



BUILDING THE GREAT TRAILS STATE



Presented by Palmer McIntyre, GTSC and Erin Welsh, Destination by Design



THE GREAT TRAILS STATE COALITION



Image by Piedmont Fat Tire Society



Image by Piedmont Legacy Trails



Image by Carolina Thread Trail



Image by NCDOT

WHO WE ARE

- A broad, diverse coalition committed to bringing the benefits of trails to all of North Carolina – nonprofits/local government/industry partners
- All trail types: Hike / Bike / Walk / Run / Paddle / Ride
- All 100 Counties
- State agency partners





THE GOAL OF THE COALITION

- Secure sustained state funding for trails
- Brand North Carolina as “The Great Trails State”

WHY

- Historically, NC has had very little direct state investment in trails and greenways



NORTH CAROLINA IS THE GREAT TRAILS STATE



Good Roads State

- ✓ Vision
- ✓ Community Demand
- ✓ State Leadership
- ✓ Commitment
- ✓ Funding



Great Trails State

- ✓ Vision
- ✓ Community Demand
- State Leadership
- Commitment
- Funding

NORTH CAROLINA IS THE GREAT TRAILS STATE





WHY TRAILS

- Free to users
- Improved health and well being
- Safety from vehicular traffic
- Protect valuable natural resources
- **Positive economic impact, especially for rural communities**
- **Backbone of NC's \$11.8 billion growing outdoor recreation economy**





WHY TRAILS?

TRAILS HAVE A SIGNIFICANT RETURN ON INVESTMENT:

Every \$1.00 spent on trail construction generates \$1.72 ANNUALLY from local business revenue, sales tax revenue, & benefits related to health and transportation.

An [NC DOT study](#) of a one-time \$26.7 million investment in four NC shared-use paths created the following economic impacts:



\$19.4 MILLION

Estimated ANNUAL sales revenue at local businesses along the four greenways



\$25.7 MILLION

Estimated ANNUAL savings due to more physical activity, less pollution and congestions, and fewer traffic injuries from greenway use



\$48.7 MILLION

Estimated business revenue from greenway construction



790

Jobs are supported ANNUALLY through greenway construction



Outdoor Recreation is a **\$11.8 Billion Industry** in North Carolina. Our greenways and blueways are the infrastructure that supports that industry. Trails are great for the health of our residents and the health of our economy."

Statewide Independent Bicycle and Pedestrian Funding Comparison

STATE DOT	ANNUAL BUDGET	POPULATION IN 2019 (IN MILLIONS)	BIKE/PED \$S SPENT PER PERSON	% OF BUDGET FOR INDEPENDENT BIKE/ PED PROJECTS
Georgia	\$1 million - \$5 million	10.62	\$0.09 - \$0.47	0.1% to 0.5%
Tennessee	\$10 million - \$50 million	6.83	\$1.46 - \$7.32	0.05% to 0.1%
Florida	\$10 million - \$50 million	21.48	\$0.46 - \$2.33	>2%
Montana	\$5 million - \$10 million	1.07	\$4.67 - \$9.35	1% to 2%
Louisiana	\$5 million - \$10 million	4.65	\$1.08 - \$2.15	0.5% to 1%
Arkansas	\$5 million - \$10 million	3.02	\$1.66 - \$3.31	
Virginia	< \$1 million	8.54	< \$0.12	>2%
Missouri	< \$1 million	6.14	< \$0.16	<0.05%
North Carolina	< \$1 million	10.49	< \$0.10	<0.05%

Source: Bench-marking Non-motorized Policies and Project Delivery, 2020



The Great Trails State Coalition Builds & Expands Upon on NCDOT's Plan



THE PLAN

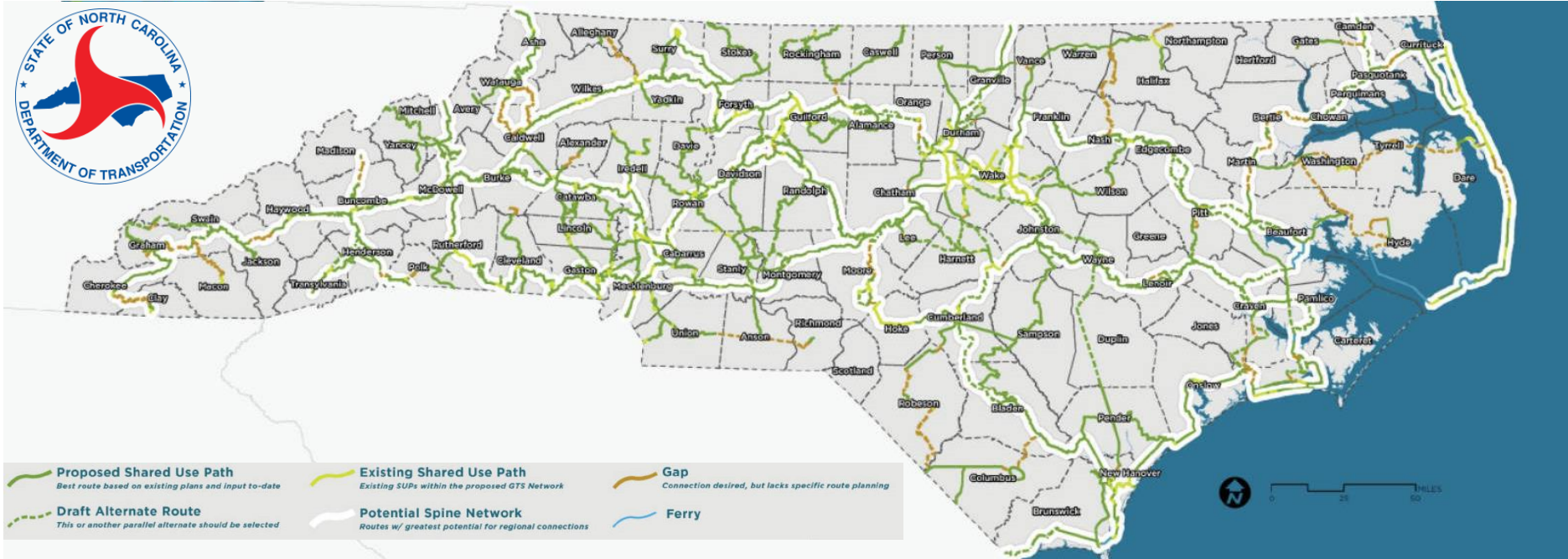
Led by NCDOT & focuses on shared use paths
connecting all 100 counties



THE COALITION

Led by broad-based coalition & focuses on investment-
ready trail projects of all types throughout NC

The Great Trails State Plan



Connects ALL 100 North Carolina Counties



WHO WE ARE



NON-PROFITS



INDUSTRY



LOCAL GOVERNMENT



PARTNERS

29 NONPROFIT MEMBERS



THE
CONSERVATION FUND



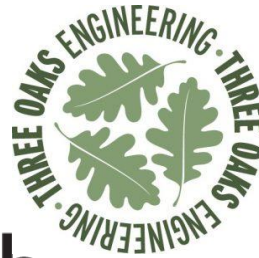
AARP



**FOOTHILLS
CONSERVANCY
OF NORTH CAROLINA**



15 INDUSTRY PARTNERS



AGENCY PARTNERS



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



NC DEPARTMENT
OF NATURAL AND
CULTURAL RESOURCES

OUTDOOR SM **NC**

NC
NORTH CAROLINA

LOCAL GOVERNMENT MEMBERS



**Goal: Build the Cities, Towns and Counties for
Trails Working Group**

COALITION STRUCTURE



**STEERING
COMMITTEE**

**LEGISLATIVE
COMMITTEE**

**YEAR OF THE TRAIL
COMMITTEE**

**MEMBERSHIP
COMMITTEE**

**NON-PROFIT
MEMBERS**

**LOCAL
GOVERNMENT
MEMBERS**

**INDUSTRY
PARTNERS**

LOBBYING TEAM

*STATE TRAILS
WORKING GROUP*

*CITIES, TOWNS AND
COUNTIES FOR TRAILS
WORKING GROUP*

**STATE AGENCY
PARTNERS**



Cities, Towns and Counties for Trails

Virtual Lunch and Learn

December 5, 12-1pm

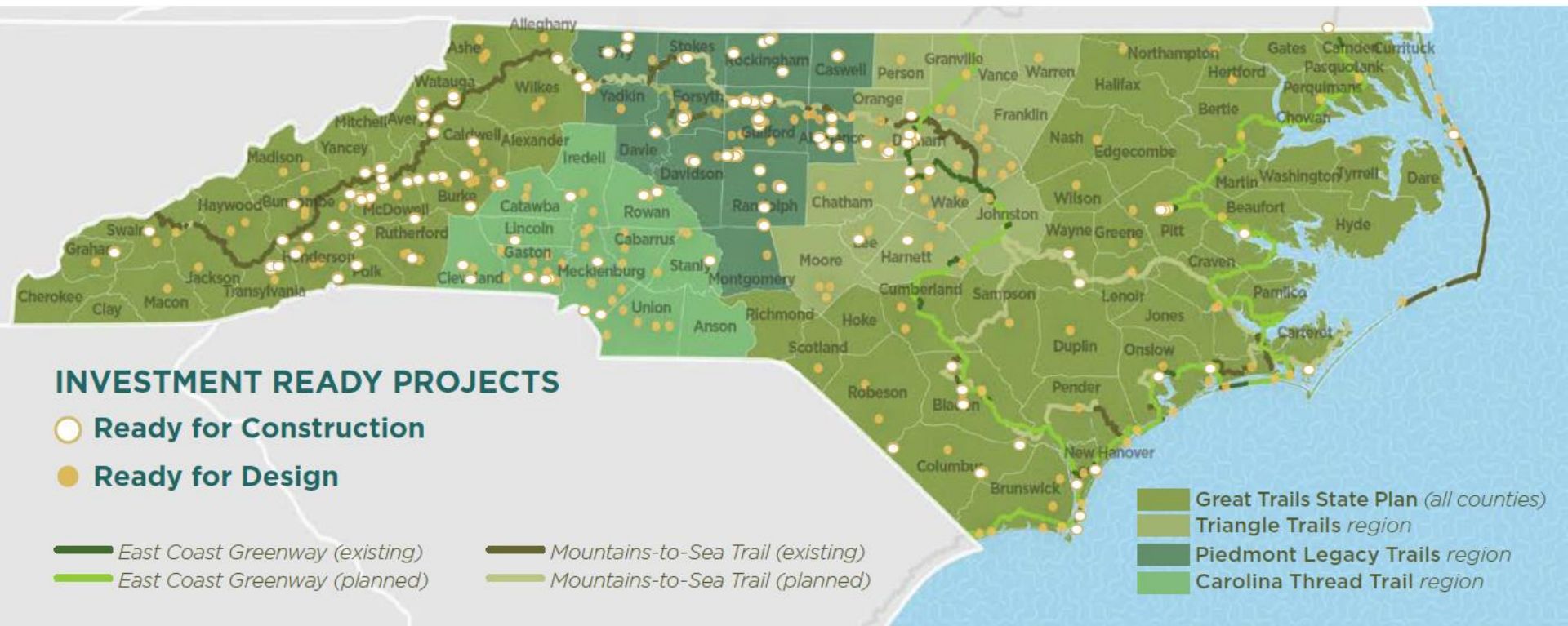
Survey:

<https://www.surveymonkey.com/r/QF6VRTX>



INVESTMENT READY

Communities have invested in planning and identified trail projects in all 100 counties.

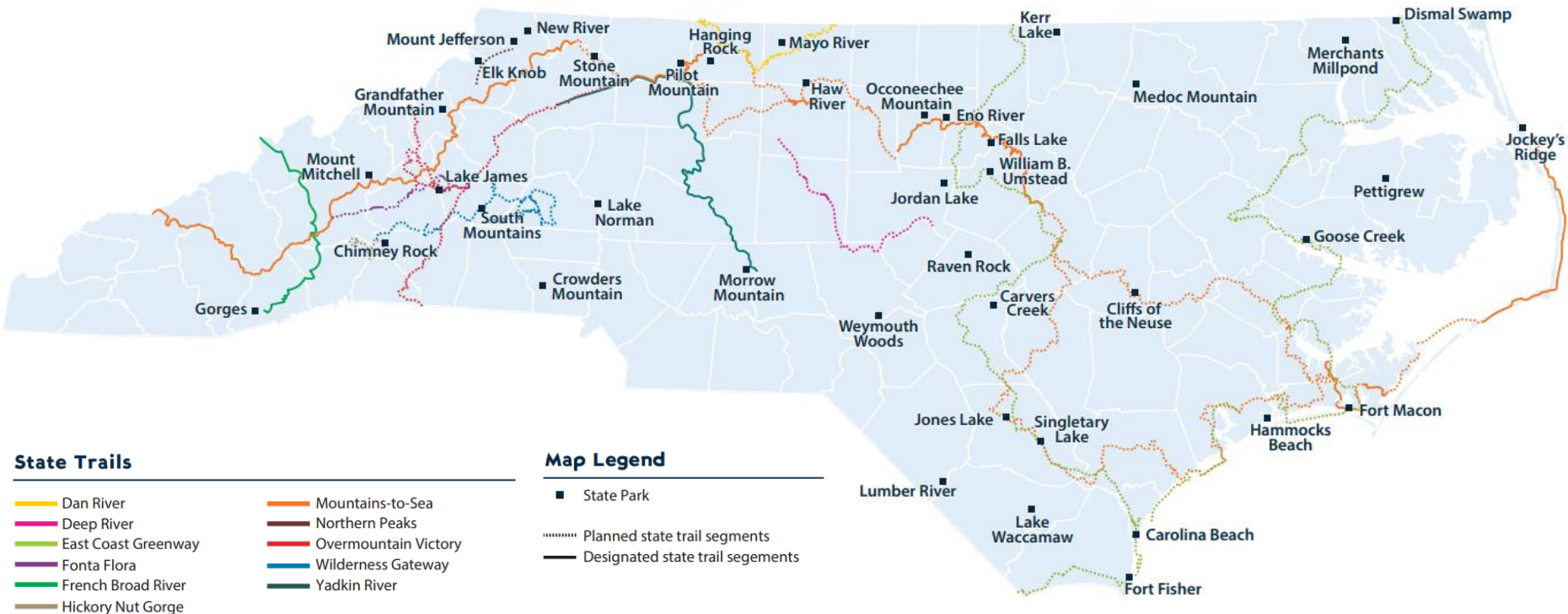


2021 LONG SESSION SUCCESS

- 2023 Year of the Trail Designation
- Budget funding – first time ever specifically for authorized State Trails
 - \$29.15 M for the Complete the Trails Fund
 - Non-State Trails not eligible for funding
 - \$2 million for feasibility studies



North Carolina State Trails



2023 LONG SESSION GOALS

- Establish the **Great Trails State Fund** – to fund all types of trails, paved and unpaved
- Invite legislators to **Year of the Trail events**

IMAGE BY CAROLINA THREAD TRAIL





2023 YEAR OF THE TRAIL





YEAR OF THE TRAIL

• 2023 ★ NC •

DISCOVER YOUR TRAIL!

@greattrailsnc | greattrailsnc.com



Year of the Trail **celebrates** North Carolina's **vast and diverse collection of trails** and encourages all of us to recognize our role as **champions** of these special resources.

We envision a future where **each of the state's 100 counties** experiences the **proven benefits of trails** and **advocates** for their ongoing growth and development.



GOALS

- **Inspire people** of all ages, abilities, and backgrounds to try trails
- **Demonstrate the importance of trails** to elected officials
- **Boost outdoor recreation tourism** across the state
- **Promote safe and responsible** use of trails, aligning with Outdoor NC Leave No Trace principles.
- **Advance diversity & inclusion** on trails.



CAMPAIGN VALUES



Participation: Get out there and find your refuge and recreation.

Inclusivity: There is a trail for each of us.

Stewardship: We rely on trails, and trails rely on us.

Connectivity: Trails are a means for connection—to each other, to our communities, to our history.

Collaboration: Everyone has a role in Year of the Trail.



NC Year of the Trail Honorary Committee



- Representative Hugh Blackwell, *Burke County*
 - Representative Larry Strickland, *Harnett and Johnston Counties*
 - Representative Dean Arp, *Union County*
 - Representative Pat Hurley, *Randolph County*
-
- Lori Bush, *Mayor Pro Tem, Cary; retired Cisco Systems; East Coast Greenway Alliance Board*
 - Alice Butler, *Mayor, Town of Roseboro*
 - Jennifer Pharr Davis, *internationally recognized adventurer, speaker, author, and hiker*
 - Kate Dixon, *retired Friends of the Mountains to Sea Trail*
 - Chuck Flink, *President, Greenways, Inc. one of the nation's leading greenway planners*
 - Bill Flournoy, *Founder of Triangle Greenway Council*
 - Sig Hutchinson, *Chair, Wake County Board of County Commissioners*
 - Kristian Jackson, *Senior Lecturer, Dept. of Recreation Management, Appalachian State University*
 - Howard Lee, *former Mayor Chapel Hill; former Sec. of NC Dept. of Nat. Resources & Comm. Dev.*
 - Chuck Neely, *former NC Representative; retired attorney*
 - Chuck McGrady, *former NC Representative; NC DOT Board of Directors*
 - Pat McCrory, *former NC Governor*
 - Dwayne Patterson, *Director, NC State Parks*
 - Mitchell Silver, *former NYC Parks Commissioner; former Director of Planning City of Raleigh; Principal, McAdams*
 - Stephanie Swepson-Twitty, *President/CEO Eagle Market Streets Development Corporation*

NC Year of the Trail Planning Committee



- Sandi Bailey, *Town of Cary*
- Amanda Baker, *Visit NC*
- Bret Baronak, *Carolina Thread Trail*
- Betsy Brown, *Friends of the Mountains to Sea Trail*
- Joseph Furstenberg, *NC DOT*
- Sue Gray, *NC Horse Council*
- Brianna Haferman, *Piedmont Land Conservancy*
- Beth Heile, *Friends of Fonta Flora State Trail*
- Brent Laurenz, *Friends of the Mountains to Sea Trail*
- Palmer McIntyre, *Piedmont Land Conservancy*
- Andrew Meeker, *East Coast Greenway Alliance*
- Michael Meredith, *Conservation Corps NC*
- Steve Pierce, *McDowell Trails Association*
- MaryJoan Pugh, *Randolph County Trails*
- Smith Raynor, *NC State Parks*
- Ann Savage, *NCSU Parks, Recreation and Tourism Management*
- Charlynnne Smith, *Recreation Resource Services*
- Jason Taylor, *Elkin Valley Trails Association*
- Iona Thomas, *McAdams/East Coast Greenway Alliance*
- Michelle Wells, *NC Recreation and Parks Association*
- Erin Welsh, *Destination by Design*
- Kathryn Zeringue, *McAdams*

2023 YEAR OF THE TRAIL

SPONSORS



SECU Foundation

PEOPLE HELPING PEOPLE®



NC DEPARTMENT
OF NATURAL AND
CULTURAL RESOURCES



PLANNING | ENGINEERING | COMMUNICATIONS



THE CAMPAIGN

- Engagement and events in all 100 counties
- Website/Social media
- Local **toolkits** for communities with Year of the Trail assets
- **Advertising** - outdoor, radio, print media
- **Call for Artists** program
- **Merchandise**
- **PBS NC Partnership** – 30-minute documentary titled “Ten to Try” and 10 short trail profiles
- Presenting at **conferences**
- **Measurement** and reporting

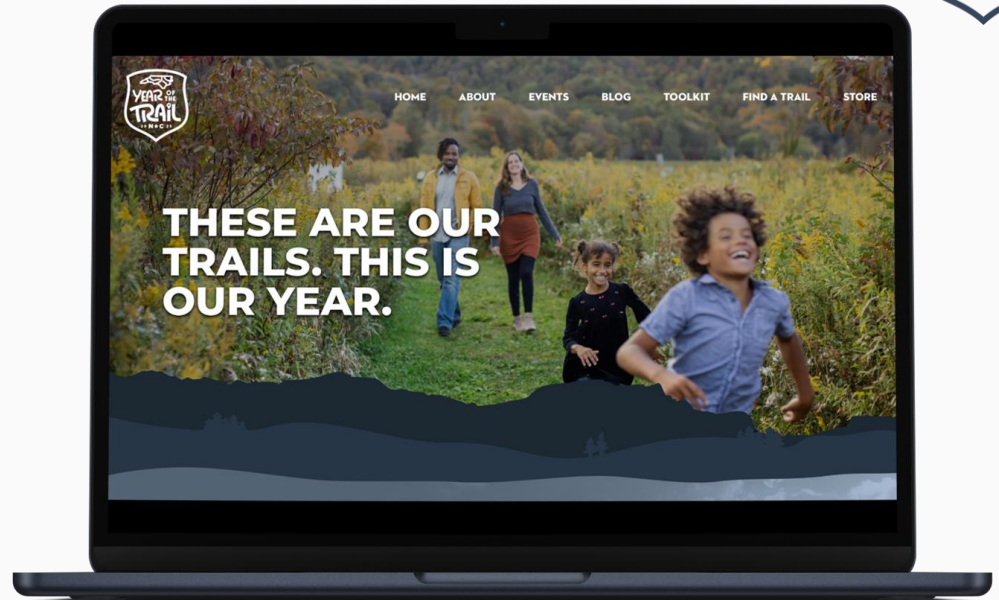


Year of the Trail Tools & Assets

- Website: [Greattrailsnc.com](https://greattrailsnc.com)
- E-Newsletter
- Merchandise
- Social Media: @greattrailsnc
 - Instagram
 - Facebook
 - YouTube
 - TikTok (coming soon!)
- Community Toolkit

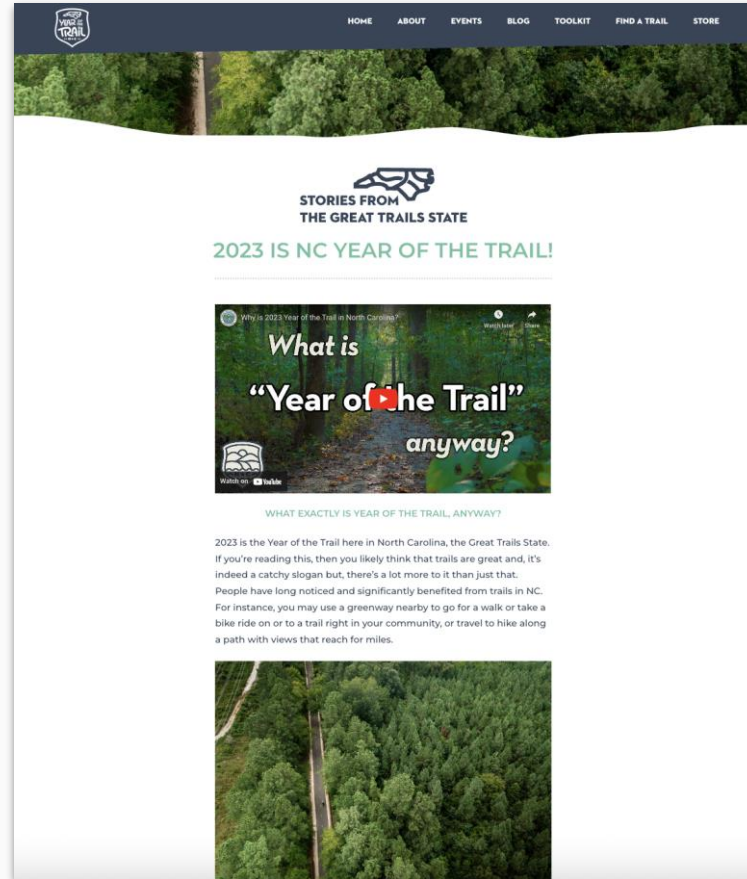


Year of the Trail Website




<https://greattrailsnc.com/>

Website: Blog




Website: Find a Trail

[HOME](#)[ABOUT](#)[EVENTS](#)[BLOG](#)[TOOLKIT](#)[FIND A TRAIL](#)[STORE](#)

FIND A TRAIL


READY TO EXPLORE NORTH CAROLINA'S BEAUTIFUL LANDSCAPES
AND COMMUNITIES?



Hike • Bike • Run • Walk

AllTrails is user-friendly web-based and mobile platform to help you find all kinds of trails, both paved and unpaved, in rural and urban areas for hiking, biking, walking, and running. Available information includes trail information, maps, details and photos curated by trail users.


[Access AllTrails »](#)



Paddle

Want to get on a river or lake? Use this site to find information to help you plan your next paddle trip on North Carolina waters.

[Access Paddling.com »](#)







Ride

Look here for miles of beautiful trails to explore on horseback.

[Access NC Horse Council »](#)

MORE WAYS TO FIND TRAILS

Click for access




Website: Community Toolkit



Website: Store

[HOME](#) [APPAREL](#) [OTHER](#)


Our Featured Products



Year Of The Trail Donation

\$25.00


[View Details](#)



Year Of The Trail T, Indigo

\$30.00


[View Details](#)



Year Of The Trail Long Sleeve T, Dark Heather Grey

\$35.00


[View Details](#)



Year Of The Trail Dad Cap

\$30.00


[View Details](#)



Year Of The Trail Sticker

\$1.00

[View Details](#)



Year Of The Trail - Melinda Irby Sticker

\$5.00

[View Details](#)

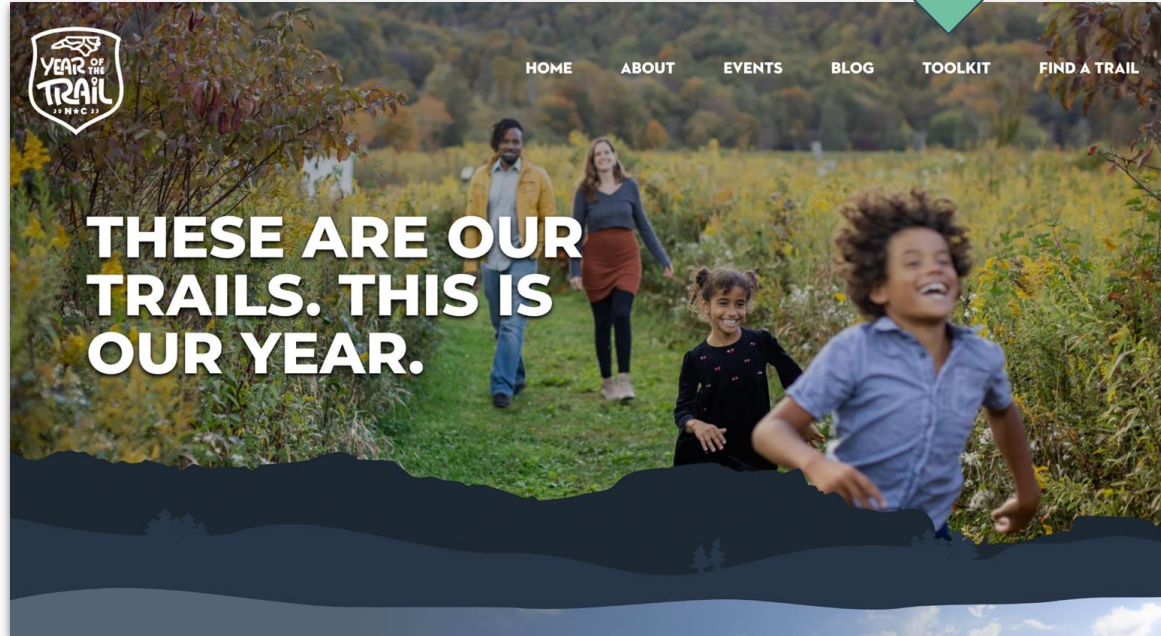
What is the purpose of the Community Toolkit?



The Year of the Trail Community Toolkit is intended to be used by local governments, tourism representatives, trail organizations and advocates, health organizations, and community leaders interested in celebrating, advocating for, and promoting trails at the local level.

Where can I find the Community Toolkit?

- Web-Based at www.greattrailsnc.com
- Downloadable PDF
- Downloadable Resources



Section One: What is the Year of the Trail (YOTT)



- YOTT Mission, Purpose, Vision, Values, & Goals
- NC Trails Background & History
- Celebrating Year of the Trail in Communities Across NC
- Kicking Off NC Year of the Trail with **First Day Outdoors**



Call to Action: Understand NC Year of the Trail & Plan How Your Community Will Participate

Downloadable Resources:

Section One



- Year of the Trail Brochure
- Logos, Assets, & Brand Use Guidebook
- Year of the Trail Slide Deck Templates
- County Specific Logos
- Advisory Committee & Goal Setting Template
- Press Release Template
- Proclamation Template



Section Two: North Carolina is the Great Trails State



- Year of the Trail Anthem
- What Makes a Good Trail
- Benefits of Trails
- Barriers to Diversity on Trails
- Conducting a Trail Analysis
- The Value of Trail Volunteers



Call to Action: Familiarize Yourself & Your Community with Local Trails & Their Benefits, Conduct Trails Analyses as Needed

Downloadable Resources:

Section Two



- Trail Asset Analysis Worksheet

Trail Asset Analysis Worksheet

Name of Trail: _____

Location: _____

Description of Trail Access, including Barriers to Accessibility: _____

Description of Trail Experience for a Typical User: _____

What is the intended use? _____

What is the level of difficulty for the user? _____

How does the physical environment impact the user experience? _____

Defining Characteristics: _____

Trail Surface: _____

Trail Width: _____



Corridor Width: _____

Points of Interest: _____

Areas of Concern: _____

Additional Notes: _____

**All Trail Asset Analyses should be done with the permission of or by working in conjunction with the appropriate land managers. Please don't undertake this project without their knowledge, permission, and guidance.





Section Three: Trail User Guides



- New to Trails?
- How to Find a Trail
- How to Set Folks Up for Positive and Safe Trails Experiences
- Families on the Trail
- Inviting Someone New to Trails to Join You
- Trail Etiquette



Call to Action - Ensure All Community Members Feel Safe & Prepared When Hitting the Trail

Downloadable Resources: Section Three

- Trail Day Planning Checklist
- Leave No Trace Principles, with Outdoor NC

NC



Trail Day Planning Checklist

Trail Name & Location

Hiking Buddy

Packing Checklist

(adapted from the Ten Essentials, a list of trail must-haves developed by the Seattle-based hiking group, The Mountaineers, and updated over the years)

Depending on the length, intensity, and location of the trail, adapt the following list to best fit your needs. Err on the side of caution if you're unsure of what to bring.

- Navigation: Compass, map, and/or GPS
- Hydration: An average adult should drink two liters of water every hour on the trail
- Nutrition: Bring plenty of nutritious, energy-packed trail snacks (and carry extra in-case of delay)
- Rain Gear & Insulation: At the minimum, tuck a foldable rain jacket and an extra layer into your pack
- Firestarter: Waterproof matches or a lighter
- First Aid Kit
- Tools: Multi-tool or pocket knife and any tools needed to repair essential gear
- Illumination: Flashlight or headlamp and extra batteries
- Sun Protection: Sunscreen, sunglasses, and/or a hat
- Shelter: Space blanket or emergency tarp

**DRESS APPROPRIATELY FOR THE WEATHER
AND YOUR INTENDED TRAIL EXPERIENCE.**

Paddling

- PFD & Whistle
- Dry Bag
- Towline
- Waterproof phone case & maps

Equestrian/Trail Riding

- Health Papers/Negative Coggins Test
- Bucket for Water/Food for Horses
- Hoof Pick
- Rope/Cord/Lead Line

Mountain Biking

- Eye Protection
- Gloves
- Tire Patch Kit
- Chain Tool
- Water Bottle/Cage



Plan ahead and prepare
Stick to trails and
overnight right
Trash your trash
Leave it as you found it
Be careful with fire
Keep wildlife wild
Be considerate of
others and share the
outdoors

Section Four: Hosting a Trail Event



- Celebrate Trail Holidays
- Guided Trails Experiences
- Trail Cleanups
- Monthly Trails Themes
- Turn Existing Events into YOTT Events
- Envisioning the Future of Trails
- Materials & Supplies for Your Event
- Funding Your Event
- Creative Donation Opportunities
- Volunteer Recognition
- How to Promote Your Event
- How to Measure Success



Call to Action: Schedule & Plan Year of the Trail Events in Your Community

Downloadable Resources:

Section Four

- Year of the Trail Letterhead
- Event Planning Template
- Volunteer Recognition Certificates
- Year of the Trail Banner Design Files
- Local Event Save the Date Postcard
- Local Event Flier Template
- Clean Graffiti Stencil
- Event Evaluation & Reporting Form
- Flag Banner Design File
- Yard Sign Design File



Monthly Trail Themes



January: New Year, New Trails

- **Inspiration:** New Year's Resolutions
- **Focus:** Finding trails, trail organizations, trail events, trail initiatives, setting goals for community trails, getting on a trail

February: Make a Date with a Trail

- **Inspiration:** Valentine's Day
- **Focus:** Bring new users onto the trail, trail events, volunteer on trails, getting on a trail

March: Spring into Action

- **Inspiration:** First Day of Spring
- **Focus:** Getting active, health, joining a trail initiative, connecting with elected officials, getting on a trail

April: Celebrate NC Trails

- **Inspiration:** Earth Day/ Month
- **Focus:** Volunteer events, celebrating volunteers, learning about environmental impacts of trails, getting on a trail

May: Explore NC Trails

- **Inspiration:** 50th Anniversary of NC Trails Act
- **Focus:** Learn about trails history and organizations that support trails, explore new trails, vision new trails, getting on a trail

June: Out(doors) and About This Summer

- **Inspiration:** Summer
- **Focus:** Safety, Trail Day events, planning summer outings, getting on trails

Monthly Trail Themes



July: Celebrate NC Parks

- **Inspiration:** National Parks & Recreation Month
- **Focus:** Promoting trails in national, state, and local parks, recreation options on trails, getting on trails

August: Wellness & Trails

- **Inspiration:** National Wellness Month
- **Focus:** Trails benefits to health, trails benefit to environment, safety on trails, getting on trails

September: Achieve a Trail Goal

- **Inspiration:** Back to School
- **Focus:** Personal or community goal campaigns, trail advocacy, getting on trails

October: Trail Innovators: Past & Present

- **Inspiration:** Grandma Gatewood's Birthday
- **Focus:** History of NC trails, connecting with legislators, becoming a trail innovator, getting on trails

November: Show Gratitude for NC Trails

- **Inspiration:** Thanksgiving
- **Focus:** Trail events, trail cleanups, trail advocacy, getting on trails

December: Year in Review & Future Aspirations

- **Inspiration:** End of Year of the Trail
- **Focus:** Celebrate success of trail events, trail advocacy, goal setting for the future, getting on trails

Section Five: Community Engagement Strategies



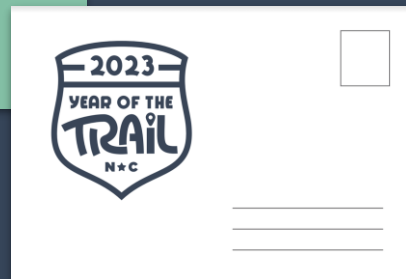
- Ways to Engage Your Local Community
- Welcoming Everyone onto the Trail
- Tips on Building a Local YOTT Communications Strategy
- Suggested Communications Channels and Connecting with Great Trails State marketing
- Encourage Elected Leaders to Connect with Trails
- Destination Marketing Tips and Connecting with Your Local DMO
- Guide to Asset-Based Economic Development
- Guide to Engaging Local Media



Call to Action: Create a Year of the Trail Communications Strategy & Engagement Plan

Downloadable Resources: Section Five

- Quarterly Social Media Content Guides
- Facebook & Instagram Post Templates
- Social Media Event Graphics
- Year of the Trail Postcards



Section Six: Trail Support Beyond 2023



- Join the Great Trails State Coalition
- Create a Local Trails Advisory Committee
- Create a Comprehensive Trails & Greenways Plan
- Build Support From Stakeholders
- Build Support From Underrepresented Trail Users
- Increase Volunteers for Trail Maintenance
- Sign a Local Resolution
- Work Towards Regional Trail Organization



Call to Action: Join the Great Trails State Coalition!

Downloadable Resources: Section Six



- Resolution of Support for Trails





Next Steps...



#NCFirstDayOutdoors



NORTH CAROLINA
YEAR of the TRAIL
• 2 0 2 3 •

FIRST DAY OUTDOORS

Discover your trail

January 1, 2023 • Hike | Bike | Walk | Run | Paddle | Ride | Roll

On your own, with a friend or your family, with your community

Join or organize a group outing on a local trail. Use this kickoff event to spread the word about Year of the Trail! Follow @greattrailsonc and share your adventure by tagging #yearofthetrail for a chance to win prizes!

greattrailsonc.com





Official Launch Reception!

TODAY immediately following the
Carolina Thread Trail
Trail Forum
3:15-4:30 pm



2023 Long Session

The Great Trails State Fund

Recurring funding for State Trail nonprofit partners



ENGAGE

www.greattrailsnc.com

www.greattrailsstatecoalition.org

@greattrailsnc

EMAIL ADDRESS

info@greattrailsnc.com

