

Landowner Management Plan 2023

Landowners-in-Action

"In the heart of every trailblazer lies a landowner's spirit, paving the way for unforgettable snowy adventures."



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Section 1 - Introduction

The UCSR is embarking on this initiative to continue securing access to private and public land to so that we can develop awesome snowmobile trails by partnering with landowners. This plan aims to recruit, retain, and recognize landowners who graciously permit the use of their property for recreational snowmobiling. By fostering a collaborative relationship, we seek to maintain and increase the quality of our trail network, ensuring snowmobilers enthusiasts can enjoy unforgettable winter experiences while preserving the natural beauty of these landscapes. Together, we will forge a sustainable future where on-trail snowmobiling thrives, and landowners receive the recognition they deserve for their invaluable contribution to the snowmobiling community.

This Landowner Management Plan (LMP) has been written to support the positive club-landowner culture at the club and district level. The LMP prioritises the club's and district's goals and identifies the key strategies to be implemented.

The purpose of this LMP is to:

- Recruit landowners;
- Maintain current landowners;
- Recognize landowners.

This well-integrated LMP will ultimately lead to quality trails, greater satisfaction, and longer-term landowner retention. Enjoyment of the snowmobiling landowner experience is very important in keeping landowners involved (Retention), developing healthy clubs and builds positive word-of-mouth that can help attract new landowners (Recruitment).

Thank-you,



Ian Edwards
UCSR President / Governor
19 October 2023



Sara Craig
1st VP - Trails
19 October 2023

Section 2 - [References](#)

- Indigenous Peoples and Lands (cirnac.gc.ca)
- OFSC Landowner Information Card (2021)

Section 3 - [UCSR Statement of Purpose](#)

The Upper Canada Snowmobile Region (UCSR) is a volunteer led not-for-profit corporation that promotes and enables effective local delivery of organized snowmobiling with and through its assigned OFSC member organizations consistent with the agreed Mission, Vision, and Programs of the provincial federation.

Section 4 - [Landowner Development Policy Statement](#)

The UCSR and its clubs are committed to fostering strong partnerships with landowners who generously volunteer their properties for snowmobile trails. We recognize the indispensable role of these dedicated landowners in our trail network, and we pledge to ensure their interests and rights are always respected. Through open communication, and continuous support, we strive to create a harmonious relationship that benefits both parties. Our policy prioritizes environmental stewardship, land preservation, and community engagement, guaranteeing that the snowmobiling experience remains sustainable, enjoyable, and mutually rewarding for all involved. Together, we embrace a shared vision of promoting responsible snowmobiling while honoring the vital contributions of our cherished landowners.

Section 5 - [Indigenous Land Acknowledgement](#)

Acknowledging the land is an Indigenous protocol used to express gratitude to those who reside here, and to honour the Indigenous people who have lived and worked on this land historically and presently. It allows us the opportunity to appreciate the unique role and relationship that each of us has with the land and provides a gentle reminder of the broader perspectives that expand our understanding to encompass the long-standing, rich history of the land, and our privileged role in residing here.

To recognize the land is an expression of gratitude and appreciation to those whose territory you reside on, and a way of honouring the Indigenous people, understand the long-standing history, and to seek to understand our place within that history. The Land Acknowledgement Statement reads:

“The UCSR is located on the traditional territory of Indigenous peoples dating back countless generations. We wish to acknowledge this land on which the UCSR manages over 3300 kms of snowmobile trails in Eastern Ontario. As a coordinated snowmobile organization, we have a responsibility for the stewardship of the land on which we live and work. We want to show our respect for Indigenous peoples’ contributions and recognize the role of treaty making in what is now Ontario”

Section 6 - Key Values & Principles

Key values & principles that guide our collective landowner development efforts:

- **Collaboration:** UCSR and volunteer landowners prioritize open and constructive collaboration, recognizing that a strong partnership is essential to the success of snowmobile trail development and maintenance.
- **Respect for Rights and Property:** Both UCSR and landowners uphold the principles of property rights and respect the autonomy of landowners in deciding how their land is used for snowmobile trails.
- **Community Engagement:** The UCSR and volunteer landowners actively engage with local communities, seeking input, and fostering positive relationships to ensure the trails benefit all snowmobilers and promote community well-being.
- **Safety and Responsibility:** Both parties prioritize safety and responsible snowmobiling practices, emphasizing the need for trail users to adhere to regulations and promote safe recreational experiences.
- **Recognition:** UCSR acknowledges the invaluable contribution of volunteer landowners and is dedicated to providing recognition, and support for their efforts in allowing the use of their land for snowmobile trails.

Section 7 - Recruit, Retain, Recognize

The following diagram illustrates the phases of the landowner cycle. This LMP will specifically target each of the areas of the cycle. It is important to note that not all phases of the cycle will be relevant to all landowners.

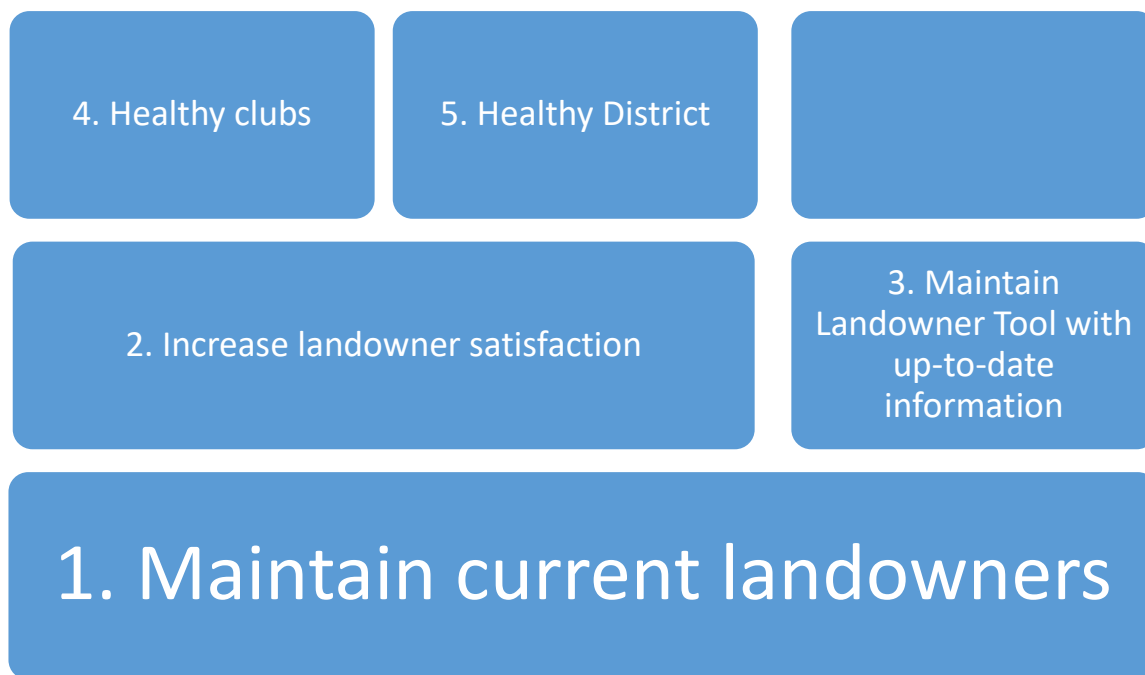
- **Recruitment:** To bolster our network of snowmobile trails, the UCSR and clubs will implement a comprehensive strategy to recruit landowners willing to volunteer their property. First and foremost, we will focus on building trust and rapport with potential landowners. UCSR and club volunteers will actively engage with landowners through community events, meetings, and outreach programs. By highlighting the positive impacts of snowmobiling on local economies and fostering an understanding of responsible trail usage, the UCSR and clubs will effectively communicate its commitment to environmental preservation and community benefits. Additionally, the UCSR and clubs will offer information about protections, club operations and insurance coverage, easing any concerns landowners may have about potential risks. Through transparent communication and education, the UCSR can entice landowners to join the cause willingly.
- **Retention:** Once landowners have volunteered their land for snowmobile trails, the UCSR and clubs will work tirelessly to maintain strong and lasting relationships. Regular communication channels will be established to keep landowners informed about trail developments, upcoming events, and any relevant changes in regulations. The UCSR and clubs will also seek continuous feedback from landowners to address concerns promptly and proactively. Recognizing the vital role played by landowners, the clubs will regularly express gratitude through appreciation events, public acknowledgments, and awards to showcase their contributions to the snowmobiling community. Moreover, the UCSR encourages

landowners to participate actively in decision-making processes concerning trail development, ensuring they have a meaningful say in shaping the future of snowmobiling on their land.

- **Recognize:** To acknowledge the generosity of landowners who volunteer their property for snowmobile trails, the UCSR and clubs will offer a range of incentives and rewards. The UCSR and clubs will promote the spirit of camaraderie among landowners by hosting social gatherings, special events and trail rides, to foster a sense of belonging to the larger snowmobiling family. Moreover, UCSR and clubs will actively advocate for the recognition of landowners' contributions at the local, regional, and provincial levels, ensuring that their dedication to snowmobiling is celebrated widely.

By recruiting, retaining, and recognizing landowners, the UCSR creates a sustainable and mutually beneficial alliance that fosters responsible snowmobiling and the preservation of natural landscapes for generations to come.

Section 8 - Goals



Section 9 - Performance Objectives

1. **Quantity of Landowners.** Net # of current active Landowners = # of existing Landowners who have stayed involved (Retention) + # of new Landowners who came in (Recruitment) - # of existing Landowners who left (Attrition).
2. **Satisfaction.** Increase in Landowners satisfaction, as measured by the % of current active Landowners self-reporting positive satisfaction with their experience.

3. **Healthy Clubs.** Develop a report card of selected items of (board vacancies, # of volunteers, administration, corporate paperwork, AGM, elections, regular meetings, landowner forms, member in good standing, etc)
4. **Healthy District.** Develop a report card of selected items of (board vacancies, # of volunteers, administration, corporate paperwork, AGM, elections, regular meetings, landowner forms, member in good standing, etc)
5. **Landowner Tool.** % of LUPs in the system.

Section 10 - [Action Plan](#)

The table on the next page is reflective of the items identified throughout this plan that require action to implement. By identifying the individual actions needed and assigning responsibility for those actions, we are better able to improve our volunteering program and therefore our clubs and district.

Section 10 - Action Plan

Landowner Cycle	Task	Timeline	Champion	Staff	Goals
Recruitment	Landowner brochure with frequently asked questions	2024	Chair	DM	1. Recruit to replace any lost landowners
	Script for personal contact with potential/interested landowners.	2024	Chair	DM	
	Does and Don'ts	2024	Chair	DM	
	PowerPoint presentation for municipal and private landowners	2024	Chair	DM	
	How to get property and landowner information (Teranet)	2024	Chair	DM	
	How to build relationships with other community groups	2025	Chair	DM	
	Build connections with local, prov and national MPs	2025	Chair	DM	
	Understanding the LUP / MOU	2024	Chair	DM	
	OFSC Landowner Rack Card	2024	Chair	DM	
	Communicating insurance coverage	2024	Chair	DM	
	Benefits of a snowmobile trail on your property	2024	Chair	DM	
	Explain what OFSC and organized snowmobiling is	2024	Chair	DM	
	Enforcement and Trail Patrol	2025	Chair	DM	
	Protecting the environment	2025	Chair	DM	
	Landowner Rights	2024	Chair	DM	
Establish a club landowner coord	2024	Chair	DM		
Understanding the various Acts	2025	Chair	DM		
Retention	Yearly personalized check-in's with landowners	2024	Chair	DM	1. Keep as many current landowners as possible
	Great trail and land maintenance.	2024	Chair	DM	
	Enforcement of landowner's wishes. (EX. Stop unwanted ATV use or trespassing)	2025	Chair	DM	
	Keep landowners informed on important information such as insurance and liability info.	2024	Chair	DM	
	Involve the landowners in decisions for the trails that go through their property.	2024	Chair	DM	
	Share success stories and get landowners with positive experiences to speak up.	2024	Chair	DM	
	Adapt to landowner feedback.	2024	Chair	DM	
	Address concerns quickly.	2024	Chair	DM	
	Be flexible with landowner agreements	2024	Chair	DM	
	Open letter to landowners	2025	Chair	DM	
	Landowner contract strategy	2024	Chair	DM	
	Update landowner list	2024	Chair	DM	
	Develop yearly connection plan	2024	Chair	DM	
Update landowners on trail usage.	2024	Chair	DM		
Recognize	Appreciation Events.	2024	Chair	DM	1. Make sure landowners are happy and feel recognized
	Awards for recognition and appreciation.	2024	Chair	DM	
	Social media shout-outs to landowners	2024	Chair	DM	
	Public/community Acknowledgment. (EX. meetings and public events)	2024	Chair	DM	
	Thank you letters for certain milestones.	2025	Chair	DM	
	Partnership certificate or Something to identify that they are a landowner.	2025	Chair	DM	
	Landowner dinners at the club level	2024	Chair	DM	
	Incentives/rewards such as give aways and draws for snowmobile related prizes.	2024	Chair	DM	
	District draw for landowners	2024	Chair	DM	
	Club level prizes for landowners	2024	Chair	DM	
	District to pressure OFSC to allocate new funding separate from trails for landowners	2024	Chair	DM	
Christmas cards	2025	Chair	DM		