

Potomac Heritage National Scenic Trail

Fundraising for Trail Building and Maintenance

Introduction

A recent study conducted by the Potomac Trail Council revealed existing trails and plans for PHNST segments within every jurisdiction of the PHNST corridor. These exciting findings demonstrate tremendous interest in and support for the PHNST and suggest a future where everyone throughout this nationally significant corridor may soon experience the spectacular scenery, character of local communities, and numerous recreational and educational activities that only the PHNST can provide. - A strong case for trail funding indeed.

According to the American Hiking Society, "funds for trails come from various sources, including federal appropriations, state funds, grants, and private donations. Regardless of administration or funding source, most trails are founded on public-private partnerships and include some form of cost sharing or leveraging. Volunteer contributions both through labor and direct funding are critical to trail construction, protection, and continued maintenance. In 1999, volunteer contributions to the national scenic and historic trails alone totaled over 550,000 volunteer hours (with an estimated labor value of \$7.4 million) and \$5.7 million in financial contributions."

There is a great deal of information available on fundraising, some of which may seem overwhelming to those new to raising money. One simple rule may be helpful to keep in mind: Fundraising is a little like sales. If you don't ask for the order, you usually don't get it. And, the more you ask, the more money you will make.

The following are several creative fundraising examples from the American Trails' web site (<http://www.americantrails.org/resources/funding/index.html>):

\$\$\$ -- The Walkabout Comfort Shoe Store held a fundraiser for Portland Trails. For every pair of Danskos, shoes, or sandals sold, Walkabout gave \$3 and Danskos donated \$2. Another local retailer, L. L. Bean, gave a \$500 gift certificate to be given to a Portland Trails member in a random drawing.

\$\$\$ -- The most important tool for raising funds for South Dakota's George S. Mickelson Trail has been the Bridge Builder Program. It allows individuals or businesses to adopt a bridge by helping fund its construction. To date, 72 of the trail's 97 bridges have been adopted. Bridges cost between \$3,000 and \$21,000 depending upon length.

\$\$\$ -- A dinner and auction by Trails 2000, an advocacy group in Durango, Colorado, raised \$30,000. This remarkable sum didn't come from selling water bottles. Event organizers came up with many creative donations, from paintings and photographs to airline tickets. A "Romantic Get-Away" in a bed and breakfast also included locally made chocolates and a gift certificate to a lingerie store. (From IMBA Trail News)

\$\$\$ -- Brewers contributed their good spirits and cash to trail projects this year. In Michigan, the smooth, dark Big Ring Ale comes from the Michigan Brewing Company of Webberville. The Michigan Mountain Biking Association's Dwain Abramowski notes this "has opened another much needed source of funding."

Beyond creative campaigns and events, fundraising for Trails can come from a variety of sources such as:

- ◆ federal agency programs
- ◆ corporate gifts
- ◆ state/local programs
- ◆ private foundations
- ◆ wealthy individuals
- ◆ national corporate sponsorships
- ◆ grass roots campaigns
- ◆ federal special appropriations

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Sample Trail Building and Maintenance Fundraising Opportunities

Funding trails takes a bit of ingenuity and a lot of research. Between federal, state and local government funding mechanisms as well as grants, private partnerships and other creative funding methods, there are many ways to fund trails and greenways. The following pages list a few examples of possible trail building and maintenance funding sources.

I. General Information

A. Environmental Support Center

The Environmental Support Center, a non-profit organization in Washington D.C., provides financial support to state and local environmental groups for management, fund-raising, technology, and communications training and consulting. Since 1990, the Environmental Support Center (ESC) has repeatedly helped more than 1,500 local, state, and regional organizations working on environmental issues. ESC's goal is to improve the environment in the United States by enhancing the health and well-being of these organizations. With the adoption of their 2001-2005 Strategic Plan, the Environmental Support Center now defines its priority constituency as environmental justice organizations, activist organizations, and networks and coalitions made up of and formed by environmental justice and/or activist groups.

The Environmental Support Center's Environmental Loan Fund was established to stabilize, increase, and diversify the long-term funding base of regional, state and local environmental organizations. The Environmental Loan Fund is also a source of capital for nonprofits seeking to expand their funding base.

Contact:

Pamela Macedonia
ESC's Loan Fund Manager
Phone: 202/331-9700
Email: pmacedonia@envsc.org.
1500 Massachusetts Ave., NW Suite 25
Washington, DC 20005
Web Site: <http://www.envsc.org>

B. The Foundation Center

Founded in 1956, the Foundation Center is the nation's leading authority on institutional philanthropy and is dedicated to serving grantseekers, grantmakers, researchers, policymakers, the media, and the general public. The mission of the Foundation Center is to foster public understanding of the foundation field by collecting, organizing, analyzing, and disseminating information on foundations, corporate giving, and related subjects. Their audience includes grant-seekers, grant-makers, researchers, policymakers, the media, and the general public. This database is updated several times a year and allows for keyword searches by subject or state.

Contact:

Foundation Center, Washington D.C. Office
1627 K Street, NW, 3rd Floor
Washington, D.C. 20006-1708
Phone: (202) 331-1400
Web Site: <http://fdncenter.org/washington/>
Hours: Monday 10:00-7:00; Tuesday-Friday 10:00-5:00
"We are open free to the public; no appointment is necessary."

C. Lewis and Clark Bicentennial Funding Sourcebook

Sponsoring Agency: US Department of the Interior and the Lewis and Clarke Bicentennial Council

This sourcebook was written specifically as a guide to help assist communities, tribes, states and nonprofit groups find technical and financial assistance for Lewis and Clark Projects, including trail maintenance and construction. However, this is a valuable resource for any state and community project, providing information on federal, state, and philanthropic assistance.

To **download** the document, visit <http://www.nps.gov/lecl/200.htm>

D. National Park Service National Trails System, Sourcebook for Federal, State & Foundation Assistance

139-page booklet outlining some of the primary funding sources for the national scenic and historic trails. Chapters include: Foundations, Federal Assistance, Transportation Equity Act for the 21st Century (TEA-21), and State Funding Programs. Appendices include: Web sites for the Trail Fundraiser, Foundation Center locations by state, State Historic Preservation Offices, State Fish and Wildlife Commissioners, State Tourism Contacts, and State TEA-21 Contacts. Chapter entries describe the funding source program, eligible types of projects, applicant eligibility, and potential for assistance to trails.

Order the Sourcebook online, or send \$5 dollars (check or money order) for shipping and handling to:

American Hiking Society
1422 Fenwick Lane
Silver Spring MD 20910
Phone: (301) 565-6704
Web Site: www.americanhiking.org

II. Grants and Private Foundations

A. American Hiking Society National Trails Endowment

National Trails Endowment grants have been used for land acquisition, constituency building campaigns, and traditional trail work projects. Over the last four years, AHS granted nearly \$200,000 to 42 different organizations across the US. This year, grant applications are due November 30, 2001 and winners will be announced in May of 2002 — award checks will be presented on National Trails Day.

Contact:

Liz Dooley
Alliance Programs Manager
American Hiking Society
National Trails Endowment
1422 Fenwick Lane
Silver Spring, MD 20910
Phone: (301) 565-6704
Email: NTE@AmericanHiking.org
<http://www.americanhiking.org/alliance/endowment.html>

B. Bikes Belong Coalition Ltd.

Bikes Belong Coalition Grant Program

Bikes Belong Coalition is sponsored by members of the American Bicycle Industry. Their goal is simply to put more people on bikes more often. They seek to assist local organizations, agencies, and citizens in developing bicycle facilities projects that will be funded by TEA-21, the Transportation Equity Act for the 21st Century (*see Federal and State Funding Sources III. A*).

Bikes Belong Coalition will accept applications for grants of up to \$10,000 each, and will consider successor grants for continuing projects. Funding decisions will be made on a rolling basis. Applications and proposals will be reviewed under the auspices of the Bikes Belong Coalition's Executive Director and presented to the Board of Directors for approval, rejection, or resubmission. See web site www.bikesbelong.org for more information.

Contact

Tim Baldwin

Grants Program Administrator

1368 Beacon Street, Suite 102

Brookline, MA 02446-2800

Phone: (617) 734-2111

Email: tim@bikesbelong.org

Web Site: bikesbelong.org

III. Federal and State Funding Programs

A. Transportation Equity Act for the 21st Century

In 1991 Congress enacted the Intermodal Surface Transportation Efficiency Act (ISTEA) a six-year bill authorizing a wide range of federal-aid transportation programs. In June of 1998, the Transportation Equity Act for the Twenty-First Century (TEA-21) was enacted to reauthorize many of the revolutionary transportation policies and funding programs begun in ISTEA. State Departments of Transportation (DOTs) remain the key access point for projects that seek federal transportation dollars for trails, bicycle and pedestrian facilities. State park and natural resource agencies, metropolitan planning organizations (Mops) and local government remain key partners when pursuing development of a local, regional or statewide trail system.

A wide range of documents regarding trail-funding opportunities under TEA-21 are available from the National Transportation Enhancements Clearinghouse (NTEC). Questions or comments to NTEC may be addressed through: ntec@transact.org or phone 1-888-388-NTEC.

Understanding TEA-21 funds can be confusing. The attached fact sheet provided by the Rails-to-Trails Conservancy's Trails and Greenways Clearinghouse web site at www.trailsandgreenways.org, provides a good introduction to TEA-21. Another good source of information is the American Hiking Society's "TEA-21 Fact Sheet" which can be downloaded from http://www.americanhiking.org/policy/trail_fund.html.

B. Surface Transportation Program

Federal Highway Administration (FHWA)

VA Department of Transportation

Surface Transportation Program (STP) funds may be used for either the construction of bicycle transportation facilities and pedestrian walkways, or non-construction projects (such as maps, brochures, and public service announcements) related to safe bicycle use and walking. TEA-21 adds "the modification of public sidewalks to comply with the Americans with Disabilities Act" as an activity that is specifically eligible for the use of these funds.

Contact:

Kenneth E. Lantz, Jr.
Bicycle/Pedestrian Coordinator
VA Department of Transportation
Transportation Planning Division
1401 E Broad Street
Richmond, VA 232190-2000
Phone: (804)786-2985
email: lantz_ke@vdot.state.va.us
Web Site: www.vdot.state.va.us

Also: Susan Simmers, Assistant VDOT B&P Coordinator
Phone: 804-371-4869 or Toll free: 800-835-1203
Email: simmers_sh@vdot.state.va.us

C. Transportation Enhancements Program (TE)

VA Department of Transportation
Programming & Scheduling Division

The Transportation Enhancements provisions of TEA-21 are a 10% set-aside found within the Act's Surface Transportation Program (STP). With the new TE Act, Congress re-authorized and expanded many provisions of ISTEA, including Transportation Enhancements and provided an additional \$3.6 billion for TE through 2003.

Hallmarks of TE include:

- ◆ benefit communities by preserving the natural and human environment
- ◆ improve the transportation experience by strengthening multi-modal systems
- ◆ increase partnerships between state and local agencies
- ◆ strengthen the public role in local and state transportation planning.

Contact:

Bob Terrell
Enhancements Program Manager
1221 E. Broad St.
Richmond, VA 23219
(804) 786-2872
terrell_re@vdot.state.va.us
<http://www.enhancements.org/>

Additional Contacts:

Jerry Combs, TE Program Contact, Federal Highway Administration, VA Division
Ph: 804-775-3320; E-mail: Jerry.Combs@fhwa.dot.gov

D. Recreational Trails Fund

Virginia Department of Conservation and Recreation - (funded through TEA 21)

The Virginia Recreational Trails Fund Program is a grant program established for the purposes of providing and maintaining recreational trails and trail-related facilities. It is funded through the Transportation Equity Act for the 21st Century (TEA-21), which establishes a program for allocating funds to the States for recreational trails and trail-related projects. The US Department of Transportation, Federal Highway Administration (FHWA) administers the program in consultation with the Department of the Interior. The state agency responsible for administering the program in Virginia is the Virginia Department of Conservation and Recreation.

Grant Funding may be provided to private organizations, city governments, county governments, or other government entities, but must consider guidance from the DCR Trails Board. Additionally, federal government entities may be eligible to participate if teamed with private trail groups and organizations.

This is a reimbursement program, meaning that the sponsoring agency should be capable of financing the project while requesting periodic reimbursements. All project applications must have a 20% (minimum) sponsor match in total cost. Application deadline is January 31.

Contact:

Jerry Cassidy
Grant Administrator
(804) 786-3218
jcassidy@dcr.state.va.us
Internet: <http://www.dcr.state.va.us/prt/trailfnd.htm>

203 Governor Street Suite 326
Richmond, VA 23219-2010
See Also: Transportation Enhancements Program

E. Three Additional TEA-21 Trail-Related Programs

Contact (items 1-3 below):

Kenneth Lantz, Jr., Bicycle/Pedestrian Coordinator
Transportation Planning Division, Virginia Department of Transportation
Ph: (804)786-2985; email: lantz_ke@vdot.state.va.us
Web Site: <http://www.vdot.state.va.us>
- OR- <http://www.fhwa.dot.gov/environment/bikeped/BPBroch.htm#funding>

1. TEA-21 CMAQ Program

(Transportation Equity Act for the 21st Century (TEA-21) Congestion Mitigation & Air Quality (CMAQ) Program)
Jointly administered by the FHWA and the Federal Transit Administration (FTA) and Virginia Department of Transportation (VDOT)

Background: In 1990, Congress amended the Clean Air Act (CAA) to bolster America's efforts to attain the National Ambient Air Quality Standards (NAAQS). The amendments required further reductions in the amount of permissible tailpipe emissions, initiated more stringent control measures in areas that still failed to attain the NAAQS (non-attainment areas), and provided for a stronger, more rigorous linkage between transportation and air quality planning. In 1991, Congress adopted the Intermodal Surface Transportation Efficiency Act (ISTEA). This law authorized the CMAQ program, and provided \$6.0 billion in funding for surface transportation and other related projects that contribute to air quality improvements and reduce congestion. The CAA amendments, ISTEA and the CMAQ program together were intended to realign the focus of transportation planning toward a more inclusive, environmentally sensitive, and multimodal approach to addressing transportation problems.

CMAQ funds are available to a wide range of government and non-profit organizations, as well as private entities contributing to public/private partnerships, but are controlled by the MPO and the State DOT. Often, these organizations plan or implement air quality programs and projects as well as provide CMAQ funding to others to implement projects.

2. National Highway System Funds

National Highway System funds may be used to construct bicycle transportation facilities and pedestrian walkways on land adjacent to any highway on the National Highway System, including Interstate highways.

3. National Scenic Byways Program

TEA-21 authorizes a total of \$148 million for technical assistance and grants to States for the purposes of developing scenic byway programs and undertaking related projects along roads designated as National Scenic Byways, All-American Roads, or as State Scenic Byways.

B. National Park Service Challenge Cost-Share Program

U.S. Department of the Interior

Through the Challenge Cost-Share Program (CCSP), the National Park Service increases the participation of communities and local agencies and organizations to preserve natural, recreational, and cultural resources on NPS lands or outside NPS boundaries but in support of NPS programs. NPS contributes a maximum share of 50% with a cap of \$30,000 for each project; the required match consists of non-federal cash or in-kind services. Numerous types of projects funded through CCSP benefit the National Trails System, including resource management, resource inventory and monitoring, scientific research, interpretive exhibit enhancement, historic site restoration, trail segment reconstruction, stabilization, rehabilitation, and trail safety improvements.

Contact:

Laura M. Mahoney
CCSP National Coordinator
Email: Laura_Mahoney@nps.gov

IV. Corporate Giving

A. PowerBar, Inc.

PowerBar, Direct Impact on Rivers and Trails (D.I.R.T.) Grant Program

The D.I.R.T. (Direct Impact on Rivers and Trails) Program is an initiative sponsored by PowerBar, Inc., manufacturers of nutritional energy bars for athletes and recreational enthusiasts, that provides funding to individuals and organizations working on critical conservation and access issues in their local communities. Grant money in the past has been awarded to local trail clubs, schools and citizen groups who have an earnest desire to protect our natural resources. For additional information regarding criteria, application procedure and past award recipients, visit the PowerBar web site, www.powerbar.com, then "about us", then "grant program".

Contact:

PowerBar
Attn.: D.I.R.T. Program
2150 Shattuck Ave.
Berkeley, CA 94704
Web Site: <http://www.powerbar.com/whoWeAre/dirt/index.asp>

V. Additional Resources:

A. American Hiking Society Web Site:

"Funding Resources": http://www.americanhiking.org/policy/trail_fund.html

B. American Trails Web Site:

"Funding Resources": <http://www.americantrails.org/resources/funding/index.html>

C. Trails and Greenways Clearinghouse Web Site

www.trailsandgreenways.org

Go to "Technical Assistance" then "Guide to Creating a Greenway or Trail" then "Funding Information and Links"

Sponsored by the Rails-to-Trails Conservancy

1100 17th Street, NW, 10th Floor

Washington, DC 20036

Toll Free: 1-877-GRNWAYS

E-Mail: greenways@transact.org

D. Trail Building Assistance

The Nation's 110 state and local youth corps constitute a valuable resource for natural resource and trail managers as well as citizen groups seeking to accomplish valuable, visible projects. *Youth corps provide trained, well-led, cost effective crews for trail development and maintenance and related projects.* Youth corps enjoy a long and productive history of partnership with state, local, and Federal agencies, and are always looking for new projects.

For information contact:

Student Conservation Association - Capitol Office

Flip Haygood

1800 North Kent Street, Suite 1260

Arlington, VA 22209

Phone: (703) 524-2441

Email: flip@sca-inc.org