

B.C. Population a Terrific Supporter of TCT Metre Sales Program

As of March, 2005, Trans Canada Trail metre sales in B.C represent 14% of the national pot. Yet B.C. makes up only 12% of the Canadian population. This figure is only surpassed by Alberta. It has contributed 14% of the total with 9% of the national population. According to the figures published on the Trans Canada Trail Foundation website, B.C. people have contributed over \$1.6M of the \$12M total. In this province more that 30,630 people have participated. Included in this figure are 834 messages of various sizes. From this we can surmise that there is strong grassroots support in B.C. for the Trail and the efforts that are being put into it.

Also, in B.C., we have pavilions in 13 locations and 4 more are designated for Cranbrook (May 2005), Fernie (May 2005), Grand Forks, and Trail. Ontario has 17 pavilions at this time. All the other provinces or territories have 4 pavilions or less. This is a sure indication that we have stronger community involvement for the TCT in B.C. than in other parts of the country.

Interestingly, in B.C. the whole effort is being spearheaded by a totally volunteer organization, Trails BC. Most other areas in Canada have volunteer groups that are supported by government subsidized administrations that are not as focussed as Trails BC in advancing the Trans Canada Trail project. They are often preoccupied by other mandates.

There is every reason to believe that Trails BC has a great deal to do with this superior support of the TCT by its population. It is very active in talking up the program and distributing its literature. Furthermore, by making the extra effort to erect pavilions, in as many communities as possible, raises awareness of the TCT in these communities. It in turn undoubtedly boosts metre sales. For each pavilion opening and panel unveiling there is a dedication organized for the public creating a myriad of small events held in each of these communities. All of this helps create additional excitement around the TCT. We are now in the third year of creating a new TCT event, Trans Canada Trail Challenge, in an effort of increasing TCT awareness even further. This year we are organizing the 3rd and 4th edition of this event.

The task of establishing this Trail often becomes overwhelming to those of us who are intimately involved. It helps to keep things in perspective if we reflect back at some of our accomplishments.

Below are tables representing the distribution of names and messages in B.C.

Place in BC	Number of Names	Number of Messages
Abbotsford	426	15
Burnaby	1,449	50
Chilliwack	140	8
Coquitlam	408	17
Cranbrook	747	
Fernie	311	
Fort Langley	2,444	38
Hope	900	22
Maple Ridge/Pitt Meadows	186	8
Nanaimo	2,220	26
North Vancouver	1,049	48
Penticton	4,123	138
Vancouver	9,581	268
Victoria	6,868	196
TOTALS:	30,852	834+

Names Still to be put up and included above

Place	Number of names	Known Panel Unveillings in 2005
Abbotsford	162	June 25/05
Burnaby	31	
Chilliwack	8	
Coquitlam	113	July 16/05
Fort Langley	268	May 28/05
Hope	21	
Maple Ridge	27	
Nanaimo	196	
North Vancouver	57	
Penticton	91	
Vancouver	333	April 23/05
Victoria	340	April 23/05
Cranbrook	747	May 8/05
Fernie	311	May 7/05