

Appendix A

Vancouver

Active Communities – Action Plan 2006 - 2010



**ACTIVE
COMMUNITIES**



everyone. **active.** every day.

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ACTIVE COMMUNITIES - ACTION PLAN FOR VANCOUVER

Rationale

The City of Vancouver has committed to support and implement the “Active Communities” initiative to enable Vancouver citizens to become 20% more active by 2010. The Vancouver Active Communities initiative is one of the key components of the “ActNow BC” provincial program aimed at promoting healthy lifestyle choices and environments for all British Columbians. The City has invited the world to come to Vancouver in 2010 for the world winter Olympiad and the Active Communities initiative will help raise the health and fitness of our citizens. The intent of this initiative is to make Vancouver one of the healthiest municipalities to ever host an Olympic and Paralympic Games.

The goal of the Active Communities initiative is “to increase by 20% the proportion of the Vancouver population who are physically active or moderately active during their leisure time by the year 2010.” This Action Plan outlines the key components, activities, timelines and responsibilities for implementing the Vancouver Active Communities’ project.

Activity Issues

An Ipsos-Reid survey was conducted in January of 2006 to determine the current activity levels of Vancouver residents (See Appendix 1). This survey confirmed that 70% of Vancouver residents are physically active for more than half an hour at least three times each week. It also identified that 30% of residents are sedentary. Increasing the participation of the sedentary population by 20% will have the overall effect of increasing the percentage of active Vancouverites from the current level of 70% to 76% by 2010. The Active Communities initiative will focus on motivating and assisting this target population to become more active. This population includes:

- Children and youth
- Specific ethnic groups
- Girls and women
- People with lower incomes and education
- Persons with disabilities
- Older adults

Vancouver’s Role

Vancouver is widely recognized as one of the best places to live in the world. Parks and Recreation and other civic infrastructure and program amenities are a significant factor in this reality as these services and facilities improve quality of life, attract people to the municipality, stimulate the economy through attracting business to the City, and help foster a sense of community. The City’s investment in physical activity programs and recreation infrastructure provide excellent opportunities for individuals and local communities to become more active and sustain health lifestyles.

Favourite Canadian fitness activities include walking, jogging, cycling and swimming. People can participate in these activities in an informal manner as well as participating in scheduled group programs and events. Vancouver can facilitate people to engage in these popular activities by communicating the many opportunities that are available, reducing barriers to participation and developing new and motivating programs to encourage participation.

Priorities for Active Communities

The goal of the Active Communities initiative is to “increase by 20% the proportion of the Vancouver population who are physically active or moderately active during their leisure time by the year 2010.” This goal will be achieved by focusing on our target population of sedentary individuals and developing specific strategies to increase recreation opportunities, communicating and marketing these opportunities and reducing barriers to participation.

Five priorities have been established:

- Build an Active Communities brand
- Develop new Active Communities programs
- Enhance and optimize current programs
- Network and collaborate with others
- Measure and support success

For each priority, a number of recommendations have been developed. As the program develops and engages partners, additional ideas and opportunities will evolve which can be merged into the framework of priorities and recommendations.

Recommendations

Build an Active Communities Brand

1. Develop physical activity social marketing strategy to promote the benefits of living an active lifestyle through:
 - Selecting a brand/logo and tag that can be consistently applied for the advertising and marketing of events
 - Develop an advertising campaign that promotes the Active Communities initiative, events and encourages all Vancouverites to value and regularly participate in physical activity
 - Profile a variety of active Vancouverites
 - Develop an Active Communities web site

Develop New Active Communities Programs

2. That a Fitness and Adventure passport program be launched for specific target groups
 - Elementary children
 - Seniors walking and fitness groups

3. That walks throughout Vancouver be identified, developed and advertised
 - “Step Out” walks are featured on the web site
 - Links to other popular walks are identified on the web site
 - A variety of interesting local nature, art, heritage, and architectural walks are developed to start and end at community centres
 - Special event “Step Out” walks are planned throughout Vancouver on a seasonal basis
4. That key annual special events be developed with October declared as Active Communities month.

Enhance and Optimize Current Active Communities Programs

5. Recommend that the 2006 to 2010 Active Communities Action Plan be implemented as part of the Vancouver Park Boards goals and objectives. Further, that these action plans be incorporated into the annual work plans of all Board staff
6. That current and proposed infrastructure projects, plans and strategies be identified, reviewed and promoted within the Active Communities framework.

Network and Collaborate with Active Communities Partners

7. That strategic partnerships with the Vancouver School Board, Coastal Health, local Community Associations, MoreSports, and local Business be developed.
 - Leverage supporting resources in the form of funding and in-kind contributions
 - Collaborate on Active Communities projects
8. That a Citywide Active Communities committee be established to coordinate a comprehensive civic strategy for more healthy active lifestyles
 - Select a high profile honorary chair
 - Steer the direction of the Active Communities initiatives

Measure and Support Success

9. That an annual survey be conducted to evaluate the activity levels of Vancouver citizens.
10. That well researched public information which complements current provincial and federal health promotion priorities is available through links on the Active Communities web site.

DISCUSSION

Benefits of Physical Activity

Regular physical activity increases people's energy levels and improves their ability to fully participate in work, play, social and family life. It reduces stress and promotes psychological well being. Life expectancy is also increased by as much as two years in active individuals.

Conversely, the lack of physical activity has significant personal and financial costs to the individual and society. Obesity levels amongst our youth are becoming alarmingly high, adult obesity rates have increased by more than 2.5 times in the past decades. Increased physical activity can significantly reduce the risk of many illnesses such as breast cancer, heart disease strokes and Type 2 Diabetes. The benefits of increased physical activity can lead to more productive and healthier citizenry. The attached Park Board web site identifies many of the known health and well being benefits attributed to regular physical activity. [[Benefits of Recreation](#)]

Active Communities Priorities

The target priorities for the Active Communities project are to:

Build an Active Communities brand

- Develop Active Communities brand
- Market the Active Communities message to the public
- Develop an Active Communities web site

Develop new Active Communities programs

- "Step Out" Walks
- "Fitness and Adventure Passport"
- "Grade 5 Super Pass"
- "Athletes In Vancouver"
- "Special Events"

Enhance and optimize current programs

- "Go Play"
- "Get Out"
- Creative Promotional Incentives
- Infrastructure and Master Plans
- Current and Future Infrastructure Projects

Network and collaborate with others

- Identify and engage a broad range of community partners
- Active Communities committee

Measure and support success

- Research baseline activity level
- Ongoing Monitoring
- Network and link to other information sources

Build an Active Communities Brand

The goal of communications is to raise awareness, identify ease of accessibility, facilitate attitude shifts, market new program opportunities and sustain an ongoing dialogue with citizens about the benefits and opportunities of active lifestyles.

Develop Active Communities Brand

From a marketing perspective, it is important to use a consistent brand and slogan for the Active Communities initiative. Park Board engaged staff in an on-line survey to prioritize potential brands and slogans for the Active Communities programs. There were more than 155 responses with the top slogans suggested as: “Step It Up”; “Be Active All Ways” and “Walk n’ Roll”. External marketing expertise is required to work with the ideas collected to date to develop a comprehensive plan.

Market the Active Communities Message to the Public

The Active Communities message will be marketed to the public under the selected Active Communities brand using an extensive range of advertising methods. This ongoing advertising campaign will include:

- | | |
|--|-----------------------------------|
| Radio and TV public service announcements | Print media |
| Community Centre brochures | Bus shelters |
| Promotional souvenirs (pedometers, pens, t-shirts) | Banners posters and other signage |
| Web site for Active Communities | Promotional videos |
| Networking with Active Communities partners | |

Develop an Active Communities Web Site

Developing an Active Communities web page for the City is a key priority. This web page will be readily accessible off the main Park Board web page and will include the following features:

- List Active Communities events and initiatives:
- Feature maps of “Step Out” walks in Vancouver
- Promote Fitness and Adventure Passports
- Stimulate citizens through web forums to discuss health and fitness issues
- Profile individuals and their testimonials on active living
- Link to other interesting web sites and active living partners
- Share physical fitness and motivating healthy living tips
- Offer downloadable information on fitness aids and training logs

Develop New Active Communities Programs

To reach the target populations who are most in need of more active lifestyles, the Active Communities initiative will be implementing a series of new programs. The specific goal of these new programs is to raise public awareness about fitness opportunities and reduce barriers to participation.

Fitness and Adventure Passports

Fitness Adventure Passports are being developed to promote active living and reduce barriers to participation. These passports will encourage individuals to change sedentary behaviours and become more active. Passport activities will include walking, swimming, skating, and team sports. They will be tailored to different neighbourhoods, showcasing the active recreation opportunities available in each area.

Adventure Passports will be developed for the key sedentary target populations with particular emphasis on elementary school children and seniors. These programs will be piloted in various neighbourhoods and then expanded throughout the City in accordance with the Active Communities Action Plan timeline.

The Fitness and Adventure Passport concept was piloted at Tillicum Elementary School from February 20 to March 31, 2006. All 130 Tillicum students received a passport of adventures. There were ten fitness adventures in the passport including swimming at Killarney Leisure Pool, skating at Britannia Ice Rink, exploring the Sanctuary at Hastings Park, circus acrobatics with Cirkids, and more. Students received a passport stamp on completion of each adventure and recognition awards were shared at the final assembly. For full details on the Passport pilot at Tillicum School see Appendix 2.

The pilot Passport was a great vehicle to enable students and families to explore the fitness activities in their local community. There were many positive experiences for individuals, families and the community that went far beyond the direct fitness benefits. These additional benefits included:

- Raised awareness of fitness activities in the community
- Enhanced self image and self estimate for many children
- New connections among families in the community
- The Tillicum Parent Advisory Council (PAC) were joined by three new members
- Ethnic communities became more familiar with available recreation opportunities

Grade 5 Super Pass

The Fitness and Adventure passports will create greater fitness awareness and participation in local fitness opportunities. The Passport program will increase community capacity but it is very labour intensive. It is anticipated that the Passport program will conclude in 2010 and will be followed-up with a new “Grade 5 Super Pass” to raise fitness awareness and participation. The “Grade 5 Super Pass” would allow all grade 5 students unlimited access to Board swimming and skating public sessions. This incentive reduces barriers to leisure participation while encouraging healthy active lifestyles. This program will also encourage subsequent paid admissions from family and friends of the participating grade 5 student.

“Step Out” Walks

Walking is the number one choice for Canadians who want to develop and maintain healthy fitness levels. This is also true for Vancouver citizens. The January 2006 Ipsos Reid survey documented that walking was the primary exercise choice for most Vancouverites (Appendix 1). Approximately 40% of Vancouver citizens identified walking as a major fitness activity. However, this is less than the study norm of 44% for other BC municipalities.

The results of this survey suggest that developing and marketing Vancouver walks will assist residents in increasing their walking activity. The goal of “Step Out” walks is to foster awareness about the many and varied opportunities to walk throughout Vancouver.

The “Step Out” walking campaign will document existing walks, create new ones, and communicate the variety of interesting walks in Vancouver. This initiative will include walks, jogging trails, park tracks and cultural city walks. The web site will feature walks: including maps, photographs of interesting features, related links and a downloadable brochure of the walk.

Brochures will be produced for each walk and will be available at local community centres. Staff at each community centre will also document the most popular walks for their local area. All walks can be accessed on an informal and self-guided basis. Additionally, staff and park partners will program special event walks and guided walks on a seasonal basis.

Athletes in Vancouver

The Park Board works in cooperation with PacificSports to provide fitness opportunities to high performance athletes. Currently, high performance “carded” athletes are given access to five Vancouver fitness centres so that they can maintain a high level of proficiency in their chosen sport. The new “Athletes in Vancouver” program will provide grant opportunities for communities to engage elite athletes to support local Active Communities events. This program will be modeled after the Park Board’s “Artist in Residence” initiative. Community Associations will be encouraged to identify local Active Communities needs and to assist with funding. Athletes will be encouraged to apply for the grants to assist with the identified Active Communities project such as jogging clinics, sports days, and theme walks.

Develop Key Annual Special Events

Large special events provide excellent advertising for the Active Communities initiative as they attract large numbers of participants and media coverage. Several local seasonal special events will be programmed annually to provide ongoing support and motivation for Vancouverites as they become more active. These events will provide profile and brand recognition for all Active Communities projects. Annual special events could include:

- Move for Health Day
- Walk and Roll with the Mayor
- Walks during seniors week in June
- Active Communities themes during ethnic festivals

October will be identified as Active Communities month. This month is a transitional time when more indoor fitness activities can be promoted. Declaring October as Active Communities month focuses people’s attention on the importance of being active and helps to raise the awareness.

Enhance and Optimize Current Programs

The Active Communities initiatives will be incorporated into the work plans for all Park Board community centres. The principles of Kaizen, which is a term for continual improvement, will be applied to all Board facilities and programs to incrementally improve existing recreation services to help achieve the 20% by 2010 activity goal. Active Communities initiatives will be implemented in the programming plans for all Board activities at community centres, fitness centres, swimming pools rinks, playing fields and all other Park Board recreation venues.

Go Play



The Park Board “Go Play” brand which includes “Go Get Fit”, “Go Swim”, “Go Skate” and the recently launched “Go Play Golf”, will be prominently featured to help improve public awareness of the availability of the fitness opportunities at the 24 public fitness centres, swimming at nine indoor pools, skating at eight ice rinks and golfing at three 18 hole and three pitch-and-putt courses.

Get Out -Youth Development Recreation Work

Youth Development Work occurs at the Park Board’s 23 local community centres. It builds on healthy staff relationships with individuals and groups of youth who assist in the design, leadership, evaluation and continuity of recreation programs for youth in community. Many of these programs involve physical activity such as sports, and out-trip adventures. Depending upon the community and proximity to schools, traditional youth development work may tend to cater to the more engaged, involved and independent young people.

The “Get Out!” Youth Legacy Program recognized the challenge of connecting with youth who are less active and at greater risk as they are not being fully engaged in constructive leisure activities in their community. It builds upon the network of City youth-serving agencies such as Park Board, Cultural Affairs, other youth-serving agencies, and youth groups. The “Get Out” program offers a series of 70 pilot projects to engage less active youth. Through a series of grants, new recreation programs and “ideas factory exploits” (Youth Action Teams, Youth Reporters and Evaluation), Get Out reached over 3,500 youth over 2 ½ phases. A Consultant’s Reports will be presented to Park Board and to City Council in June 2006 and it will recommend future youth program directions and funding. [[Get Out! Youth Legacy Program](#)]

Creative Promotional Incentives

The range of creative promotional incentives will be expanded during the Active Communities initiative to help residents become more aware and familiar with the active recreational opportunities in their local community. These free promotions will be coordinated with our other community partners, such as local associations, to provide the public with the widest range of recreation opportunities. Examples of community promotions would include:

- Two for one access on special days such as birthdays, Mother’s Day, Father’s Day
- Promotional vouchers for volunteers
- Promotional reward incentives for Active Communities participants

Infrastructure and Master Plans –Identify Current and Proposed Plans

The City of Vancouver has an extensive infrastructure to support the active lifestyles of residents and visitors. The current civic infrastructure includes public parks, public recreation facilities, bikeways and greenways. The City's active infrastructure is developed and maintained by several civic departments. The primary civic departments that contribute to the City's active infrastructure are the City Engineering and the Park Board.

The City Engineering department has the mandate and responsibility to administer the City's overall infrastructure management strategy (IMS). This comprehensive program has a direct impact on the activity level of citizens. The basic civic transportation systems, greenways and bikeways greatly contribute to the healthy lifestyles and high levels of fitness activity in Vancouver (See Appendix 3). [[Infrastructure Management Strategy](#)]

The Vancouver Park Boards Strategic Plan for 2005-2010 identifies the basic strategies and goals by which the Park Board develops and administers the City's active recreation infrastructure (See Appendix 3). [[Strategic Plan](#)] -May 6, 2005 [[Appendix A](#)]

Current Park Board Infrastructure

The Park Board has developed a series of master plans to support Vancouver residents and visitors becoming more active (See Appendix 3). These policy reports are available to the public on the Park Board's public web site at [[Park Board Meetings and Reports](#)]

Future Infrastructure Projects Supporting Active Communities

The Park Board is developing additional plans to support residents and visitors in achieving and maintaining healthy lifestyles. Future plans include development of master plans for local neighbourhood parks and a comprehensive plan for the maintenance and development of the seawall walk around English Bay as well as other plans.

The neighbourhood park master plan will be a guiding policy when the Park Board engages local communities in the process of local park improvement. This report will establish and outline the key parameters and guidelines to consider when developing or redeveloping local park sites.

The Vancouver seawall walk is the single most popular recreation amenity in the City. The forthcoming master plan will review the history, maintenance and future development of this popular destination facility.

Network and Collaborate with Active Communities Partners

The Vancouver Park Board and the City of Vancouver work cooperatively with a number of community partners to provide and promote healthy active living. A sampling of current and potential partnering agencies include: local Community Associations; sports clubs and leagues (Vancouver Field Sports Federation); garden groups, Vancouver School Board, Vancouver Coastal Health and Local Business Improvement Associations.

To fully implement the Active Communities initiative, the support and participation of a broad range of community partners is essential. The universally positive goals of Active Communities provide a common theme around which public, not-for-profit and private organizations can collaborate and participate. The Active Communities initiative will actively establish partnerships with several local agencies such as the following:

City Engineering

The City's Engineering department has done extensive work on developing civic bikeways and greenways. This infrastructure and the related web resources will significantly benefit the "Step Out" walking program.

Community Associations

The Park Board works closely with local Community Associations to deliver recreation services to the public. This cooperative decentralized model of recreation service delivery will be beneficial for the delivery of the Active Communities priorities. The Step Out walks and Adventure Passports, in particular, will benefit from this cooperative relationship as opportunities for community capacity building will be enhanced.

Corporations

Active Communities goals and initiatives will provide corporate employees with information and opportunities to maintain active healthy lifestyles through accessing Active Communities programs and infrastructure. There is good potential for collaboration, in kind support and funding from corporations who would like to assist and affiliate with the Active Communities goal of attaining 20% more activity by 2010.

Fit City

The City of Vancouver Fit City program focuses on supporting city employees become more active. The Active Communities initiative has a parallel mandate for all Vancouver citizens and employees. There will be many opportunities for collaboration and program support.

MoreSports

This umbrella organization provides a structure for collaborate with other local organizations to provide sustainable sport and physical activity opportunities for children and families living in Vancouver who are experiencing barriers to participation in local sport opportunities. Many of the Active Communities initiatives will be enriched by working closely with MoreSports to deliver services through their local hub system.

Vancouver Coastal Health

Provision of health related information and the collaboration on activities for target populations are two initiatives of common interest.

Vancouver School Board

The School Board has a similar program to Active Communities which is called “Action Schools! BC”. The school initiative is aimed at increasing activity levels of school age children and youth. The “Fitness and Adventure Passport” and the “Grade 5 Super Pass” are projects that can be developed jointly.

Vancouver Tourist Bureau

This organization is a natural partner with the Park Board and City of Vancouver to provide information to visitors about the many Active Communities opportunities in Vancouver. The City’s features “Step Out” walks will be particularly appealing to potential visitors.

Other Partners

The Active Communities committee will also be exploring partnerships with several other community agencies including: Neighbourhood Houses; Family Places; YMCAs and YWCAs; Boys and Girls Clubs, Sport BC, associations working with disabled populations; daycares, seniors’ centres, educational institutions, and ethnic/cultural organizations.

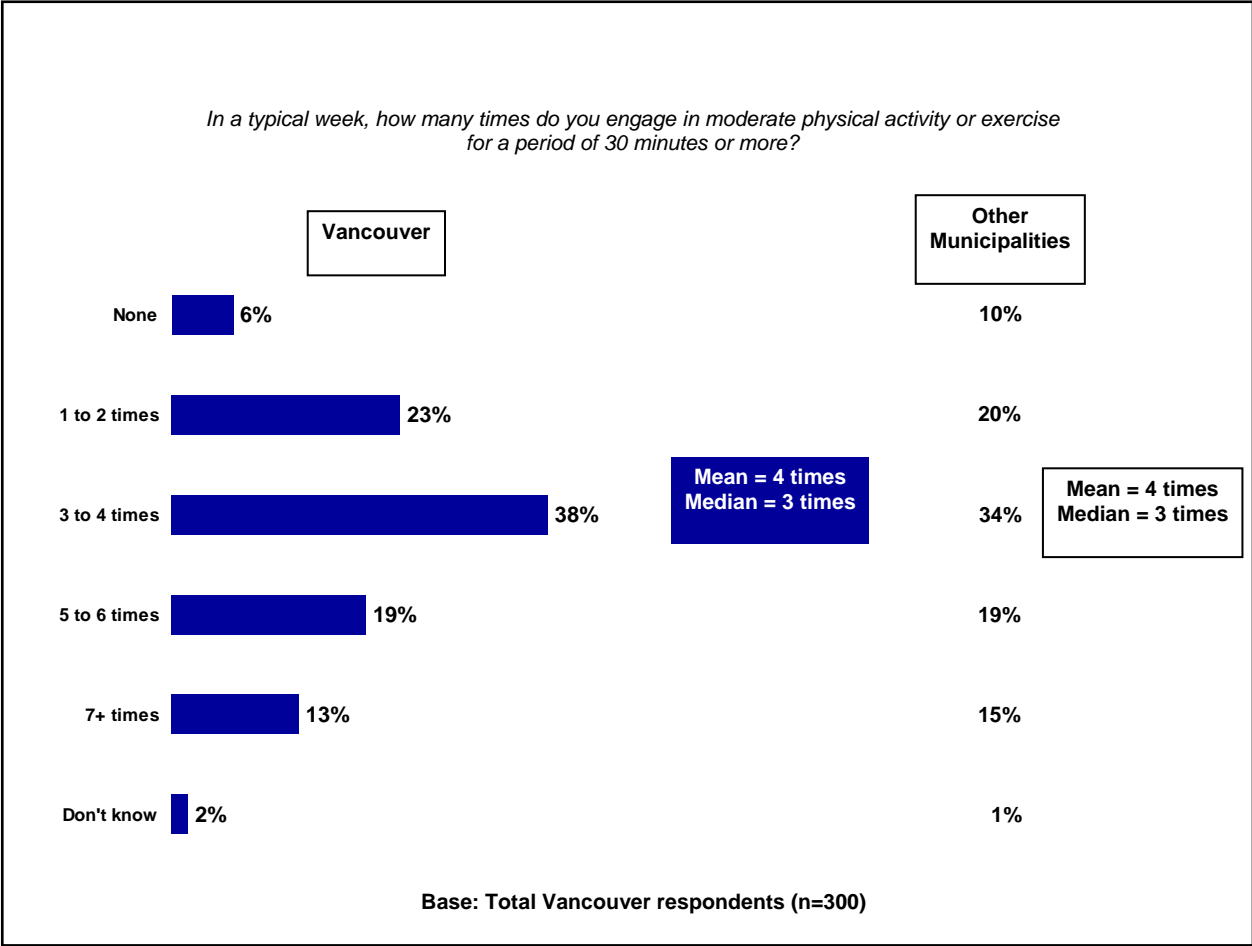


Measure and Support Success

Identify the Baseline of Physical Activity in Vancouver

In 2003, the proportion of the B.C. population who were physically active or moderately active was 58%. An Ipsos-Reid survey was conducted early in 2006 to determine the current activity levels of Vancouver residents (See Appendix 1). This survey confirmed that 70% of Vancouver residents are physically active for more than half an hour at least three times each week. The other six municipalities surveyed in the report showed a comparable activity level of 68%. To continue to increase the activity levels in Vancouver will require focusing on the 30% of sedentary residents in addition to supporting the majority of active citizens. The primary goal of Active Communities in Vancouver will be aimed at increasing the participation of the sedentary population by 20%. This will have the effect of increasing the overall percentage of active Vancouverites from the current level of 70% to 76% by 2010. Therefore the goal of Active Communities in Vancouver is to reach the active level goal of 76%.

2006 Physical Activity Survey



Source: Ipsos Reid Telephone Survey in 2006

Ongoing Monitoring

On an annual basis, a public opinion survey will be undertaken to measure the increasing activity levels of Vancouverites.

Establish Active Communities Committee

A Park Board Active Communities committee was established to develop the priority activities of the Active Communities Action Plan. This representative committee will help provide diversity of perspective and enriched program design. Current committee members include: youth workers, seniors' works, fitness programmers, centre programmers, community recreation coordinators, communications coordinator and management. This committee has been instrumental in the development of several Active Communities pilot projects in preparation for this report.

The Committee is to be expanded to include representatives of partner organizations and sponsors towards the aim of a coordinated citywide approach. Several high profile "champions" will be approach to assist in delivering key messages to support the implementation.

Evaluation

The success of the Active Communities initiative will be determined by the number of Vancouver residents who become more active over the next four years. The goal is to have residents become 20% more active by 2010.

The annual activity survey of Vancouver residents will identify the fitness activity level of Vancouver residents (See Appendix 1). This survey will identify activity levels, the range of popular fitness activities, and some citizen trends and opinions about the program activities available in Vancouver.

The Active Communities Committee will report to the Park Board annually. This report will review current activity levels and preferences in Vancouver, outline the progress of the new Active Communities program initiatives, review the success of current and on going fitness programs, and provide an update on the networking activities with other Active Communities partners.

ACTIVE COMMUNITIES TIMELINE

This sections outline the timeline for implementing the Active Communities Action Plan for Vancouver.

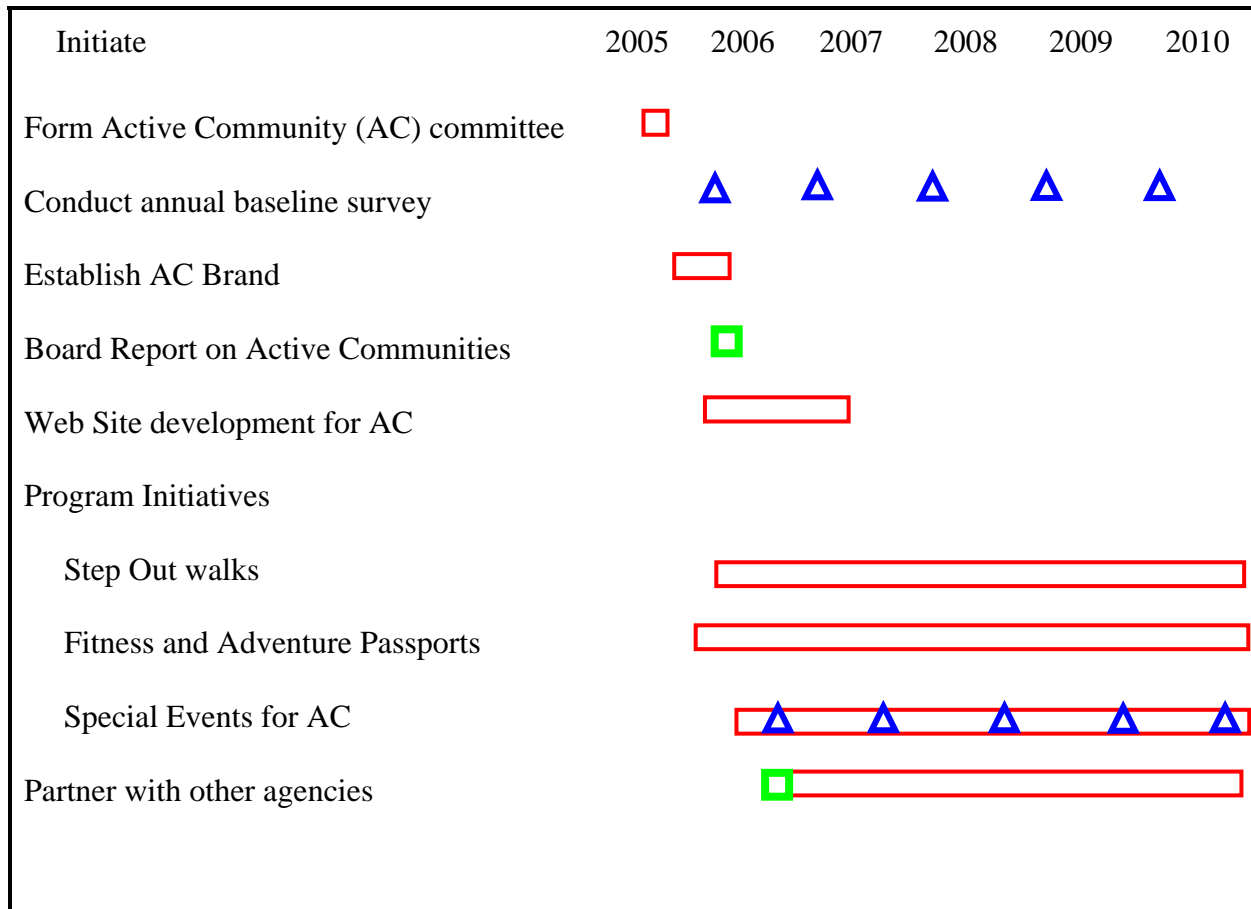
Timeline of Activities

- 2004 Nov. -The City of Vancouver was the first municipality in BC to join the “20 by 2010” challenge put forward by the province to increase physical activity levels of citizens and employees by 20 % by 2010.
- 2005 Sept. -Park Board Active Communities Committee forms
Dec. - BCRPA Active Communities Workshop
- 2006 Jan. -Active Communities presentation to the Park Board
Jan. -Determine Vancouver activity level by surveying residents
Feb. -*Fitness and Adventure Passport* –Pilot at one elementary school
Mar. -“Step Out” Walks presentation to the Vancouver Neighbourhood Integrated Services Teams
Apr. -Evaluate *Fitness and Adventure Passport* Pilot
May -Develop and confirm the Active Communities brand and slogan
May -Active Communities Park Board Report
June -Active Communities web site under development
Sept. -Active Communities web site opens
Sept. -*Fitness and Adventure Passport* –Implement at a VSB hub
Oct. -Establish an “Active Communities Network” group with key partners
Nov. -Develop and market annual Active Communities Special Events
Dec. -Evaluate the *Fitness and Adventure Passport* –VSB hub
- 2007 Jan. -Active Communities web site fully operational with coverage of all local walks
Jan. -Determine Vancouver activity level by surveying residents
May -Update the Park Board on Active Communities initiatives
Sept. -Implement *Fitness and Adventure Passports* at all MoreSports hub locations
Nov. -Develop and market annual Active Communities Special Events
Dec. -Evaluate *Fitness and Adventure Passports* at multiple hubs
- 2008 Jan. -Active Communities web site review and update
Jan. -Determine Vancouver activity level by surveying residents
May -Update the Park Board on Active Communities initiatives
Sept. -Implement *Fitness and Adventure Passports* throughout Vancouver Schools
Nov. -Develop and market annual Active Communities Special Events
Dec. -Evaluate *Fitness and Adventure Passports* on a citywide basis
- 2009 Jan. -Active Communities web site review and update
Jan. -Determine Vancouver activity level by surveying residents
May -Update the Park Board on Active Communities initiatives

- Sept. -Implement *Fitness and Adventure Passports* throughout Vancouver Schools
- Nov. -Develop and market annual Active Communities Special Events
- Dec. -Evaluate *Fitness and Adventure Passports* at on a citywide basis

- 2010 Jan. -Active Communities web site review and update
- Jan. -Determine Vancouver activity level by surveying residents
- May -Update the Park Board on Active Communities initiatives
- Sept. -Implement *Grade Five Super Pass* throughout Vancouver Schools
- Nov. -Develop and market annual Active Communities Special Events
- Dec. -Evaluate the Active Communities initiative

Timeline Chart for Active Communities



BUDGET

The Active Communities budget will comprise three levels of funding support over a five year period from 2006 to 2010. This funding support consist of in-kind funding from the Park Board (\$852,000); additional Council funding (\$400,000) and grant funding from other levels of government and the private sector (300,000). The cost of this program over the five year period would be \$1,552,000. Following are the three budget levels of funding that identify the costs to roll-out the Active Communities initiative.

Budget 1 –Basic Budget

The first budget is the Basic Budget which identifies the in-kind Park Board staff support that will be in place for the duration of the Active Communities initiative. Existing staff will be assigned to implement a basic roll-out of the Active Communities plan. As there will be no additional staff or supply funding, the Vancouver Active Communities initiative will be limited to improving existing programs, developing a basic Active Communities web site, and develop the new “Step Out” walking program. The basic Active Communities initiative will be largely implemented through the annual work plans of Vancouver Park Board staff.

The basic budget does not make provision for the “Fitness and Adventure Passport” program, the full Active Communities marketing initiatives or the “Athletes in Vancouver” program.

Vancouver Park Board						
Active Communities Budget - Basic Budget						
Board In Kind Contribution						
Item	2006	2007	2008	2009	2010	Total
Recreation Supervisor (40%)	\$20,000	\$40,000	\$40,000	\$40,000	\$20,000	\$140,000
Coordinator -active communities	\$40,000	\$80,000	\$80,000	\$80,000	\$40,000	\$320,000
Programmer -active communities	\$30,000	\$60,000	\$60,000	\$60,000	\$30,000	\$240,000
Communication	\$5,000	\$10,000	\$10,000	\$10,000	\$5,000	\$40,000
Web Site IT Support	\$5,000	\$10,000	\$10,000	\$10,000	\$5,000	\$40,000
Local Programming Support	\$5,000	\$12,000	\$25,000	\$25,000	\$5,000	\$72,000
Total In-Kind Board Support	\$105,000	\$212,000	\$225,000	\$225,000	\$105,000	\$852,000
NB. This budget identifies the Park Board in-house support for the Active Communities initiative.						
This level of support will enable the City to develop an Active Communities web site and a basic "Step Out" walking program.						
The additional funding necessary to implement the Fitness and Adventure Passport is identified in the second budget option.						

Budget 2 –Financial Support from Council

This budget identifies the additional Council funding required to more fully implement the Active Communities priorities outlined in this report. In addition to the in-kind Park Board contributions, Council funding will ensure the implementation of the Fitness and Adventure Passport program throughout the City. This level of funding enables the full roll-out of the “Step Out” walking program and the citywide implementation Fitness and Adventure Passport program.

Vancouver Park Board						
Active Communities Budget -Funding Support from Council						
Item	2006	2007	2008	2009	2010	Total
Survey -annual		\$10,000	\$10,000	\$10,000	\$10,000	\$40,000
Communication and Marketing						
Contract -marketing/ web site	\$25,000	\$12,000	\$12,000	\$12,000	\$12,000	\$73,500
Advertising						
Media	\$2,500	\$5,000	\$5,000	\$5,000	\$2,500	\$20,000
Bus shelter	\$5,000	\$7,000	\$7,000	\$7,000	\$3,000	\$29,000
Promotional items	\$2,000	\$3,000	\$3,000	\$3,000	\$1,000	\$12,000
Project Staff -programmers						\$0
Activities expenses	\$2,000	\$10,000	\$20,000	\$20,000	\$2,000	\$54,000
Athletes in Residents		\$10,000	\$10,000	\$10,000		\$30,000
Adventure Passport						
Youth/parent leadership training	\$7,000	\$10,000	\$20,000	\$20,000	\$5,000	\$62,000
Printing	\$5,000	\$8,000	\$20,000	\$20,000	\$20,000	\$73,000
Prizes and incentives	\$1,500	\$1,200	\$1,700	\$1,700	\$400	\$6,500
Total Costs	\$50,000	\$76,200	\$108,700	\$108,700	\$55,900	\$400,000

Budget 3 –Additional Funding

To fully implement the Active Communities initiative with maximum marketing and advertising support will require additional funding from other sources such as other levels of government and private sector sponsorship. This funding will supplement the in-kind Park Board support and the funding from City Council. Current Park Board staff will be tasked with pursuing this additional funding to ensure that all aspects of the Active Communities Action Plan are fully implemented.

Vancouver Park Board						
Active Communities Budget -Additional Funding						
Item	2006	2007	2008	2009	2010	Total
Survey -annual						\$0
Communication and Marketing						
Contract -marketing/ web site						\$0
Advertising						
Media	\$5,000	\$10,000	\$10,000	\$10,000	\$5,000	\$40,000
Bus shelter	\$10,000	\$40,000	\$40,000	\$40,000	\$20,000	\$150,000
Promotional items	\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$22,500
Project Staff -programmers						\$0
Activities expenses						\$0
Athletes in Residents						\$0
New program initiatives	\$10,000	\$20,000	\$20,000	\$20,000		\$70,000
Adventure Passport						
Youth/parent leadership training						\$0
Printing						\$0
Prizes and incentives	\$2,500	\$4,000	\$4,000	\$4,000	\$3,000	\$17,500
Total Costs	\$30,000	\$79,000	\$79,000	\$79,000	\$33,000	\$300,000

GLOSSARY

Action Schools! BC: is a best practices model designed to assist BC schools in creating individualized action plans to promote healthy living. [<http://www.actionschoolsbc.ca/content/home.asp>]

Active Communities Committee: is the planning committee assigned to develop the Vancouver Active Communities plan. This report is the result. Members of this committee were: Chair, Garry Lum; Carol Sogawa; Terri Clark; Paul Czene; Michele Bates; Erica Mark; Bruce McLellan; Cindy Crapper; Catherine Crough, Dirk Cadlick; Jenna Mitchel; and Jim McKenzie. The committee members wish to thank the Director of Parks and Recreation –East District, Lori MacKay, for her sponsorship and guidance.

British Columbia Recreation and Parks Association (BCRPA): is a not for profit organization dedicated to building and sustaining active healthy lifestyles and communities in British Columbia. [<http://www.bcrpa.bc.ca/>]

Community Associations in Vancouver: are the local non-profit organizations that partner with the Park Board to jointly operate the Community Centres and provide leisure activities to the public. [<http://vancouver.ca/parks/info/joa/index.shtml>]

Fitness Adventure Passports: is an Active Communities and MoreSports initiative to promote healthy active lifestyles among children and youth. This program provides children with a passport full of fitness opportunities and encourages them to explore their local community while being active.

“Get Out” Youth Legacy Program: was designed to respond to the declining levels of youth activity and concern over the health of Vancouver’s young people. [[Get Out! Youth Legacy Program](#)]

Kiwassa Neighbourhood House: is a grass roots organization that provides social, recreational, and educational services to children, youth, parents, families, seniors and the unemployed. It is situated beside Tillicum Elementary School and was instrumental in supporting the Fitness and Adventure Passport pilot activities. [<http://kiwassa.vcn.bc.ca/>]

MoreSports: is a collaborative initiative to provide sustainable sport and physical activity opportunities for children and families living in Vancouver. [<http://www.moresports.org/>]

Neighbourhood Integrated Services Teams (NIST): Neighbourhood Integrated Service Teams (NIST) are composed of City and other community agency employees working across organizational boundaries to help communities solve problems. [http://www.city.vancouver.bc.ca/nist/nis_teams.htm]

PacificSports: is the lead non governmental organization responsible for delivering sports performance programs in B.C. [<http://www.pacificsport.com/Content/Main/PSBC/Team/Staff.asp>]

Sport BC: is a non-profit society which represents more than 64 provincial sport organizations.

As the chief advocate for amateur sport in British Columbia, Sport BC strongly believes in the message that "Sport Builds Strong, Healthy Communities." [<http://www.sport.bc.ca/Content/Home.asp>]

Strategic Plan 2005-2010: is the high level Vancouver Park Board reference document that includes a mission and sets out priorities, values and direction for the organization. It helps frame policies as well as linking and informing the work plans of all our divisions and services. [<http://www.city.vancouver.bc.ca/Parks/info/strategy/strategicplan/index.htm>]

Vancouver Park Board (VPB): [<http://www.city.vancouver.bc.ca/Parks/>]

Vancouver School Board (VSB): [<http://www.vsb.bc.ca/default.htm>]



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