

Move Forward Together Vermont

A Vision for our Outdoor Recreation Future

VISION

FOSTER HEALTHY AND VIBRANT COMMUNITIES THROUGH OUTDOOR RECREATION

GUIDING PRINCIPLES

Collaborative

Inclusive

Data-Driven

COMMON OBJECTIVES

Equity

Climate Resilience

THEMES

Stewardship

PROTECT MAINTAIN CONSERVE

Wellness

LEARN CREATE CONNECT

Economic Development

CULTIVATE INVEST BUILD

FIVE YEAR PRIORITY ACTIONS

Invest in stewarding and upgrading existing recreational infrastructure

Strengthen guidance and education about climate resilient strategies that help communities interact with their rivers and water bodies

Cultivate and promote a stewardship ethic among Vermonters and visitors

Identify and support regional outdoor recreation planning and partnerships

Create and promote a suite of technical assistance resources to strengthen the skills and expertise of non-profits, municipalities and businesses who manage recreation

Reinforce and sustain public recreation on private lands

Create and enhance in-community outdoor recreation opportunities that directly connect to where people live, learn, and work

Develop recreational opportunities and conserve open spaces that strategically fill gaps in experiences and distribution across the state

Create safe, welcoming, and environmentally sustainable entry spaces into the outdoors

Centralize, improve, and make more accessible informational resources about outdoor recreation opportunities and events

Support programs that reduce the costs of outdoor recreation

Strengthen connections between people working in health and wellness, people working in education, and people working in outdoor recreation

Strengthen community awareness about improved health and wellness outcomes through outdoor recreation

Develop information and resources to demonstrate how outdoor recreation resources and vibrant local economies are connected

Strengthen the capacity of municipalities to engage in Vermont's outdoor recreation economy

Strengthen workforce opportunities in Vermont's outdoor sector

Foster resilience and flexibility in outdoor recreation communities, organizations, and businesses to withstand major weather events and a variable climate

Invest in organizations and businesses led by marginalized communities

Support innovation in Vermont's outdoor sector by supporting entrepreneurship, providing resources to businesses, and seeking solutions to challenges

Learn more by visiting bit.ly/MoveTogetherVT



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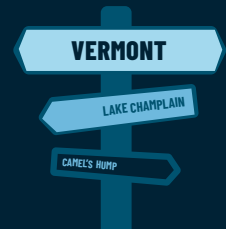
Thousands of people engaged in focus groups, participated in surveys, and provided feedback over an 18 month period so we could learn more about outdoor recreation in our state.

93%
of people in Vermont
participate in outdoor
recreation each year



Vermont's outdoor economy generates
\$2.1B and employs 16,283 people

Vermont has over
11,500 miles of trails



The **top reasons** people participate in outdoor recreation in Vermont are to:



**Enhance their
mental well-being**



**Appreciate the
scenic beauty**

**Relax and
recharge**



The **high cost of gear, equipment, and clothing** is the **top barrier** for people participating in outdoor recreation in Vermont, followed by **competing interests and insufficient facilities**.

Non-binary and low-income respondents face particular barriers including a lack of accessible information, difficulties with transportation and the high cost of gear, equipment, and clothing.

The most popular activities that people participate in:



Walking



Hiking



Swimming



**Flatwater
paddling**



Gardening

The top activities outdoor businesses support:



Bicycling



**Hiking/
walking**



**Backcountry
skiing**

Data based on responses to surveys completed through the Move Forward Together Vermont planning process

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