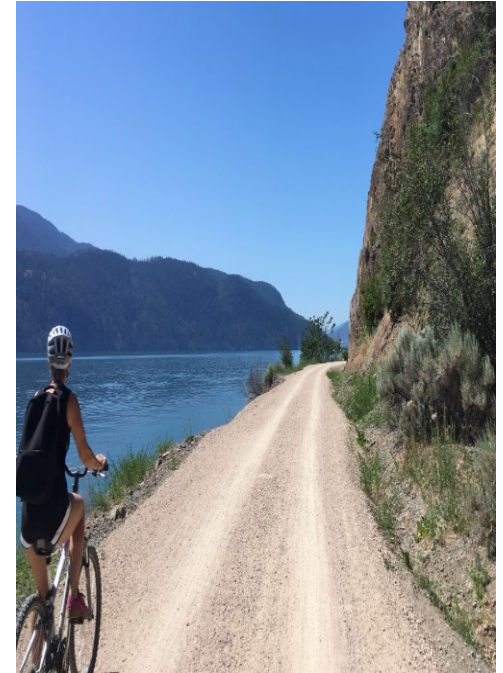


Okanagan Rail Trail Update



A Pathway of Connections



Connecting Communities

Building this trail will provide much more than a pathway. It will create connections in our community that will benefit our communities today, and into our future.



Connecting with Culture and Recreation

Within 500 of metres of the trail there are 22 parks and 21 recreational and cultural points of interest allowing local and visiting walkers and bikers to experience our great amenities.



Connecting Families

The near level trail surface will support use and enjoyment by all ages and abilities and will enable intergenerational activities. Children, parents and grandparents can all enjoy the safety of walking and biking together away from congested roads and traffic.



Connecting with Nature

Every trip along the rail trail will offer a opportunity to learn about and enjoy the rich natural ecosystems of the lakes and creeks along the trail. Over 24 km of the trail will follow lake shore, creeks and truly unique natural environments.



Connecting with Health and Wellness

The Rail Trail will provide an attractive, easy way to get out to walk, bike or run allowing residents to incorporate exercise into their daily routines supporting a healthy, active lifestyle. It is estimated that the trail will receive 148,000 walking trips and 309,095 cycling trips per year (1). It will also provide us an alternative multimodal transport system enabling us to reduce automobile dependency and reduced vehicle emissions improving the liveability of our valley.



Connecting with our Economy

The Rail Trail will become a signature amenity that will help define this tourism destination. This truly iconic rail trail will attract additional active international travellers, especially in shoulder seasons. Economists project that an additional 107,400 visitors will be attracted to the Okanagan each year specifically to use the trail. This represents an additional \$6.7 to \$8.7 million to the local economy, and about 66 new jobs in related businesses. (1)



Connecting with the Syilx Cultural Heritage

The Rail Trail offers the opportunity to learn about the Syilx (Okanagan) people and their traditional territory.



Connecting with our Future

Future generations will be grateful that we acted today to protect this corridor and provide a trail that connected us in so many ways.



Trail Facts

\$22 million – purchase price of discontinued rail corridor

\$7.8 million - cost to construct the first phase of the trail. This all was either donations or grant funding

24 kms - total distance of lakefront, creeks and truly unique natural habitats along the trail

1.3 % - maximum grade of the trail

212,000 – combined estimated population of communities along the trail

588,000 – estimated # of annual users by year 5

43 – number of cultural and recreational points of interest within 500 metres of the trail

1 – number of international airports along the trail



At a rail trail strategy session of elected leaders held in November 2017, participants identified a number of issues that they felt should be coordinated moving forward, including:

- Oversight, monitoring, and management
- Planning for long term development of the ORT
- Design and construction of future improvements and infrastructure
- Regulation of uses and activities on the ORT
- Maintenance and operations
- Wayfinding and interpretive facilities
- External communications and public relations
- Programming and special events
- Marketing and branding
- Fundraising



For Consideration...

Maintenance Standards

- A draft manual of maintenance standards has been prepared cooperatively by the owner jurisdictions
- The purpose of the Maintenance Standards manual is to establish a consistent standard for the physical condition, intended function and environmental quality of the Okanagan Rail Trail.



For Consideration...

Partnership

- Having reached its goal, the community fundraising team responsible for raising \$7.8 million in capital funding for the trail has ceased its operation (Okanagan Rail Trail Initiative - ORTI).
- A dedicated group of members from ORTI is establishing a “friends of” group for the rail trail; Friends of the Okanagan Rail Trail (FORT).
- The Friends of the Okanagan Rail Trail Society is a registered non-profit society.
- As it relates to this Memorandum of Understanding, the Society’s interests are three-fold:
 - to support Trail enhancement by fundraising for amenities and improvements
 - to employ a range of communication tools to promote the Trail
 - to support and facilitate stewardship of the Trail



For Consideration...

Branding and Visual Identity

- A consultant has been retained to work with the Committee to create a brand strategy for the Okanagan Rail Trail and to develop a logo.
- As part of this process a workshop was held with local stakeholders who have an interest in the corridor and/or who have brand and marketing expertise relevant to the corridor (e.g. tourism agencies, university, fundraisers, local governments).
- The intent of this brand strategy initiative is to establish consistency among all owners, partners and stakeholders for use on communications pieces such as signage, brochures and websites.
- The visual identity is an essential part of a planned approach to building the Okanagan Rail Trail's reputation and raising awareness about its facilities, services and programs. This brand identification program will help to provide a uniform identity and support a consistent user experience.



Brand Values

Welcoming We are committed to ensuring open and inclusive access for all. Safe, respectful amenities that are accessible to everyone is a key pillar of our brand.

Community Born out of the pride of our local communities, our partnership has made this possible. Working together we will ensure the best interests of all communities in the region are respected and represented.

Experience We will deliver a unique way to experience the beauty of the Okanagan. Diverse, active experiences for residents and visitors to enjoy the history and beauty of the region will set our experience apart from others in the region.

Environment Preservation of the natural environment – and everything within it – is key. Decisions will be made with sustainability in mind, ensuring future generations to come will have the same accessible opportunities that we have today.

History We will celebrate the rich cultural history of our region. We will educate residents and visitors on the importance of this geographic link and its role throughout history.



Colour Palette

These colours have been specifically selected to project the colours of the trail, and the natural beauty of the Okanagan.

The palette also reflects colours from each of the partner jurisdictions. This will help ensure that graphics, signage and other material can complement each jurisdiction's established identity programs.

Strict adherence to these colour standards will serve to support brand identity and unify user experience.

Base colours - used primarily



STEAM

Accent colours - used for pops of colour



Thank you...

The Okanagan Rail Trail Committee

