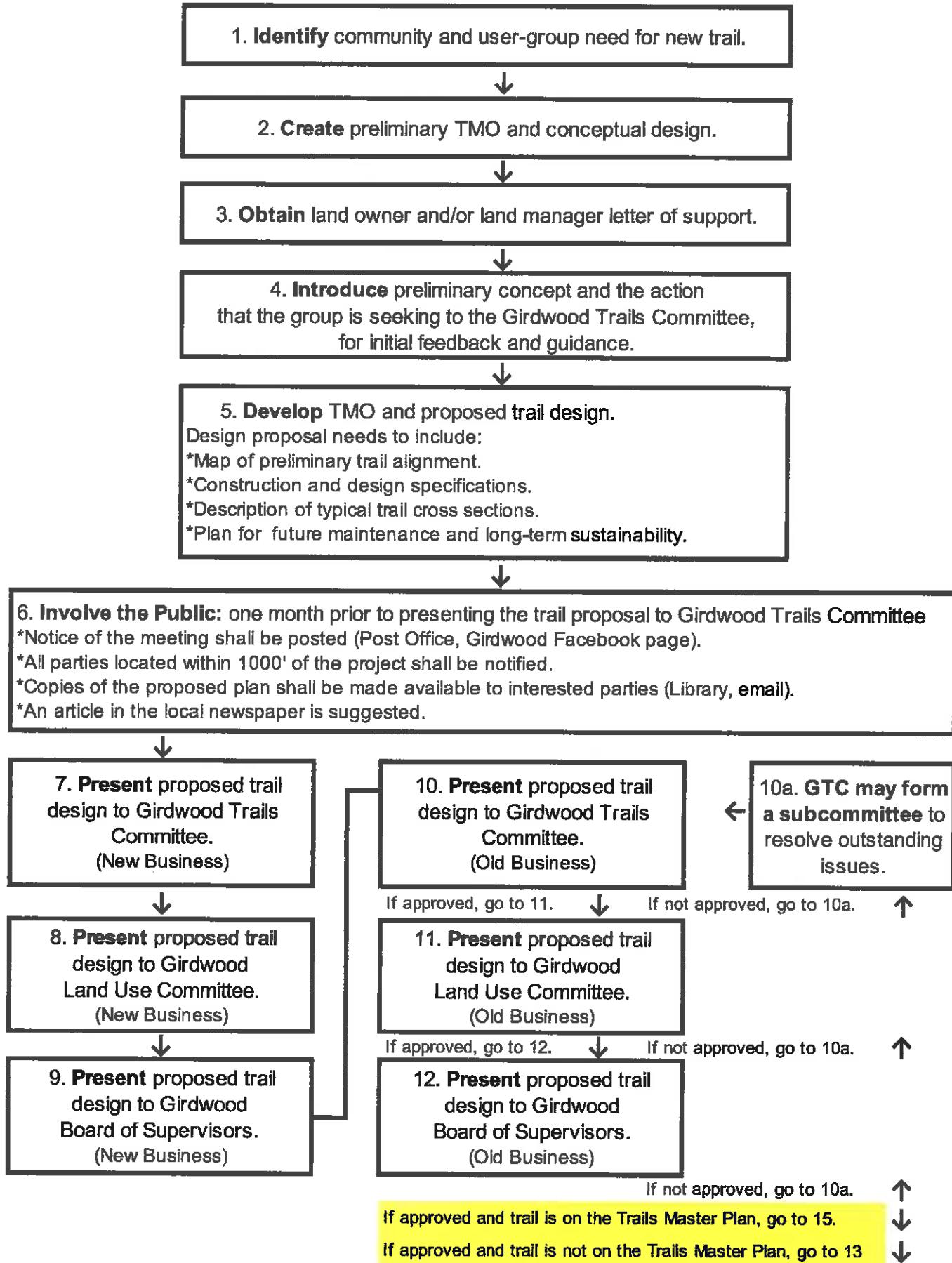
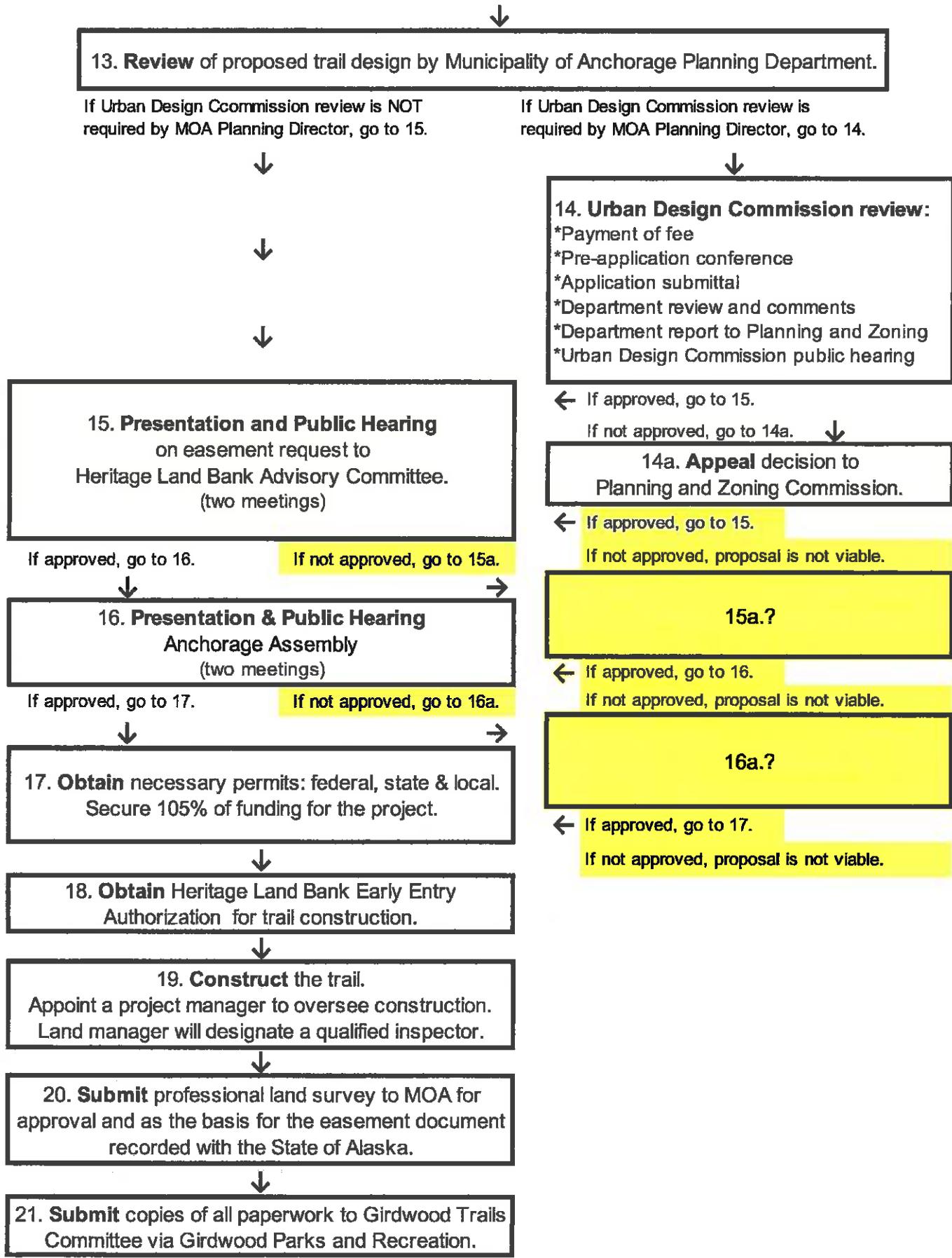


# PROPOSAL PROCESS FOR NEW TRAILS IN GIRDWOOD





**TO:** Girdwood Trails Committee  
**FROM:** Christina Hendrickson, Parks and Recreation Supervisor  
**RE:** 2019 Trails Conference  
**DATE:** 23 April 2019

I submit the following summary of the sessions I attended at the 2019 Trails Conference. The following website contains all the presentations: <http://www.alaska-trails.org/2019-trails-conference.html>

### **Grant Opportunities for Trail Projects:**

- The Wildlife Conservation Division reviews projects considered in support of Hunter Access. These requests have a 25% nonfederal funding requirement. Projects can benefit other users and often focus on sanitation, drainage, signage, parking and throughout and flow. Examples include: Byers Lake Bridge Replacement; Rex Trail Improvements, Campgrounds, and Trailheads Improvements.
- Kenai Mountain Turnagain Arm (KMTA) reviews projects that focus on cultural resource preservation but also benefit safe accessibility and youth. Projects should have a reasonable budget, schedule and long-term benefit. Projects are encouraged to have an interpretative piece. On 17 August 2019, KMTA will host a run in Hope, Alaska.
- Land Water Conservation Fund funds outdoor recreation opportunities. Proposed projects must go through the Municipality or State entity and require a 50% funding match and that the project must have perpetuity.
- RTP grants are for motorized, non-motorized, and diversified access projects. The Division of Parks and Outdoor Recreation will place grant administration in-house for the next 3 to 4 years to address the \$65M backlog, of which, Superintendents have identified \$5M in High Priority projects. According to Ricky Gease, Division Director, to advocate for specific projects to be placed on this High Priority list, contact your local Chugach Superintendent, Kurt Hensel.

### **Fund Development and Grant Writing Workshop:**

Amalie Couvillion outlined a Fund Development Plan, which is defined as an integrated sequence of events, not a list of strategies and donors. Instead, this planning exercise begins with a cultural philosophy regarding philanthropy, followed by goals and objectives, key messages, resources and timeline, and benchmark and evaluation criteria. The Plan follows ten steps (see slides) and asks “Why” at each step. The document is donor-centered, focusing on the research, relationship, request, and recognition made when cultivating a new gift giver. There was a phenomenal chart that aligned the goal with potential donors to track progress toward certain program needs. Grants discussed included UAA’s Learning by Giving, Alaska Community Foundation, Murdoch Charitable Trust, Voices for Health Kids, and a UAA resource called Foundation Directory Online.

### **Other Fundraising Ideas for Trails:**

The Anchorage Park Foundation spoke to its recent success in identifying and implementing a targeted marketing plan to pass bonds. The discussion focused on key messages to voters and unique ways to “celebrate” the win with the “winning team” (e.g., those who voted yes!). Municipal code prohibits them from promoting a bond but they can “educate” on it. They do rely on private businesses to fund campaigns, such as those business who would benefit, such as contractors. Examples and ideas discussed for fundraising included: Fairbanks Trails Challenge, MatSu Six Peak Challenge, Hike A Thon, and an outdoor film festival.

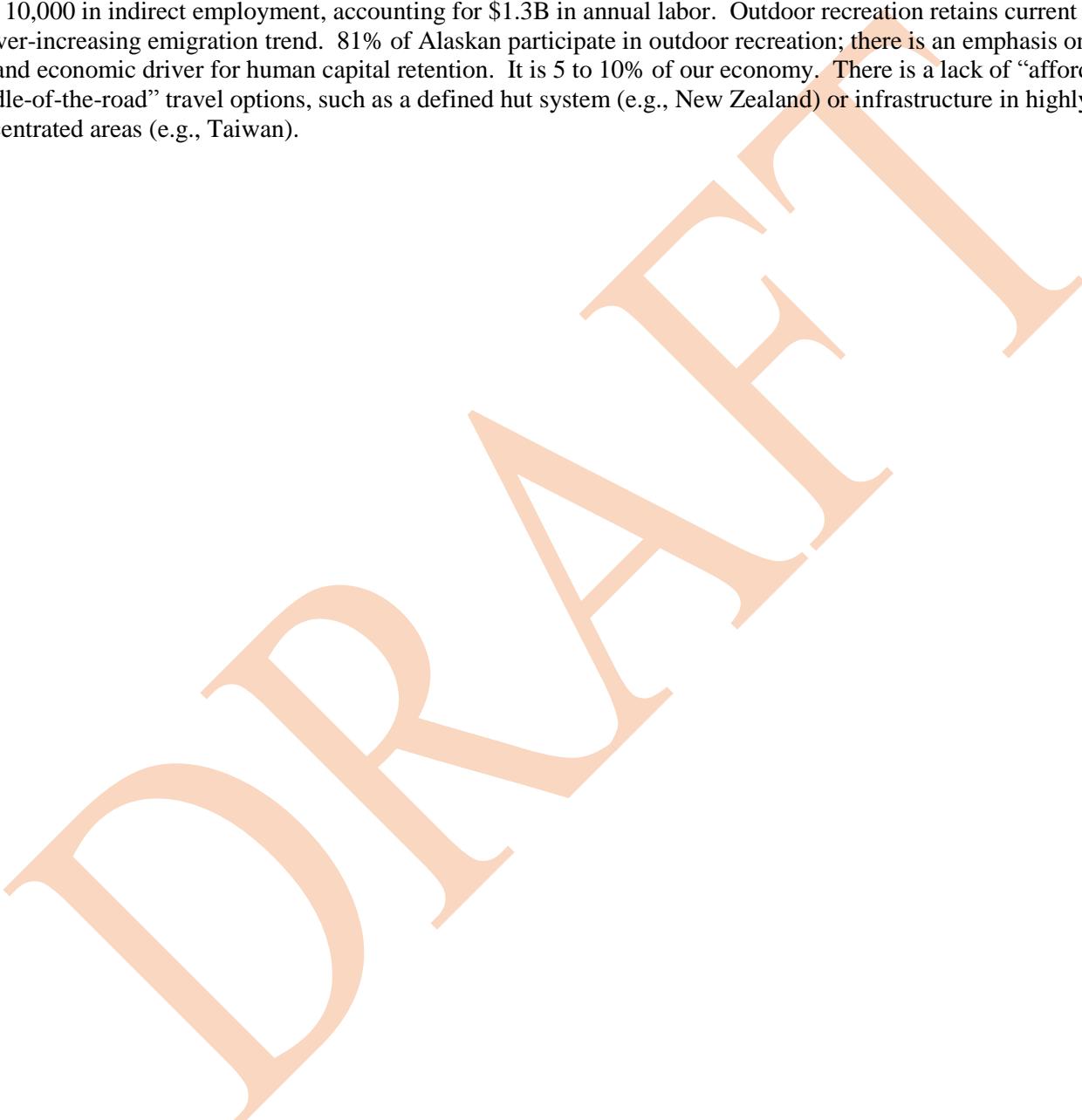
### **Completing the Network of Trail, Bike and Pedestrian Projects:**

- There will be a new Statewide Active Transit Plan that will include a Bike Selection Guide and guidelines for Designing for all Ages and Abilities. These new parameters will include speed guidelines based on facility design for all user types.
- In Madison WI, where bike lanes cross road traffic, the bike lane is painted green (denotes Bike Lanes per DOT) with bike silhouettes. MOA installed a similar designation in the redesign of Spenard Road and Northern Lights Boulevard.
- Madison, WI, also uses “Bike Boulevard” signs atop green street signs to denote popular bike lanes.
- Chester Creek trail will feature new signage to educate multiple user groups on trail etiquette.
- Federally-funded Anchorage Metropolitan Area Transportation Solutions (AMATS) has a boundary that ends at Bird Creek. Nevertheless, they are drafting a non-motorized plan that evaluate existing conditions and compare

it against collisions and demand analysis to create new guidelines for trails. They are developing new best manew selection criteria to prioritize projects. And the Plan will feature a design guide just for Anchorage as a winter city to build upon the year-round use of the trail network.

### **Outdoor Recreation Economy:**

Our Outdoor Recreation Economy is rolled into the Tourism category and has not been teased out until a new Report released in March 2019 (<https://www.alaskatia.org/Research/OutdoorRecreationImpactsandOpportunities%202019.pdf>). The outdoor economy contributes to \$3.2 to 4.5B in annual economic activity. It supports at least 28,000 direct jobs and over 10,000 in indirect employment, accounting for \$1.3B in annual labor. Outdoor recreation retains current residents in an ever-increasing emigration trend. 81% of Alaskan participate in outdoor recreation; there is an emphasis on quality of life and economic driver for human capital retention. It is 5 to 10% of our economy. There is a lack of “affordable-middle-of-the-road” travel options, such as a defined hut system (e.g., New Zealand) or infrastructure in highly concentrated areas (e.g., Taiwan).



Girdwood Trails Committee Financial Report		
	May 7, 2019	
Account with Girdwood Inc.		\$31,901.39
April 2, 2019		
Expenses Paid		(175.00)
Account with Girdwood Inc.		
May 7, 2019		\$31,726.39
Reserve for Trail Signs		(500.00)
Reserve for Forest Fair Fund		(80.03)
Reserve for Further		(7,000.00)
Trails Publication Costs		
Reserve for Volunteer Prizes		(500.00)
Balance Unreserved Funds		\$23,646.36