



BC TRAILS DAY

Event Host Guide
2024

What is BC Trails Day 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.

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. **70% of British Columbians and millions of visitors participate in outdoor recreation in B.C. every year.**

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.**





12 Steps to Planning an Event

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

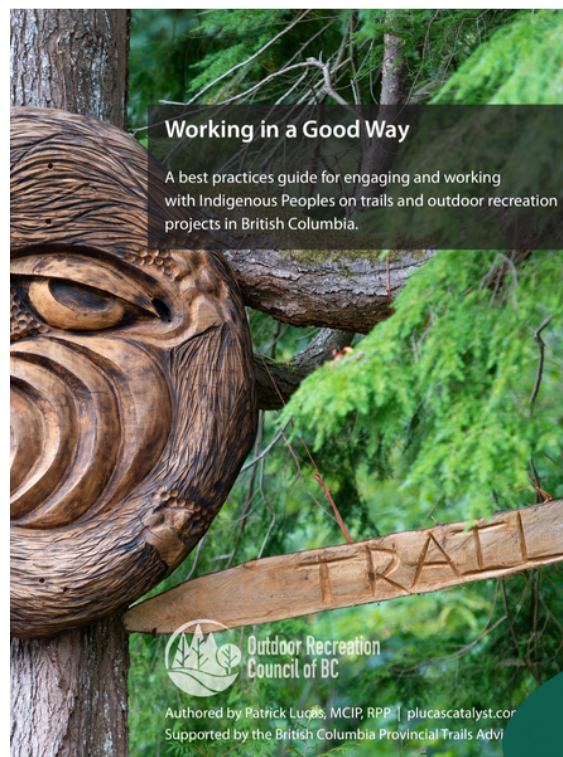


4) Respect Indigenous Territories and Involve Indigenous Peoples

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 are 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.



7) Build your 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



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:

- 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

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.

Thank you

Thank you for all you do for BC Trails! 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. If you have any other questions or want to share photos with us (we love to see them) please email [**info@orcabc.ca**](mailto:info@orcabc.ca).

We wish you the best of luck with your BC Trails Day event!

2024 BC Trails Day Sponsors and Supporters

Thank you to the generous sponsors and supporters that help make BC Trails Day a success. We can't do it without you! Get in touch to become a sponsor.



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