



The SMART Idea

Southwest Michigan
Alliance for
Recreational Trails

Geographical Representation

- **Nine Counties in Southwest Michigan**

Allegan

Barry

Berrien

Branch

Calhoun

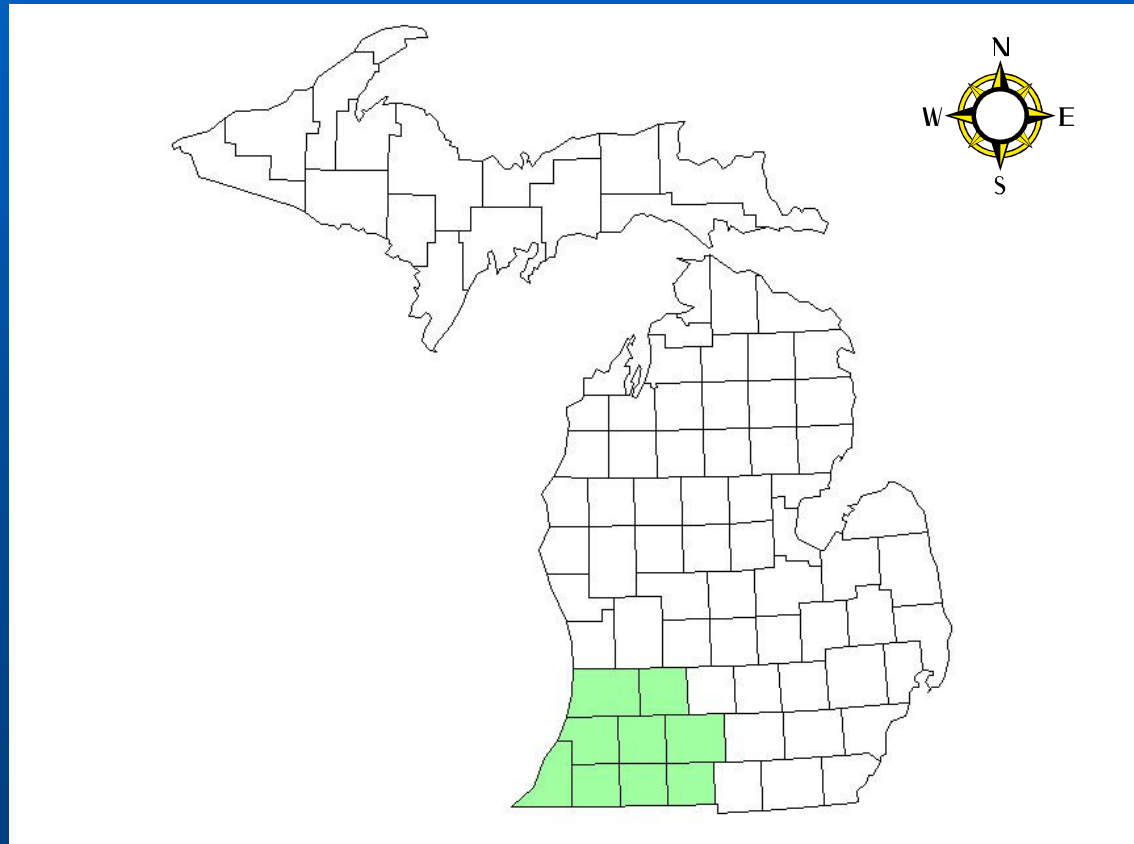
Cass

Kalamazoo

St. Joseph

Van Buren

Geographical Area



Mission Statement



- The mission of SMART is to partner, promote and connect a planned trailway system in Southwest Michigan and adjoining areas to enhance the quality of life for all.

Trailway Definition

- **A recreational facility that would include but is not limited to:**
 - Hiking trails
 - Water trails
 - Non-motorized trails
 - Equestrian trails
 - Snowmobile trails
 - Bicycle trails

Goal #1

- Establish and expand partnerships that aid the development and connection of trailways throughout Southwest Michigan.



Objectives

- **Build strong public participation and awareness of the alliance's purpose and activities.**
- **Maintain and update a list of partnering organizations.**
- **Build capacity of existing organizations to develop trailways.**

Goal #2

- Link existing and future trailways into a complete network connecting the Southwest Michigan region with neighboring networks.



Objectives

- **Develop a planned regional railway system that connects people with other people, nature, water, history, culture and art.**
- **Encourage trailways to be safe for all users.**

Goal #3

- Secure resources to sustain success.



Objectives

- **Create a vision document to communicate with potential funding sources.**
- **Identify key funding sources and ideas.**
- **Establish long term funding strategies for maintenance of trailway network.**

Objectives

- Evaluate the need for a coordinator/staff person for the alliance.
- Establish a 501 (c 3) or (c 6) to channel grants through.
- Establish a volunteer program.

Goal #4

- Increase public awareness, understanding and appreciation for the trailways and the benefits of trailways to their communities and their quality of life.

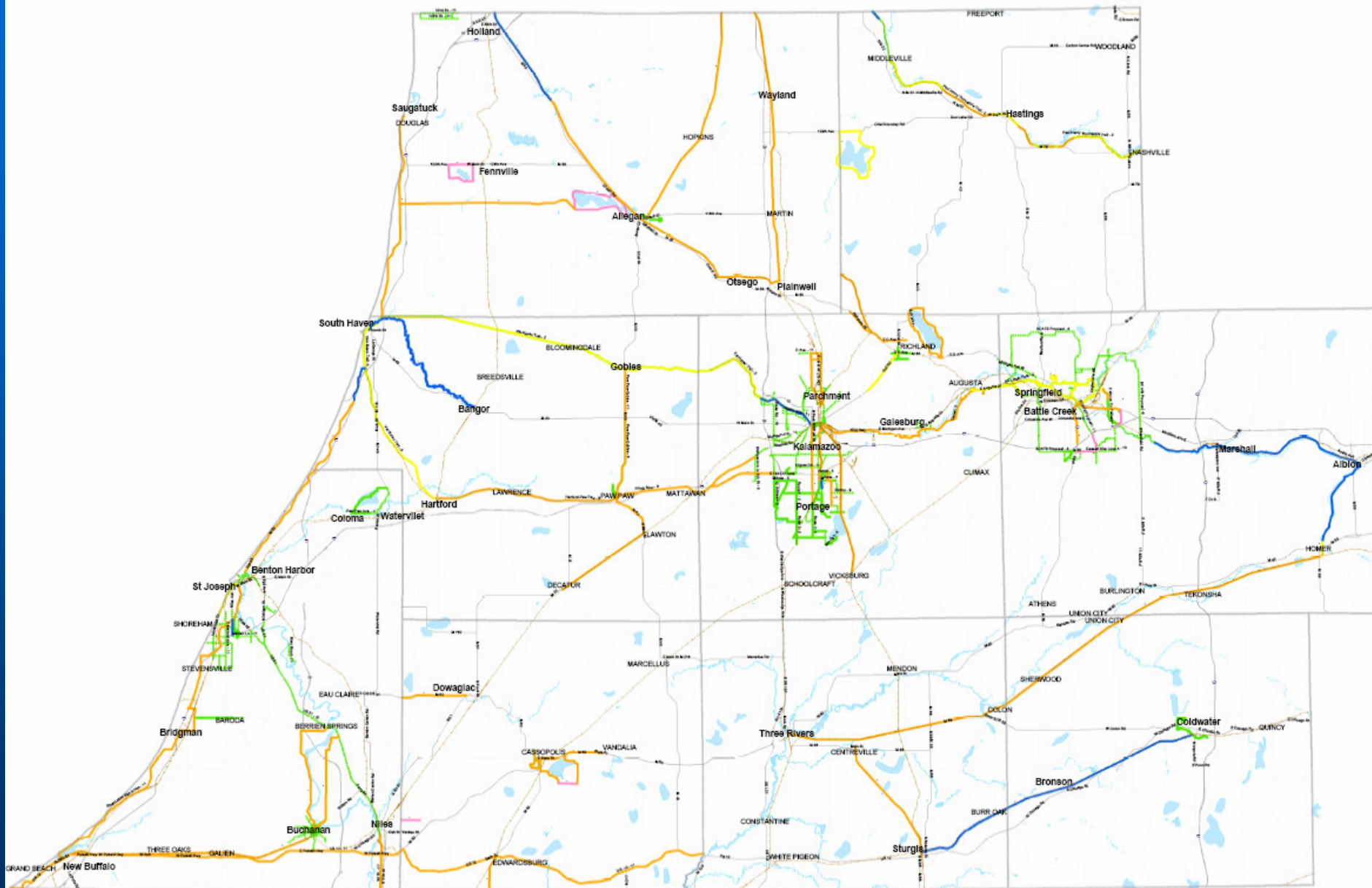


Objectives

- **Develop a map of existing trailways for potential users.**
- **Assist communities and organizations with marketing and promoting ideas and techniques.**
- **Establish and distribute a code of ethics for trail users.**

The SMART Vision

Making Connections....



Impacts

- Regional planning effort
- Bring communities together
- Promote healthy lifestyles
- Increase tourism
- Promote education and safety
- Improve quality of life

Questions

**Are you on the SMART mailing list?
If not, please contact us at:**

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