

MAT-SU TRAILS & PARKS FOUNDATION

STRATEGIC PLAN



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WHO IS THE MAT-SU TRAILS & PARKS FOUNDATION



OUR MISSION

To be the Resource, Inspiration, and Catalyst for Trail and Park Development in the Mat-Su Borough.

OUR VISION

World-Class Trail and Park System in the Mat-Su Borough

PRIORITIES

- Develop an integrated system of trails and parks throughout the Mat-Su Borough.
- Support development and implementation of a formalized trail management plan that engages user groups to understand user requirements.
- Promote the benefits that trails and parks provide to our communities.
- Develop sustainable resources to support these goals.

CORE VALUES:

Creating Opportunities

Building Connections

Facilitating Partnerships

Embodying Stewardship

**Promoting Equity and
Accessibility**



Residents and visitors to the Mat-Su Borough will have access to a connected and integrated system of trails and parks for all users and future generations, promoting healthy lifestyles and providing economic opportunity. The Mat-Su Trails and Parks Foundation will empower people to build and maintain a trails and parks system by facilitating collaboration and partnerships and funding projects. We acknowledge that we recreate outdoors in Mat-Su on the land of the Dena'ina and Ahtna peoples.



PEOPLE

The value of trails and parks for a healthy community

GOAL #1:

Engage with Mat-Su users and stakeholders to learn their aspirations for Mat-Su trails and parks

Target Achievements:

- Research community need, through community surveys of trail use, health equity data, transportation data, and recreation surveys

GOAL #2:

Communicate the value of trails and parks to our community.

Target Achievements:

- Focus on broad community outreach and communications on the importance of trails and parks to our community and prioritize non-traditional, underrepresented groups
- Focus on tourism, health, and economic benefits of trails and parks in outreach and communications



PARTNERSHIPS

Convener, catalyst, and partner
for "Mat-Su trails and parks"

GOAL: Facilitate and strengthen partnerships (new and existing partners)

01

Convene local and like-minded organizations in an annual forum or symposium aimed at improving coordination of trails and parks entities

02

Participate in borough and state planning groups (including the State Comprehensive Outdoor Regional Planning, Borough planning boards, Metropolitan Planning Organization/all modes of transport) to advocate for the inclusion of trails and parks in planning and development projects

03

Seek new partnerships with new user groups, among others: schools, adult educational entities, and older adults groups

04

Partner with businesses associated with trail and park use, such as those who sell equipment for use on trails

05

Partner with contractors and developers in the early stages of building infrastructure to advocate for planning trails and parks in new infrastructure development projects

06

Build deeper connections with local/regional land managers and Alaska Native tribes

07

Prioritize participation in ongoing fora to advocate for the inclusion of trails and parks in planning and development projects



RESOURCES

Fund development and management for the organization and for granting

GOAL #1:

Grow operational capacity

Target Achievements:

- Generate sufficient funds for current operations and grow staff as needed

GOAL #2:

Create future investment fund

Target Achievements:

- Create and maintain a \$10 million investment fund that allows MSTPF to be financially independent within 20 years.

CONNECTIONS

SUPPORT AN INTERCONNECTED AND INTEGRATED TRAILS AND PARKS SYSTEM

GOAL 1:

SUPPORT THE DEVELOPMENT OF A WORLD-CLASS TRAIL AND PARK SYSTEM IN MAT-SU

Target Achievements:

- Improve uniform signage to trails and parks and include historic places and Alaska Native place names and history, that serves tourists as well as residents (user-friendly)
- Support active transportation
- Prioritize developing “close to home” recreation opportunities for all communities
- Expand granting guidelines to include maintenance
- Continue to improve our work with the Outerspatial app



GOAL 2:

DEVELOP A STRATEGY TO INCREASE OUR CAPACITY TO BE AN ACTIVE PARTNER/LEADER ON MAJOR PROJECTS INVOLVING TRAILS AND PARKS IN THE MAT-SU

Target Achievements:

- Invest in understanding current conditions of park and trail connectivity, identify and analyze gaps, and prioritize connector trails and connecting isolated parks with trails
- Prioritize advocacy and capacity for specific projects affecting public access/spaces/connectivity (Long Trails, Matanuska Greenbelt)
- Facilitate a proactive grantmaking process by reaching out to groups and/or by prioritization and offering to support projects, versus the traditionally responsive process
- Connect the work of project partners into regional plans.

M A T S U
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