

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.

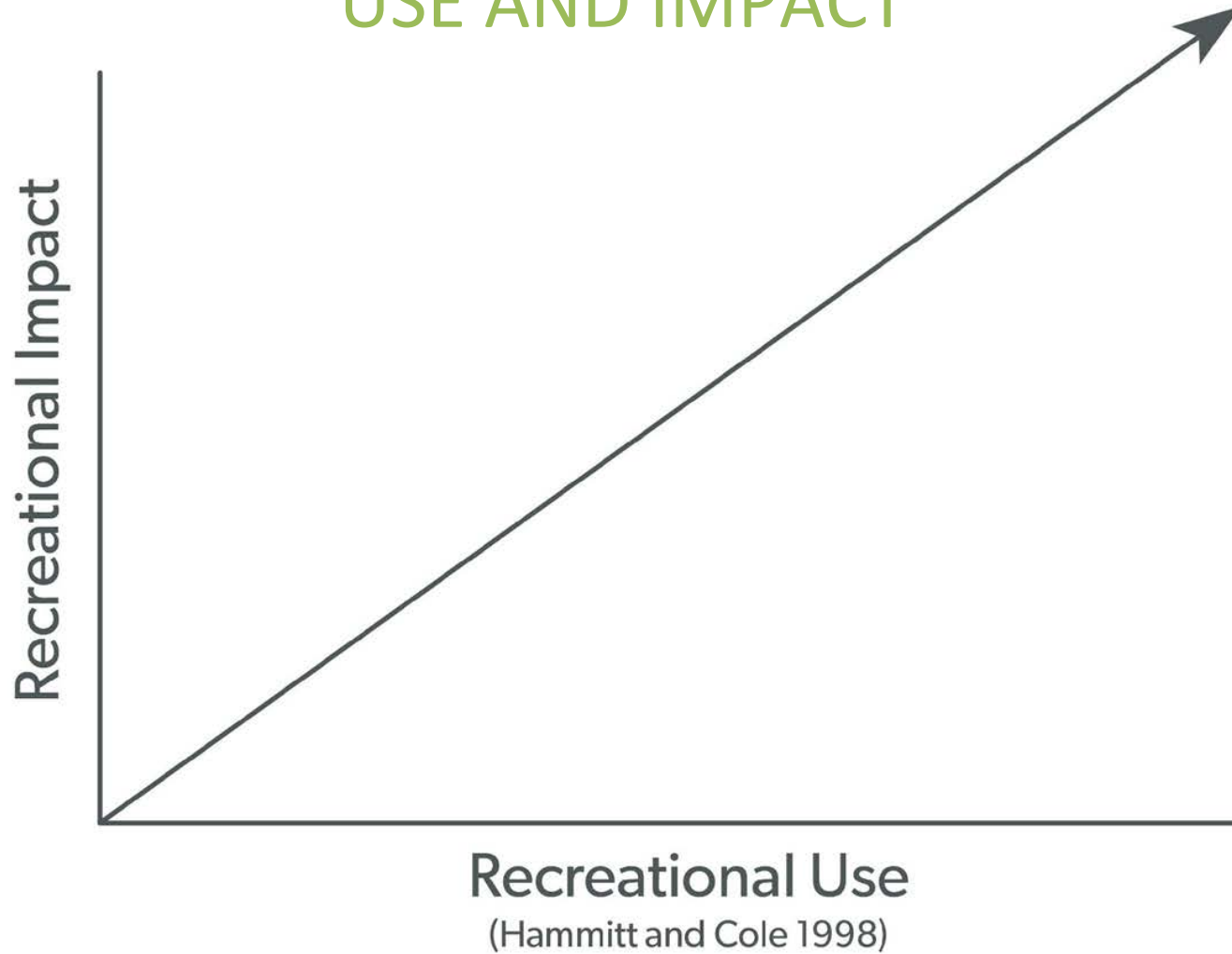


LEAVE NO TRACE

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

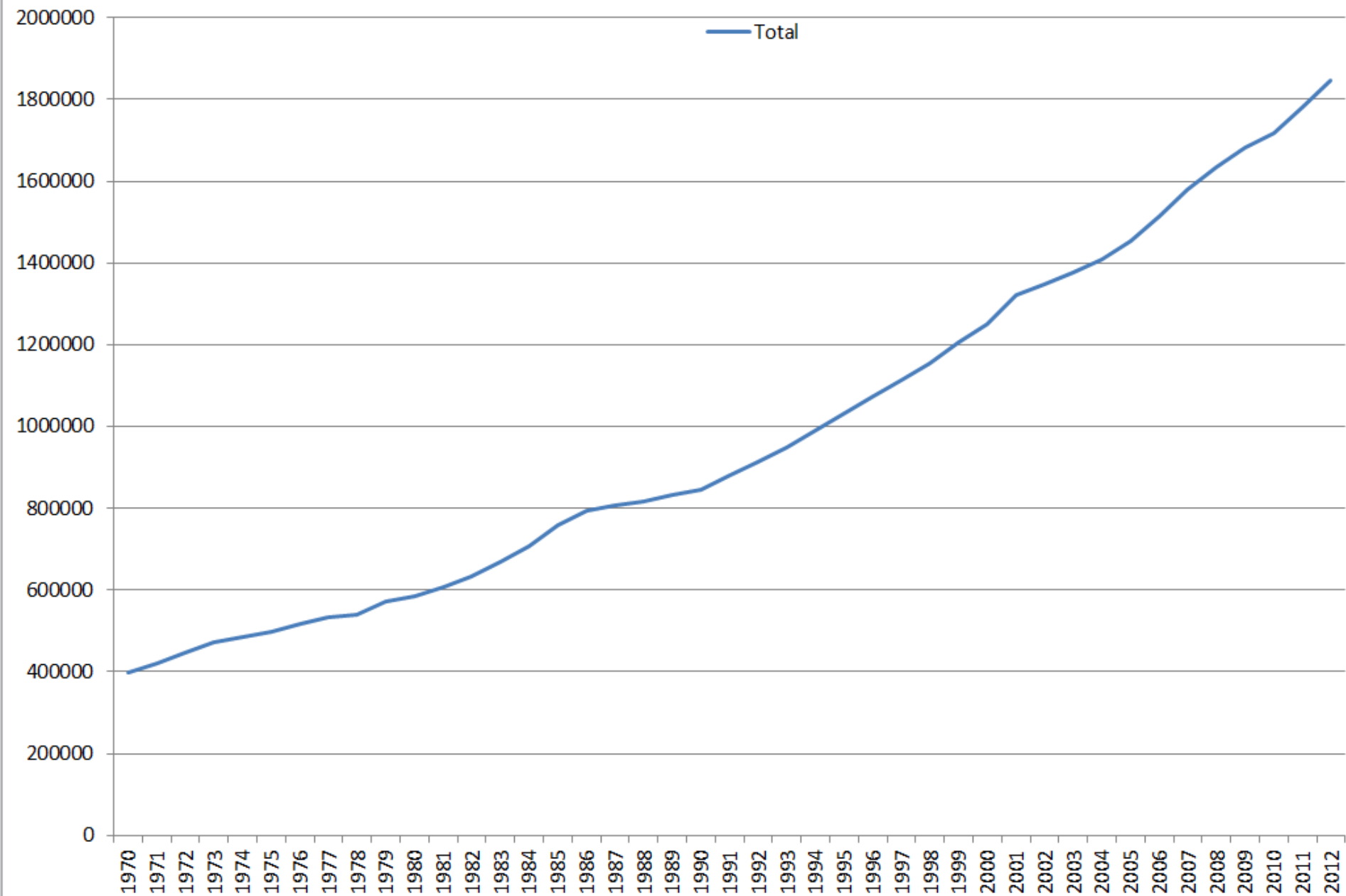








Population - Austin MSA



- 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

You know
what this is.



MARKETING & COMMUNICATIONS



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

A person is fly fishing in a river, standing in the water and holding a fishing rod. The background features a large, rocky mountain range under a clear sky. The water is calm, reflecting the surrounding landscape. The overall scene is peaceful and scenic.

HOW TO GET INVOLVED PASS IT ON

ENJOY YOUR WORLD.
LEAVE NO TRACE.

