Maine Trails Coalition

2025 - 2027 Strategic Framework

Mission

To champion the establishment, use, and stewardship of trails in Maine.

Vision Statement

The Maine Trails Coalition is working to build a future for the State of Maine where:

- An extensive network of trails connects communities and is widely accessible to all.
- The public has a deep, informed appreciation of the value and benefits of trails and understands the unique role they play in Maine's quality of life.
- State and local governments actively support trails as a key pillar of economic development, tourism, active transportation, and public health.
- Communities across the state have the knowledge and tools to support new trail projects, and regularly do so.
- An ethic and practice of stewardship and caring for trails is alive and well in our communities.
- A diverse coalition of voices and perspectives is engaged in a robust, ongoing conversation about how we can best champion trails in Maine.

Core Value Statement

Maine Trails Coalition values equity, inclusivity, and strong community partnerships in its pursuit of a sustainable and accessible trail network. We are committed to employ active listening, collaboration, innovation, and trusted communication to achieve meaningful results.

Who We Are

The Maine Trails Coalition (MTC) is made up of member organizations that represent diverse trail users across the state. Members are the committed and critical working core team of MTC and comprise the decision-making body of the coalition. Membership is open to organizations committed to the stewardship and promotion of Maine trails. This includes Wabanaki Nations, private land managers, land trust or easement monitoring agents, trail users' groups, public agencies and trail related businesses. Members can also be other nonprofit and philanthropic organizations as deemed appropriate and eligible by the leadership. Member organizations must be able to advance the efforts of MTC through the advocacy, outreach, and/or education efforts of their organizations.

Strategic Priorities

1. Connect community to develop a strong statewide coalition that includes and represents all trail users
2. Catalyze action statewide by engaging trail organizations in advocacy, information-sharing, and convening
3. Multiply impact by increasing support for trails through diverse strategic partnerships to address financial, policy, and workforce challenges
4. Sustain a strong organization that is responsive, effective, resilient, and evolving

Short Term Goals: 2025

1. Support a successful first year of the Maine Trails Program, the state bond-funded grant program
2. Establish strong organizational foundation from which to do good work

Long Term Goals: 2025 - 2027

Convene

1. Host or co-host regularly occurring statewide trail convening
2. Unite and activate Teams to leverage skills, optimize capacity, and build strategic connections within the coalition to meet organizational goals and drive impact.

Communicate & Advocate

3. Statewide Trail Inventory & Needs Assessment
4. Statewide Trail Impact & Value Assessment
5. Statewide Guide for Developing Trails in Maine
6. Support statewide trails workforce development assessment & planning
7. Position MTC to act as a resource hub and critical partner in all things trails related

Organizational Advancement

8. Long term financial & viability planning for the organization

Updated to reflect membership definition as amended by the Leadership Group 4/16/26.