



YEAR OF THE TRAIL

2023 ★ NC



GREAT TRAILS STATE COALITION



BUILDING THE GREAT TRAILS STATE



Great Trails State Coalition

2023 Legislative Agenda

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THE GREAT TRAILS STATE COALITION



Image by Piedmont Fat Tire Society



Image by Piedmont Legacy Trails



Image by NC State Parks



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





INDUSTRY



NON-PROFITS



LOCAL GOVERNMENT



PARTNERS

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NORTH CAROLINA IS THE GREAT TRAILS STATE



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



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THE GOAL OF THE COALITION

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



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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

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2021 Long Session Victories

- ✓ **2023 Year of the Trail Designation**
- ✓ **29.15 M for the Complete the Trails Fund**
 - only for State Trails and supporting non-profits
 - only for natural surface trails
- ✓ **\$2 million for paved trail feasibility studies**
- ✓ **Engage one of the best lobbyists in the State**
- ✓ **Found Allies and Built Partnerships**

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2023 Long Session Goals

- ✓ **Establish Great Trails State Fund**
 - Competitive Grant Program
 - All Types of Trails Eligible
 - May use to Match Federal Grants
 - Administered by DNCR
- ✓ **Make one-time \$50,000 to State Trail Non-Profits Recurring**

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29 NON PROFIT MEMBERS



THE CONSERVATION FUND



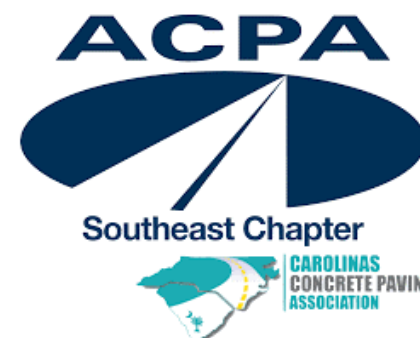
AARP



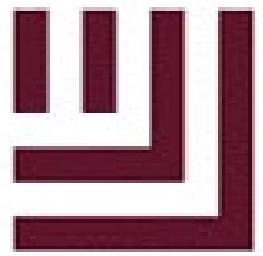
FOOTHILLS CONSERVANCY OF NORTH CAROLINA



RIVERLINK



15 INDUSTRY PARTNERS



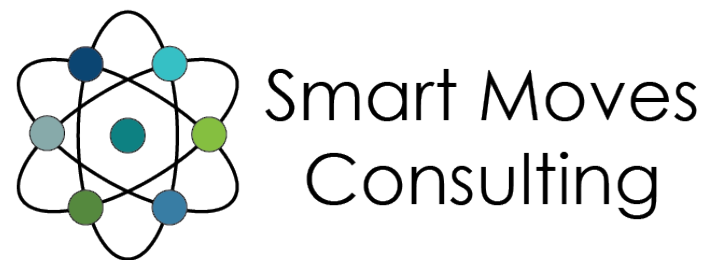
MCADAMS



BACKWOODS
BRIDGES



alta



TOOLE
DESIGN



TRAVARD

AGENCY PARTNERS



ECONOMIC
DEVELOPMENT
PARTNERSHIP of
NORTH CAROLINA



NC DEPARTMENT
OF NATURAL AND
CULTURAL RESOURCES

OUTDOOR



LEADER

LOCAL GOVERNMENT MEMBERS



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

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WHY JOIN THE GREAT TRAILS STATE COALITION

- ✓ Amplify the call for Great Trails State funding
- ✓ Work together with other Local Governments for trails - Trails Peer Group
- ✓ Participate in GTSC Committees (Legislative, Year of the Trail, Recruitment)
- ✓ Help guide trail policy recommendations
- ✓ Coordinate with Non -Profits and Industry to make your voice louder
- ✓ Connect your community to the movement





HOW TO JOIN

It's Easy!

- ✓ Go to www.greattrailsstatecoalition.org
- ✓ Pick the right level of support for your community
 - \$500 - \$2,500 or above
- ✓ Designate your participant(s) for Cities, Towns and Counties for Trails Working Group

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2023 YEAR OF THE TRAIL





YEAR OF THE TRAIL - 2023 - NC -

DISCOVER YOUR TRAIL!

@greattrailnc | greattrailnc.com

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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.



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



TOOL KITS



1. Introductory Information

- YOTT Toolkit Fact Sheet
- YOTT Brochure
- Logos, Assets & Brand Usage Guide

2. All About Trails

- What makes a good trail
- Trail Asset Analysis Worksheet

3. Trail User Guides

- Trail Day Planning Checklist
- Leave No Trace (Outdoor NC)

4. How to Host a YOTT Event

- Templates - Event Planning, Volunteer Recognition, Banners, Proclamation template, Event Flier, Event Evaluation

5. Community Engagement Strategies

Communicating trails benefits and ideas and tools for advocating for trails in your community.

- Finished Social Media Assets - Monthly Content Calendars, Canva Templates, Trail Awareness Flier, Editorial templates, Trail story ideas

6. Trail Support beyond 2023

- *How to stay engaged with trails in NC and your community and how to become part of the Great Trails State Coalition.*

Jan: New Year, New Trails

Inspiration: New Years, resolutions

Potential Focus: finding trails, trail orgs, trail events, trail initiatives, setting goals for the community trails, getting on trail

Feb: Make a Date with a Trail

Inspiration: Valentine's Day

Potential Focus: bring new folks to trail, trail events, volunteer on trails, getting on trail

Mar: Spring into Action

Inspiration: First day of spring

Potential Focus: getting active, health, joining a trail initiative, connecting with legislator, getting on trail

Apr: Celebrate NC Trails

Inspiration: Earth Day/Month

Potential Focus: Volunteer events, celebrating volunteers, learning about environmental impacts of trails, getting on trail

May: Explore NC Trails

Inspiration: NC Trails Act ratified 50th anniversary (22nd)

Potential Focus: learn trails history & current orgs supporting trail development & maintenance, exploring new trails, visioning trail opportunities, getting on trail

Jun: Out(doors) and About this Summer

Inspiration: Summer

Potential Focus: safety, trail day events, planning summer outings, getting on trails

Jul: Celebrate NC Parks

Inspiration: Nat'l Parks & Rec Month may adopt their theme

Potential Focus: promoting trails maintained by local, state, national parks, recreation options on trails, learning about parks in the area, getting on trails

Aug: Wellness & Trails

Inspiration: Nat'l Wellness Month

Potential Focus: trails benefits to health, trails benefits to environment, getting on trails, safety on trails

Sep: Achieve a Trail Goal

Inspiration: back to school

Potential Focus: personal or community goal campaigns, trail advocacy, getting on trails

Oct: Trail Innovators: Past & Present

Inspiration: Grandma Gatewood's birthday (25)

Potential Focus: history of NC trails, learning supporters of trail initiatives in the area, connecting with legislator, becoming a trail innovator, getting on trails

Nov: Show Gratitude for NC Trails

Inspiration: Thanksgiving

Potential Focus: trail events, clean ups, trail advocacy, getting on trails

Dec: Year in Review & Future Aspirations

Inspiration: end of year, end of YOTT

Potential Focus: celebrate success of trail events, trail advocacy, goal setting for the future, getting on trails

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2023

YEAR OF THE TRAIL

SPONSORS



SECU Foundation

PEOPLE HELPING PEOPLE®



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How to Get Involved

- ✓ Share This Legislative Agenda with your Municipal Lobbyist
- ✓ Complete Our Survey - <https://www.surveymonkey.com/r/QF6VRTX>
- ✓ Pass a Resolution of Support for Year of the Trail
- ✓ Plan Year of the Trail events
- ✓ Join the Great Trails State Coalition
- ✓ Become a sponsor of Year of the Trail

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ENGAGE

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