



# **A5: Aligning Local Level Planning to the Framework**

**May 9, 10am**



# Introductions



Janine Daradich, City of Regina

Jennifer Reynolds, PRO

Mike Roma, RC Strategies+PERC



# A Vision for Recreation in Canada...



We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

- Individual wellbeing
  - Community wellbeing
  - The wellbeing of our natural and built environments
- 

# Which Framework Goals Align with Local Level Planning?

---

1. Active Living
2. Inclusion and Access
3. Connecting People and Nature
4. Supportive Environments
5. Recreation Capacity

**They all do!**

---

# Which Framework Priority Action Items Align with the work of Municipalities?

---

Of the **35 priorities**, which ones don't...

5.2 Implement **career awareness, preparation and development strategies** to attract and educate new leaders.

5.3 Support **advanced education in recreation**. Use long-term market studies to inform curricula development and capture supply and demand needs in the industry.

5.4 Develop and implement **high-quality training and competency-based capacity development programs** for organizations and individuals (professionals and volunteers) working in recreation, particularly in under-resourced rural and remote areas.

5.7 Support a pan-Canadian, comprehensive **knowledge development strategy** that increases support for:

...  
the **national recreation information system** so that all those planning and delivering recreation services have access to the latest evidence

As municipalities, **we have lots of work to do!**

---

# What Can Municipalities Do to Demonstrate Alignment?

---

- A. Develop **new strategic and tactical planning** based on the Framework
  - B. Use a **bridging document or other tool** to relate existing strategic and tactical planning to the Framework
  - C. Formally **endorse** the Framework
  - D. Make sure all partners and stakeholders are **aware** of the Framework and use it
-

# A. New strategic and tactical planning

---

What types of initiatives can be aligned?

- **Master Plans** and **Strategies**
    - Guidance for capital and operational considerations
  - **Allocations** and **User Fee Policies**
    - Use influence and leverage to get others to help achieve goals
  - **Facility Planning** and **Programming**
    - Incorporating guidance from the Framework into
-

# A. New strategic and tactical planning

---

How does the Framework help?

- When **justifying** project funding
  - During the **Request for Proposal** process
  - As part of project **research and public and stakeholder engagement (education)**
  - **Integration** in project documents and other planning collateral...
-

## A. New strategic and tactical planning

---

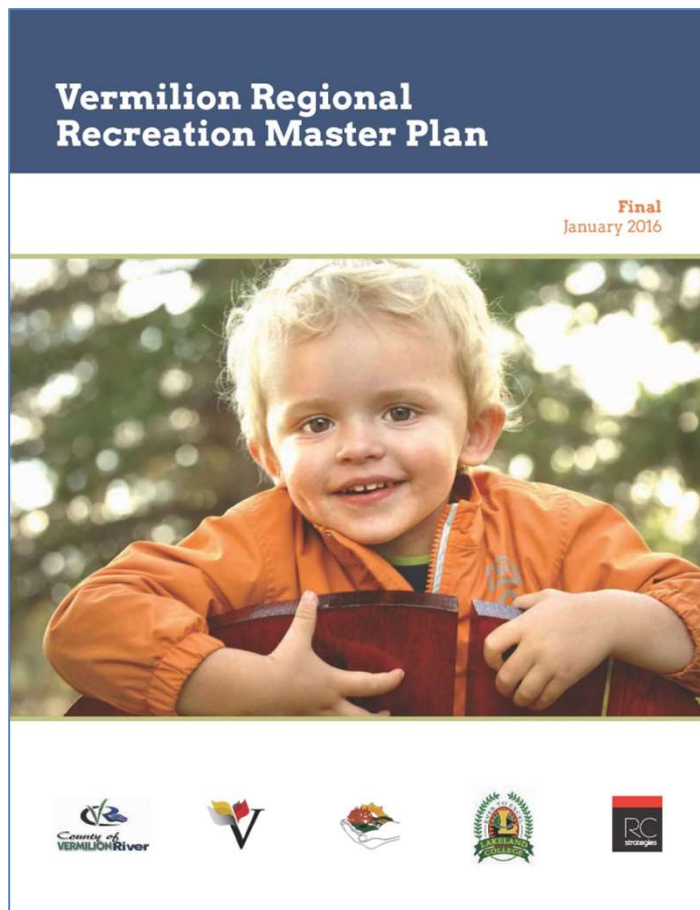
“The City of Edmonton is aligning with **A Framework for Recreation in Canada - Pathways to Wellbeing** which was endorsed by the federal government and all provincial and territorial governments in 2015. This foundational document supports defining recreation and public recreation facilities in the development of the Plan.”

CRFMP RFP, 2017

---

# A. New strategic and tactical planning

Directly influence...



## Table of Contents

	Executive Summary	I
Section 1	Introduction	1
Section 2	The Value of Recreation	4
	National Benefits HUB	5
	Active Alberta Policy	5
	A Framework for Recreation in Canada 2015: Pathways to Wellbeing	6
Section 3	The State of Recreation in Vermilion Report: Summary of Findings	9
	Population Analysis & Growth	10
	Trends in Recreation	10
	Community Engagement	11
	Summary of Engagement Activities	11
	Household Questionnaire	11
	Stakeholder Discussion Sessions & Interviews	12
	Community Group Questionnaire	13
	Student Survey	13
	Service Delivery (Current Practices)	13
	Comparative Analysis	13
Section 4	A Vision for Recreation in Vermilion	16
Section 5	Recommendations	18
	Goal Area: Active Living	20
	Goal Area: Inclusion & Access	21
	Goal Area: Connecting People & Nature	22
	Goal Area: Supportive Environments	23
	Goal Area: Recreation Capacity	28
Section 6	Conclusion & Summary	29
	Appendices	
	Appendix A: Preliminary Infrastructure Rankings	34

# A. New strategic and tactical planning

## Demonstrate alignment...

REGINA RECREATION MASTER PLAN

It also assumes that every recreation facility or space (leisure centre, community centre, neighbourhood park, etc.) could include any combination of specific recreation amenities (sports fields, ice arenas, aquatic facilities, etc.).

**BASE LEVEL OF SERVICE STATEMENT**  
Every resident will have reasonable access to publicly supported recreation opportunities.

At the most basic level, the target of providing a park (which in almost all cases includes a specific recreation amenity) approximately 400m from every residence further defines what is meant by "reasonable access" from a geographic perspective. Differing expectations for user fees also influence what is considered reasonable access. Physical accessibility to recreation facilities and spaces is considered to be a fundamental "given" for all recreation spaces.

This base level of service relates to generic recreation facilities and spaces. It does not pertain to specific recreation amenities such as swimming pools or ice arenas. Base level of service for recreation amenities are explained through the identification of provision targets which are outlined in the "Amenity Strategies" section of the Plan.

**Pathways to Wellbeing (2015)**  
Priority 2.1:  
Develop and implement strategies and policies, which ensure that no families or individuals in Canada are denied access to public recreation opportunities as a result of economic disadvantage.

Priority 2.2:  
Enable people of all ages to participate in recreation. Address constraints to participation faced by children and youth from disadvantaged families and older adults who are frail and/or isolated.

**Recommendation #2: Incorporate the base level of service statement when contemplating future recreation provision.**

Alignment with the National Recreation Framework and Design Regime

Active Living, Inclusion and Access, Connecting People with Nature, Supportive Environments, Building Resilient Capacity, Design Regime

**Strategy #11: The Town should enhance the use of data and consultation findings, as well as social inclusion considerations, in program design, costing, and scheduling.**

Data from facility users and residents should be integrated into recreation, leisure, and parks programming in order to ensure that these opportunities are best aligned with community demand and local trends. Basing programming on accurate and up to date data will also help the Town and its partners optimize scheduling and identify appropriate pricing structures. Strategy #7 (page 21) identifies a number of recommended consultation tactics that, if utilized, will help generate the required data to inform programming decisions.

**Benefits of Implementing the Recommended Strategies**

- Ensures that decisions related to program design, costing, and scheduling is based in sound data.
- Likely to result in more effective programming with higher levels of utilization.

**Pertinent Research**

- Residents and stakeholders identified numerous program priorities and demands; decision making and further priority setting will need to occur.
- Use of data in program planning is a trend and leading practice.
- The survey mechanisms conducted for the Master Plan provide valuable data and can be replicated in the future to gather time series data.

**Strategic Alignment with Active Alberta**

Active Albertans, Active Communities, Active Outdoors, Active Engagement, Active Coordinated System, Active Environments

**Strategic Alignment with the Framework for Recreation in Canada 2015: Pathways to Wellbeing**

Active Living, Inclusion and Access, Connecting People and Nature, Supportive Environments, Recreation Capacity

**Strategic Alignment with the Values of the Okotoks Community Visioning 2014**

Caring, Complete, Connected, Active, Inclusive + Diverse, Green, Resilient

29

### Service Delivery

#### Focus Area: Marketing and Promotions

##### Alignment with the Framework for Recreation in Canada 2015: Pathways to Wellbeing Goals



In recent years the Town has recognized the need to enhance efforts in the promotions and marketing of recreation, culture, and parks. The Town has had tremendous recent success in this area through the addition of a staff position dedicated to promotions and marketing and a number of new and ongoing initiatives. The Town publishes a Community Guide, utilizing internal staff resources, twice annually which provides information on programs and services offered both directly by the Town and community groups. The Town has also established a presence on social media platforms and capitalized on the traffic at the Abbey Master Builder Centre to promote various programs and events.

#### From the State of Recreation, Culture, and Parks Research Report:

Overall societal physical activity levels are concerning. In fact, in 2014 only 7% of 5 to 11 year olds and 4% of 12 to 17 year olds met the Canadian Physical Activity Guidelines.

**Strategic Direction #9: Continue to build on the momentum and successes of existing marketing and promotions initiatives.**

#### Outcomes:

- Continued investment in recreation, culture, and parks participation and overall community wellness.
- Existing promotions and marketing initiatives create a baseline from which efforts could be expanded in the future.



# A. New strategic and tactical planning

## Include as reference...

The following strategic foundations articulate the City's intent in investing in the existing and future complement of community and recreation facilities. This foundation is explained through a vision and two goals.

### Vision

The City of Edmonton will approach recreation from a holistic and sustainable perspective to address the broad continuum of community and recreation needs of citizens.

Edmontonians will have access to safe, welcoming places to:

- **Socialize**
- Be creative,
- Play,
- Learn and develop physical literacy,
- Be active and exercise,
- Build community, and
- Participate in and/or excel in their desired sport or recreation activity.

### Goals

Community and recreation facilities.

1. Will encourage and facilitate participation that will enhance personal growth, health, and wellbeing.
2. Will foster a thriving sense of community connectedness, identity, spirit, engagement, and culture and continue to act as community hubs.



11

### Strategic Relevance

The vision of Live Active is as follows: **A healthy, vibrant Edmonton in which people embrace active lifestyles that improve their individual wellbeing as well as that of their families, neighbourhoods and communities.** The provision of community and recreation facilities and amenities is key to achieving this vision and many of the goals and outcomes resulting from it.

The City's Citizen Services—Community and Recreation Facilities Branch has identified the five following strategic pillars: Relationships, Organizational Excellence, Operational Excellence, Growth and Technology, and Financial Accountability.

The Active Alberta policy calls municipalities to "build, operate, and maintain infrastructure and facilities" and to "optimize use and access of public recreation facilities". A Framework for Recreation in Canada: Pathways to Wellbeing outlines five collective goals for recreation in Canada, of which the City provision of community and recreation facilities and opportunities furthers them all (Active Living, Inclusion and Access, Connecting People with Nature, Supportive Environments, and Recreation Capacity).

existing recreation infrastructure as well as build new for expanding populations, and threats to the natural environment (decreasing biodiversity, extreme weather, global warming).

The Framework positions Recreation as a key to addressing these challenges as participation in it leads to:

- Enhanced mental and physical wellbeing;
- Enhanced social wellbeing;
- Stronger families and communities; and
- Enhanced connection with nature.

The following graphic summarizes the Framework in regards to its vision, values, principles, goals, and priorities. The Framework is meant to guide a collaborative effort across Canada in enhancing the benefits of recreation in communities and positioning these services as essential to the quality of life of all Canadians. Although some of the strategies outlined do not pertain directly to municipal recreation, the framework will be referenced throughout the Master Plan where applicable. Where recommendations are made, the images corresponding to the goals found below are highlights to show alignment with the 2015 Framework.



15

Beyond the strategic planning and local benefits observed from recreation and parks efforts, there are some other broader planning initiatives that were considered when establishing this philosophical foundation. The Framework for Recreation in Canada: Pathways to Wellbeing was endorsed by the Provincial, Territorial, and Federal Ministers responsible for recreation in February of 2015 and outlines a number of key goals, priorities, and considerations for all stakeholders involved in recreation delivery. Ensuring alignment with a national initiative such as this creates strength in the delivery system and positions the City best in obtaining support and resources from other levels of government when available.

### A Framework for Recreation in Canada: Pathways to Wellbeing 2015

We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

- Individual wellbeing
- Community wellbeing
- The wellbeing of our natural and built environments

The Canadian Sport Policy and Canada Sport For Life are also key considerations in strategic planning for municipalities. The Policy identifies five broad objectives for sport participation in Canada:

1. Introduction to sport: Canadians have the fundamental skills, knowledge, and attitudes to participate in organized and unorganized sport.
2. Recreational sport: Canadians have the opportunity to participate in sport for fun, health, social interaction and relaxation.
3. Competitive sport: Canadians have the opportunity to systematically improve and measure their performance against others in competition in a safe and ethical manner.
4. High performance sport: Canadians are systematically achieving world-class results at the highest levels of international competition through fair and ethical means.
5. Sport for development: Sport is used as a tool for social and economic development, and the promotion of positive values at home and abroad.

The Policy recognizes that each government will determine which of the goals and objectives in the plan to pursue, taking into account their relevance to jurisdictional mandate and priorities.

The Canada Sport for Life Movement (CS4L) is a related but broader initiative that is based on the premise that children, youth and adults need to do the right things at the right time to develop in their sport or activity and in their individual physical development—whether they want to be hockey players, dancers, figure skaters, or gymnasts. The CS4L Long-Term Athlete Development (LTAD) describes the things athletes need to be doing at specific ages and stages. There are seven stages within the basic LTAD model:

- Stage 1: Active Start (0 – 6 years)
- Stage 2: FUNdamentals (girls 6 – 8, boys 6 – 9)
- Stage 3: Learn to Train (girls 8 – 11, boys 9 – 12)
- Stage 4: Train to Train (girls 11 – 15, boys 12 – 16)
- Stage 5: Train to Compete (girls 15 – 21, boys 16 – 23)
- Stage 6: Train to Win (girls 18+, boys 19+)
- Stage 7: Active for Life (any age participant)

The LTAD model specifically outlines where municipalities can help to instill CS4L principles and ultimately lead to more well-rounded, physically literate citizens. These actions are listed as follows:

- Physical Literacy Program Development
- Municipal Planning and Sport Strategy Development
- Sport Councils
- Facility Planning
- Access and Allocation

On a provincial scale, the Saskatchewan Parks and Recreation Association (SPRA) provides programs and services to municipalities and other stakeholders that are meant to strengthen the delivery system and promote, develop and facilitate parks and recreation opportunities throughout the province. The SPRA was intimately involved in the development and now implementation of Pathways to Wellbeing and is a key source of information and guidance for municipalities as they navigate the provision of recreation and parks.

### The SPRA Vision

SPRA is the recognized leader for the wellbeing of people and communities through recreation.

We envision a Saskatchewan in which all citizens have equitable access to recreation experiences that:

- Contribute to mental and physical health and wellbeing
- Result in well rounded, well-adjusted contributing members of their community
- Provide connection and attachment to their community and environment.

6

## **B. Bridging document or other tool**

---

If you already have strategic or tactical planning in place you can still demonstrate alignment...

**...Framework audit tool**

---

# What is the “Framework Audit Tool”?

---

- Identified need for **tools to help communities align, implement and measure** against the Framework goals and priorities
  - Opportunity to enable organizations to **assess current situation** with respect to Framework goals
  - Drills into **each goal area** with questions that can identify alignment and potential gaps
  - Support communities to **set priorities that respond to their unique needs**, pressures and resources
  - Provide **system-level data on progress** on the Framework through annual surveys
-

# Why use it?

---

- **Planning, budgeting and programming**
  - Recognize that **you don't have to do everything** in the Framework; build on community assets and strengths
  - Use in **conjunction with other local planning cycles and processes** (setting annual workplans, setting budget priorities, aligning with local Strategic direction)
-

# Audit Tool

---

The audit tool allows municipalities to assess their current status specific to the **5 Goal Areas**.

Questions to be answered as baseline data;

- **Not yet in place**
- **In planning stages**
- **Partially complete / Implemented**
- **Complete / Implemented**

Results, combined with staff, community and stakeholder discussion as well as understanding local needs and demands can assist in **informing recommendations**.

---

# Goal 1 – ACTIVE LIVING

---

*1.1 Enable participation in physically active recreational experiences through the life course, continuing to focus on children and youth but expanding to meet the needs and foster the participation of the growing number of older people in Canada*

**A** To what extent do you **enable opportunities** for physically active recreational experiences in your community that address all ages?

**B** Have you **identified barriers** within your municipality that prevent participation in physically active recreation programs and services?

Rating:

1.0 Not Yet in Place

2.0 In Planning Stages

3.0 Partially Complete

4.0 Complete / Implemented

---

# Examples of Implementation



Town of West Gwillimbury, Ontario

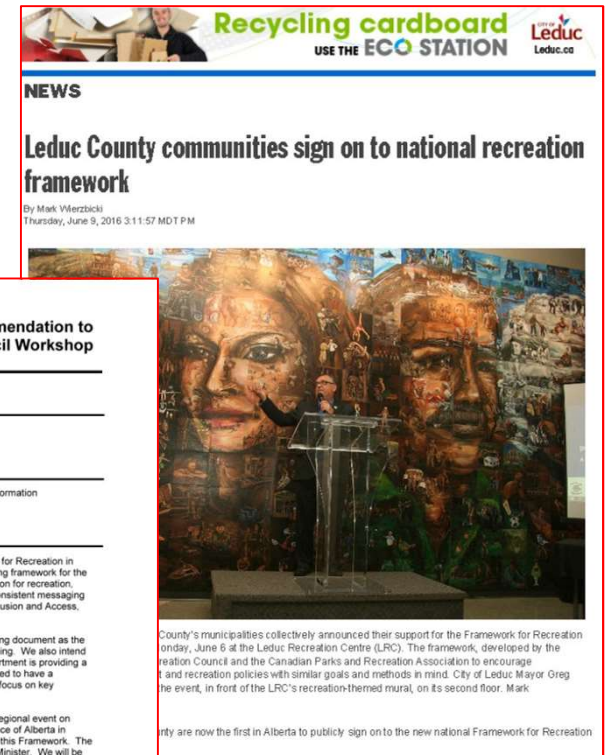
Saskatchewan pilot communities (7)




## C. Formal Endorsement

- Endorsed by **Federal-Provincial-Territorial Ministers** responsible for Sport, Physical Activity and Recreation in 2015
- **Council** approval / acceptance / motion
- Formal **documentation**

**\*Regional or independent**



 **Recommendation to Council Workshop**

---

**REPORT NAME**

National Recreation Framework

---

**RECOMMENDATION**

That Council receives the National Recreation Framework document as information

---

**BACKGROUND**

In 2015 all Provinces and Territories of Canada supported the "Framework for Recreation in Canada: Pathway to Wellbeing". This document is intended to be the guiding framework for the recreation industry at all levels of government. It includes a revised definition for recreation, vision and common language that will bring the industry together toward consistent messaging and goals. Key goals include: Active Living, Supportive Environments, Inclusion and Access, Connecting people and Nature and Recreation Capacity.

With the support of Council, Parks and Recreation intends to use this guiding document as the framework for establishing departmental visions and community programming. We also intend to reference the common goals and priorities that will ensure that our department is providing a full range of services to residents. This plan in many ways replaces the need to have a Recreation Master Plan for Leduc County and will allow the department to focus on key initiatives and programs that meet common framework priorities.

In addition to the support for the Framework, we are working to support a regional event on June 6<sup>th</sup> in partnership with all 7 municipalities of this region and the Province of Alberta in celebration of Recreation and Parks Month and a regional endorsement of this Framework. The event will be held in Leduc and is to include all Mayors and the Provincial Minister. We will be the first Municipality and region to offer support towards this document. It is intended to be yet another opportunity for the Leduc Region to lead the province.

---

**ATTACHMENTS**

National Recreation Framework Summary Page  
[www.ln.ca](http://www.ln.ca) (full document)

---

Submitted by: Dean Olney  
Reviewed by:  
Date: April 19, 2016

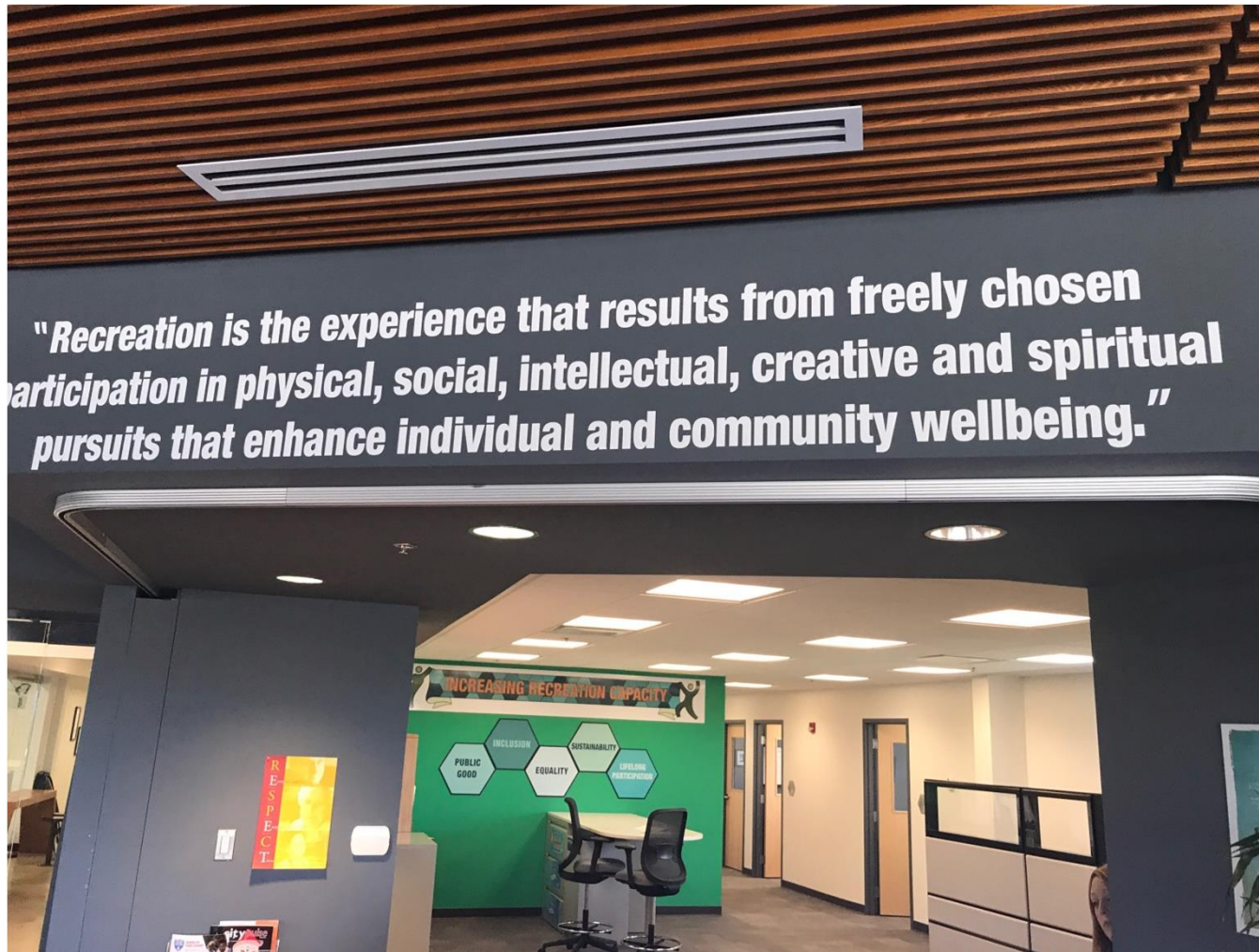
## D. Awareness

---

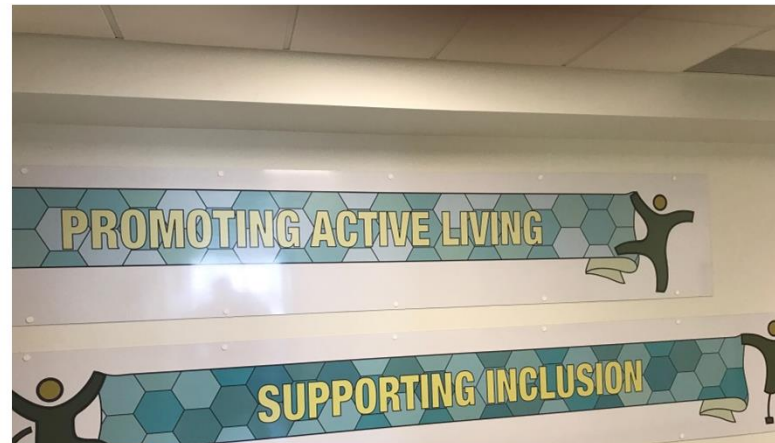
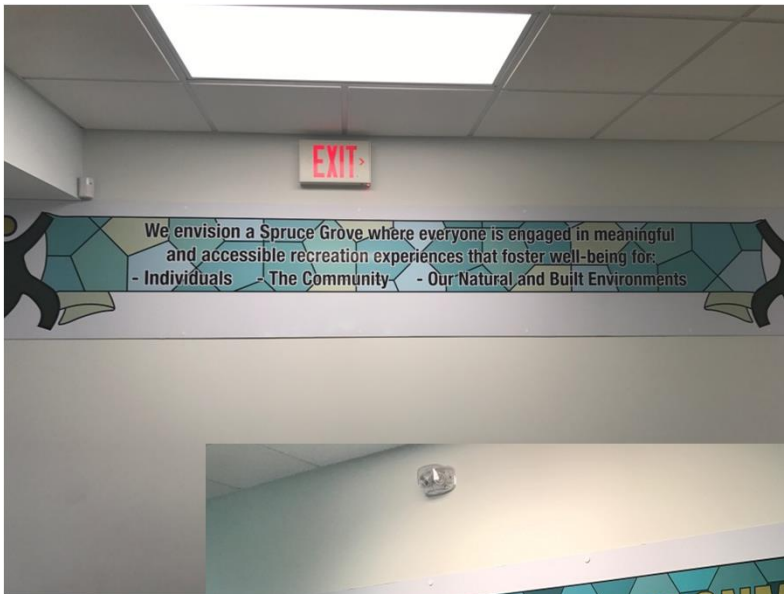
Make sure others know about the Framework:

- **Internal – educate other departments** about Framework
  - **Partners – require alignment** in agreements or through other funding
  - **Users – align allocations and fees** with Framework Priority Action Items / Outcomes
-

## D. Awareness




## D. Awareness



## Others?



Are there **other ways** that municipalities and local stakeholders have been able to align local level planning with the Framework?



# Why is Alignment Important?

---

- **Strength in numbers:**  
Part of a larger recreation community including all levels of government, education, justice, health, etc.
  - **Sharing leading practices:**  
Learning from others and creating broader impact
  - **Garnering support and resources:**  
Ability to demonstrate you share common goals and outcomes with other stakeholders
-

# Thank you for your time

Questions?