



## River Valley Alliance Shareholder Update

### For Sturgeon County

February 23, 2021



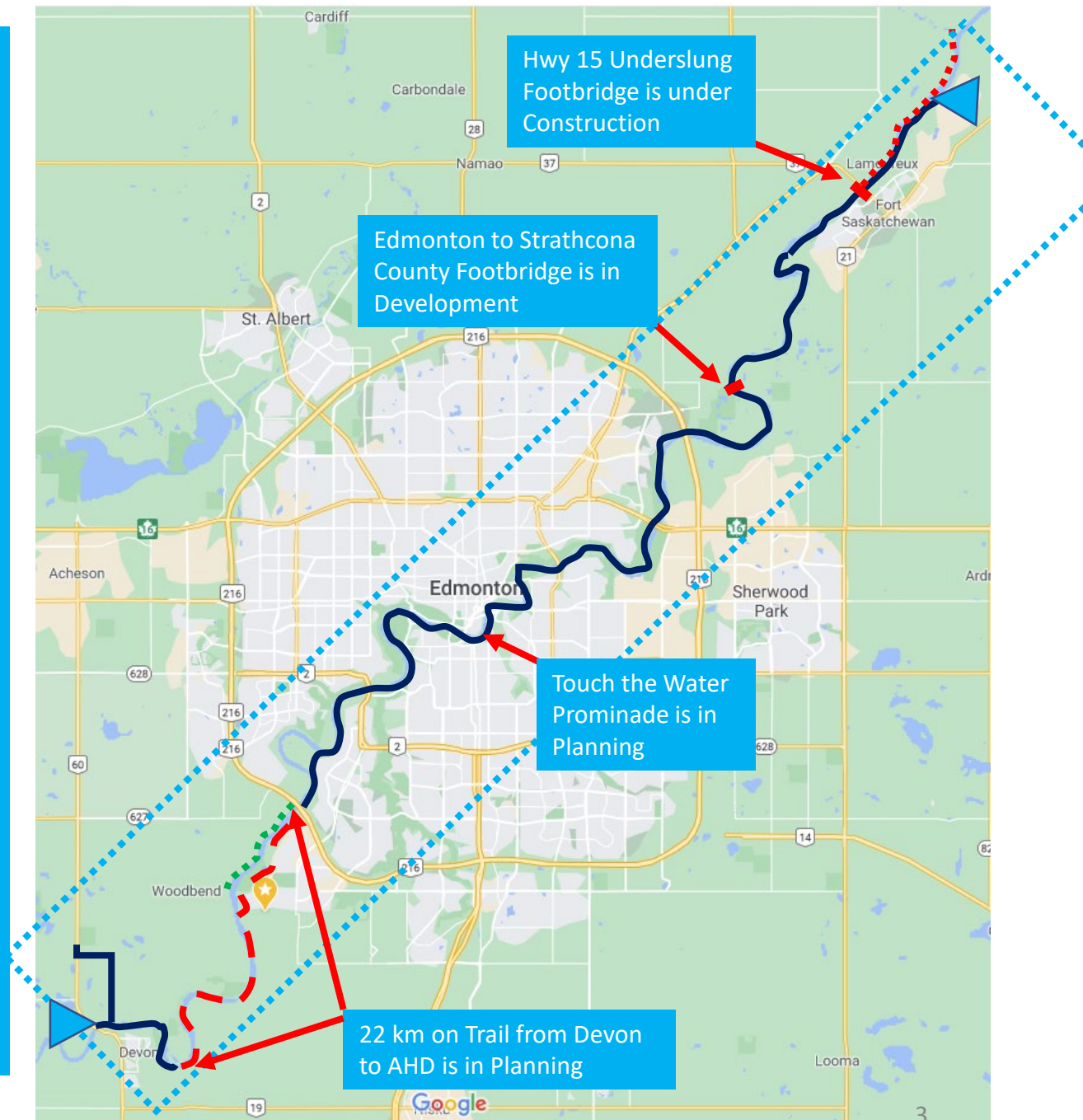


# AGENDA

1. RVA Overview
2. 2020 Highlights
3. RVA Strategic Plan Update
4. Trail Naming & Signage

# RVA “Plan of Action” Update

- The 2009 RVA Plan of Action focused on connecting approximately **100 km** of NSR River Valley Trail between Devon & Fort Saskatchewan.
- About **78 km** are now in place
  - This will be **fully connected** once the Edmonton to Strathcona County Footbridge is complete.
- About **22 km** of trail remains to be developed between Devon to Anthony Henday Dr. in South Edmonton.



# RVA Governance

## Shareholders



## Board of Directors

COUNCILLOR  
ANNLISA JENSEN,  
PARKLAND COUNTY



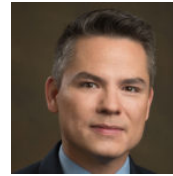
COUNCILLOR  
SANDY KOROLL,  
TOWN OF DEVON



COUNCILLOR  
SARAH HAMILTON,  
CITY OF EDMONTON



COUNCILLOR  
AARON PAQUETTE,  
CITY OF EDMONTON



COUNCILLOR  
ROBERT PARKS,  
STRATHCONA COUNTY



COUNCILLOR  
GORDON HARRIS,  
FORT SASKATCHEWAN



COUNCILLOR  
WAYNE BOKENFOHR,  
STURGEON COUNTY



KATHERINE O'NEILL,  
CITY OF EDMONTON  
CHAIR of  
GOVERNANCE



MICHAEL GARDINER,  
CITY OF EDMONTON  
CHAIR of  
FINANCE



MARCEL CHICHAK,  
CITY OF EDMONTON



GUY BRIDGEMAN,  
CITY OF EDMONTON  
BOARD CHAIR



WENDY BOJE  
PARKLAND COUNTY  
CHAIR of  
COMMUNITY ENGAGEMENT



CATHY KISS,  
STRATHCONA COUNTY  
CHAIR of  
GOVERNMENT RELATIONS



BOB HORTON,  
STRATHCONA COUNTY  
CHAIR of  
IMPLEMENTATION



JOHN MCGLADDERY,  
STRATHCONA COUNTY

## Board Committees

GOVERNANCE  
COMMITTEE

FINANCE  
COMMITTEE

COMMUNITY ENGAGEMENT  
COMMITTEE

GOVERNMENT RELATIONS  
COMMITTEE

IMPLEMENTATION  
COMMITTEE

## Administration



MAKENNAH WALKER,  
COMMUNICATIONS /  
MARKETING SPECIALIST



KRISTINE ARCHIBALD,  
EXECUTIVE DIRECTOR



SYDNEY BROWN,  
ADMIN. COORDINATOR

## 2020 Highlights

- Kristine Archibald appointed Executive Director.
- Leduc County exited following annexation.
- Completion of trail in Parkland County and Devon Battery Creek.



# 2020 / 2021 Fiscal Efficiencies

- Between 2015 and 2019, the RVA operated with five staff and annual operating costs of between \$600k and \$800k.
  - \$240k from annual Municipal Operating Contributions
  - \$500k drawn from the RVA's Alberta Environment and Parks (AEP) Grant
- Recognizing the challenging fiscal situation for its shareholder Municipalities and the Government of Alberta, the RVA took action in 2020 to significantly reduce its annual operating costs.
  - Reduced office staff from five FTEs to three (saved \$200k)
  - Relocated and reduced the size of the RVA office (saved 60k)
  - Reduced contractor costs (saved \$60k)
- As a result, the 2020 and 2021 RVA operating costs were reduced by \$320k or 33%.
  - The annual Municipal Operating Contributions were reduced by 50% or \$110k in 2020
  - The annual draw on the AEP Grant was reduced by \$100k in 2020 and \$200k in 2021.

# Strategic Plan 2021 – 2024 Highlights

- Remaining Phase I Funding Priorities
- Phase II Capital Program
- Increasing Trail Usage
- Activities
- Trail Naming and Signage



# Complete the Phase 1 Capital Program

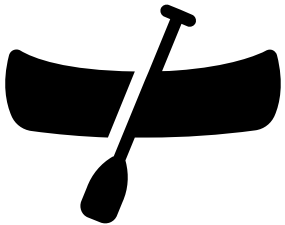
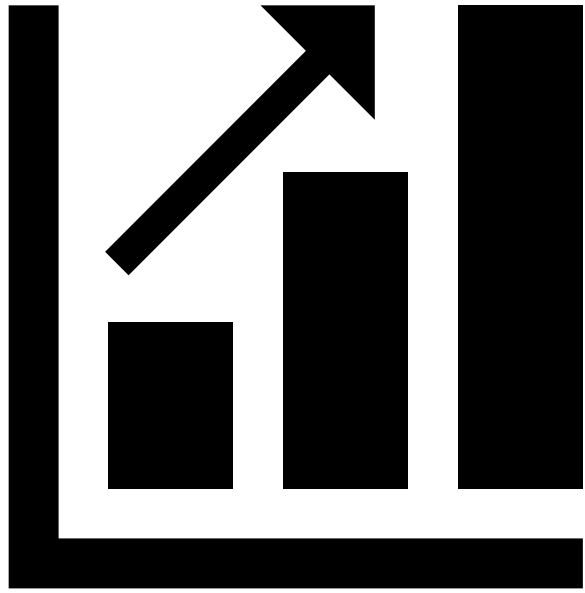
- In 2013 the RVA launched a \$100 M Phase 1 Capital program with 1/3, 1/3, 1/3 funding from Shareholder Municipalities, the Government of Alberta and the Government of Canada.
  - We now have 78 km of completed trail connected by key linkages such as the Terwillegar Footbridge and the Mechanized River Valley Access
- We have \$27 million remaining that is fully allocated as follows:

Project	Municipality	Expenditure (RVA 2/3)
Edmonton to Strathcona County Footbridge	City of Edmonton, Strathcona County	\$16 Million
Underslung Footbridge – Hwy 15	Sturgeon County, City of Fort Saskatchewan	\$4 Million
Trail – Prospector's Point Phases I and II	Parkland County	\$1 Million
Trails and Other Projects TBD (Subject to 1/3 Funding Approval by Municipality)	City of Edmonton	\$3 Million
Project Management and Operational Costs		\$3 Million
Total Capital Expenditures		\$27 Million

# Phase II Capital Program - 2024 and Beyond

- Working with its Municipal Shareholders the RVA has identified the following river valley trail and access projects that could form the basis of future Capital Grant funding requests.

Project	Municipality	Expenditure
<b>South Trails - Devon to Anthony Henday Drive</b> <ul style="list-style-type: none"><li>Land Acquisition</li><li>23 KM of Trail</li></ul>	City of Edmonton	\$20 Million
<b>Amenities</b> <ul style="list-style-type: none"><li>Trail Heads/Parking Lots/Washrooms</li><li>Boat Docks/Launches</li></ul>	Devon, Edmonton, Strathcona County, Sturgeon County	\$10 Million
<b>Big Island/Woodbend</b> <ul style="list-style-type: none"><li>Land Acquisition &amp; Trails</li><li>Woodbend Amenities</li></ul>	City of Edmonton	\$25 Million
<b>Devon to Parkland Footbridge + Trail</b>	Devon, Parkland County	\$18 Million
<b>Terwillegar Park to E.L. Smith Footbridge + Trail</b>	City of Edmonton	\$27 Million
<b>TOTAL</b>		<b>\$100 Million</b>

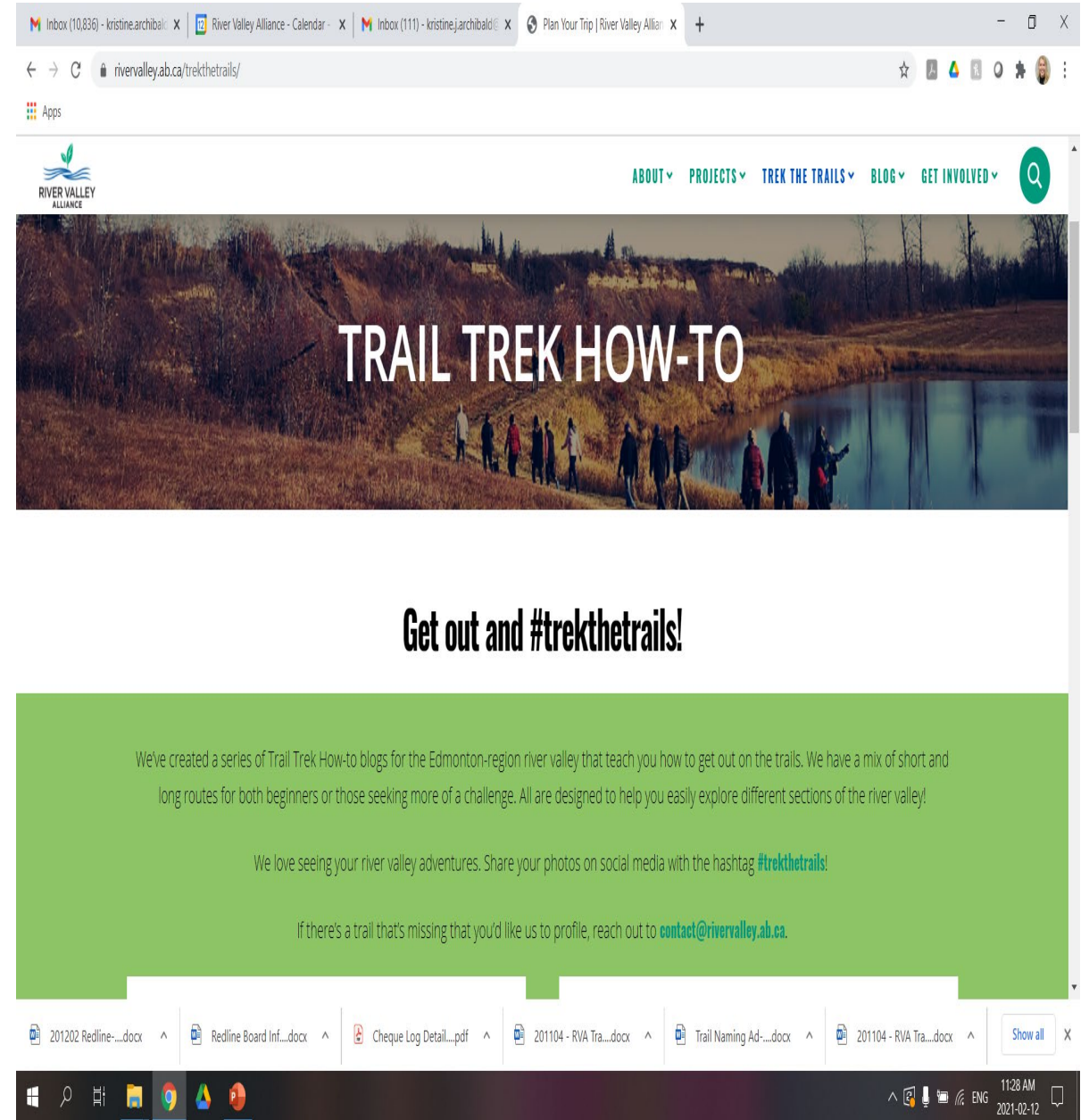


# INCREASING TRAIL USAGE

- The past five years have seen unprecedented use of our River Valley Trail System.
- Covid-19 has markedly increased use over the past 10 months.
- In 2021, the RVA will embark on a market research project to gather hard data on trail usage and the benefits to our region.

# PROMOTING ACCESS AND USAGE

- The RVA website is highly interactive and features 20 different walks in the river valley throughout our shareholder municipalities.
- Organization of regularly scheduled, in-person, guided walks. (As permitted pending Covid-19 Restrictions)
- Quarterly e-newsletter.
- Active social media platforms (Facebook, Twitter, Instagram) and podcasts receive engaged participation and continue to grow followers.
- RVA is becoming the go-to organization to source activity in the river valley.



A photograph of a wooden bridge with a metal railing, crossing a small stream in a dense forest. The bridge has a curved metal arch over the water. The surrounding trees are tall and green, with some moss visible on the branches. The overall scene is serene and natural.

# IMAGINE...

ONE TRAIL  
ONE NAME  
100 KM

## Trail Naming and Signage

- The RVA “Plan of Action”, completed in 2009, envisioned a single unifying “end to end” name for our Regional River Valley Trail.
- There are many examples of named trails around the world that are marketed as international tourism destinations. Our trail could be one of them.
- With 78 km of our 100 km of Regional River Valley Trail in place, we are now at the point where it makes sense to develop a unifying name.
- An overarching trail name will help the RVA and its municipal shareholders brand this unique project and paint a compelling picture for funding from higher orders of government to complete the last 22 km of this World-Class Regional Trail System.

# STEP ONE

- Strike a Naming Sub-Committee of the RVA.
  - Sub-Committee to be chaired by RVA Board Member;
  - 1 representative from each shareholder municipality (including a representative from the Edmonton Naming Committee);
  - Committee will include external members including indigenous representation.



# STEP TWO

- RVA Board to establish “Terms of Reference and Criteria for Naming”:
  - A name that will resonate with Regional users and will be useful in Travel Marketing beyond our borders.
  - A name should signify the historical, natural and cultural significance of the NS River Valley and could signify elements of indigenous history and culture, settler history and culture or both.
  - The overarching name will be used in parallel with the existing local park trail names that will remain.
- RVA Naming Sub-Committee will establish a process of how the name will be determined, including a communication plan.
- RVA Naming Sub-Committee will submit its recommendation to the RVA Board for final approval.



# STEP THREE

- The RVA will be seeking formal support from each of its Shareholders before commencing work.
- Work is expected to be completed over 2021.
- Once completed, the RVA will work with each municipality to devise a rollout plan for the Trail Name.
- This will include trail markers with the trail name, QR code for information and a sponsorship plaque to offset the cost of the markers.



# Summary

1. We pride ourselves in working closely with each of our shareholder municipalities and being responsive to their needs. We have taken steps to significantly reduce our operating costs in these challenging times.
2. The RVA is a great example of regional cooperation. By working together, we speak with a ***much larger voice about regional priorities***.
  - Working together we successfully secured funding for our \$100 million Phase 1 Capital Program. We have made significant progress with 78 km of our 100 km Regional Trail System in place.
  - We have 22 km to go to have a fully connected 100 km Regional Trail System. Completing the Hwy 15 underslung Footbridge and the Edmonton to Strathcona Footbridge are important connectors.
3. We are now at the point where it makes sense to adopt a ***single unifying name for our Regional Trail***.
  - An overarching trail name will help the RVA and its municipal partners paint a compelling picture for funding from higher orders of government to complete the last 22 km of this world-class trail system.
  - We will be seeking support from each of our shareholders before we proceed on this most important initiative.

## Questions?