

# LEAVE NO TRACE MISSION

## OUR VISION

To sustain healthy, vibrant natural lands for all people to enjoy, now and into the future. Every person who ventures outside puts Leave No Trace practices into action.

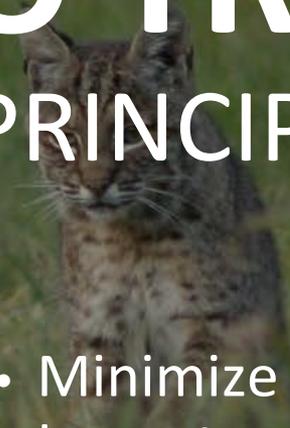
## OUR MISSION

To protect the outdoors by teaching and inspiring people to enjoy it responsibly.



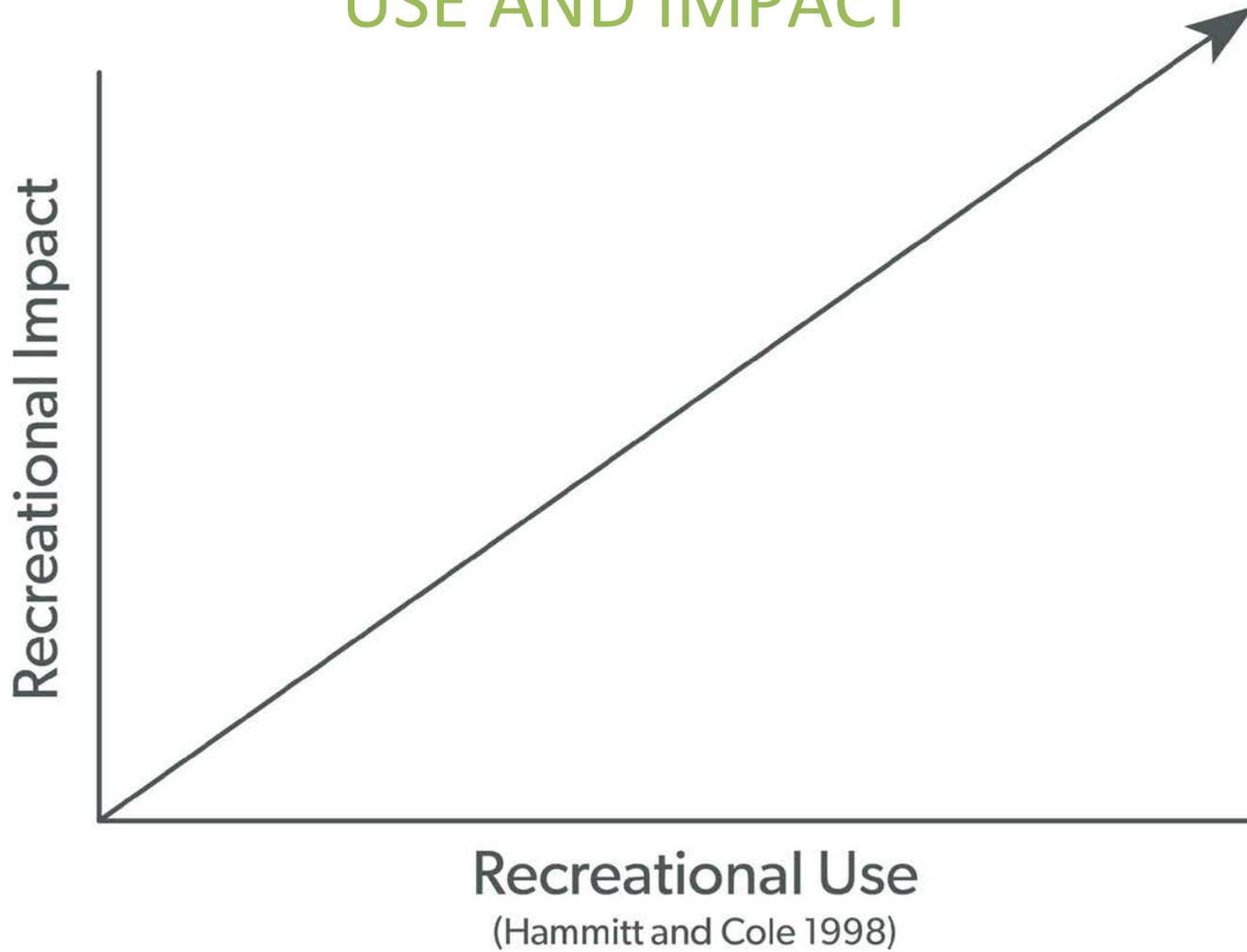
# LEAVE NO TRACE

## THE SEVEN PRINCIPLES



- Plan Ahead & Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

# HYPOTHETICAL RELATIONSHIP: USE AND IMPACT

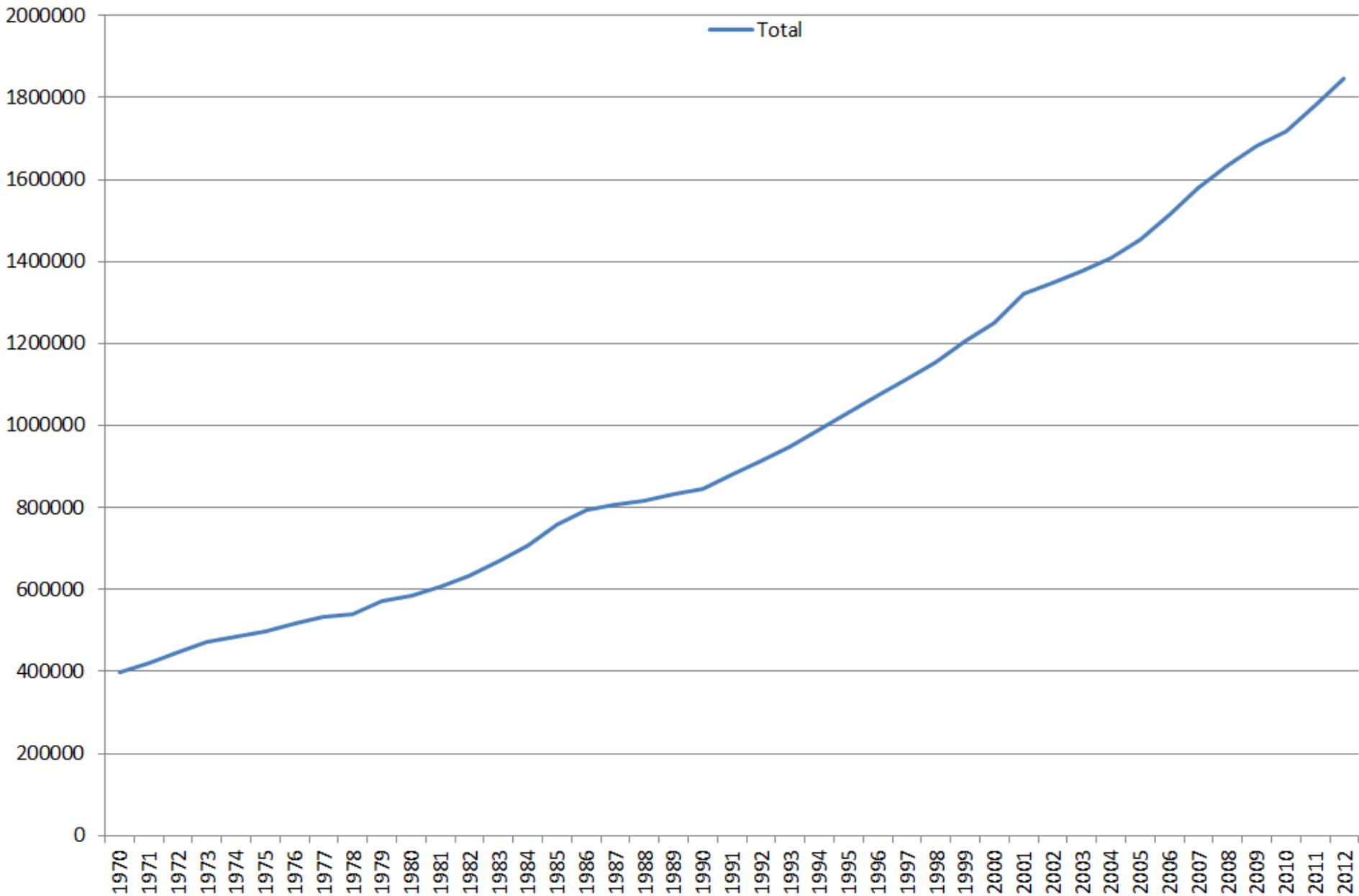








# Population - Austin MSA



- 300 Parks
- 227 miles of trail
- 21,000 + acres
- 15 Preserves
- 16 Greenbelts

Parkland

Visitors

- Ranked 2017 best city to live
- 1990: 497,157
- 2017: 949,587
- Austin/RR = 2.1 M
- Festival Culture (ACL, SXSW)

Dogs

Wildlife

- 250,000 + dogs
- 13 Dog off leash areas
- 150,000 + pounds of dog waste a year

- Central Flyway
- 67 Rare & local species
- 14 listed as endangered

# *Scoop it up, Austin – It's Your Duty!*

[www.ScoopThePoopAustin.org](http://www.ScoopThePoopAustin.org)

You know  
what this is.



# MARKETING & COMMUNICATIONS



**PROTECT THE  
PLACES YOU LOVE.  
LEAVE NO TRACE**

A fly fisherman in a river with mountains in the background. The fisherman is wearing a hat, a vest, and waders, and is holding a fishing rod. The river is surrounded by trees and rocks, and the mountains in the background are rugged and rocky. The sky is clear and blue.

HOW TO GET INVOLVED  
**PASS IT ON**

ENJOY YOUR WORLD.  
LEAVE NO TRACE.



Center for Outdoor Ethics | [LNT.org](http://LNT.org)