

2017

American Trails Annual Report

Advancing Trails



American Trails

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 The Leadership

Dear Supporters:

American Trails has deep roots in the outdoor industry, in promoting the development of trail professionals around the world, and in realizing the value of trails in the American experience. As America's voice for all those who build, plan, design, maintain, use, and dream of trails, we engaged hundreds of thousands of people coast to coast in 2017 to demonstrate that our nation's trails offers Americans from all walks of life boundless opportunities to enjoy nature, renew themselves, and establish a lifetime of fitness. We collaborated with many partners through our advocacy efforts to ensure the protection of all types of trails and public lands for future generations.

Since its inception in 1988, American Trails and its partners have advanced and promoted the development, conservation, and enjoyment of diverse, high quality trails and greenways across the United States by acting as the nation's collective voice for trails. Over that time, we have advanced the cause of trails through education and by convening thousands of trails professional and advocates to plan for and promote the growth of trails, their benefits, and the industry itself. This has contributed to the growth of the active lifestyle movement and outdoor industry across the country.

Since 1965, trail mileage on Federal and State Lands have grown by nearly 2.5 times. The growth of multi-use trail mileage and systems is even more significant, with over 22,107 miles of these highly accessible trails being built since the movement started in the late 1960s. The American Trails website — the largest database of trail information in the world — has seen a yearly increase in visitation of 250% per year. In 2017, this website received over 7.5 million visits, 65% of which were searching for ways to develop trails in their communities in a sustainable manner. Communities are realizing that trails are essential to their connectivity and livability.

To our new members and supporters, as well as those who have rode or strode the trail with us before, thank you. It is infinitely exciting to consider the ways that lives across our country can be improved if we can all work together to realize the value of trails to the American experience. I hope you will join American Trails and all of our partners in this effort, and please remember that every stoop is a trailhead.

Sincerely,

Mike Passo, Executive Director

John Favro, Board Chair



A blue ink signature of Mike Passo.



A black ink signature of John Favro.

American Trails

Our Staff Members



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 backgrounds, ages, and abilities on sea kayak 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. He has a B.S. in Recreation Resource Management, including three years coursework in Landscape Architecture and Civil Engineering.



Candace Mitchell 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.



Ashley Moore is the Contracts Administrator for American Trails and has been with the organization since May 2016. She received her B.A. in both Communication and Business Administration from Simpson University in 2016. Before working for American Trails, she worked at Lithia Chevrolet in their Redding, CA office, where she did a lot of accounting, ordering, keeping the dealership stocked, as well as the back end of car deals, which entailed completing and sending contracts. In her spare time, Ashley owns her own photography business (Ashley Moore Photography), capturing precious moments from newborns, family get-togethers, engagements, wedding— and everything in between.

American Trails

Our Staff Members



Sue Crowe 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, the *Transporter*, 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.



Kayla Robinson 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. She is excited to graduate in May 2018. In her spare time her family and her love being outdoors. They love hiking, camping, hunting, fishing, and riding their ATVs and snowmobiles.



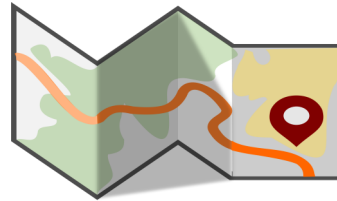
Taylor Goodrich started with American Trails in January 2018 and is our new Communication and Media Specialist. Taylor currently lives in Dallas, Texas, which is also where she attended the University of North Texas receiving her degree in History. Taylor has been doing freelance communications work 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. She can't wait to work with everyone in helping to grow American Trails!

American Trails

2017 Nationwide Impact



568 trail enthusiasts attended our International Trails Symposium from **45** states and **13** countries.



Over 20,000 trails were printed from the National Recreation Trails database.



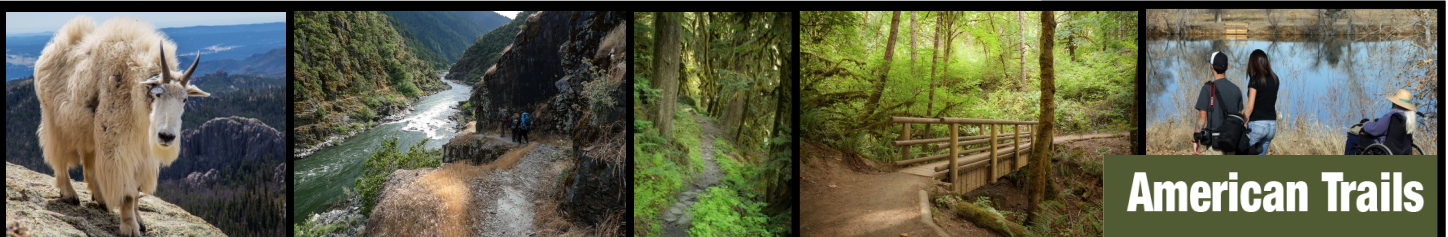
7.5 million website visits (**50% growth** over 2016).



1,335 attendees on a variety of hot topics in the trails industry, for our **9 Advancing Trails Webinars**.



104 recordings purchased and downloaded of past webinars.



American Trails



The American Trails website— the largest database of Information for trail planning, development, and management— has seen a remarkable yearly increase in visitation.

**In 2017, AmericanTrails.org
received over
7.5 million visits!**

Our 2017 website visits of 7.5 million are a **50% increase** over 2016.

We had an average monthly website visitation of **630,000 visits** per month in 2017.

American Trails — and the thousands of resources on our website — exist to help the trails community to communicate, share information, and work together to build the strength of our message!

American Trails

2017 Program Highlights



National Trails Training Partnership (NTTP)



- 65% of American Trails web traffic is directed towards NTTP and its resource pages.
- There are over 4,000 articles, documents, and studies contained in these resource pages.

National Recreation Trails Program (NRT)



- Over 20,000 trails were printed from the National Recreation Trails database.
- We created a map searchable database of National Recreation Trails.
- We created a new NRT Ambassador Program. Ambassadors will review data for the NRTs in their regions, and help us update outdated or missing data, including trail lengths and GPS data.

Trails Move People



- A newly created initiative from American Trails in 2017.
- Comprised of trail focused organizations amplifying the voice of a diverse trails community.
- Identifies shared values, collaboration, education, and communication.
- Raises awareness of the economic, social, and political value of trails.

American Trails

Advancing Trails Webinar Series



1,335 live webinar attendees purchased/obtained in 2017

Now offering 47 webinar recordings which are available for purchase (and some are free!) in the American Trails Online Store

9 webinars total in 2017

104 recordings purchased/obtained in 2017

Webinar partners include:



U.S. Department of Transportation
Federal Highway Administration





In May 2017, American Trails hosted our third International Trails Symposium (<http://www.americantrails.org/2017/index.html>) in Dayton, OH. This event featured for the third year our partnership with the Professional Trailbuilders Association (PTBA) and included their Sustainable Trails Workshops Series and technical track of Concurrent Sessions in the program planning.

We had 568 attendees from 45 states and 13 countries in attendance, Including:

Australia, Brazil, Canada, China, Commonwealth of Dominica, El Salvador, Israel, Nepal, South Africa, Switzerland, Turkey, United Kingdom, United States of America

The educational sessions covered the world of trails, from concepts to construction to promotion. This year, 197 people gave a presentation, hosted a field trip, or spoke to the crowd.

General Session Presentations on:

- **Opening Luncheon:** “Trails Take Flight” with keynote address from Stephen Wright, great grand-nephew of Wilbur and Orville Wright and Mark Rentschler, Director of Miami Conservancy District
- **Closing Luncheon:** “Trails at the Heart of the 21st Century Communities” with keynote address from Keith Laughlin, Brandi Horton, and Katie Guerin with Rails-to-Trails Conservancy
- **National and International Trails Awards Banquet and 50th Anniversary Celebration of the National Trails System:** Included a multi-media presentation kicking off the celebration of the anniversary of the National Trail System Act.



Photo courtesy: Five Rivers MetroParks

Crowds Were Engaged In The Following Ways:

- 1 in-depth six-hour Core Track
- 2 in-depth three-hour Core Tracks
- 62 75-minute Concurrent Sessions
- 14 30-minute TRAILx Sessions
- 7 PTBA Sustainable Trails Workshops
- 22 Educational Mobile Workshops
- 11 Poster Sessions
- 3 (very well attended) Trail Talk Breakfasts that includes 27 topics over the course of three days



The “Hulet Hornbeck Emerging Leaders Scholarship Program” provided training and mentoring opportunities at American Trails International Trails Symposium to inspire young adults to choose a career path so they, too, can leave a lasting legacy on the world—as Hulet did.

Sixteen young leaders, ages 21-25, attended the 2017 Symposium on scholarship to learn more about the profession of trails, trail planning, and trail management. These young men and women came from all over the United States as well as from El Salvador, Turkey, and the United Kingdom.

The economic impact of ITS 2017 totaled \$680,000.

Federal Partners and Sponsors included:



U.S. Department of Transportation
Federal Highway Administration



Over 109 generous sponsors that included 93 exhibit booths.

2017 American Trails Award Winners



THE IMPORTANCE OF TRAILS



Trails are the second most important community amenity that potential homeowners look for outranking golf courses, security, ball fields, parks, and access to shopping centers (NAR & NAHB 2002).



Owners of businesses near or along a trail indicated that one-quarter of their gross revenue was directly attributed to trail users.

\$7.05

It is estimated that for every foot closer to a trail, a home's sale price increases by \$7.05 (Karadeniz 2008).

QUALITY OF LIFE

Trails provide transportation options and cut fuel expenses, offering reliable means of transportation for short distance trips.



ECONOMIC IMPACT

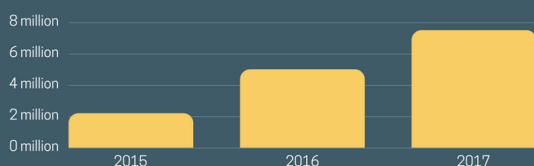
Trail users in Washington state spent more than \$3.4 billion on equipment, which generated tax revenues of \$13.8 to \$27.6 million.

HEALTH RETURN ON INVESTMENT

Annual trail use cost per capita was \$209.28 (\$59.28 for construction and maintenance, \$150 for equipment and travel). Annual direct medical benefits of trail use were \$564.41. So, for every...

\$1 invested in trails there were \$2.70 in medical benefits.

AT WEBSITE VISITATION



WWW.AMERICANTRAILS.ORG

**Hulet Hornbeck
Lifetime Service
Award**

Reese Lukei, Jr.

**Trail Accessibility
Award**

Hawk Mountain
Sanctuary (PA)

**Trail Partnership
Award**

Waldo County Trails
Coalition (ME)

**Trail Planning &
Design Award - Level
One**

City of San Jose and
Callander Associates
(CA)

**Trail Planning &
Design Award - Level
Two**

Greater Yellowstone Trail
Concept Plan (MT)

**Trail Promotion &
Education Award**

Cleveland Metroparks
Trail Ambassador
Volunteer Program (OH)

**Trails for Health
Award**

Quad City Health Initiative,
Be Healthy QC Coalition,
& Bi-State Regional
Commission (IA/IL)

**International Planning
& Design Award**

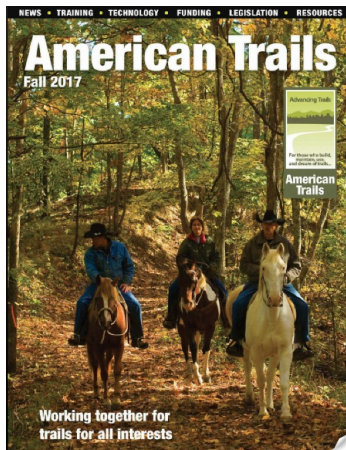
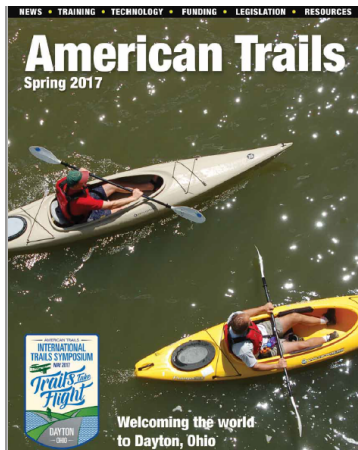
Tasmania Parks and
Wildlife Service
(Australia)

American Trails



American Trails Magazine (Print and Digital)

- American Trails published three magazine issues in 2017
- A total of 6,450 magazines were printed



eNewsletter and Email Campaigns

- 19,426 Email Subscribers, less than 0.1% unsubscribe rate in 2017
- 50 Constant Contact Campaigns throughout the year

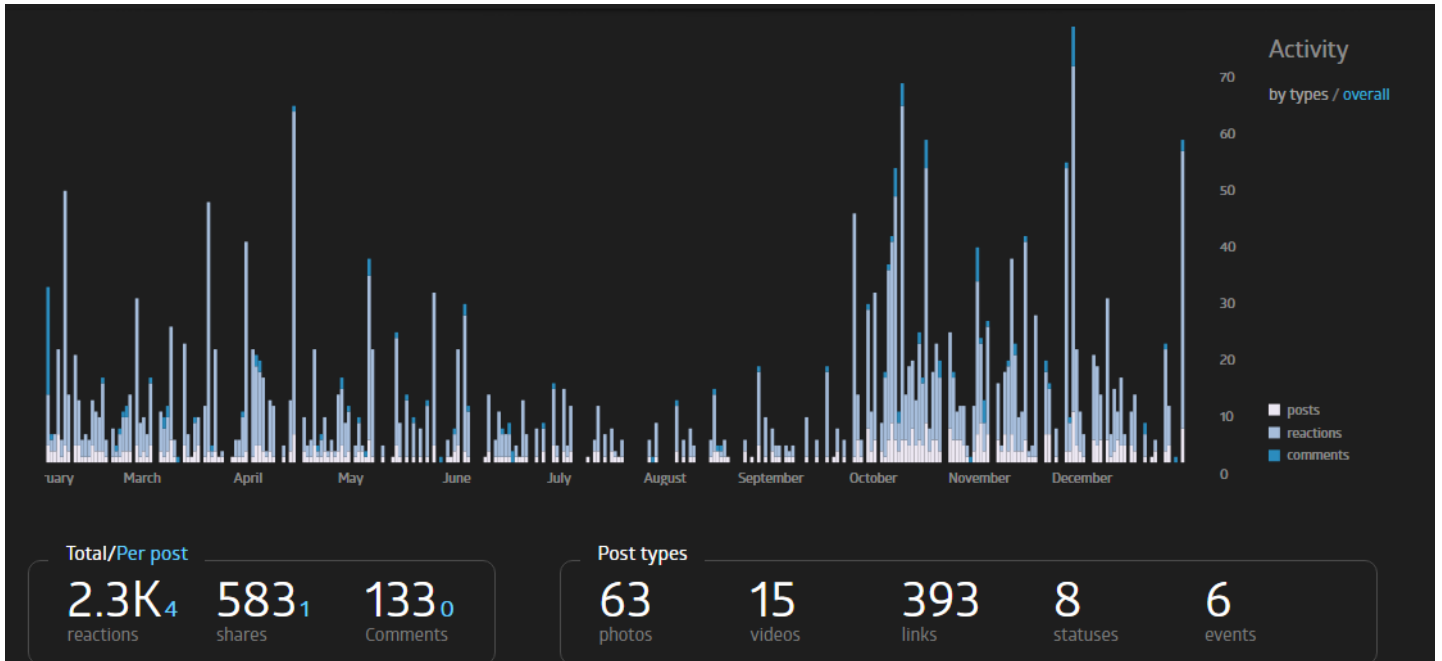
Facebook and Twitter in 2017

- 5,775 Facebook Likes
- 5,611 Facebook Followers
- 3,847 Twitter Followers
- 1,709 Lifetime Tweets

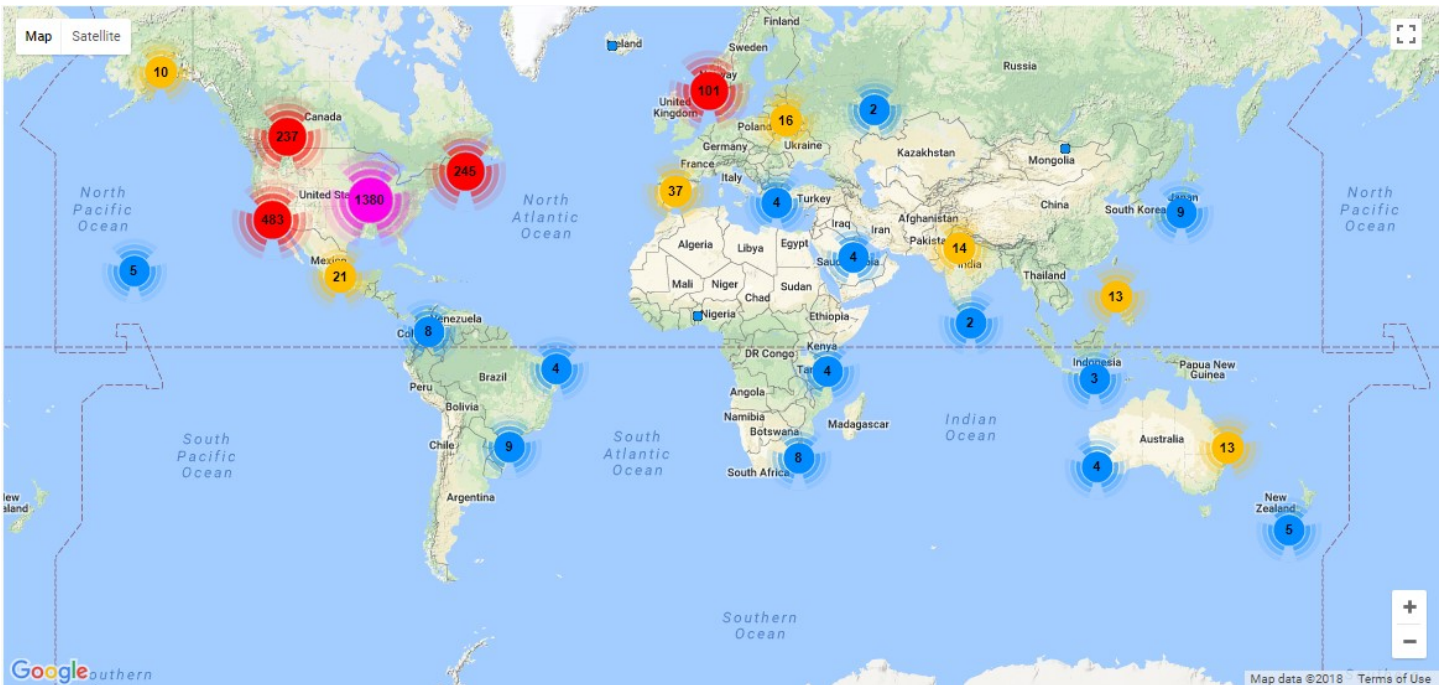




Facebook Engagement in 2017:



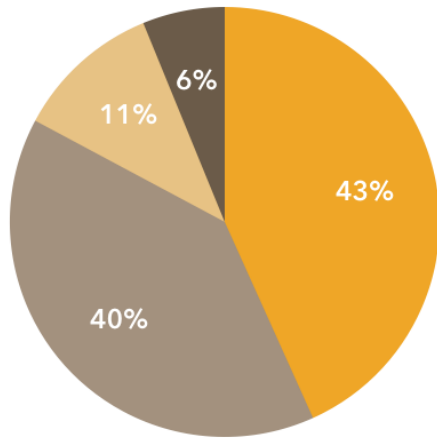
Twitter Followers Across the World:



Financial Information

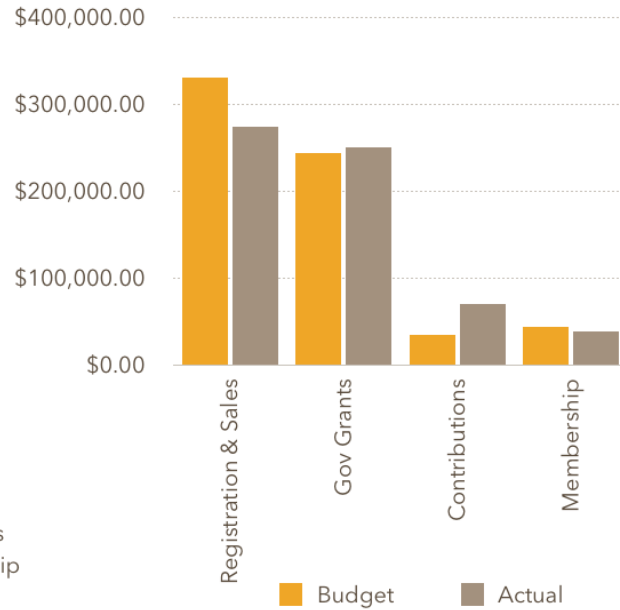
2017 INCOME

INCOME SUMMARY



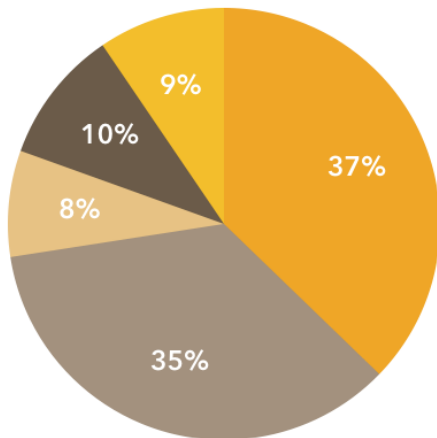
- Registration & Sales
- Gov Grants
- Contributions
- Membership

BUDGET VS. ACTUAL



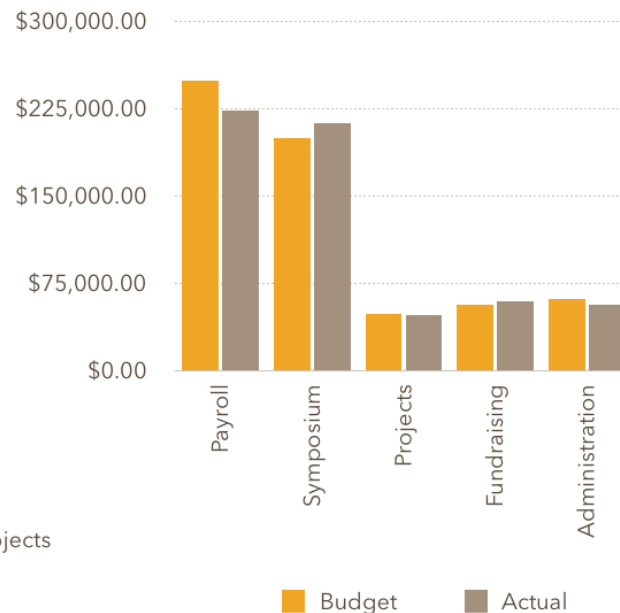
2017 EXPENSES

EXPENSE SUMMARY



- Payroll
- Symposium
- Projects
- Fundraising
- Administration

BUDGET VS. ACTUAL



American Trails executive committee



Chair:
John Favro
TrailsGuy, LLC Trails Consulting



Vice Chair:
Jenny Rigby
The Acorn Group



2nd Vice Chair:
Marianne Fowler
Rails-to-Trails Conservancy



Treasurer:
Terry Hanson
Trails Consulting

American Trails directors



Jim Dailey
Flake & Kelley



Jan Hancock, Equestrian Representative
Hancock Resources LLC



Marie Walker
The Corps Network



Terry Whaley
Ozark Greenways





Thank



you for



a great



year!