



Three Year Strategic Plan

Mission Statement: The Virginia Capital Trail Foundation exists to protect, promote, and enhance the Virginia Capital Trail, and to serve as a resource, community builder, and connector to other trails throughout the Commonwealth.

Vision: The Virginia Capital Trail will be part of a future 200+ mile trail network connecting communities to recreation, transportation, history, and environmental resources.

Guiding Principles:

Excellence: We are committed to utilizing best practices, operating effectively, staying relevant, and embracing sustainability.

Integrity: We exist to serve the public and are committed to the highest levels of ethical behavior, accountability, and transparency.

Collaboration: We value collaboration and the cultivation of strong, long-term partnerships.

Stewardship: We strive to be good stewards of our financial and environmental resources.

Health and Well Being: We promote active living in a safe environment.

Goals:

Goal 1: Ensure that the Virginia Capital Trail continues to be an excellent recreational and transportation infrastructure in the region.

Strategies:

1. Develop an improvement plan for the Virginia Capital Trail to include the following:
 - a. An updated amenities plan
 - b. Current and future connector trails
 - c. Best practices and funding needs of the Capital Trail
2. Ensure a consistent, sustainable maintenance program is in place for the Capital Trail.

3. Sustain the Virginia Capital Trail Foundation by enhancing funding through individual giving with levels, planned giving, corporate giving, grants, and events.

Goal 2: Expand trail usage and ensure that The Virginia Capital Trail is open to all.

Strategies:

1. Develop additional program opportunities to engage current users and recruit new users.
2. Increase event opportunities to promote health and wellness for different ages and ability levels.
3. Seek diverse trail user groups through outreach and marketing efforts.
4. Implement educational opportunities in multiple topic areas such as safety, trail etiquette, environmental stewardship, and history along the Capital Trail.
5. Develop a marketing and communications plan that reaches an increasingly diverse population of users to promote the Capital Trail and local businesses along the trail.

Goal 3: Establish a framework for regional trail development.

Strategies:

1. Engage, convene, and build a community of trail stakeholders in the region around shared goals.
2. Identify and prioritize opportunities to collaborate with others on trail development and management.
3. Establish VCTF as the leader in trail management in the region.