



STRATEGIC PLAN 2023 - 2025

VISION

Our citizen’s group will reduce the need for personal vehicles in Trent Lakes by facilitating eco-friendlier options that are good for nature, as well as people’s independence and well-being.

OUR COMMITMENT

From 2023 – 2025: We’ll focus on building an energetic team of volunteers who will raise awareness of the social, health and environmental benefits of alternative transportation; and collaborating to explore possibilities and implement solutions that work in Trent Lakes.

GUIDING PRINCIPLES

Collaboration

We nurture mutually beneficial partnerships to make progress on priorities. When making decisions, our group uses consensus building when possible and considers available resources.

Positivity

We optimistically focus on what’s possible in our community. We have fun while working on important initiatives.

Passion

We tap into the energy, enthusiasm and interests of our citizen group members and our collaborators. We make the best use of our contributors’ time and talents.

Innovation

We’re open to new ideas, learning from others, and adapting strategies to our rural community. We share our experiences and successes with others.

Inclusivity

We welcome everyone with an interest in alternative and active transportation, and rural community development. We work on a variety of solutions so that alternative transportation is accessible to all.

Environmental Sustainability

We are serious about interacting with our ecosystems responsibly and make choices that preserve natural resources.

STRATEGIC PRIORITIES & SUCCESS STATEMENTS

Establish a Strong Team	We recruit members who are keen to contribute to our citizen’s group and its vision. We tap into individual and collective strengths to make progress on important projects.
Facilitate Transportation Transformation	Together with our collaborators, we explore possibilities, secure funding, implement solutions, and measure the impact of our efforts to help people drive less and use alternative transportation options.
Activate Awareness and Advocacy Strategies	We positively influence change through education, practical resources, and targeted initiatives.