

# Upper Valley Trails Alliance

## Strategic Vision and Initiatives

### 2010 – 2020



#### Mission

The Upper Valley Trails Alliance advocates for the maintenance, use, and development of trails in the region. Through education, outreach & stewardship we:

- connect people and places through a regional trail network
- provide leadership and technical expertise to a coalition of local trail groups and advocates
- promote active lifestyles through trail use in all seasons.

#### Strategic Vision 2020

An integrated Upper Valley trail system being used by all area residents and the Upper Valley Trails Alliance as the regional leader for trail development, information, and support.

#### Initiatives and Strategies

- Develop a vibrant and accessible trails network for the Upper Valley.
  - Identify public trails in our service area.
  - Develop strong partnerships with town and local trail groups, private landowners, organizations, and maintainers to create a shared vision for an Upper Valley Trails Network by 2020.
  - Support town and local trail groups, private landowners, organizations, and maintainers by offering resources, such as leadership, trail-building design, advice, lending toolshed, and visibility.
- Connect people to trails through education and programs.
  - Invest in new technologies that enhance UVTA's ability to deliver valuable trail information including maps and trail reports.
  - Further engage with schools and the general public in the region to offer high quality educational programs and services that connect people with trails.
  - Initiate programs that educate and inform the general public about trail etiquette, signage, maintenance, and proper shared use.
- Advocate for trails throughout the region.
  - Be the organization that is a valued key player in trail planning.
  - Promote the tangible value and benefits of trails with strong messages that trails are essential to the quality of Upper Valley life.
  - Develop a marketing and brand awareness campaign that supports the strategic vision and initiatives of UVTA.

#### Organizational growth through 2020:

- Current FY 2010 – 2.75 Staff FTE and \$200,000 budget
- FY 2014 – 4.5 Staff FTE and \$350,000 budget
- FY 2017 – 6 Staff FTE and \$500,000 budget
- FY 2020 – 8 Staff FTE and \$700,000 budget

The Upper Valley Trails Alliance has developed a robust plan to guide the organization into its second decade sustainably and with strategic direction. By 2020, whether on a foot, bike, snowshoes, or skis, you will be able to get there from here.