

Credit Valley Trail 2017



Summary Table of Strategic Directions, Actions and Performance Metrics

VISION

A journey along the banks of the Credit River that inspires, connects and empowers infinite generations of river guardians who will value and protect the watershed.

MISSION

For the benefit of present and future generations, Credit Valley Conservation, working with our municipal, Indigenous and community partners, will create a 100-kilometre continuous, connected river valley trail from the headwaters in Orangeville through Caledon, Halton Hills, Brampton to the shore of Lake Ontario in Mississauga.

<p>Complete and connect the Credit Valley Trail within 25 years.</p> <p>ACTIONS</p>	<p>Continue to build and expand partnerships, networks and support.</p> <p>ACTIONS</p>	<p>Create a trail user experience that is unique, user-focused and community based.</p> <p>ACTIONS</p>	<p>Share the cultures, traditions, history and aspirations of Indigenous partners.</p> <p>ACTIONS</p>	<p>Connect people to the natural and cultural heritage of the Credit River Valley.</p> <p>ACTIONS</p>
<p>Confirm the optimum route and phasing, determining key implementation components.</p>	<p>Establish the CVT Leadership Council and implement a governance structure, led by CVC with participating municipalities, Indigenous communities and other key partners that transforms the role of the current CVT Steering Committee into key implementation committees.</p>	<p>Promote existing sections of the trail and trail access points to encourage and facilitate use of the trail and Credit River by local residents and visitors.</p>	<p>Work with the CVT Indigenous Roundtable to identify areas of Indigenous significance in the main valley of the Credit River through traditional knowledge and archaeological evidence.</p>	<p>Conduct a CVT Tourism Development Study to assess the marketplace, identify the ideal CVT user and inform the development of CVT experience plans.</p>
<p>Increase dedicated staff resources for the purpose of planning, public consultation, design, construction, data collection and management, partnership building, coordinating stewardship and public outreach, communications, educational and interpretive materials.</p>	<p>Continue to seek out and leverage new partnership opportunities to support the ongoing work of the CVT Leadership Council.</p>	<p>Launch a targeted trail user awareness campaign to promote responsible and sustainable trail use and trail etiquette.</p>	<p>Support the CVT Indigenous Roundtable in creating and implementing a CVT Indigenous Experience Plan that includes animating the CVT optimum route through interactive storytelling experiences, interpretive signage, public art installations, trail markers and other culturally appropriate amenities.</p>	<p>Develop and implement an Arts, Culture and Tourism Plan in partnership with local businesses, municipalities and regional tourism organizations to encourage trail use and visitation in the Credit River Watershed.</p>
<p>Engage trail users, the general public, Indigenous communities and stakeholders in trail planning, design, construction and maintenance processes/ requirements.</p>	<p>Create and launch the CVT brand identity to increase public understanding, use of and support for the trail.</p>	<p>Work with municipal partners, watershed communities and other stakeholders to install trail amenities and signage that provide a safe, comfortable and engaging user experience.</p>	<p>Work with the CVT Indigenous Roundtable and watershed Indigenous communities to plan the trail in a manner that values and honours the sacred, sustaining waters of the Credit River.</p>	<p>Develop and implement a Heritage Destination Plan in partnership with local municipalities and heritage organizations to promote the cultural and natural history and attractions of the Credit River Valley, while ensuring their restoration and preservation.</p>
<p>Initiate land access and acquisition activities to identify and prioritize key lands along the optimal route and the most cost-effective means of achieving land access.</p>	<p>Implement a multi-faceted fundraising campaign, including establishing a Friends of the Credit Valley Trail committee, to seek out and cultivate key major fundraising partners, including corporations, individuals and all levels of government.</p>	<p>Create innovative and user-friendly wayfinding tools, print, and electronic content to enhance the trail user experience.</p>	<p>Engage and nurture the energies of strong collaborative relationships with Indigenous partners throughout the project's lifespan.</p>	<p>Develop and implement an Environmental Education Plan, in partnership with local schools, educational institutions and environmental organizations that cultivates support for the conservation of the natural heritage of the Greenbelt and Credit River Watershed.</p>
<p>Plan, design and build the trail and its associated infrastructure, launching new sections of the trail as they are completed.</p>	<p>Implement a Landowner Engagement Strategy that fosters healthy landowner relationships on private and public lands along the optimal trail route.</p>	<p>Develop and implement a Recreation and Active Transportation Plan in partnership with municipalities, trail organizations and health agencies that promotes healthy, active living and positions the trail as a pedestrian commuter route.</p>		<p>Develop opportunities for watershed residents that create social connectivity and cohesion through CVT resident leadership, volunteering and community engagement.</p>
<p>Connect the CVT to existing and new trails, parklands and greenspace.</p>				
<p>Report on the progress of implementation in a biennial State of the Trail Report.</p>	<p>Initiate a public relations campaign and communications strategy to maintain and grow commitment, engagement and support for the trail.</p>			

The following key performance measures will be used throughout the project to report on the progress of the CVT:



KILOMETRES of trail completed



HECTARES of land secured through acquisition or easement



CONNECTED TRAILS / PARKS statistics



PARTNERS and stakeholders engaged



TRAIL USE statistics



TRAIL WEBSITE / SOCIAL MEDIA statistics



TRAIL MONITORING statistics



FUNDS raised to support the project



INFRASTRUCTURE / AMENITIES built to support the trail and user experience



HOURS of volunteer effort contributed to the development and stewardship of the trail



PROGRAMS delivered on the trail



PRESENTATIONS / INFO SESSIONS about the trail

To maintain trust and confidence in our work, we will track and report on our accomplishments in a biennial State of the Trail Report - demonstrating that we're moving from vision to action, and action to results.



**“We are the keepers of this land
She shelters and sustains us
Long after the flesh fails the spirit
We will care for this land
Our drums will be heard upon the wind
Our voices in the rustle of the leaves
My people have a Sacred Trust with this land
A trust no one may break
A trust that death cannot sever
We were here when you first set foot upon this land
And here we will remain
Long after the last step has disturbed our soil”**

**- Our Sacred Trust by Chief R. Stacey LaForme
Mississaugas of the Credit First Nation**