

BUILD

GROW

CONNECT

2023 - 2026

STRATEGIC PLAN



WOOD RIVER TRAILS COALITION


Our mission is to create, maintain and sustain our trail network for all users.

As you will see in this strategic plan, the Wood River Trails Coalition strives to be a leader in the trail community.

We strive to **engage** all **sectors** of the trail community by cultivating a diverse network of support that fosters **generational** trail stewardship.

Relationships are critical to our success and will be the foundation for everything that we do.

We want to be a community-driven organization that maintains a grassroots, accessible feel no matter our size.



“Retention of professional trail crew staff is a focal point for the Ketchum Ranger District Trail Program. We are excited to partner with the Wood River Trails Coalition (WRTC) to provide a workforce to engage with our Ketchum Ranger District (KRD) professional trails staff.

The WRTC will be able to provide trail jobs within our community that are sustainable long term. Retention of WRTC crew members will reduce KRD hiring challenges, training, costs, training time, and increase the quality of work performed. This model is currently being used with success on other trails centric recreation programs throughout the country and we are excited to utilize this Challenge Cost Share for the betterment of our trail system”

JUSTIN BLACKSTEAD

RECREATION SPECIALIST / SNOW RANGER
FOREST SERVICE
SAWTOOTH NATIONAL FOREST
KETCHUM RANGER DISTRICT



OUR VISION

Pursue programming that results in “tools in the dirt” trail work within the Wood River Valley community in a way that not only creates and maintains trails, but also creates generational stewardship within our community.



HOW WE'LL DO IT

Create ambassadors, through our Volunteer and Trail Stewards Programs, that can help us elevate the standard for trail work within our service area. These ambassadors will be able to share our Mission and Vision with the broader community and help us strengthen our partnerships with federal land management. As Trail Bosses gain approval for independent project leadership, they will increase our organizational capacity for accomplishing more trail work.

Ensure the Forest Service professional trail crew that maintains our trails on the Ketchum Ranger District has the revenue and flexibility for hiring and retaining staff annually by **launching a hybrid trail crew arrangement with the Forest Service** in 2024 and scaling as appropriate. We will explore this model as a launching pad for a valley-wide trail crew.

Enable the creation of **new trail and improved trailhead facilities** that serve our Wood River Valley trail community, particularly in the **South Valley** near the communities of Hailey and Bellevue.

Enable our local federal land management agencies to make data-driven decisions about recreation and trail management by **continuing and streamlining our Trail Monitoring Program**. Success looks like a reliable annual data set that is continuous from 2021 to 2031.



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2023-2026 STRATEGIC PLAN

BUILD

GROW

CONNECT



*"Reflecting back on my time at WRTC, I am confident it has helped me in my current role as Producer at DECKED. My experiences at **WRTC helped me to understand the importance of clear, purposeful communication both in the office and in the community**, as well as hone in my superpower, time management. I am incredibly grateful for my time at WRTC."*

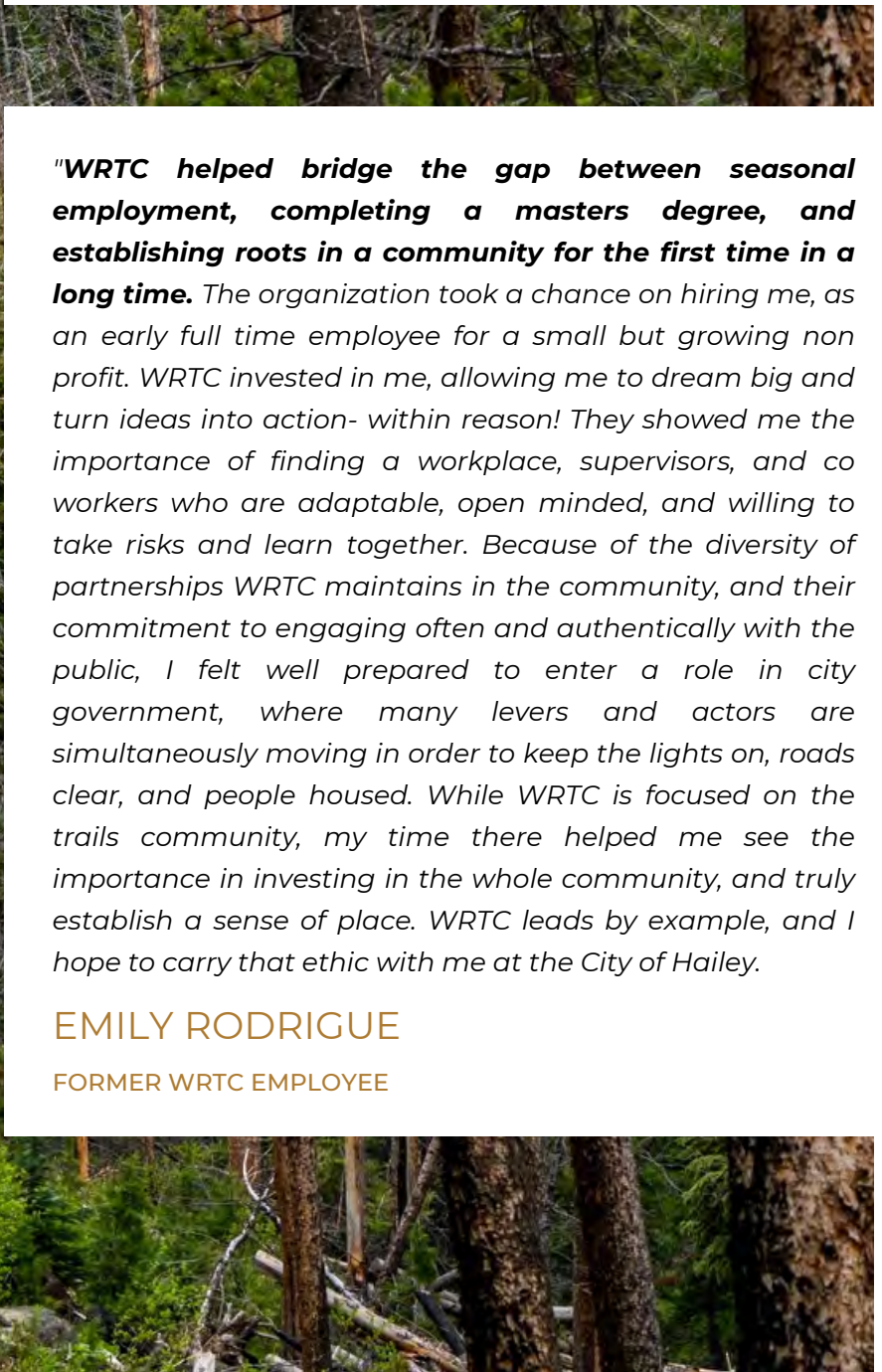
KATE PUDDY

FORMER WRTC EMPLOYEE

"WRTC helped bridge the gap between seasonal employment, completing a masters degree, and establishing roots in a community for the first time in a long time. The organization took a chance on hiring me, as an early full time employee for a small but growing non profit. WRTC invested in me, allowing me to dream big and turn ideas into action- within reason! They showed me the importance of finding a workplace, supervisors, and co workers who are adaptable, open minded, and willing to take risks and learn together. Because of the diversity of partnerships WRTC maintains in the community, and their commitment to engaging often and authentically with the public, I felt well prepared to enter a role in city government, where many levers and actors are simultaneously moving in order to keep the lights on, roads clear, and people housed. While WRTC is focused on the trails community, my time there helped me see the importance in investing in the whole community, and truly establish a sense of place. WRTC leads by example, and I hope to carry that ethic with me at the City of Hailey."

EMILY RODRIGUE

FORMER WRTC EMPLOYEE



OUR VISION

Grow our organizational capacity to pursue our strategic plan while emphasizing investment in our people and their ability to bring their whole selves to this work.



HOW WE'LL DO IT

Create professional Human Resources systems and structures to facilitate growth of salaries, benefits and additional positions in a manner that centers employees.

Engage staff in organizational growth plans and decisions.

Create a healthy workplace by intentionally establishing workplace values and culture that allows staff to bring their whole selves to the organization.

Elevate the organization and staff to their fullest potential through mutual investment in each other's success. When staff members move on, their experience at the WRTC helps them move onward and upward in their career.



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2023-2026 STRATEGIC PLAN

BUILD

GROW

CONNECT



*"If you use and love the trails, get involved! We all need to do our part to keep the trails in great shape. It's easy to get involved—you can set up a monthly donation (even just a little bit a month!) or get involved in some of our work parties this summer! I was intimidated at first that I wouldn't know what to do at a work party but the staff and other volunteers are so rad and welcoming and ready to give as much direction as you need. **It's super rewarding to be a part of the WRTC and feel like you're contributing to what makes the WRV so special.**"*

JENZI THOMAS

WRTC MEMBER AND VOLUNTEER

*"I love supporting the WRTC because they are the lifeblood of the community. If you're not already a member, you need to be! **Your money goes right back into your community and the trails you love. It is the best money ever spent if you're an avid trail lover.** It is also an excellent way if you're a community newcomer and looking for a new riding buddy. Every dollar counts, and the WRTC makes it easy for you to give. So this season, start it off differently and make sure you provide a little or a lot to this fantastic organization."*

COLTER BREHMER

WRTC MEMBER

PHOTO: LAURIE WILLIAMS
WOOD RIVER TRAILS COALITION MEMBER

OUR VISION

Ensure financial stability and longevity by building a donor and member-base that reflects our community and feels accessible to anyone who feels connected to our trails and mission.



HOW WE'LL DO IT

Ensure the long-term financial success of the organization by **building a professional development department** by 2025. This will allow us to diversify funding streams that will improve our organizational financial resilience by launching a wider breadth of giving pathways.

Curate development strategies that create a place for all levels of donors in our organization. Success looks like a combination of grassroots giving and major donor cultivation in a way that centers relationships.

Reimagine what it means to be a WRTC member and weave that into our organizational values and operations. **We want each trail user group, age demographic, and underrepresented groups in the outdoors represented in our membership community.**



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2023-2026 STRATEGIC PLAN

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CONNECT



BECOME A MEMBER

Members are the backbone of our organization!
Being a member helps us:

- Build a robust volunteer trail work program
- Fund the trail crew that maintains our trails
- Finance new trails and trail projects
- Support WRTC operating and administrative costs, so we can raise more money to do what we do best - trail stewardship

Sign up for a membership online and join your trail community today!

DONATE

The WRTC is a 501c3 non-profit trail stewardship organization. Our EIN is 01-0975346. All donations are 100% tax-deductible and directly benefit our mission.

Donations can be made on our website or via check to our mailing address.

VOLUNTEER

Our volunteers get a lot done! They are the boots on the ground and get tools in the dirt. Volunteering is a great way to steward the trails you love, learn how they are maintained and designed, and meet other rad people! We also have non-trail work related opportunities, so don't hesitate to reach out. Visit our website to sign up for our volunteer list and see our event calendar!

CONTACT US



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