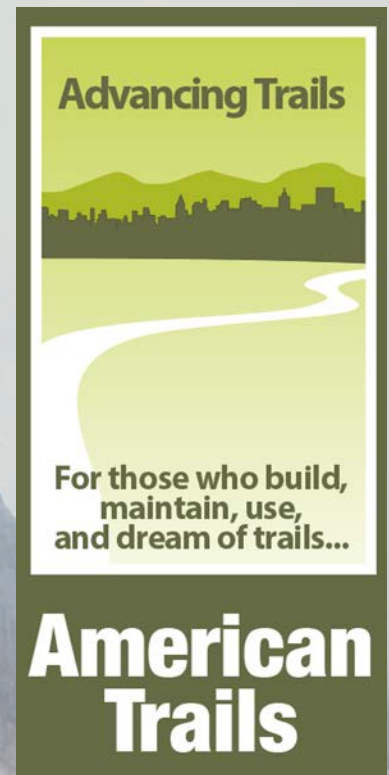


AMERICAN TRAILS

Annual Report

Mission:

American Trails advances the development of diverse, high quality trails and greenways for the benefit of people and communities. Through collaboration, education, and communication, American Trails raises awareness of the value these trail systems offer.



LETTER FROM OUR LEADERSHIP

Dear Trail Enthusiasts,

American Trails is in a period of transition. We find ourselves simultaneously reaching out to the broader trails industry for new and innovative ideas, while in many ways returning to the roots upon which American Trails was founded 30 years ago. We have spent much of 2018 in a comprehensive strategic repositioning process, all while moving forward many of the projects the trails community has come to rely on.

American Trails continues to ask the same question that started the organization – what would it take for all Americans to be able to go out their front doors and within minutes be on trails that wind through their cities, towns, or villages? Along the way they could pass shops and restaurants, go to work, school, or a park, visit a historic site, and experience the great outdoors without a car or bus. If they were to follow the right path, the trail could take them into the countryside or possibly link up with another trail that would lead them into the deepest wilderness or to the highest mountain or across the widest prairie. They could travel across America on trails that connect one community to another and stretch from coast to coast, and from border to border.

Such a network of trails has been the dream of many organizations and individuals across the country, from all trail user groups, motorized and nonmotorized alike, for many decades. However, the ability to create a national system of trails depends on budgetary and land-use decisions being made every day, in city council meetings, state legislatures, corporate and foundation board rooms, and in the halls of Congress.

To continue to build a national system, trails must be viewed as part of the nation's physical infrastructure and included along with highways, utility and sewer lines, airports, and other public facilities as an integral part of the general conduct of everyday governance; trails must be seen in the larger context of the corridors and environments through which they pass; corridor protection must be the primary goal; and the highest priority in developing such a system must be in close-to-home areas, particularly where resources are closest to population centers. To develop a system all land- and water-based resources must be assumed to have trail potential.

American Trails would like to rededicate ourselves to articulating the impact of a diverse trails industry, including all levels of government, the business community, private organizations and user groups, and every American citizen. Only through coordinated messaging and action can the ever-growing outdoor recreation needs of the nation be met and the diverse objectives for open space, health, physical fitness, natural and cultural diversity, education, transportation, and economic development be fulfilled.

Thank you for being a part of American Trails and, as always, we thank you for all that you do to realize the value of trails in every American's experience.

Sincerely,



A handwritten signature in blue ink, appearing to read "Paul J. ...".



A handwritten signature in black ink, appearing to read "John F. ...".

AMERICAN TRAILS STAFF

Mike Passo, Executive Director



Mike Passo is the Executive Director of American Trails. Mike has also served as the Executive Director of the Professional Trailbuilders Association, and has led groups of all abilities on sea kayak and canoe expeditions. Mike has conducted an extensive study of outdoor developed areas nationwide to determine the cost implications of construction according to proposed ADA standards, and a Congressional study on improving access to outdoor recreational activities on federal land. Mike is excited to help renew American Trails efforts to break down the silos in our trails community and work hard to articulate the impact of the trails industry.

2018 Highlight: Mike moved back with his family to Bellingham, Washington after his wife graduated from Arizona State University.

Candace Gallagher, Director of Operations



Candace is the Director of Operations for American Trails and has been with the organization since 2006. She oversees the American Trails staff and daily operations, working closely with the Executive Director and Board of Directors. Candace also serves as the Webinar Coordinator for the Advancing Trails Webinar Series and handles all logistics and sponsors/exhibitors for the International Trails Symposium. Candace attended Arizona State University in Tempe, Arizona where she received her B.A. in Communication in May of 2005. She enjoys backpacking and has a special place in her heart for Yosemite.

2018 Highlight: Candace married her best friend on St. Patrick's Day and changed her last name.



AMERICAN TRAILS STAFF

Sue Crowe, Recreational Trails Program Database Coordinator



Sue joined American Trails in September 2016 as the RTP Database Coordinator after retiring from a career in local government. Sue spent 15 years in fiscal operations and management, with 12 of those years at the Shasta County Regional Transportation Planning Agency (RTPA). She has worked extensively on programs in both motorized and nonmotorized transportation. Sue also maintained the RTPA website and was editor to the quarterly transportation newsletter, served as support staff to the federally designated Shasta County Resource Advisory Committee, and developed a quarterly newsletter, RAC-tivity, which provided information on projects funded in Shasta County. Sue volunteers at a local animal shelter where she helps to socialize shelter dogs. Sue also paints custom pet portraits on rocks, canvas and tiles. All proceeds help with special medical need shelter dogs.

2018 Highlight: In 2018 Sue's painting helped treat 27 dogs.

Kayla Robinson, Administrative Assistant



Kayla is the Administrative Assistant for American Trails. She joined the team in December 2017. She was born and raised in Northern California and has lived in Redding, California for 25 years. She has worked as an administrative assistant for 10 years and also as a receptionist for five years. Kayla has been attending National University to obtain her Bachelor's degree in Business Administration with a concentration in Human Resources. In her spare time Kayla and her family love being outdoors. They love hiking, camping, hunting, fishing, and riding their ATVs and snowmobiles.

2018 Highlight: Kayla is excited to announce that she graduated with her Bachelor's degree in May 2018! She also took her first trip to Hawaii to celebrate the completion of her degree.

Taylor Goodrich, Communication and Media Specialist



Taylor Goodrich started with American Trails in January 2018 as the Communication and Media Specialist. Taylor currently lives in Dallas, Texas, which is also where she attended the University of North Texas receiving her degree in History. Taylor has been doing freelance communications work for ten years, and has contracted with several companies, from tech startups, to music festivals, to law firms, to grow their social media and digital communications presence.

2018 Highlight: In December Taylor was able to visit Redding, California for the first time, where the American Trails office is located, and meet all her wonderful coworkers in person.

NATIONAL RECREATION TRAILS (NRT)

2018 was a stellar year for the NRT program. 19 new trails were added, and American Trails launched the NRT Ambassador program.

- 612,174 views to the NRT database (www.nrtdatabase.org).
- Over 3.6 million trail pages viewed in the database in 2018.
- 177 featured NRT articles on www.americantrails.org.
- The NRT Homepage (www.americantrails.org/nationalrecreationtrails) averages 850 monthly visits.
- The NRT Facebook page now has 705 likes, up from 232 in 2017.
- American Trails launched the first ever National Recreation Trails Calendar, which was downloaded 63 times from the American Trails Store.



NRT AMBASSADOR PROGRAM



National Recreation Trails (NRTs) are some of America's finest trails. NRTs include trails for all users types (equestrian, atv/utv, motorcycle, snowmobile, hiking, mountain biking, etc.), are located in urban and rural settings, and are managed by a variety of Federal, State, and local managing agencies.

American Trails has managed the database of these unique trails and has launched a new program to organize Trail Ambassadors to inform, preserve, and protect these national treasures. Ambassadors visit as many of the NRTs in their region as possible, to gather data and identify issues on these great trails.

Ambassador Stats

- 113 Ambassadors joined the program representing 32 states.
- 12 centerlines (GPX files) were submitted by ambassadors.
- 60 additional centerlines (GPX files) were submitted by AT staff/contractors.
- In June American Trails launched the NRT Ambassador Newsletter, keeping the ambassadors up to date with new information, and highlighting personal ambassador stories.



NATIONAL TRAILS TRAINING PARTNERSHIP

2018 National Trails Training Partnership (NTTP) Stats:

- The NTTP website address is <https://www.americantrails.org/learn/nttp>
- 3,171,005 unique visitors to the NTTP website
- Pages viewed: 11,100,886
- Web traffic increased by 55% between 2017 and 2018
- Approximately 65% of American Trails web traffic is directed towards NTTP and its resource pages
- 90% of our visitors come from the United States and the rest are spread over 138 other countries



Goals of NTTP include:

- Identifying important trail training programs available around the country through organizations, agencies, universities, and businesses.
- Exploring ways to enhance cooperation on training efforts.
- Developing a clearinghouse of training and a wealth of technical resources.
- Studying target audiences, delivery methods, and special needs.
- Identifying needs and gaps in existing trail training.
- Publicizing model statewide programs for trails training cooperation.
- Creating individual state pages in the website to highlight training providers and resources in all 50 states.

TRAILS MOVE PEOPLE

TRAILS MOVE PEOPLE ARE YOU A TRAIL USER?



HIKERS

We all think of hiking when we hear the word trails, but trails are all around us.

Do you walk your dog at a local park? You likely use trails!

CYCLISTS



If you ride a bike, you likely use trails. Love mountain biking? Then you love trails!

Long distance cyclists use trails, people even use trails to ride their bike to work!



OFF ROAD

Whether you have a four wheeler, a dirt bike, or even a jeep, off road means on trails.

If you love snowmobiling or hunting, congratulations, you're a trail user!

CLIMBERS



Serious mountain climbers, and those who do it just for fun, have at least one thing in common.

They use trails! Trails not only lead us to the mountain, they often lead us up it.



BOATERS

Trails aren't just on land, water trails are popular too.

If you love to get out on your kayak or canoe, then you love hitting the trails!

EQUESTRIANS



Horses love trails too!

Trail riders couldn't be trail riders without a trail.

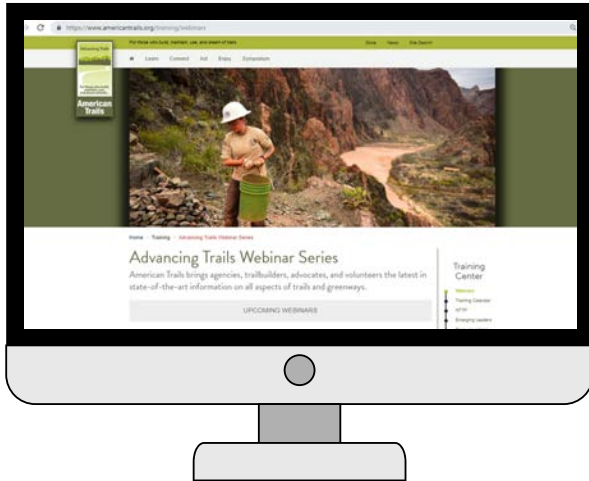
We all use trails!



With Trails Move People, American Trails is leading an exciting coalition including Back Country Horsemen, American Hiking Society, American Motorcycle Association, International Mountain Biking Association, National Off-Highway Vehicle Conservation Council, Professional Trail Builders, National Wilderness Stewardship Alliance, Applied Trails Research, Active Strategies, Rails-to-Trails, The Partnership for the National Trails System, and Tread Lightly.

The goal of Trails Move People is to create a strong voice for why trails matter, ultimately leading to greater funding sources from businesses, industries, and communities that realize the impact of trails. Initial projects include a Trail Thought Leadership Summit, and a Trail Industry report to identify the data, goals and messaging that all partners can agree on and promote as they make the case for trails.

ADVANCING TRAILS WEBINAR SERIES



Through our webinar series American Trails brings agencies, trailbuilders, advocates, and volunteers the latest in state-of-the-art information on all aspects of trails and greenways.

In January 2018, American Trails became a certified provider for 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



Webinar Stats

- 1,866 live webinar attendees in 2018 (up from 1,335 in 2017).
- In December we held our 62nd webinar.
- In 2018 we held a total of 15 webinars.
- 59 previously recorded webinars were downloaded from the American Trails online store.



Thank you to our webinar partners:



ENGAGING WITH THE PUBLIC

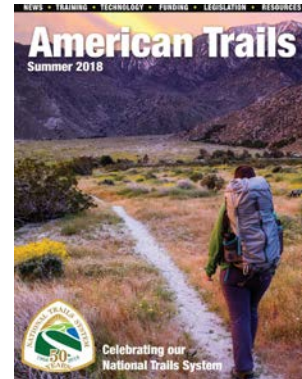


California Trails and Greenways Conference

In 2018 American Trails had a presence at 17 trails related conferences across the nation. We were able to attend nine of those conferences in person, and sent printed materials to eight more.

American Trails Magazine and eNews

- We published three magazine issues in 2018, focusing on topics ranging from accessibility, to the 50th anniversary of the National Trails System Act.
- We deleted old and unused contacts through Constant Contact, and now have 17,464 active contacts.
- We completely revamped our eNews format in September of 2018, leading to higher engagement and readership.



February 2019

2018 National Recreation Trails Photo Contest Winner

Since we began the NET Photo Contest in 2002, we've seen a great variety of photos captured by photographers around the nation. 2018 is no exception. We received 124 new images of National Recreation Trails and the winner's photo from an urban trail in Puerto Rico to an off-road trail in Montana. As always, the photos show the love we have for these trails and how they improve our quality of life.

[Read more...](#)

Featured National Recreation Trail

Pomeroy and Hiawathah Trail, Delaware



The Pomeroy and Hiawathah Trail is a year-round accessible paved pathway in Delaware. [Read more...](#)

Featured Recreational Trails Project


Utah Avalanche Center




The state of Utah has used innovative programming to keep their citizens safe from avalanche dangers. [Read more...](#)


SOCIAL MEDIA PRESENCE

Established social media platforms:

-  Our Facebook page has 7,170 likes, and has grown steadily throughout the year, up from around 5,700 likes in the beginning of 2018.




-  The National Recreation Trails Facebook page has 706 likes, and the Recreational Trails Program Facebook page has 291 likes.


-  We have 4,176 Twitter followers.

-  We have 503 Instagram followers.

New social media presence in 2018:

-  We reach thousands of viewers a month through our 11 Pinterest boards.

-  We have 57 LinkedIn followers and growing.

-  Reddit is a platform which allows us to directly interact with the public through message boards and forums dedicated to all different trail user types and outdoor recreation.



OUR REACH BY THE NUMBERS

87% of our visitors come from the United States and the rest are spread over 138 other countries.

WEBSITE

3,171,005 Unique visitors

11,100,886 Pages viewed

55% increase in web traffic between 2017 and 2018.

65% of web traffic is directed toward NTPP and its resource pages.

CONFERENCES

9 trails related conferences attended across the nation.

8 conferences included AT printed materials.

SOCIAL MEDIA

7,170 Facebook likes, and has grown steadily throughout the year, up from around 5,700 likes in the beginning of 2018.

706 Facebook likes for the National Recreation Trails.

291 Facebook likes for the Recreational Trails Program.

4,176 Twitter followers.

503 Instagram followers.

TRAINING

American Trails brings agencies, trail builders, advocates, and volunteers the latest in state-of-the-art information on all aspects of trails and greenways.

1,866 live webinar attendees (up from 1,335 in 2017).

15 webinars held in total.

59 previously recorded webinars downloaded.

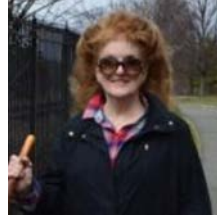
2 conferences provided learning credits (AICP CM, LA CES PDH, NRPA CEU equivalency petition)

AMERICAN TRAILS BOARD

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Consulting
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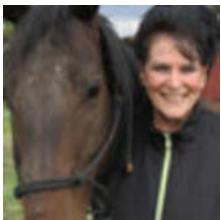


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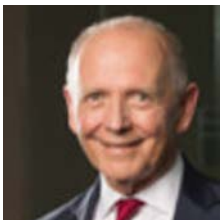
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THANK YOU!



American Trails

PO Box 491797 | Redding, CA 96049

Phone (530) 605-4395 | Fax (530) 867-9014

For more information on American Trails and all of our programs visit www.americantrails.org.