

Report to Council



Date: June 10, 2019

File: 1840-20

To: City Manager

From: Michelle Kam, Sustainability Coordinator and James Kay, Development Engineering Manager

Subject: Okanagan Rail Trail – Status Update

Report Prepared by: Michelle Kam, City of Kelowna and Matt Vader, District of Lake Country

Recommendation:

THAT Council receives, for information, the report from the Sustainability Coordinator and the Development Engineering Manager, dated June 10, 2019, with respect to the Okanagan Rail Trail – Status Update;

AND THAT Council receives, for information, the presentation from the Chair of the Okanagan Rail Trail Committee (ORTC);

AND THAT the Mayor and City Clerk be authorized to execute all documents associated with the interpretive facility at Carney Pond, including, if necessary, any land tenure applications for the construction of trails on Crown land;

AND THAT Council approves the principles of the Okanagan Rail Trail Events Guidelines.

Purpose:

To provide Council with a report on the status of the Okanagan Rail Trail and the activities of the Okanagan Rail Trail Committee.

Background:

The Okanagan Rail Trail Committee (ORTC) was established in July 2018 by the Councils and Board of the participating jurisdictions (i.e. Okanagan Indian Band, City of Kelowna, District of Lake Country, Regional District of North Okanagan, District of Coldstream, City of Vernon). ORTC is responsible for the joint coordination of activities related to the planning, development, maintenance and use of the corridor. The establishment of this committee is the function of the natural progression from the Interjurisdictional Acquisition Team (IAT) through to the Interjurisdictional Development Team (IDT).

The efforts undertaken by the Okanagan Rail Trail Committee in collaboration with community partners will further assist in achieving the vision of the collective Councils and Board as established in the Okanagan Rail Trail Committee Terms of Reference:

- Develop and manage a world class rail trail that links the communities of the valley.
- Provide a range of recreational, transportation, tourism, and event opportunities in the communities through which it passes.
- Optimize the enjoyment of the rail trail experience for all.
- Manage uses to minimize conflicts between users.
- Integrate community and other regional level trails with the rail trail.
- Provide for the enjoyment, convenience, and safety of users by developing and managing and well-designed facilities along the route.
- Coordinate development, management, maintenance, and governance of the rail trail between owner jurisdictions
- Protect the long term opportunity to develop a multi-modal transportation corridor linking the communities along the corridor.
- Ensure owner jurisdictions retain decision-making authority for all matters within their legislated mandate, bylaws and adopted official policies.

STATUS REPORT ON COMMITTEE RESPONSIBILITIES

The Councils and Board endorsed Terms of Reference for the Committee and identified a number of specific responsibilities, or tasks, of the Committee. As tasks are successfully completed they will be recommended to the Councils/Board for consideration as appropriate.

1) Event Management

Okanagan Rail Trail Event Guidelines have been developed and include overarching principles to ensure a balanced approach is taken for recreational, commuting and residential enjoyment in conjunction with event usage on the Okanagan Rail Trail.

The Event Guideline principles include the following highlights:

- *Uses:* All events taking place on the Okanagan Rail Trail (ORT) network must ensure that the ORT remains open to the general public. This will ensure that the primary uses of recreation and commuting are not impeded by events.
- Events can only include uses that are approved permitted uses of the ORT.
- To ensure a balanced approach of recreational, commuting and residential enjoyment with event usage, cross-jurisdictional events of 100 or more participants will not be considered during July or August.
- *Process and permits:* Event organizers are responsible for determining which event process that they need to follow. Event organizers are responsible for complying with each owner jurisdiction's event policies and procedures that the event is taking place.
- *Event-related activities:* Staging and other event-related items are not permitted on the ORT and must be located so they do not impede public access to the ORT. Each owner jurisdiction is responsible to determine off-trail issues including staging, parking, liquor licenses, road crossings, and other event-related activities and to work with other owner or stakeholder jurisdictions when required.
- *Liquor and cannabis:* Liquor and cannabis are not permitted on the ORT. Event organizers can apply to the owner jurisdiction for a permit for liquor/cannabis

consumption for the staging area at the end of the event only. The owner jurisdiction has the right to approve or deny these requests.

- *Maintenance:* Each owner jurisdiction is responsible to ensure appropriate maintenance is completed prior to and after an event.

In order to hold an event on the Okanagan Rail Trail, event organizers are also responsible for coordinating and complying with each of the owner jurisdiction's event policies and procedures and must work with each of the owner jurisdictions directly for approvals.

The Event Guidelines will be implemented in 2019 and will be reviewed with ORTC and updated, when required.

2) Interpretive Facilities

In addition to the donated funds they raised that enable the construction of the trail, the Okanagan Rail Trail Initiative (ORTI) received an additional donation for an interpretive strategy to develop facilities that will focus on the natural and cultural history of the region as it relates to the surroundings along the trails route. In consultation with the Committee, a community group offshoot of ORTI has taken on the task of developing the interpretive program and implementing the initial phase of onsite and web-based interpretive program. The program ideas and content for the program are being developed in consultation with related agencies and community members with pertinent subject expertise.

In 2019, three sites have been selected along the trail for restoration and interpretation. These sites include the following:

1. Regional District of the North Okanagan – View site at km 3.7
2. District of Lake Country – Ribblesworth site at km 23.0
3. Kelowna – Carney Pond site at km 40

For additional details and site design, please refer to Attachment A, Rail Trail Interpretive Project Overview.

3) Branding

A consultant has been retained to work with the Committee to create a brand strategy for the rail trail corridor and to develop a logo. As part of this process a workshop was held with stakeholders in the valley 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 is to establish consistency among all owners, partners, stakeholders and users and to create a common understanding for use on communications pieces like signage, brochures and website. The visual identity is an essential part of a planned approach to building the Rail Trail's reputation and raising awareness about its facilities, services and programs. This brand identification program will provide a unified character to create a consistent experience for users.

As per the Okanagan Rail Trail Council Report dated February 11, 2019, Council approved the principles of the Okanagan Rail Trail Brand Identity and logo attributes and directed City of Kelowna ORTC rep(s) to work with ORT to finalize a logo that meets the ORT brand attributes.

For the final version of the Okanagan Rail Trail logo, please refer to Attachment B, Logo and Narrative.

4) Wayfinding and Trail Etiquette Signage

The production of wayfinding and trail etiquette signs is underway. Installation of signs on completed sections of trail is scheduled for late June 2019 and a plan is in place for the installation of wayfinding and trail etiquette signs for those sections of trail that are not yet constructed, for installation when ready. The wayfinding strategy provides users with trailside wayfinding signage at key access points to the rail trail, and to provide directions regarding both the trail and key destinations within each community that are accessible via the trail. The design, materials and graphic language for the wayfinding signs is consistent for all jurisdictions. Additionally, the intent is that this signage is to be used solely for the rail trail and not for other local trails that connect to the rail trail.

Internal Circulation:

Senior Project Manager
Project Manager
Communications Consultant
Development Engineering Manager
Event Development Supervisor

Submitted by:

M. Kam, Sustainability Coordinator

Approved for inclusion:



Danielle Noble-Brandt, Policy & Planning Department Manager

Attachments:

- Attachment A, Rail Trail Interpretive Program Overview
- Attachment B, Logo and Narrative

cc:

ORTC Rep's
Senior Project Manager
Project Manager
Urban Forestry Supervisor
Communications Consultant
Development Engineering Manager
Community Planning Supervisor
Event Development Supervisor
Community & Neighbourhood Services Manager
Suburban and Rural Planning Manager
Integrated Transportation Department Manager

Active Transportation Coordinator
Urban Forestry Supervisor
Parks, Beaches & Sportfields Supervisor
Roadways Operations Supervisor
Parks & Buildings Planning Manager
Park and Landscape Planner
Senior Airport Development Manager