



Date: December 3, 2004

TO: Board Members – Parks and Recreation

FROM: General Manager – Parks and Recreation

SUBJECT: Olympic Youth Legacy Update

RECOMMENDATION:

THAT the Board receive this report for information.

POLICY

There is no Board policy directly related to this matter.

BACKGROUND

On October 20, 2003, staff updated the Board on plans to develop the Olympic Youth Legacy Program for Sport and the Arts, which was created to encourage less active youth aged 13 to 19 years to be more physically active through sport, physical activity, arts and culture. The first launch of pilot programs occurred in December of 2003 with a series of Free Skate sessions for ice skaters of all ages, and a Skate with the Mayor event. The Free Skate pilots and recommendations from the events were discussed at the February 4, 2004 meeting of the Board's Culture and Recreation Committee.

The project is designed to demonstrate the value of an endowment fund as proposed in the Mayor's Report on the Olympic and Paralympic Games. The \$10 million endowment proposal would ensure that ongoing resources for more youth activity are available into 2010 and beyond.

On July 5th and July 8th, 2004, respectively, Park Board and City Council approved the Olympic Youth Legacy Framework and Action Plans. Funds totalling \$200,000 were allocated for Phase I programs (September 2004 to March 2005). Similar funding was set aside for Phase II (April to October 2005), subject to a report back to City Council in the spring of 2005.

This Report is intended to provide an update for the Board on the status of the Youth Legacy Project.

DISCUSSION

Phase One of the Action Plan involves developing project coordination, new pilot programs, new grants programs, project communications, research, and pilot program evaluation. Following is an update on our progress in this phase.

- **Coordination and Project Support**

A project coordinator, a researcher and an evaluator were contracted and began working this Fall with the core Project Staff Team. The Core Team includes staff from Park Board, Social Planning and the Office for Cultural Affairs. One of its first activities was to conduct an intensive youth-centred focus group. A group of twenty youth, supported by the city's Youth Outreach Team and the youthmapper's project of the Environmental Youth Alliance reflected on the project and its goals.

- **Project Branding Launch Event**

The Project will be renamed with new youthful logos, graphics, website and related visuals and launched by the Mayor and Park Board officials at Vancouver City Hall on December 14th, 2004. The youth focus group provided the impetus for many of these ideas.

- **New Grant Programs**

Processes to fund "Grants to Youth" and "Community Partnership Grants" are underway and being led by the Office for Cultural Affairs. Both grants programs require the assistance and support of staff from community agencies to ensure accountability and access to local resources. Grant applications forms, criteria and other supports will be made available at the December 14th launch. Grant applications will be due by late January, and approval is expected in March 2005.

- **Pilot Programs**

Several pilot programs have been implemented at Park Board facilities and many others are in the planning stages. Chillin' on Ice late night skating began in November at Killarney Ice Rink each Saturday, from 10:45 pm to 12:15 am. This pilot is uniquely supported by a core group of young people affiliated with the centre and the Killarney Secondary School to ensure it is fun and youth-driven. Other programs such as Active Percussion at Britannia and Kensington Centres, Ice Painting Challenge Project and late night swimming at one pool location (to be selected) are in the development stages and will begin as soon as design and scheduling allow.

- **Advisory Committee**

The Advisory Committee was formed to build support for the legacy Framework and Guiding Principles, provide strategic direction and generate community and business partnerships required to develop the vision with youth and community input. The first Committee briefing was held in late November and 3 sub-groups were created to guide community partners, youth partners and program partners. Future meetings are planned as the momentum builds with pilot programs, grant review procedures and related tasks.

- **Research and Evaluation**

Finally, research and evaluation planning is underway and will involve the design of simple and consistent evaluation methods for pilot recreation programs, grant programs and established youth programs. Groups of young people eager to conduct action-oriented research are being recruited, called participatory Youth Action Teams. Two or three teams will be created, trained and empowered to improve our ability to outreach to less active and less involved youth around the city.

CONCLUSION

The Youth Legacy Program has moved from concept to action, with several key elements of the initiative in place. Board staff have developed several new pilot programs, and many more pilots are in production and will begin continuously as schedules permit. An Advisory Committee has been struck and was briefed in November. Grant application forms will be released at a launch of the newly-named program at the City Council meeting on December 14th, and a communications plan has been developed to 'get out' the message.

Prepared by:

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