

www.rainbowroutes.com

Annual Report

2019



RRA | Rainbow Routes Association

2019 Annual Report: President's Message

Rainbow Routes Association has been hard at work servicing the needs of the community through numerous projects that aim to create a convenient, safe and well-used trail system that connects the city. In 2019, Rainbow Routes started development on the Dynamic Earth Switchback as part of its 2016-2020 Strategic Plan. The long-awaited recreation trail will finally connect the Gatchell neighbourhood, by foot or bike, to Sudbury's Dynamic Earth science centre, Home of the Big Nickel. Generously funded by the Ontario Trillium Foundation, the trail is set to open in the spring of 2020 and will showcase unique spaces and exciting infrastructure for the community to explore and discover.

Following the success of the Explore Sudbury program funded by the Ontario Ministry of Tourism, Culture and Sport, Rainbow Routes has committed to continued support towards guided hikes for all ages and skill levels as part of its regular operations. The continued success of our guided hiking program is attributed to the commitment from our group of dedicated volunteers.

In an effort to fully understand how much humans benefit from increased interaction with the natural environment, RRA is grateful to have Allison Sosa volunteer with Explore Sudbury. Allison is set to become one of 700 people in the world that have Forest Therapy certification and we are excited for her to share her in-depth knowledge of the critical connection we all have with nature.

Encouraging the community to go on self-guided hikes is also a priority for Rainbow Routes. Through promotional materials, social media challenges and engaging publications, information on numerous trails throughout the city and ways to enjoy them is a continued focus for us. New self-guided materials will be made available before long for use by recreationalists of all ages and skills.

Over the past three years, RRA has been focused on three strategies that are designed to provide people with active, healthy and affordable recreation and transportation opportunities: advancing infrastructure development; leading guided hiking opportunities; and creating self-guided opportunities. RRA staff and the board of directors continue to bring innovative ideas to these platforms with the result of supporting a healthier and more vibrant Sudbury community.

On behalf of the Rainbow Routes Association, thank you for supporting our efforts – in whatever way that it resonates with you.

John Hall, President
Rainbow Routes Association

Board of Directors

Rainbow Routes Association (RRA) has a dedicated volunteer Board of Directors who actively participate in all aspects of the organization, including goal setting, trail development and promotions. We gratefully recognize their mentoring, coaching and support. 2019 Board Members include:

John Hall	President
Jennifer McGillivray	Treasurer & Vice President
Jessica Watts	Secretary
Carol Craig	Director
Stanley Koren	Director
Peter Beckett	Director
Françoise Nadon	Director
Gisele Roberts	Director
Dave Tindall	Director
Jim Little	Director
Lynn Bulloch	Director

Current Staff

Daniel Barrette has been the Executive Director since September 2015. Daniel is a civil engineer, an avid cyclist and utilitarian hiker who is passionate about active transportation and our connection to our physical environment.

Sharon Roy was hired in March of 2018 as the program manager for an 8 month Active Transportation to School Program. Sharon is now advancing community initiatives in promoting guided hiking activities. She carries an extensive background in director and managerial experiences and is passionate about working on issues and efforts dealing with climate justice.

Ashley Campeau was hired in June of 2018 as the program manager for a 2 year Active Trails Toolbox program. Ashley is a communication specialist with experience in blogging and print journalism, with a strong passion and connection to the outdoor community.

Seasonal Staff

In 2018, RRA hired two (2) McEwen School of Architecture and one (1) Cambrian College interns from April to August to assist and advance a number of organizational initiatives. **Kat Perkovic** demonstrated her immense talent with the design of numerous organizational items, notably the Sudbury unique RRA t-shirt logo. **Sam Casola** niched into the creation of multiple new trailhead signs in addition to various support on other design and creation items. **Britney Ottley-Perrotte** continued to compile internal trail based information for inclusion into a future trail asses inventory and created a short urban poling video for general promotion.

Trail Development

The focus of attention for trail development in 2019 was the advancement of the ***Dynamic Earth*** Switchback Trail. In April 2019, RRA received a generous \$150,000 Ontario Trillium Foundation Grant to construct 450m of switchback trail with interpretative signage to get people active and moving.

The desire to connect a walking trail to Dynamic Earth dates back many years for RRA, with records dating back to 2010 and before. Why? It was common to see pedestrians using Big Nickel Road to access the Dynamic Earth Science Center, which was essentially only accessible by car. Soon, for the first time in Dynamic Earth's history, the trail will provide a safe, legal and attractive non-motorized route to the Big Nickel. With the trail scheduled for official opening in May 2020, it is bound to become another popular trail attraction for Sudbury.

A number of secondary initiatives were advanced and remain as opportunities that we hope to undertake in 2020. These are:

- Completing the production of trail signage scheduled for 2020 Spring installation for the New Sudbury Trail, Hillfield Trail and Kelly Lake Trail, as well as JCWP Regent Street Connection.
- Upgrades to a 90m community trail connecting two segments of Armstrong Street.
- New Sudbury Trail – Lansing Street to JCWP connection, and through Cambrian College to Barrydown Road.
- Exploring new trail and partnerships in Azilda, Lively, and Copper Cliff.
- Completed various initiatives towards JCWP enhancements. (engineering advancements and pre-selection process for pedestrian bridges, feasibility study for railway crossing)

Finally, a noteworthy grant application was submitted to the Investing in Canada's Infrastructure Program that would bring 550m of trail, a rail underpass and two pedestrian bridges to New Sudbury to support the continued connection of the Junction Creek Waterway Park.

Trail Promotion – Self-Guided Activities

Active Trails Sudbury aims to be RRA's Trail Promotion Toolbox. We successfully applied and received in June 2018 a 2 year grant from the Ontario Sports and Recreation Communities Fund. Throughout the course of this program, RRA developed and launched the RRA Trail Challenge series, which has seen 239 registered participants take part in self-guided hiking activities. Nearly 700 trail-based activities have taken place as a direct result of the RRA Trail Challenge series to date. We have also developed and completed wayfinding signage enhancements (such as the installation of historical signage for Primeauville at the corner of Mont Adam and Mountain Street) and created unique trail features to engage people with self-guided trail-based activities.

We have made significant website advancements to provide clear trail based information to trail users, and are currently working on the launch of a new web-based search tool that will allow users to search for trails based on specific interests, difficulty levels and trail features.

Through this program and the Canada Summer Jobs Program, RRA designed our very own Sudbury inspired logo for t-shirts and hoodies. We're excited to see the many people wearing it while taking part in hiking and guided urban hiking. Lastly, we are also working on the production of two trail guide booklets which are anticipated to be launched in March 2020.

Social Media Growth – Through Active Trails Sudbury, focus has also been placed on social media and website analytics and advancements to foster growth and improved engagement with the community. This has resulted in significant growth on all social media platforms and a better understanding of our audience. These platforms will be used to enhance overall communications strategy with our community and to further leverage community opportunities. Below are statistics of the past 3 years.

2017	Facebook 2231	Instagram 592	Twitter 1650
2018	Facebook 2684	Instagram 1124	Twitter 1855
2019	Facebook 3589	Instagram 1575	Twitter 1974
Year Increase	34%	40%	6%

Trail Promotion – Guided Hiking and Events

After many years of joint effort with various Junction Creek organizations and the City of Sudbury, Rainbow Routes was proud to see the long awaited bike and pedestrian crosswalks built at the Junction Creek Waterway Park connection at Regent Street. Many citizens attended the opening, braving the March winter cold, including two classes of students from the nearby St. Francis School.

RRA received grants this year in support of **family hiking** opportunities: we received two Wolves United grants, one in the spring and a second in the fall, as well as a Sudbury Community Fund initiative which is still current. Thanks to this financial support, we were able to hold several family-friendly walks including our first francophone family monthly walk in the Robinson park area, birdwatching, and invasive species pulls, to name a few!

This year RRA also took on responsibility to oversee **Community Cycling Initiatives** and in coordinating Sudbury’s annual Bike Rodeo. With support from Public Health Services, Bike Sudbury, and the City Active Transportation Co-ordinator, over 100 bicycles were repaired and redistributed to children during two community bike exchanges: the main event happening in June at the old canoe club. The City provided free hamburgers and drinks to families as they waited in line for their turn to receive a bike, making the event feel very much like a big community picnic. Our second exchange took place at Ryan Heights, supported by the City of Sudbury, the Cycling Grannies, Bike Sudbury, and Session Ride Company. At that event, we very sadly ran out of bikes way before we ran out of kids to give them to, inspiring an exciting new partnership with the Grannies, who will be helping to raise funds so we can repair more bikes for give away in the coming year. A special thank you goes out to Kevin Morgan, whose generous sharing of time and talent helps us ensure the bikes we give away are in the best possible shape.

Since our last AGM, we have had 15 hike leaders deliver approximately 250 walking/hiking events that were attended by some 1,649 people, roughly 350 of which were new to RRA. We are amazed and grateful by the generosity and leadership demonstrated by RRA hike leaders. Not only are these events delivered to the Sudbury Community, a few hikes were held in neighbouring communities, such as in French River, where dozens of people were introduced to the joy and benefits of Nordic walking/urban poling.

The third **annual Sudbury Camino** took place on August 10th 2019. With a turnout of 200 (comparing to 110 in 2018), this clearly shows that the event has become quite popular and continues to grow. This year’s hike was extended in length, from 21km the first year, to 28 last year, and 30 this year! Moving the starting point to the Hillfield trailhead allowed us to include an especially scenic section of our trail

system, and gave many people a much appreciated additional trial. Approximately 130 people starting from Hillcrest to complete the full 30km, with another 70 joining the walk at the various starting points.

To help people prepare for the event, we held three boot-camp sessions prior to the actual walk. It was exciting to see families participating in both the training walk and the actual event. 500 hard copy passports were distributed in the community to provide clear trail directions to ensure that participants would be confident on finding their way along the route. We kindly thank the financial support of RBC Lasalle Branch, @homeenergy, Greater Sudbury Development Corporation, Pinchin Environmental, Duplicators and Jim's Portable. A great shout out to all our volunteers who also helped make this a wonderful experience for participants.

Partnerships & Operations

RRA contributes to numerous community, provincial and international events and initiatives. We sit on numerous panels and hold many partnerships, and often join forces with other like-minded groups for specific events and projects.

Noteworthy events supported include:

- Connect the Creek Partnership | Junction Creek Waterway Park
- Booths at numerous festivals (earth day, film festivals, summits)
- Consultation and input on Municipal Projects
- Presentation at the NeORA

We wish to thank the following partners for their financial support throughout the year:

\$10,000 or more

- City of Greater Sudbury
- Ontario Trillium Foundation
- Province of Ontario via Minister of Tourism Culture and Sport
- Government of Canada via Fednor and Canada Summer Jobs
- Public Health Sudbury & Districts

\$1,000 or more

- Wolves United Way
- Sudbury Communities Foundation
- RBC (South Branch & Lasalle Branch)
- @Home Energy

Lastly, there are numerous businesses that help us through partnerships, preferred rates, in-kind help and other different means of generosity. Thank you to all those businesses that recognize the difference that Rainbow Routes Association makes in our community.

Find us on

Facebook (Search "Rainbow Routes Association"), **Twitter** and **Instagram** @Rainbow_Routes

Contact Us: 705-674-4455 x4535 | Rainbowroutes@sudbury.ca

Looking to support RRA and our initiatives?

Rainbow Routes Association is a **Registered Charity** who relies on strategic partnerships and community support to sustain our operations. Contact us to explore collaborations, or consider making a donation (www.canadahelps.org or by cheque)

Rainbow Routes Association
1127 Bancroft Drive
Sudbury, ON P3B 1R6

Financial Statements

As per:

Notice to Reader and Financial Statements, December 31, 2018
Unaudited – by Collins Barrow SNT LLP / s.r.l

RAINBOW ROUTES ASSOCIATION

Statement of Financial Position

December 31, 2018, with comparative figures for 2017,

In dollars

	2018	2017
Assets		
Current assets:		
Cash	42,097	12,671
Accounts receivable	32,714	50,565
<i>Total Assets</i>	74,811	63,327
Liabilities and Net Assets		
Current liabilities:		
Accounts payable and accrued liabilities	1,500	1,500
Held for Specific Projects (note 1)	6,657	6,657
Deferred revenue	20,200	14,000
<i>Total Current Liabilities</i>	28,357	22,157
Net assets:		
Unrestricted	46,454	41,170
Total Liabilities and Net Assets	74,811	63,327

RAINBOW ROUTES ASSOCIATION

Statement of Operations and Changes in Net Assets

Year ended December 31, 2018, with comparative figures for 2017

In dollars

	2018	2017
Revenue:		
Grants	218,975	216,201
Memberships	1,180	1,595
Donations and Sponsorships	24,267	29,049
Interest Income	38	116
Other income	0	0
Total Revenue	\$244,460	\$246,960
Expenses:		
Insurance	3,428	3,436
Office and general	3,894	2,148
Professional fees	1,767	3,326
Programming and events	18,046	15,625
Trail Development	58,169	83,582
Wages & Benefits	153,872	138,037
Total Expenses	\$239,176	\$246,154
Excess (deficiency):		
Revenue over expenses	5,284	806
Net assets, beginning of year	41,170	40,364
Net assets, end of year	\$46,454	\$41,170