



SOUTHERN VANCOUVER ISLAND
NATURE TRAILS SOCIETY (NTS)

STRATEGIC PLAN 2023

FEBRUARY 2023



INTRODUCTION

WHY THE NATURE TRAILS SOCIETY EXISTS



The Nature Trails Society (NTS) was founded by Daniel Cammiade and Rob Fawcett in 2015 to optimize the available trail assets and access opportunities to improve them. They noticed that trails in the Capital Regional District existed largely in isolation, managed by various groups. By building interconnections between trails, an immense network could be created, and the trail experience could be increased significantly with relatively minimal investment. Not only would the network grow, but access to the trail system could be improved because the connections would increase 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 often environmentally unsustainable, promoting erosion and ground destabilization. Where possible, NTS strives to legitimize such trails by working with landowners to 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 networks and access. NTS was founded, in part, to fulfil this role.

This Strategic Plan has been revised from an original version done in 2020 to continue to provide direction to our team, advancing the original intentions upon which NTS was founded. The Vision, Mission, and Core Values summarize what we want to achieve, what we need to 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.



OUR GOALS

01 **Develop, maintain and advocate for shared-use nature trails and trail networks in southern Vancouver Island**

- Develop and promote options to link existing trails and trail loops with a focus on the Coastal Connector project.
- Partner with other like-minded organizations to promote safe and sustainable trail networks and projects.
- 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.

02 **Promote safe, sustainable trail building design and techniques through education**

- Pilot, promote and continually improve education programs to teach children and youth about sustainable trail building.
- Engage in community education and social media activities to promote safe, sustainable trail building, maintenance and remediation.
- Build Society membership to promote the NTS mission in the broader community.

03 **Grow and sustain the Nature Trails Society**

- Improve and expand fundraising initiatives to support the first two goals with a focus on grants and foundations.
- Continue to generate revenue through contracts.

