

What do we want to see in place in 3 -5 years as a result of our actions?

Welcoming and inclusive trails community

Diversity in board, organization, and members

Trails welcome and reflect all

A citizenry that values trails

Dynamic leadership committed to MTGA's vision

Diverse, strong functioning board

Strong core staff

Involved and engaged board

Skillset diversity and board engagement

Sustainable and diverse support for MTGA

Diversified funding sources

Increase in membership and donors

1-2 significant donors

Healthy finances

Supportive membership

Funding security and diversity

America's best network of trails

Advance GLTL Trail network

Destination trails are open for business

Statewide trails plan with prioritized gaps identified

Identify trail towns

State legislation permanently funding trail maintenance

Celebrating Great Lake to Lake Trails designations

Strong state support of trails for budget and policy

Greater presence with policymakers

Capacity builder and relevant resource for trails

Capacity builder for local and regional groups

Extensive resource center for locals

Increase tech assets

Catalytic collaborations with allied organizations

Recognized as center for collaboration

Solidify relationship with HOL/mParks

Partner with like-minded trail groups and organizations

Increased coordination/collab among trails groups

Recognized leader for trails in Michigan

Widely recognized as voice of Michigan's trail users.

Michigan trails is top of mind to trails users vs RTC

Value of MTGA is recognized

Recognized leader for trails policy at state capital.

What innovative, substantial actions will deal with the underlying contradictions and move us toward our vision?

Creating a compelling value proposition

Developing and initiating a framework for collaboration

Activating a clear plan for board composition and expectations

Initiating a clear and diverse funding strategy