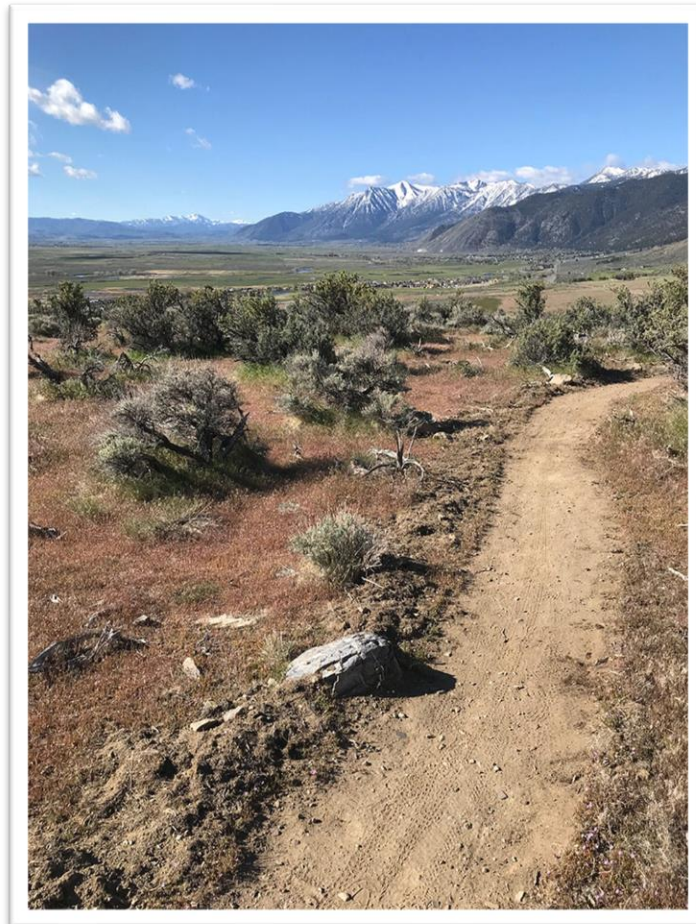


# CARSON VALLEY TRAILS ASSOCIATION

STRATEGIC PLAN  
2024 – 2029



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# HISTORY OVERVIEW

## Celebrating our accomplishments

January 2024

### Early Years

**1994** – With access to adjacent public lands diminishing because of changing landowners and housing developments, a group of local citizens forms the Carson Valley Community Access (CVCA) to maintain existing or establish new public access to adjacent public lands.

**1995-2000** – In a cooperative effort with stakeholders including the U.S. Forest Service (USFS), Bureau of Land Management (BLM), Douglas County and private landowners, CVCA begins planning for access and trail opportunities in and around the Carson Valley for hiking, biking and equestrian use.

**1996** – CVCA files articles of incorporation and becomes a non-profit organization.

**2000** – CVCA changes its name to the Carson Valley Trails Association (CVTA).

**2002-2003** – CVTA and other stakeholders work with Douglas County to create the Douglas County Comprehensive Trails Plan. This plan is part of the County's Master Plan and provides a general framework for trails planning within the County. This plan is then updated and adopted in 2024.

### Fay-Luther/Jobs Peak Ranch Trail System

**1995-2000** – CVCA works to provide public access in the Fay-Luther Trailhead area.

**1997** – An environmental assessment jointly prepared between the USFS and BLM is signed for the Fay-Luther Trailhead for non-motorized recreation access. CVCA partners with The American Land Conservancy to purchase 2.35 acres of private property from a willing seller to establish the Fay-Luther Trailhead. The trailhead is then deeded over to the U.S. Forest Service. The trailhead is developed and opens in 2000.

**2005** – Public use of the Fay-Luther Trailhead continues to grow steadily. CVTA forms a trail clean-up volunteer crew to help clean up dog waste several times per week. CVTA provides dog bags and waste buckets for the public to use and continues today.

**2006** – The BLM completes an Environmental Assessment for the Fay-Luther/Jobs Peak Ranch Trail System. The Jobs Peak Ranch Trailhead is built, and CVTA constructs the northern 1.6 miles of the Fay-Luther/Jobs Peak Ranch Trail on a Douglas County easement on Jobs Peak Ranch property. This is the first constructed and formally recognized trail in Carson Valley.

**2007** – CVTA constructs and opens the Interpretive Loop and Bitter Cherry Trail.

**2008** – CVTA connects the Fay-Luther/Jobs Peak Ranch Trail between the Fay-Luther and Jobs Peak Ranch Trailheads.

**2008** – CVTA constructs and opens the Grand View Loop, Valley View Loop and Jeffrey Pine Trail.

**2009** – CVTA installs trail signs and trail maps throughout the trail system. This becomes the first formally recognized trail system within the Carson Valley.

**2010** – CVTA develops and installs interpretive signs along the Interpretive Loop, providing a learning opportunity about the area’s unique human and natural history.

**2016** – The BLM approves an environmental assessment for CVTA to realign sections of trail that mostly follow old roads. These realignments are then built and opened.

**2016** – CVTA proposes the Appaloosa Trail, Horse Trails and additional realignment improvements.

**2023** – CVTA completes most realignment improvements and adds the Appaloosa Trail.

### **Bently Heritage Trail**

**2009-2010** – The Bently-Kirman Tract Trail is constructed on a conservation easement and opens in 2010 as a cooperative project with The Nature Conservancy and the private landowner Bently Ranch. This becomes the second formally recognized trail within Carson Valley.

**2014-2019** – Boardwalks are constructed over wet/muddy trail sections in partnership with multiple Eagle Scout projects.

**2016** – Bently Ranch renames the trail to the Bently Heritage Trail. The dirt access road is graveled to improve vehicle access, and trailhead directional signs are installed along Heybourne Road and Stephanie Lane.

### **Genoa Trail System**

**2008** – CVTA proposes the 20-mile Genoa Trail System.

**2011** – Approximately 17 of the 20 proposed miles are approved for construction through a USFS Environmental Assessment. The Eagle Ridge Trailhead and most of the trail system is built during 2011.

**2012** – The trail system is completed and opens in May. This becomes the third formally recognized trail system within Carson Valley.

**2013-2017** – CVTA completes most trail finishing projects including construction of wooden and rock causeways, retaining walls, a bridge, rock crossings, safety railings, and realignment improvements.

### **River Fork Ranch Trail System**

**2012** – CVTA partners with The Nature Conservancy and opens the 2-mile West Fork Trail and the 0.75-mile East Brockliss Loop. This becomes the fourth formally recognized trail system within Carson Valley.

**2020** – Both boardwalks are constructed over ephemeral wet locations on the East Brockliss Loop.

### **Clear Creek Trail System**

**2008** – CVTA proposes the 32-mile Clear Creek Trail System connecting the Tahoe Rim Trail with Highway 395, and the associated Clear Creek Connector, Jacks Valley Loop and James Lee Loops.

**2011** – Approximately 10 of the 32 miles are approved for construction by the USFS.

**2013-2014** – Eight miles of the Clear Creek Trail, and the two-mile Clear Creek Connector are constructed and open in April. This becomes the fifth formally recognized trail system within Carson Valley.

**2017-2018** – The upper 6.5 miles of the Clear Creek Trail is approved in 2017 by the USFS. This portion of the trail is built in 2018 and opens in August.

**2020-2022** – The lower portion of the Clear Creek Trail, Jacks Valley Loop and James Lee Loops are analyzed a second time. The lower Clear Creek Trail and Jacks Valley Loop are approved in 2021 and constructed in 2022.

**2023** – The James Lee Loops are analyzed a third time, approved in 2022 and constructed in 2023. The entire Clear Creek Trail System is now 30 miles in length.

### **Pinyon Trail**

**2008** – CVTA proposes the 6-mile Pinyon Trail on the southeast side of Carson Valley.

**2013** – The BLM approves construction of 4 miles of trail.

**2014-2015** – The Pinyon Trail and Pinyon Trailhead are built, and the trail opens March, 2015. This becomes the sixth formally recognized trail system within Carson Valley.

### **Juniper Trail System**

**2008** – CVTA proposes the 10-mile Juniper Trail System on the northeast side of Carson Valley.

**2013** – The BLM approves construction of the trail.

**2017** – Upon start of construction, the BLM halts the project due to potential retention basins being constructed on the project.

**2021-2024** – No detention basins are determined to affect the project and the project awaits another reapproval to begin construction.

## **STRATEGIC PLAN: VISION STATEMENT**

**Connecting people to the outdoors through a system of trails**

## **STRATEGIC PLAN: MISSION STATEMENT**

**The Carson Valley Trails Association is a nonprofit, volunteer-based organization working with partners to provide public access through a recreational trail system for present and future generations to enjoy**

## STRATEGIC PLAN: VALUES

**Honor and Celebrate:** *We honor and celebrate our volunteers - they are the heart and soul of our organization.*

**Collaboration:** *We work with the Carson Valley community and respect its people, their cultures, and private property rights. We recognize the importance of partnering with agencies and organizations with similar missions. We aim to maintain and build strong relationships by continuing our current collaborations, and identifying various public, private and nonprofit entities as new partners.*

**Efficiency and Integrity:** *We apply common sense and good judgement to our work. We use contributions and resources to effectively and efficiently achieve our goals. We ensure accountability to our stakeholders by measurably demonstrating our accomplishments.*

**Stewardship:** *We are committed to honoring the CVTA mission by planning, building, and caring for our trails, and maintaining CVTA as a strong, viable organization that supports a trail system for present and future generations to enjoy. We aim to build greater community involvement through publicity and education, thus empowering a future generation of responsible trail users.*

## **STRATEGIC PLAN: DIRECTIONS AND GOALS**

**The Strategic Directions and Goals will guide the Strategic Plan towards achieving the Carson Valley Trails Association Vision and Mission. These have been identified through various community outreach processes gathered by CVTA from trail users, stakeholders and surveys, as well as through the 2023 Douglas County Comprehensive Trails public planning process.**

### **Strategic Direction 1 – Access/Trails**

*Facilitate a system of trails that are easily accessible and maintained*

### **Strategic Direction 2 – Outreach**

*Increase awareness of CVTA through public events, partnerships, community involvement, technology, and publicity*

### **Strategic Direction 3 – Resources**

*Obtain sufficient resources in terms of funding, technology, and volunteers to ensure CVTA goals are met*



## **Strategic Direction 1 – Access/Trails**

*Facilitate a system of trails that are easily accessible and maintained*

### **Goal 1**

**Establish non-motorized trail systems near Carson Valley communities when logical and practical.**

#### **Objective 1**

Communicate with relevant landowners on trail system opportunities.

##### **Activity 1**

Collaborate with U.S Forest Service, Bureau of Land Management, State of Nevada, State of California, The Nature Conservancy, Douglas County, Carson City, Washoe Tribe, private landowners and other relevant landowners to help establish trail systems.

#### **Objective 2**

Coordinate and communicate planning efforts with other public, private and non-profit partners as needed.

##### **Activity 1**

Collaborate on local and regional trail and map planning efforts, particularly with adjacent trail organizations.

##### **Activity 2**

Maintain involvement with Douglas County on reviewing and updating the Douglas County Comprehensive Trails Plan.

### **Goal 2**

**Continue a high standard of trail maintenance, safety and cleanliness.**

#### **Objective 1**

Plan, design and build trails that are safe and enjoyable.

##### **Activity 1**

Provide trails that accommodate users with different abilities, needs and desires.

##### **Activity 2**

Provide trail opportunities to a variety of user groups including hikers, dog walkers, joggers, equestrians and mountain bikers.

## **Objective 2**

Continue a high standard of trail and trailhead maintenance through the development and expansion of a volunteer base to assist with trail activities.

### **Activity 1**

Establish annual trail review and work plan.

### **Activity 2**

Continuously monitor and maintain all trails to prevent trail maintenance backlogs, problems and hazards.

### **Activity 3**

Continue to develop crew leaders to help oversee individual projects and areas.

### **Activity 4**

Continue to seek out, train and involve new volunteers to help in trail maintenance and trail building activities.

### **Activity 5**

Continue the CVTA Guardian program.

## **Strategic Direction 2 – Outreach**

*Increase awareness of CVTA through public events, partnerships, community involvement, technology, and publicity*

### **Goal 1**

**Provide awareness and build advocacy for CVTA and its trail systems.**

#### **Objective 1**

Seek out, plan and respond to outreach opportunities such as community events and school functions.

##### **Activity 1**

Promote the benefits of being a CVTA member and the ways in which CVTA's accomplishments benefit the community.

#### **Objective 2**

Develop and maintain resources that educate and engage CVTA members and the public at large.

##### **Activity 1**

Publish and distribute a CVTA newsletter a minimum of twice a year.

##### **Activity 2**

Determine and implement a plan to recycle content from newsletters on social media/blogs.

##### **Activity 3**

Maintain educational materials on topics such as history, geology, flora, and fauna of CVTA trails.

##### **Activity 4**

Maintain media lists, current brochures and targeted plans on how to distribute.

##### **Activity 5**

Maintain the CVTA website with essential information to assist with public education about the CVTA trails, programs, achievements and opportunities to support the organization as a volunteer or donor.

### **Objective 3**

Ensure elected and appointed officials are aware of the benefits enjoyed by the community as a result of CVTA and its accomplishments.

### **Objective 4**

Foster and partner with like organizations that share common missions.

## **Goal 2**

**Engage individuals and various entities through trail activities, programs or events.**

### **Objective 1**

Communicate activities and achievements to the public, stakeholders and supporters through events and media.

#### **Activity 1**

Use the annual meeting as an opportunity to promote and celebrate CVTA's accomplishments from the previous year, introduce new board members, celebrate the contributions of others and enlist the participation of members in future activities.

#### **Activity 2**

Develop hiking programs or guided hikes.

### **Objective 2**

Develop strategies to educate the public on trail use, stewardship and etiquette.

## **Strategic Direction 3 – Resources**

*Obtain sufficient resources in terms of funding, technology, and volunteers to ensure CVTA goals are met*

### **Goal 1**

**Practice and demonstrate efficient and effective management of CVTA, promoting sound business decisions and accountability to the membership, partners and supporters.**

#### **Objective 1**

Develop and assess an annual work plan with measurable goals and objectives that reflect the Strategic Plan.

##### **Activity 1**

Board members will operate and plan their relevant activities with measurable goals and responsibilities, reporting to the Leadership Team and Executive Board.

##### **Activity 2**

On-going goals tracking by committee chairs to review and report on Work Plan Progress.

#### **Objective 2**

Develop an annual budget based on the work plan.

##### **Activity 1**

Ensure the organization is following its Accounting Policies and Procedures.

##### **Activity 2**

Develop an annual budget for approval by the board and provide opportunities to edit/update the budget as needed throughout the year.

##### **Activity 3**

Board members will develop and monitor their respective program budget(s).

#### **Objective 3**

Maintain an adequate level of organizational funding and be prepared to form a fund development committee should the need arise.

##### **Activity 1**

Develop an annual fund development plan.

### **Activity 2**

Review board structure document annually and revise it as needed.

### **Activity 3**

Review and revise the bylaws on an annual basis, including officer term limits as a part of that annual review.

## **Goal 2**

**Expand capacity of organization by cultivating human resources, membership and partnerships for volunteer support.**

### **Objective 1**

Mentor individuals with skills, knowledge and experience who share the values and commitment of CVTA's mission and vision.

#### **Activity 1**

Involve non-member trail users in the activities of CVTA to increase membership and awareness.

#### **Activity 2**

All board members should be actively involved in recruiting others to become involved with CVTA.

#### **Activity 3**

Participate in public events in the Carson Valley and beyond with the purpose of increasing membership, community involvement, awareness and support.

### **Objective 2**

Identify and engage opportunities to recognize the contributions of others and how that has advanced the mission of CVTA.

#### **Activity 1**

Carry out ways to develop a recognition program or ways to celebrate the contributions of others.

#### **Activity 2**

Foster financial contributions by recognizing donors in a timely fashion and communicate the achievements of CVTA that are linked to their contributions.