

Date: November 15, 2007



TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Active Communities Vancouver Progress Report

RECOMMENDATION

THAT the Board receive the Active Communities Vancouver progress report for information.

THAT staff continue to work closely with our Vancouver Active Communities Network (VACNet) partners to ensure the widest possible implementation of the goal to increase activity levels of citizens “20% More By 2010”.

POLICY

On May 1 2006, the Board approved the Active Communities Action Plan which outlined the priority activities of this initiative.

On September 26, 2006, Council adopted the Active Communities plan which emphasized

- the goal of assisting Vancouver citizens to become *20% More Active by 2010*
- that the Board of Parks and Recreation lead the project with representatives from other City Departments
- that staff report back annually on the progress of this initiative
- that the Vancouver Active Communities Network (VACNet) committee be established to act as an advisory body to help guide and achieve the Active Communities Vancouver goal.

BACKGROUND

The City of Vancouver became the first municipal jurisdiction in British Columbia to accept the Provincial Government’s “20 by 2010” challenge to increase physical activity among citizens and employees. In 2006, Park Board and City Council approved the Active Communities Vancouver Action Plan for 2007-2010 which identified a range of priorities and initiatives to achieve the goal of “20% More By 2010”. The Vancouver Active Communities Network (VACNet) was also created by Council to provide an advisory committee that would act as a forum for other civic organizations to support, promote and help guide the Active Communities Vancouver initiative.

DISCUSSION

The Active Communities Progress Report is attached as Appendix A. This report describes the implementation of the Active Communities Vancouver action plan in 2007 and outlines priority objectives for 2008. The five priorities in 2007 were:

- Build an Active Communities Brand
- Develop New Active Communities Programs
- Enhance and Optimize Current Programs
- Network and Collaborate with Others
- Measure and Support Success

There were many significant successes in the implementation of the 2007 action plan. The creation of the VACNet enabled a wide coalition of partners to guide this initiative and support a number of programs that included:

- Development and implementation of the Active Adventure Passport with the VSB and MoreSports.
- Creation and implementation of the Active Outreach: Red Fox Waking program in collaboration with Helping Spirit Lodge Society
- Creation and publicizing more than 40 “Step Out” walking opportunities throughout Vancouver
- Featuring active living champions on the Park Board web site

SUMMARY

The Active Communities Vancouver initiative is providing the structure and programs to showcase the City’s commitment to active living and enable Vancouver to be one of the healthiest municipalities to ever host an Olympic and Paralympic Games. The benefits of this initiative will contribute to a long term legacy for the city.

Prepared by:

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