

Imagine the entire river valley linked and accessible to all as one of the largest metropolitan river valley parks in the world.



Alberta's Capital Region River Valley

March 8, 2016

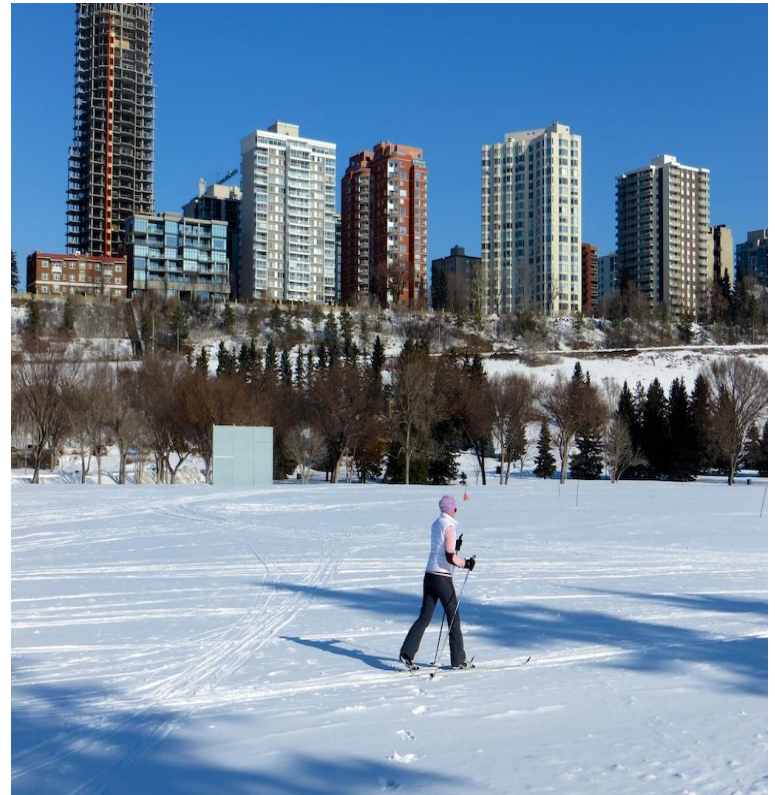
9825 – 103 street
Rossdale House
Edmonton, AB T5K
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River Valley Alliance

Vision: To create a continuous, world class metropolitan river valley park.

Mission: To preserve, protect and enhance the river valley becoming recognized as one of the largest and best river valley parks in the world.

RVA is: Not-for-profit corporation, charitable status, governed by a board, with representation from seven municipalities: Devon, Parkland County, Leduc County, Edmonton, Strathcona County, Sturgeon County and Fort Saskatchewan.



Context

Fast Facts:

- 88 km
- Over 7,000 ha
18,000 acres
- 10M+
visits/year
- Devon to Fort
Saskatchewan
- Largest urban
park in Canada



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Desired outcomes:

1. Pride – To create a source of unparalleled pride in the Capital region and throughout Alberta
2. Legacy – To preserve an outstanding legacy for all Albertans
3. Quality of Life – To improve the quality of life for people in the Capital Region



River Valley Alliance

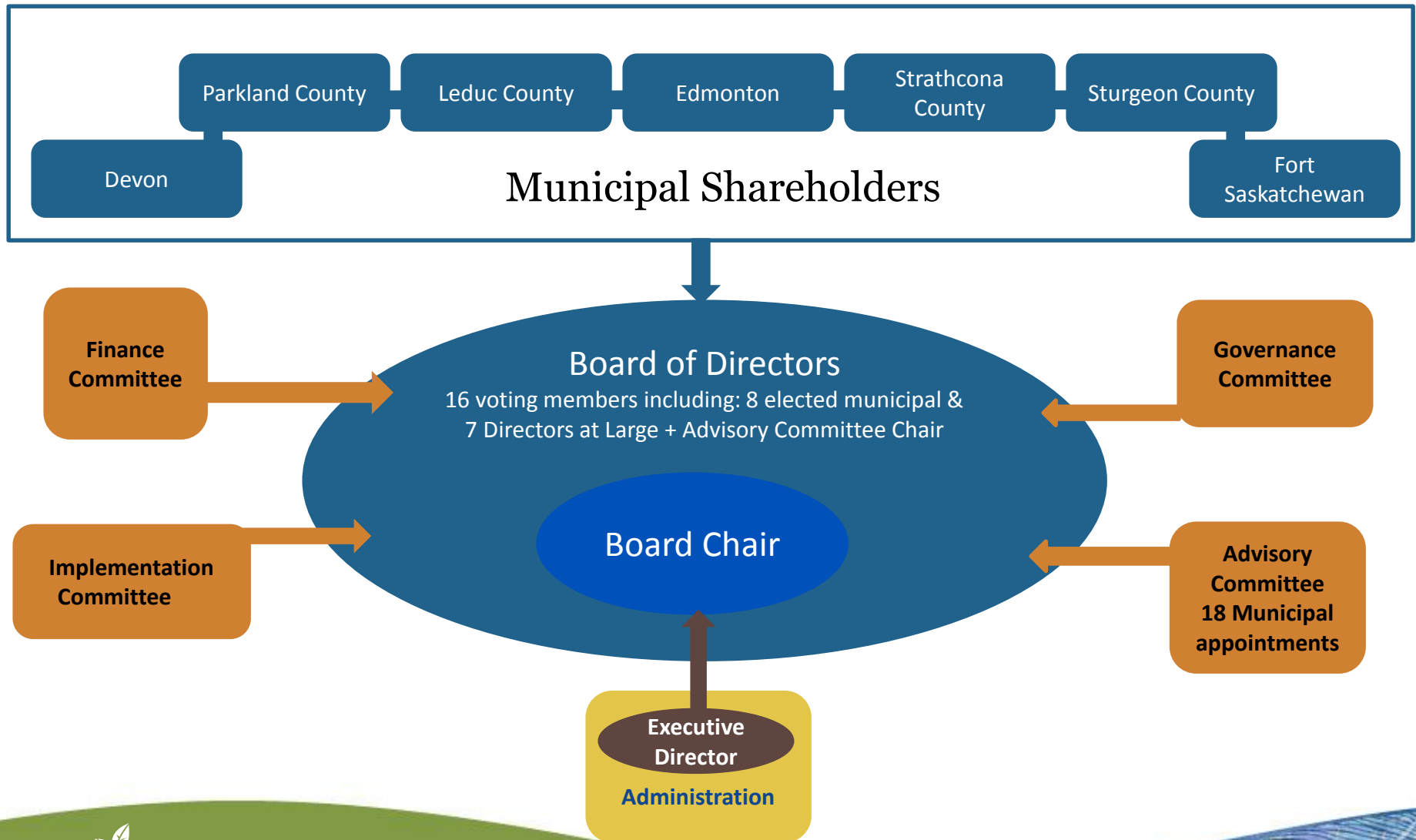
Desired outcomes:

4. Attraction – To attract businesses and residents to the Capital Region

5. Tourism – To enhance tourism in the Capital Region and the province



Governance Model



River Valley Alliance

Environmental Objectives:

To balance the need to preserve the natural quality and wildlife of the river valley, while accommodating a variety of uses in the valley



River Valley Alliance

Social Objectives:

To ensure a variety of experiences in the river valley for people from all walks of life



River Valley Alliance

Economic Objectives:

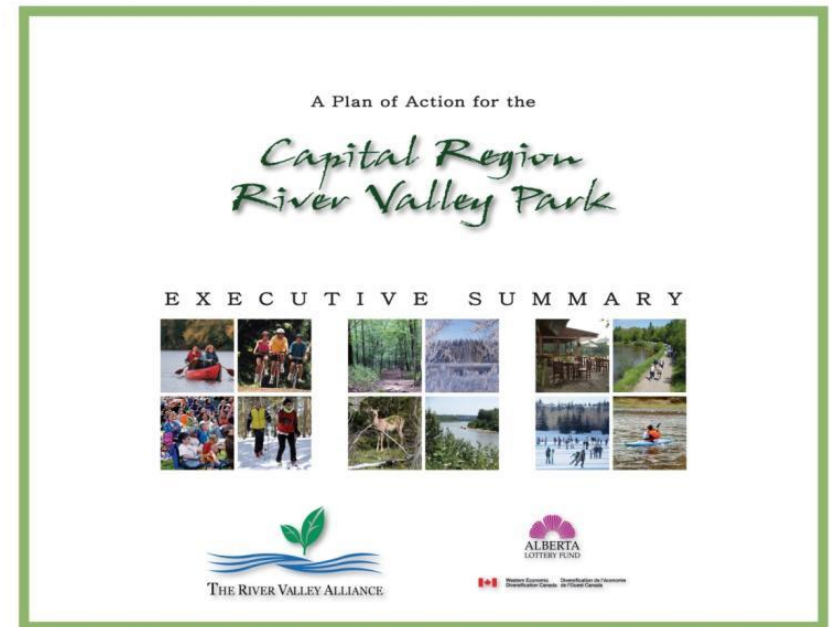
To provide lasting benefits to the regional economy by enhancing the reputation and quality of life in the Capital Region



Plan of Action

A Plan of Action for the Capital Region River Valley Park (2007)

- Adopted unanimously
- 88% public support
- Integrates municipal plans
- Blueprint for development
- Major project funding
- Estimated costs
 - \$605 million cost to complete
 - \$290 million for connectivity & access



Completed Capital Projects



Lamoureux Historic Trail
Signage, Sturgeon County



Louise McKinney River
Front Park, Edmonton



Strachan's Landing,
Fort Saskatchewan

Completed Capital Projects



Access trails to Fort Edmonton
Footbridge, Edmonton

West River's Edge Pavilion,
Fort Saskatchewan

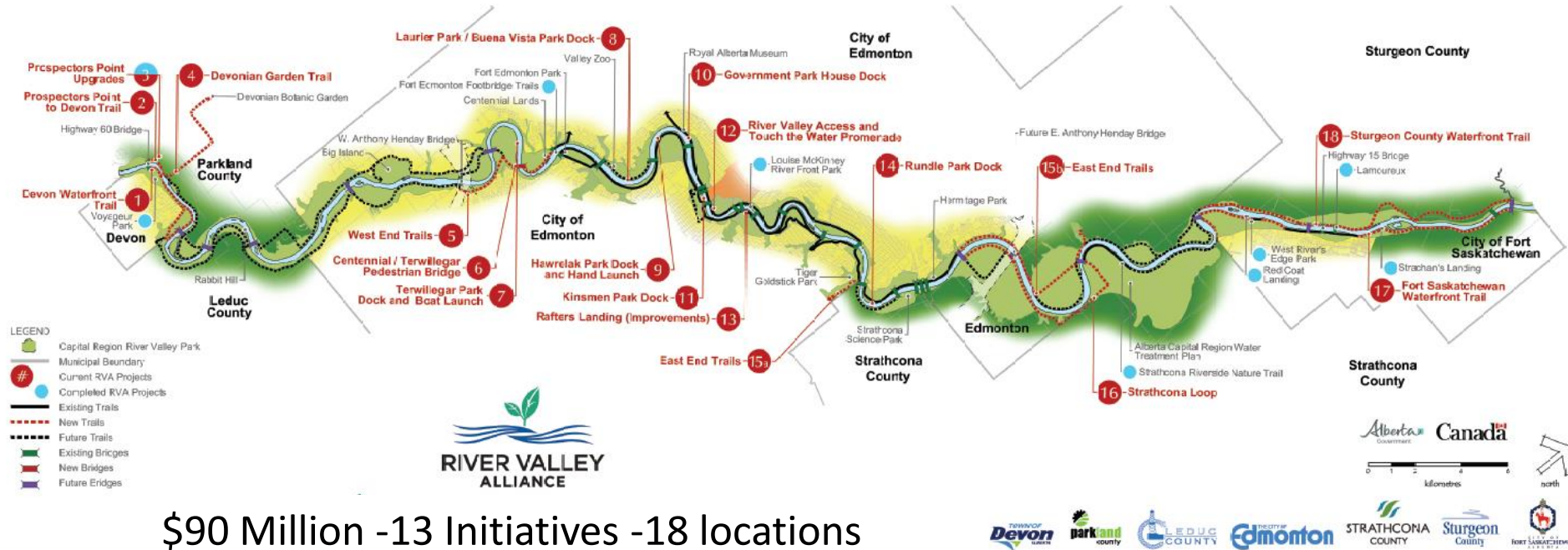


Community Outreach Activities

- Meetings, Open Houses
- Presentations
- Displays at River Day and other events
- Website, Facebook ,Twitter
- Instagram, eNewsletter, Blog
- Contests
- Mobile trail app
- Annual reports, brochures, trail maps



2012 to 2017 Capital Project



\$90 Million -13 Initiatives -18 locations

2012 to 2017 Capital Program Update

- Devon
 - Riverfront Trails (substantially complete)
- Parkland County
 - Prospectors Point (complete)
 - Devonian Garden trail (design and tender)
- Leduc County
 - “South Trail” from Devon to Rabbit Hill (land access)

2012 to 2017 Capital Program Update

- Edmonton
 - Terwillegar Pedestrian Bridge (under construction)
 - West Trails
 - Terwillegar Bridge to SW Anthony Henday Bridge (SC)
 - Terwillegar Bridge to Fort Edmonton Bridge (C)
 - River Valley Mechanized Access (D&T)
 - Touch the Water Promenade (D)
 - East Trails
 - Gold Bar Park (complete)
 - Hermitage to Quarry Ridge (D&T)
 - NE Anthony Henday Bridge to east Cloverdale (D&T)
 - Boat docks and launches (D)

2012 to 2017 Capital Program Update

- Strathcona County
 - River Valley Nature Trail (complete, pre-2012)
 - River Valley Nature Trail Extension to Fort Saskatchewan (land access)
- Fort Saskatchewan
 - West River's Edge (complete)
 - Riverside trails (complete)
 - Riverside Trail enhancement (approval pending)
- Sturgeon County
 - Lamoureaux Trail (D&T)

NEXT PHASE

Capital Program 2017-2022

NEXT PHASE

Capital Program 2017-2022

Near Term Regional Connectivity

- Secondary trails that can complete connectivity at lower cost
- Priority bridges

Primary trail completion

- Land acquisition or land access
- Trails connecting bridges

NEXT PHASE – Projects

- Project list developed with collective input from RVA municipal administrative representatives.
Does your municipality support the identified projects?
- Cost shared funding.
Will your municipality support cost sharing in future projects?
- Project management and ongoing maintenance.
Will your municipality support project management and maintenance of identified projects?

Naming and Branding the Alberta Capital Region River Valley Park

Naming and Branding the Alberta Capital Region River Valley Park

- A distinct identity that coalesces regional collaboration in river valley park development and management.
- To brand that identity within the minds and hearts of the citizens of the Alberta Capital Region.
- To promote the brand to visitors, tourists, and prospective residents.

Benefits of Naming the Park?

- Features inter-municipal collaboration in establishing the park, which facilitates applications for future funding for the connecting infrastructure.
- A distinct name becomes part of the brand of individual municipalities and the region.
 - Stanley Park (Vancouver), Meewasin Park (Saskatoon), Gatineau Park (Ottawa/Hull), Rideau Canal (Ottawa), Central Park (New York),
- A distinct name enhances promotional efforts to reflect this world class resource to the provincial, national and international audiences.

Process Steps in Naming the Park

- Explore Public and Stakeholder Perceptions (complete)
- Guidelines and Criteria for Park name selection (complete)
- Stakeholder Awareness and Support
- Process for Public Engagement
- Screening and Selection of Park name

Aspirational RVA Programming

- RiverFest – Fall River Festival
 - Planning Symposium
- GeoTour and Passport Program
 - Promotes and rewards visitation throughout park
- Volunteer Leadership Program
 - Friends and Ambassadors
- Virtual Aerial Tour (Video)

Fall River Valley Festival



Fall River Valley Festival

- *IMAGINE:* A fall festival of 3-10 days that celebrates modes of travel and activity from “end-to-end” on the river and in the river valley is being planned.
- The RVA would provide overarching support through promotion, sponsorship, registration and participation prizes.
- The goals of the program:
 - To create awareness of all regional parks within the river valley and motivate visitation to all park regions.
 - Heighten profile of the park system garnering funding support.
 - Generate revenue through sponsorship/grants.

“RiverFest” Planning Symposium

March 19, 2016

A Symposium to:

- Engage stakeholders to envision a Fall River Valley Festival event celebrating the world class park;
- Confirm commitment or willingness of clubs, communities and business to host activities and events during the festival period.
- Generate revenue through sponsorship.

Festival Pilot – 2016

Festival - 2017

In Summary

- ✓ Complete the River Valley Trail enhancements
- ✓ Review, comment, and support the NEXT PHASE Capital Program 2017-2022
- ✓ “Champion” the cause of the RVA to public and private funding decision makers and influencers.
- ✓ Become engaged in the River Valley Festival.
- ✓ Support aspirational initiatives and projects of the RVA.

THANK YOU

