Stewardship and Communication Work Group

VERMONT TRAIL ETHIC

Report to the Vermont Trail Collaborative
Stewardship and Communication Work Group Objectives:

- Identify trail issues and create a common vision across user groups for addressing the issues.
- Develop a universal and common set of trail behavior expectations for Vermont, regardless of land ownership.
- Develop a way to best position and “message” the expectations.
Stewardship and Communication Work Group
Key Questions:

- 4 key questions
  - Trail resource issues?
  - Messaging to address the issues?
  - Message delivery and audience?
  - Success indicators?
Stewardship and Communication Work Group Methods:

- Trail Summits
  - 6 total.

- Survey
  - Reached 10,000 individuals with 881 respondents.
Question 1. What forms of trail use do you participate in? (Check all that apply.)
Question 2. What is your preferred recreation trail activity? (Check only one.)
Stewardship and Communication Work Group Findings – Trail Issues:

- Allowable Access
- Landowner Relationships
- Trail Supply
- Trail Infrastructure
- Trail Conditions
- Natural Resources
- Protecting Private Property
- Conflict with Other Uses
- Trail Demand
- Conflict with Similar Uses

Legend:
- Low
- Medium
- High
Stewardship and Communication Work Group Findings – Stewardship Messages:

- 330 Responses - Share/ respect the trail and respect other users.
- 214 Responses - LNT on natural resources, historic structures and wildlife.
- 172 Responses - Respect public and private property.
- 118 Responses - Pack out your trash.
- 73 Responses - Stay on marked trails & within trail boundaries.
- 64 Responses - Message related to establishing who has right of way.
Stewardship and Communication Work Group Findings – Message Delivery & Audience:

- Trailhead Kiosks
- On-Trail Promotion
- Membership Campaigns
- WWW
- Tourism Centers
- TV Advertisement
- Radio Advertisement
- Chambers of Commerce

Legend:
- Red: Not Effective
- Blue: Effective
- Yellow: Most Effective
Stewardship and Communication Work Group Findings – Success Indicators:

- Trains are Open and in Good Condition
- Natural Resource Impact
- Collaboration Across User Groups
- Satisfaction of Recreational Experience
- User Conflict
- Frequency of Allowed Use Violations
- New Use Allowances
- New Trails
- Frequency of Trail Closures
- Financial Health of Trails Organizations

Legend:
- Red: Don't Measure
- Blue: Measure
- Yellow: Must Measure
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Conclusions:

- Trailhead signage.
- Vermont feel.
- 10 behavioral messages.
- Additional contact info.
- Success will likely be hard to measure.
Stewardship and Communication Work Group

Key Products:

- Trailhead sign.
  - Brand
  - Universal expectations
  - Contact info

- Flexible logo.

- Over 550 people wanting to know more and/or contribute time/money.
VERMONT

TRAIL ETHIC

Help keep Vermont’s recreation and trail resources healthy.

1. Share the trail and respect other users.
2. Respect landowners and private property.
3. Use good judgement and tread lightly; trail conditions are subject to change at any time.
4. Stay on marked trails.
5. Leave no trace with respect to natural resources, historic structures and wildlife.
6. Be prepared with food, water and first aid.
7. Pack out your trash.
9. Plan ahead, be safe and have fun.
10. Know the allowable and appropriate use of the trail you are traveling on.

Visit: www.vermonttrailsandgreenways.org for more information.

LAMOILLE VALLEY RAIL TRAIL

Contact the trail manager to comment on the satisfaction of your trail experience or to help maintain this trail as a volunteer.
Visit: www.lvrt.org or Call (802) 229-0005
VERMONT TRAIL ETHIC
www.vermonttrailsandgreenways.org
Looking for additional organizations and collaborators.

Lot’s of questions remain about...

- Implementation.
- Exactly how to participate.
- Funding any additional effort.
- Measuring success of promoting an ethic over time.
Stewardship and Communication Work Group
Members and Organizations:

- Alexis Nelson - VAST and Vermont Trails and Greenways Council
- Amy Hermann - Manchester Parks and Recreation Department
- Cindi Wight - Rutland Recreation and Parks Department
- Craig Whipple - VT Department of Forests, Parks and Recreation
- Danny Hale - VASA and Vermont Trails and Greenways Council
- Doug Weber - Vermont Off-Highway Recreation Association
- Ed O'Leary - VT Department of Forests, Parks and Recreation
- Heidi Fleury - Green Mountain Club
- Jeanette Cole - Vermont Horse Council
- Jessi Hudson - VAST
- Jessica Rickettson - VT Department of Forests, Parks and Recreation
- Mark Maghini - US Fish and Wildlife Service
- Sherry Winnie - VT Department of Forests, Parks and Recreation
- Todd Taylor - Local Motion
- Tom Butland - Green Mountain Plonkers
- Tony Clark - Moosalamoo Association
- Walter Opuszynski - Northern Forest Canoe Trail and Vermont Trails and Greenways Council
Stewardship and Communication Work Group
Overarching Goals:

- Develop a common set of trail behavior expectations regardless of land ownership.
- Increase volunteerism and user stewardship across all user groups.
- Increase the amount and quality of information and education available as tools to address resource and social issues.
- Develop common trail construction and maintenance best management practices.