



PACIFIC NORTHWEST TRAIL ASSOCIATION



2017

Trail Information

New Maps in Multiple Formats

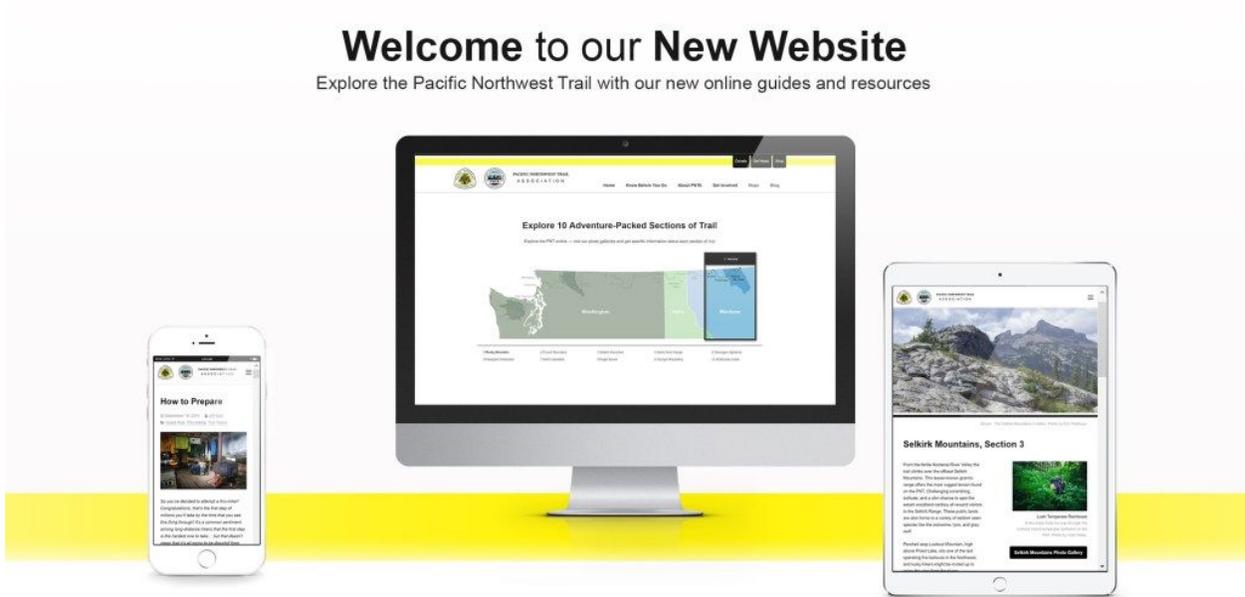


In 2017, the Pacific Northwest Trail Association developed an entirely new mapset for the PNNST. The centerline data was revised to reflect the latest changes to our dynamic trail corridor. Page notes support planning and logistics for long-distance trips, as well as promote safe and responsible use of the trail.

The maps were made available to users in two formats. First, as free PDF downloads that can be printed in high resolution at both standard 8.5 x 11" or 11 x 14" size. The second option was a georeferenced PDF format available for free download through the Avenza mapstore. This format allows users to not only view the maps on their GPS enabled device, but also confirm their location on the pages.

Finally, to help ensure that users would have access to high quality printed maps at an affordable price, the PNTA coordinated a bulk print run with a commercial printer and passed the savings on to trail users. The program was very popular, and the Association estimates that 75% of 2017 long distance hikers opted to utilize the service.

A New Home for the PNNST Online



In 2017, the Pacific Northwest Trail Association devoted significant resources to the development of an entirely new website for users of the PNNST. The new site is purpose-built, content-rich, easy to navigate, full of visual appeal, and optimized for sharing.

A significant volume of new content was developed to answer common questions that users weren't finding elsewhere on the web. Other new content and freshly tailored messaging addresses current challenges and hot-button issues in the management of the trail.

The new pnt.org not only makes it easier for users to discover and enjoy the trail, it provides information that enables users to enjoy the trail responsibly, and encourages them to get involved as advocates and stewards of the trail.



Outreach

In 2017, the Pacific Northwest Trail Association met with more than 3,000 people face-to-face through outreach activities which inspired outdoor enthusiasts from across the Northwest to explore the PNNST.



40th Anniversary

The Association celebrated the 40th Anniversary of the founding of the Pacific Northwest Trail Association and the 40th Anniversary of the first five end-to-end hikes of the trail. Highlights included:

- Keynote presentation by PNNST/PNTA founder Ron Strickland
- Amphitheater screening of the feature length PNNST film, *A Sense of Direction*
- Pop-up PNNST museum and interpretive center
- Two guided interpretive hikes on the PNNST
- PNNST supporter campout

Interpretive Ranger Internship

- Intern developed a comprehensive guide to day hikes on the PNNST for a “hike-finder” feature which is under development for release on pnt.org.
- Intern guided 12 inspirational interpretive hikes on the PNNST and developed interpretive packets to train future staff and volunteers to recreate these hikes.

Protection

In 2017, the Pacific Northwest Trail Association worked with regional planning committees and local land managers to identify opportunities for securing long-term access for, and stewardship of, the PNNST trail corridor.



Closing the Gaps

In Partnership with the Skagit Land Trust and Washington State Parks, The Pacific Northwest Trail Association opened two miles of new trail to PNNST users, which eliminated three miles of roads from the trail.

Securing the Future

The PNTA also laid the groundwork for closing critical trail gaps in the future. In 2017, we:

- identified and secured preliminary approval to move forward with three important trail relocations which will realign the trail corridor through Mount Baker-Snoqualmie National Forest while eliminating 27 miles of roads from the PNNST.
- participated in the Baker to Bellingham recreation planning process to advocate for the use of state trust lands in the refinement of the Pacific Northwest Trail corridor.
- partnered with regional trail groups to draft and sign trail maintenance commitments in support of the development of a trail relocation through Anderson Lake State Park. This improvement would eliminate several miles of dangerous roads from the PNNST along SR 20.
- supported the Okanogan Land Trust in the pursuit of a conservation easement along the Similkameen River that would replace several miles of roads with new non-motorized single track in Okanogan County.

Trail Operations

In 2017, PNTA youth crews and volunteers maintained or improved 415 miles of trail.

Quilcene Ranger Corps

In partnership with the Jamestown S'Klallam Tribe, the PNTA led crews of tribal youth aged 13-15 in the maintenance of the PNNST in Olympic National Forest. QRC crews operated four days a week for eight weeks, and engaged 24 local youth in basic trails skills such as brushing and light treadwork.



Service Knowledge Youth Performance Crew

PNTA SKY Performance Crew taught advanced techniques to a small team of 15-18 year old youth from local communities along the PNNST trail corridor. This team of five worked ten-day hitches in Colville and Mount Baker-Snoqualmie National Forests throughout the summer.



Job Corps Crew

In Partnership with Job Corps, the Pacific Northwest Trail Association provided work-based learning opportunities for young adults from the Curlew Job Corps Civilian Conservation Center in Curlew, Washington. Job Corps crews worked in Colville, Mount Baker-Snoqualmie, and Okanogan Wenatchee National Forests in 2017.



Logout Crew

The Pacific Northwest Trail Association team of certified sawyers spent an extended season clearing trails in Colville National Forest this year. The Logout Crew worked both in and out of designated wilderness, and helped to reopen trails closed by fires that burnt across the region throughout the summer.



Volunteer Coordination

The Pacific Northwest Trail Association coordinated volunteers across the region to work alongside PNTA crews to maintain and improve the PNNST. Local, regional, and national volunteer groups, coordinated by the PNTA, contributed *14,514 hours of labor, valued at over \$350,000* to the PNNST in 2017.



Trail Work at a Glance

- Miles of trail maintained or improved: 415
- Miles of trail gaps closed: 2
- Amount of volunteer hours: 14,514
- Value of contributed labor: \$350,367.96
- Total number of volunteers: 132
- Total number of youth engaged: 36
- Total number of young adults engaged: 39

Internships

Interpretive Planning Intern

In partnership with the US Forest Service and Western Washington University, the PNTA facilitated an internship to develop an interpretive plan for the Pacific Northwest Trail. The intern worked with PNTA staff, Forest Service Employees, and Western Washington University Faculty, and interviewed stakeholders and historians along the trail corridor to identify key interpretive themes in the development of the plan.

Public Lands Steward Intern

In partnership with Americorps and the Mount Adams Institute, the PNTA facilitated a Public Lands Steward internship to increase accessibility to the PNNST to a more broad group of users. The intern worked alongside PNTA staff and collaborated with Forest Service employees to create interpretive materials for special events and a series of guided interpretive hikes. The intern also researched a comprehensive list of day-hikes of the PNT, which will be used to power a future “hike-finder” tool on pnt.org.

Trail Use Study Intern

In partnership with the US Forest Service and the University of Montana, the PNTA supported an intern who conducted a trail use study on National Forest land in Montana. The intern conducted a series of interviews with trail users, and conducted counts in the field assisted by trail counters and cameras. The study will help to inform the comprehensive planning process in the development of the trail’s carrying capacity and management.



Fundraising



Private Contributions

In 2017, the Pacific Northwest Trail Association successfully promoted the message:

"The PNT is yours to enjoy, and yours to protect"

In a time of federal agency budget cuts and new funding uncertainties, private support is more important than ever to meet the management needs of the Pacific Northwest Trail.

In the last year, the PNTA successfully rallied the support of trail enthusiasts through creative membership incentives, innovative fundraising campaigns, and new merchandise offerings.

- *Membership* - PNTA membership increased 118% over 2016
- *Donations* - Individual contributions increased 308% over 2016
- *Merchandise* - Sales of merchandise increased 430% over 2016

State Funding

In 2017, the Pacific Northwest Trail Association utilized state grant programs to bring in \$31,687 in funding for important programs on the PNNST.