Oakland County Trail Advisory Council 
2005 Goals and Objectives

1. Finalize the Oakland County trail network master plan.
   √ Identify and prioritize missing trail network segments
   √ Facilitate and support actions for completion.

2. Develop a marketing plan for the County trail network.
   √ Initiate sponsorships and collaborations
     - Include corporate and business agencies
     - Include health and fitness organizations
     - Include economic development groups
     - Include governmental entities
     - Include environmental groups
     - Include real estate companies
     - Include conservancy organizations
     - Include outside agencies and interests

3. Promote and advocate the mission and the benefits of the trail network system to key potential interest groups.
   √ Identify and develop liaisons
   √ Identify economic and health benefits
   √ Promote non-motorized transportation opportunities

4. Be a resource for technical information on design, development and maintenance.
   √ Pursue development of recommended County-wide guidelines
   √ Hire a consultant for signage and wayfinding
• Coordinate with utility and transportation interests
• Pursue funding opportunities

5. **Explore public and private funding options.**

6. **Promote trail programs.**
   • Establish an adopt-a-trail program
   • Encourage and coordinate trail programs and events

7. **Ongoing tasks.**
   • Establish, review and revise goals on an annual basis for the Advisory Council.
     - Summarize accomplishments
     - Map existing and planned trail network facilities and track programs
     - Coordinate County and regional cross jurisdictional links