

BC Trails Day Host Guide

2023



Outdoor Recreation
Council of BC

Contents

01 Welcome

02 Quick Links

03 What BC Trails Day Is All About

04 12 Steps to Planning an Event

- 1) Establish a vision
- 2) Identify Participants
- 3) Select the Activities
- 4) Respect Indigenous Territories and Involve Indigenous Peoples
- 5) Make the Event Inclusive and Accessible
- 6) Secure a Location
- 7) Build you Team
- 8) Prepare resources
- 9) Find Partners
- 10) Register your event for FREE
- 11) Promote your event
- 12) Share your celebration!

09 Frequently Asked Questions

How can I participate in the BC Trails Day Celebrations?

Does it cost anything to participate?

Who can host an event?

Why host an event?

What counts as a BC Trails Day event?

11 Thank You



Welcome

Welcome to the third annual BC Trails Day!

June 3rd, 2023

Launched by the Outdoor Recreation Council of BC (ORCBC) in 2021, we've been blown away by the number of events held, and the participation from individuals, groups and communities across the province.

BC Trails Day helps us to educate about recreating responsibly and to raise awareness of how essential our trails are. Events provide communities opportunities to get involved in celebrating and protecting BC's trails and outdoor spaces that continue to offer us so much.

We're inviting all BC residents from outdoor groups and communities, to individuals and businesses, to host local events raising awareness and giving back to our trails. Events ranging from recreational outings, and trail stewardship projects, to garbage clean-up and online workshops are all encouraged.

This toolkit will help you get started on hosting a successful BC Trails Day event. Inside you will find information on

- BC Trails Day
- Resources
- Step-by-step guide to planning an event
- Event ideas

Make sure to check back on our webpage. More resources may become available leading up to the event!

This document was last updated on April 6th, 2023.



Quick Links

Date:

BC Trails Day, Saturday, Jun 3, 2023

Resources:

BC Trails Day page for the most up to date information: orcbc.ca/bctrailsday/

- Community grant applications: Open until May 8th
- Promotional Toolkit: To be released in April
- Photo contest submissions: To be released in June
- Register your BC Trails Day Event
- Newsletter: Subscribe at the bottom of the webpage

BC Trails Day events: orcbc.ca/events/

Hashtag:

Tag your content with #BCTrailsDay

ORCBC Social Media Handles:

Tag ORCBC so we can share your content and promote your events

- Facebook: facebook.com/orcbc.ca / @orcbc.ca
- Instagram: instagram.com/orcbc.ca / @orcbc.ca
- Twitter: twitter.com/orcbc_ca / @orcbc_ca

Contact:

Email: info@orcbc.ca

Phone: 604-873-554



What BC Trails Day Is All About

BC Trails Day is part of the international celebration of trails on the first Saturday of every June. It is dedicated to celebrating and caring for BC's trail system, educating about responsible recreation and helping more British Columbians enjoy trails and outdoor spaces.

Why It Matters

Time spent outdoors helps us stay healthy in mind, body, and community spirit. Our trails enable British Columbians access to outdoor spaces and are essential to most outdoor recreation activities. They are where activities like hiking and riding take place, and they can serve as access points for activities like boating or climbing. 70% of British Columbians and millions of visitors participate in outdoor recreation in B.C. every year.

Recreational opportunities, trail stewardship projects and educational events all do their part to foster love and advocacy amongst trail users. Increased time outdoors encourages advocacy and for people to take action in protecting our wild spaces, and in taking better care of our environment. Trails stewards and outdoor recreation groups are the reason many trails continue to exist.

BC is home to an estimated
44,000 km of trails.

Every year, trail stewards maintain a minimum of
8,500 km of trail

and they contribute at least
62,900 volunteer hours.

It's incredible!



Proper planning is essential to hosting a successful event. This step-by-step list can help guide your planning process.

1) Establish a vision

Take some time early in the planning process to identify what your desired outcomes are for the event. This will help guide your planning and lead you to a successful event. Consider:

- What is the goal of the event?
- What would a successful event look like?

2) Identify Participants

Next, consider who will be attending your event. Keeping your participants in mind while planning your event will help you meet their needs so that everyone can have a good time. Some characteristics to keep in mind include

- Participant age range
- Experience level, abilities, knowledge and skills of participants
- Participant access to resources and equipment
- Other needs such as bathrooms, food, snacks, water, signage, first aid, guides/instructors/coaches, etc.

Health and safety: Any event will come with its unique risks. As a host, you have a responsibility to help ensure the safety of your attendees, staff and volunteers.

3) Select the Activities

With your event vision and possible participants in mind, it's time to select what you would like to do. Here are some of the ways that you and your group can participate in BC Trails Day.

Group activities

Group activities can be organized where possible and allowed.

- Trail or recreation area clean-ups and enhancements
- Educational events
- Activities that engage youth in recreation activities or stewardship
- Guided activities for new trail users
- Group hikes, paddles or rides
- Bird or wildlife watching events
- Informational trailhead booths

Virtual activities

Virtual events can help you connect with your community or a larger audience.

- Webinar or presentations
- Workshop
- Film screening
- Book launch
- Virtual race or challenge
- Fundraise for a trail based project

Solo activities

Individuals are also invited to celebrate BC Trails Day. As part of the celebration they may visit a local trail, participate in an outdoor recreation activity, pick up litter, or take photos. We especially encourage individuals to share their celebrations with us.

Trails Stewardship and Responsible Recreation: As outdoor recreationists, it is important we help ensure safe use and that the outdoor spaces we love are preserved and protected. You may consider focusing on a responsible recreation topic for your event or you may consider incorporating elements into your event. Encouraging responsible recreation practices is an important part of trail stewardship! Topics may include

- Backcountry safety
- Leave No Trace
- Tread Lightly
- Marine Trails Code of Conduct

More ideas on the [responsible recreation page](#).

4) Respect Indigenous Territories and Involve Indigenous Peoples

Many of the outdoor spaces we enjoy in BC have been stewarded for thousands of years and continue to be stewarded by Indigenous peoples. You may wish to show your respect and appreciation for Indigenous people by

- Providing land acknowledgements
- Involving local Indigenous peoples or working with a First Nation (Read [Working in a Good Way](#) to help you get started)
- Ensuring your event respects Indigenous values

ORCBC's [Indigenous Relations page](#) offers more ideas and resources to help you get started. Keep in mind that many Indigenous folks can be busy. Respect and patience are very important to building long-term relationships.

5) Make the Event Inclusive and Accessible

Consider how you can make your event inclusive and accessible for people of all ages and abilities.

- Consider physical and other accessibility needs
- Consider accommodation that may need to be made beforehand or on the day of
- Reflect on barriers (financial, physical, social, cultural, etc.) that may exist to members of your community and consider how you may help reduce them
- Encourage inclusivity. Consider partnering with inclusive communities or groups.

Here is a checklist for [accessible event planning](#).

6) Secure a Location

Access to trails and facilities (bathrooms, parking lots, etc.) vary based on location and land manager. Guidelines and regulations change frequently, so check with the site you plan to use. Recreation Sites and Trails BC, BC Parks, First Nations, local governments' or private landowners may be land managers that you will need to check with before hosting an event.

Make sure you have the necessary permission to host your event. Check out our [Guidelines for applications to construct or maintain a trail or recreation facility](#) for guidance on section 57 authorizations which are typically managed by Recreation Sites and Trails BC.

To secure a location ensure you:

- Identify a suitable location for your event
- Obtain the necessary permissions to host the event

7) Build you Team

Your event team might cover a variety of roles including: an event manager/coordinator or committee, activity leaders, coaches/instructors/guides, speakers, first aid/safety officers, event sign-in, sponsors, volunteers, set-up/clean up teams, signage, etc. Training and clear roles for volunteers are vital to running your event smoothly. To build your team:

- List all the event roles that will be required
- Recruit people to fill all the event roles
- Share clear expectations for each role
- Provide any necessary training, information, or resources

8) Prepare resources

Consider what resources your participants may need and what you would like to additionally offer. Dividing resources into need-to-have and nice-to-have lists can help you prioritize what resources to focus on. Remember, partners may be able to help you provide resources.

Here is a list of possible resources for your event:

- Tools and equipment (gloves, shovels, garbage bags, etc.)
- Outdoor recreation equipment (rain ponchos, wheels and shoe brushes, wheel pumps, maintenance tools, helmets, etc.)
- Food, snacks and cooking equipment
- Sign in sheets and waivers
- Maps and signage
- Tents, chairs and tables
- First aid kits
- Events signs and posters
- Computers, projectors, webinar software or other technology
- Trash bags and other cleaning supplies

ORCBC Micro-Grants Available: Do you need financial support to host your event?

Apply to an ORCBC micro-grant before **May 8th, 2022**. Eligible events may be awarded up to \$500 to be used toward their event.

Applications guidelines and submission available on the [BC Trails Day page](#).

9) Find Partners

Partners may help you reach more people, expand what you offer, share expertise or provide resources. Local businesses, community foundations or banks can often help with in-kind donations, cash or grants.

Here is a list of possible partners you may consider reaching out to:

- Other outdoor recreation groups or clubs
- BC Parks or Recreation Sites and Trails
- First Nations in your community (Read our resource [Working in a Good Way](#) to help you get started)
- Local governments
- Responsible recreation organizations (E.g. AdventureSmart, Invasive Species Council, Leave No Trace, etc.)
- Local outdoor recreation businesses
- Local food or beverage businesses
- Community foundations
- Environmental or conservation groups
- Inclusive access or representation groups

10) Register your event for FREE

ORCBC provides a [free event registration](#). The benefits of registering your event include:

- Having your event published on the ORCBC event calendar which receives thousands of views
- Additional promotion of your event by the ORCBC team
- A chance to win prizes!
- Receive direct updates and additional information from ORCBC
- A chance to have photos or stories from your event featured on ORCBC's networks

11) Promote your event

ORCBC offers a free promotional toolkit which can be accessed on the BC Trails Day page when it become available. Consider how your participants will hear about the event. You may be able to promote your event by

- Posting on social media or sharing ORCBC posts
- Emailing or sharing newsletters
- Issuing a media release for local news media
- Speaking with local groups or at gatherings
- Hanging a poster at a community center or local business (with permission)
- Asking local businesses or other organizations to help spread the word
- Registering your event with ORCBC for additional support

12) Share your celebration!

As part of any type of celebration we encourage participants to share their experiences with us. They may

- Post about it on social media **tagging ORCBC** or using **#BCTrailsDay**
- Submit a photo to ORCBC's photo contest

ORCBC will be hosting a photo contest for a chance to win some awesome prizes. The details are being finalized so keep an eye on the newsletter, social media, or the website for more details on how to join and how to encourage your followers, supporters and attendees to join.

Frequently Asked Questions

How can I participate in the BC Trails Day Celebrations?

Celebrate and take action to support BC Trails Day this year by:

- Hosting an event, it's completely free to register and there are small grants available
- Attending an event, local events are held throughout the province
- Hitting the trails
- Becoming a member of a local trail group
- Donating to the Bucks for BC Trails Fundraiser in June
- Entering ORCBC's contests
- Sponsoring local events or ORCBC's initiatives

For the most up-to-date information visit www.orcbc.ca/bctrailsday

Does it cost anything to participate?

Registering your event with ORCBC is entirely free. Our resources are also completely free thanks to the generous support of our sponsors. We also offer a limited number of microgrants to help with event costs.

Most local BC trails Day events are also free and open to the public however, some local events may have a small participation fee or ask that you be a member. Check with your local event host if you are planning to attend a local event!

Who can host an event?

Absolutely anyone! We encourage outdoor groups, businesses, local governments and communities to plan events in B.C.. Partnering up with other groups, organizations or businesses in your community can allow you to reach a larger audience.

What counts as a BC Trails Day event?

If it's in celebration of BC trails then it's already on the right track. Whether it's in-person or virtual, there are many ways to host an event. Check out some event examples in **STEP 3** of this guide.

Why host an event?

There are many benefits to hosting a BC Trails Day event! You might:

- Introduce new or under-represented groups to the outdoors
- Recruit the people needed to complete a trail maintenance project
- Promote your club and encourage people to try a new outdoor activity
- Raise awareness of recreating responsibly and why it matters
- Your favourite trails get some much-needed TLC after an influx of visitors the last few years
- Meet like-minded outdoors lovers and build community
- Foster partnership with BC's diverse outdoor recreation groups. We're stronger together!
- Building more support for trails and outdoor recreation in BC means more funding
- Reach out to new and existing members and supporters to recruit volunteers



Thank You

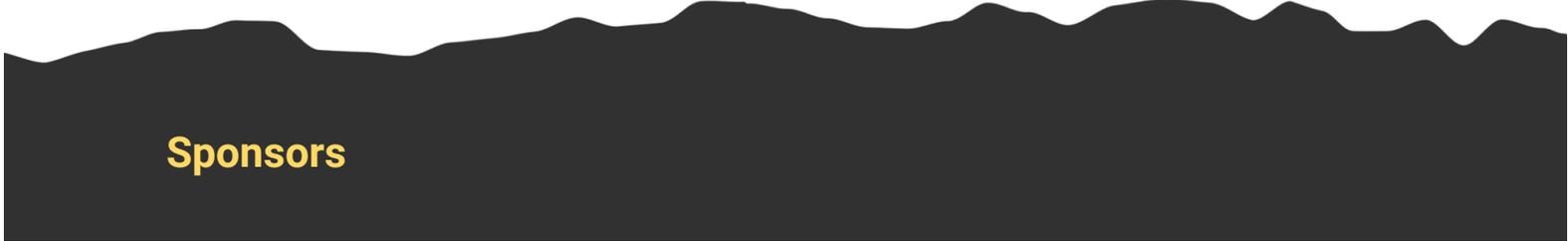
We hope you find the tips and ideas in this guide useful and we look forward to seeing exciting events taking place all over BC.

We'll send an email out to all registered event hosts after BC Trails Day with a link to a brief survey. Your feedback is very important to us as it helps grow BC Trails Day across the province and informs us on how we can best support you when planning events in the future.

If you're not on our email list, send a note to info@orcbc.ca to let us know how your event went and please share a few event pictures with us.

If you have any other questions, please email info@orcbc.ca.

From the team at ORCBC, we wish you the best of luck with your BC Trails Day event!



Sponsors

Thank you to McElhanney, RC Strategies and BC Parks License Plate Program for supporting BC Trails Day.



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