The following are the outcomes of the Barton Vt, NEK 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. Keeping access.
2. Landowner relationships (existing and future).
3. Landowner education (re. liability and new easement access).
   a. Regional and local.
5. Respect.
   a. For trail resources.
   b. Particularly surrounding illegal/rogue use.
   c. Vandalism as a sign of disrespect.
6. Property.
7. Overuse.
8. Wildlife and habitat.
9. The “ethic” message is at stake if we allow ATV’s on public land.
10. A responsiveness of state and federal land managers.
11. Schism between motorized and non-motorized community.
12. User groups alienating each other.

**Education and Stewardship Messages (Key elements of Vermont’s universal trail ethic?)**
1. Leave no trace principals.
2. Landowner communication.
   a. Permission, easement education and appreciation.
3. Make known the…
   a. Use of the land.
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b. Trail maintainer.  
c. Allowed uses (including non-trail use).  
d. Etiquette of other trail uses (right-of-way & how to behave when approaching a horse, for example)

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

1. Signage.  
2. Education via guidebooks and maps.  
3. Involve youth, especially in activities that involve physical activity (boy/girl scouts.)  
4. Allow sensitivity to ensure message gets to all regardless of income, age or ability.  
5. Methods of outreach.  
   a. School programs and service learning.  
   b. WWW.  
      i. Facebook/ twitter.  
      ii. Key word searching.  
   c. Music benefits (get a recognized name behind the effort).  
   d. National trails day.  
   e. Market a logo.  
      i. Business relationships and promotion.  
      ii. Clubs.  
      iii. Chambers of commerce.  
      iv. Print advertisement.  
      v. User group leader orgs band together (out-reach).  
      vi. Travel and tourism hubs.  
   f. Cross communication/ promotion between different user groups.  
   g. Educate private land groups.  
   h. Promote at Vt. Trail Symposium.  
   i. Post at trailhead kiosk.  
   j. Target Vt. Publications*.

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

1. Increase in youth participation via membership in trail organizations*.  
2. Programs directed to classrooms.  
3. Reduction in miss-use.  
4. Mileage of open trails to remain the same or grow (no closures)*.  
5. Monitor results via surveys.  
6. Improved sustainability.  
   a. More trail adoption.  
7. Reduced user complaints.  
8. Growth in user group membership.  
9. More cross communication between user groups and exchange of info.  
10. Web based bulletin board/ calendar/ user reporting interface.
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11. Monitor posting of land.  
12. Harmony between user groups.  
13. Translate benefit to $.  
14. Universal mechanism for easily reporting trails conditions, maintenance & problems (ex. Views From the Top web site.)

These results along with other Trail Summit data will be used by the Stewardship and Communication workgroup to draft a Universal Trail Ethic message and brand for Vermont by early October 2010.

For more information on the Vermont Trail Collaborative:  
https://www.uvm.edu/~snrvtde/?Page=vttrailcollaborative.html

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

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To contact the Stewardship and Communication workgroup facilitator Brian D. Cotterill email: bdcotterill@gmail.com