Trail Summit Meeting
VT. Trails and Greenways Council
April 20, 2010

Facilitator: Jessica Rickettson
Note Taker: Jessica Rickettson

The following are the outcomes of the Vermont Trails and Greenways Council’s Trail Summit meeting. (** Indicates frequency and that the item was mentioned in a session more than once.)

**Trail Resources at Stake.** (What is at risk or vulnerable?)
1. Volunteers
2. Communications (to users and between users)
3. Maintenance of Infrastructure
4. Funding
5. Access
6. Ecosystem Concerns
7. Safety and Preparedness and Liability
8. Multi Use (mud season, user interactions, etc.)
9. Connections and Linkages
10. Available Land for New Trails

**Education and Stewardship Messages.** (Key elements of Vermont’s universal trail ethic.)

T - R - A - L - S

1. Trail Values and Benefits
2. Resource Protection
3. Attitudes/Ethics (LNT, Fires, etc.) or Access
4. Interactions with Other Users (Hunting, multi-use, etc.)
5. Land – landowners, etc. or LNT
6. Safety- preparedness

**Branding and Delivery.** (How to deliver the message?)

New Media: i-phone app, website

Public Process and Origins:
- Background (Why)
- Comprehensive documents and summary
- PR News Articles **
- Newsletter, etc.

Graphics and Logo: Hire designer or produced by facilitator?

Links to Other Resources: ex. VT Seal of Quality

**Sustainability Indicators and Monitoring.** (What are the methods for measuring success?)

What to Measure
How to Measure- Tools
Outcomes- opportunities are still there and improving?

**Discussion on Missing Input**

- Discussion about water quality etc. If it comes out of this process as a common message, how to address it?
- Effects on Wildlife
- Climbers- CRAG
- Motorized concerns- good users all have the same concerns

***How do we get this message to the misusing/abusing trail users? Don’t preach to the choir

Enforcement of user group
Discussion on changing role of hunters (from rogue users to better stewards over time- started out as poachers then thru legitimacy became stewards…)

How can Brian reach rogue groups?

- High school
- Bars :
  - *Dealers and Servicers- retail outlets

Dave Hardy: said rogue user is impervious to messages, we refine our messages to good users and it will filter out. Part of it is that the message isn’t getting out effectively- refine it and rogue users will hear it.

The value (of collaborative) is getting all stakeholders in the same group along with FPR and GMNF in same room.

How can we educate Dealers and Retailers?

- Users talk to them?
- Recommended by collaborative
- Better trail use = more harmony = more sales

Sherry made a motion for us to continue this process for us to address this with retailers. What are the specific recommendations of actions?

Broader responsibility for outreach and messages

Gray- we need simple messages that’s very redundant to address all outlets (dealers, repair shops, public, etc.) in order to manage access.

Intent of motion noted, but motion was tabled.
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For more information on the Vermont Trail Collaborative:
https://www.uvm.edu/~snrvtdc/?Page=vttrailcollaborative.html

For more information on the Stewardship and Communication Workgroup:
http://groups.google.com/group/trails-collaborative-education-group

To give feedback and ideas to the Vermont Trails and Greenways Council Board Chair contact Danny Hale: director@vtasa.org