

Central Virginia Regional Trails Management Responsibilities

Mission / Vision

Act as the regional coordinating organization (backbone organization) to ensure consistency and coordination of the Fall Line to provide an optimal user experience, including trail design, construction, operation, maintenance and programing.

1. Operations & Maintenance:

- a. Coordinate with VDOT and localities on maintenance and law enforcement of the built sections of the Fall Line
- b. Coordinate with localities and private sector partners to maintain associated right-of-way and amenities
- c. Work diligently to identify and cultivate financial resources to fund ongoing maintenance and operations of the entire trail system

2. Development & Implementation:

- a. Develops resources sufficient to ensure the financial health of the organization.
- b. Advocate for establishment of a State Trails Office maintenance reserve through the General Assembly
- c. Coordinate the planning, execution, and evaluation of programs, including community teams, trail ambassadors, clean-ups, and other programs as identified
- d. Collaborate with locality staff, stakeholders, and state/federal partners to define program objectives, milestones, and outcomes.
- e. Monitor program progress, track milestones, and adjust plans to meet goals and deadlines.
- f. Coordinate with volunteers and partner organizations to ensure smooth implementation of program goals and objectives.
- g. Coordinate with locality and regional communications partners and create marketing materials related to programs which may include flyers, newsletter articles, social media posts or events, and website editing.

3. Program Evaluation and Reporting:

- a. Develop metrics and evaluation tools to measure the effectiveness and impact of programs.
- b. Collect and analyze data, prepare reports, and present findings to locality partners and community stakeholders.
- c. Utilize evaluation results to identify areas for improvement and make recommendations for program enhancements.

4. Community Engagement:

- a. Facilitate stakeholder engagement meetings to foster effective communication among partners and ensure alignment with the vision and goals of the Fall Line.
- b. Foster and grow current and new relationships with trail users, community groups, local government agencies, and other stakeholders and partners.
- c. Provide support in reporting and organizing maintenance concerns to locality staff, state partners, and community stakeholders.
- d. Provide assistance in monitoring and executing the addition of amenities along the Fall Line.
- e. Organize and participate in community events, workshops, and public meetings.
- f. Collaborate with locality staff to develop and distribute program-related communications, mapping, newsletters, and social media content.

5. Volunteer Coordination:

- a. Recruit, train, and supervise volunteers for program-related activities, including educational events and community outreach.
- b. Provide guidance and support to volunteers, ensuring a positive and rewarding experience.
- c. Maintain volunteer records and recognize volunteer contributions.

6. Events:

- a. Develop, coordinate and manage the logistics of special events, including a permit system for event organized by other parties
- b. Manage volunteer coordination for special events.

7. Other:

- a. Install, maintain, gather, and upload data from trail counters along the trail network.