Sadler 2020 Adaptive Management Plan Outline (relative to T&C Dept tasks)

Overall goal: Create a Robust Regional Trail Network

 Objective: Strengthen THE LINK Coalition

 Priority/Timeliness: Medium

Program: THE LINK Trail Network and Coalition

 Staff: Claire Sadler

 Key Tasks:

* Implement tasks from three-year marketing plan (pdf map, social media campaign, outreach events, e-newsletter)
* Create trail gap pipeline mechanism and populate
* Build THE LINK Coalition (steering committee and general membership)

Key Performance Indicators:

* 750 Facebook followers (72% increase)
* Two periodic newsletters to THE LINK email list
* Updated inventory of Lehigh Valley trail gaps and new “top 10” list
* Monthly steering committee meetings and two membership meetings with 25+ member organizations

Overall goal: Encourage partners to collaborate with our mission

 Objective: Grow the Lehigh Valley Greenways Partnership focused on conservation, recreation, outdoor education and green infrastructure

 Priority/Timeliness: High

 Program: Lehigh Valley Greenways Conservation Landscape

 Staff: Claire Sadler

 Key Tasks:

* Implement 2020 LVG Partnership Action Plan (currently in draft from 1/9/2020 partner retreat)
* Hold 2020 LVG mini grant round
* Apply for and secure funding for Conservation Coordinator

Key Performance Indicators:

* # of partners engaged/attendance at LVG meetings and festival
* 10+ mini grants awarded (including official map, WalkRollLV public event, accessible trails study, riparian buffer projects)
* Metric goals = 500 new acres conserved, 10 riparian projects completed
* Conservation Coordinator hired