



Annual Report

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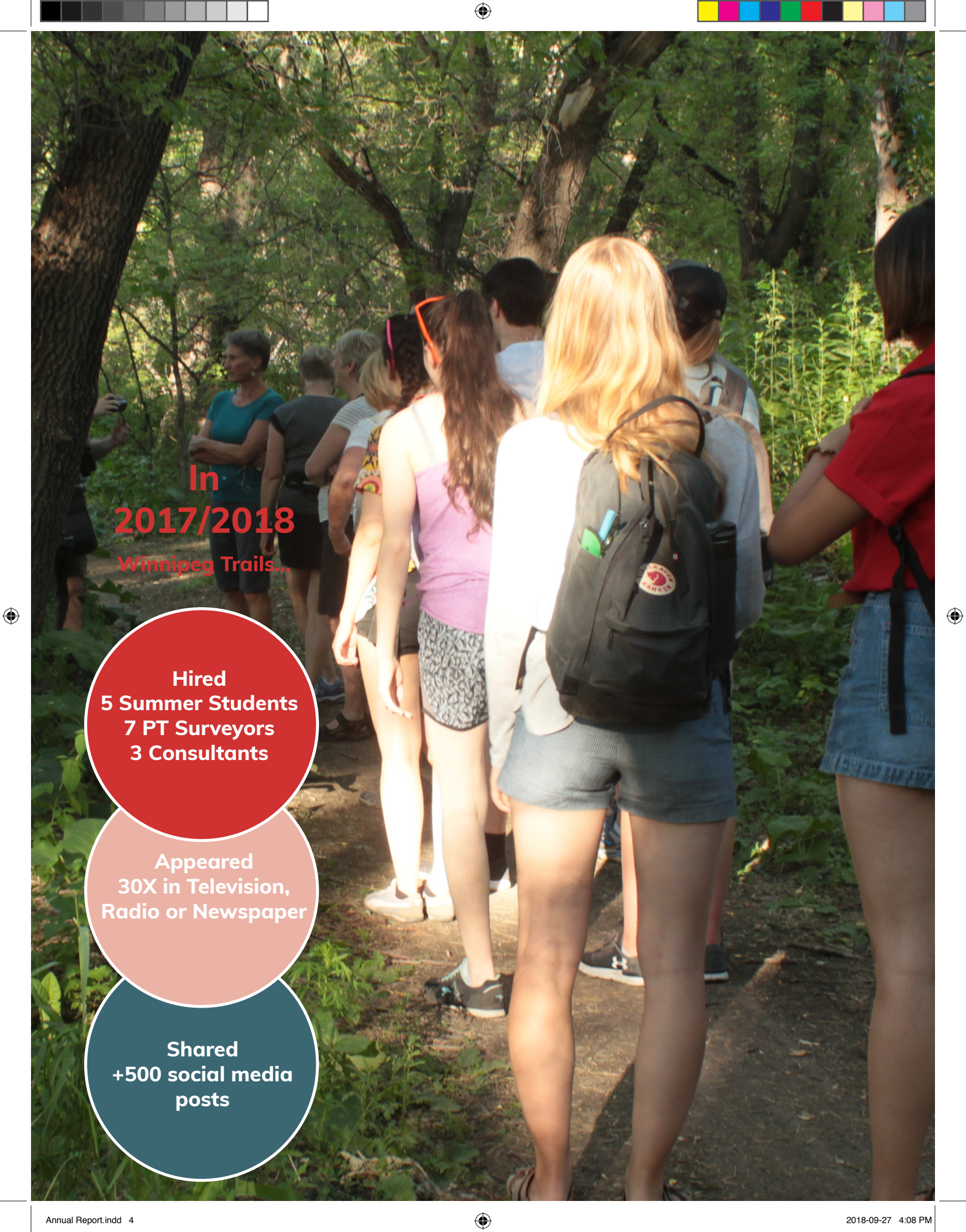


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Thank You

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3.0 Mission, Vision and Beliefs



In
2017/2018
Winnipeg Trails...

Hired
5 Summer Students
7 PT Surveyors
3 Consultants

Appeared
30X in Television,
Radio or Newspaper

Shared
+500 social media
posts

Message from the Chair

I would like to begin by acknowledging that we are in Treaty 1 territory and that the land on which we gather is the traditional territory of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation. Trails have always been pathways to water, food, a place to sleep and a place to gather. It is our responsibility as a trail organization made up of mostly settlers to remove the barriers we placed on these pathways that restrict the movement of people across this land. How we move on the land reveals everything about how we relate to the land, each other and to all our relations.

On behalf of Winnipeg Trails Association's first board of directors, I would like to acknowledge and thank the Rivers West Red River Corridor Inc. for being our umbrella organization from 2006-2017, providing technical, operational and administrative expertise, as well as serving as a conduit for funding for coordination of WTA activities and projects. Your support was vital and has given us a solid platform to launch. In March 2017, we incorporated as a not-for-profit organization. In all honesty, we are as excited as a kid riding a bike for the first time to set out on our own. It is a sign that the Winnipeg trail network and its users are growing bigger, albeit what feels slow on the best of days. Change is happening, and Winnipeg Trails Association Inc. is focused on accelerating change in the direction of a plausible and desirable future.

This year has been full of first-times: first board of directors, first set of by-laws, first Vision, Mission and Belief Statement, first ModeShift Conference, first Plain Bicycle project shipment, and first office to name a few. It is an honor to introduce you to our first Treasurer Ian Frank, first Secretary Matthew Robinson, and all the first directors Choi Ho, Tyler Atkinson, and Cherilyn Wilson who have served on the board during this visionary development phase. The board was rallied together with the premise of establishing the necessary organizational framework before our first AGM. Together, along with Executive Director Anders Swanson and staff Dan Riehl, Colby Deighton, Danielle Moore, and Samantha Blatz, with the generous support of Assiniboine Credit Union, we laid the necessary groundwork for creating a sustainable and effective organization.

For many of you who know him it goes without saying that Winnipeg Trails Association is incredibly lucky to have the contagiously passionate Anders Swanson as our Executive Director who has devoted endless hours to the vision of this organization. Thank you Anders for your dedication to this work.

Also a huge thank you to all our donors, sponsors, volunteers and staff for fostering the environment to create positive change for your community. You are removing the barriers that restrict the movement and well-being of all those living in Winnipeg.

Sincerely,



Leigh Anne Parry, Interim Chair

Message from the Executive Director

I want to start by conveying utmost gratitude and respect to the true trail builders and civilizations that have made a home in what is now a gem of a medium-sized, humble Canadian city straddling the edge of the prairie and a vast unbroken boreal forest. We are a city and a people redefining who we are and how we move every day. When I think of what Winnipeg Trails is now, I think of people with fortitude and luck who insist on living lives directly tied to the visceral and bountiful world around them. It reminds me of the well-worn and unmistakably human paths trodden while following the large game animals and abundant food left behind by retreating glaciers many thousands of years ago. I see those people laughing and loving, connecting in cities sprung up around “the right time for sturgeon” or bison, people bringing new ways of life to new places. I think of all the people who saw what we now call Winnipeg and who decided to stay. I see people who stayed long enough - milenia - to explore every nook, developing new words, idioms and languages along the way. It strikes me that all of them needed and created specialized new methods of transportation - ideas uniquely adapted to the land and water around them. These are the real trailblazers. These are the people who have deeply shaped the people who now call Winnipeg home.

So, one in front of the other, we put our feet into the footprints of the same people who built earthen temples on the Rainy river, or who travelled from here to the icy waters of Manitoba’s great lakes and rivers up to Hudson Bay or who traveled south and brought horses back from markets in Missouri. We derive our urges to travel from people who thought nothing of traveling across the other Great Lakes and back again to visit a favoured grove of trees to make sugar. We, like them, are indelibly drawn to visit extended family 1000s of kms away. We are people who see rivers as highways and trails as roads. We are inspired by the young children traveling with watchful parents who made it to the mountains or fort Edmonton on foot and returned home again. We celebrate those who have traded with far away cultures across Turtle Island, bringing to Manitoba new agricultural techniques, new kinds of money, ideas, and now, bicycles, laptop computers. Many have come and seen and lived the beauty of what we must protect and honour. People with values and things to teach. We can only hope to live up to the artistry and the resolve of the people that others would name the Assiniboine, or the swampy Cree, or the Anishinaabeg or the Saulteaux, or the Metis who blended the French, English and Cree from their parents. The coureur de bois, the bean counters in forts, the Scots arriving huddled in boats, all the way up to the people who brought the friendly lilt of Tagalog, or the soft hush of Arabic. All of us have found and must find ways to collaborate, share and make new things together.

That’s why transportation - all the more special when powered by humans - has a special place. When I think of transportation, I think of all the people who chose to put down roots here and what it means to connect. Our body, to us, is inseparable. We were born to move. We need to move. We need to see each other’s faces. Without moving, we wither and die a slow death no matter if we are a dancer or bank manager. We need contact and we need exchange. Because of that, transportation is everything. There are thousands of little reasons why I wake up every day and am excited to do what I do. Almost all of them come down to specific people that inspire me - inspire us all - to do better.

It is truly an honour to have been asked to take the helm of an organization built on a strong footing long before me. There are big boots to fill all over the place. Some are a few years old, some are a few decades old, some are milleniums old. I hope to do you proud. Thanks for sharing this journey.



Anders Swanson, Executive Director



Our History in brief

Since 2003, Winnipeg Trails has helped the City of Winnipeg implement more than \$100 million in active transportation projects and encourage thousands of Winnipeggers to use them. Every year, Winnipeg Trails puts the spotlight on good design, the importance of physical activity and all of the things you can only see, feel, smell, hear and get to while traveling under your own power.

Incorporated in March 2017 as standalone nonprofit for the first time, our new board came on with the promise “if it isn’t fun, we don’t do it” For the 2017/2018 period we are very grateful for the dedication and time put in by:

Tyler Atkinson
Cherilyn Wilson
Choi Ho
Matt Robinson
Leigh Anne Parry
Ian Frank

3.0

Who we Are

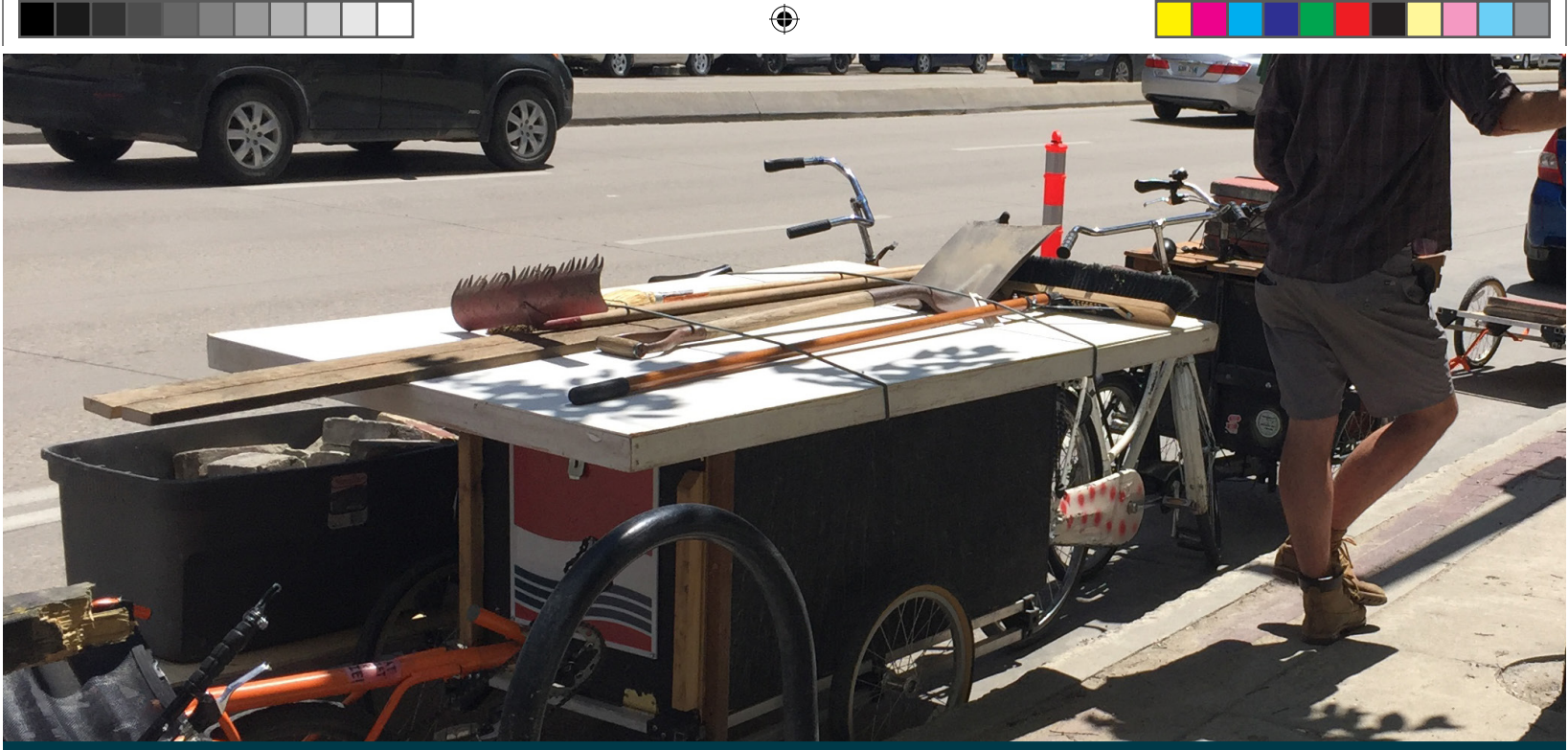
Our Vision

Winnipeg Trails envisions a walkable, bikeable, barrier-free Winnipeg full of interconnected all-season trails, bicycle- and pedestrian-filled commercial corridors and traffic calmed neighbourhoods, where the ability for all people to move and linger in outdoor spaces, play in the road, hear laughter, see birds, contemplate the stars, smell fresh air, and swim in or drink clean water are all considered normal and indispensable.

Our Mission

We implement practical, opportune and innovative ideas with an emphasis on creative problem solving, intersectoral partnerships, capacity-building, citizen involvement and evidence-based decision making. Our projects emphasize human movement, social interaction, compassion, access to nature, recreation and transportation.





Our Belief Statement

We believe mobility is a basic human right. Our actions will contribute to the well-being of others locally or globally and do no harm. We believe that nature has a right to exist and that streets are public shared spaces belonging to all. We believe that society is enhanced through collaboration and compassion. We believe living together increases dignity, and reduces trauma and risk for us all.

We therefore believe that society must do all it can to ensure that everyone who wants to or needs to walk, use a wheelchair, ride a bicycle or use any other form of human-powered movement can easily do so to access every area of their community and all aspects of their life.

To accomplish that, we believe we have a responsibility to make sure that all infrastructure is designed to be both safe and efficient, easily understood and comfortable, interesting and beautiful, all while doing the least amount of damage possible to the land.

We believe that this is possible, desirable and necessary within our lifetime.



4.0

Activities

WHAT WE DO

**Data Collection and Analysis
Research and Education
Monitoring and Evaluation
Education and Public Outreach
Trail building
Placemaking
Partnership Development
Special Events and Promotion
Art
Culture Shift
Advocacy
Strategic Action
Innovation**





Trailblazing 24/7/365. If you experienced any of these events or actions, we were proud to play a role in it in 2017/2018:

- Mobile Scavenger Hunt App • The City of Winnipeg AT Advisory Committee • Artcity's Parade • Bridge Trail and Bike Lane Design and Planning • The Kids' Bike Jam • The Plain Bicycle Project • Ciclovía • Bike Week Winnipeg • RTMF Bike Jams • Ride your Riding • Bike!Bike! • SlowRollWinnipeg • Google Maps Trekker Trails on StreetView • Henteleff Park Tour • Great Trail Concert • Panel Discussion at F+H • Meet me at the Bell Tower North End Bike Jam • The Crowdsourced "Just do it" Trail Fix Map • BenchMark • Lingerin' Darkness: Cluster Festival • Winter Bike to Work Day • UrbanBrew • ModeShift 2018



5.0

Treasurer's Report

This is the inaugural treasurer's report for the Winnipeg Trails Association (WTA), covering a period from April 1, 2017 until March 31, 2018. The starting cash balance for this period was \$15,364. We received \$98,635 throughout the period in the form of grants, donations, corporate sponsorships, and partnerships. We incurred \$133,750 in expense during the period to deliver projects, tasks, events, and training as committed to in our grant proposals and partnership agreements. The cash balance as of March 31, 2018 was \$6,401.

We received \$30,000 from the City of Winnipeg for Benchmark, Canada Summer Jobs, outreach and International Trails Day. City of Winnipeg grants are for calendar year, while we are reporting on a fiscal year ending March 31, 2018.

The \$15,561 Canada Summer Jobs grant from the Government of Canada allowed the Winnipeg Trails Association to hire five employees – two project coordinators and three trail auditors. Their tasks included conducting counts on pedestrian and cycling volumes, open houses and best practice communications, hosting special events, and using a modified Google Trekker to document trails around Winnipeg for Google Streetview.

Our partnership with the University of Manitoba began on November 6, 2017. This relationship has provided a substantial increase in our ability to hire staff to conduct trail surveys beyond the mandate of the Canada Summer Job program. This is a three-year partnership, that paid \$32,500 to the WTA in the first fiscal year.

The WTA invested \$6,875 in the Plain Bicycle project, which bought 80 used Dutch Omafietts. Some of these bicycles have been repaired and are being turned into fleets used for events (Modeshift, ManyFest, Worlds Shortest Bike Lane, etc.) and have been loaned out to conferences. The investment currently remains as inventory on the books, with the intention of converting it into a sustainable revenue source through fleet rentals and sales.

The Assiniboine Credit Union awarded a grant of \$3,000 that was used for board development. Two of our board members and one staff attended training hosted by the United Way, which was essential to the growth of the organizational capacity of the WTA. Remaining funds were used to help run a strategic planning session with the board, and key employees.

Project planning for the Modeshift Festival began late in the 2018 fiscal year, which means that it would be inappropriate to present our financial position without acknowledging and thanking our event sponsors who made that great event possible. Sponsorships received prior to March 31, 2018 totalled \$4,910.

In conclusion, this has been a period of establishment, stabilization, and growth – transition from a project of one organization to a stand-alone organization. We have strived to utilize our limited funding to develop our board and its capacity, while providing employment and community benefits that align with our mandate. It has been a strong start that should provide a strong foundation for continued efforts to improve mobility and access to nature across Winnipeg.

Sincerely,



Ian Frank, Treasurer



Thank you to everyone for your support and partnership in 2017/2018:

**Rivers West Red River Corridor Inc.
The University of Manitoba
Children's Hospital Research Institute of Manitoba
Canadian Institutes of Health Research
Heart and Stroke Foundation
Google
City of Winnipeg Public Works Department
City of Winnipeg Planning Property and Development Department
The Forks
Leon A. Brown
Bike Winnipeg
Winnipeg Regional Health Authority
Downtown Winnipeg BIZ
Exchange District BIZ
Transcona BIZ
Trans Canada Trails
Storefront Manitoba
Assiniboine Credit Union
Fools and Horses Coffee
Parlour Coffee
Natural Cycle
That Goodwill
The WAG
Green Action Centre
Scatliff+Miller+Murray
HTFC
Richard Wintrup
GEM Equities
Crampton's Market
MALA
FAUM
MORR
UWSA
HUTK
HUB
Diabetes Canada
Urban Systems
Sage Garden Greenhouses**