



TRANS CANADA TRAIL
SENTIER TRANSCANADIEN TM/MC

STRATEGIC PLAN

2024-2029



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 Developing a lasting trail for future generations

2 Fostering a thriving Canadian trail sector

3 Facilitating great outdoor experiences

4 Connecting communities across Canada





STRATEGIC PRIORITY

1

Developing a lasting trail for future generations

By protecting and enhancing the quality and sustainability of Canada's trails, we will ensure that future generations can enjoy safe, well-maintained trails. This will lead to increased outdoor activity and, fostering a legacy of trail stewardship.



STRATEGIC PRIORITY

2

Fostering a thriving Canadian trail sector

By equipping local trail organizations with essential training, funding and resources, we will create a robust and sustainable trail sector. This will result in a more resilient network of trails that can adapt to changing needs and challenges.





STRATEGIC PRIORITY

3

Facilitating great outdoor experiences

By making it easier for people to discover and explore Canada's diverse landscapes and communities, we will increase trail usage and support. This will enhance health and well-being, foster community connections, and inspire greater public engagement and support for trails.



STRATEGIC PRIORITY

4

Connecting communities across Canada

By removing barriers to access and fostering inclusion, we will ensure that everyone — regardless of ability, background or location — can experience the benefits of the Trail. This will strengthen social connections, advance Indigenous reconciliation, and create a more inclusive, welcoming and connected Canada.



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