



NATURE TRAILS SOCIETY STRATEGIC PLAN 2020

Westshore area of Greater Victoria
British Columbia
www.NatureTrailsSociety.com





INTRODUCTION

The Nature Trails Society (NTS) was founded by Daniel Cammiade and Rob Fawcett in 2015 to optimize the available trail assets and access opportunities. They noticed trails exist largely in isolation, managed by various groups. By building interconnections between trails, an immense network can be created and the trail experience can multiply many fold with relatively minimal investment. Not only would the network size grow, but access to the trail system would be much improved because the interconnectedness increases the reach of the trail system.

The founders also noticed the existence of numerous unauthorized trails; evidence of unsatisfied demand. These are “worn in” through use and not designed.

Consequently, they are typically environmentally unsustainable, promoting erosion and ground destabilization. Where possible, NTS strives to legitimize such trails by working with landowners and remediate the trails to protect nature.

Because each trail-managing body functions within their jurisdiction, an impartial third party without these restrictions is well positioned to champion and coordinate trail interconnectedness and access. NTS was founded, in part, to fulfil this role.

This Strategic Plan has been developed to provide direction to our team, advancing these intents upon which NTS was founded. The following Vision Statement, Mission Statement, and Core Values summarize what we want to achieve, what we do to get there, and how we do our business, respectively.

Vision:

A world-renowned network of multi-use trails with abundant access, that inspires people to engage with the natural world and respect the environment.

Mission:

Champion, build, and connect safe, enjoyable, and sustainable nature trails, by collaborating and working closely with diverse partners.



Core Values:

1. ***Environmental Stewardship*** – Ensure our forests' natural splendor will be preserved for future generations to enjoy.
2. ***Respect*** – NTS is committed to a culture of respect for all people, reflected in our work and relationships: internally with our members and externally with all those who we serve and work with.
3. ***Safety*** – Prioritize safety for our staff, volunteers and trail users in every aspect of our work.
4. ***Healthy Living*** – Promote a lifestyle that fosters physical, mental, and spiritual well-being through connecting people and nature.
5. ***Collaboration*** – Work collaboratively with governments, First Nations, landowners and other stakeholders to conduct NTS work.



GOAL 1 – Develop, maintain and advocate for shared-use nature trails and trail networks in southern Vancouver Island.

Objectives

1. Develop options to link existing trails and trail loops and seek funding to support action.
2. Support the development and/or adoption of master trail plans, standards and other contributing instruments. This will increase the number of, and access to properly designed nature trails.
3. Develop a map of the existing and proposed trails to enhance user experience, engage partners and promote our vision.

GOAL 2 – Promote safe, sustainable trail building design and techniques through education

Objectives

1. Develop online and/or in-person nature trail building and maintenance training to increase access and adoption of these techniques.
2. Build Society membership to promote the NTS mission in the broader community.
3. Develop a program or approach to educate community members about sustainable trail-building.

GOAL 3 – Grow and sustain the Nature Trails Society

Objectives

1. Improve and expand business models for trail building and maintenance.
2. Increase revenue by evaluating and diversifying approaches, supported by a communication and branding strategy.
3. Develop and implement a viable workforce plan reflecting the episodic nature of trail work.