

# American Trails

**more trails. better trails.**

# 2020

Common Ground Connecting Trails, Risk Management, and Wildfire Management





# OUR PURPOSE

**American Trails** is a national, nonprofit organization working on behalf of *all* trail interests, including hiking, bicycling, mountain biking, horseback riding, water trails, snowshoeing, cross-country skiing, trail motorcycling, ATVs, snowmobiling and four-wheeling.



**MORE TRAILS.  
BETTER TRAILS.  
SERVING ALL.**



# OUR VISION

American Trails envisions the nation's public trails and greenways being within reach of all people wherever they live, work, and play.



## Connect

We connect people with the natural world by enabling those who build, maintain, use, and dream of trails.



## Improve

We improve the nation's quality of life, health, and well-being with trails and greenways used for recreation and transportation.



## Invigorate

We invigorate communities financially by supporting trails that add valuable amenities and spur economic development.



# OUR VALUES

Our values express what we stand for and are core to our organization and our place within the trails community

At American Trails, we uphold a set of collective principles and ideals that guide our thoughts and work.

**Teamwork**

**Respect**

**Fiscal  
Responsibility**

**Diversity**

**Healthy  
Lifestyles**

**Equity**

**Active Living**

**Inclusivity**



# WHO WE ARE

American Trails is a national, nonprofit organization working on behalf of all trail interests, including hiking, bicycling, mountain biking, horseback riding, water trails, snowshoeing, cross-country skiing, trail motorcycling, ATVs, snowmobiling and four-wheeling.

**25,257**

Monthly email  
correspondence

**30+**

Active nonprofit  
partners

**7**

Federal agency  
partners

**1.5 M**

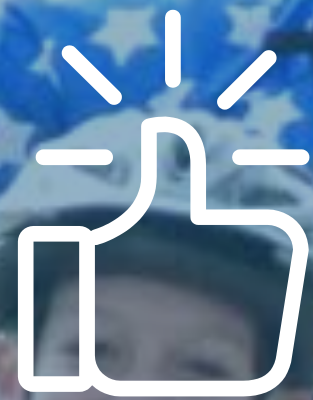
Annual website  
visitation





# OUR STRATEGY

Our strategy is focused on driving growth and creating long-term values. It has six key pillars.



## Trail Community Leadership

Leverage our current products/services and initiatives (ITS, Federal Program Management, Trails Move People Coalition) into a fully developed industry leadership role for AT that facilitates industry initiatives.



## Research

Establish a robust and collaborative Industry Research Capacity with a focus on the development and understanding of how trails and the industry create value and impact at the community, state, and federal level.



## Professional Development and Certification

Expand our current knowledge base and trails education program into a fully developed Professional Development program, including professional and organizational accreditations, and industry core competencies.



# OUR STRATEGY

Our strategy is focused on driving growth and creating long-term values. It has six key pillars.



## Brand Messaging and Industry Promotion

Establish a strong trails industry leadership brand using Research and Professional Development programming as a vehicle for a high visibility community and industry promotional effort.



## Advocacy and Policy Development

Establish a strong collaborative trails industry advocacy program that will drive pro trail policy at federal, state and local level. Includes trails advocacy in municipal, corporate, and foundation communities.



## Funding and Resource Development

Establish a strong fund development brand and capacity by engaging the broader industry through strong brand and marketing capability that articulates the value and impact of trails.



# Looking forward

If implemented boldly, tempered by thoughtfulness and patience, AT can command a trails community leadership role that provides financial, image, and organizational sustainability into the future.

Our recently completed Strategic Repositioning Initiative will become beneficial to the trails community when the individual goals and objectives are brought to life by creating real change in how AT accomplishes its mission. At the start of this initiative, the overarching goal was to create a sustainable organization that had greater brand visibility in the market, so that AT could have more impact on its mission. To take AT to its true potential, these goals and objectives must be brought to life through the hard work of operationalizing them into action plans that AT staff and board can effectively use on a day-to-day basis.

Looking forward, the following slides demonstrate how the American Trails intends to effectively implement our Strategic Repositioning plan.





# Looking Forward - Areas of Focus

American Trails staff and board will seek to focus on the following over the remainder of 2020 and into the following two years:

## Build the Trail Fund

- Further develop partnerships with the Conservation Fund.
- Build upon the Trail Partners Fund.
- Develop effective marketing with Rhino to build the Text-to-Donate system.
- Seek foundation and corporate support (Barrett Foundation, Walton, Altra, etc.)
- Engage Trails Move People Coalition involvement and support.

**\$ 1M**

Goal to start program

## Organize the International Trails Symposium & Training Institute

- Build an amazing program with high quality, diverse presenters.
- Invite participation from PTBA, Outdoor Recreation Roundtable, and the National Governors Association.
- Build and plan for all COVID-19 related uncertainties.
- Ensure budgeting and profit sharing sufficient for all partner needs.

**1000+**

Goal for attendance of Summit

## Develop Trail Training Opportunities

- Create the Shared Partner Leadership Committee to advise USFS, and DOI.
- Coordinate a finalized, agreed upon Trail Core Competencies.
- Build the "[TrailsTraining.com](https://trailsTraining.com)" shared platform highlighting the Trail Community Map.
- Seek continued funding from Federal Land Management Agencies for this effort.
- Continue to build Advancing Trails Webinar Series and seek sponsorship.

**10,000**

Goal for participants in Trail Community Map



# Looking Forward - 4 Key Pillars

When discussing what American Trails is about, we should use these 4 key pillars as they lead to our 3 priority efforts this year.



## RESEARCH AND DATA

Research and data on trails are critical to show the impact and benefits of trails.



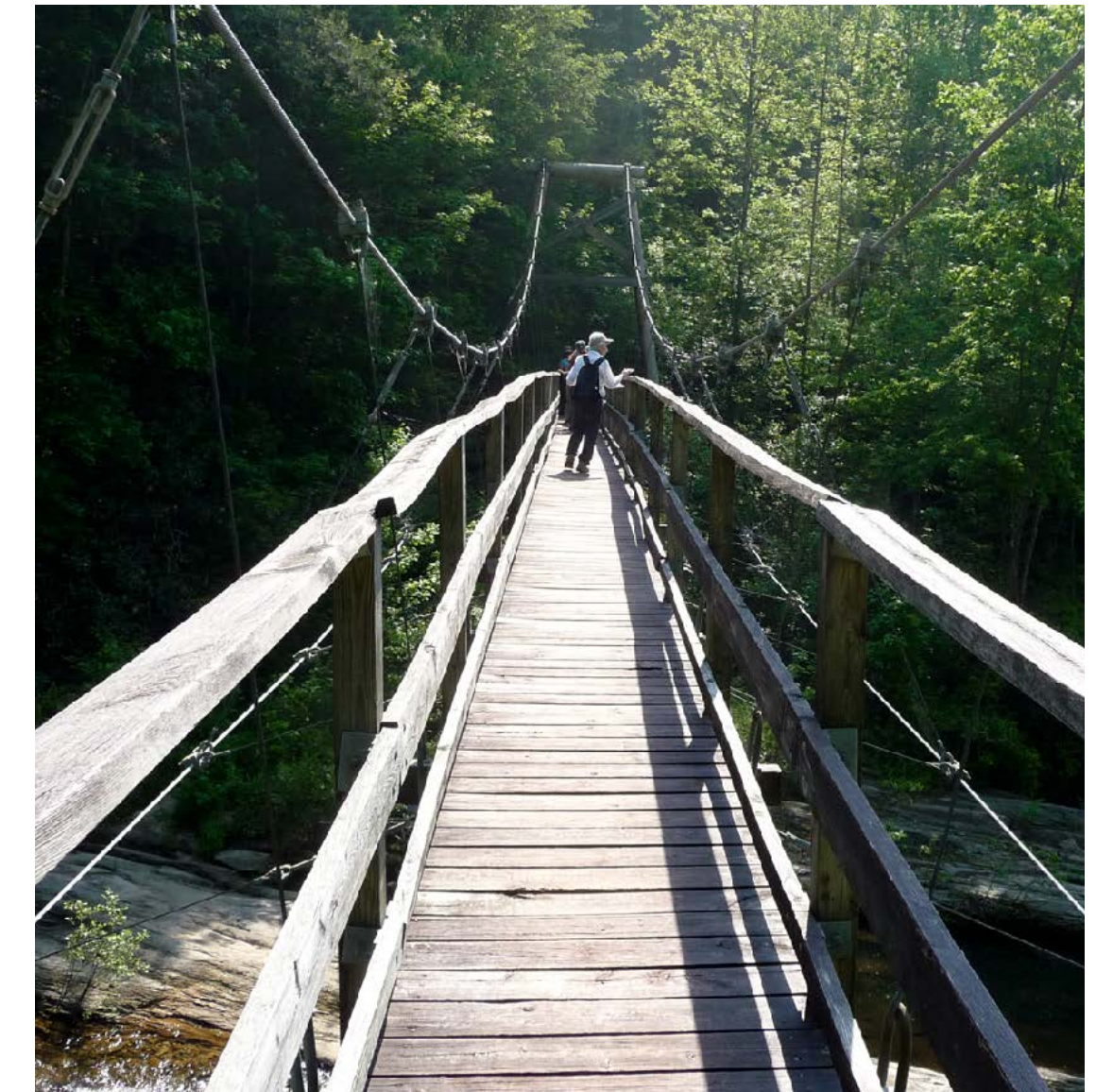
## COMMUNICATION AND PARTNERSHIPS

Presenting a unified voice for trails from TMP will create a recognizable public presence.



## FUNDING AND RESOURCES

Identify and leverage funding and other resources, to benefit the trails community as a whole.



## ADVOCACY AND POLICY

Increasing influence in legislation and policy through the joint advocacy efforts of the TMP.



# Resources for Risk Management and Safety

American Trails [Resource Library](#)

**Primer on Risk Management (Rails-to-Trails Conservancy):**

<https://www.americantrails.org/resources/a-primer-on-trail-related-liability-issues-risk-management-techniques>

**Multi-use Trail Safety:**

<https://www.americantrails.org/resources/sharing-our-trails-a-guide-to-trail-safety-and-enjoyment>

**Liability Issues for Recreational Trail Development (CA):**

<https://www.americantrails.org/resources/protection-from-liability-promoting-the-use-and-development-of-recreational-trails>





# Wildfire and Trails

**"Fireworthiness should be a factor in future decision making regarding trail construction," Travis Menne, the Community Projects Manager for the city of Redding, CA**

<https://www.americantrails.org/resources/in-the-path-of-fire>

## **Trails as Powerful Land and Habitat Restoration Tools**

2020 saw a variety of dramatic natural disasters across our country. Whether unprecedented flooding in the midwest, wildfires in the west, or hurricanes in the south, our lands are under unprecedented natural pressure. Trails in general, and Federal trail funding programs in particular, have proven to be powerful tools in mitigating these disasters. Trails projects have been implemented to provide badly needed new emergency evacuation routes, access corridors for fire fighting and emergency crews, tools for controlling the flow of water and sediment over fire-denuded landscapes, and focusing impact on sensitive and recovering habitats.





**More trails.**

**Better trails.**

***Serving***

**all Americans.**

– the ATeam



# American Trails

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# THANK YOU!

The Trails Community's patience, wisdom, energy, and support has lead American Trails through a challenging year and into a hopeful future.

Visit us at:

[www.americantrails.org](http://www.americantrails.org)