

NS Trails 2019-2020 Implementation Plan

Activity	Year(s)	Notes
1. Increase the capacity of the trail community		
NS Trails will host a regular conference and education event. This event will be targeted toward a broad spectrum of trail stakeholders, promoting best and promising practices in trail management and operation.	2020-2021	Hold conference in fall of 2020. Seek expressions of interest to host event from regions. Conference Committee formed by volunteers in the hosting region.
NS Trails will update its resources for the development, management, maintenance, and promotion of trails. These resources will incorporate current best and promising practices and reflect the unique context of trails in Nova Scotia.	2019-20 and ongoing	Updating the Trail Development Manual in 2019-20 is a specific project to discuss after the NS Trails Strategy is released. Put together RFP for development of new manual and request funding from CCH in 2019-2020. Plan to do the work over next two years.
NS Trails will create a series of workshops and webinars around key issues and topics important to trail stakeholders. The Federation will seek ideas and input from stakeholders and members.	2019-20	These will lead up to the conference in the fall of 2020.
NS Trails will improve their web site to create a dynamic, easy to use, “one stop shop” connection for people looking for all types of trail information.	2019-2020	New website up and running in 2018 and enhancements will continue to be made on an ongoing basis. Once work on the Trails Guide landing page and profiles are complete the guide will be officially launched in 2019-2018. Fawn and Heather currently working on a video for launch.

2. Strengthen the NS Trails Brand		
Activity	Year(s)	Notes
NS Trails will clearly articulate who we are and what we do. The Federation will develop a clear value proposition and promote it vigorously.	Ongoing	NS Trails brochure, social media graphics, videos produced in 2018-2019. We will continue to produce and update promotional materials on an ongoing basis.
NS Trails will develop a comprehensive position paper addressing safe and shared use of trails. The paper will specifically address the issue of motorized vs non-motorized usage in Nova Scotia.	2018-19 and 2019-20	Position Statement completed and approved in the spring 2019. Awaiting intro before posting to our website.
NS Trails will develop a comprehensive communication strategy, including both offline and online methodologies.	2019-20	Plan to be completed in 2019-20
3. Advocate on behalf of the trails community		
Activity	Year(s)	Notes
NS Trails will develop an annual advocacy agenda for the Federation.	2019-20 and ongoing	Create first one in 2019-20 and revise and update annually
NS Trails will champion the implementation of the Shared Strategy for Trails in Nova Scotia.	2019-20 and ongoing	Awaiting release after June 18 th by-election
NS Trails will educate and seek increased funding from senior leaders and decision makers in the non profit, private, and public sector about the importance of maintaining support for NS Trails and trails in Nova Scotia.	2019-20 and ongoing	Created tools in 2018-2019. 2019-2020. Put together an action plan – targeting specific companies and media

4. Strengthen Association Leadership		
Activity	Year(s)	Notes
NS Trails will develop and implement a Board of Directors governance training program.	2019-20	Governance review started at the end of 2018-2019 fiscal. Major progress during spring of 2019. Board training program will take place is 2019-2020
NS Trails will complete a review of the Federation's governance model. The review will include examining: <ul style="list-style-type: none"> • The size of the Board of Directors; • The representative nature and approach of the Board of Directors; • The role and number of ex-officio government representatives; • Options to ensure effective and efficient decision making; • Best and promising practices around committee and task team structures, work methods and accountability. 	2019-20	Governance review started at the end of 2018-2019 fiscal. Major progress during spring of 2019. Review and training program will take place is 2019-2020
NS Trails will perform a policy audit and address opportunities for improvement as identified through the process.	2019-20	Governance and policy review started at the end of 2018-2019 fiscal. Major progress during spring of 2019. Review will be completed in 2019-2020. Review includes reviewing old policies, bylaws and introducing new policies.
NS Trails will develop a position paper addressing the future of the Trans Canada Trail initiative in Nova Scotia.	Move to 2020-2021	April 2020 Board discussion
Research training for NS Trails Board of Directors. Conduct survey of municipalities to establish a baseline of municipal support for trails in NS	2019-20	Conduct training and complete survey and analyze results by March 2020.