

Ice Age Trail Alliance, Inc.

Policy: Segment Name

Approved: Board of Directors

Effective Date: July 23, 2016

As Amended Through: April 18, 2024

Related Policies and Documents: TRIAD Memorandum of Understanding, and the 1983 Ice Age National Scenic Trail Comprehensive Plan for Management and Use - Trail Certification

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1.0 Purpose

The purpose of this policy is to provide guidance for naming new and existing Ice Age Trail segments as the Trail evolves toward completion.

2.0 Background

The custom of naming Ice Age Trail segments and ascribing segment endpoints has been practiced by the Ice Age Trail Alliance (the “Alliance”) and partners since the 1960s. An Ice Age Trail segment typically consists of one or a series of signed, yellow-blazed road to road Trail connections of varying lengths. Collectively, these “sections” compose a named “segment” of the Trail. Ice Age Trail hikers covering the full Trail route currently hike established on- and off-road sections of Ice Age Trail (marked by yellow blazes and other signage) and also unofficial on-road connecting routes (typically unmarked).

Dividing the Trail into named segments is beneficial for:

- Trail users, in finding and using the Trail;
- Trail publicity efforts, in promoting the Trail (guidebooks, websites, maps, events); and
- Partner and Alliance communications involving Trail management, construction, maintenance, stewardship, and land protection efforts.

Trail Certification is a management policy of the National Park Service (NPS) described on pages 35 – 37 of the Ice Age NST Comprehensive Plan for Management and Use. Trail

Certification is used by the NPS to carry out its responsibility for overall administration of the Ice Age National Scenic Trail, which includes identifying Trail segments by name and location. The TRIAD Memorandum of Understanding (M.O.U.) identifies the Alliance as the responsible party tasked with preparing and submitting trail certification applications to the NPS for trail segments on Alliance and privately-owned properties and on lands administered by other public partners. Additionally, Alliance staff typically prepares certification applications for WDNR concurrence for trail segments on or crossing state-owned lands.

3.0 Authority for This Policy

Authority for this policy is not absolute across the entire thousand-mile Ice Age Trail but is based on four principles, each providing limited reach:

- The Alliance is the lead TRIAD partner responsible for (i) organizing the volunteer effort to build, maintain, and steward the Ice Age Trail and (ii) promoting public use of the Ice Age Trail through Trail-navigation resources such as guidebooks, websites and trail apps. Segment names figure prominently in these efforts.
- The Alliance’s trademark on the name “Ice Age Trail” gives the organization a limited degree of control over the context in which the words *Ice Age Trail* might be used, for example, the “XYZ Segment of the Ice Age Trail”.
- On lands that are controlled by the Alliance, either in fee title ownership or by easement, the Alliance has clear authority to name segments of the Trail on these properties.
- On lands not encumbered by easement or otherwise, such as license, handshake and land-use agreements, the Alliance is the de facto authority for Trail management decisions.

4.0 Segment Name Criteria

A segment should be given a name that evokes the principal highlight(s) or theme(s) of that section of the Ice Age Trail. To help identify an appropriate segment name, those participating in the naming exercise shall ask, in order of priority:

- A. Is there/are there unique natural features (with high priority to Ice Age landforms) on the segment that trail users will identify as being a key part of the hiking experience in the area? (*Examples: the Mondeaux Esker Segment, the Dells of the Eau Claire Segment, the Gibraltar Rock Segment*).
- B. Is there a broader cultural theme associated with the segment? (*Examples: the Devil’s Staircase Segment, the Lumbercamp Segment*).
- C. Is there a well-known named geographic area (such as a state park or town) or well-known landmark (such as a prominent lake or river) through which the segment passes that provides a notable geographic point of reference? (*Examples: the Holy Hill Segment, the Janesville Segment*).

5.0 Prohibited Segment Names

No two segments along the Ice Age Trail shall have the same name.

Segments shall not be named in honor of/in memory of people or businesses. The exception is names derived from existing places that have a person as the origin for the name (*Examples: the Loew Lake Segment, the Lapham Peak Segment*). In these examples, the segment name is based on a place and only indirectly on a person and therefore not in opposition to this policy.

6.0 Segment Composition

A segment should consist primarily of established Ice Age Trail.

7.0 Segment Distance and Endpoint Locations

No Trail segment should be shorter than 2 miles nor longer than 20 miles.

Segment endpoints shall be at road crossings of the Trail, with strong preference for crossings featuring trailhead parking. Not all road crossings of the Trail require a change in the name of the Trail segment.

8.0 Segment Renaming

As the trail evolves toward completion, from time to time it will be logical to examine the names of already-established segments to determine if:

- An existing segment is appropriately named.
- If two or more existing segments merit being combined or endpoints otherwise modified.
- A newly constructed section merits its own segment name.
- A newly constructed section should become part of an existing segment.
- A newly constructed section plus the existing segment it connects with should be united but the segment endpoints changed, thereby potentially creating two new segments.

9.0 Segment Naming Authority and Decision Process

The Ice Age Trail Alliance Executive Director & CEO shall have final approval of Ice Age Trail segment names and segment endpoint locations.

- A. The segment naming process may be initiated by a Chapter Coordinator or Alliance staff by informing the Executive Director & CEO of the intent to do so. A Segment Naming Team shall be formed that is responsible to submit a Segment Name Application to the Executive Director & CEO for decision. Team composition shall include two chapter representatives from the chapter or chapters within which the proposed segment is located and a staff representative. Chapter representatives shall be approved by the Chapter Coordinator(s) for those chapters. The team shall identify a spokesperson to be the liaison between the

team, chapter members and volunteers. Property manager(s) for lands which the trail segment(s) cross should be kept informed of team recommendations and shall be asked for input. Other individuals may be included on the team with the Executive Director & CEO's approval.

- B. The Segment Naming Team shall submit a Segment Name Application to the Executive Director & CEO, or their assign, that proposes a preferred and alternative segment name(s) and segment endpoints. If the team is not able to fulfill its assignment within a timely manner as assigned, the Executive Director & CEO may refer the matter to the Trail Development Committee for additional input.
- C. Upon their final decision to approve the proposed segment name(s) and segment endpoint(s), the Executive Director & CEO shall direct appropriate staff to codify the new name(s) and endpoint(s) in a segment name database at the Ice Age Trail Alliance office. Staff and volunteers shall then begin activities to promote the new name(s) and endpoint(s) to Ice Age Trail users via on-Trail signage, the Alliance's website, Alliance guidebooks, etc.