

Strategic Plan 2018 – Condensed

I. Objectives – what do we want to accomplish *(current long-term goals)*

- A. Achieve implementation of the Pierce County Regional Trails Plan.
- B. Advocate for a dedicated long-term fund for acquisition, development, maintenance and preservation of trails.
- C. Advocate for design standards and other policies or procedures which promote pedestrian and bicycle-oriented community design and connections to the county wide trails system.
- D. Secure sustainable funding for the operations of ForeverGreen Trails.
- E. Strengthen our collaborative relationships with other organizations and groups.
- F. Partner with agencies and other organizations to promote trail use and stewardship.

II. Strategies and Tactics – how will we accomplish work

A. Education & Advocacy

EA-1 Engage and educate local officials and community leaders on trails issues and priorities (Objectives A, B, E)

1A Quarterly presentations to a government agency; Pierce County Council once a year, three (3) other agencies

1B Annual electronic letter to elected officials & staff (who we are, what we do)

EA-2 Participate in the planning and implementation of trails and active transportation components in the plans of local, regional, and federal agencies (Objectives A, C)

2A Annual letter to planning/parks/public works staff in Pierce County government agencies reminding them of ForeverGreen's mission and available support for grants, planning efforts

2B Follow progress of implementation of Pierce County Park Impact Fee

2C Provide letters of support and public testimony as appropriate

2D Use & involve Advisory Board Members

EA-3 Provide community education on the value of trails and active transportation by presenting the annual Pierce County Trails Conference, community workshops, and informal educational gatherings (Objectives A, B, D, E)

3A Organize and host Pierce County Trails Conference

3B Host a 'Trails and Ales' community education event

EA-4 Organize and prepare community members to speak at appropriate public meetings. Host 4 “Speak Up for Trails” trainings (Objectives A, B, C)

B. Outreach & Communications

OC-1 Maintain a public presence through participation in community and advocacy events (Objectives D, E, F)

OC-2 Maintain a web and social media presence (Objectives A, B, D, E, F)

OC-3 Publish a quarterly ForeverGreen Trails newsletter (Objectives A, B, D, E, F)

C. Stewardship

S-1 Organize and host Pierce County Trails Day (Objectives E, F)

S-2 Establish and promote ‘Certified Trails Community’ and Trail Stewards program (Objectives E, F)

S-3 Establish and promote ‘Walk Pierce County’ programs (Objectives E, F)

S-4 Perform trail counts (Objectives E, F)

D. Organizational Business

B-1 Secure long-term funding (Objective D)

B-2 Conduct fundraising (Objective D)

B-3 Compile Annual Report

B-4 Develop HR policies

B-5 Develop organizational sustainability plan