



# Trail Patrol

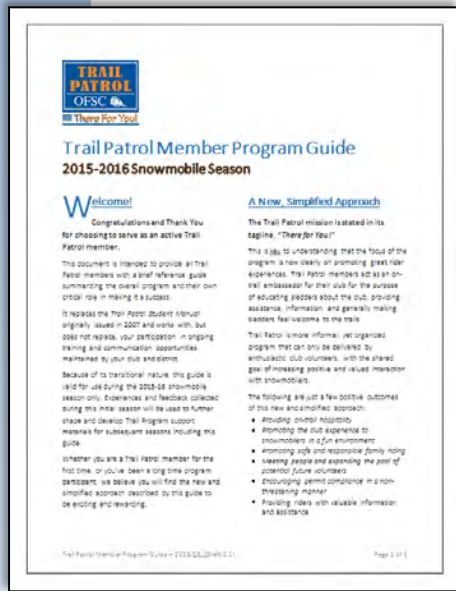
## *Interactive Member Orientation*

# Part 1 - Welcome to your Trail Patrol Member Orientation!

BRIEFING

## A) Introduction and Purpose

This presentation provides an Orientation Process for members of our OFSC Snowmobile Club's Trail Patrol program.



- At the end of this orientation process, Trail Patrol members will better understand the aims of the program as well as the **attitude, knowledge and skills** they will need to be successful.
- The orientation process follows and builds on concepts contained in the **Trail Patrol Member Program Guide** which participants should review in advance.
- The orientation process provides a **starting point** for ongoing Trail Patrol planning and discussions throughout the season.
- **Feedback** collected during the season will be used to further shape and develop program support materials for subsequent seasons.
- **Let's get started! ...**

# Part 1 - Welcome to your Trail Patrol Member Orientation!

BRIEFING

## B) Overview of the Orientation Process

The orientation process allows our club's Trail Patrol team to self-facilitate through shared briefings and interactive group learning activities.

- Trail Patrol Member Orientation -	
Part 1	<i>Welcome to your Trail Patrol Member Orientation!</i>
Part 2	<i>Understanding your Role as "Trail Ambassador"</i>
Part 3	<i>Developing and Maintaining Key Knowledge</i>
Part 4	<i>Using "Rider Care" Techniques Effectively</i>
Part 5	<i>Creating Rider &amp; Community Engagement Opportunities</i>
Part 6	<i>Putting it All Together</i>

- Starting with this introduction, there are a total of **6 parts** in the orientation process.
- For each of these 6 parts, we'll all share a short **briefing** on a key topic followed by a group **discussion** which will help us further explore the subject.
- It will be useful to have a **group leader** to help the sessions flow well. It can be a single volunteer or you may prefer to take turns. Leader notes are provided for each slide.
- Allow about 30 minutes for each part: 10 minutes to review the briefing slides and 20 minutes for discussion. While each of the 6 parts should be completed in a single session, sessions can be distributed over any number of days.

# Part 1 - Welcome to your Trail Patrol Member Orientation!

## DISCUSSION

### C) Getting to Know the Team

Before we get started with the orientation process, let's get to know each other a little better through a light hearted exercise called "**Fact or Fiction**".



- 1) On your own, each person writes down "**3 things**" about themselves, two of which are true (facts) and one which is not (fiction).
  - Try to include at least one snowmobiling fact or fiction, but the rest can be anything you want. Unusual or unique things are most fun.
  - For example; "*My name is Jane Smith: I'm 34 years old, I play flamenco guitar, and my first snowmobile ride was on a Ski-Whiz. (Jane is actually 48 years old!)*"
- 2) After a few minutes, the first person introduces themselves and reads their "**3 things**".
- 3) The rest of the group tries to agree on which two are **facts** and which one is **fiction**.
- 4) The subject member then reveals which one is fictional.
- 5) Repeat this for each member keeping the conversation upbeat and interesting

## Part 2 - Understanding your Role as “Trail Ambassador”

### BRIEFING

### A) *New, Simplified Approach to the Trail Patrol Function*

The Mission of the Trail Patrol program is captured in its tagline “There for You!”. This year the program is evolving to better meet its mission and goals.

#### ■ What’s the same?

Trail Patrol members **will continue** to act as on-trail ambassadors educating riders about our club, responsible riding, providing assistance, information, and generally making riders feel welcome to the trails.

#### ■ What’s different?

Trail Patrol objectives **no longer** include on-trail permit sales. The program will also no longer include activities directly related to the actual enforcement of provincial laws.

Trail Patrol members trained under previous programs may continue to issue *Notices of Trespass* if the club wishes to continue with this specific legacy function.

## Part 2 - Understanding your Role as “Trail Ambassador”

### BRIEFING

### B) *Creating a Culture of Compliance*

Trail Patrol works to foster a culture within the snowmobiling community of consistent compliance with trail permit, trespass and other legal requirements.

- Maintaining a helpful, non-threatening and **persistent on-trail presence** is fundamental to creating a culture where permits are routinely purchased and where trail use without permits is not tolerated by the snowmobiling community.
- As is the case for most laws, real compliance actually relies on individuals accepting and **willingly conforming** with legislation; enforcement serving only to compel compliance by the relatively small percentage who continue to act outside the law.
- Enforcement of provincial law certainly remains important - but it is best left to well-trained and equipped qualified enforcement personnel so that volunteers are not exposed to **risks they’re not prepared for**.



## Part 2 - Understanding your Role as “Trail Ambassador”

### BRIEFING

### *C) Characteristics and Commitments of a Trail Patrol Member*

While the Trail Patrol program is in some ways less formal, members must be willing and able to reliably serve in this important volunteer function.

- **To participate as a Trail Patrol member, individuals must:**

- ☑ Be a "member in good standing" of a participating OFSC member club.
- ☑ Participate in Trail Patrol training and communication opportunities.
- ☑ Support your clubs Trail Patrol program as an active and engaged member.
- ☑ Provide professional, courteous, and friendly on-trail “Rider Care”
- ☑ Provide reliable and complete program tracking information.
- ☑ Be willing to identify yourself to the public as a Trail Patrol member

- **To be effective and to enjoy the Trail Patrol role, members should:**

- Be upbeat, outgoing, and friendly
- Enjoy helping people
- Handle people well
- Care for riders as customers
- Give fair and equal treatment to all
- Be understanding of people with special needs



## Part 2 - Understanding your Role as “Trail Ambassador”

### DISCUSSION

### D) Recognizing the Snowmobiler as a Customer

Treating all snowmobilers as customers or perspective customers is a key strategy in efforts to increase overall participation in organized snowmobiling.

#### Customer Relationship Quotes

1. *“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every aspect of the customer experience a little bit better.”* - Jeff Bezos, CEO of Amazon
2. *“Your most unhappy customers are your greatest source of learning”.* - Bill Gates, Founder of Microsoft
3. *“Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.”* - Donald Porter, VP of British Airways
4. *“The more you engage with customers, the clearer things become and the easier it is to determine what you should be doing.”* - John Russell, President of Harley Davidson
5. *“If you don't genuinely like your customers, chances are they won't buy.”* - Thomas Watson, CEO of IBM

1. Considering these quotes in the context of snowmobilers as **customers or potential customers** who choose whether they will or will not purchase trail permits.
2. Discuss how each of these quotes might help us **better understand** and perform our role as a Trail Patrol member.
3. Which quotes are **most helpful**? Why?



## Part 3 - Developing and Maintaining Key Knowledge

### BRIEFING

### A) Trail Patrol Members Need to be Knowledgeable

Trail Patrol Members need to have a good working knowledge of how Ontario snowmobiling is organized, safe snowmobile operation, and their local trail network.

#### Key Knowledge Areas:

- ✓ Snowmobiling in Ontario
- ✓ Snowmobile Operator Requirements and Best Practices
- ✓ Features of our Local Trail Network and Community

- Topics which Trail Patrol members need to be knowledgeable about the following **key areas**:
  - Snowmobiling in Ontario
  - Snowmobile Operator Requirements and Best Practices
  - Features of our Local Trail Network and Community
- We should also recognize here that when it comes dealing with the public, “**attitude**” is often just as important as “**aptitude**”. A sunny disposition and a willingness to go the extra mile is just as important as having detailed technical knowledge.

### B) Trail Patrol Members Need to be Knowledgeable

Trail Patrol Members can help snowmobilers have great experiences by being ready to answer questions and make helpful suggestions.

#### ■ Snowmobiling in Ontario

*Who we are and what we do:*

- ✓ About the OFSC
- ✓ How organized snowmobiling is funded
- ✓ How funding is used to produce exceptional rider experiences
- ✓ How snowmobiling contributes to the local economies



## Part 3 - Developing and Maintaining Key Knowledge

BRIEFING

### B) Trail Patrol Members Need to be Knowledgeable

Trail Patrol Members can help snowmobilers have great experiences by being ready to answer questions and make helpful suggestions.

#### ■ Operator Requirements & Best Practices

*Both on and off prescribed trails:*

- ✓ Requirements to operate a snowmobile including,
  - Vehicle registration
  - Personal liability insurance
  - Operator training and licensing
  - Exercising Care and Control
- ✓ Requirements to access OFSC prescribed trails including,
  - Trail permit types & fees
  - Displaying trail permits
  - Trail permit exemptions
  - Avoiding trespass



## Part 3 - Developing and Maintaining Key Knowledge

BRIEFING

### B) Trail Patrol Members Need to be Knowledgeable

Trail Patrol Members can help snowmobilers have great experiences by being ready to answer questions and make helpful suggestions.

#### ■ Features of our Local Trail Network

*Having a great rider experience:*

- ✓ Routing and highlights of the local trail system
- ✓ Upcoming club, district and community events
- ✓ Tourism opportunities such as unique local features
- ✓ Availability of services including food, fuel accommodations, repair, and entertainment.



## Part 3 - Developing and Maintaining Key Knowledge

### DISCUSSION

### C) *Sharing Information and Sources*

General snowmobiling information is easy to obtain at [www.ofsc.on.ca](http://www.ofsc.on.ca). However detailed local area information needs to be identified and maintained at the club level.

#### Key Knowledge Areas:

- ✓ Snowmobiling in Ontario
- ✓ Snowmobile Operator Requirements and Best Practices
- ✓ Features of our Local Trail Network and Community

- For each of the three knowledge areas, discuss how our Trail Patrol team will collect and share information and knowledge.
- It might be helpful to record results on a flip chart or projected computer so everyone can see them.



# Part 4 – Using “Rider Care” Techniques

BRIEFING

## A) The G.U.E.S.T Approach to Rider Care and Improving Rider Experiences

Trail Patrol members can work to improve rider experiences through a helpful approach to customer service represented by the acronym **G.U.E.S.T.**

- Greet ... the Snowmobiler as a Valued Customer**  
*Start positively with a warm, sincere greeting.*
- Understand ... their Interests, Needs, and Concerns**  
*After asking “how can I help make your ride better today”, listen carefully to determine exactly what is wanted or needed.*
- Explain/Execute ... how you may be able to Help**  
*In most cases, you will be able to help the snowmobiler - tell the rider what it is you are able/prepared to do and get their agreement.*
- Suggest ... ways to have an even Better Trail Experience**  
*Once you’ve dealt with the rider’s needs to the best of your ability, point out opportunities that may make their experience even better.*
- Thank ... the Snowmobiler as a Valued Customer**  
*Do your best to conclude every interaction as positively as possible. A good way to do that is to sincerely thank the rider for being a customer.*

<b>The G.U.E.S.T approach to Rider Care and Improving Rider Experiences</b>	
<b>G</b>	<p><b>Greet ... the Snowmobiler as a Valued Customer</b></p> <p>Start positively with a warm, sincere greeting; “Good Morning”, “Welcome”, “Thanks for stopping by” are all simple and familiar. Introduce yourself and briefly explain your role as a Trail Patrol Member. Remember to smile – this will help the customer to feel at ease and you’ll come across as friendly and approachable, setting the scene for a more positive interaction.</p>
<b>U</b>	<p><b>Understand ... their Interests, Needs, and Concerns</b></p> <p>After asking “how can I help make your ride better today”, listen carefully to determine exactly what is wanted or needed. Summarize what you’ve heard and ask clarifying questions to make sure you understand fully. Some customers will be rate, others will be full of questions, and still others will just be chatty. It’s important not only to understand what a customer says, but how a customer feels. Think about being in the customer’s position. How would you feel – and want to be treated?</p>
<b>E</b>	<p><b>Explain/Execute ... how you may be able to Help</b></p> <p>In most cases, you will be able to help the snowmobiler – tell the rider what it is you are able/prepared to do and get their agreement before proceeding. However, some situations may be outside your control or authority to act. Nonetheless, you need to speak in an upbeat, positive and professional tone. Strive to remain calm, even when your customer is not. Patience and self-control will keep you from getting upset and saying something inappropriate.</p>
<b>S</b>	<p><b>Suggest ... ways to have an even Better Trail Experience</b></p> <p>Once you’ve dealt with the rider’s needs to the best of your ability, you may then have an opportunity to point out additional opportunities that may make their experience even better. Information on scenic stops, special events, and interesting trail options are always always welcomed. You may also take the opportunity to address safety or riding concerns in a positive and friendly manner.</p>
<b>T</b>	<p><b>Thank ... the Snowmobiler as a Valued Customer</b></p> <p>Do your best to conclude every interaction as positively as possible. A good way to do that is to sincerely thank the snowmobiler for taking part in an activity you both enjoy and wish to be as safe and fun as it possibly can be. If appropriate, invite the snowmobiler to a club meeting or event. Focus on having fun and meeting others who also enjoy snowmobiling.</p>

## Part 4 – Using “Rider Care” Techniques

### BRIEFING

### *B) Dealing with Challenging Rider Attitudes*

While most interactions with riders will be positive and can be handled well using the **G.U.E.S.T.** model, we need to be prepared for those that are not so easy.

*Here are some standard approaches that can help in specific circumstances:*

#### ■ **Talkative or Over-Friendly People**

- Ask closed questions (yes/no)
- Limit the time available for them to interrupt (don’t have long pauses)
- Provide minimal responses
- Smile and be pleasant, but don’t encourage them
- Wind it up – thank them for coming, disengage but don’t be rude or dismissive

#### ■ **Know-it-all People**

- Acknowledge hearing what they say
- Compliment them on their research
- Be generous with praise
- Don’t put them in their place, no matter how tempting.
- Ask questions and use the answers them to improve your knowledge

*Continued on next slide >*

## Part 4 – Using “Rider Care” Techniques

### *B) Dealing with Challenging Rider Attitudes*

While most interactions with riders will be positive and can be handled well using the **G.U.E.S.T.** model, we need to be prepared for those that are not so easy.

Here are some standard approaches that can help in specific circumstances:

#### ■ Difficult or Suspicious People

- Label the behaviour, not the person
- Listen, let them have their say, don’t interrupt
- Don’t get defensive or take it personally
- Agree on what the customer really wants
- Discuss possible alternatives
- Take responsibility for what you CAN do, not what you can’t

#### ■ Angry People

- Listen carefully without interrupting so you understand the real problem
- Empathize in a broad way. Stay calm and remain polite, don’t escalate the problem
- Don’t take it personally, be defensive or blame others
- Propose an action plan and be prepared follow it
- If you can’t agree on an action or the situation continues to degrade, thank them for their time and walk away.



## Part 4 – Using “Rider Care” Techniques

### DISCUSSION

### C) Practicing our Rider Care skills through Role Playing

Like any skill, practice is the key to interacting successfully in the wide range of situations and attitudes you’ll encounter as a Trail Patrol member

Rider’s Situation	Rider’s Attitude
A. A rider who is new to the area and is looking to have a great experience both on the trail and after their ride.	i. Happy, Friendly, or Cooperative
B. A local rider who knows the area well and wants to test your knowledge of snowmobiling and almost anything else.	ii. Belligerent, Hostile, or Angry
C. A rider who is experiencing mechanical problems with their snowmobile or is critically low on fuel.	iii. Quiet, Cool, or Noncommittal
D. A rider who believes some aspect of their riding experience is not good such as grooming, signing, or services.	iv. Frightened, Alarmed, or Upset

1. Start by breaking into smaller groups:
  - One person will be the play the role of a “**Trail Patrol Member**”.
  - A second person will play the role of a “**Snowmobiler**” (rider).
  - The third person will be an “**Observer**”.
2. The “**Snowmobiler**” randomly selects a “Rider’s Situation” and “Rider’s Attitude”.

## Part 4 – Using “Rider Care” Techniques Effectively

### C) Practicing our Rider Care Skills through Role Playing

Like any skill, practice is the key to interacting successfully in the wide range of situations and attitudes you’ll encounter as a Trail Patrol member

Rider’s Situation	Rider’s Attitude
A. A rider who is new to the area and is looking to have a great experience both on the trail and after their ride.	i. Happy, Friendly, or Cooperative
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C. A rider who is experiencing mechanical problems with their snowmobile or is critically low on fuel.	iii. Quiet, Cool, or Noncommittal
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3. After the “**Snowmobiler**” has a few minutes to prepare, begin a role playing session where the “**Trail Patrol**” member engages with the Snowmobiler.
4. Once the role play has run its course (a few minutes), the “**Observer**” shares their evaluation of how the interaction went including what worked well, and what did not.
5. The group can then discuss how interactions like this could be improved.

BRIEFING

## A) Trail Patrol Activities Need to be Planned and Coordinated

To be effective, we need to get out and meet snowmobilers on our trails or at special events. We also need to represent snowmobiling positively in our community.

### Rider Engagement Opportunities:

- ✓ On-Trail
- ✓ Snowmobile Events
- ✓ General Community

- While there is great benefit to simply “*getting out there*” in an ad-hoc or spontaneous way, to be really effective Trail Patrol activities need to be **planned in advance** to have the maximum impact on rider experience and visibility within the community.
- **Planning of Trail Patrol activities** should include not only making the most of on-trail opportunities, it should also include snowmobiling related events as well as general community events.

## B) Making the Most of On-Trail Opportunities

Although promoting permit compliance remains a part of its mandate, it becomes a benefit of the Trail Patrol program, rather than its primary focus.

- An example of the evolution of the Trail Patrol program to better meet its “**There For You**” commitment is replacing traditional enforcement based ‘checkpoints’ with informal ‘on-trail gathering spots’.
- This provides a **friendly opportunity** to engage, interact and connect with riders, showcase the great club experience and demonstrate true added-value as part of the permit purchase.
- **Trail Patrol can add value to the rider’s experience by:**
  - Providing on-trail hospitality
  - Promoting the club experience in a fun environment
  - Promoting safe and responsible family riding
  - Meeting people and expanding the pool of potential future volunteers
  - Encouraging permit compliance in a non-threatening manner
  - Providing riders with valuable information and assistance



BRIEFING

### *C) Making the Most of Other Snowmobile Related Opportunities*

Trail Patrol can play an important role in the success of special events organized for snowmobilers by their club or by others.

- Trail Patrol planning should include reviewing **snowmobiling events** in the community such as poker rallies, Snowaramas, and organized rides.
- Snowmobiling events such as snowmobile shows, dealer open-houses, or driver training classes are also a great way **to engage with riders**.
- Trail Patrol can also be very helpful in **monitoring the trails** for missing or damaged signs, solving minor problems, or reporting major issues that need attention.



## D) Making the Most of General Community Opportunities

As snowmobiling trail ambassadors, Trail Patrol can embody the fun and benefits of organized snowmobiling at community events or gathering.

- As **Snowmobiling Ambassadors**, Trail Patrol members can promote organized snowmobiling within their community by attending or participating in selected community events like fairs or festivals.
- Trail Patrol members may also be welcome as guest speakers at community organizations, schools, or clubs.



DISCUSSION

## D) *What are our Opportunities to Engage Snowmobilers?*

Planning is the key to ensuring that our Trail Patrol program meets as many snowmobilers, potential snowmobilers, and the general public .

**Rider Engagement Opportunities:**

- ✓ On-Trail
- ✓ Snowmobile Events
- ✓ General Community

The following group Discussion will help the Trail Patrol team identify snowmobiler and community engagement opportunities:

- For each of the three major areas of opportunity: On-Trail, Snowmobile Events, and General Community, brainstorm:
  - what opportunities exist this season within their specific area and
  - how best to take advantage of them.
- It might be helpful to record results on a flip chart or projected computer so everyone can see them.

## Part 6 – Putting it All Together

### BRIEFING

### A) *Trail Patrol Needs to Become a Key Focus of our Club's Agenda*

To be effective, we need to get out and meet snowmobilers on our trails or at special events. We also need to represent snowmobiling positively in our community.

- Interaction on-trail can only be achieved at the grassroots level by clubs who are actively committed to **growing their membership** and showing riders the fun side of snowmobiling.
- This initiative is especially timely given that we have attracted so many new participants, including many first timers and family riders who are looking for good times, new friends and something to belong to.
- At the same time, club administrative workload is being considerably reduced by new innovations like online permit sales and internal restructuring, so clubs can focus more on having fun, being social and running great events.





## Part 6 – Putting it All Together

### BRIEFING

### *B) Recruiting and Retaining Trail Patrol Members*

Recruiting volunteers is most successfully done in an informal manner while people are doing what they love to do, with people they enjoy being with.

- Trail Patrol has the potential to **reach out and connect** with snowmobilers, converting them at the grassroots level from being merely permit buyers to being active club supporters.
- Creating on-trail hospitality and community connection engages more people, more often, thus converting people from permit buyers to fully **active members** of your club.
- Together through Trail Patrol, the OFSC and its member organizations now have an excellent opportunity to attract and engage the **next generation** of snowmobilers who will carry on in our place after we are gone.



### C) *Benchmarks for Success*

In keeping with the desire to make the Trail Patrol program easy to deliver without a lot of cumbersome record keeping.

- Trail Patrol success will be measured with two simple criteria:
  1. ***Number of people met and interacted with***, and
  2. ***Number of those with permits vs. those without.***
- “*The number of people met and interacted with*” is a simple count of on-trail interactions between Trail Patrol members and individual snowmobilers using OFSC prescribed trails.
- “*The number of those with permits vs. those without*” can most easily be understood as a record of the number of snowmobiles encountered during Trail Patrol interactions with and without valid Ontario Snowmobile Trail Permits.



### *D) Making Trail Patrol a Valued Part of Our Club and Community*

Trail Patrol needs to be re-positioned as a valuable club outreach tool for promoting community-based snowmobiling and connecting with potential new members.

- The group will work together to develop recommendations through which it will achieve the following for the 2015/16 season:
  1. The process the Trail Patrol team will use to plan and act on opportunities to engage with snowmobilers and the public.
  2. What process will the Trail Patrol Team use to record, collect, and report the measures of success.
  3. The process the Trail Patrol team will use to regularly report its activities to its local club.
- It might be helpful to record results on a flip chart or projected computer so everyone can see them.
- When the questions have been answered to the group's satisfaction, agree on how they will be documented and shared.



# Trail Patrol

## *Interactive Member Orientation*

2015/16 Season

# Thanks!

For being an active participant.