



## CITY OF VANCOUVER

### ADMINISTRATIVE REPORT

Report Date: November 26, 2007  
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Meeting Date: City Clerks Use Only

TO: Standing Committee on City Services and Budgets  
FROM: General Manager, Vancouver Board of Parks and Recreation  
SUBJECT: Active Communities Progress Report

#### RECOMMENDATION

- A. That Council receive this report for information.
- B. 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”.

#### CITY MANAGER'S COMMENTS

This report outlines the exciting Active Communities Vancouver projects initiated by the City and the partner organizations of the VACNet. This collaborative approach has created the momentum to move the City toward achieving its activity goal of “20% More By 2010”.

#### COUNCIL POLICY

On November 30, 2004, Council approved a motion to join the British Columbia “20 by 2010 Challenge” and work with the Provincial Government and 2010 Legacies Now to help meet the target of increasing physical activity among its citizens and employees.

On February 18, 2003 the report from the Mayor titled “Ensuring Vancouver’s Olympic and Paralympic Legacy”, on October 6, 2003 the “Implementation Plan for Olympic Legacy” and in April 2006 the “Draft Strategic Plan, Version 1” outline the City’s commitment and action

plan for social, environmental and economic sustainability resulting from hosting the Olympic and Paralympic Games.

On September 26, 2006, Council approved the Active Communities plan which specifies actions which the City will undertake to achieve Council's commitment to increasing physical activity among citizens and employees in the "20% More By 2010" challenge.

## PURPOSE

The purpose of this report is to:

- Provide an update on the City progress toward reaching the "Active Communities Vancouver" Action Plan goal of "20% More Activity by 2010" and
- Highlight the steps taken in 2007
- Identify the priority activities for 2008

## SUMMARY

The City of Vancouver (the "City") has committed to support the goal of Vancouver citizens becoming *20% More Active by 2010*. This report outlines the Active Communities Vancouver actions taken in 2007 to increase healthful physical activity among Vancouver citizens and employees. This action plan included five priority areas:

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

Each priority identifies the key components, activities, timelines and responsibilities necessary to implement the plan. The focus of the priorities is to engender positive active lifestyle changes in the individual citizen and a fundamental paradigm shift in society's perspective around the importance and necessity of creating and maintaining healthful community environments through comprehensive active programs and active infrastructure.

Citizens were encouraged and supported to increase their activity levels so that they could realize the physical, psychological and social benefits of living healthy active lifestyles. Through the Vancouver Active Communities Network (VACNet), civic organizations, neighbourhoods and employers were encouraged to provide programs and infrastructure that reduced barriers and increased opportunities for people to easily integrate healthful physical activity into their daily lives.

The Active Communities Vancouver initiative is raising awareness of the inactivity epidemic facing our society. This initiative is providing a forum for dialogue, a network of organizations to address the inactivity challenges, a concrete action plan to increase activity levels 20% by 2010, and a range of specific programs to support citizens to become more active. One of the outcomes of this initiative will be to make Vancouver one of the healthiest municipalities to ever host an Olympic and Paralympic Games and ensure a long term sustainable legacy for the benefit of Vancouver citizens.

## BACKGROUND

On November 30, 2004, City Council was the first municipal jurisdiction in BC to pass a motion to work with 2010 LegaciesNow to help meet the target of increasing physical activity among its citizens and employees by *20 percent by 2010*. The motion came forward in response to an announcement by the Canadian Medical Association calling on provincial and territorial governments to commit to increasing the physical activity levels of all Canadians by 10 percent by 2010. The Province of British Columbia was the first jurisdiction in Canada to announce it will work with 2010 LegaciesNow to double the target to 20 percent and encouraged all municipalities to become more physically active by 2010.

On September 26, 2006, Council approved the Active Communities action plan which specified actions that the City would undertake to achieve Council's commitment to increase physical activity among citizens and employees 20% by 2010. The action plan identified five priority areas with specific components, activities, timelines and responsibilities. This report discusses the progress of the Active Communities Vancouver initiative in 2007 and priority activities for 2008.

Provincially, the Act Now! BC ministry has assigned the British Columbia Recreation and Parks Association (BCRPA) the role of supporting BC municipalities in developing local Active Community programs. The City of Vancouver was registered as an Active Community under this provincial program and branded its initiative "Active Communities Vancouver". The Park Board was assigned the lead role to develop the Active Communities Vancouver initiative.

## DISCUSSION

As a society and civic government, we are at the beginning of addressing the inactivity epidemic. Similar to society's perspective on drunk driving in the 60's and smoking in the 70's, there is general awareness that we are overweight as a society. If this trend were to continue children face the prospect of having a shorter life expectancy than their parents. The Active Communities Vancouver initiative is developing and providing active programs for our citizens and even more importantly, we are providing leadership and developing active living champions that set the tone, benchmarks and environment for fundamental changes to the ways that we exercise, eat, drink, travel, design our cities, care for ourselves and care for others.

The Active Communities Vancouver initiative has reviewed the landscape or more accurately the "fitness-scape" of Vancouver in 2007. We have the components of a comprehensive initiative and, with the support of our VACNet partners, we are developing the momentum to make real healthful lifestyle changes for our community.

The VACNet was approved by Council to act as an advisory body to help guide and achieve the goal of assisting Vancouver citizens to become "*20% More Active By 2010*" and sustain this increased activity over the long term. The focus of the VACNet is to facilitate and coordinate Active Communities initiatives throughout the City and make recommendations to Council on achieving the priorities of the Active Communities initiative.

This report outlines what the City has done to support and implement the Active Communities initiative. It also identifies what challenges lie ahead and how we can address them.

## Activity Issues

Ipsos-Reid surveys were conducted in January 2006 and January 2007 to determine the current activity levels of Vancouver residents. These surveys confirmed that 68% to 70% of Vancouver residents are physically active for more than half an hour at least three times each week. These results distinguish our city as having one of the most active populations in the country. Nevertheless, it also identifies that 30% to 32% of residents are sedentary.

The Active Communities Vancouver initiative focused on motivating and assisting the primary sedentary populations identified by Health Canada. These sedentary populations included:

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

The most popular activities for Vancouver residents include walking, gym activities, running/jogging and cycling. The most significant barriers to activities included lack of time, weather conditions, work, laziness and cost.

## Vancouver's Role

The City is playing a leadership role in promoting and providing physically active programs and recreation infrastructure for individuals and local communities to become more active and sustain healthy lifestyles. Working with the partner organizations of the VACNet, the City is fostering a climate of cooperative action to promote, implement and sustain the goal of *20% More Activity By 2010*. Collectively, the City and its VACNet partners are encouraging and enabling citizens to increase their activity levels through reducing the primary barriers to participation. The barriers of time, laziness and cost are being reduced by communicating how easy, inexpensive and enjoyable it is to engage in: local unstructured walks, exercise at local recreation facilities and participate in activities available at local parks.

## Active Communities Priorities

The goal of the Active Communities Vancouver 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 is being achieved by focusing on sedentary individuals and developing specific strategies for increasing physical activity opportunities, communicating and marketing these opportunities and reducing barriers to participation.

The priorities for the Active Communities project were to:

1. Build an Active Communities brand
2. Develop new Active Communities programs
3. Enhance and optimize current programs
4. Network and collaborate with others
5. Measure and support success

The following discussion provides an overview of each priority, the actions taken in 2007 and the actions planned for 2008.

### **PRIORITY 1: Build an Active Communities Brand – Actions in 2007**

The objectives in this area were 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. Several specific actions were undertaken to achieve the objectives.

#### **A - Develop Active Communities Brand**

In 2007, a consistent brand and slogan for the Active Communities initiative was developed for marketing and public education. “Active Communities Vancouver” was the brand name selected by the staff and the Vancouver Active Communities Network (VACNet). This brand name was supplemented with the slogan “Step It Up 20%”. The staff and VACNet also generated a range of fitness tag lines to use with the brand name. This list of inspirational tag lines was included in print material and on the Active Communities Vancouver web pages.

[www.activecommunitiesvancouver.ca](http://www.activecommunitiesvancouver.ca)



#### **Action B - Market the Active Communities Message to the Public**

The “Active Communities Vancouver” initiative worked with several City departments, associations and the partner organizations of the Vancouver Active Communities Network (VACNet) to provide a range of marketing and promotional material. The advertising and promotional methods used in 2007 included:

- Designed, distributed and displayed banners, posters and brochures at local events and civic facilities.
- Provided promotional and incentive souvenirs including pedometers, hats, water bottles, shoe laces, and stickers
  - Adventure passports developed with the MoreSports, the VSB and Helping Spirit Lodge Society provided free swimming and skating for the whole family
  - Reward incentives distributed at active City events included: pedometers, hats, water bottles, shoe laces, stickers, sports balls, Frisbees, stilts, t-ball sets, skipping ropes, sports wear, and dance accessories.
- Advertised the Active Communities Vancouver initiative through:
  - Radio and TV public service announcements
  - Print media articles in the Sun and Courier
  - Bus shelter ads promoting the Active Communities Vancouver initiative
- Networked with other civic partners through the VACNet.

## Action C - Develop an Active Communities Web Site

The Active Communities Vancouver web site was designed with information on a wide range of active lifestyle opportunities, events and fitness information. It was developed off the main City and Park Board web sites and was posted on May 2007. This web site included the following features: [activecommunitiesvancouver.ca](http://activecommunitiesvancouver.ca)

- ❖ Active Events Calendar - lists Active Communities Vancouver special events
- ❖ Step Out Walks - features maps of "Step Out" walks in Vancouver
- ❖ Active Champions - profiles champions and their testimonials on active living
- ❖ Get Active in Sports - provides links to sports programs and leagues in Vancouver
- ❖ Active News - provides articles on the latest active living initiatives
- ❖ Get Active in the Garden - features gardening opportunities in Vancouver
- ❖ VACNet Partners - highlights the activities of civic partners that are networking to support the Active Communities Vancouver initiative
- ❖ Active Adventure Passports - promote a range of new passport brochures
- ❖ Benefits of Active Living - shares physical fitness information, motivating healthy living tips, and downloadable information
- ❖ Tools and Resources - links to interesting web sites and active living partners

## Step Out Walks



Walk to explore nature, art, culture and history in Vancouver.

[Click Here to find a Walk...](#)



### ACTIVE EVENTS CALENDAR

October is 'International Walk to School Month'. Children, parents, and teachers celebrate the benefits of walking to school.



[Nominate your Active Champion...](#)

### ACTIVE CHAMPIONS

Do you have an inspiring active champion in your life? We want to hear your story.



### GET ACTIVE IN SPORT

Vancouver is home to sports programs for all ages and abilities.



### ACTIVE NEWS

Welcome! [Community & Fitness Centres](#) are open and gearing up for registration. Get back into action today!



### GET ACTIVE IN THE GARDEN

Get active in the garden and join the 'Every Lawn a Garden' initiative.



### VACNET PARTNERS

Meet the Vancouver Active Communities Partners Network.



### ACTIVE ADVENTURE PASSPORT

AC Passport inspires thousands of kids to get active in 5 Vancouver schools.



### BENEFITS OF ACTIVE LIVING

Learn about the many benefits of active living

## **Build an Active Communities Brand – Action Plans for 2008**

In 2008, there will be extensive collaboration with VACNet partners to expand and extend the brand profile of the Active Communities Vancouver initiative. Actions will include:

- Expanding the web information on Active Communities Vancouver
- Develop several display presentation for community fairs, wellness clinics and special event days
- Publish and locally distribute a range of rack cards and brochures highlighting active themes and opportunities
- Increase and expand the range of promotional souvenirs

## **PRIORITY 2: Develop New Active Communities Vancouver Programs –Actions in 2007**

To reach the target populations who were most in need of adopting more active lifestyles, the Active Communities initiative introduced a series of new programs. The objectives of these new programs were to raise public awareness about physical activity opportunities, reduce barriers to participation, facilitate participation in physical activity and support citizens to create sustainable change in activity levels.

### [Action A - Active Adventure Passports](#)

Active Adventure Passports were developed for key sedentary target populations with particular emphasis on elementary school children, low income families and seniors. Passport activities included walking, swimming, skating, wall climbing, circus arts and team sports. In 2007, the Active Communities Vancouver initiative implemented four passport programs:

- Active Adventure Passports for elementary students
- Active Outreach - Red Fox Waking passports for First Nations families
- Active Outreach - Red Fox Walking passports for First Nations parent and youth volunteers
- Walking Wellness passports for seniors.

The Active Adventure Passport concept was piloted at Tillicum Elementary School in partnership with the Vancouver School Board, Kiwassa Neighbourhood House and MoreSports from February 20 to March 31, 2006. This year the passport program was expanded to include all five elementary schools in the Templeton hub catchments. All 1,500 students received a passport of ten active adventures. Students received a passport stamp on completion of each adventure and recognition awards were presented at school assemblies.

The Active Outreach - Red Fox Waking passport was developed to support the Vancouver First Nations community to participate in the Active Communities goal of becoming *20% More Active By 2010*. The City worked in partnership with Helping Spirit Lodge Society and the Vancouver School Board to engaged First Nations children and families in a range of active adventures from January till April 2007.

The Active Outreach - Red Fox Walking passport was launched in fall 2007 and built on the success of the earlier passport. Vancouver Native Health Society and the Hastings Community Association were partners with the City for this initiative. In addition to passport adventures, this program provided training to First Nations parents and youth to help lead the activities in the adventure passport.



The Walking Wellness passport was developed in the fall to encourage older adults to participate in a wide variety of interesting walks throughout Vancouver. This program included a range of theme walks about nature, art, history and architecture. This passport provided incentives for participants to explore many interesting venues throughout Vancouver.

The theme of these adventure passports was to encourage residents to enjoy being active and provide information and incentives to explore the many fitness opportunities in Vancouver. 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 esteem for many children
- New connections among families in the community
- Ethnic communities became more familiar with recreation opportunities

### [Action B - "Step Out" Walks](#)

A range of the City's most popular walks was developed and highlighted on the Active Communities web site in 2007. This program features more than 40 park walks, park jogging trails, track, theme walks and other City walks. The objectives of "Step Out" walks were to foster awareness about the many and varied opportunities to walk throughout Vancouver and increase walking activity including jogging trails, greenways, park tracks and cultural city walks. The web site included maps, photographs of interesting features, and downloadable walking brochures. All walks could be accessed on an informal and self-guided basis. Additionally, staff and park partners programmed special event walks and guided walks on a seasonal basis. These guided walks included special events at: the Olympic Countdown events at the PNE and Nat Bailey parks, Move for Health Day, and theme walks at a number of locations such as Queen Elizabeth Park, Stanley Park, VanDusen Gardens and Hasting Park sanctuary.

There is strong support within the VACNet for more soft-surface jogging trails throughout the City. The existing bark-mulch jogging paths at Douglas Park, China Creek North Park and Fraserview Golf Course are excellent and popular examples of soft surface trails. The addition of fitness stations beside the China Creek jogging path is also proving quite popular.

### Action C - Athletes in Vancouver

In 2007, a new "Athletes in Vancouver" program was planned to provide opportunities for communities to engage high performance athletes to promote, support and deliver local Active Communities programs such as walking/jogging clinics, special event sports days, and physical conditioning workshops. The program information and application forms can be accessed from the Active Communities web site. Local not-for-profit organizations are encouraged to identify local Active Communities' needs and opportunities then sponsor an "Athlete in Vancouver" project and assist with funding. Local athletes are encouraged to apply for these opportunities. Each individual project will be budgeted at \$5,000 with costs shared between the Active Communities budget and the local sponsoring organization. Approval for each project will be based on a recommendation from an advisory group with final approval resting with the Board of Parks and Recreation. The launch of this initiative was planned for September 2007 and it has been rescheduled to launch in January 2008 due to the civic labour dispute.



Complementary to this program is ongoing work between the Park Board and PacificSport to create a closer working relationship between elite athletes and their local community. In 2007, a series of talks and workshops on a variety of sports and fitness themes were delivered. These workshops offered fitness information to trainers, health practitioners, coaches, athletes and also provided professional development opportunities for City staff.

The Park Board works cooperatively with PacificSport to provide support to high-performance “carded” athletes. Through a program called “Gym Works”, “carded” athletes have free access to several Vancouver fitness centres to help them maintain a top level of proficiency in their chosen sport. This program has been well received and is running smoothly. In consultation with Park Board staff, this program will be expanded in 2008.

#### [Action D - Develop Key Annual Special Events](#)

An Active Events Calendar was developed which included a wide selection of citywide and local special events. This calendar web page provided information and internet connection to the host agencies for the special events. The City worked cooperatively with a range of partners to support dozens of walks, runs and cycling events. The City also developed and initiated several Active events.

Special event in 2007 included:

- Pre-Olympic walks in February at Hastings sanctuary and Nat Bailey Stadium
- Youth Week from May 1-7 featured an Active Youth “One Stop Shop” festival
- Move for Health Day walks on May 10
- Local Government Management Association (LGMA) walks May 17-18
- Seniors Week -Outdoor Art Walks June 4-8

#### [Action E - Active Champions](#)

Active Champions were profiled on the Active Communities Vancouver web page. This program encouraged people from all walks of life to share their fitness and active living success stories. These motivational interviews were aimed at encouraging and inspiring citizens to take up the activity challenge of “20% More By 2010”.

### **Develop New Active Communities Vancouver Programs – Action Plans for 2008**

- Expand the Active Adventure Passport program from 5 elementary schools and 2,000 children in 2007 to 50 elementary schools and 20,000 children in 2008.
- Develop new adventure passports to support specific sedentary groups that include, seniors, ethnic communities, and low income families.
- Expand the number and diversity of theme “Step-Out” walks
- Provide grants to several athletes through the Athletes in Vancouver program
- Expand the partnership with PacificSport through additional information workshops and “carded” athlete and expanded access to Park Board fitness centres
- Work with VACNet partners to expand support for local Active Communities special event days.
- Develop and implement, with the Civil City initiative, the components of the positive ticketing program.

### **PRIORITY 3 - Enhance and Optimize Current Programs**

The City is currently engaged in a wide range of programs and activities that support the Active Communities Vancouver initiative. In 2007, Active Communities initiatives were incorporated into the work plans of all recreation staff. Tasks undertaken in 2007 included:

- Develop theme walks that begin and end at community centres
- Feature local active-living champions on the web site
- Brand local active events with the Active Communities brand
- Network with local associations to provide active special events

The Active Community Vancouver initiative encompassed, supported and collaborated with a wide range of existing City programs and services. Following are a small percentage of the many City programs and services that are supporting and assisting in achieving the goal of “20% More Activity By 2010”.

#### Action A - Go Play

The Park Board “Go Play” brand which includes “Go Get Fit”, “Go Swim”, “Go Skate” and “Go Play Golf”, was prominently featured in the Active Communities initiative to help improve public awareness of the availability of the opportunities at the 24 public fitness centres, nine indoor pools, eight ice rinks and three 18 hole and three pitch-and-putt golf courses.

#### Action B - GetOut! -Youth Program

The “GetOut! Youth Legacy Program” was designed to increase levels of engagement and participation through sport, recreation, arts and cultural activities for hard to reach youth not fully engaged in activities in their community. This “made in Vancouver” program brought together City staff from Social Planning, Cultural Affairs and Park Board with local and citywide youth service organizations. Local Vancouver youth were supported as they directly designed, led and evaluated their own programs.

During the two phases of the pilot program, 70 projects were implemented. Through a series of grants, new recreation programs and “ideas factory” projects, GetOut! reached more than 3,500 youth. Staff committees are currently engaged in seeking potential funding partners in the context of annual budget discussions and strategic planning initiatives, which can best integrate GetOut! results into ongoing departmental youth services and programs.

#### Action C - Fit City

A key strategy in increasing the physical activity levels of City of Vancouver employees by 20% by 2010 is the City of Vancouver’s employee health enhancement program - Fit City. In 2007, this program continued to educate and motivate employees to lead healthy and active lifestyles through monthly newsletters, a web site featuring health and fitness information, health screening, lunch hour lectures and workshops, special events, sports and fitness opportunities, discounts on fitness facilities, and a comprehensive incentive program.

The convenience and affordability of active living opportunities are important factors in workplace health and wellness. City of Vancouver employees are encouraged to access Vancouver Park Board facilities near their workplaces in their pursuit of health and fitness.

Currently they are entitled to 25% general group discount for Vancouver Park Board fitness centres and pools. Plans are being developed to expand the discount and to track employees' usage of 6 and 12 month flexi-passes for fitness centres, rinks and pools. This will provide further motivation, as well as another method of measuring increases in physical activity towards the *20% More Activity By 2010* goal.

The City was recognized as a leader in the municipal employee health promotion field. The Fit City program coordinator, Kate Lekas, was instrumental in the development of the Active Civic Employees Network which linked active workplace initiatives in local governments across British Columbia. The City also provided support and guidance to the BCRPA's Active Workplace Taskforce which created the Active Workplace Workbook. Both of these initiatives provide resources and networking opportunities for communities and organizations across the province to pursue active workplace programs and initiatives.

#### Action D - One Day

The City's Sustainability Group has been working cooperatively with the Active Communities Vancouver initiative to reduce emissions through encouraging and promoting activity that improve air quality. In particular, the "One Day Vancouver" campaign has been very active in promoting walking-school bus programs, and encouraging adults to walk and bike to work.

#### Action E - Infrastructure and Master Plans - Identify Current and Proposed Plans

In 2007, an inventory of the City's Active Infrastructure was conducted. The City of Vancouver has an extensive infrastructure to support the active lifestyles of residents and visitors. This includes public parks, recreation facilities, bikeways, greenways, playing fields, sidewalks and civic buildings including marinas, libraries, theatres, neighbourhood houses and child development centres. The City's active infrastructure is developed and maintained by several Departments/Boards including Engineering, Facilities and Real Estate Services and Park Board.

The Sport Strategy task force is in the process of identifying ways and means that the City and Park Board can work together with other civic organizations and adjacent municipalities to ensure an extensive sports infrastructure that support the "Long Term Athlete Development" (LTAD) continuum for all Citizens to incorporate "Sport for Life" into their active lifestyle.

In 2007, Specific long range plans were developed that included: the Renewal Plan for Stanley Park, Waterfront Access, Sports Strategy Development, Aquatic Renewal Plan, and Skateboard Strategy. Current and future active infrastructure plans include:

- Development of Olympic calibre ice rinks at Trout Lake and Killarney Community Centre
- Construction of the Olympic curling rink and swimming pool by Nat Bailey Stadium
- Plans to construct three new artificial turf fields, one by Vancouver Technical School and two at Trillium Park.

#### **Enhance and Optimize Current Programs – Action Plans for 2008**

- Continue the "Go Play" initiative aimed at communicating the ease of access to local recreation rinks, pools, fitness centres and golf courses.
- Increase the Active Communities promotional incentives to include a range of "branded" products such as fridge magnets, lanyards, and toques

- Support Workplace Wellness programs throughout the City by providing program information and sharing the knowledge gained from our Fit City program
- Work with the VACNet partners and the Sport Strategy Development initiative to ensure an adequate quantity and quality of sports infrastructure

#### **PRIORITY 4 - Network and Collaborate with Active Communities Partners**

##### [Action A - Establish Vancouver Active Communities Network](#)

Council approved the creation of the Vancouver Active Communities Network (VACNet) with a mandate to act as an advisory body to help achieve the goals of Active Communities Vancouver. The VACNet was formed in January 2007 with a focus on facilitating and coordinating active initiatives and making recommendations to Council on achieving the priorities of the Active Communities Vancouver initiative. The VACNet members represent more than 100 organizations that include: civic departments, local associations, private sector corporations and other government agencies.

During 2007, the VACNet partners supported and initiated a number of Active Community Vancouver projects and actions. These projects are identified in many sections throughout this report. The VACNet also provided an excellent network for organizations to collaborate on a wide range of initiatives. After reviewing the Active Communities programs and the City's active infrastructure the VACNet highlights the following fundamental priorities for action:

- That the City continues working on the paradigm shift in how public monies are spent to improve health, recreation sport and social services outcomes for all citizens...from a sickness based treatment model of independent service delivery silos to a proactive integrated delivery system encompassing all departments. This proactive approach is further enhanced by partnerships with all levels of government, the corporate sector, philanthropic organizations and other non government organizations.
- That VPB and City Council advocate for the value and benefits to be derived from Sport in a Civil City. Sport is an integral aspect of active living and in helping the City achieve the goal of "20% More Activity By 2010". One of the significant priorities to increasing active participation and sustaining it is to build and maintain a strong sports infrastructure. This is particularly true for team field sports.
- That the VPB and City Council assist citizens understand the values of sport starting with a VACNet definition of sport that emphasizes the essential relationship among recreation, sport, health and active living. The following acronym is based on the double-barreled goals of the Canadian Sport for Life document which has served as the guiding framework for VACNet (1. improved health and social outcomes 2. improved performance opportunities)

**S:** Sport for Life from the playground to the podium

**P:** Performance opportunities at any age and any stage

**O:** Outcomes improved through public dollars spent on preventative health

**R:** Recreation inclusivity, no barriers to participation

**T:** Togetherness promoting strong, safe, dynamic, active communities

## **Network and Collaborate with Active Communities partners - Action Plans for 2008**

- Expand the VACNet to embrace all Vancouver organizations who want to support the goals of Active Communities Vancouver
- Communicate the Active Communities message at events run by VACNet partners
- Support the Sports Development Strategy as it assesses and identifies the sports infrastructure needs of the City

### **PRIORITY 5 - Measure and Support Success**

#### [Action A - Identify the Baseline of Physical Activity in Vancouver](#)

In January 2006 and 2007, an Ipsos-Reid survey was conducted to document the current activity levels of Vancouver residents. These preliminary surveys established a baseline of activity for Vancouver.

The trends identified in the surveys show that 69% of Vancouverites are active and 31% are sedentary. The primary activity of residents are walking 46%, gym activities 22%, running 15%, cycling 12%, swimming 9%, skiing 8% and hiking 5%. These results were used to establish the targets and design the Active Communities program priorities and actions. A primary focus is on supporting and encouraging the 31% of sedentary residents to become more active. Walking is their preferred entry point into fitness. The Active Communities Vancouver initiative has put a priority on making walking fun through a series of interesting theme walks that include, nature strolls, art walks, historic site seeing, and cultural heritage tours.

#### Action B - Ongoing Monitoring

On an annual basis, a public opinion survey is undertaken to measure Vancouver residents' activity levels, activity preferences, fitness trends and opinions of program activities in Vancouver. The surveys in January 2006 and 2007 were completed before the formal start of the new Active Communities programs. These initial surveys provide a good baseline for future survey results.

#### Action C - Evaluation

The VACNet will report to the City and Park Board annually. This report will review current activity levels and preferences in Vancouver, outline the progress of the new Active Communities Vancouver initiatives, review the success of current and ongoing programs, and provide an update on the partnership activities of the VACNet. The surveys conducted in January 2006 and 2007 will act a baseline to measure the results of future surveys of the activity levels and trends of Vancouver residents.

### **Measure and Support Success - Action Plans for 2008**

- Conduct the annual Ipsos Reid Poll on activity levels and trends of Vancouver residents
- Track progress of this initiative using the new Active Communities "Tracker" evaluation program provided by BCRPA
- Evaluate the City's employee fitness program through the "Point Tracker" program

## FINANCIAL IMPLICATIONS

### Budget

Council approved \$100,000 annual funding for the Active Communities Vancouver initiative. The Park Board approved in-kind support in the range of \$200,000 on an ongoing basis, in the form of staff time to administer and support the initiative.

Following is an outline of the 2008 operating budget.

<b>Active Communities Budget - 2008</b>	<b>Park Board</b>	<b>City</b>	<b>Total</b>
<b>Expenses</b>	<b>In-Kind 2008</b>	<b>2008</b>	<b>2008</b>
Park Board In-kind Staff Support			
Recreation Supervisor (40%)	\$40,000		
Coordinator Support	\$80,000		
Programmer Support	\$72,000		
Communications Support	\$10,000		
Web IT Support	\$10,000		
<b>Total Park Board -in-kind staff support</b>	<b>\$212,000</b>		<b>\$212,000</b>
Active Communities Survey		\$8,000	\$8,000
Communication and Marketing			
Marketing/ web site		\$25,000	\$25,000
Advertising, promotions, incentives		\$20,000	\$20,000
Public Information, brochures,		\$15,000	\$15,000
Athletes in Vancouver Program		\$20,000	\$20,000
Adventure Passports		\$22,000	\$22,000
<b>Total Expenses</b>	<b>\$212,000</b>	<b>\$110,000</b>	<b>\$322,000</b>
<b>Revenue</b>			
Costs covered through current Park Board Budget	\$212,000		\$212,000
Sponsorships for Athletes in Vancouver Program		\$10,000	\$10,000
<b>Total Revenue</b>	<b>\$212,000</b>	<b>\$10,000</b>	<b>\$222,000</b>
<b>Net Operating Budget</b>			<b>\$100,000</b>



To supplement the Active Communities initiative, staff acquired additional external funding from other levels of government and private sector sponsorship. In 2007, the Active Communities Vancouver initiative received grants of \$7,200 from the British Columbia Recreation and Parks Association, \$35,000 from the Union of British Columbia Municipalities and \$10,000 from Telus. These funds were used to offer the Active Outreach: Red Fox Waking program and to provide pedometers as incentives in the “Step Out” walking program.

## PERSONNEL IMPLICATIONS

Park Board has assigned personnel to provide staff support to deliver the Active Communities initiative. Additionally, staff from City Engineering, Communities Services, Library Board, Human Resources, Police Board and others departments are engaged in aspects of this initiative.

The Active Communities initiative provides the opportunity to work with our VACNet partners to develop our civic agenda to advance and sustain healthy and active lifestyles. These values are inherently aligned with all of the priorities of ACT Now! BC. The Active Communities Vancouver initiative is also working closely with the City’s “One Day” initiative to encourage and promote healthy sustainable environment and the reduction of greenhouse gases through alternative transportation strategies including walking, running and cycling.

## SOCIAL IMPLICATIONS

Canadian society is becoming aware and concerned about the social costs of the inactivity epidemic that has been documented in recent medical surveys. There is general recognition that the health and well being of citizens will be significantly improved through increased daily activity. The organizations within the City see the benefit of collective action and the City is providing leadership to organize the effort to support and expand the Active Communities initiative. The VACNet is providing the social vehicle for dialogue which is facilitating the societal shift toward a healthier active lifestyle. The outcomes will be a more active and happier society with healthier individuals.



[activecommunitiesvancouver.ca](http://activecommunitiesvancouver.ca)

**Step it Up**  
**20%**  
  
*Vancouver Steps it Up!*  
*Be 20% More Active by 2010*

VANCOUVER BOARD OF PARKS & RECREATION



## IMPLEMENTATION PLAN

This section outlines a five year timeline for implementing the Active Communities initiative. Completed projects are checked and numbers quantified were applicable.

### ACTIVE COMMUNITIES TIMELINE 2006 - 2010

Activity	2006	2007	2008	2009	2010
Marketing and promotional material distributed		✓	x	x	x
Create/upgrade AC web site		✓	x	x	x
Conduct resident survey	✓	✓	x	x	x
Publish annual AC special event calendar		✓	x	x	x
Implement Adventure Passport -participants =	130	1,500	x	x	x
Implement Active Outreach Red Fox Waking		150	x	x	x
Introduce the Grade 5 Super pass					x
“Step Out Walks - no. of self guided walks		44	x	x	x
Active Champion profiles		15	x	x	x
Implement “Athletes in Vancouver” projects		x	x	x	x
Develop annual Active Communities work plans		✓	x	x	x
Annual Active Communities report to Park Board	✓	✓	x	x	X
Annual Active Communities report to City Council	✓	✓	x	x	x
(VACNet) annual report		x	x	x	x

## COMMUNICATIONS PLAN

The first priority of the Active Communities initiative identified three primary communications objectives: develop an Active Communities brand, market the Active Communities message to the public, and develop an Active Communities web site. Park Board took the lead role on the communication plan and worked collaboratively with Corporate Communications, Information Technology, VACNet and a contracted marketing company to implement these communication objectives. Ongoing annual reporting to Council and the Park Board will continue to document the progress on the program.

## CONCLUSION

The “Active Communities Vancouver” initiative is supporting Vancouver citizens to become *20% More Active By 2010* with specific actions to motivate and assist target groups of sedentary individuals. Significant successes in 2007 include:

- Creation of the VACNet as a broad based coalition of organizations to support, enhance and guide the Active Communities Vancouver initiative.

- 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 publicize more than 40 “Step Out” walking opportunities throughout Vancouver.

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 and contribute to a long term legacy of benefits for the city.

#### DEPARTMENTAL APPROVAL AND REPORT CONCURRENCES

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