



TART Trails, Inc. 3-5 Year Plan

Mission
 Enriching the Traverse region by providing a network of trails, bikeways and pedestrian ways; and encouraging their use.

Core Values
 We believe in...

- **Outdoor recreation** - Get outside and exercise. Experience wildlife, enjoy the natural environment, breathe fresh air and have fun.
- **Making connections** - To nature, to work, to school, to people, to places, to ourselves- now and forever.
- **Sustainable transportation** - Empower individuals and decision makers to make choices that benefit personal and community economics and the environment.
- **Equitable access** - Always open and safe for everyone.
- **Improving health** - Active transportation and outdoor recreation improves community health and personal well-being.

Long-Term Vision
Happy, active people enjoying a world-class trail system.

The whole region will be connected by world-class trails, bikeways, and pedestrian-friendly streets linking people to the beauty of the Traverse area year round. Platinum Bicycle-Friendly, the Traverse area will be known for its natural surroundings, active, healthy outdoor lifestyles, and vibrant town centers where everyone has sustainable transportation options. We will be a world-renowned outdoor recreation and four-season destination.

