

Take the Trail Punch Card Challenge

Multiple locations across the Municipality of the District of Shelburne, Nova Scotia

PROJECT COMPONENTS:

- The Municipality of Shelburne & Parks Department developed 4 trails, 3 of which are along sections of an abandoned railway bed and the 4th is the Footbridge Trail which was formerly known locally as the “footpath”
 - Tom Tigney Trail: 1.2 km, only trail approved for motorized use
 - Footbridge Trail: 0.8km
 - Jordan River Trail: 2.6km
 - Roseway River Trail: 1km
- Punch Card Stations have been set up on 8 different sections of the trails in both the Municipality of Shelburne and the Municipality of the District of Barrington
- Each section of the trail has 5-10 different shaped punches hidden along the route and visitors are challenged to find them all and punch their cards
- When completed, the cards can be submitted to win a prize. Every trail completed equals one entry into the prize draw
 - Prizes (multiple draws) are \$25 gift cards to local businesses or restaurants
- Initiatives are short-term, and the current initiative will end March 22, 2021
- Previous outdoor initiatives for residents included: decorated trees at Christmas, scavenger hunts, Halloween decorations, giving sections of the trails themes, hiding gnomes along the trails

RATIONALE FOR INITIATIVE:

- Around Christmas, there were 2 kms of trees decorated with solar lights along one of the lesser travelled trails in Shelburne. During this time, there was a trail counter to count how many people were using the trail
 - The seasonal average was 3-4 people per day, and the average in December was 14 visitors per day
- The goal of these outdoor initiatives is to motivated residents to use the trail system and increase their physical activity levels

WHO USES IT:

- The trail system is typically used by adults and families

EVALUATION:

- No formal evaluation tool, but the trail counters count the number of people accessing the trail
- The number of Trail Cards submitted also provides information about number of visitors

ADDITIONAL INFORMATION ABOUT INITIATIVE:

- Most of the trails are closed to motorized vehicles so there are more people walking and biking
- The Trail Card activity is self-directed and kids could do it with their friends
- Trails are open all day year-round
- The trails are easy – but not yet built to accessible standards

WHATS NEXT:

- The next planned initiative planned by the municipality is a Storybook Trail for Easter
 - This involves taking a book, ripping out pages and placing 2 pages at a time at different points along the trail
 - Visitors need to walk the whole trail to read the whole book
- With this initiative, the book can be changed every few weeks to encourage people to regularly visit the trail



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