



MUSKOKA

Lake Superior

# Ontario Trails Council Trail Facts

Essex Accessibility Workshop  
October 28, 2009





# Purpose

- To provide the people of Essex with with a brief overview on:
  - OTC Developments
  - Context of Trails
  - Inclusive Inventory
  - Importance of Master Plans
  - Importance of Regional Trail Committees
  - Ontario Trail Strategy
  - National Funding Announcement



# OTC Mission Statement

- The Ontario Trails Council is the lead charitable organization promoting the creation, preservation, management and use of recreational trails in Ontario.  
(January 15, 2005)



# OTC Members and Partners

- 2002-2008 Grow from 33 to 131 members
- 30% Non-profits, 45% Municipalities, 25% Programs
- 2002-2007 focused on internal governance
- MOU's with: Trans Canada Trail Ontario, Get Active Now, Park and Recreation Ontario, Association of Municipalities of Ontario, Ontario Parks Association, COMAP, EOTA and OFATV
- Annual Budget @ \$250,000, largely membership and 2 grants, MNR and MHP



# Services performed by OTC

- Trail Advocacy since 1988
- Centralized Website for Trails 2006-2010
- Regional Trail Council Development 2003-2010
- Member Canadian Trails Federation, NTC Executive Member
- Education, Communication, Conferences and Meetings
- Youth Programs 2004-09, unique initiatives
- Trillium Trail Network and Trails Permit - 2006-08
- Trail Accreditation and Insurance - 2008-09



# Trails Website

- Functions as a database
- Make your own argument - download into Excel etc.
- Regions, Activities, Cities, Global data
- Currently represents over 1,917 individual trails
- Average 580 events listed on at any time
- Add your own trail, event, video
- Trail Smart Hike Smart, ATV Smart, Ride Smart, etc.
- Characteristics, GPS, contact information, trail-heads, inclusiveness, amenities and surfaces.



# Web Performance

- #1 in Google, MSN Search
- Top 5.4% of all websites in world in terms of traffic  
Alexa rating Jan 9/09 - The Nielsen rating for the web
- 83/100 rating on HubStop - better than 83% of all sites
- If we represent your trail people will find you, find your use group and know about you.
- Area of search - Can/Usa/France/UK/China
- 1.2M page views, 440,000 unique views per annum



# Award Recipient

- American Trails 2008 Website Award for Best Use of Photography to Promote the Trails Economy
- The Ontario Trillium Foundation Provincial Great Grants Award / 25th Anniversary Recipient for Exceptional Performance
- 2007 RGD Design At Work for Business - OTC Website
- 2005 Ontario Parks - Greenspace Conservation Award
- Working With TVO and the ILC / Providing engaging curriculum for continuing education



## Trail Facts – the new story

- Using 1,527 trails gathered to February 11, 2009 as a baseline
- Tracking 18 uses on a largely multi-use trail system
- <8% are single use - by all uses
- Trails need a distinct name and a verifiable land owner
- Multiple use means multiplier effect of 2.719:1
- This results in 2719 distinct trails per 1,000
- Total available =  $44,000\text{km} \times 2.719 = 118,000\text{km}$  thus far
- Total Ontario = 88,000KM

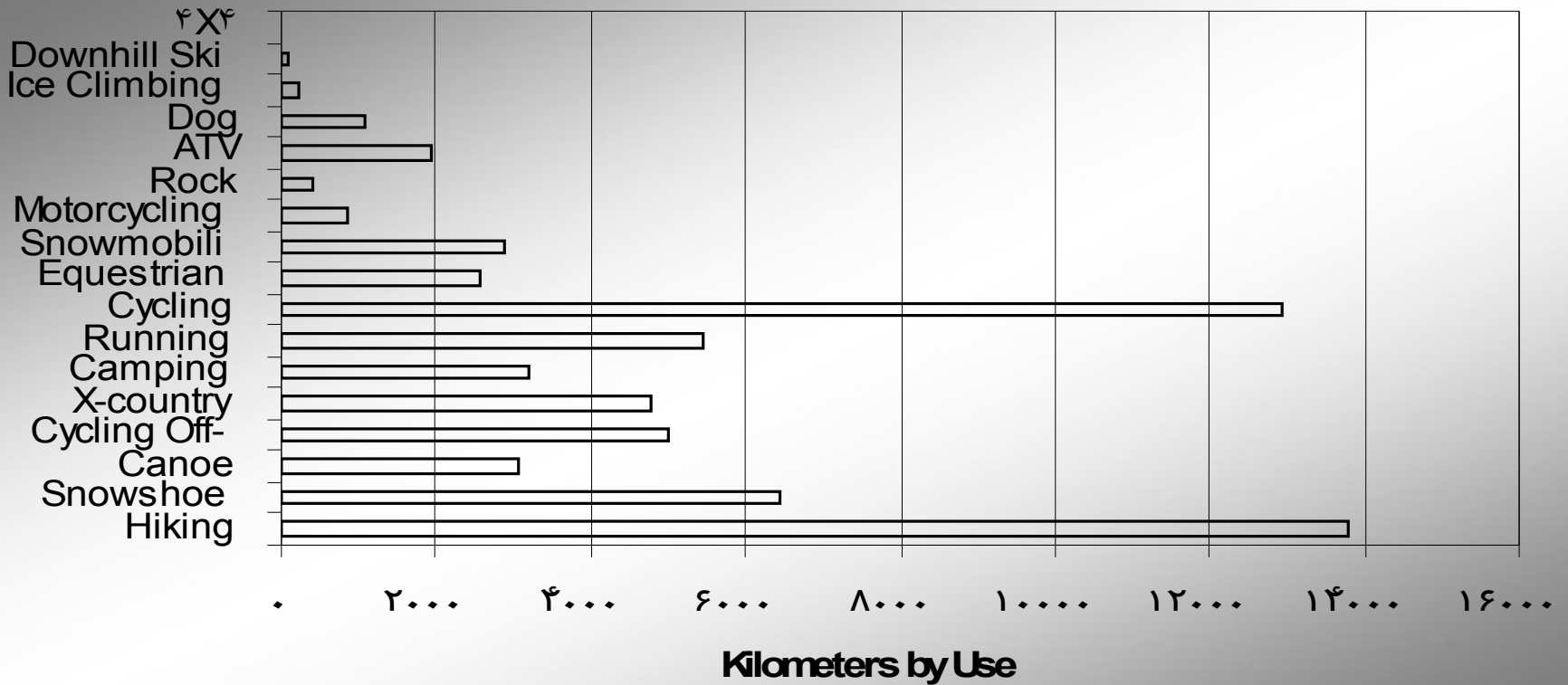


# Trails by Land Manager

| Conservation | Provincial Park | Municipal | Volunteer<br>Crown Land | Federal |
|--------------|-----------------|-----------|-------------------------|---------|
| 19.2%        | 19.8%           | 31%       | 28%                     | 2%      |

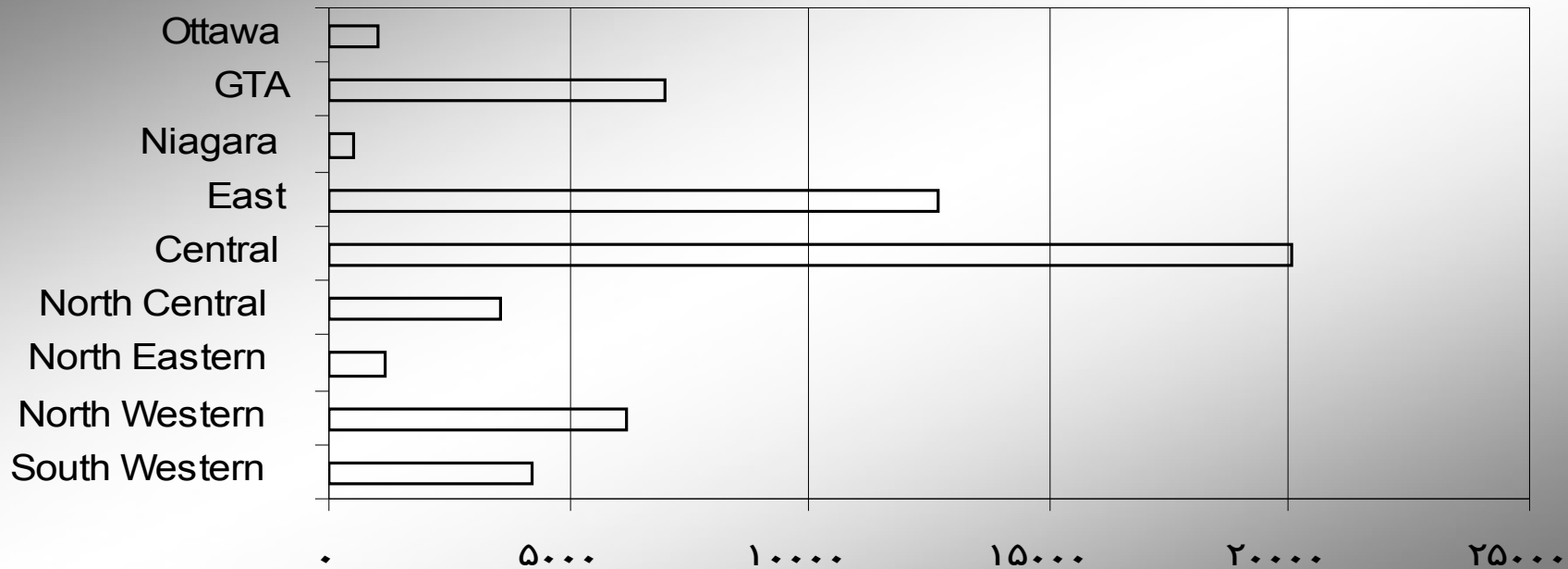
•# per 1517 trails as at March 2, 2009







## Kilometers of Trail Use Opportunity by Region



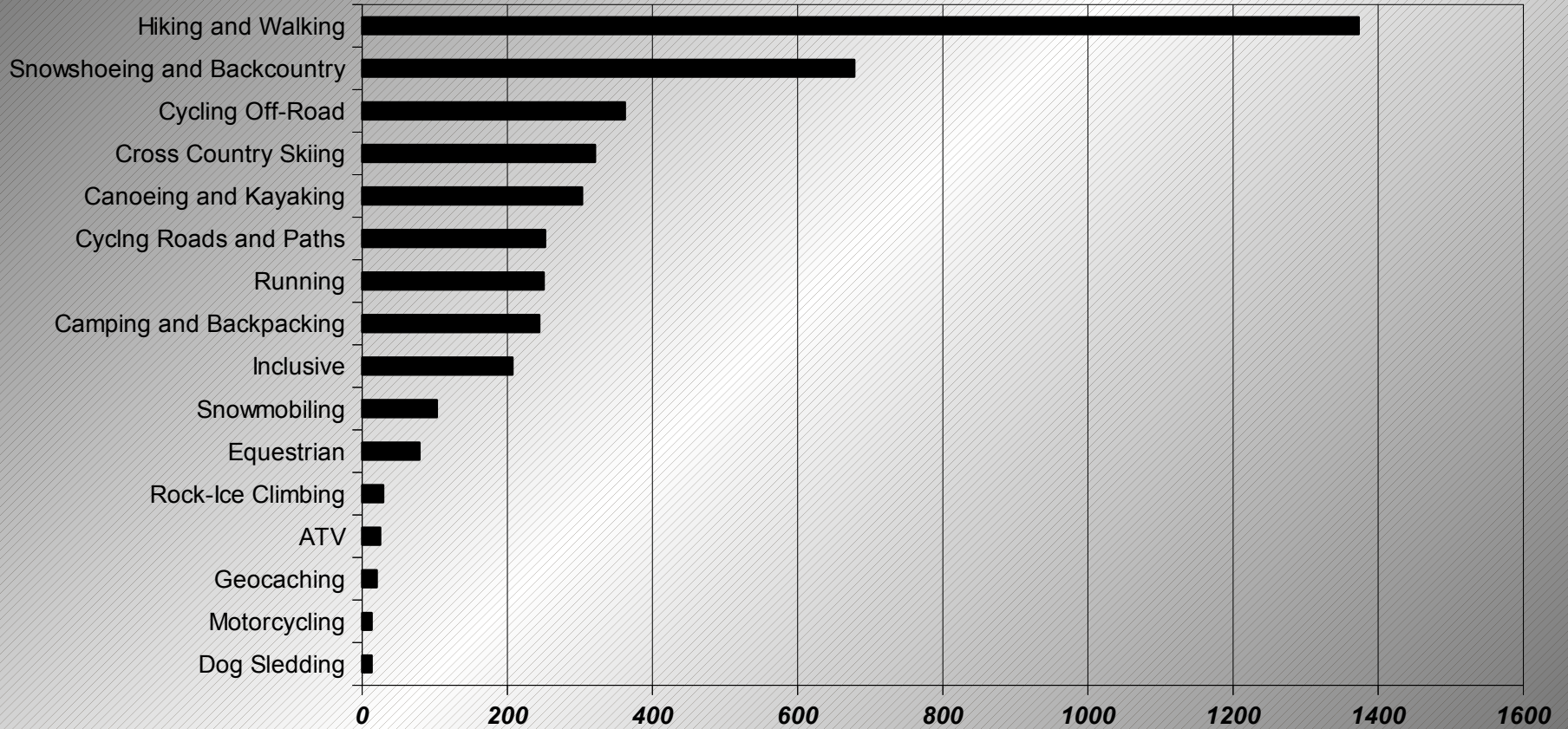


# Inclusive Trails

- Accessible versus Inclusive
- Natural versus Built
- Define use target
- All Multi-use
- OTC has a page showing the list-
- 207 of 1527 are inclusive
- 61 of 207 provide partial inclusiveness
- 146 are totally inclusive
- 207 trails is more trails than 4X4, ATV, Equestrian, Mountain Biking, Geocaching, Rock and Ice Climbing, and Dog Sledding.



### Trails by Type - 1517 Trails, 4272 Use Opportunities, to February 11, 2009





# Inclusive Trails

- Total Trails Accessible for Use: 708
- 207 are hiking walking in parks (inclusive)
- 501 are other use adaptable for accessibility
- 146 are totally inclusive, 61 are partially so
- 2,036.32 KM offer access
- 5% of NM Inventory
- 36% of all trails NM+M options
- 43,000KM of snowmobile increases KM for use
- 207 trails is more trails than 4X4, ATV, Equestrian, Mountain Biking Geocaching, Dog Sledding and Climbing



# Inclusive Trails

How are they rated as trails?

- 101 of 207 identified as easy
- 101 of 207 as moderate
- 3 as difficult and only 1 as extreme

Where are inclusive trails?

- 48 of 207 are Rural
- 122 of 207 are Urban
- 31 transition



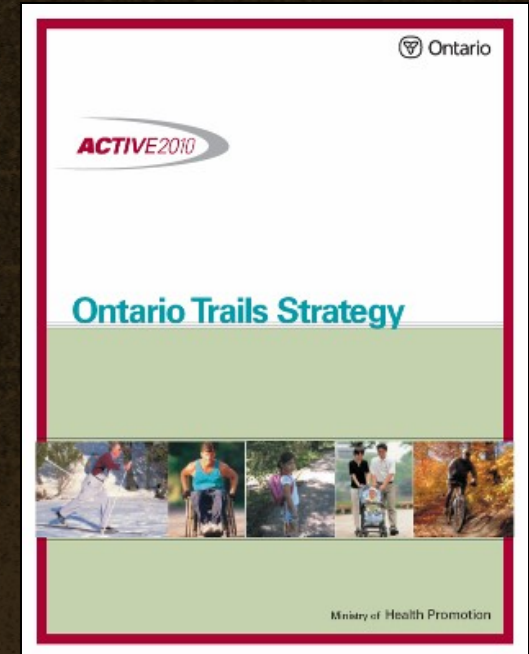
# Inclusive Trails

- 13% of easy rated trails are in rural settings
- 75% of easy rated trails are in urban settings
- 12% of easy rated trails are in transition areas
- Toronto largest saturation of inclusive trails
- 27 in total, or 10%
- 14 of 27 easy, 13 moderate, no difficult or extreme
- 30 or 14% are in provincial parks or Cons. Auth.
- 86% are on municipal lands or parks.



# Ontario Trails Strategy (OTS)

- Funded 3.5 million for 5 years
- Led Ministry Health Promotion
- Managed by the government
- Single communication mechanism - Ontario Trails Coordinating Committee (OTCC)
- Meets 3 times a year.

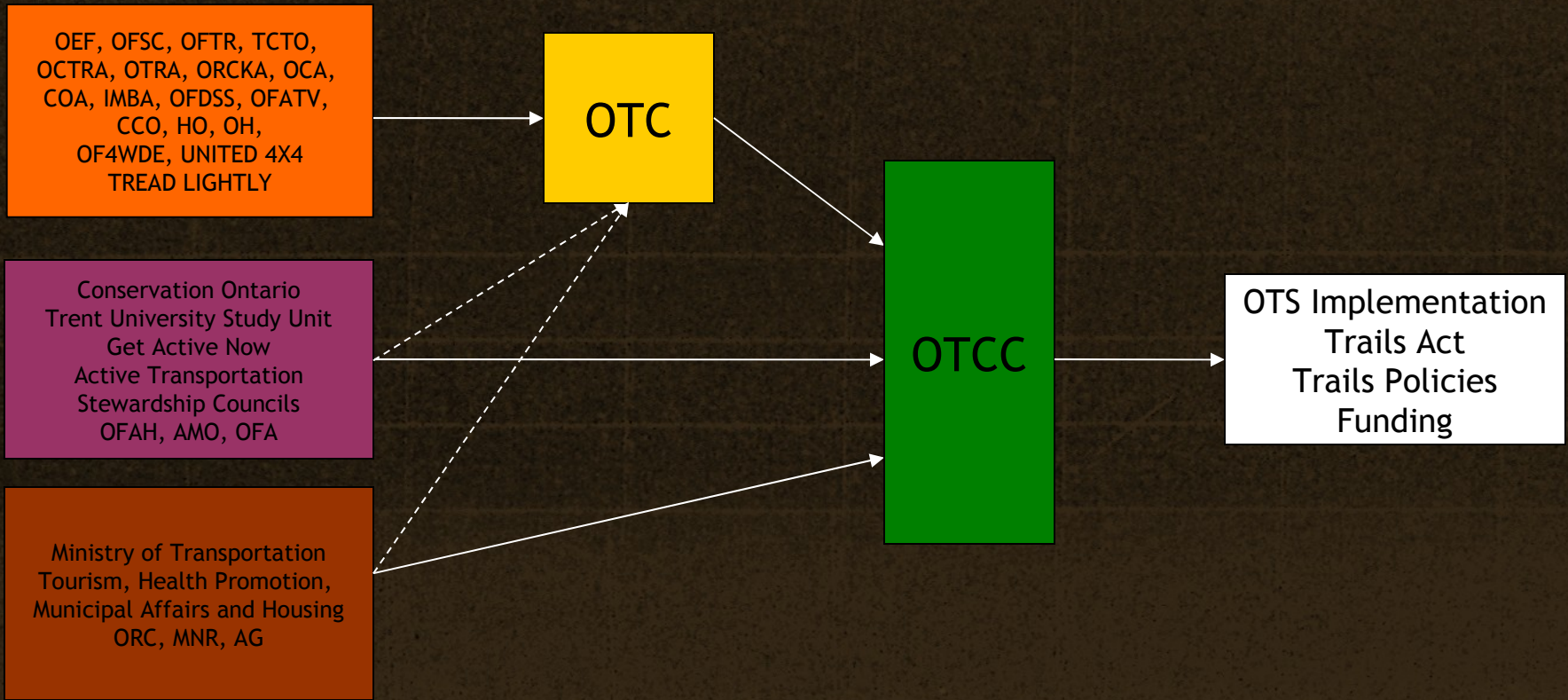




# Ontario Trails Coordinating Committee (OTCC)

- Provides Coordinating Function to Ontario Trails Strategy (OTS)
- Provides oversight to goals and objectives of OTS
- Made up of trail groups and programs and services to trails
- Members and OTC relationship







# Importance of RTC's

- 4 (sort of) 6 years ago
- @40 NOW
- Works with Master Plan
- Communication mechanism for the public
- Communication mechanism between advocates
- Works with funding, insurance, revenue generating programs
- Ensures best use of available dollars



# Importance of Trails Master Plans

- Manage land Use
- Define future best use
- Think 5-10-15-20 years ahead
- Works to accommodate all uses
- Promotes shared use
- Design guarantees safety
- Promotes networks
- Thinks instead of reacting



# Ministry of Health Promotion OTS Initiatives

- Legislative Review and Off-Road Conflicts
- Project Granting Ontario's Best trails
  - » Centralized Website
  - » Trail Events and Celebrations
  - » Intra-Ministerial Committee
  - » Safe Trails Manual
- Public/Government Interface - Ontario Trails Coordinating Committee
- Increasing Trail Use
  - » Insurance Issue
  - » Trail Sustainability



# Trails Act and other ideas

- Decision to propose a Trails Act for Ontario
- Decision to recommend positive adjustments to Line Fences Act
- Decision to recommend positive reduction in trails liability exposure for trail organizations
- Decision to recommend licence fee recapture for ATV/ORV
- Decision to recommend linkage for motorcycles
- Decision to recommend tax breaks and incentives for trail development
- Decision to recommend softening Ontarians with Disabilities language for trails
- Decision to recommend a trails sustainability model for trails.
- Response to National Funding Announcement



# National Trails Coalition

- Process started in 2007
- Canadian Council of Snowmobile Organizations, Canadian Off-Highway Vehicle Distributors, Canadian Trails Federation
- MOU, consensus agreement all decisions
- CTF represents trails and non-motorized interests
- OTC CTF member
- Incorporated, OTC ED one of 6 national directors



# Fundamentals

- Minister Lunn Minister of State for Recreation lead Minister
- Projects must be completed by March 31, 2010
- 50% matching funding and Shovel ready
- Must be a member in good standing
- General 1/3, 1/3, 1/3
- Notional allotment Ontario 5.2M
- Application 30 days, approval 30 days



# Projects and Process

- NTC holds funds
- NTC works with Provincial RCC's
- RCC has staff person
- RCC vettes projects
- NTC approves projects
- Projects get funds
- RTC - so much the better



# Direct Projects and Questions

- To your member relationship partner
- To OFSC, ORV, to OTC
- To RCC staff person when hired
- To NTC National Director
- We are in constant contact and will coordinate
- National Conference in Belleville June



# Fundamentals

- This is not about trails, or trail issues per se
- Its part of the economic stimulus program
- Create @200 jobs in Ontario
- Safe
- Shared
- Economic development
- Jobs



## Next Steps

- Base your trail investment decisions based on professional recommendations
- Set yourself up for future funding opportunity
- Have a Master Plan
- Implement and RTC
- Implement the Master Plan
- Join OTC facebook group, twitter and linked in