

ONTARIO TRAILS COUNCIL PROPOSAL FOR SERVICES

For Consistent, Province Wide, RTO Supported Integrated Trail Mapping

OVERVIEW

Ontario Trails Council is pleased to submit this proposal for services to support RTO1 in achieving its goals for improving customer satisfaction by a quality representation of RTO recreational trails, with integrated representations of nearby accommodations, restaurants, heritage and other tourism products and services, such that the economic impact of the outdoor trail tourism is increased through easier planning, better consumer understanding, trail map readiness and trail knowledge quality assurance.

The Objective

To help the public and funding partners understand the location of trails, their proximity to existing tourism assets, the integration of these assets on the Centralized Website for Trails RTO1 page, while also providing controlled access to trail path map content management systems that would provide symmetrical representation of these trail paths on the centralized website, the RTO and partner sites as determined by the RTO.

- Need #1: inventory and represent all recreational trails in the RTO catchment
- Need #2: create login and governance controls for mapping of paths
- Need #3: analyze and report on uploading and public facing contents
- Need #4: provide quality assurance and trail auditing practices

The Opportunity

The trail in RTO1 travel through different tourism environments, which offer a myriad of markets and appealing factors. In this way the trail needs to be characterized as urban, rural, town and country, winter, spring, summer and fall, with an understanding of immediate and local off-trail integrations, and then the dynamic opportunities for the activities on the trail, through a long-standing upload and assessment process, such as the one utilized since 2007 by Ontario Trails:

- Goal #1: showcase the full inventory of RTO trails
- Goal #2: integrate tourism assets
- Goal #3: provide linear path to each trail
- Goal #4: provide ongoing maintenance and quality assurance to the RTO consumer

The Solution

The Ontario Trails Web Services and Integrated Mapping Project will keep current information on over 165 RTO1 Trails, providing current, up to date trail impact on both web, social media platforms and

mobile devices. These representation will include the addition of integrated tourism assets (non-trail) with trails, as well as map representation in conjunction with these assets allowing the trail tripper key planning information such that trail trips take place building upon other regionally promoted programs, such as Beer and Bikes, Food Travel, and Main Stream Trail by Activity Tourism.

- Recommendation #1: That trail be characterized and audited by 32 criteria
- Recommendation #2: That the RTO trails are quality assured throughout each year
- Recommendation #3: That the RTO trails have the capability to, and in many cases are provided with linear paths, accurately represented for the trail traveler.
- Recommendation #4: That supplemental best in class, activity representation and downloadable functionality are available for all trails in the RTO Ontario Trails Inventory.

OUR PROPOSAL

This proposal is based upon years of research into the trails tourism industry in Ontario. It is also based upon the successful approach taken to outdoor tourism through utilization of the Ontario Trails Council and its products and services. Ontario Trails Council is the largest organization of its type in Canada servicing and specializing in recreational trails.

Over the years this has led to the development of many trail business plans, trail studies, economic development awards, funding and financing grants for our partners and an overall improvement in the number of trails and activities.

We have written Implementable plans with concrete outcomes and can point to where these outcomes have been achieved. Our 2011 RTO12 Trail Inventory Project led to outdoor trails tourism packages for RTO12. Our G2G Trail Inventory 2014-15 led to the awareness of the projects to be completed to construct and finish the trail end to end. Likewise, our Business Plan, for the Kinghorn Trail, the Strategic Plan for the Georgian Bay Coast trail and our Management Plan for the Award-winning Ottawa Valley Recreational trail are all projects of note that Ontario Trails has completed to bring more trail economy into focus in these parts of Ontario.

Our Impact on regulation is significant, our Centralized website ranks in the top 3% of websites worldwide, our influence to bring a Trails Strategy, Trails Act and a Trails Strategic Table between Government and Stakeholders has garnered praise from within and outside of government.

This understanding has led to \$90 million in investment nationwide in trails since 2009, \$5 million in trails we supported in Ontario and a collaborative developmental approach for trails and their impacts provincially.

Our capability in authoring plans, finding funding for desired outcomes established by those plans and then ongoing support of the partners developing and implementing the trails is unparalleled.

RTO1 has a well-deserved reputation for quality tourism product development and support. The OTC approach to tourism and trails integration has been proven so far through our pilot project work with Central Counties, York, Durham, Headwaters RTO6 where we have worked with this partner to capture repeat trips, increased trail use volumes and expand product lines on and off the trail.

Ontario Trails has developed solutions to help organizations such as RTO6, as well as businesses relying on established and ongoing trail operations, to capture the economic impacts and an ever increasing trails ROI.

Rationale

Ontario Trails is the best organization to carry out this type of analysis as its history of trail development success based upon research-based market opportunity that aligns with consumer expectations regarding exceptional trail.

- Research – indicates that more people are seeking life enriching experiences in the outdoors, for personal health, stress relief and leisure time fulfillment
- Market opportunities – indicate that the specific application of some outdoor activity markets, on or near trails, will lead to better overall quality of life for local residents through tourism trails activity bringing additional revenue for services and recreation to the region
- Alignment with Frontenac County's Goals for Outdoor Tourism
- Application of current resources and technology indicates more travelers seek more opportunities if those opportunities are talked about on social media, available in a convenient concise manner and then qualified to assure accuracy and applicability: i.e. the experience matches the promise of the product

Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

- Execution Strategy #1: Provide a Current Operational Update on a Trail by Trail basis
- Execution Strategy #2: Provide a clear report on updates and integrations.
- Execution Strategy #3: Outward facing public portal of enhanced and improved trails for the RTO on the OTC website
- Execution Strategy #4: share this information back to partners and identified RTO1 outdoor product supporters

Technical/Project Approach

The project will be managed by the Economic Development Committee of Ontario Trails. This team of oversight is comprised of award-winning trail experts, known for their ability to secure funds to develop trails.

The assessment, report writing, and other surveys and metrics analysis will be undertaken by Ontario Trails staff and administration personnel.

The completion of deliverables, from travel, to community meetings, to online surveys to trail use metrics, as well as responsibility for project insurance and project completion on a timely basis for the use of the

report functionally by the RTO and its partners; will involve both the staff, committee and Board of the Ontario Trails.

Resources

Ontario Trails plans on initiating the project by doing an trail information audit, along with a turn key operation for partner access and uploading of trail paths, in KML or other applicable formats or on a trail by trail basis.

Concurrently RTO Tourism Assets will be integrated on to the RTO page on the Ontario Trails Website. This will be followed by a process that assesses integration functionality to other non-trail yet trail related businesses and partners.

The Ontario Trails brings survey, analysis and recommendation capabilities as standing resources of the organization. Additionally, OTC brings a work history with a number of RTO's, 11, 12, 6, 4, as examples of initiating the product development through specific analysis capability to the ongoing development of trail tourism.

The Ontario Trails brings skilled trail development agents, skilled trail management and marketing experts to this project. Working through the capability of staff and committee members Ontario Trail is uniquely positioned to understand the operation of topnotch, multi-use rail trail systems and the marketing of trail such that use, and tourism dollars are maximized.

Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Trail Inventory	An audit of existing trails content on the Centralized Website for Trails.
Tourism Asset Integration	The RTO provides a inventory of tourism assets and their proximity to the trail such that there is the ability to represent trails and tourism assets together.
Content Management System	The trail path content management system portal is shared with identified and validated partners of the RTO.
Uploading	Contents are uploaded onto the larger CMS through the portal for CWT and local partner web representation.
Ongoing Quality Assurance	The Ontario Trails monitors content, makes fixes, updates social integrations and monitors for updates over the year.

Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Start	TBD	TBD	1 month
Trail Audit	Immediate	4 months	4 months
Trail Inventory Report	5 months	6 months	1 month
CMS Turn Key Operation	Immediate	3 months from start	3 months
Meetings with RTO and Trail Stakeholders to Complete Tourism Asset Inventory and Integration	Immediate	1 month from start	6 months
Analysis of RTO Tourism Practice as an Inducement to Trail Tourism Success	Immediate	1 month from start	1 month
Mapping Uploads	Immediate	2 months from start	2 months
Ongoing CMS/Map/Trail page Quality Assurance and Servicing	Immediate	3 months from start	12 months
Annual Review and Ongoing Service	12 months	24 months	12 months

Supplied Material

The following materials are to be supplied by RTO1 for this project. For Ontario Trails Council to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

Materials to be supplied by RTO1	Due Date*
Existing Tourism Strategy	At Start
Existing Tourism Asset Data Layer	As detailed in the budget
Asset Mapping Support	By end 2 month from start
Report Review, Strategic Contact List, Timely Guidance	Life of Project

**We cannot be responsible for cost overruns caused by client's failure to deliver materials by agreed-upon due dates.*

EXPECTED RESULTS

We expect our Economic Impact Report on the K and P Rail Trail to meet RTO1's requirements to provide the following results:

Financial Benefits

- Result #1: An understanding of the business support for the trail, such that local businesses will direct foot or other trail traffic to use the trail, and a mechanism for such referral, as well as any fund raising or other financial support that may accrue to the trail over the next 5 years.
- Result #2: An understanding of trail user and trail use patterns such that they can be directed as forms of support for the trail, such that the trail use market will direct foot or other trail traffic to use the trail, and a mechanisms for such referral, as well as any fund raising or other financial support that may accrue to the trail over the next 5 years from this key trail stakeholders.
- Result #3: An understanding of the ways and means to implement comparable tactics for trail tourism economy development, with anticipated returns on segmented sections and a contiguous trail.

Marketing and Economic Benefits

- Result #1: A coordinated and supported system of marketing the trail to capture the trail traveler.
- Result #2: A systematic approach to mapping of tourism and trail assets so as to ease the planning for trail tripping on RTO Trails as well as a ranking of applicable product lines against the likelihood of and total revenue by trail use sector.
- Result #3: Implementation of Trail Metrics Systems to establish a baseline of use, by use type, frequency of use, point of origin, nature of additional travel, seasonality, and then implement these processes such that there is ongoing and regular reporting in on trail travel such that a management assessment can be conducted by governing bodies to determine whether progress as recommended in the report are achieved and by how much.

Other Benefits

The strategic benefit of an economic impact report is such that resources can be assessed for applicability in support of the trail, as well as the completions and then ongoing operation of the trail to regulators, funding bodies, land management agents as well as the trail use community.

PRICING

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for ## days from the date of this proposal:

Services Cost Category #1	Price
Project Facilitation	\$4,000.00
Trail Map CMS Access	\$2,000.00
Trail Inventory Audit	\$6,000.00
Ongoing Servicing Per Year (N/C Year 1)	[\$5,000.00]
Total Services Category #1 Costs	\$12,000.00

Services Cost Category #2	
Trail Inventory Assessment	\$6,000.00
Partner Database	N/C
Trail Metrics Process and Application	N/C
License Fees	\$800.00
Travel	\$500.00
Marketing	\$1,500.00
Shipping/Handling	\$100.00
Total Services Category #2 Costs	\$8,900.00
Services Cost Category #3	
Annual Report Presentation N/C OTC Member	N/C
Outcomes Facilitation Initiation	\$500.00
Total Services Category #3 Costs	\$500.00
Total	\$21,400.00

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

QUALIFICATIONS

Ontario Trails Council is continually proven to be an industry leader for high quality/guaranteed product/service in the following ways:

- Ontario Trails has written or supported over \$5 million in grants that support trails that in turn contribute to the trail tourism economy, and this project allows OTC to facilitate this process with the RTO once the impact of the integrations has been facilitated.
- Ontario Trails staff are uniquely trained as economists and have fully processed the award-winning website and the RTO6 pilot project to the point where the opportunity for a province wide consistency in product delivery is achievable.
- Ontario Trails has been recognized by such organizations as The Ontario Trillium Foundation, Economic Developers Council of Ontario, The Prime Minister’s Office and the American Trails Association for its progressive practices in promoting trails tourism.

CONCLUSION

We look forward to working with Frontenac County and supporting your efforts to improve the trail tourism recapture through an integrated tourism process that sees marketing and revenue generation through the suggested actions of a K and P Rail Trail Economic Impact Report.

If you have questions on this proposal, feel free to contact Patrick Connor at your convenience by email at execdir@ontariotrails.ca or by phone at 613-484-1140. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Patrick Connor CAE
CEO, Ontario Trails