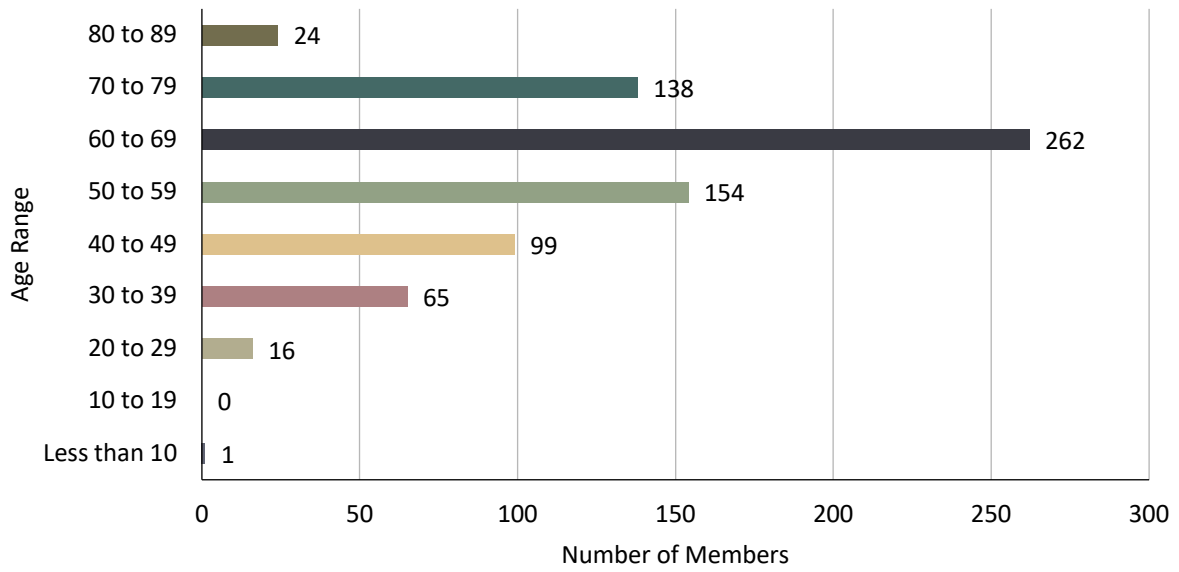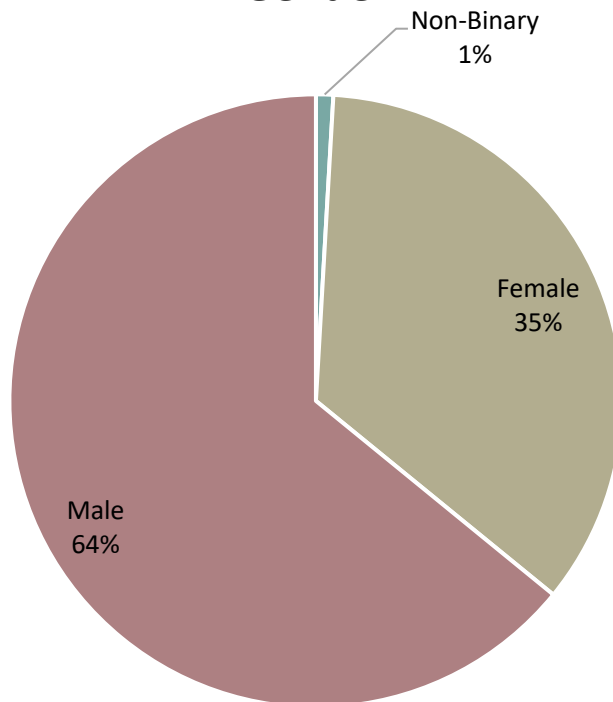# Quantitative Section

Ages

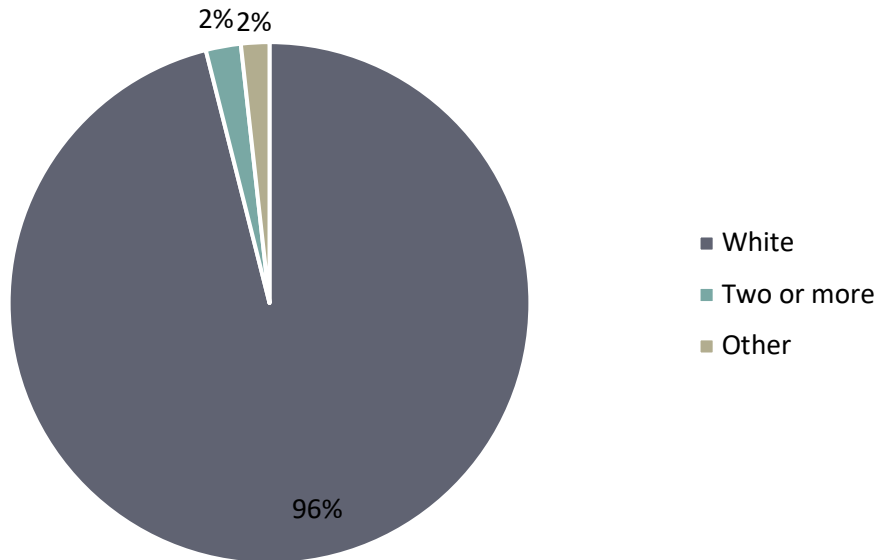Average age is 58.6 years

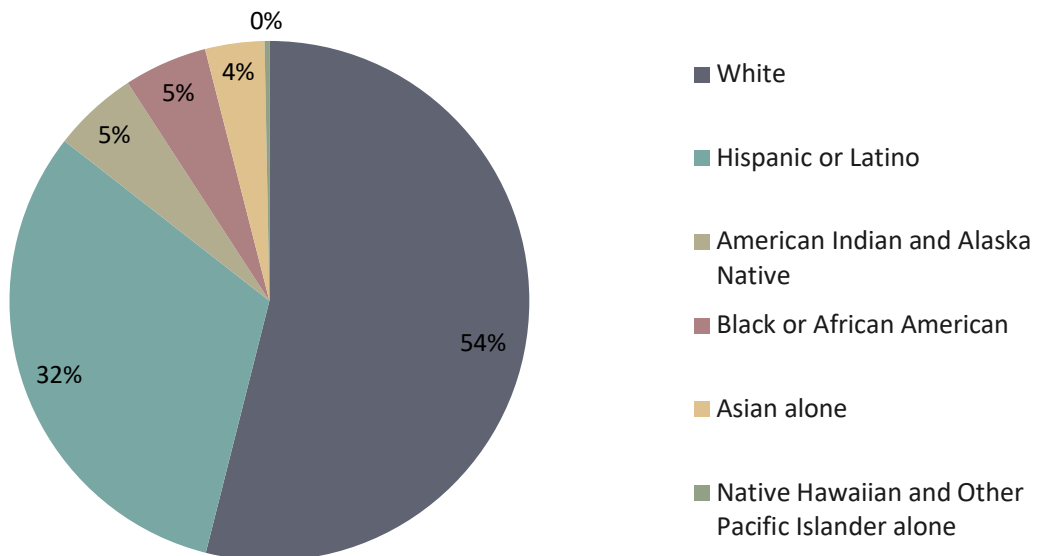| Age Range	Number of Members
80 to 89	24
70 to 79	138
60 to 69	262
50 to 59	154
40 to 49	99
30 to 39	65
20 to 29	16
10 to 19	0
Less than 10	1

Gender

- Non-Binary 1%
- Female 35%
- Male 64%

Race and Ethnicity
(Membership Base)

2% 2%

- White
- Two or more
- Other

96%

Race and Ethnicity
(State of Arizona)

0%

4%

5%

5%

- White
- Hispanic or Latino
- American Indian and Alaska Native
- Black or African American
- Asian alone
- Native Hawaiian and Other Pacific Islander alone

54%

32%

Length of Membership

Category	Percentage
Less than 1 year	18.20%
1-5 years	50.30%
6-10 years	18.60%
Over 10 year	18.20%

Household Income

- Less than $25,000 — 2%
- $25,000 to $34,999 — 7%
- $35,000 to $49,999 — 7%
- $50,000 to $74,999 — 16%
- $75,000 to $99,999 — 18%
- $100,000 to $149,999 — 23%
- $150,000 to $199,999 — 12%
- $200,000 or more — 15%
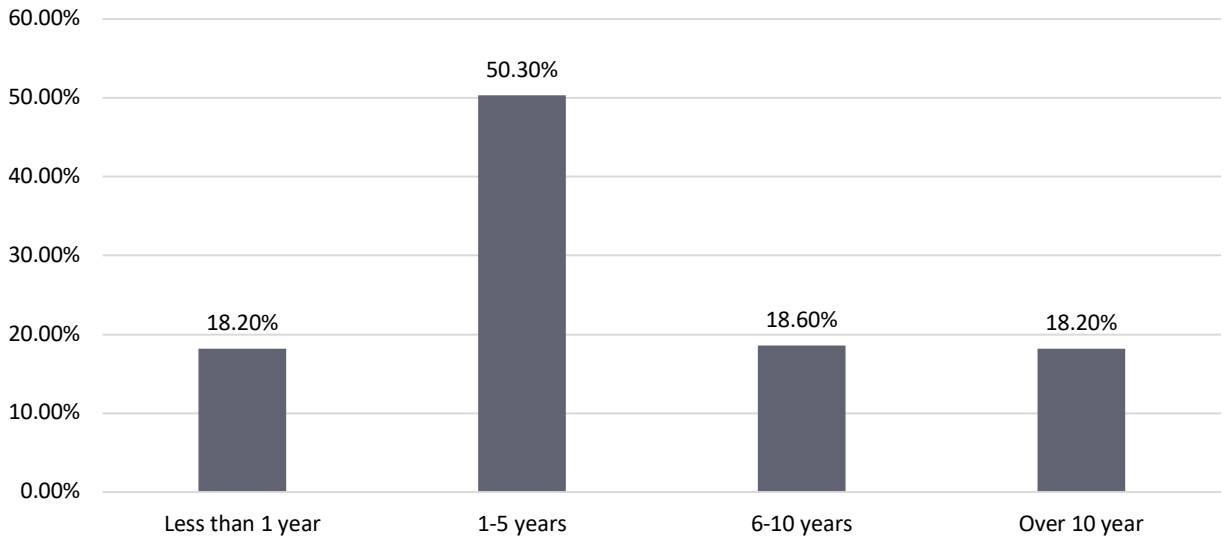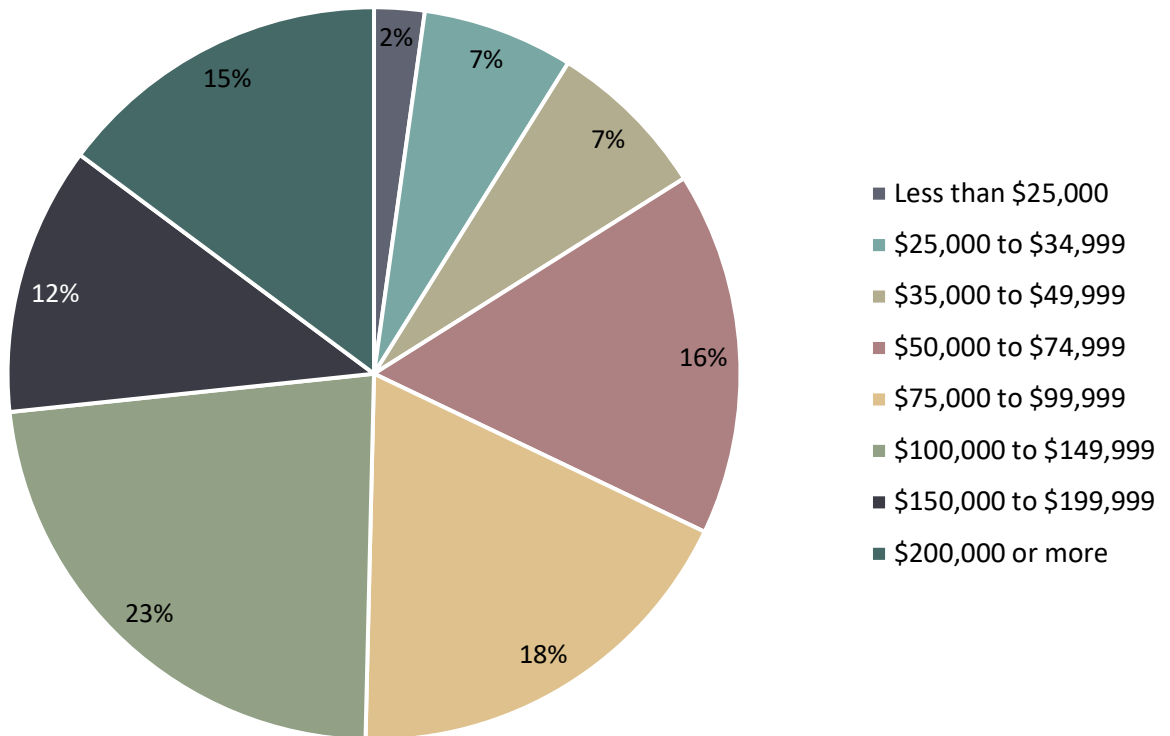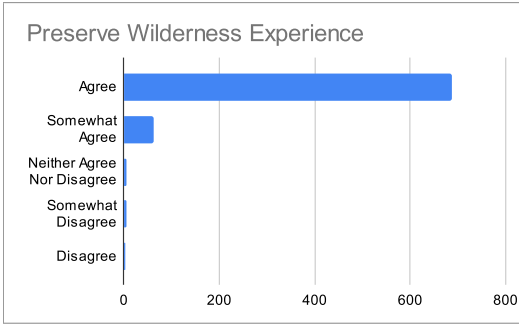
Protect

The Arizona Trail Association should… Preserve the primarily remote wilderness experience for hikers, equestrians and mountain bikers (outside of designated Wilderness)

Preserve Wilderness Experience

Average Score	**1.87**
Positive (%)	**98.30**
Neutral (%)	**0.79**
Negative (%)	**0.92**

| Preserve Wilderness Experience	
Agree	687
Somewhat Agree	63
Neither Agree Nor Disagree	6
Somewhat Disagree	5
Disagree	2

The Arizona Trail Association should… Support forest health initiatives to reduce the impacts of wildfires on the trail and surrounding landscape.

Support Forest Health Initiatives
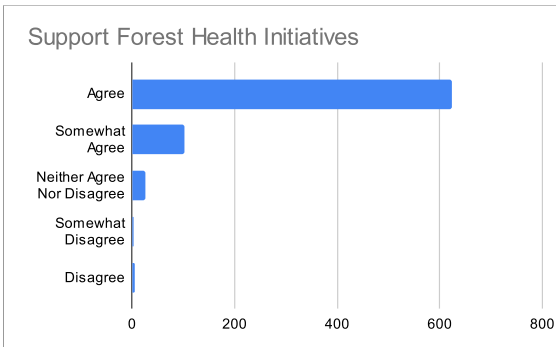
Average Score	**1.75**
Positive (%)	**95.28**
Neutral (%)	**3.54**
Negative (%)	**1.18**

| Support Forest Health Initiatives	
Agree	624
Somewhat Agree	103
Neither Agree Nor Disagree	27
Somewhat Disagree	4
Disagree	5

The Arizona Trail Association should… Engage in state and federal policymaking to ensure legislators are making decisions with the best interests of the Arizona Trail in mind.

Engage in Policymaking
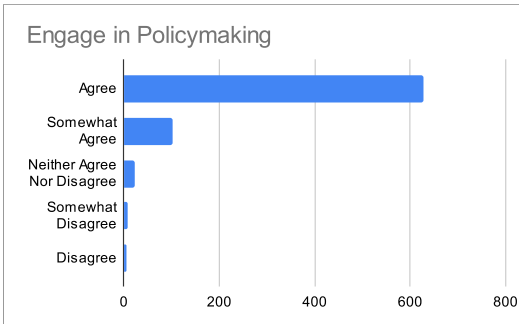
Average Score	**1.75**
Positive (%)	**95.54**
Neutral (%)	**2.88**
Negative (%)	**1.57**

Engage in Policymaking	
Agree	627
Somewhat Agree	102
Neither Agree Nor Disagree	22
Somewhat Disagree	7
Disagree	5

The Arizona Trail Association should… Pursue land acquisition opportunities where the Trail is located off public land to protect the Trail in perpetuity.

Pursue Land Acquisition Opportunities
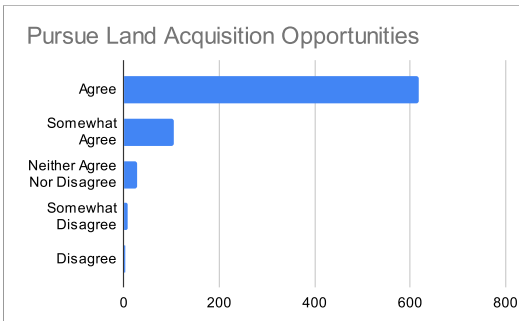
Average Score	**1.74**
Positive (%)	**94.76**
Neutral (%)	**3.67**
Negative (%)	**1.57**

Pursue Land Acquisition Opportunities	
Agree	618
Somewhat Agree	105
Neither Agree Nor Disagree	28
Somewhat Disagree	8
Disagree	4

Maintain

The Arizona Trail Association should…
**Strengthen partnerships with groups, clubs, organizations, businesses and communities to increase the overall quantity and diversity of volunteers.**

Strengthen Partnerships

Agree
Somewhat Agree
Neither Agree Nor
Somewhat Disagree
Disagree

0   200   400   600   800
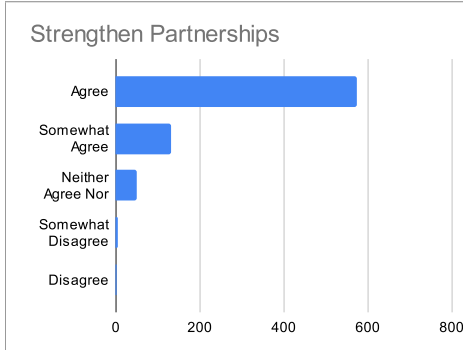
Average Score	**1.66**
Positive (%)	**92.53**
Neutral (%)	**6.42**
Negative (%)	**1.05**

| Strengthen Partnerships	
Agree	*573*
Somewhat Agree	*133*
Neither Agree Nor Disagree	*49*
Somewhat Disagree	*5*
Disagree	*3*

The Arizona Trail Association should… Develop and allocate financial and organizational resources to maintain the Trail and its unique features to National Scenic Trail standards.

Fund Maintenance

Agree
Somewhat Agree
Neither Agree Nor
Somewhat Disagree
Disagree

0   200   400   600   800
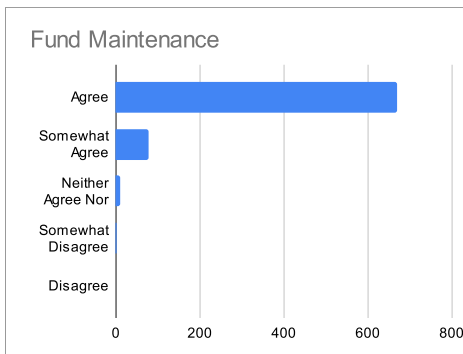
Average Score	**1.86**
Positive (%)	**98.30**
Neutral (%)	**1.44**
Negative (%)	**0.26**

Fund Maintenance	
Agree	*671*
Somewhat Agree	*79*
Neither Agree Nor Disagree	*11*
Somewhat Disagree	*2*
Disagree	*0*

The Arizona Trail Association should… Continue GIS support to trail users with maps and apps to provide safe access to the Trail.

GIS

Agree
Somewhat Agree
Neither Agree Nor
Somewhat Disagree
Disagree

0   200   400   600   800
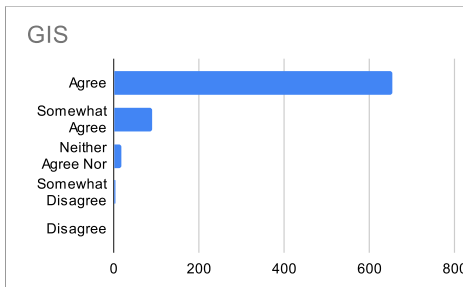
Average Score	**1.82**
Positive (%)	**97.12**
Neutral (%)	**2.36**
Negative (%)	**0.52**

GIS	
Agree	*652*
Somewhat Agree	*89*
Neither Agree Nor Disagree	*18*
Somewhat Disagree	*3*
Disagree	*1*

The Arizona Trail Association should…
Provide ongoing opportunities for volunteerism; engage repeat volunteers in more intensive stewardship projects; and diversify volunteer opportunities to keep the organization's volunteer corps strong.

Volunteerism

Agree
Somewhat Agree
Neither Agree Nor
Somewhat Disagree
Disagree

0   200   400   600   800
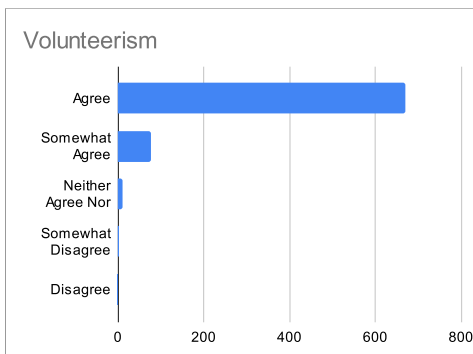
Average Score	**1.86**
Positive (%)	**98.17**
Neutral (%)	**1.57**
Negative (%)	**0.26**

Volunteerism	
Agree	*671*
Somewhat Agree	*78*
Neither Agree Nor Disagree	*12*
Somewhat Disagree	*2*
Disagree	*0*

Enhance

The Arizona Trail Association should… Develop water resources in the interest of trail user safety.
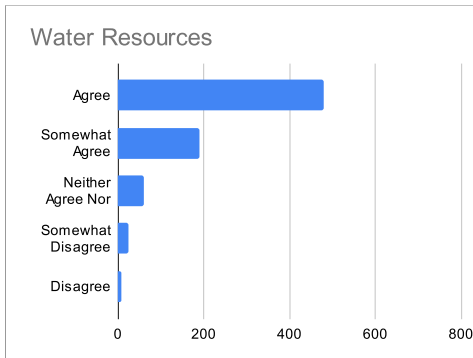
Water Resources

Average Score	**1.46**
Positive (%)	**87.81**
Neutral (%)	**7.99**
Negative (%)	**4.19**

| *Water Resources*	
Agree	*481*
Somewhat Agree	*189*
Neither Agree Nor Disagree	*61*
Somewhat Disagree	*24*
Disagree	*8*

The Arizona Trail Association should… Remove the AZT from dirt roads (where motor vehicles are allowed) by designing and constructing new trail segments.

Remove From Dirt Roads
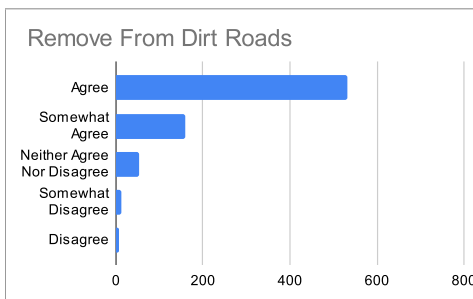
Average Score	**1.57**
Positive (%)	**90.43**
Neutral (%)	**7.08**
Negative (%)	**2.49**

Remove From Dirt Roads	
Agree	532
Somewhat Agree	158
Neither Agree Nor Disagree	54
Somewhat Disagree	13
Disagree	6

The Arizona Trail Association should… Develop routes for mountain bikers around designated Wilderness areas.

MTB Routes Around Wilderness
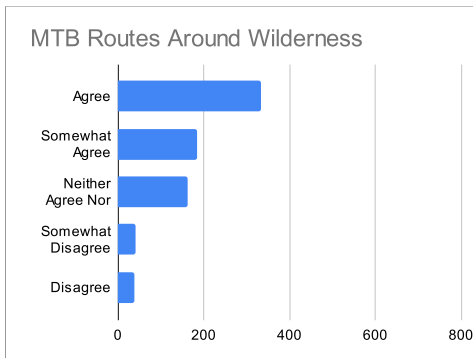
Average Score	**0.96**
Positive (%)	**68.02**
Neutral (%)	**21.36**
Negative (%)	**10.62**

MTB Routes Around Wilderness	
Agree	333
Somewhat Agree	186
Neither Agree Nor Disagree	163
Somewhat Disagree	42
Disagree	39

The Arizona Trail Association should… Make portions of the Trail more accessible to those with limited physical abilities.
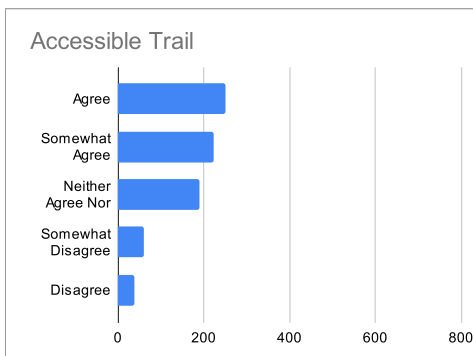
### Accessible Trail

Average Score	**0.77**
Positive (%)	**61.99**
Neutral (%)	**24.90**
Negative (%)	**12.98**

Accessible Trail	
Agree	250
Somewhat Agree	223
Neither Agree Nor Disagree	191
Somewhat Disagree	61
Disagree	38

Promote

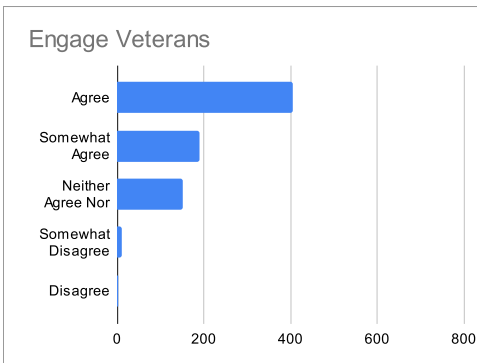**The Arizona Trail Association should...**
Promote the Trail and the unique lands through which it passes to outdoor enthusiasts, local communities and the general public – locally, regionally, nationally and internationally.
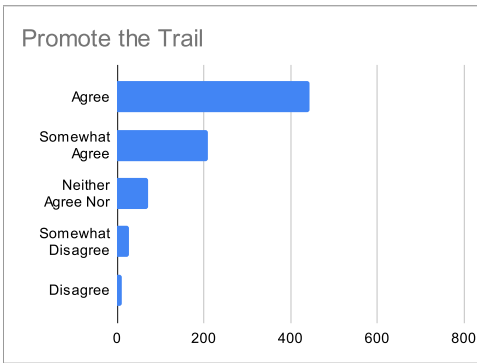
Promote the Trail

Average Score	1.37
Positive (%)	85.58
Neutral (%)	9.31
Negative (%)	5.11

Promote the Trail	
Agree	*444*
Somewhat Agree	*209*
Neither Agree Nor Disagree	*71*
Somewhat Disagree	*27*
Disagree	*12*

The Arizona Trail Association should… Engage members of Arizona's Veteran community to participate in trail activities.

### Engage Veterans

Average Score	1.29
Positive (%)	78.11
Neutral (%)	20.05
Negative (%)	1.83

Engage Veterans	
Agree	*406*
Somewhat Agree	*190*
Neither Agree Nor Disagree	*153*
Somewhat Disagree	*10*
Disagree	*4*

The Arizona Trail Association should...
Organize special events in Arizona Trail gateway communities to increase awareness of the Trail and involve more locals in ATA programs and projects.

Gateway Community Events
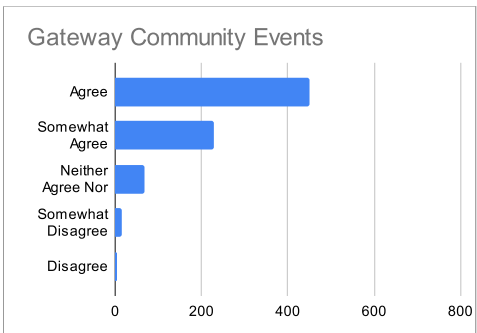
Average Score	1.45
Positive (%)	88.99
Neutral (%)	8.78
Negative (%)	2.23

Gateway Community Events	
Agree	*449*
Somewhat Agree	*230*
Neither Agree Nor Disagree	*67*
Somewhat Disagree	*14*
Disagree	*3*

The Arizona Trail Association
should develop new outreach mechanisms and campaigns to increase awareness of the Trail and encourage more people to experience the Arizona Trail.

New Outreach Campaigns
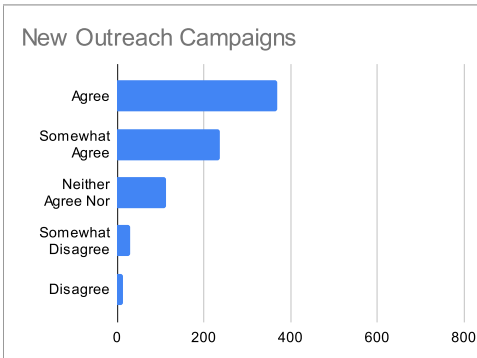
Average Score	1.21
Positive (%)	79.69
Neutral (%)	14.81
Negative (%)	5.50

New Outreach Campaigns	
Agree	*370*
Somewhat Agree	*238*
Neither Agree Nor Disagree	*113*
Somewhat Disagree	*29*
Disagree	*13*

Sustain

The Arizona Trail Association should… Invest in youth outreach and education programs to inspire the next generation of stewards of the Arizona Trail.

Youth Outreach & Education
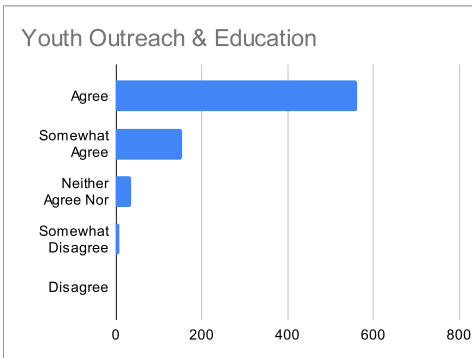
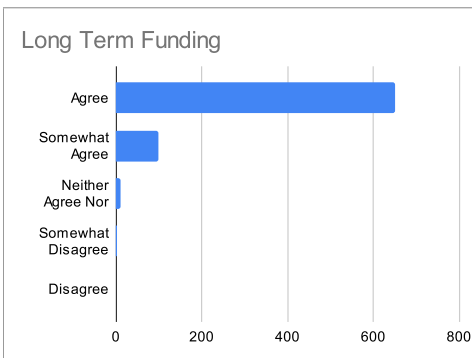|	
Average Score	**1.67**
Positive (%)	**94.10**
Neutral (%)	**4.85**
Negative (%)	**1.05**

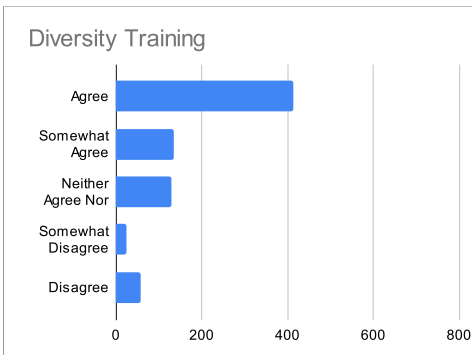| Youth Outreach & Education	
Agree	564
Somewhat Agree	154
Neither Agree Nor Disagree	37
Somewhat Disagree	7
Disagree	1

The Arizona Trail Association should… Secure long-term public and private funding sources to support ATA programs and operations.

Long Term Funding

Average Score	**1.83**
Positive (%)	**98.30**
Neutral (%)	**1.31**
Negative (%)	**0.39**

| Long Term Funding	
Agree	652
Somewhat Agree	98
Neither Agree Nor Disagree	10
Somewhat Disagree	2
Disagree	1

The Arizona Trail Association should… Provide diversity, equity and inclusion training to staff, Board, volunteers and trail users.

Diversity Training

Average Score	**1.07**
Positive (%)	**71.82**
Neutral (%)	**17.04**
Negative (%)	**11.14**

Diversity Training	
Agree	413
Somewhat Agree	135
Neither Agree Nor Disagree	130
Somewhat Disagree	26
Disagree	59

The Arizona Trail Association should… Provide outreach & education surrounding Leave-No-Trace and Share the Trail ethics to volunteers, trail users, and the general public.
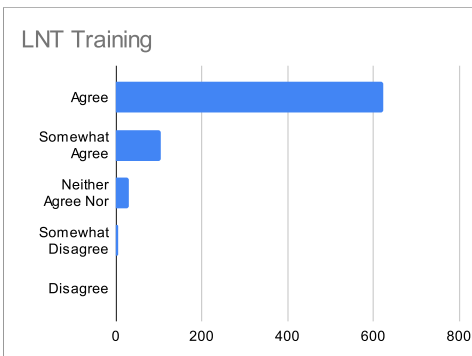
LNT Training

Average Score	**1.76**
Positive (%)	**95.41**
Neutral (%)	**3.80**
Negative (%)	**0.79**

LNT Training	
Agree	624
Somewhat Agree	104
Neither Agree Nor Disagree	29
Somewhat Disagree	5
Disagree	1

Qualitative Section

Challenges Facing the Trail

650 Responses, 1052 Coded Statements

Category	Value
Fire	261
Water	139
Climate Change	119
Maintaining the Trail	89
Overuse & Growth	71
Development	62
Misuse	40
Funding	37
Preservation	36
Motorized Vehicles	27
Access	25
Erosion	17
Private Land	16
Politics	15
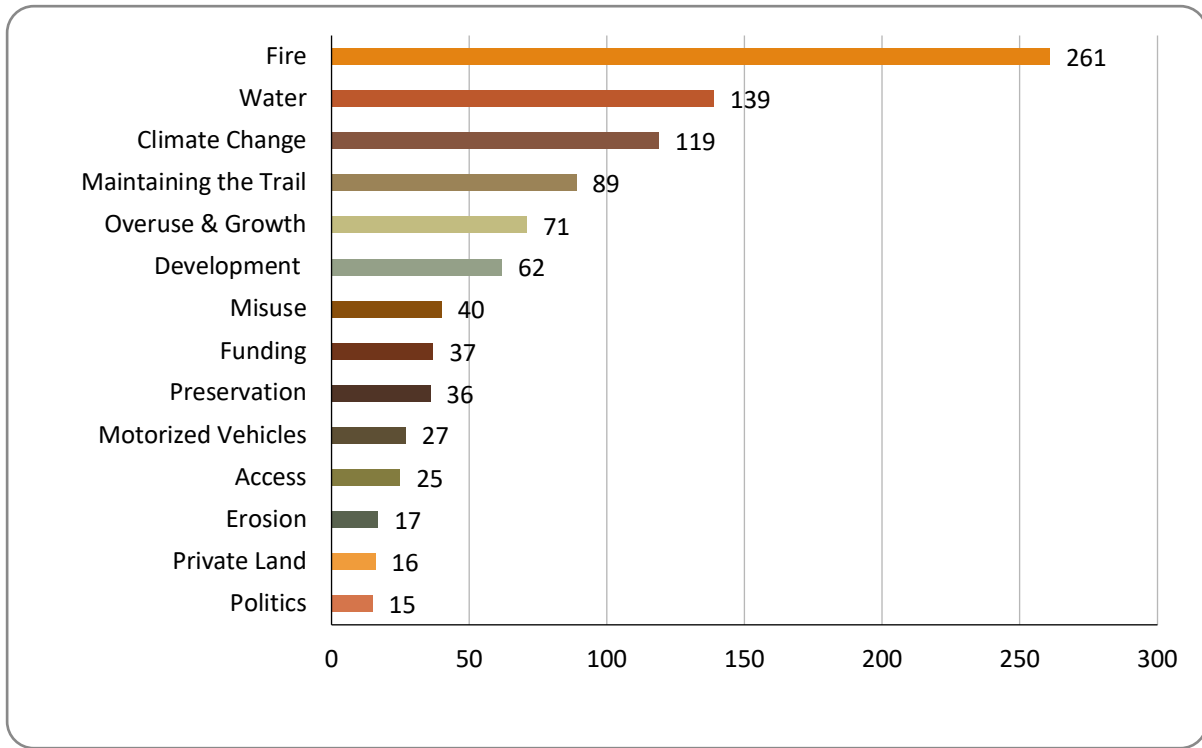
Fire

The top three categories of response are all related to natural forces, but with 261 mentions, Fire was by far the most commonly noted Challenge Facing the Trail. "Fire" and "Wildfire" were the most frequent responses, but others also included related concerns of closures, trail damage, and erosion.

Water

Of the 139 responses relating to water, the vast majority were focused on access to reliable water sources (97). This category also included Drought (31) and Floods (11).

Climate Change

There were 119 responses that directly referred to Climate Change as a Challenge Facing the Trail. This category was not subdivided.

Maintaining the Trail

The fourth most mentioned Challenge Facing the trail, and the first outside of natural forces, was Maintaining the Trail (89). This category was not subdivided. Most responses in this category were as broad as "Maintaining the Trail" or "Trail Maintenance" although a few did go into further detail.

Overuse and Growth
This category was not subdivided. These 71 comments tended to center around the growing popularity of the trail and the issues this may present in terms of crowding, trail damage, and a loss of the trail's remote/wild experience.

Development
In addition to more people using the trail as mentioned in the previous category, there is also a concern about development along the trail as cities and industries within the state grow. This category was not subdivided, but many of these 62 responses mentioned topics like Urbanization, Mining Impacts, and Border Wall Development.

Misuse
This category included statements about Lack of LNT Education (23), Misuse of the Trail (12), Human Waste (3) and "Human Stupidity" (2).

Funding
Thirty-seven members mentioned Funding as a Challenge Facing the Trail. This category was not subdivided.

Preservation
This category included responses that were coded as Threats to Wilderness and Wild Experiences (15), Preservation of Lands (13), and Preservation of the Trail (8).

Motorized Vehicles
There were 27 comments that mentioned Motorized Vehicles as a Challenge Facing the Trail, and of these, 9 specifically mentioned E-bikes.

Access
While the issue of "Access" came up 25 times, the comments varied widely. Some were referring to maintaining existing access to the trail inferring that it may be under threat from private interests, some talked about building sections of accessible trail, others were requesting more access points to the trail be built, or improving the rougher trailhead access roads.

Strengths of the Trail

625 Responses, 1215 Coded Statements

Category	Value
Diversity	208
The Experience	165
Beauty	122
The Trail Itself	102
Supporters of the Trail	69
Access	38
Opportunity	36
Showcase of AZ	24
The Challenge	23
Seasonality & Climate	20
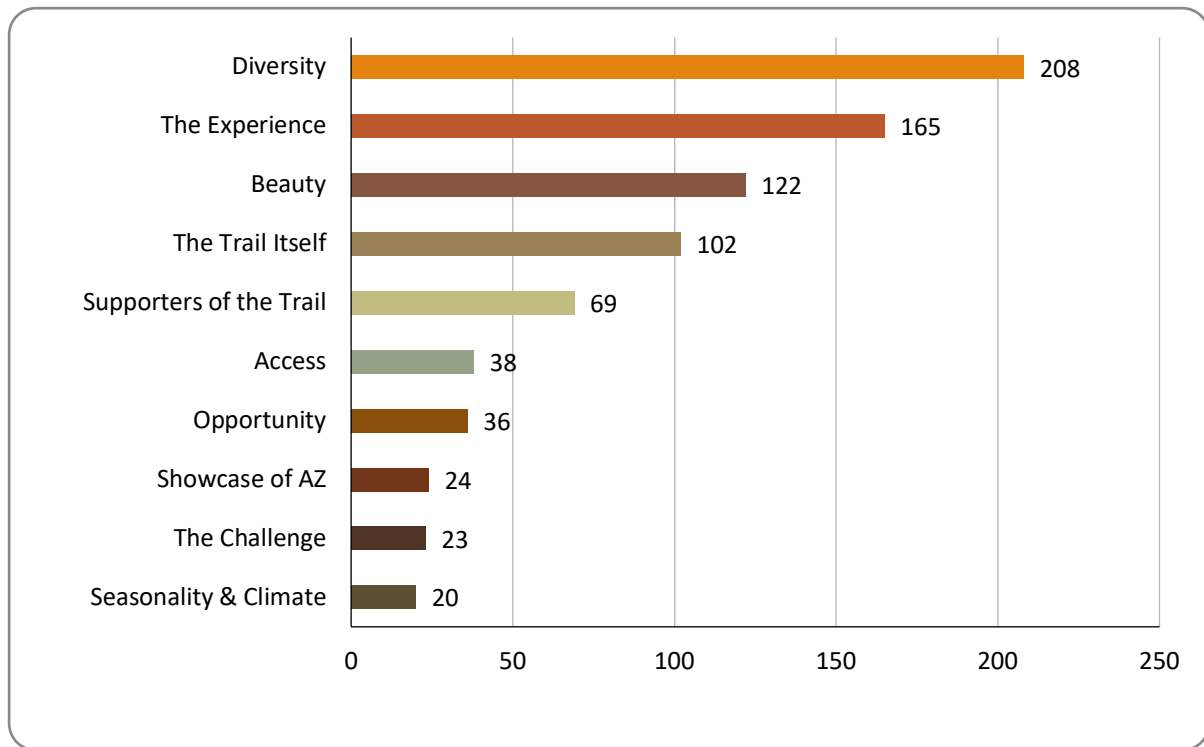
Diversity of the Trail
Diversity was the most common theme throughout the responses to "What do you see as the greatest strength of the Arizona Trail?" (208). This category mostly consisted of comments about the diverse nature of the trail (122) and included Biodiversity (49), Diverse Landscapes (48), and Diverse Terrain (25). Diversity of Opportunities (24) and Diverse People (5) were also included in this section. There were 83 comments that said "Diversity," but did not specify the type of diversity or did not fall into one of the established categories.

The Experience it Provides
The 165 responses in this category included 68 mentions of The Experience / Outdoor Experience, 49 mentions of the Wilderness / Wildness Experience, and 48 mentions of Solitude or Remoteness.

Scenic & Natural Beauty
This category was not subdivided. There were 122 mentions indicating that the beauty of the trail is one of its greatest strengths.

The Trail Itself
Almost half of the 102 responses in this category were comments expressing that "The Trail Itself" is the greatest strength of the Arizona Trail (47). This category also included responses

that noted strengths in having a Well-Maintained Trail (12), the Continuity of the Trail (12) and The Length of the Trail (31).

Supporters of the Trail
This category includes all responses that indicated that people, organizations, and communities as a strength of the trail. This includes mentions of Community (21), Volunteers (17), The ATA (13), Gateway Communities (10), Trail Maintainers (5), Members (2), and Local Businesses (1).

Access
As with the last section on Challenges, Access was a common theme but how people defined "access" varied widely. (38)

Opportunity
Twenty-Five responses mentioned the trail providing an "Opportunity" of some sort. The types of opportunities varied, but the most common theme was Recreational Opportunities (11).

Showcase of Arizona
There were 24 comments about how the trail served as a showcase of all of the great things Arizona has to offer.

The Challenge
There were 23 members that felt The Challenge that the trail presents is one of its greatest strengths.

Unique Seasonality & Climate
This category included mentions of the trail's Unique Seasonality (15) such as being able to hike various parts of it year-round and providing a long trail opportunity during shoulder seasons. The category also included 5 mentions of the trail's Unique Climate.

Improvements to the Trail

565 Responses, 736 coded statements
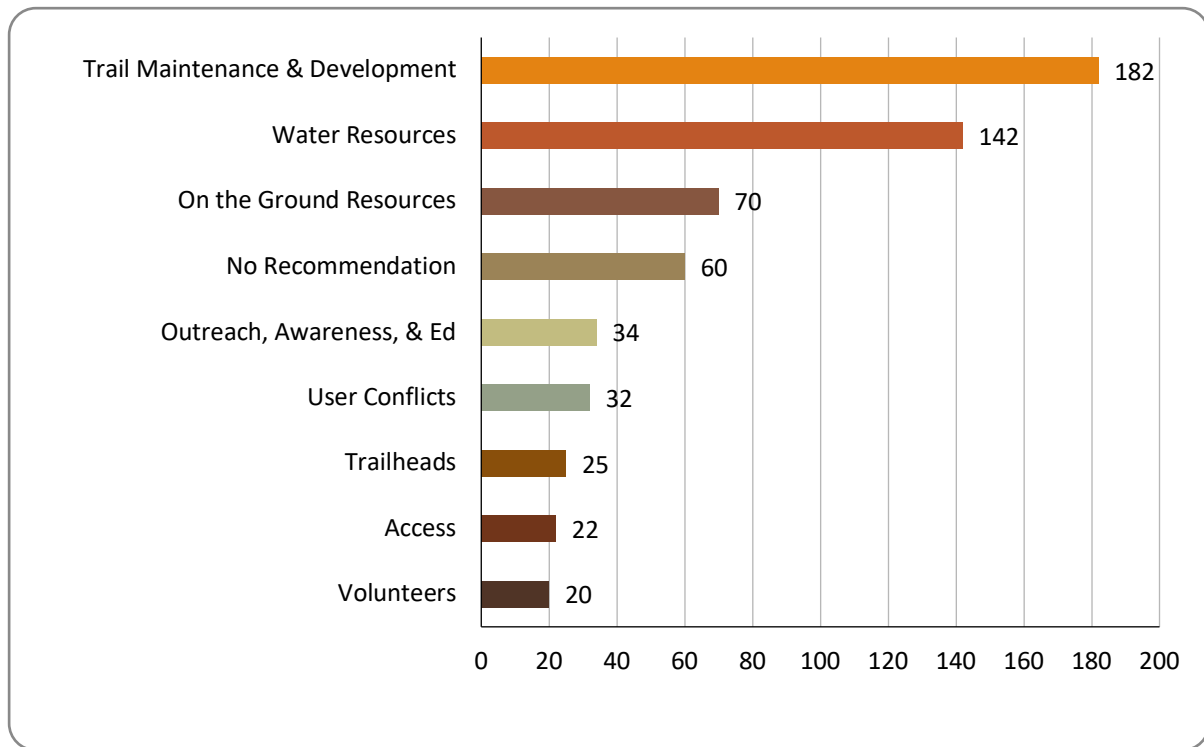
Trail Maintenance & Development

The 180 statements in this category included 103 mentions of Moving the Trail Off of Roads, 38 mentions of Trail Maintenance, and 27 mentions of Developing Alternate Routes. "Developing Alternate Routes" included 9 mentions of Bike Routes Around Wilderness and 3 mentions of Rerouting Poor Trail.

Improve Water Resources

There were 142 comments about the need to Improve Water Resources. Of these, 18 people mentioned a need for More Rainwater Catchment.

On the Ground Resources

This category was made up of many different requests for On the Ground Resources (70). By far the most frequent mention was signage (46), followed by Gates & Rollovers (10), Improved Shuttle Services (6), More Shade Structures (3), Campsite Development (2), and More Toilets (1).

No Recommendation

This category was subdivided and included 35 Unsure Statements such as "I Don't Know" and "Not Sure," and 25 Statements of Support mostly to the tune of "The Trail is Great as it is."

Outreach, Awareness, & Education
The 34 responses in this category were subdivided into Increase Awareness (19), More LNT Education (8), and More Outreach & Events (7).

User Conflicts
Only 2 of the 32 comments in this section were advocating for Improving Relationships Between User Groups; the remaining 30 were complaints about other user groups or advocacy for a particular user group. The complaints included 13 Anti-MTB statements, 4 Anti-Equine statements, 4 Anti-E-Bike statements, and 5 statements about Reducing Cattle Impacts. On the other side there were 3 statements advocating for More MTB Trail Options, and 1 Pro-E-Bike statement.

Trailheads
The 25 comments about Trailhead improvements included 8 mentions of Trailhead Access, 7 mentions of Trailhead Quality (such as signage and cleanliness), and 2 requests for More Trailheads.

Great "As Is"
This category was not subdivided. There were 25 responses that essentially said the trail is "Great as it is" and does not need to be improved.

Improve Access
As in the previous sections about Challenges Facing and Strengths of the Trail, the word "Access" was a common theme, but it's definition varied greatly. These 22 mentions ranged and included improving the roads to trailheads, making passages shorter, and ADA Accessibility.
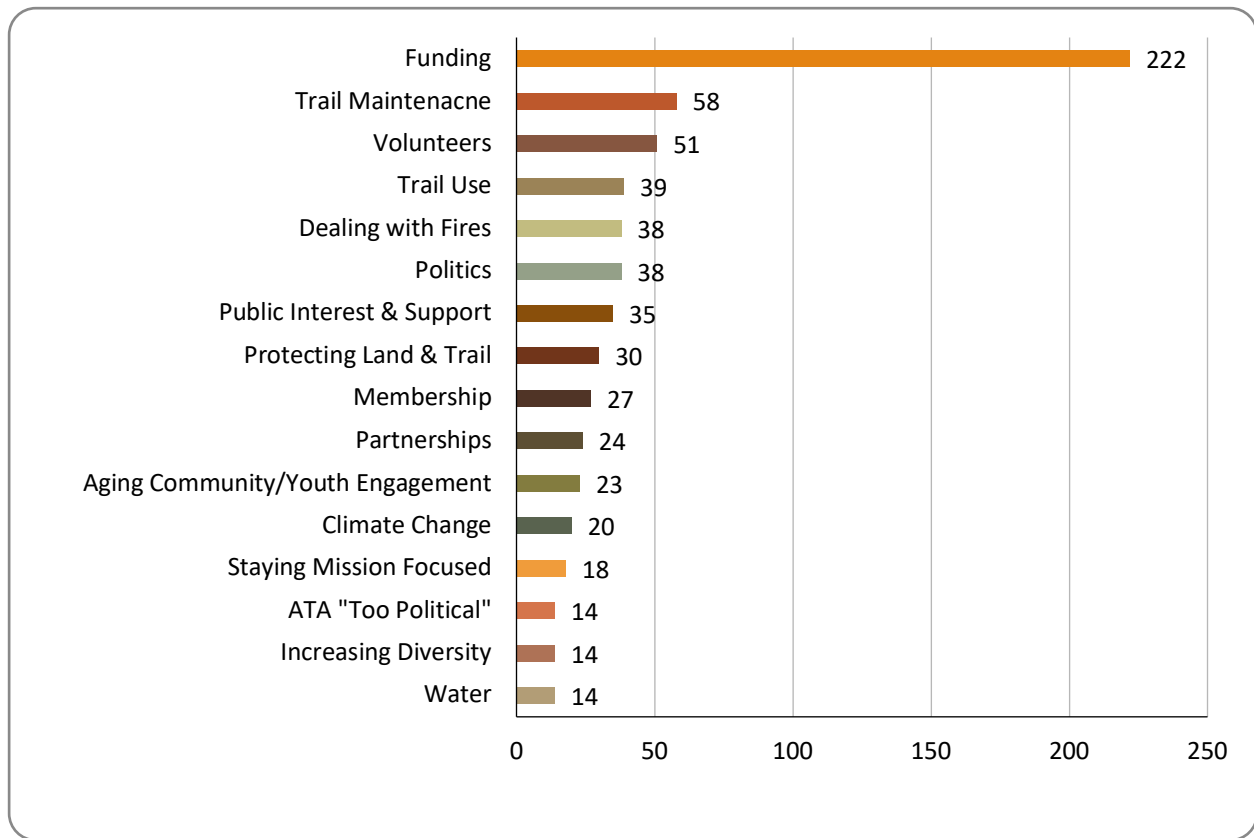
Volunteers
Twenty comments mentioned Volunteers. Of these, 10 were recommending More Volunteer Activities and 3 were advocating for More Volunteers. The remaining 7 discussed other aspects of Volunteerism.

Challenges Facing the ATA

601 Responses, 905 coded statements

Category	Value
Funding	222
Trail Maintenacne	58
Volunteers	51
Trail Use	39
Dealing with Fires	38
Politics	38
Public Interest & Support	35
Protecting Land & Trail	30
Membership	27
Partnerships	24
Aging Community/Youth Engagement	23
Climate Change	20
Staying Mission Focused	18
ATA "Too Political"	14
Increasing Diversity	14
Water	14

(Horizontal axis: 0, 50, 100, 150, 200, 250)

Funding
Funding was by far the most commonly mentioned challenge that members believe to be facing the ATA. Most of the 222 responses in this category simply stated "Funding," "Money," or "$." A few responses did offer suggestions on fundraising strategies.

Trail Maintenance
This category was not subdivided. A total of 58 responses mentioned Trail Maintenance as a challenge facing the ATA.

Volunteers
Of the 51 responses that mentioned volunteers, 18 felt that the ATA needed more volunteers, 13 discussed efforts to maintain existing volunteers, and the remaining 20 discussed other concerns about volunteerism.

Dealing with Fires
With wildfire being one of the greatest challenges members see for the trail, 38 members also noted here that Dealing with Wildfires is a significant challenge facing the ATA. This category

was not subdivided, but many of the responses mentioned trail maintenance and trail closures from wildfires.

Trail Use
The 39 responses in this category include Managing Growth & Overuse (26), Managing for Multiple Use (8), and Misuse of the Trail (5).

Politics
This category was not subdivided, although the 38 responses in this category were highly varied. Members iterated complaints and concerns about politicians, local and federal legislatures, liberal and conservative ideologies, corporate and government special interests, and "politics" in general. It should be noted that this category does not include responses from members that have complaints about the ATA being "too political," instead these have their own category in a later section.

Public Support / Interest
This category included responses that mentioned a concern about the trail or ATA having enough Public Support / Interest (21) and those who feel the ATA needs to "Promote the Trail" (14).

Protecting Land and Trail
Thirty responses mentioned the challenge of protecting either the trail or land surrounding the trail. Of these, 14 mentioned Protecting Against Development and 6 mentioned Protecting Wilderness.

Membership
Of the 27 responses that included Membership, 10 mentioned attracting new members, 9 mentioned retaining existing members, and 9 discussed other membership concerns such as engagement and communication.

Partnerships
This category included concerns about Government Cooperation (17) and Partnership Relations (7).

Aging ATA Community / Engaging Youth
This category captures the 23 responses that indicated concerns about the Aging ATA Community and the desire to Engage Youth so that there is continued support for the AZT and ATA well into the future.

Climate Change
This category was not subdivided. Climate Change was a major topic on the "Challenges Facing the Trail" question, and 20 people indicated that it is a challenge facing the ATA as well.

Staying Focused on the Mission

This category was not subdivided.

The ATA is being "Too Political"
These 14 responses all felt that the ATA is being "Too Political." Some responses indicated that they felt this would push away members of certain political leanings. This category was not subdivided.
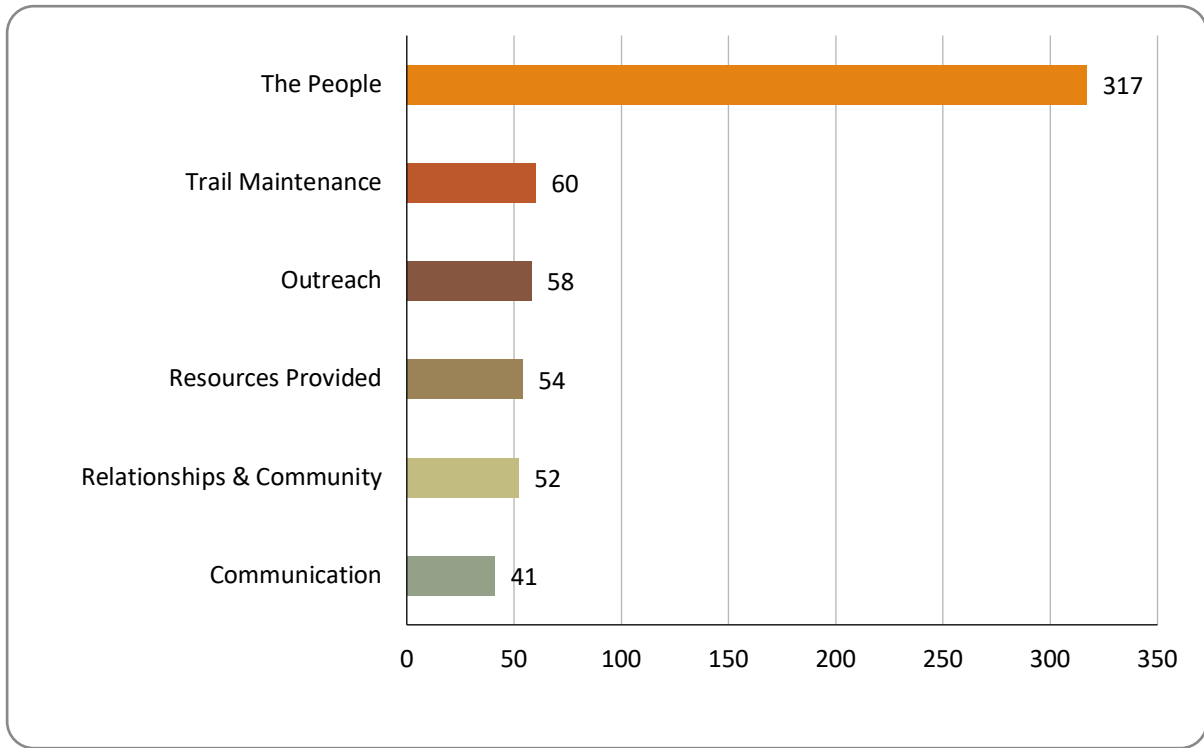
Diversity
The 14 responses in this category all felt that the ATA needed to do more to further diversify either membership, volunteers, board members, staff, or trail users. This category was not subdivided.

Water
This was another common challenge noted in the "Challenges Facing the Trail" section that carried over into this section about the ATA. There were 14 responses that mentioned concerns about water.

Strengths of the ATA

603 Responses, 987 coded statements

Bar chart titled "Strengths of the ATA":
- The People: 317
- Trail Maintenance: 60
- Outreach: 58
- Resources Provided: 54
- Relationships & Community: 52
- Communication: 41

People and Their Attributes

The membership base that participated in this survey clearly recognizes that the Arizona Trail Association is an organization of people: Volunteers, Members, Staff, and Leadership, and these people who make up the ATA, were most often mentioned as the organization's greatest strength. Volunteers were mentioned 131 times, Members 48 times, Leadership and Management 48 times, staff 40 times, Board Members 8 times, and "The People" 35 times. Matt Nelson himself received 7 shout outs.

In describing the people that make up the Arizona Trail Association, 66 mentioned their Dedication and/or Commitment, and 38 mentioned their Passion and/or Enthusiasm.

Speaking more broadly of the qualities of the ATA as an organization, members frequently mentioned its strengths as being Focused (14), Well Organized (14), Inclusive (9), Innovative (5), Quick to Action (6), Efficient (4), and Knowledgeable (2). Some also mentioned the ATA's Small Size (4) and Reputation (2) as strengths.

Trail Maintenance and Stewardship

Sixty responses mentioned Maintaining the Trail as one of the ATA's greatest strengths, 21 people mentioned Preserving and/or Protecting either the trail or the land around it, and 16 people discussed the organization's "Stewardship" of the trail.

Outreach

This category included mentions of Outreach (26), Advocacy (18), and Promotion (14). Outreach included 4 mentions of Social Media posts.

Resources Provided

There were 54 mentions of Resources Provided by the ATA as a strength. This included Informational Resources (20), the Website (11), and Maps (8). On-the-ground resources such as Signs, Gates, and Cisterns were mentioned 4 times. General "Resources" provided were mentioned 15 times.
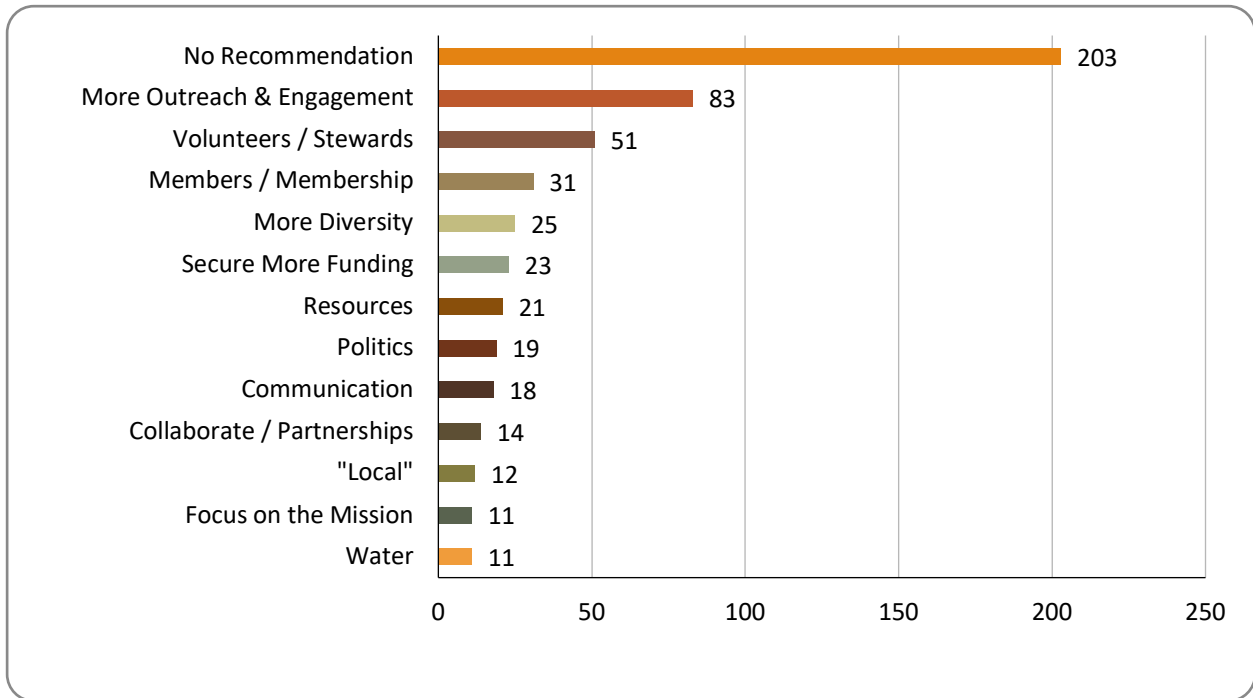
Relationships and Community

This category included positive mentions of Community Support (25), Partnerships / Collaboration (15), and Bringing People Together (12).

Communication

This category was not subdivided. All 41 coded responses found the organization's communication to be a top strength.

Improvements to the ATA

509 Responses, 768 coded statements

No Recommendation

The most significant response was no recommendation for improvement. This came in the form of Unsure Responses (94) such as "I don't know" and "Not Sure," Encouraging Statements (67) generally to the effect of "Keep up the great work," and Null Responses (42) generally saying "Nothing" or "Nothing comes to mind." When you also take into account that 256 people chose not to respond to this question at all, that means that 459 of 763 participants did not mention any way that they feel the ATA needs to improve.

More Outreach / Engagement
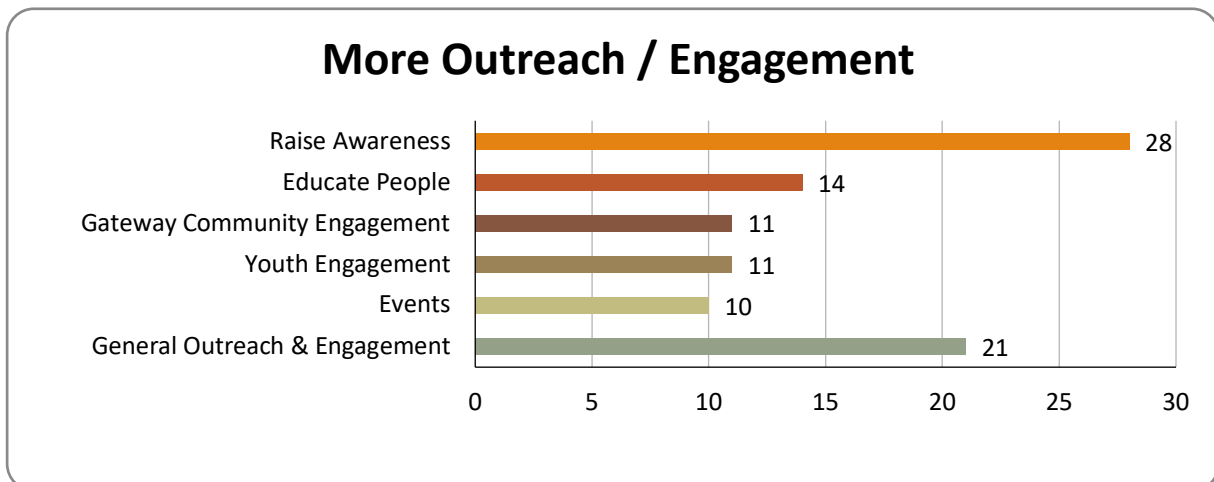
The second most commonly mentioned improvement was some form of increased or improved outreach and engagement. These 84 responses touched on topics like Raising Awareness (28), Educating People (14), Increasing Engagement with Gateway Communities (11), Engaging with Young People (11), Having More Events (10), and More Outreach and Engagement in General (21). This section does not include the 16 responses that indicated a desire for more volunteer events and the 12 responses that indicated a desire for more membership engagement; these responses are instead represented in the "Volunteer / Stewardship" and "Membership" sections respectively.

Volunteers / Stewards
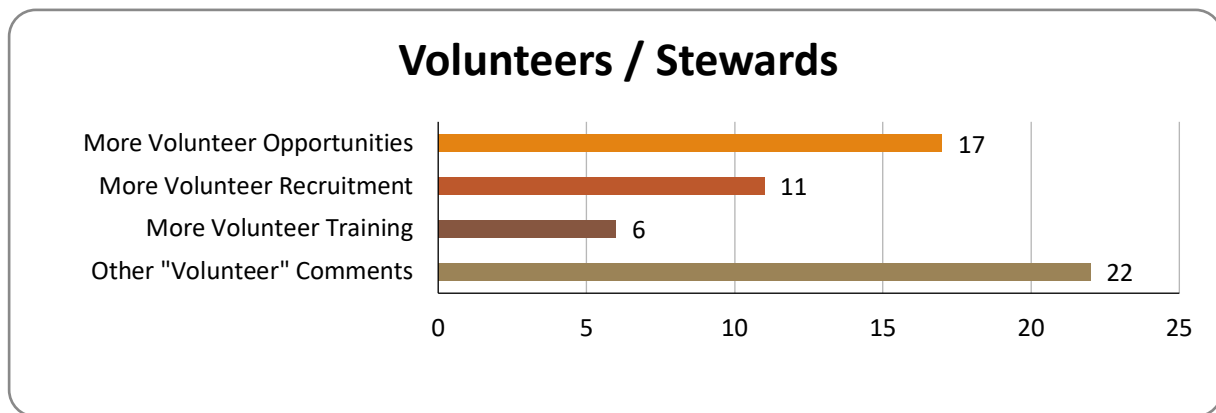
There were 51 total comments about volunteerism and steward programs. Of these, 17 mentioned having more volunteer opportunities and events, 11 discussed increasing recruitment, and 6 mentioned volunteer training. There were an additional 22 "Other Volunteer Comments" that were either associated with other codes such as diversity, communication, or website, or were stand-alone comments about volunteerism with the ATA.

Membership
Of the 31 comments about Members and Membership, 12 were associated with Member Engagement, 4 mentioned communication, and 3 discussed recruitment. There were 12 "Other Membership Comments" that were either associated with other codes such as diversity or website, or were stand-alone comments about membership with the ATA.

More Diversity
All 25 responses that mentioned diversity encouraged the ATA to increase the diversity of its board members, membership, staff, trail users, and volunteers. Four responses specifically mentioned increasing engagement with indigenous communities.

Secure More Funding
This topic was not subdivided. Responses encouraged the ATA to pursue various additional funding opportunities.

Resources
This topic was not subdivided; however, the 21 responses were quite diverse. They included requests for both informational resources such as guides and reports as well as on the ground resources such as shuttles, rollover gates, signage, and cache boxes. No single request was frequent enough to warrant its own coding.

Politics
Of the 19 responses that mentioned politics, 14 were requesting that the ATA stay out of politics, and 4 were encouraging the ATA to engage in political advocacy.

Communication
This topic was not subdivided. Responses generally requested additional communication.