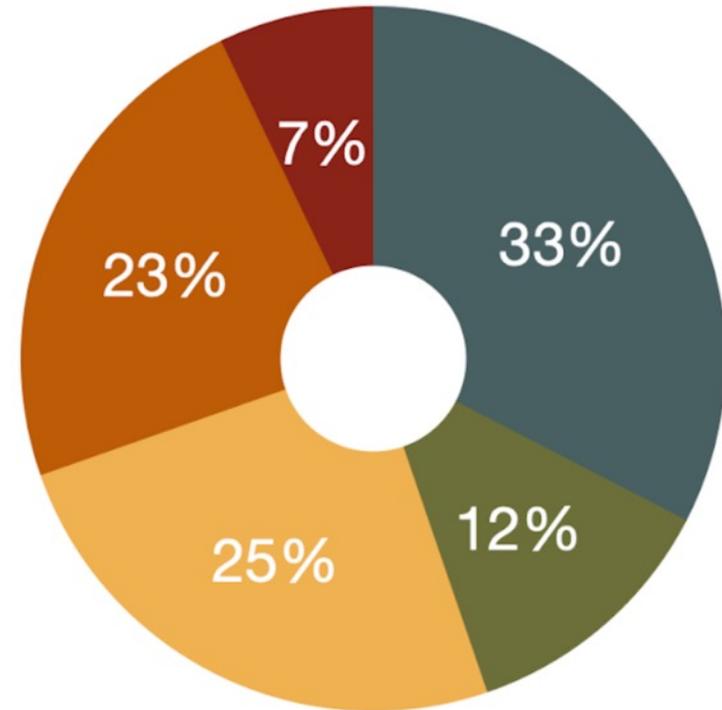
Annual website visitation

# 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
<b>Total income</b>	<b>\$808,232</b>

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
<b>Total expenses</b>	<b>\$737,184</b>

## 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



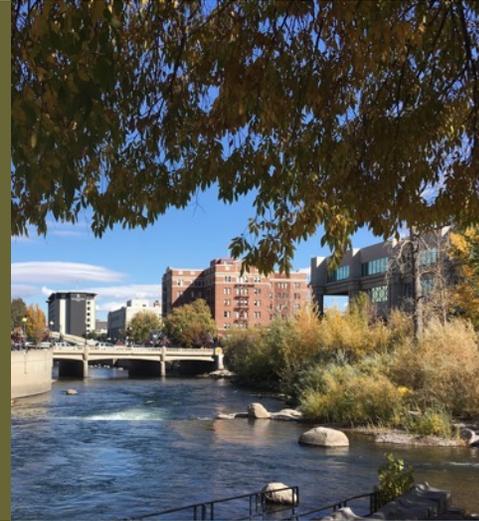
In 2022 we launched a new initiative to gather data on funding sources at the federal, state and local levels. Our goal is to be **an authoritative funding resource** for trails professionals across the country.

# 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

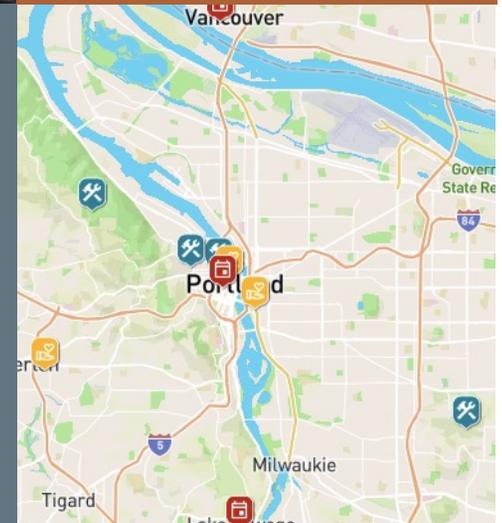
## Regional Trails Training

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.

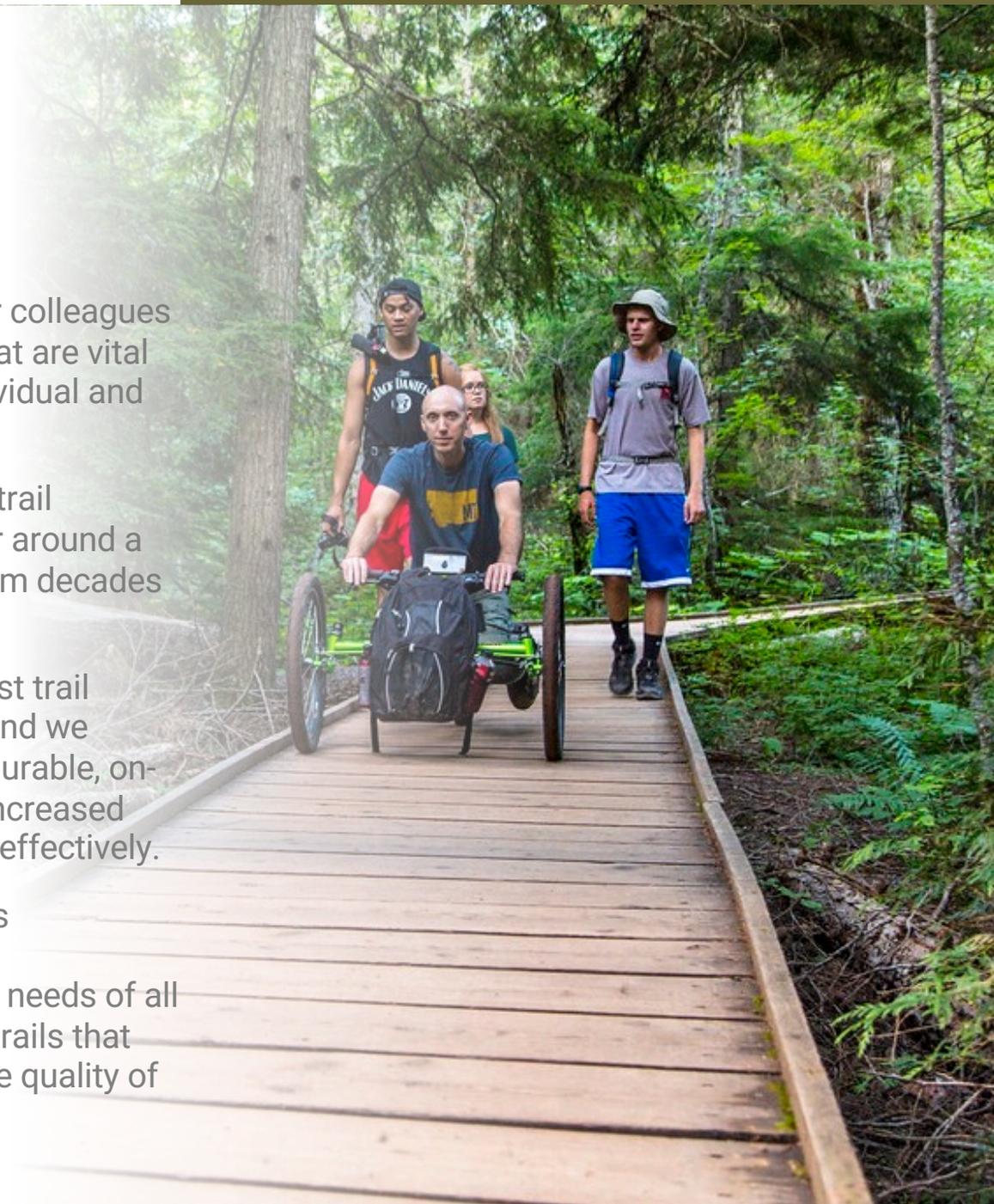
# Trail Fund Goals

**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*

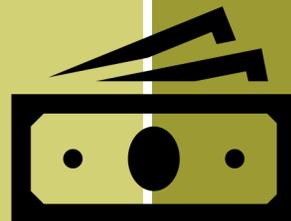
**\$3.2 million** requested

**5,735 miles** of trail maintenance

**15,940 volunteers** engaged

## Legacy Trails Program

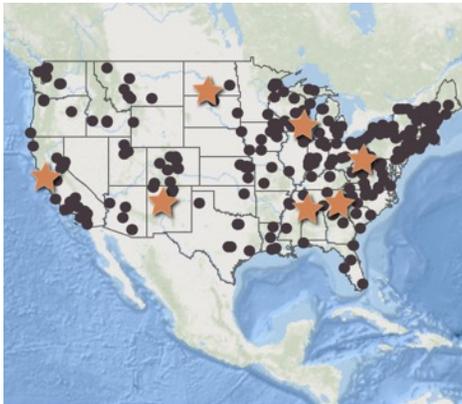
This program supports sustainable and resilient trails projects on land from Alaska to Puerto Rico managed by the United States Forest Service.



# \$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



Didier Weemaels Unsplash

**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

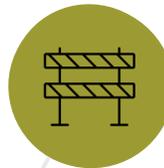
To carry out projects on National Forest System Trails and trail bridges to improve resilience to weather events, flooding, or other natural disasters.

### Build Trail Bridges

To improve aquatic habitat and improve resilience.

### Convert Roads to Trails

While allowing for continued recreational use.

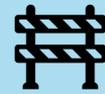


### Decommission Unauthorized Trails

User created trails that are not National Forest System Trails.

### Relocate trails

To increase resilience.



### Decommission Closed Trails

After public comment.\*

### Restore Fish Passage

And aquatic habitat.



### Protect watershed health

And public drinking water.

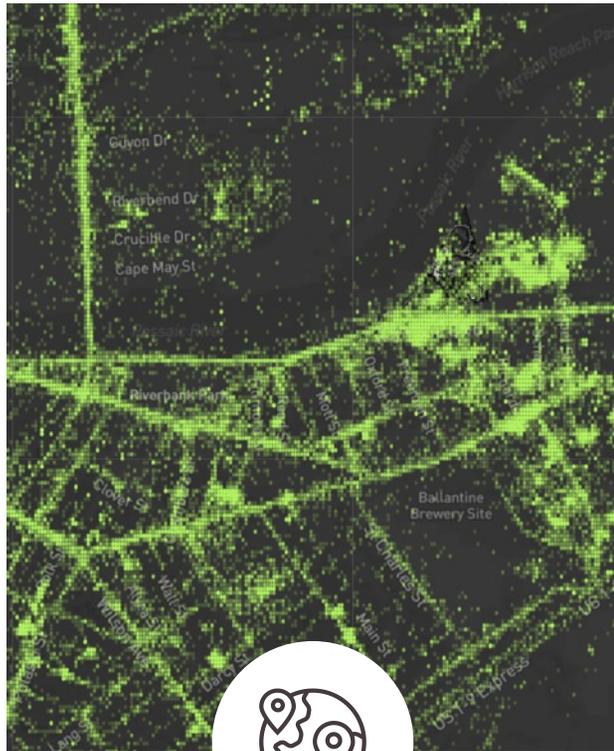




# Trail Research Programs

# Trail Research

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



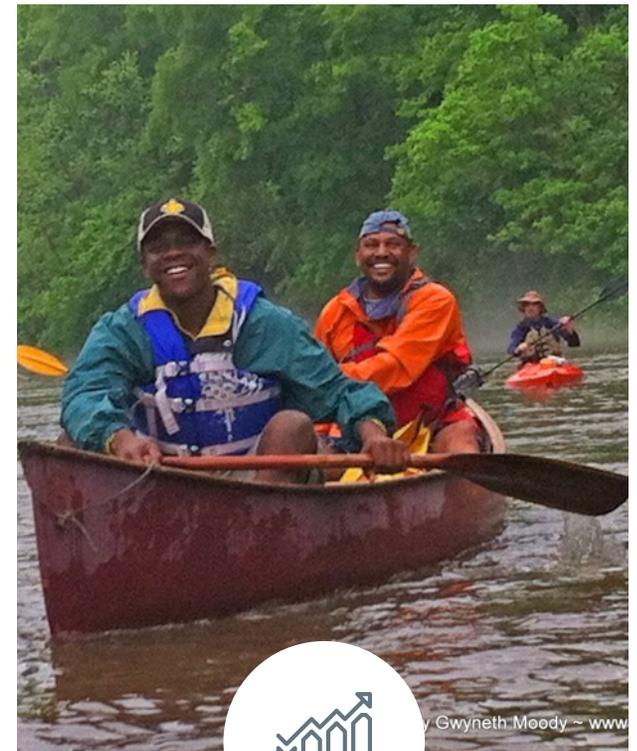
## Mobility data Pilot Program

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.



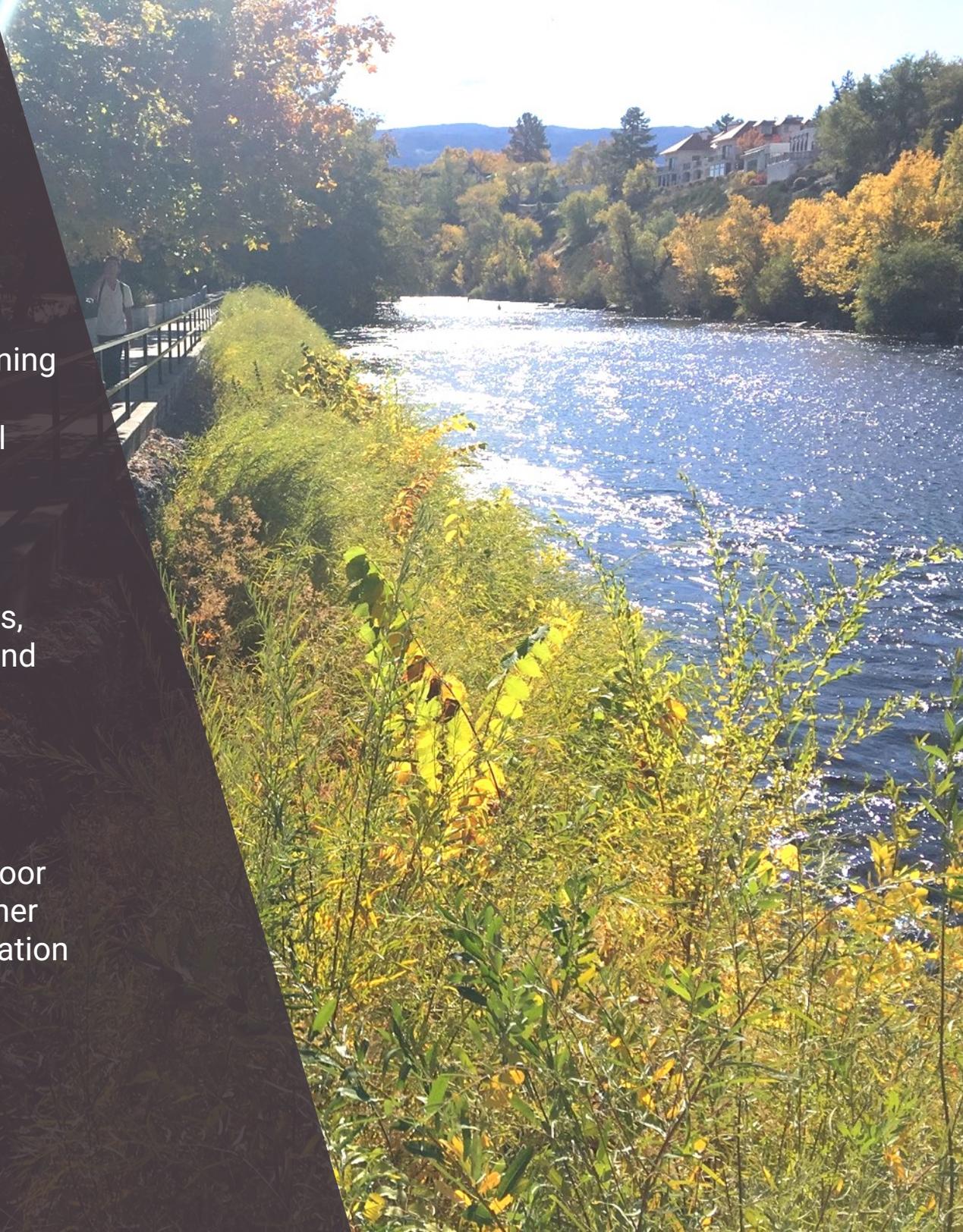
## Trail Funding Clearinghouse

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 10<sup>th</sup> 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



**CEUs**

Continuing Education Units  
Equivalency Petition

**PDH**

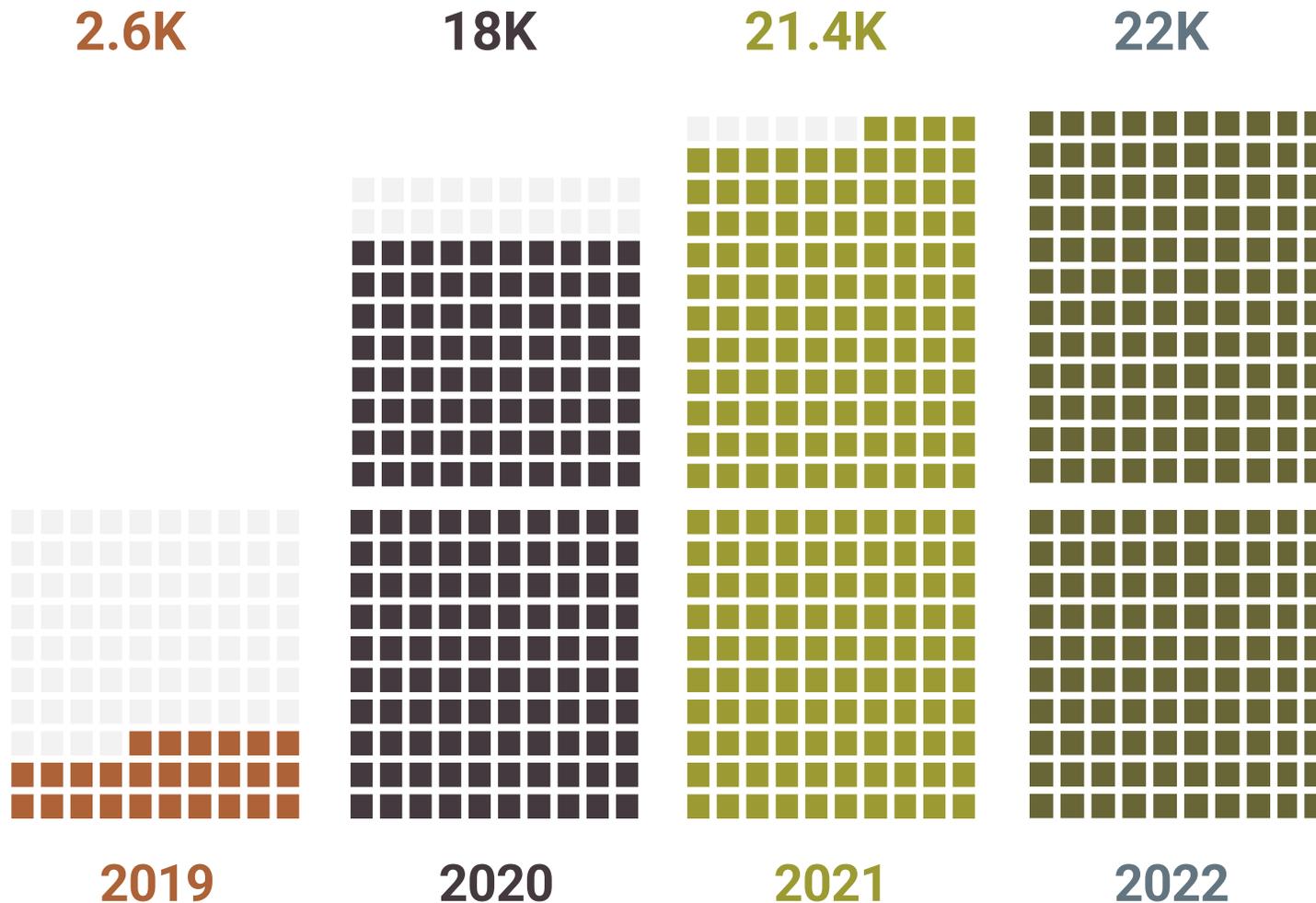
Professional Development  
Hours Equivalency Petition

*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](#)*

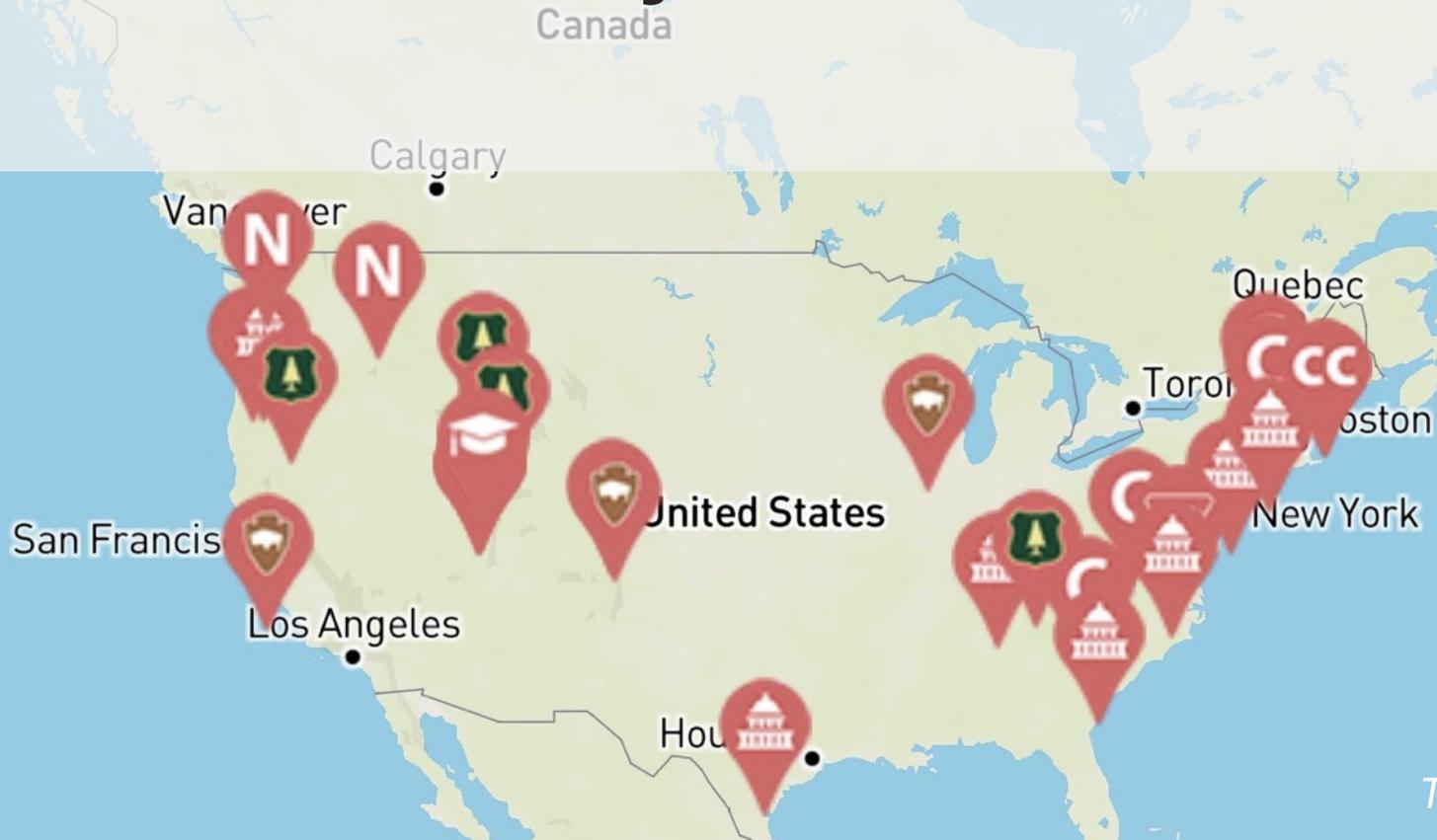
# Webinar popularity

Total yearly individuals attending

Each block represents 10 people



# Trail Skills Project



## 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



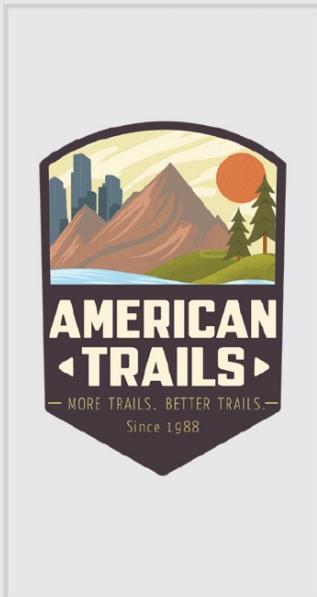
# Messaging and Brand Development

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.

# BRAND SHEET

## 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



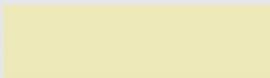
Silt  
C: 42, M: 45, Y: 50, K: 7  
R: 149, G: 130, B: 119  
#958277



Umber  
C: 64, M: 67, Y: 57, K: 48  
R: 69, G: 58, B: 63  
#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](http://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



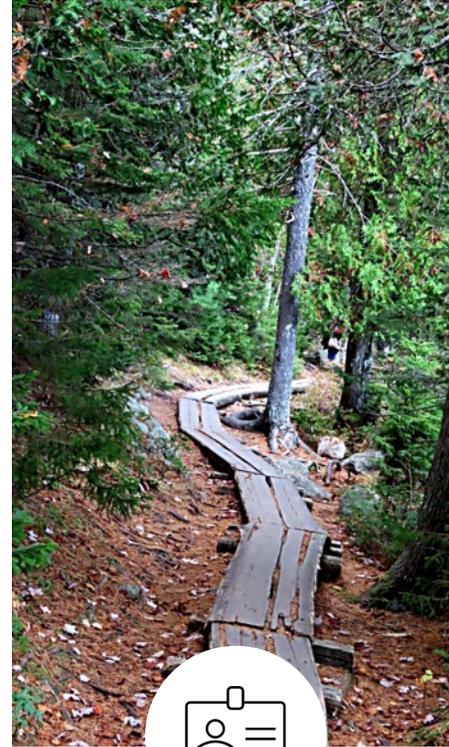
## 10-Year Trails Challenge

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





<b>Organization</b>	American Trails	<b>Date Founded</b>	5/01/1988
<b>Organization Type</b>	501(c)3 EIN 52-1591901	<b>Reporting Period</b>	1/01/2021 – 12/31/2022
<b>Report by</b>	Michael J Passo	<b>Title</b>	Executive Director
<b>Focus(es)</b>	Leadership, Professional Development, Advocacy	<b>Annual Operating Budget</b>	\$ 804,000
<b>Description</b>	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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**[trailhead@americantrails.org](mailto:trailhead@americantrails.org)**