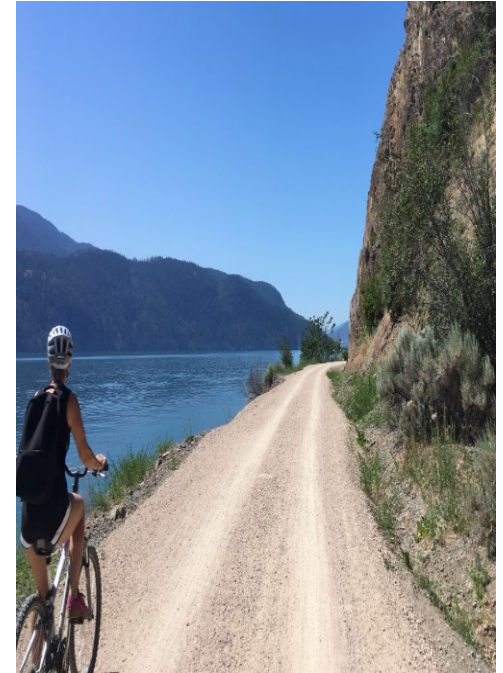


Okanagan Rail Trail Update



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...

Event Guidelines

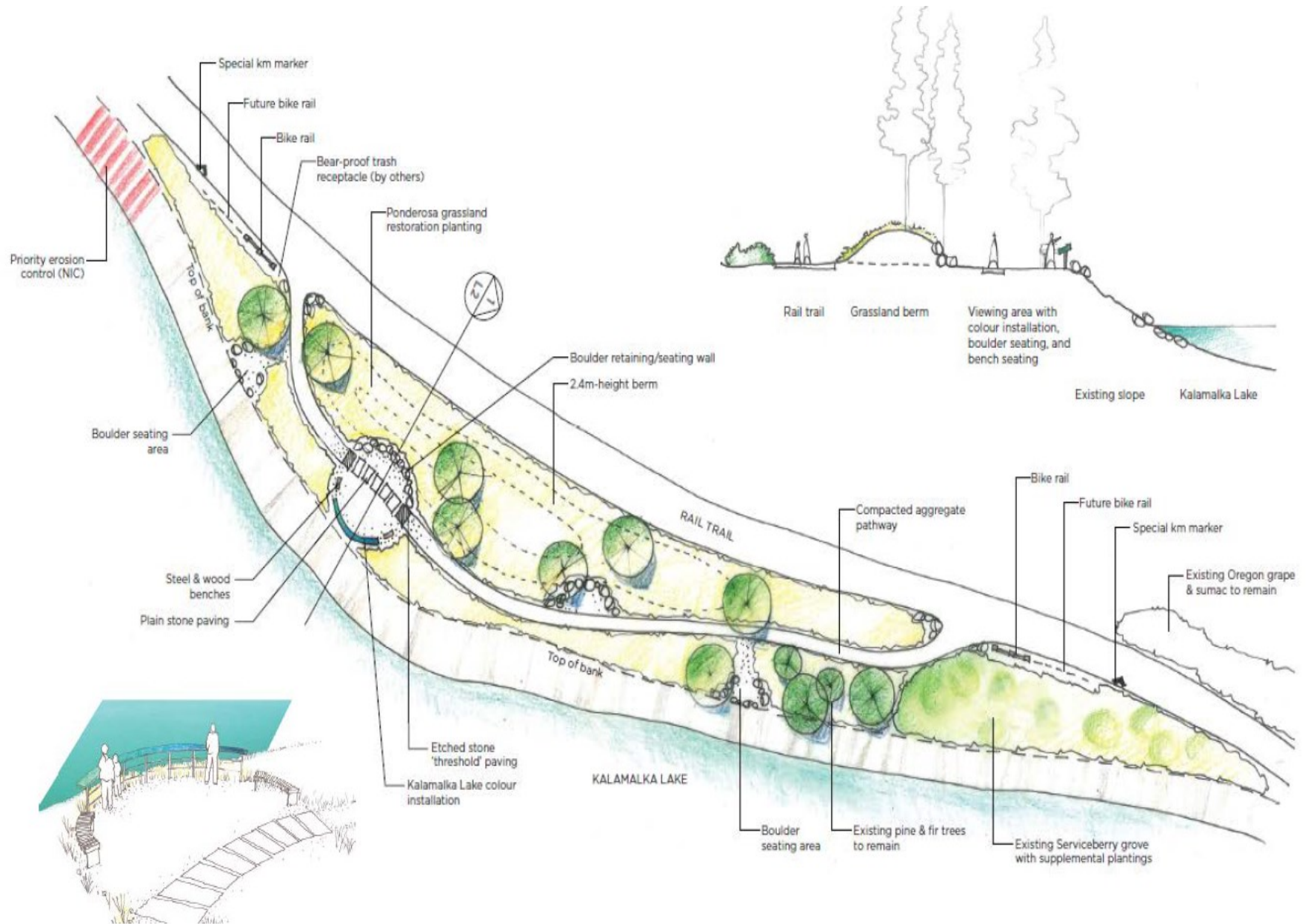
- The Event Guidelines includes overarching principles to ensure a balanced approach is taken for recreational, commuting and residential enjoyment in conjunction with event usage on the Okanagan Rail Trail.
- In order to hold an event on the Okanagan Rail Trail, event organizers are also responsible for coordinating and complying with each of the owner jurisdiction's event policies and procedures.

For Information...

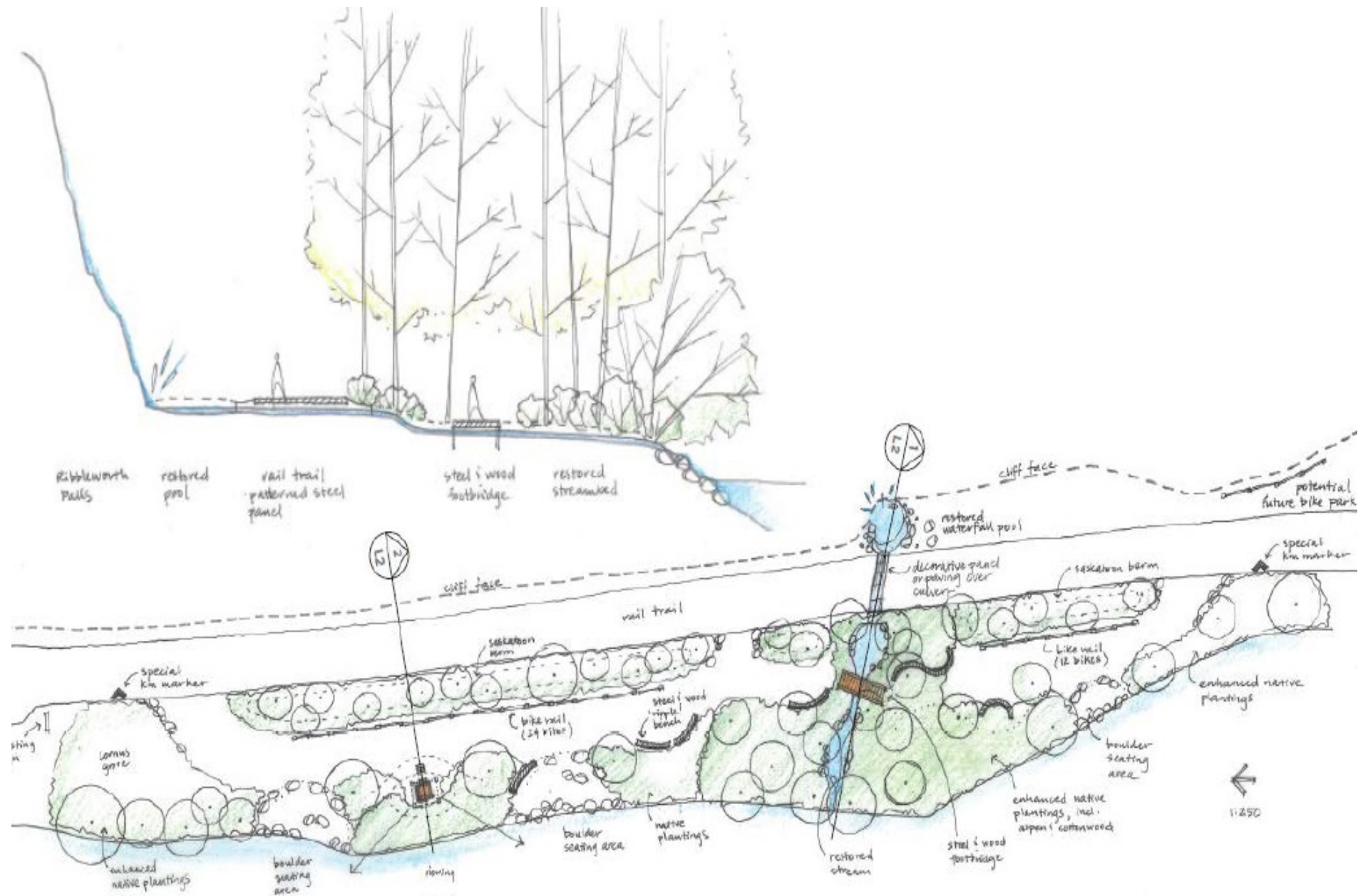
Interpretive Project Strategy

- Intended to develop facilities that will focus on the natural and cultural history of the region as it relates to the surroundings along the route of the Okanagan Rail Trail.
- 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 – Ribbleworth site at km 23
 3. Kelowna – Carney Pond site at km 40

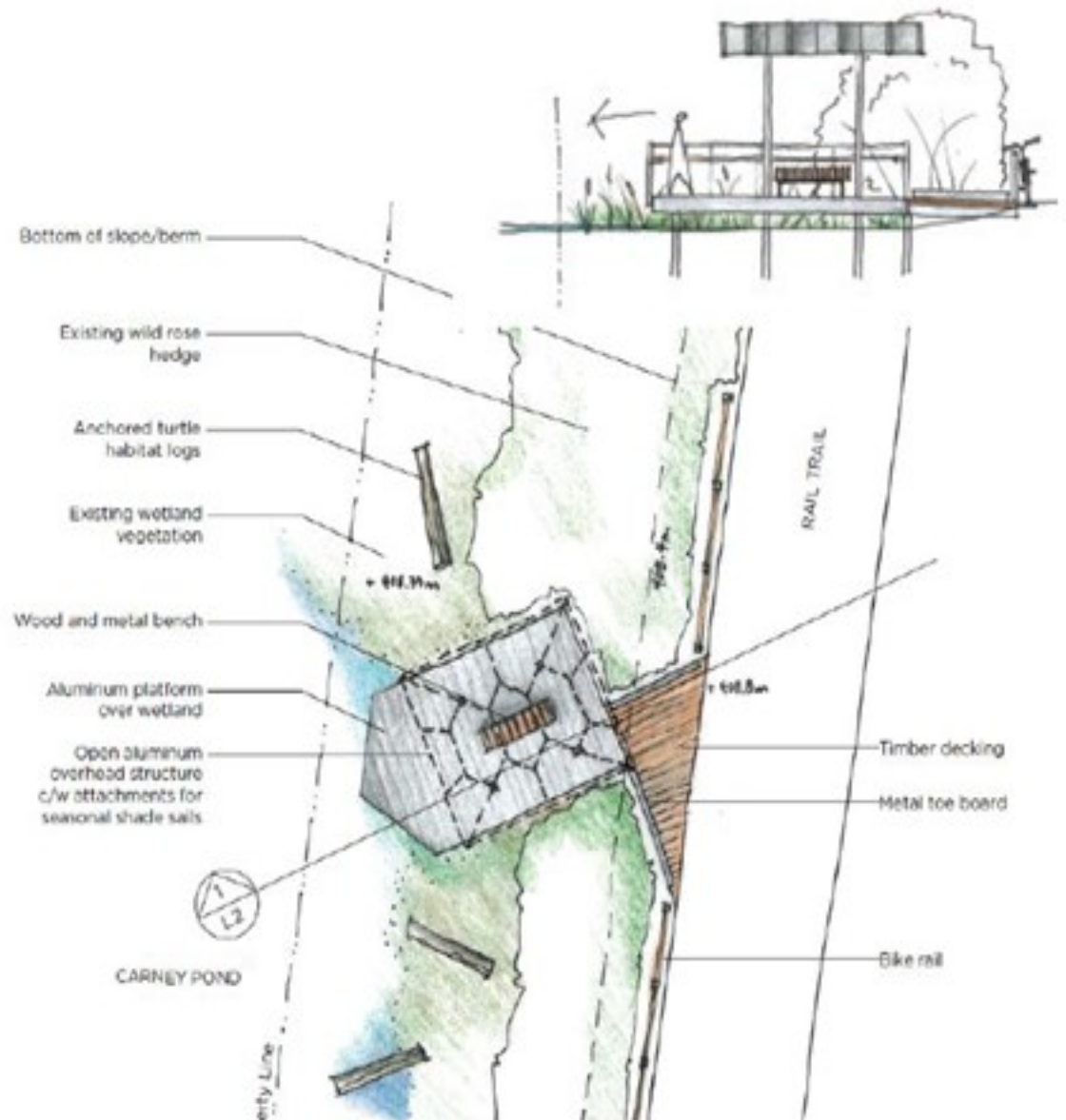
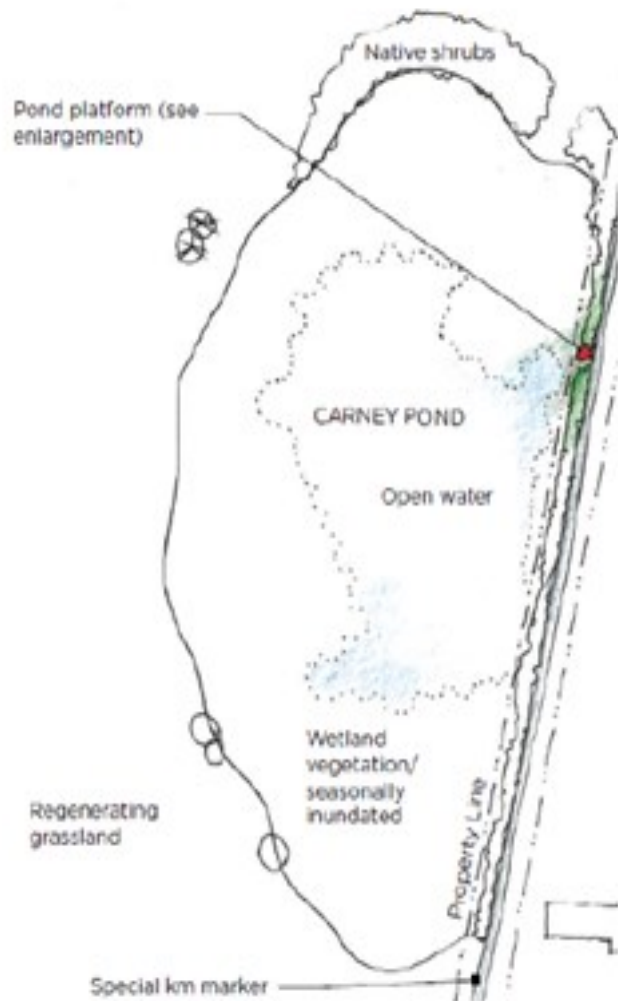
Regional District of the North Okanagan – View site at km 3.7



District of Lake Country – Ribbleworth site at km 23



Kelowna – Carney Pond site at km 40



For Information...

Branding and Logo

- A consultant was 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.

The Logo

The Okanagan Rail Trail logo encapsulates the many benefits and experiences the trail has to offer its users and communities. The containing shape is an 'O' representing the Okanagan as well as an oval train track. The graphic elements combine in a cohesive way to signify the connection of communities, environment, history, heritage, and future of the Okanagan Rail Trail.

Heritage and History

The traditional and continuing use of the land by the syilx Okanagan people has created a history that is synonymous with the land. The logo design is inspired by traditional syilx pictographs. Kilowna (grizzly) claws are representative of the traditional syilx name for the Kelowna area. Rail way ties represent the history of railway that visually transforms into the trail. These two elements work in unison and signify the partnership and the transformation to the Okanagan Rail Trail.

Connection & Future

The trail winds through the mountains/valley serving as a conduit for recreation, commuting and connecting communities. The trail leads the eye through the environment and in to the sunny horizon signifying a positive and bright future.

Environment

Mountains/Valley, Wildlife, Trees, Lakes, Beach, Sky, Sun



Thank you...

The Okanagan Rail Trail Committee

