

Bridget – NET  
Karl – FTA  
Jeff – PNWTA  
Christy – CTDC  
Guthrie – CTDC  
Joseph – Apprentice  
Montana – Apprentice  
Dee – Ice Age Trail & Potomac Heritage  
LeAnna – ATC  
Dave – Ice Age Trail  
Jen – PCTA  
Christina – PNWTA  
Bodhi – PNWTA  
Chris – NCT  
Alex Stigliano – FTA  
Jo – IATA  
Dana - PCTA

## **Trail Tread Inventory –**

LeAnna (ATC): Inventoried the trail and facilities (shelters), and accounted for facilities. Two seasonal staff / region (6 employees ish) spent two years collecting data. Updated information on structures. They counted every single water bar, bridge (captured all data associated with the trail). This will help us determine the cost (Cost/Replacement/Value (CRV)) of upgrading the trail. In the future, how do we update this information (fast fill forms). How do we train clubs? LeAnna would not recommend this strategy. ATC was mandated by NPS.

Photos were taken as part of the inventory and named specific to the site (naming convention). This was not geo-specific, however, the naming convention indicated where that picture was taken.

Dee (IATA): Arc GIS Online. Create custom form. App studio is another program.

Guthrie (CTDC): Rapid trail assessment strategy. Not using forest service standards. Fulcrum App (Light data compatibility). Smart phone compatibility. Will take data and place into the appropriate categories.

Cardo – Live Action CTD Dashboard. Allows for instant access by multiple stakeholders.

## **What portion of the target data did you get from Volunteers? –**

LeAnna (ATC): Conducts trainings annually with volunteers from the Natural Resources Department to conduct inventories. Generally it is just staff that inventories for exotic invasive species. We have a volunteer in our office which was trained to conduct user impacts on the trail / user inventories (rapid assessment campsite impact).

Dana (PCT): Data collection form for the smart apps. How many of these sites (recommended by apps) are LNT friendly. Main point of this pilot project: Thumbs down for LNT and he recommended sites that were more durable for LNT. These alternative sites will be sent to the app developers for future updates to these Apps.

LeAnna (ATC): Crowd Source Data: Gut Hook, Could be used to find campsite use.

Guthrie (CTDC): Crowd Source Data: Anonymous Data Collection (Like WAZE) to report on trail inventories.

Bridget (NET): I Naturalist: Confirms crowd sourced data.

Jen (PCTA): Thru-hikers would not be good data collectors. Hiking 30/40 miles a day doesn't equal good data.

## **How to Share Data to the Public? Where Does this Data Live? –**

Dee (IATA): Where should this data live? It can't live behind USFS firewalls. Should live with nonprofit partners.

## **Who Collects Your Data? Quality? -**

LeAnna (ATC): With proper training, you can expect high-quality data.

Chris (NCT): Yes. Utilize professional volunteers. GIS specialists, etc.

Dave (IATA): Potentially having students send you the data.

Chris (NCT): Team Red, White and Blue organization. Hike 100 challenge. Team Rubicon. Good quality.

Alex (FTA): NFF (\$75K a year) Grant Opportunity. NST Trail Inventory App (WAZE TYPE)

Guthrie (IATA): Digital format didn't work (paper forms). Age/limitations of volunteers.

## **Why Can't We Use Trimble Data**

Guthrie (IATA): Infra is not GIS. It's not geo-referenced in any way. It's never in a useable access that the public can access.

## Trail Towns

11/16/16 – Florida Panther Room – 3:00 pm cst

Christy Curd and Jenn Tripp

Introductions

Ellen Coyle – PCTA

Matthew Nelson – AZT

Theresa Martinez - CDTC

Matt Larabee - PCTA

Kenny Wawsczyk – NCTA

Noelle – BLM

Nathan Caldwell – USFW

Jo Ellerson – IATA

Krysten Ackmen – PNTA

Jeff Glenn – FTA

Matthew Davis – NCTA

Kelly Wiener – FTA

Alyvia Acosta – ATC – Trail Apprentice

Jeff Kish – PNTA

Alex Stigliano – FTA

Montana Napier – Trail Apprentice

Megan Eno – USFS – FT

Bridget Likely – NET

How does the CDTC Gateway Community Program Work?

- Communities that serve as connections between trails and the public
- Boost economic development in the community
- Boost trail use

Application Process

- Application – 11 pages
  - o Paint a picture of the community identity
  - o Distance from the trail?
  - o Capacity for groups of hikers?
  - o Size of the town?
  - o List of Organizations that can support the trail
- Advisory Committee
  - o Chamber of Commerce
  - o Local Gov't Employees
  - o Business Owners
  - o Recreation Enthusiasts
  - o Role of the committee?
    - Application

- Attend Annual Meetings
  - Networking for partnerships to support the
- Commitment to support the mission of the CDTC
  - o Annual events that support or promote the trail
  - o Include trail protection language in planning documents
- Proclamation
  - o Signed in person by community leadership and CDTC
- Resources
  - o Banners
  - o Road Signs – entering highways
- Promotion events led by CDTC
  - o Kickoff
  - o Dedication

What makes the Gateway Community program work?

- Mutually Beneficial

Rollins

- Partnership to add CDT branding to town signage

Link to a great trail town webinar from American Trails:

"Trails and Towns Together: How Communities Capitalize on Trail Tourism"

**WEBINAR RECORDING:**

*(Click on the link to download and save the recording to your computer to view at your convenience.)*

- PC: [http://atfiles.org/files/ppt/AT\\_WEBINAR\\_Trails\\_And\\_Towns\\_Together\\_05.19.16.wmv](http://atfiles.org/files/ppt/AT_WEBINAR_Trails_And_Towns_Together_05.19.16.wmv)
- MAC: [http://atfiles.org/files/ppt/AT\\_WEBINAR\\_Trails\\_And\\_Towns\\_Together\\_05.19.16\\_MAC.wmv](http://atfiles.org/files/ppt/AT_WEBINAR_Trails_And_Towns_Together_05.19.16_MAC.wmv)

IATA

- Window decals for local businesses
- Charge the Chamber of Commerce a one-time fee of \$2,500
  - o Mark L: What expectations do the communities have for the program?
    - IATA interfaces with the community to bring education and training opportunities – Saunters Program
    - Promotion of events
- Economic Impact Study
  - o Paid for by a grant
  - o Marquette University Performed
  - o Very Useful tool in

PNTA

- Jeff K: Figuring out how to get the community to see the benefit
  - o Business level partnerships
    - Promote on the website

- User Passport – stores with stamps

#### AZT

- Matt N: Promoting Gateway Communities
  - o Businesses are promoted through navigation apps – Guthook
    - List of businesses
    - Business Partners – starts with a conversation
    - Maps for every gateway community – free for the community partners

#### NCTA

- Whitecloud – They hold an annual Trail Town Celebration
- Trail must go through the town

Gateway Communities as Stewardship Centers – especially if the town desires

Trail Towns that are shared by multiple trails

- Nexus of trail users

Towns that build trails to their towns

Western Australia – MundaBiddi Trail - Each town was given a \$10,000 grant to increase their hiker capacity <https://www.mundabiddi.org.au/trip-planner/trail-towns/>

- Towns are then rated and that rating is shared with the user community

#### Tourism Infrastructure

Environment and Energy Daily – reports on Congressionally designated, federally funded studies on economic impact of outdoor tourism

BLM – Pue Charitable Trust funds research:

<http://www.pewtrusts.org/en/research-and-analysis/analysis/2016/03/31/the-economic-value-of-quiet-recreation-on-blm-lands>

Jenn Tripp – partnerships that add a dollar on restaurant and hotel tabs – that dollar goes to PCTA0f

FTA – US Postal Service will create a Trail community stamp for all outgoing mail. As the USPS

Nathan Caldwell additions for the notes:



## **PUBLIC LANDS**

### **House passes outdoor recreation bill**

Nick Bowlin, E&E News reporter

*Published: Tuesday, November 15, 2016*

The House easily approved legislation yesterday to study the impacts of outdoor recreation, including on public lands.

Virginia Democratic Rep. Don Beyer's [\*\*H.R. 4665\*\*](#) passed the House by voice vote under fast-track consideration.

It would require the secretaries of Commerce, Agriculture and the Interior to work with the Bureau of Economic Analysis to produce a study assessing the scale and impact of the outdoor recreation economy.

It would be the first comprehensive federal analysis of the industry, said Rep. Buddy Carter (R-Ga.), who spoke in support of the bill during floor debate.

"There is a lack of data on the full economic impact of the industry," he said, adding that the study would help inform policy and business decisions regarding public land use.

Rep. Jan Schakowsky (D-Ill.) also backed the bill, noting that outdoor recreation supports more than 6 million direct jobs in the United States.

Beyer spoke briefly for his bill, noting for the record that he has, to date, completed more than 1,400 miles of the Appalachian Trail.

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## Advertising your trail session moderated by Mark Larabee

- Mark stated that the Facebook advertising heyday is over thanks to their algorithm changes and that organizations need to do more using new tools
- He stated that the overall goal of advertising is to broaden our organizations' tents to bring in new people
- Hike 100 Challenge of the NCTA reached lots of new people to become engaged in the trail and with the NCTA
- Storytelling – telling people your organization's mission in a different way. It can help people get to the next step (donating, joining, volunteering) by making a personal connection
- The “engagement ladder”
- The PCTA is using ambassador marketing and influencer marketing (thru-hikers)
- Mobile advertising / strategies:
  - Use bullet points, bold words, video and photos over text heavy communication
- Training for influencers so that they get out our organizations' messages as they share the stories of their hikes. Trail organizations should have a speakers bureau of hikers that include their messages in the hike program.
- Goals: awareness, fundraising, develop advocates, recruit volunteers, etc. Each subgoal should have its own strategies to reach different audiences.
- The NET has an artist in residence program in which they used to reach new audiences (older, wealthier folks). Trail organization has hosted its annual meeting at a big museum that included a photography program. They have also worked with a poet that came from one of their agency partners (CT) who brought that audience. The NPS uses how the artist will engage with the local community in evaluating participants. The artists have come from minority communities. They also use short artist profile videos talking about what they're doing and the trail.
- The IATA has also worked with a poet and musician to craft work specific to the IAT. They will include a poetry slam at their next meeting. They will feature a painting of the Trail on their future products and are also working on a poster. Summer Saunters members did art on their hikes.
- The CDTC has also worked with young artists to interpret trail markers in NM.
- The PCTA loved a 3-minute video of a PCT thru-hike.
- The IATA is working on new guidebooks & maps
- The NCTA has recently decided to give away its best hiking maps digitally to encourage more use of them, sharing, and hopefully use of the trail.
- PCTA has come out with a coffee table book that has been very successful and is reaching new audiences. One of the things that this book does is capture the history of the trail.
- Mobile & apps:
  - IATA will be coming out with a navigational App that will have “Cold Cache” – virtual geo-caching where hikers find geologic features instead of a box
  - Trails should be working on apps that also include links to donate, join, buy maps/gear, etc.
- Trail organizations should develop digital media kits for our social media friends so that they can help publicize our work (like political campaigns). These would include canned background images, text, etc.
- Increasing engagement over time with small, easy things is a way to keep people members &

- donors. The more they do the more ownership they have in being a member/supporter.
- ATC recently did an Ask Me Anything (AMA) – a digital town forum. These can reach both an internal and an external audience. The internal audience is how members and supporters can learn about what the staff does, what their membership & donations do, and help them to love our organization more. External audience messages should be geared toward loving the trail and knowing what the trail organization does (Get to know what the CDTC does).
  - Why things go viral is explained in the book “Contagious.” Personal stories have power in getting people to take action.
    - Value of marketing/communication professionals to trail organizations is huge.  
Reaching more folks with the right messages with limited resources.
  - PCTA does a great job of sharing what staff do – the nitty gritty work of protecting the trail.
  - Customer service / support – the PCTA is super available to trail users & the public. This is an example of making our organizations useful, which has an amazing value. If people see value, they’re more likely to donate/support.
  - The PCTA and IATA are trying to maintain a personal touch (e.g. ED signing renewal letters, hand stamping letters, calling lapsed members).
  - There is a saturation point in communicating with members, friends, donors. Nobody can know where that is but allowing members to self-select what communication they get could be useful. ATC will be segmenting its contact database.
  - All organizations should have a media calendar of all their “touches.” These include email newsletter, social media, annual appeal, etc.
  - The challenge of being brief in our communication (to folks who are bombarded with info) – use bold words, bullet points, etc. NPS interpretation is moving toward being inspirational vs informational as people can find information so readily nowadays.
  - Devise marketing campaigns by audience with different messages for different people. Test different messages to see what works better with different folks.



## Using GIS to tell your story

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### **What are Story Maps?**

Story maps combine photos, text and geographic information into an interactive map product.

### **What are the uses?**

They can be used to tell compelling stories about:

- Volunteers
- Historic sites/events
- Diversity
- Advocacy – issues
- Land acquisition - CLP
- Project planning and reporting
- Engaging the public
- Interpretation
- Trail Towns
- Beer along the trail
- Tracking users – following a thru hiker

### **General comments:**

- NCTA, ATC, CDTC and Potomac Heritage have all used story maps
- They are great to simplify complex issues.
- Non-tech staff can use
- You need a story to tell and should story board your story map for the most impact
- Involve others in your organization in the production

### **Technical considerations:**

- ESRI's Arc GIS is the best product to use but others are available
- A free account is available if you are only doing small projects. The individual desktop license comes with a limited online account for those that already use ArcGIS.
- They offer many templates to get you started – Dee suggests the journal
- Responsive design for multiple platforms
- Potomac Heritage has a “choose your adventure” query system.
- NCTA uses photos for point data.
- Worry about color blind (hard to see green base maps with red trail line)
- Limited animation options. Slow load for videos
- Need internet access
- Images could be a document or a spreadsheet

### Next steps:

- Story map and Cartography training for our community (webinar or conference)
- Lots of great video tutorials online
- Compile examples of good story maps to send to PNTS
- PNTS should do a NTS story map for all of the trail and for the CLP
- We could submit a session at ITS
- Explore possibilities for project management – talk to Dee
- Form a nonprofit GIS/Cartography group - Matt, Guthrie, Clare and Dee were the ones most excited about this idea

### Examples:

- <https://storymaps.arcgis.com/en/gallery/#s=0>
- <http://www.esri.com/esri-news/releases/16-2qtr/bureau-land-management-uses-esri-story-maps-to-encourage-public-land-exploration>
- CDT travel management planning
  - Live maps and images
  - Looped video
  - Zooms in and out as you scroll through
  - Lets people explore the entire trail management planning proposals

## Social Media Notes

Facilitator: Karl Borton, FTA

Note Taker: Anitra Kass, PCTA

**Participants (did not get all names):** Ellen Coyle (PCTA), Javier Folgar (ATC), Sarah Williams (ATC), Jordan Bowman (ATC), Anitra Kass (PCTA), Karl Borton (FTA), Jack Haskell (PCTA), Mike Summers (TA), etc.

### Common takeaways:

- Social Media is about social engagement: 1) building connections/community, 2) helping people connect with each other and with the trail, 3) Fantasy/motivation
- Messages change based on platform
- Social media algorithms change constantly, so there is no magic bullet
- Post Types: Motivation, Storytelling, News, Interaction/Engagement, Fun/Witty!
- Use pinned posts on Facebook
- The power of photos, video and live video
- The power of hashtags (IG!)
- No right way, always changing; use metrics to gauge campaign success

### What social media platform does everyone use?

Common to all trails were Facebook, Instagram and Twitter.

Other orgs. (ATC) use Google+, YouTube, Pinterest, Flickr and LinkedIn. Also, Reddit (PCTA): to start conversations (org. posts vs. community posts).

### Do you embrace social media community groups (volunteer groups)?

Yes and No. Some orgs. embrace/support community groups. Other orgs. do not embrace or support community groups; they like to keep communication and branding in-house.

Q: Community Groups: Is the information good/accurate? Debatable; doesn't matter

### Action Items: NST 50<sup>th</sup> (2018)

- Social media for the 50<sup>th</sup> to tell our story
- There is a need for all NST orgs. to collaborate to help promote the NST 50 on social media
  
- #FindYourTrail
- Other hashtags?
  
- Q: Is there any way for NST orgs. to use their influence to gain corporate exposure in NST 50 (REI, etc.)
  - REI, Patagonia, Duck Tape Then Beer, etc.
  - National Advertising (Print, Video, Broadcast/Podcast)
  - Social Media
  - Contests