

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

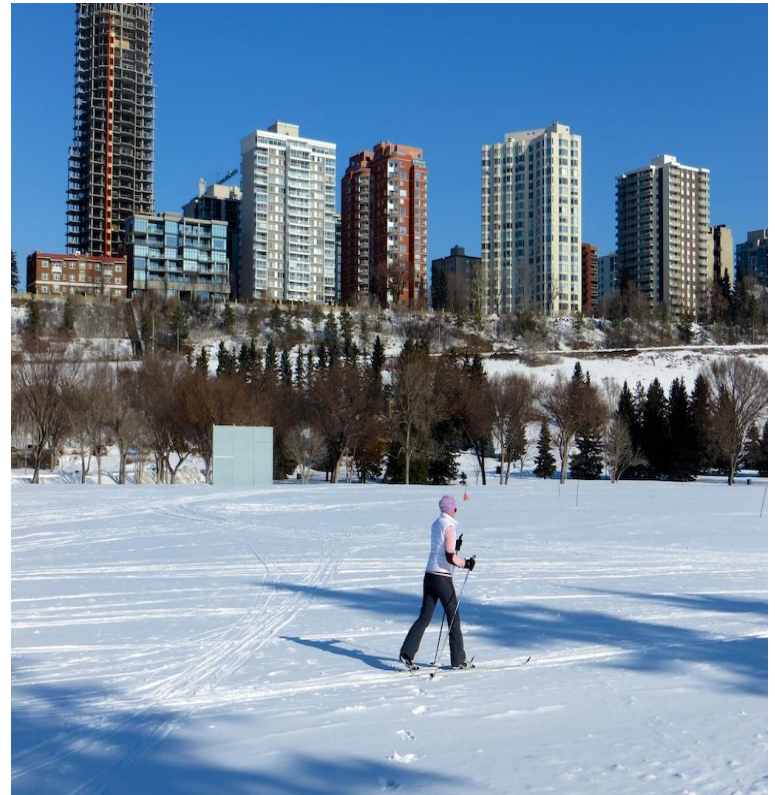
9825 – 103 street  
Rossdale House  
Edmonton, AB T5K  
2M3

# 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



# River Valley Alliance

## 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

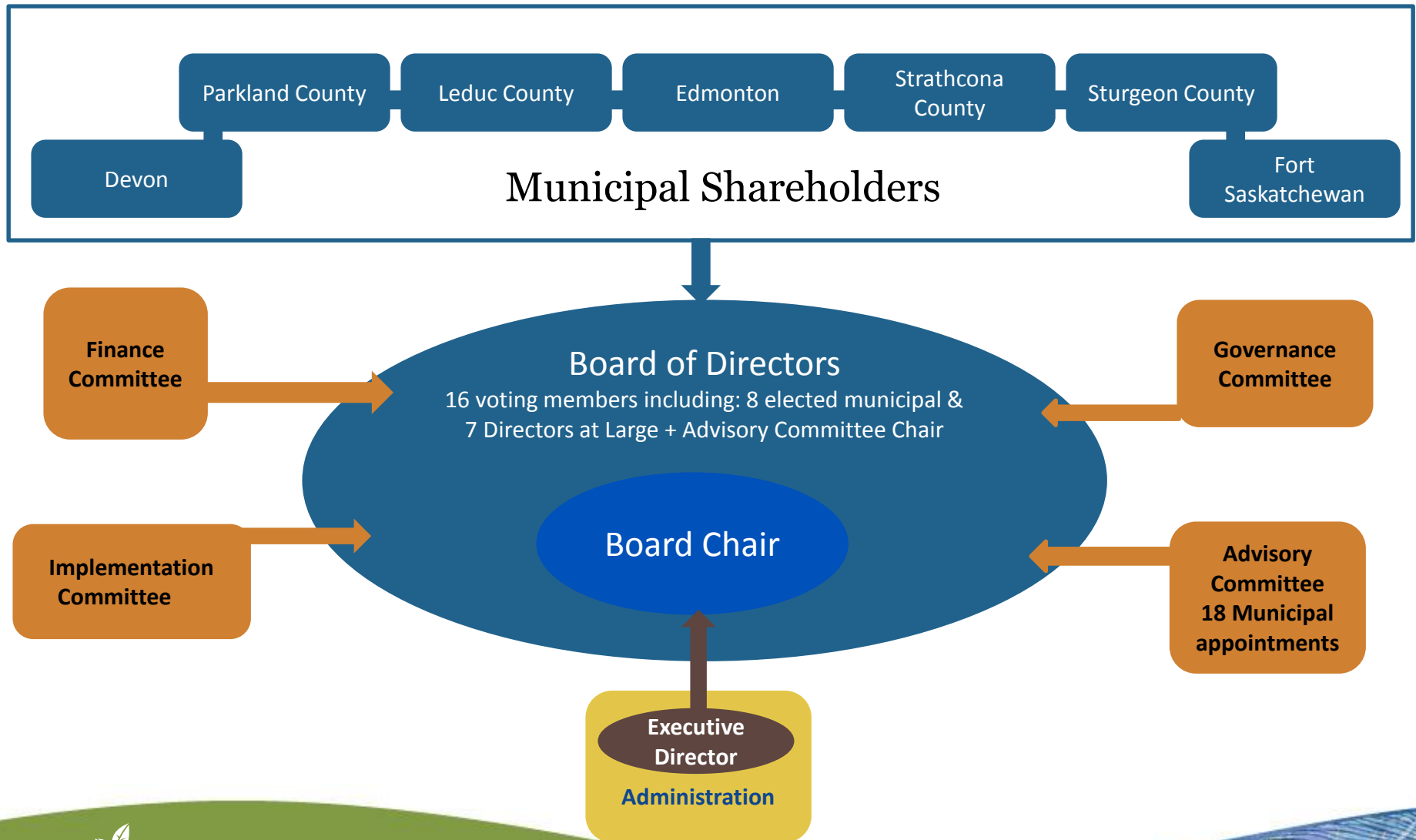
## Desired outcomes:

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

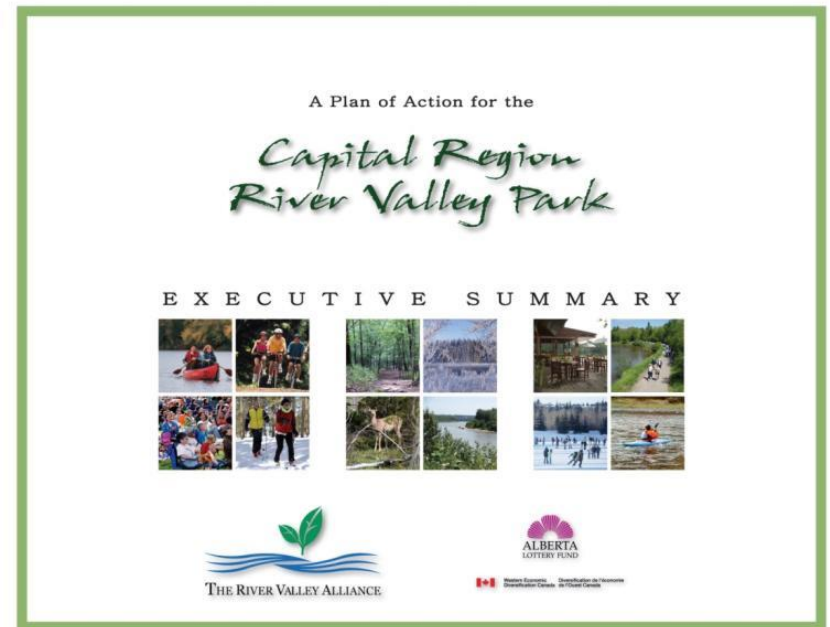




# Plan of Action

## ***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

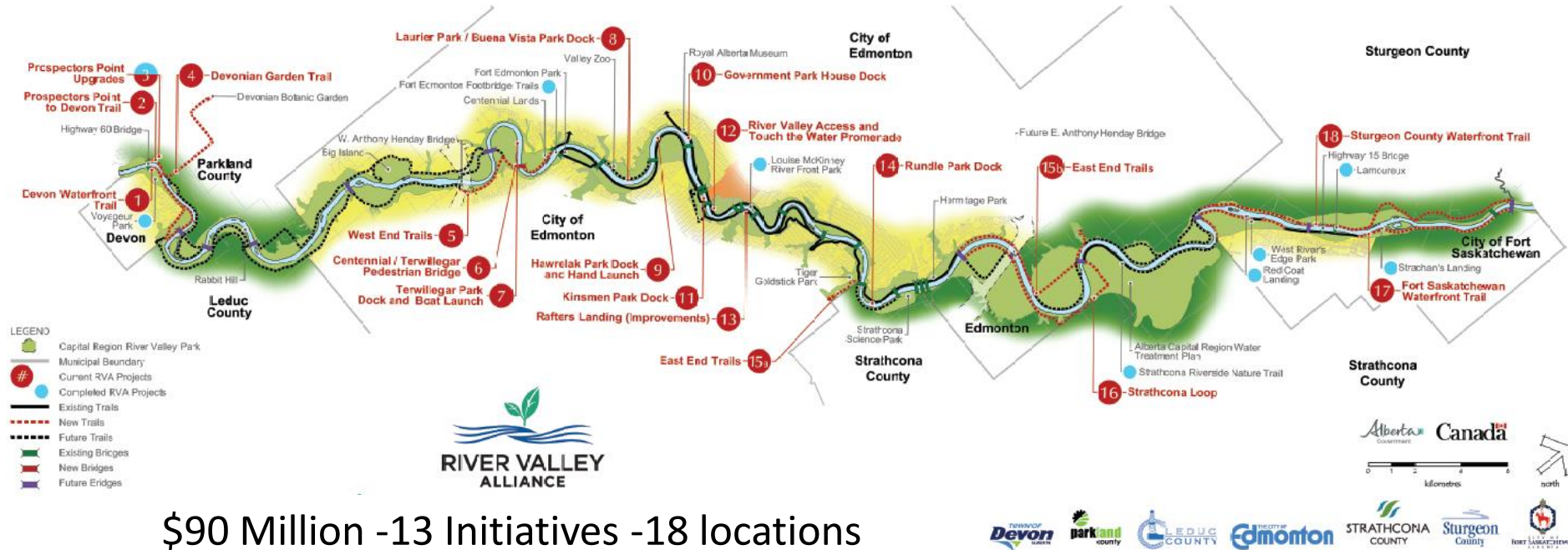


Access trails to Fort Edmonton  
Footbridge, Edmonton

West River's Edge Pavilion,  
Fort Saskatchewan



# 2012 to 2017 Capital Project



\$90 Million -13 Initiatives -18 locations

# 2012 to 2017 Capital Program Update

- Devon
  - Riverfront Trails (substantially complete)
  - Ribbon Cutting
- Parkland County
  - Prospectors Point (complete)
    - Ribbon Cutting
  - Devonian Garden trail (design and tender)
    - Sod Turning
- 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 (underway)
- 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?***

# Community Outreach Activities

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





# Aspirational RVA Initiatives

- Naming and Branding the River Valley Park
- RiverFest – Fall River Valley Festival
  - Planning Symposium
- GeoTour and Passport Program
  - Promotes and rewards visitation throughout park
- Friends of the River Valley Alliance
  - Volunteer Leadership Program
- Virtual Aerial Tour (Video)

# 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

# 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

