Engaging, Enabling & Motivating Families & Diverse Trail Users
Health department funded plan to promote routine physical activity. They said they just wanted a place to walk!
Walking, running & hiking are the first, second, & third most popular outdoor activities in the US, with more than 145 million people (6 in 10) participating. --US CDC

But...

The there are tens of millions who don’t participate, with dire health & wellbeing consequences.
More than 42% of the people in the United States are obese

Associated health impacts, including diabetes and cardiovascular disease.

$4.3$ Trillion in Health Costs

--Centers for Medicare and Medicaid Services
Though this problem is widespread across all peoples...

Minority communities & lower income populations are particularly prone

Rates at least 14 percent higher.
Walking & Biking (trail use) is now the hot thing—a cure for just about anything!

But…

We need readily accessible infrastructure!

And…

We need to build a constituency that will routinely use, & support investment, in walks and trails!
Need “safe, convenient, places to walk . . . places to move about . . . protected from traffic...”

–US CDC
How do we promote/enable broader, more equitable Access?

Including meeting diverse needs: families, kids, mobility challenged, elders, pregnant women, income limited, not comfortable in the outdoors
How do we enable, encourage & motivate routine engagement?
And...

Practical strategies & steps to get infrastructure built!
To...
Make every doorstep a trailhead!
And…
Preserve the right to roam!
…to make hiking “a walk in the park”

-New York Times wirecutter July 23,2023
Found & interviewed today’s three stellar speakers!
Charles T. Brown
Founder/CEO Equitable Cities
Featured & quoted, New York, Times, CNN, Washington Post and other national Outlets

Mark Fenton

Jamie Siebrase
Let’s Join Them on a Great Trek!