



TRANS CANADA TRAIL
SENTIER TRANSCANADIEN TM/MC

STRATEGIC PLAN

2024-2029

A man with a beard, wearing a blue and red jacket, a black helmet, and blue shoes, is riding a blue mountain bike on a dirt trail. He is smiling and looking to the right. The background is a forest with trees having yellow and orange autumn leaves. Another person in a pink jacket and blue helmet is riding a bike in the background.

OUR STRATEGIC PLAN

Our 2024-2029 strategic plan was approved by the Board of Directors in April 2024. This plan – encompassing a vision, mission, role and priorities for the next five years – addresses the diverse needs of a nation-wide trail system, and reflects in-depth consultation with staff, trail partners and other stakeholders from across the country. This plan will inform Trans Canada Trail’s fundraising priorities, maximize our impact and ensure the Trail’s sustainability for future generations.



OUR VISION

Everyone embracing the outdoors, connecting with one another and experiencing the restorative power of nature along Canada's trails.

OUR MISSION

Through collaboration and partnerships, we lead, develop and steward an accessible nationwide system of connected urban and rural trails.

OUR ROLE

Trans Canada Trail advocates, stewards and champions for Canada's nationwide trail system, providing leadership and guidance, funding and resources, outreach and engagement.

OUR STRATEGIC PRIORITIES

1

Connecting communities across Canada

2

Developing a lasting trail for future generations

3

Fostering a thriving Canadian trail sector

4

Facilitating great outdoor experiences



STRATEGIC PRIORITY

1

Connecting communities across Canada

Bring people of diverse backgrounds together to connect with the natural beauty of the land, and to provide a platform for Indigenous reconciliation.



STRATEGIC PRIORITY

2

Developing a lasting trail for future generations

Protect and enhance the quality and resilience of our national trail so that it becomes increasingly green and accessible.



STRATEGIC PRIORITY

3

Fostering a thriving Canadian trail sector

Support trail organizations nationwide in their efforts to secure resources and people to manage, preserve and extend Canada's trails.

STRATEGIC PRIORITY

4

Facilitating great outdoor experiences

Work with partners to animate and activate the Trail, while educating all on the benefits of trail use.





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CONTACT

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