



PEI ATV FEDERATION INC.
STRATEGIC PLAN

Vision

To design, build and maintain a legal, interconnected and sustainable ATV trail system throughout the entire province of Prince Edward Island.

Mission

To be the voice for all things related to ATVing in the province of Prince Edward Island. To take a leadership role in the collaboration of other motorized and non-motorized trail user groups, so that harmony and a sense of working together towards trails for “all” can be achieved.

Pillars

Advocate: We seek to promote ATVing on PEI to gain a social license and to advocate for the Member Clubs to attain resources and a recognized and regulated activity.

Collaborate: We work to build beneficial relationships with Governments, communities, motorized, non-motorized trail users, and the public to collaborate on projects that can benefit all parties.

Values

In all we do, we will...

- Represent the people and interests of the Member Clubs
- Be a trusted organization by providing transparency and easily accessible records
- Embrace diversity and strive to build member capacity
- Provide transparent governance for all Member clubs to steer to “good standing”
- Design and implement programs/activities/fundraisers/ supports that are sustainable (financial, staff/volunteer health, environment, and social license).

Two Pillars guide our work in delivering our mission and achieving our vision.

STRATEGIC PRIORITIES (GOALS)

Goal #1

Immediate Timeline
(within one year)

Objective 1.1 - Support existing and New Member Clubs to establish good governance and financial standing to operate.

Objective 1.2 - Provide leadership to amend/establish regulations/grant safe, legal access for ATVing on PEI.

Goal #2

Medium Timeline
(within two years)

Objective 2.1 - Advocate for ATV sport to be sustainable (financial, staff/volunteer health, environment, social license, regulations) on PEI by having strong Member Clubs.

Objective 2.2 - Take the steps required to enhance the ATV sport and related infrastructure as a tourism segment to increase benefits to communities and the province.

Goal #3

Long Term Timeline
(within four years)

Objective 3.1 - Establish venues/access/vision to link the trail systems of Member clubs so as to provide an interconnected and sustainable ATV trail system throughout the entire province of Prince Edward Island.

Objective 3.2 - Establish Prince Edward Island as an ATV destination with an accessible, sustainable trail system and related services that will provide a segment of support within communities.

THINK SAFE • RIDE SAFE • BE SAFE