Welcome

A TRANSFORMATIVE YEAR
Welcome to Portland Trails’ 2022 Annual Report. This past year has been filled with growth! We embarked on our largest trail-building project in a decade, connecting people in Westbrook to a new off-street, people-powered transportation route. We hired a full-time Inclusion Coordinator to lead and grow our Healthier Neighborhoods for All program. And, a record number of volunteer groups lent their time to maintaining the trails. Your support made all of this – and everything else on the following pages – possible. Thank you!

At the end of 2022, we said farewell to Kara Wooldrik, who stepped down from her role as Executive Director in December. We extend our deepest gratitude to Kara for her ten years of steady leadership. We’re also grateful for Dana Totman, recently retired CEO of Avesta Housing, who’s been serving as our Interim Director through this transition period. Our ED search process is now underway, with hopes for a new leader coming aboard later this year. A top priority for them will be stewarding the development of our new strategic vision and plan.

At this turning point in Portland Trails’ history, I want to take a moment to affirm our steadfast commitments to:

These commitments will continue to guide our decision-making about how we grow, how and where we work, with whom we partner, and whose voices we seek to inform our priorities.

I look forward to seeing all we’ll accomplish together in 2023!

See you on the trails,

Kate O’Brien
Portland Trails, President

MEMBERSHIP
152 new members
1,072 total members
70% membership retention
Membership counted by household, not individual

MOST-VISITED TRAILS
1. Back Cove Trail
2. Eastern Prom Trail
3. Fore River Sanctuary
4. Presumpscot River Preserve
5. Bayside Trail

BY THE NUMBERS
31 ...the age of Portland Trails
75+ ...the number of miles of trails in our network
95 ...the percent of Portland residences within 1/4 mile of a trail
1,000,000+ ...the number of annual visits to the trail network

Member spotlight: Andy Meyer
“I’m a Portland Trails member because I thoroughly enjoy walking locally, and I’m inspired by the use-for-free-then-pay-what-it’s-worth honor system. I walk local trails once or twice a week with friends: longtime walk-buddies, visitors from away, and New American friends. A special treat is a day-long solo ski where my wife picks me up wherever I happen to finish. There’s nothing like an eight-hour ski on local trails with fresh snow.”

Andy is pictured exploring a trail with Kylian, his friend’s son.

A TRANSFORMATIVE YEAR
Welcome to Portland Trails’ 2022 Annual Report. This past year has been filled with growth! We embarked on our largest trail-building project in a decade, connecting people in Westbrook to a new off-street, people-powered transportation route. We hired a full-time Inclusion Coordinator to lead and grow our Healthier Neighborhoods for All program. And, a record number of volunteer groups lent their time to maintaining the trails. Your support made all of this – and everything else on the following pages – possible. Thank you!

At the end of 2022, we said farewell to Kara Wooldrik, who stepped down from her role as Executive Director in December. We extend our deepest gratitude to Kara for her ten years of steady leadership. We’re also grateful for Dana Totman, recently retired CEO of Avesta Housing, who’s been serving as our Interim Director through this transition period. Our ED search process is now underway, with hopes for a new leader coming aboard later this year. A top priority for them will be stewarding the development of our new strategic vision and plan.

At this turning point in Portland Trails’ history, I want to take a moment to affirm our steadfast commitments to:

These commitments will continue to guide our decision-making about how we grow, how and where we work, with whom we partner, and whose voices we seek to inform our priorities.

I look forward to seeing all we’ll accomplish together in 2023!

See you on the trails,

Kate O’Brien
Portland Trails, President

MEMBERSHIP
152 new members
1,072 total members
70% membership retention
Membership counted by household, not individual

MOST-VISITED TRAILS
1. Back Cove Trail
2. Eastern Prom Trail
3. Fore River Sanctuary
4. Presumpscot River Preserve
5. Bayside Trail

BY THE NUMBERS
31 ...the age of Portland Trails
75+ ...the number of miles of trails in our network
95 ...the percent of Portland residences within 1/4 mile of a trail
1,000,000+ ...the number of annual visits to the trail network

Member spotlight: Andy Meyer
“I’m a Portland Trails member because I thoroughly enjoy walking locally, and I’m inspired by the use-for-free-then-pay-what-it’s-worth honor system. I walk local trails once or twice a week with friends: longtime walk-buddies, visitors from away, and New American friends. A special treat is a day-long solo ski where my wife picks me up wherever I happen to finish. There’s nothing like an eight-hour ski on local trails with fresh snow.”

Andy is pictured exploring a trail with Kylian, his friend’s son.

A TRANSFORMATIVE YEAR
Welcome to Portland Trails’ 2022 Annual Report. This past year has been filled with growth! We embarked on our largest trail-building project in a decade, connecting people in Westbrook to a new off-street, people-powered transportation route. We hired a full-time Inclusion Coordinator to lead and grow our Healthier Neighborhoods for All program. And, a record number of volunteer groups lent their time to maintaining the trails. Your support made all of this – and everything else on the following pages – possible. Thank you!

At the end of 2022, we said farewell to Kara Wooldrik, who stepped down from her role as Executive Director in December. We extend our deepest gratitude to Kara for her ten years of steady leadership. We’re also grateful for Dana Totman, recently retired CEO of Avesta Housing, who’s been serving as our Interim Director through this transition period. Our ED search process is now underway, with hopes for a new leader coming aboard later this year. A top priority for them will be stewarding the development of our new strategic vision and plan.

At this turning point in Portland Trails’ history, I want to take a moment to affirm our steadfast commitments to:

These commitments will continue to guide our decision-making about how we grow, how and where we work, with whom we partner, and whose voices we seek to inform our priorities.

I look forward to seeing all we’ll accomplish together in 2023!

See you on the trails,

Kate O’Brien
Portland Trails, President

MEMBERSHIP
152 new members
1,072 total members
70% membership retention
Membership counted by household, not individual

MOST-VISITED TRAILS
1. Back Cove Trail
2. Eastern Prom Trail
3. Fore River Sanctuary
4. Presumpscot River Preserve
5. Bayside Trail

BY THE NUMBERS
31 ...the age of Portland Trails
75+ ...the number of miles of trails in our network
95 ...the percent of Portland residences within 1/4 mile of a trail
1,000,000+ ...the number of annual visits to the trail network

Member spotlight: Andy Meyer
“I’m a Portland Trails member because I thoroughly enjoy walking locally, and I’m inspired by the use-for-free-then-pay-what-it’s-worth honor system. I walk local trails once or twice a week with friends: longtime walk-buddies, visitors from away, and New American friends. A special treat is a day-long solo ski where my wife picks me up wherever I happen to finish. There’s nothing like an eight-hour ski on local trails with fresh snow.”

Andy is pictured exploring a trail with Kylian, his friend’s son.

A TRANSFORMATIVE YEAR
Welcome to Portland Trails’ 2022 Annual Report. This past year has been filled with growth! We embarked on our largest trail-building project in a decade, connecting people in Westbrook to a new off-street, people-powered transportation route. We hired a full-time Inclusion Coordinator to lead and grow our Healthier Neighborhoods for All program. And, a record number of volunteer groups lent their time to maintaining the trails. Your support made all of this – and everything else on the following pages – possible. Thank you!

At the end of 2022, we said farewell to Kara Wooldrik, who stepped down from her role as Executive Director in December. We extend our deepest gratitude to Kara for her ten years of steady leadership. We’re also grateful for Dana Totman, recently retired CEO of Avesta Housing, who’s been serving as our Interim Director through this transition period. Our ED search process is now underway, with hopes for a new leader coming aboard later this year. A top priority for them will be stewarding the development of our new strategic vision and plan.

At this turning point in Portland Trails’ history, I want to take a moment to affirm our steadfast commitments to:

These commitments will continue to guide our decision-making about how we grow, how and where we work, with whom we partner, and whose voices we seek to inform our priorities.

I look forward to seeing all we’ll accomplish together in 2023!

See you on the trails,

Kate O’Brien
Portland Trails, President

MEMBERSHIP
152 new members
1,072 total members
70% membership retention
Membership counted by household, not individual

MOST-VISITED TRAILS
1. Back Cove Trail
2. Eastern Prom Trail
3. Fore River Sanctuary
4. Presumpscot River Preserve
5. Bayside Trail

BY THE NUMBERS
31 ...the age of Portland Trails
75+ ...the number of miles of trails in our network
95 ...the percent of Portland residences within 1/4 mile of a trail
1,000,000+ ...the number of annual visits to the trail network

Member spotlight: Andy Meyer
“I’m a Portland Trails member because I thoroughly enjoy walking locally, and I’m inspired by the use-for-free-then-pay-what-it’s-worth honor system. I walk local trails once or twice a week with friends: longtime walk-buddies, visitors from away, and New American friends. A special treat is a day-long solo ski where my wife picks me up wherever I happen to finish. There’s nothing like an eight-hour ski on local trails with fresh snow.”

Andy is pictured exploring a trail with Kylian, his friend’s son.
In 2022, Portland Trails broke ground on the new Clark Brook Trail – a one-mile-long trail in Westbrook. Thanks to generous funding from the IDEXX Foundation, this trail connects Spring Street in Westbrook to the business park near Eisenhower Drive and improves recreation and car-free transportation opportunities for residents and employees in the area. The trail also connects to Smiling Hill’s trail system. (Ice cream, anyone?)

We anticipate completing this trail in June of 2023. Stay tuned for updates on trail progress, action photos, volunteer days, trail maps, and the official opening date!

Portland Trails continued making progress on the North Deering Bicycle Byway, a collaboration with the City of Portland. In 2022, we widened and improved the surface of the trail connecting University Park to Canco Road.

We saw many of our in-person events return in 2022. Nearly 700 community members attended our events, which included a 10-mile hike, a scavenger hunt, an evening of poetry, and a wintry 5K run. See you again in 2023!

Portland Trails is featured in Writing the Land: Maine, a land trust poetry anthology published in 2022. Two local poets, Mike Bove and Samaa Abdurraqib, wrote beautiful poems about the Fore River Sanctuary and the Presumpscot River Preserve.

After ten years as Executive Director of Portland Trails, Kara Wooldrik stepped down at the end of 2022. We are so grateful for all her hard work and passion over the years, and we wish her luck as she embarks on the next chapter of her career!

Writing the Land: Maine is being led by Portland Trails’ new Inclusion Coordinator, Angelique Bitshilualua. She joined the team in November 2022, and her work has included making connections in the Riverton and Sagamore Village neighborhoods and creating a presentation to teach residents about the trails.

For full program information and a list of our HNFA partners, visit trails.org/healthier-neighborhoods-for-all.
Thank you for donating to Portland Trails in 2022! The trails are community-funded, and your gift makes Greater Portland a better place for you and your neighbors to live, work, and play. You can see the full list of 2022 donors at trails.org/annual-report.

Here’s a look at how our 1,684 donors gave:

- **1,169** online
- **448** by mailed check
- **64** through a donor-advised fund or foundation
- **3** with a stock gift

If you have any questions about giving through a non-traditional avenue, please reach out to Lindsay Conrad at lindsay@trails.org.

### Giving trends

- 60% of members donated in addition to their membership amount
- 12% of members have a monthly or annually recurring donation

### A look at corporate sponsorships

Our 97 corporate partners supported projects, events, operations, and maintenance of the trail network in 2022. We’re so grateful for the businesses who donated at every level throughout the year! You can see the full list of all our corporate sponsors at trails.org/sponsors/.

[Corporate partner spotlight: Evergreen Credit Union]

“Evergreen partners with Portland Trails because getting people outdoors is an important aspect of a healthy life. We’re proud to support a local, accessible trail network in Greater Portland that improves residents’ mental and physical health, which can help them live a healthier financial life. Our favorite collaborations with Portland Trails have included: building trails behind the Animal Refuge League of Greater Portland, creating the Tails of the Trails campaign, and volunteering on the trails.”

The Evergreen Credit Union team is pictured at a trail work day in 2019.

### In 2022, we had...

- **498** trail volunteers
- **28** volunteer trail stewards
- **31** office volunteers
- **30** event volunteers
- **23** board and committee volunteers
- **2,350** hours of volunteer work

### Volunteers

**Volunteer spotlight: Diane Bell**

“I volunteer with Portland Trails because I'm impressed with the mission of making and maintaining the trails in Greater Portland that, as a runner, I use all the time. Over the years, I've helped at race finish lines, handed out bibs at packet pick-ups, and done some plain ole envelope stuffing! I was so happy to have the time to volunteer for Portland Trails after retirement. Now that I have grandchildren, I've taken them for walks and adventures on the trails, too.”

Diane is pictured running the Holiday Dash 5K. Before the race, she volunteered at packet pick-up!