

ForeverGreen Council 2012 Short Term Goals and Objectives

The short term goals will be approved by the ForeverGreen Board of Directors and address the upcoming time period of approximately 12 months. They are presented in no particular order.

Programs and Meetings

1. Hold a winter board retreat in January 2013.
2. Participate in the implementation of the City of Tacoma's Mobility Plan.
3. Participate in Pierce County Parks Leadership Task Force. .
4. Continue work to find connection from Puyallup to Tacoma.
5. Work to address problem areas and missing links; work to find funding for these trails and for the trail priorities list developed cooperatively by ForeverGreen, Foothills Coalition and Tacoma Wheelmen's Bicycle Club. .
6. Hold a Pierce County Trails Conference; consider including a public component.
7. Support Bike to Work Day/Month events in Pierce County.

Budget and Finance

1. Secure funding for the ForeverGreen budget and develop a 5-year funding plan.
2. Build support for Pierce County trail funding.
3. Refine the process for soliciting funds from private donors.
4. Develop and publicize a case statement for trails; emphasize costs of transportation, importance and benefits of active transportation and trails.

Communications and PR

1. Maintain and update website, publish newsletter as needed to make information available to support the goals of ForeverGreen.
2. Help update trail map (make existing trails more distinct; add date of publication; show priorities identified by ForeverGreen, Foothills, and Wheelmen; have more detail blow-ups of sections of map on website).
3. Improve outreach, communication, and public relations with Pierce County communities, trail advocates, and supporters, specifically the Foothills Trail Coalition, Coalition for Active Transportation and Tacoma Wheelmen, and participate in the Pierce County Executive's Environmental Advisory Council.
4. Compile and produce an annual report that includes an accounting of board members' in-kind contributions.
5. Support proposed ordinances related to trails or active transportation through letters of support or testimony at hearings.