



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: September 12, 2006
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Meeting Date: September 26, 2006

TO: Vancouver City Council

FROM: General Manager, Vancouver Board of Parks and Recreation

SUBJECT: Active Communities Initiative

RECOMMENDATION

- A. THAT Council approve the Active Communities initiative effective January 1, 2007, with annual funding of \$100,000, source of funds to be the operating budget without offset.
- B. THAT Council authorize staff to seek additional funding support from other levels of government and participating organizations for the implementation of the initiative.
- C. THAT Council request the Board of Parks and Recreation to lead the project, with representatives from other City Departments and Boards and report back annually on the progress of the Active Communities initiative.
- D. THAT the Vancouver Active Community Network be established as an advisory body to the City to guide the implementation of the Active Communities initiative.
- E. THAT Council authorize the General Manager of the Park Board, in consultation with the Director of Legal Services and Director of Risk Management to execute any legal agreements and documentation required in order to implement the decisions of Council with respect to the Active Communities initiative.

CITY MANAGER'S COMMENTS

This report provides detail on the specific actions which the City will undertake to achieve Council's commitment to increasing physical activity among citizens and employees in the 20 by 2010 challenge. The plan provides for a range of strategies which deliver expanded services beginning in 2007 and extending to 2010 and well beyond. As such, it forms part of the legacy of benefits resulting from hosting the Olympic and Paralympic Games and provides opportunity to "live the legacy" in realizing the benefits of this initiative both in advance and well beyond 2010. As a new initiative, base funding is outlined which would be a new and ongoing budget commitment for the City and leverage additional external resources to further expand the initiative. The City Manager recommends approval of recommendations A thru E.

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 LegaciesNow to help meet the target of increasing physical activity among its citizens and employees.

The February 18, 2003 report from the Mayor titled "Ensuring Vancouver's Olympic and Paralympic Legacy", the "Implementation Plan for Olympic Legacy" on October 6, 2003 and the April 2006 "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.

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 Vancouver Active Communities initiative as a blueprint for action designed to increase healthful physical activity among Vancouver citizens and employees. Five priority areas and the key components, activities, timelines and responsibilities for implementing the Active Communities initiative are outlined.

Citizens will be encouraged and supported to increase their activity levels so that they can realize the physical, psychological and social benefits of a healthy active lifestyle. Civic organizations, neighbourhoods and employers will also be encouraged to provide programs and infrastructure that reduce barriers and increase opportunities for people to easily integrate healthful physical activity into their daily lives.

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

In November 2004, City Council passed a motion for the City of Vancouver 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. The City of Vancouver was the first municipal jurisdiction in BC to pass this motion with approval of the following resolution on November 30th, 2004.

THEREFORE BE IT RESOLVED THAT the City of Vancouver be the first municipal jurisdiction to join the 20 by 2010 challenge and work with the Provincial Government and 2010 LegaciesNow to help meet the target of increasing physical activity amongst its citizens and employees by 20% by 2010.

THEREFORE BE IT FINALLY RESOLVED THAT a copy of this motion be forwarded to each municipality in the province in order that they can join the City of Vancouver in making our population more physically active by 2010.

The Park Board was assigned the lead role to develop the initiative. To this end, the Park Board has developed the plan outlined in the following report and approved the "Active Communities Action Plan for Vancouver" at their Regular Meeting on May 1, 2006.

The Active Communities initiative is one of the key components of the "ActNow! BC" program aimed at promoting healthy lifestyle choices and environments for all British Columbians. ActNow! BC focuses on five key priorities - physical activity, healthy eating, reduced tobacco use, reduced obesity and increased prevention of fetal alcohol spectrum disorder. The Active Communities initiative addresses the first of these priorities - physical activity, and the British Columbia Recreation and Parks Association has been assigned the lead provincial body to support municipalities in developing local Active Community programs. Vancouver is registered as an Active Community under this provincial program.

At the Council of the Federation meeting on July 28, 2006, the Provincial Premiers reaffirmed their commitment to ensuring Canadians benefit from active and healthy living and agreed that collaborative action is key. All provinces and territories are engaged in health education and wellness promotion strategies and support healthy living by promoting healthy eating and physical activity.

At the national level, the Minister of Health Canada has stated that the promotion and support of physical activity can help ensure the sustainability of our health care system. The federal government has announced several initiatives including a children's fitness tax credit for up to \$500, effective January 1, 2007, in eligible fees for physical fitness programs for each child under the age of 16.

DISCUSSION

Activity Issues

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.

The benefits of increased physical activity can lead to a more productive and healthier citizenry.

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 and have more than doubled between 1975 and 1990. A majority of adult Canadians are not active enough to benefit their health and adult obesity rates have increased by more than 2.5 times in the past decades. Among the four chronic diseases that result in 2/3 of deaths in Canada - diabetes, cardiovascular disease, cancer, respiratory disease - all share common preventable risk factors including physical inactivity.

Experts throughout the world agree that physical inactivity is emerging as one of the largest threats to public health in the western world today.

An Ipsos-Reid survey was conducted in January 2006 to determine the current activity levels of Vancouver residents. This survey confirmed that 70% of Vancouver residents are physically active for more than half an hour at least three times each week. This result distinguishes our city as having one of the most active populations in the province and the country. Nevertheless, it also identifies that 30% of residents are sedentary.

The Active Communities initiative will focus on motivating and assisting this sedentary population to become more active. This target population includes:

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

The results from the Vancouver survey demonstrate that the most popular activities for our citizens include walking, gym activities, running/jogging and cycling. This is similar to national trends which identify walking, jogging, cycling and swimming as the favourite fitness activities of Canadians. The most significant barriers to activities expressed in the Vancouver survey included lack of time, weather conditions, work, laziness and cost.

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 opportunities for individuals and local communities to become more active and sustain healthy lifestyles. Vancouver can facilitate people to engage in activities by communicating the many opportunities that are available, reducing barriers to participation and developing new and motivating programs to encourage participation. The City also has a key role in facilitating and coordinating with the private sector and the not-for-profit sector which also have major roles to play in providing and supporting active lifestyles in the city.

Active Communities Priorities

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 physical activity opportunities, communicating and marketing these opportunities and reducing barriers to participation.

The priorities for the Active Communities project are 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 and specific actions to be taken. A summary outline is attached as Appendix A.

PRIORITY 1: Build an Active Communities Brand

The objectives in this area are 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 will be undertaken to achieve the objectives.

Action A - Develop Active Communities Brand

A consistent brand and slogan for the Active Communities initiative will be developed for marketing and public education. An online staff survey was used to generate potential brands resulting in more than 155 responses with the most popular suggestions as: "Step It Up"; "Be Active All Ways" and "Walk n' Roll". External marketing expertise will be retained to develop a comprehensive plan.

Action B - Market the Active Communities Message to the Public

A range of advertising and promotion methods will be used including:

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

Action C - Develop an Active Communities Web Site

A web page will be readily accessible off the main City and Park Board web sites 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 interesting web sites and active living partners
- ❖ Share physical fitness and motivating healthy living tips
- ❖ Offer downloadable information on fitness aids and training logs

PRIORITY 2: Develop New Active Communities Programs

To reach the target populations who are most in need of more active lifestyles, the Active Communities initiative will introduce a series of new programs. The objectives of these new programs are to raise public awareness about physical activity opportunities and reduce barriers to participation.

Action A - Fitness and Adventure Passports

Fitness Adventure Passports will be developed for the key sedentary target populations with particular emphasis on elementary school children and seniors. Passport activities will include walking, swimming, skating, and team sports and will be tailored to different neighbourhoods, showcasing the physical activity opportunities available in each area. The Passport will be available in different communities throughout the four years, beginning in 2007 and concluding at the end of 2010. Each Passport will be developed in association with local neighbourhood groups and service providers which will bring local resources including programming, production, distribution and supervision to each program.

The Fitness and 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. 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 school assembly. The pilot Passport was a positive 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 esteem 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 recreation opportunities

Action B - Grade 5 Super Pass

The Fitness and Adventure Passport program will conclude in 2010 and will be followed-up with a new “Grade 5 Super Pass”. This pass will allow all grade 5 students unlimited access to swimming and skating public sessions at civic pools and rinks at no charge. This program responds to the survey results which demonstrate that fees are reported as a barrier to active

participation. This program will also encourage subsequent paid admissions from family and friends of the participating grade 5 students. The net lost revenue, in 2006 dollars, is estimated to be \$15,000-\$20,000 for this program which is included within the long term Active Communities budget being recommended in this report.

Action C - "Step Out" Walks

Walking is the number one physical activity choice for approximately 40% of Vancouver residents, making it the most popular physical activity in the city. This is less than the study norm of 44% for other BC municipalities, which suggests that developing and marketing Vancouver walks will assist residents in increasing their walking activity. The objectives of "Step Out" walks is 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 will include maps, photographs of interesting features, related links and a downloadable brochure. Brochures will also be available at local community centres documenting the most popular neighbourhood walks. 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. A sample walk is attached as Appendix B.

Action D - Athletes in Vancouver

A new "Athletes in Vancouver" program will provide opportunities for communities to engage high performance athletes to provide local Active Communities programs such as running clinics, sports days, physical conditioning and theme walks. This program will be modeled after the Park Board's "Artist in Residence" initiative. Local not-for profit organizations will be encouraged to identify local Active Communities' needs and opportunities and sponsor a local "Athlete in Vancouver" project and assist with funding. Local athletes will be encouraged to apply for these opportunities. Each individual project is expected to cost in the range of \$5,000 with costs shared between the Active Communities budget and the local sponsoring organization. Approval for each individual project will be based on a recommendation from an advisory group with final approval resting with the Board of Parks and Recreation. The recommended budget would provide for four "Athlete in Vancouver" projects per year with an annual allocation of \$20,000, with costs shared 50/50 between the City and sponsoring groups.

Complementary to this program is ongoing work between the Park Board and PacificSport to provide fitness opportunities to high performance athletes. High-performance "carded" athletes are provided access to five Vancouver fitness centres to help them maintain a top level of proficiency in their chosen sport. Through the "Athletes in Vancouver" program, greater profile of these local athletes training at City facilities will be provided. Additionally, the level of cooperation between the Park Board and PacificSport will be expanded. In 2006 a series of talks and workshops on a variety of sports and fitness themes is being piloted which will be of interest to trainers, health practitioners, coaches and athletes and provide professional development opportunities for City staff.

Action E - Develop Key Annual Special Events

Several city wide and local seasonal special events will be programmed annually as part of an Active Communities calendar to provide ongoing support and motivation.

Annual special events could include:

- Move for Health Day
- Walk and Roll with the Mayor
- Walks during senior's week in June
- Active Communities themes during ethnic festivals
- Employee fitness challenges

A specific month will be identified as Active Communities month to focus attention on the importance of being active and increasing participation.

PRIORITY 3 - Enhance and Optimize Current Programs

The Active Communities initiatives will be incorporated into the work plans of related City service areas in Departments and Boards. The following actions introduce a small fraction of the programs in which the City is currently committed. Expanding this list to document more of the current programs will be one of the ways to increase awareness and participation in these ongoing programs.

Action A - Go Play

The Park Board "Go Play" brand which includes "Go Get Fit", "Go Swim", "Go Skate" and "Go Play Golf", will be 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 - Get Out -Youth Program

This "made in Vancouver" program brings together City staff from Social Planning, Cultural Affairs and Park Board with youth service organizations and the youth themselves who are supported as they directly design, lead and evaluate their own programs. The program was designed to increase physical activity, arts and culture experiences, especially for hard to reach youth not fully engaged in activities in their community.

During the two phases of the pilot program, a series of 70 pilot projects were implemented through a series of grants, new recreation programs and "ideas factory exploits" (Youth Action Teams, Youth Reporters and Evaluation), reaching over 3,500 youth. A report will be presented to Council and the Park Board in October 2006 regarding the long term continuation of this program.

Action C - Creative Promotional Incentives

The range of incentives will be expanded as part of the Active Communities initiative to help residents become more aware and familiar with the active opportunities in their local community. These free promotions will be coordinated with community partners to provide

the public with the widest range of distribution and exposure. 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
- Reward incentives for loyal participants such as pedometers, reflectors or towels

Action D - 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. This includes public parks and recreation facilities, bikeways, greenways, sidewalks and civic buildings including 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 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.

The Vancouver Park Board's Strategic Plan for 2005-2010 identifies the strategies and goals by which the Park Board will develop and administer the City's active recreation infrastructure. Additionally, specific long range plans have been developed such as the Aquatic Renewal Plan and Skateboard Strategy and further plans will be forthcoming including the recently approved Sport Strategy.

Under the Active Communities initiative, a focus on encouraging physical activity in current and future infrastructure and program plans will be highlighted.

Action E - Fit City

Fit City is a corporate health enhancement program, initiated in 1987, which educates and motivates all City of Vancouver employees to lead healthy and active lifestyles. The program includes 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, plus a comprehensive fitness incentive program for staff. The City is recognized as a leader in the municipal employee health promotion field and has been instrumental in the recent development of the Active Civic Employees Network - linking active workplace initiatives in local governments across British Columbia.

Several other City departments such as the Police Board and Fire Services have effective and ongoing employee fitness programs. These collective City health enhancement programs will serve as an excellent model for other corporations who wish to develop Active Communities employee-fitness programs.

PRIORITY 4 - Network and Collaborate with Active Communities Partners

Action A - Establish Vancouver Active Communities Network

It is recommended that Council approve the creation of a Vancouver Active Communities Network (VACNet) with a mandate to act as an advisory body to help achieve the Active Communities goal. The focus of the VACNet will be to facilitate and coordinate Active Communities initiatives throughout the City and make recommendations to Council on achieving the priorities of the Active Communities initiative. An overview of the Terms of Reference for VACNet is attached as Appendix C.

PRIORITY 5 - Measure and Support Success

Action A - Identify the Baseline of Physical Activity in Vancouver

This action was completed in 2006 with the Ipsos-Reid survey which documented the current activity levels of Vancouver residents. The results were used to establish the targets and design the Active Communities program priorities and actions.

Action B - Ongoing Monitoring

On an annual basis, a public opinion survey will be undertaken to measure activity levels, activity preferences, and trends and opinions on program activities available in Vancouver.

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 program initiatives, review the success of current and ongoing programs, and provide an update on the partnership activities.

FINANCIAL IMPLICATIONS**Budget**

This budget identifies the annual direct funding of \$100,000, beginning in 2007 that is required to achieve the Active Communities priorities outlined in this report. The source of funding would be the 2007 Operating Budget, without offset. Council funding will provide for the basic implementation of the actions outlined in this report and leverage both direct and indirect support from other levels of government and participating organizations to fully achieve the goals of the initiative.

The Park Board has approved in-kind support in the range of \$200,000 in 2007 and on an ongoing basis, in the form of staff time to administer and support the initiative.

Following is an outline of the recommended 2007 operating budget.

Active Communities Budget - 2007			
	Park Board	City	Total
Expenses	In-Kind 2007	2007	2007
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		
Total Park Board -in-kind staff support	\$212,000		\$212,000
Active Communities Survey		\$10,000	\$10,000
Communication and Marketing			
Contract -marketing/ web site		\$26,000	\$26,000
Advertising, promotions, incentives		\$20,000	\$20,000
Public Information, brochures, passports		\$24,000	\$24,000
Athletes in Vancouver Program		\$20,000	\$20,000
Training and Development		\$10,000	\$10,000
Total Expenses	\$212,000	\$110,000	\$322,000
Revenue			
Costs covered through current Park Board Budget	\$212,000		\$212,000
Sponsorships for Athletes in Vancouver Program		\$10,000	\$10,000
Total Revenue	\$212,000	\$10,000	\$222,000
Net Operating Budget			\$100,000

To fully realize the Active Communities initiative it will be necessary to secure supplementary external funding from other levels of government and private sector sponsorship. External funding will specifically be sought to expand marketing efforts and the distribution of new programs. As this issue is high on the agenda of both the federal and provincial governments and many corporations, foundations and agencies, City staff is hopeful that it will be able to secure external funding commitments. Staff is recommending that Council approve staff action to secure additional external funding to support the Active Communities initiative.

It is expected that many participating organizations will align and make available in-kind and direct contributions in the form of staff leadership, administrative support, program service resources and existing program budgets.

PERSONNEL IMPLICATIONS

Park Board personnel will be seconded to provide staff support to deliver the Active Communities initiative. Additionally, staff support will be required from City Engineering, Communities Services, Library Board, Human Resources, Police Board and others.

ENVIRONMENTAL IMPLICATIONS

The Active Communities initiative provides the opportunity to develop our civic agenda to advance and sustain healthy and active lifestyles. These values are inherently aligned with a healthy sustainable environment and the reduction of greenhouse gases through alternative transportation strategies including walking, running and cycling.

SOCIAL IMPLICATIONS

The individual and collective lives of Vancouver residents will be enriched by the benefits of leading healthy and active lifestyles. Studies document the positive individual and public health benefits, productivity enhancements, academic achievements and interpersonal networking and cohesiveness which can result from physical activity. Research also demonstrates that urban areas with high levels of positive activity in the public realm have a beneficial effect on deterring inappropriate behaviours and contributing to public safety.

It is also true that physical activities can expose participants to risks such as muscle strain and serious injury and therefore should always be approved by medical professionals, operated and supervised by qualified practitioners and participated in with full knowledge of the risks involved and safety precautions undertaken.

IMPLEMENTATION PLAN

This section outlines a five year timeline for implementing the Active Communities initiative.

ACTIVE COMMUNITIES TIMELINE 2006 - 2010

Activity	Month	2006	2007	2008	2009	2010
Create/upgrade AC web site	Feb.		x	x	x	x
Conduct resident survey	Feb.	x	x	x	x	x
Implement Adventure Passport -pilot	Mar.	x				
Implement Adventure Passport -hub	Mar.		x			
Implement Adventure Passport -East Van	Mar.			x		
Implement Adventure Passport -Citywide	Mar.				x	

Grade 5 Super pass	Mar.					x
Annual AC Report to Park Board	May	x	x	x	x	x
Approve "Athletes in Vancouver" projects	June		x	x	x	x
Annual AC report to City Council	Sept.	x	x	x	x	x
Publish annual AC special event calendar	Oct.	x	x	x	x	x
Develop annual AC work plans	Nov.	x	x	x	x	x
Establish Vancouver AC Network (VACNet)	Nov.	x				

COMMUNICATIONS PLAN

The first priority of the Active Communities initiative identifies 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 will take the lead role on the communication plan and will work collaboratively with Corporate Communications, Information Technology, VACNet and a contracted marketing company. Ongoing annual reporting to Council and the Park Board will document the progress on the program.

CONCLUSION

The "Active Communities" initiative will support Vancouver citizens to become 20% more active by 2010 with specific actions to motivate and assist target groups of sedentary individuals. With approval of Council, and annual base level funding of \$100,000, a series of actions will be undertaken under five key priorities -

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 success of the Active Communities initiative will showcase our commitment to active living and make Vancouver 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.

* * * * *



20% More Activity By 2010

The fittest city to ever host an Olympic and Paralympics Games

Currently, 70% of Vancouver citizens exercise for 30 minutes at least three times per week. The Active Communities Action Plan will focus on motivating and supporting the 30% of sedentary residents to become more active. Increasing the participation of the sedentary population by 20% will have the overall effect of increasing the percentage of active Vancouverites to 76%. This will be accomplished by focusing on five priorities:

Build an Active Communities brand

- Develop Active Communities brand
- Market Active Communities message
- 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

APPENDIX B

Sample Walk - False Creek Walking Circuit

10.7 kilometres or 6.69 miles

On average it will take 21,186 steps to complete the circuit

A 200 lbs person walking at 6 km/hr. will expend 1,107 calories



APPENDIX C

VACNet Terms of Reference

Name

The name of the committee will be the Vancouver Active Communities Network (VACNet).

Constituency

This committee will include City appointed representatives from the Park Board, City Engineering, and Community Services. Additionally, the City will invite representation from key civic organizations and community partners to participate on the VACNet. These invited representatives could include: the Vancouver School Board, Vancouver Coastal Health, Sport BC, PacificSport, Neighbourhood Houses, Boys and Girls Clubs, YMCAs and YWCAs, Vancouver Tourist Bureau, as well as representation from health and transportation sectors, particularly cycling. Members will serve on a voluntary basis with no remuneration and will be expected to provide representation and communication within their sector related to the Active Communities initiative.

Purpose

The VACNet will 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 will be to facilitate and coordinate Active Communities initiatives throughout the City and make recommendations to Council on achieving the priorities of the Active Communities initiative.

Function

The VACNet will advise and make recommendations on:

- Marketing the Vancouver Active Communities initiative
- Developing new Active Communities programs
- Enhancing and optimizing current Active Communities programs and infrastructure
- Strategic partnerships and collective civic action that will support the Vancouver Active Communities goals
- Review the Active Communities goals and accomplishments annually and report to Council and the Park Board
- Consult with professional and technical specialists as necessary

Meetings

The VACNet will meet quarterly with special meetings held on the call of the Chair.