



American Trails National Symposium

November 15, 2010





The Waccamaw River Blue Trail For Families, Clean Water, and Wildlife



History of the Blue Trails program

- Congaree River Blue Trail
- Wateree River Blue Trail
- Hitchcock Creek
- Waccamaw River Blue Trail



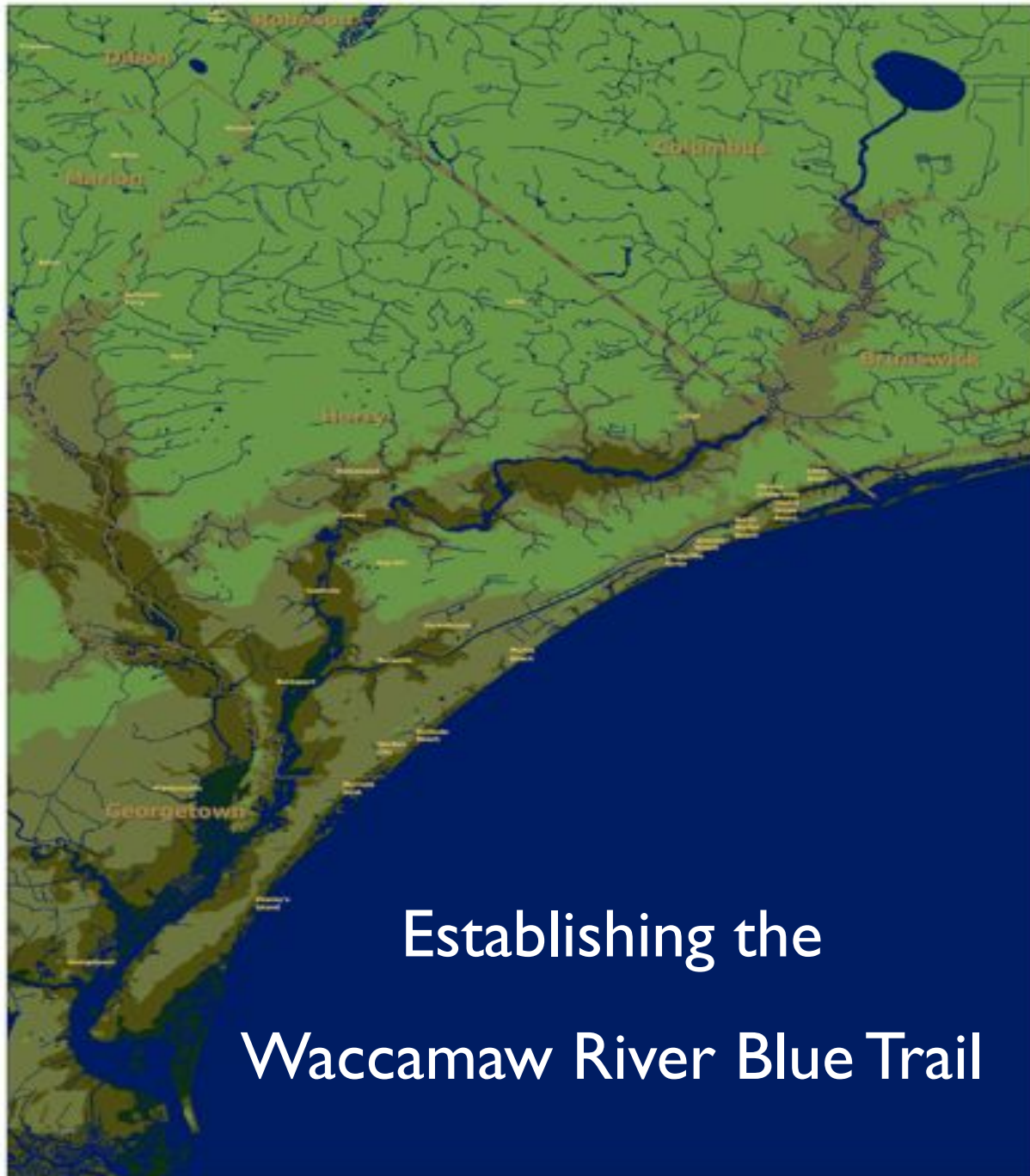
exploring the Congaree National Park...



Photo courtesy Deanj via Flickr



Our Vision for the Waccamaw River Blue Trail



Establishing the
Waccamaw River Blue Trail

The Process

A close-up photograph of a white iris flower with a yellow center, surrounded by green leaves and dark soil. The flower is the central focus, with its petals and stamens clearly visible. The background is a soft-focus mix of green foliage and dark earth.

- Benchmark
- Community Engagement
- Advocacy
- Land Protection

Establish a Benchmark

Polling and Messaging



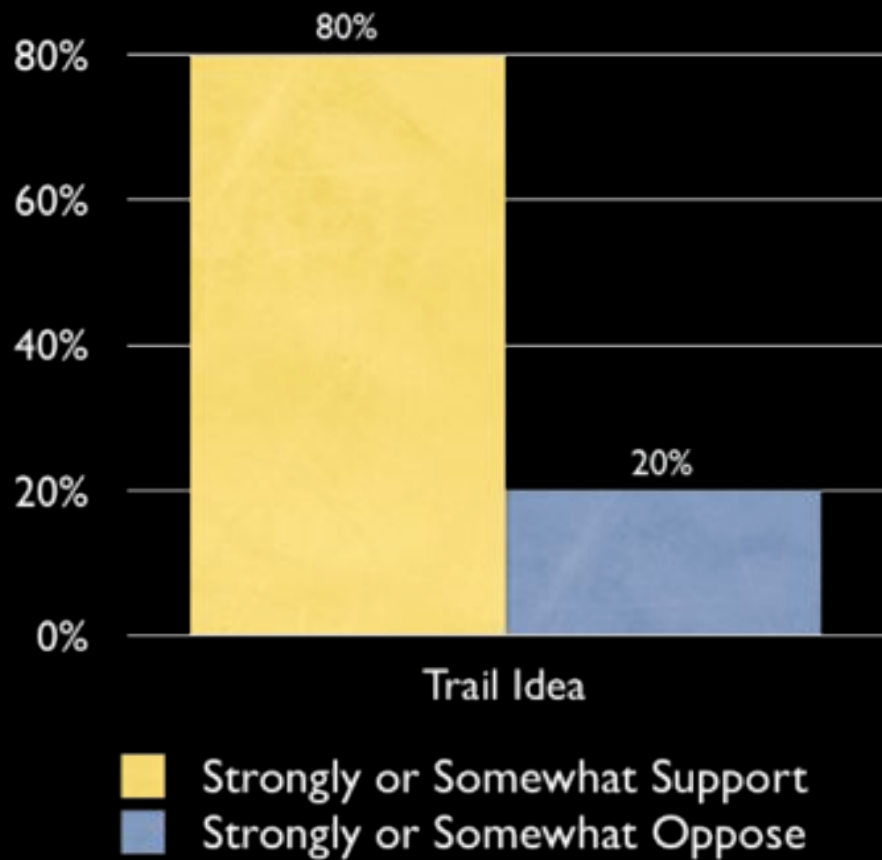


Protecting the River



Overall, would you say it is very important, somewhat important, not too important, or not at all important to protect the Waccamaw River?

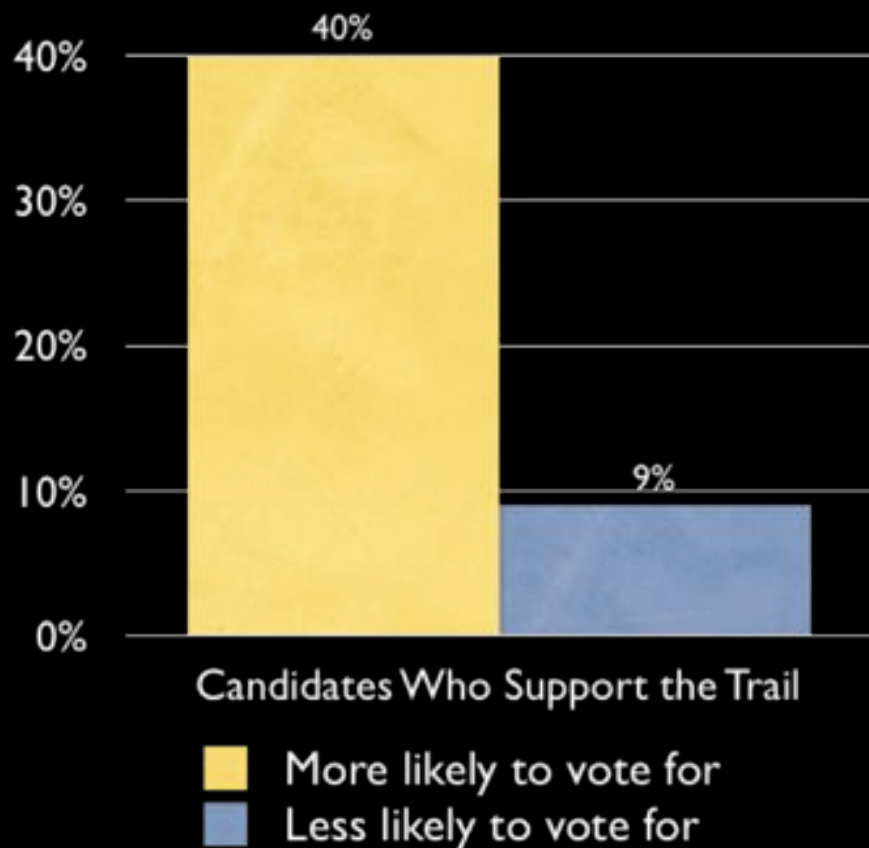
Support for the Trail



Based on what I have told you about the Waccamaw River Blue Trail...Do you support or oppose the development of this trail?



Candidate Support for Trail

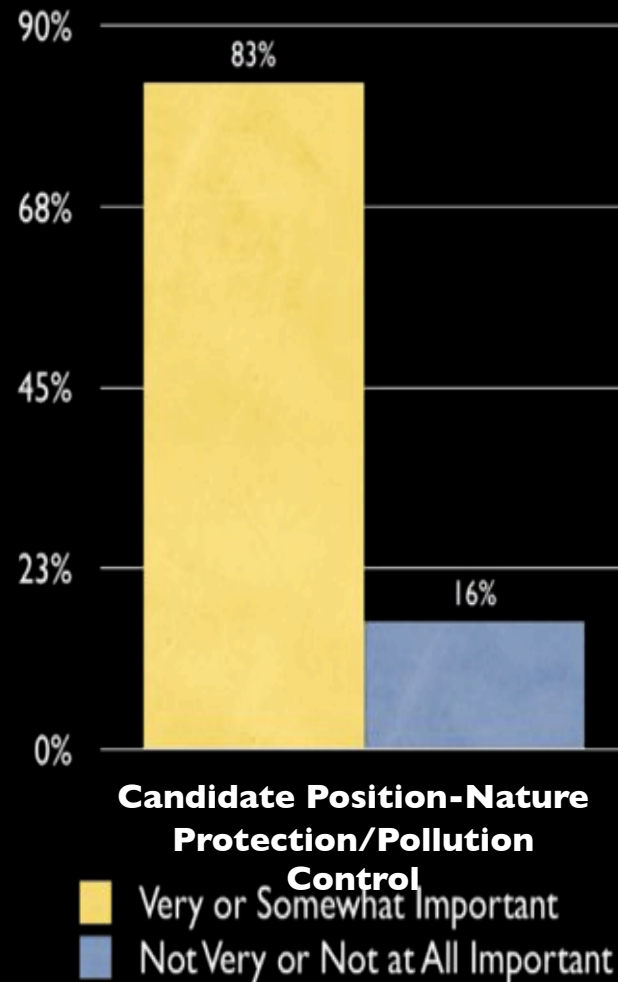


Would you be more likely or less likely to support a candidate for Horry/Georgetown County Council who pledged to work to establish the Waccamaw River Blue Trail or would it not make a difference in your support?





Candidate Support for Nature Protection

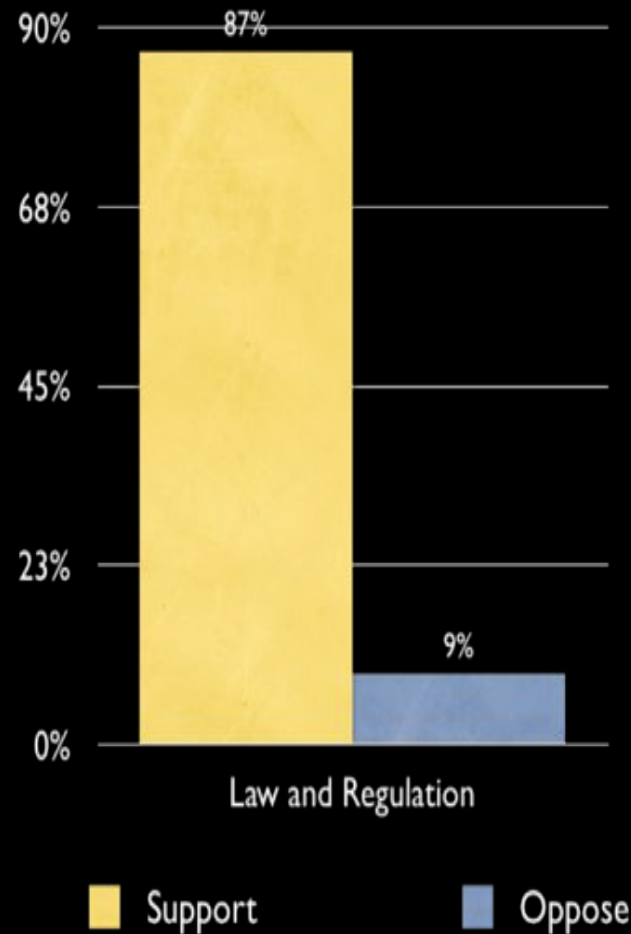


When thinking about candidates for public office, would you say that a candidate's positions or views on nature protection or pollution control are...



Protecting the River

Laws and Regulations

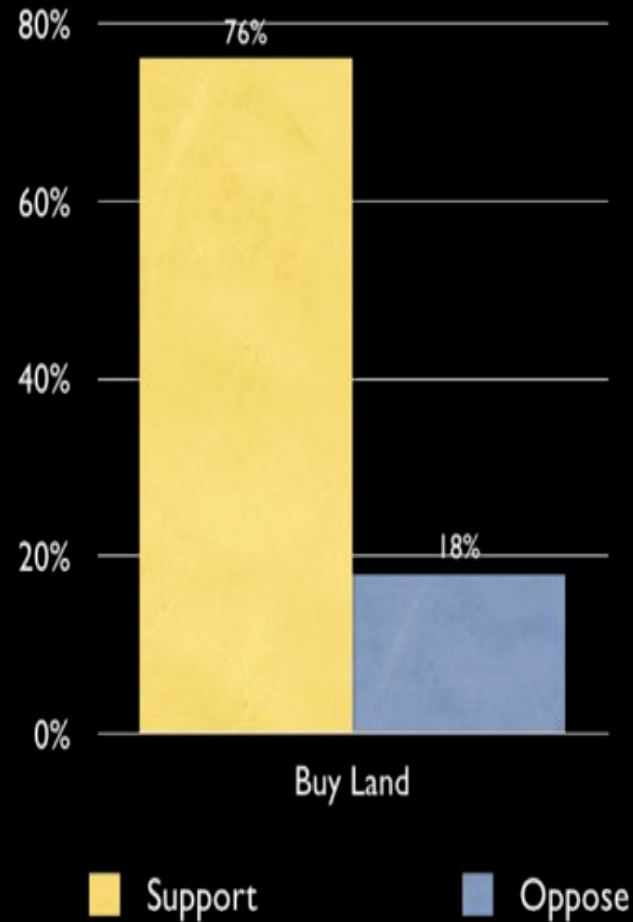


Would you support or oppose state or local governments strengthening the laws and regulations that require developers along the Waccamaw River in Horry and Georgetown Counties to take steps to control pollution and protect important natural areas?



Protecting the River

Land Acquisition

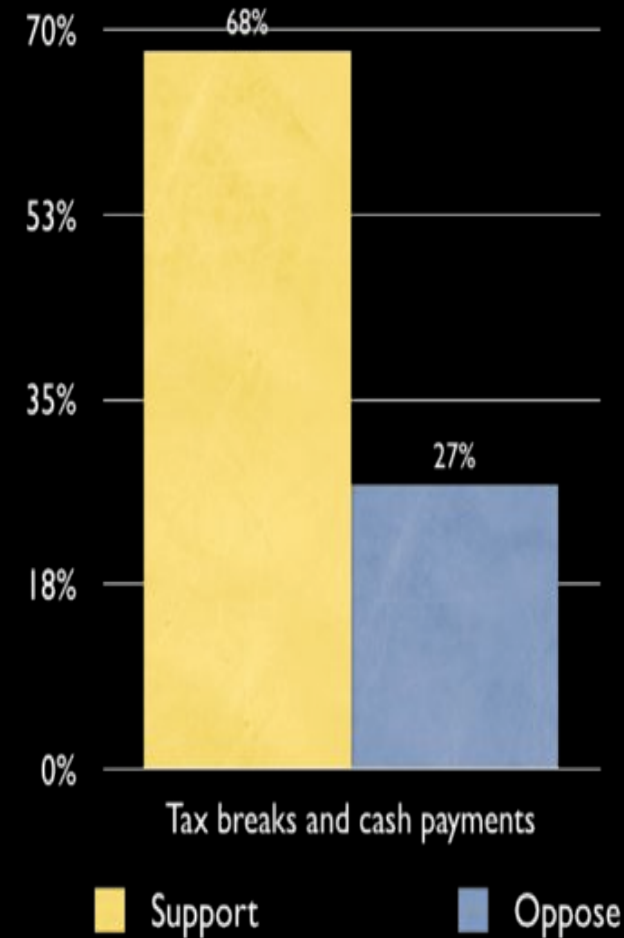


Would you support or oppose state or local governments purchasing land along the Waccamaw River in Horry and Georgetown counties to control pollution and protect important natural areas?



Protecting the River

Incentives and Tax Credits



Would you support or oppose state or local governments offering tax breaks or cash payments to developers who voluntarily take steps to control pollution and protect important natural areas?

Messages that Work

A close-up photograph of a young boy with a mustache, wearing a red shirt, drinking from a water filter. The background is dark and out of focus.

- Clean drinking water
- Opportunities for families
- Legacy
- Home for fish and wildlife
- Economics*

Community Engagement

- Branding-Create logo
- Host events
- Engage media
- Create map and interpretive guide



Logo: Waccamaw River Blue Trail



Events

- Inaugural paddle
- “If the River Could Talk”
- Festivals



Engage Media



gtowntimes.com
Georgetown Times
Georgetown County, South Carolina

CLICK HERE
FOR A FREE SEARCH FOR MORE SOUTH
No Results

HOME NEWS CRIME OBITS SPORTS OPINION PHOTOS VIDEOS ARCHIVES LETTERS FOOD ENTERTAINMENT

Search Results: [x]

Blue Trail to wind along Waccamaw
Published Sunday, August 02, 2009 6:02 PM
By Kelly Marshall Fuller
KFuller@thetowntimes.com

Efforts kicked off this week to get the community involved in building a winding, 100-mile paddling trail down the Waccamaw River.

Meanwhile, local leaders hope that historical trails planned for other parts of Georgetown County will eventually link with the Blue Trail.

There are plans to put a kayak and canoe launching site at Morgan Park, which will lead people from the Blue Trail to downtown Georgetown and the proposed Francis Marion Historic Trail.

"I think it's important for us to work together," said Keith Wilson, director of Keep Georgetown Beautiful. "It's laying a foundation for what we're doing in the future."

"If we're able to link in East Bay Park and Morgan Park across the marsh, that will help get people down to visit our area and go downtown and visit our area," Wilson said. "They can get in their canoe and come here to enjoy the day. As we put our trail system here, we can get folks from Charleston, Myrtle Beach and Florence to come here."

The Blue Trail will promote the idea of eco-tourism and seek to draw people who want to take multi-day trips down the river.

Email Story
Printable Version
Discuss

SHARE



Create Map and Guide

- Outfitters
- City of Conway
- Eco-tourism
- Chamber of Commerce

The screenshot shows the homepage of the Blue Trails Guide. At the top right, there is a 'Blue Trails Photos' section with a grid of 12 small images showing various river scenes. Below this is a 'Welcome to The Blue Trails Guide' section with introductory text. The main content area is divided into three columns. The left column is titled 'Recent Posts' and lists several blog entries with dates and titles. The middle column is titled 'American Rivers' Vision' and contains text about the potential of blue trails. The right column is titled 'Tribute to Al Staats' and contains text about the guide's dedication to him, followed by an 'Acknowledgments' section listing contributors.

Welcome to The Blue Trails Guide

The Blue Trails Guide by American Rivers provides step-by-step instructions for developing thriving blue trails, the water equivalent to hiking trails, in your community.

To have a successful blue trail you need to have a healthy river, which is why this guide focuses on river conservation. You will find practical advice on planning, building, and managing for conservation and case studies from experts across the country.

This online guide will help your community protect and restore your rivers and landscapes through recreation.

Blue Trails Photos

Recent Posts

- [Blue Trails Blog](#)
- [New Bipartisan Report Endorses Blue Trails](#)
October 23, 2009
No description available
- [Post Archive](#)
- [New Bipartisan Report Endorses Blue Trails](#)
Progress Looks to Turn Dams into Water Trails
- [Mid-America Trails & Greenways Conference](#)
Oct. 25-28
- [Proposed Canal on the Waccamaw Just Doesn't Make Sense](#)
- [Report calls for nationwide system of blue trails](#)
- [Waccamaw River Blue Trail Kick-Off](#)
- [Wapsie River Trail Dedication](#)
- [Wateroe River Blue Trail Dedication!](#)
- [Welcome Staci Williams, the New Waccamaw River Blue Trail Organizer!](#)
- [The 2009 Great River Adventure: Saturday June 27](#)

American Rivers' Vision

Blue trails have the incredible potential to stimulate local economies, encourage physical activity, improve community pride, and make rivers and communities healthier.

Communities across the country are beginning to plan for conservation when creating new and improving existing blue trails by organizing trash cleanups, improving access and navigability by removing dams that no longer make sense, securing more natural flows, protecting against poorly planned development along blue trails - the list goes on.

American Rivers is helping communities do this by providing tools to promote river-based recreation.

By planning for these improvements, communities will reap the benefits of greater recreational opportunities and healthier rivers now and for years to come.

Tribute to Al Staats

This guide is dedicated to Al Staats. A visionary, Al saw that one of the best ways to protect and restore rivers is to grow the constituency caring for them through recreational enjoyment.

Al started the important work of providing practical advice on how to create water trails when founding North American Water Trails in 1999.

His devotion for water trails was present even in his final days when he transferred to American Rivers the infrastructure and materials needed to expand his work of reconnecting people to their rivers.

We are grateful for Al's legacy and dream of healthy rivers for generations to enjoy.

Acknowledgments

Many thanks to the experts who contributed their time to this guide:

Daniel Chapin, Mary Crockett, Andrew Fahlund, Peter Guritz, Lisa Gubenez, Peter Harl, Nate Hoogeveen, Amy Kober, Jennifer Langphere, Brook Lenker, Bill Marshall, Matt Rice, Katie Roenker, Paul Sanford, Liz Sparks, Kate Williams, and Erik Wrede.

© 2008 American Rivers | Blue Trails Guide is proudly powered by WordPress | Design: E2

Advocacy

- Crafting local ordinances
 - Tree Ordinance
 - Overlay District



Land Protection

- Target Protection
- Stakeholder Meetings
- Landowner Outreach



Conservation Stakeholder Meetings



Landowner Outreach

- Workshops
 - Tax Professionals
 - Landowners
- Direct Mailings
- Toolkits



Evidence of Success

- Progress on ordinances
- Attendance at events
- Continued press coverage
- Community familiarity w/Blue Trail
- Increased interest in land conservation

Benefits



- Assistance in reaching a new geographic area
- Expanded scope of work for partners
- New angle for conservation

Next Steps for Project

- Increase marketing to tourism industry
- Follow-up on education initiatives
- Diversify funding, including seeking grants for land acquisition
- Improve strategy through continued land conservation coalition meetings
- Strengthen local advocacy
- Celebrate successes in ways that encourage further participation

Big picture for Blue Trails

- America's Great Outdoors (AGO)
- Replicable program



Questions

A photograph showing the silhouettes of a child and an adult standing on a rocky shore. The child is on the left, wearing a hat and holding a fishing rod. The adult is on the right, standing with their back to the camera. The background is a body of water reflecting the warm, orange and red light of a sunset. The text is overlaid on the image.

Staci Williams

American Rivers

(843) 957-2367

swilliams@americanrivers.org