











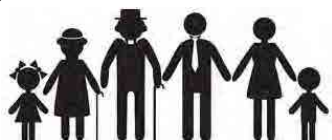
Current State Assessment SNAPSHOT REPORT (2013)

Supporting active recreation and sport participation involves complex interactions between numerous interdependent systems, resulting in impacts that are greater than the sum of the parts. To begin to understand this complex system, the following elements have been separated to support closer examination and understanding of Edmonton's environment.

Demographics 	Edmonton serves a large and culturally diverse population with considerable demographic variations across different areas of the city.	Activity Profiles 	Edmontonians can participate in active recreation and sport opportunities through different contexts and developmental stages across their lifespan.
Natural Assets 	Edmonton boasts a unique interconnected system of natural and semi-natural assets preserved through careful planning and conservation.	Participation Rates 	Edmonton has strong participation rates in active recreation, but lower participation in sport activities.
Facility Assets 	Edmonton provides an abundance of active recreation and sport facilities through numerous government, not-for-profit, and for-profit service providers.	Health & Wellness 	Edmontonians are experiencing some of the negative outcomes associated with physical inactivity (including high levels of obesity).
Systems of Influence 	Edmonton is influenced by numerous systems that help shape the development of, and participation in, active recreation and sport.	Social Inclusion 	Edmontonians feel disconnected from the community they identify with.
Community Network 	Edmonton has numerous organizations involved in supporting active recreation and sport opportunities.	Quality of Life 	Edmontonians feel very good about the city they live in and all that it has to offer.

Edmonton Active Recreation & Sport Policy

1) DEMOGRAPHICS



Data Findings

NOW
5th largest City in Canada.

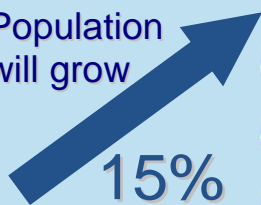
- Population of 829,000, which extends to 1,160,000 when greater metro area is included.
- Median age of population is 36, while 20% of residents are under 18 and 12% are 65 or older.
- Covers 684km² of land.
- 40 new neighbourhoods underdevelopment (+11 more at planning stage).
- Bordered by 7 other municipalities and the Stony Plain Indian reserve.
- 2nd largest urban Aboriginal population in Canada (≈55,000).
- 22% of residents are foreign born (top 3: South Asian, Chinese, Filipino).
- Edmontonians have higher household incomes than average Canadians (\$88,000/year versus \$77,000/year) and more discretionary income.
- The income gap is growing between the richest 20% and the poorest 20% of residents.



\$600M: estimated amount Edmontonians spend every year to support their participation in active recreation and sports.

LOOKING AHEAD...

Population
will grow



by the year 2025 to include 952,000 residents. By 2031:

- Edmonton will have 100,000 aboriginals (a 47% increase over 2006 estimates).
- Foreign-born immigrants will increase to 29% of the population (top 3: South Asian, Chinese, Black).
- This net migration trend is expected to offset growth (i.e., no change in median age) in the population who are 65 & older.

Data Analysis

Observation 1

Edmonton serves a large and culturally diverse population with considerable demographic variations in different areas of the city.

Challenges

- *Continuing to meet the needs of our rapidly growing and changing population (across both mature and newly developing neighbourhoods).*
- *Lower income residents feeling participation is unaffordable, given that active recreation and sport is primarily participant funded.*

Opportunities

- *Evaluate and redefine existing services to ensure they effectively meet the needs of all Edmontonians.*

Emerging ideas

- *Increase cooperation with partners in the greater metro area to identify and leverage shared use of resources.*
- *Better use of available natural space can provide cost free opportunities for people to be active.*

2) NATURAL ASSETS



Data Findings

NOW

Edmonton has four distinct seasons and an abundance of natural areas that support a wide variety of structured and unstructured active recreational and sporting uses.

- Our river valley is North America's largest protected urban park.
- Our city boasts a range of natural features* including:

≈7,400ha river valley	≈460 parks (4,600ha)	≈160km of trails
≈41 off-leash dog parks	≈11 cross- country ski trails	≈35 toboggan hills
≈5 recreation water areas	≈2 downhill ski hills	≈1 stocked fishing pond

*See addendum (page 13) for comparisons to other large Canadian urban centres.

City of Edmonton Parks
& River Valleys Map



LOOKING AHEAD...

\$520M in new active recreational and sporting related natural assets have been identified for “potential” investments between 2012-2021 in The Way We Live* implementation plan.

*The Way We Live strategic plan was created through extensive public input, and the implementation plan was approved by City of Edmonton Council in 2012 to support the goal of improving Edmonton’s livability.

Data Analysis

Observation 2

Edmonton boasts a unique interconnected system of natural and semi-natural assets preserved through careful planning and conservation.

Challenges

- Continuing to build, connect and maintain our city's natural areas to enable year-round active recreation and sport participation.

Opportunities

- Educate and increase awareness of welcoming and safe outdoor opportunities (e.g., the river valley).
- Increase opportunities for year-round active recreation and sport activities (e.g., during winter months).

Emerging ideas

- The mere presence of parks doesn't guarantee a physically active population. This requires careful attention to the type and quality of park features and their connectivity to surrounding areas.

3) FACILITY ASSETS



Data Findings

NOW

Edmonton's indoor and outdoor facilities* support a wide variety of active recreation and sport uses (ranging from amateur to professional) and include.

	≈350 gymnasiums	≈82 fitness facilities	≈60 dance studios	≈31 arena complexes
Indoor Facilities:	≈31 combative facilities	≈30 aquatic complexes	≈22 tennis courts	≈15 racquetball/ squash facilities
	≈14 artificial turf surfaces	≈11 running tracks	≈10 curling facilities	≈9 climbing walls
	≈8 gymnastic facilities	≈7 bowling centres	≈6 billiards facilities	≈ 3 stadiums & ballparks
	≈925 fields (rectangular)	≈575 fields (ball diamonds)	≈213 tennis courts	≈180km bike street routes
Outdoor Facilities:	≈167 playgrounds	≈144 outdoor rinks	≈62 wading & spray decks	≈15 volleyball courts
	≈40 horseshoe pits	≈21 golf courses	≈13 golf driving ranges	≈6 lawn bowling greens
	≈6 skate parks	≈5 outdoor pools	≈5 boat launches	≈4 cricket pitches

*See addendum (page 13) for comparisons to other large Canadian urban centres.

LOOKING AHEAD...

\$500M in new active recreational and sporting related physical assets have been identified for “potential” investments between 2012-2021 in The Way We Live implementation plan.

Data Analysis

Observation 3

Edmonton provides an abundance of active recreation and sport facilities through numerous government, not-for-profit, and for-profit service providers.

Challenges

- Maintaining aging infrastructure.
- Balancing renewal and growth in the face of fiscal challenges.
- The need to ensure continued facility availability and accessibility (socioeconomic, mobility, disability).

Opportunities

- Encourage the best-use of existing facilities through integrated service delivery models and scheduling practices.
- Improve overall accessibility.

Emerging ideas

- Leveraging Public/Private/Non-Profit/Philanthropic (P4) partnerships and supporting long-term requirements.
- Hosting major sporting events are increasingly used to support future infrastructure renewal & development.

4) SYSTEMS OF INFLUENCE



Data Findings

Complex interrelationships exist at the policy, organizational and participant level.

At the participant level, the spectrum of complexity ranges from a "just do it" active recreation experience to a highly organized sport experience. At the organizational level, there can be numerous governing bodies and national and provincial sport organizations that influence sport participation (but much fewer that influence active recreation participation).

At the policy level, some influences guiding active recreation and sport include:

Nationally

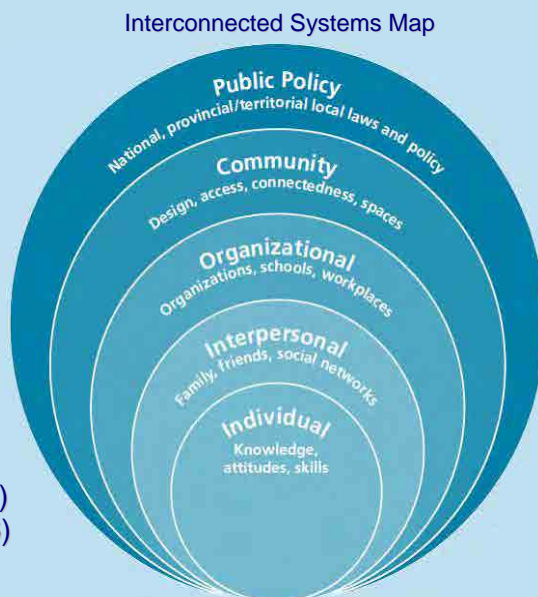
- National Recreation Statement
- Canadian Sport Policy 2012
- Active Canada 20/20
- Canadian Sport For Life (5yr Activation Str.)
- Canadian Physical Activity Guidelines
- Act to Promote Physical Activity & Sport

Provincially

- Active Alberta (2011 – 2021)
- Alberta Sport Plan (2004 – 2010)
- Alberta Healthy Living Framework
- Alberta's Strategic Approach to Wellness
- Physical Education Guide to Implementation

Locally

- The Way We Live Strategic Plan
- Recreation Facility Master Plan (2005 – 2015)
- Urban Parks Management Plan (2006 – 2016)
- For the Love of Winter: Winter City Strategy
- Joint Use of Parks & Schools Policy
- Recreation User Fee Policy
- Active Transportation Policy
- The Art of Living (2008 – 2018)
- Edmonton Sport Strategy: For the Love of It



Data Analysis

Observation 4

Edmonton is influenced by numerous systems that help shape the development of and participation in active recreation and sport.

Challenges

- Ensuring alignment across initiatives that are undertaken in potential isolation.
- Limited resources.
- Competing directions of different initiatives.

Opportunities

- An integrated, holistic, 'made in Edmonton' approach which incorporates key elements from all systems (enhanced alignment, coordination and shared direction).

Emerging ideas

- Supporting multi-system actions are enhanced through: early stakeholder buy-in; developing practical tools; outlining roadmaps for success; and establishing visible leadership and legitimacy.

5) COMMUNITY NETWORK



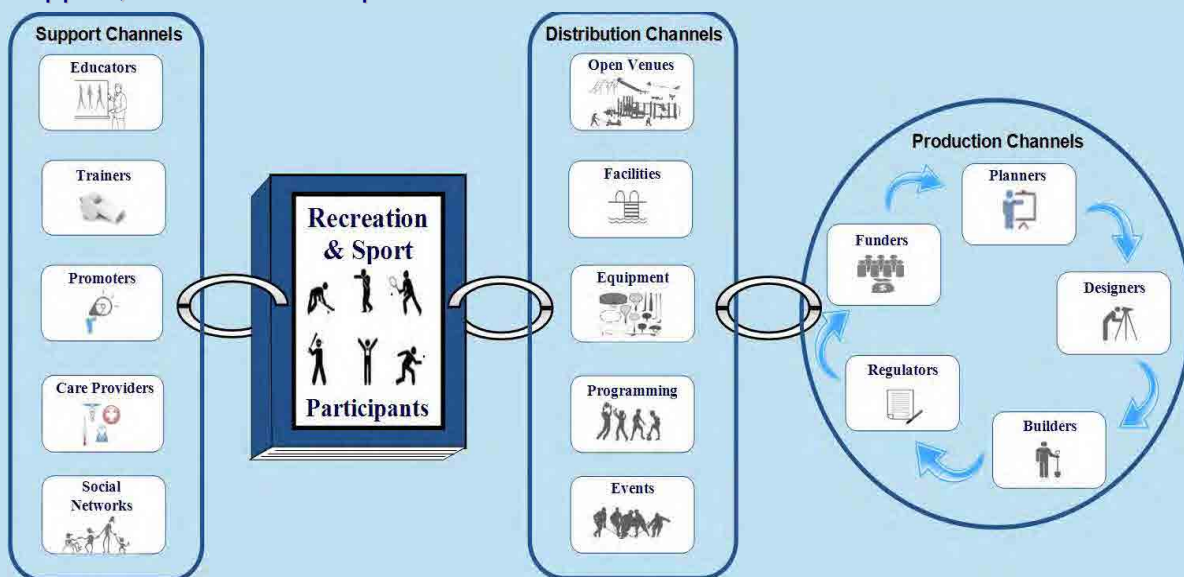
Data Findings

More than **1,000** organizations are located in Edmonton that support active recreation and sport opportunities.

These organizations may:

- work across multiple sectors: recreation, health, education, social services, sport
- assume different roles: facility and service provision, program delivery support
- be structured into different organizational units: for-profit, not-for-profit, capacity building organization (centre for excellence, regional association, sport council), government, quasi-government (hospital, school, post-secondary institution)

The simplified value chain below illustrates how these organizations (from a participant centered perspective) can facilitate participation through different support, distribution and production channels.



Data Analysis

Observation 5

Edmonton has numerous organizations involved in supporting active recreation and sport opportunities.

Challenges

- Lack of understanding on the specific role of each agency.
- Degree to which they cooperate to support common goals.

Opportunities

- Implementation of the Canadian Sport for Life model can address collaboration issues, service gaps and improve programming.
- Identifying the entire network of current providers can help clarify roles in relation to the participants they target.

Emerging ideas

- Multi-disciplinary and cross-jurisdictional approaches, along with appropriate incentive structures, are required to sustain lasting change.
- Partners must perceive the process as being mutually beneficial.

6) ACTIVITY PROFILES



Data Findings

Edmontonians participate in active recreation and sport opportunities through a diverse range of activities (Acrobatics to Zumba) and under different contexts:

● Active Recreation

Includes all physical activities that an individual chooses to do for fun, health, social interaction and relaxation (adapted from *National Recreation Statement* and the *Canadian Sport Policy 2012*).



● Active Play

Includes those physical activities that are less structured, providing individuals with enhanced opportunities to explore, discover and interact with the physical and social world around them.



● Active Living

Includes those physical activities that become integrated into an individual's daily life style (adapted from *Active Alberta 2011-2021*).



● Active Transportation

Includes individuals who use modes of travel that require physical activity, such as walking or cycling, in contrast to other modes that require little physical effort (adapted from *Active Alberta 2011-2021*).



● Competitive Sport

Includes those organized physical activities that result in a contest between two or more people participating individually or as a team, through observation of rules, regulations and potential officiating.



● Excellence

Includes those physical activities involving highly trained individuals pursuing regional, national and international podium success.



● Performance

Includes those physical activities involving professionals performing highly specialized talents for financial reward or entertainment.



Data Analysis

Observation 6

Edmontonians can participate in active recreation and sport opportunities through different contexts and developmental stages across their lifespan.

Challenges

- Determining whether the right mix of opportunities is available to Edmontonians.

Opportunities

- Tracking and monitoring Edmonton participation rates in comparison to each activity profile.
- Establishing measures of success.
- Focusing resources.

Emerging ideas

- All forms of activities can be supported by incorporating “physical literacy” programs during early youth development.
- More active transportation options can also provide more equitable access for vulnerable populations.

7) PARTICIPATION RATES



Data Findings



Albertans have an average of 5hrs of leisure time/day, the lowest of all the provinces. While 82% of Edmontonians participated in active recreation or sport, we begin to notice large differences when viewed from different angles.

Edmonton household incomes and gender seem to be a factor in terms of who participates in active recreation and sport.



Household Income	Active Recreation Participation (2010)	Sport Activities Participation (2010)
Less than \$30,000	67%	18%
\$31,000 to \$60,000	80%	30%
\$61,000 to \$80,000	89%	39%
Greater than \$80,000	87%	43%
Gender	Active Recreation Participation (2010)	Sport Activities Participation (2010)
Male	75%	45%
Female	78%	27%

The following tables identify the most popular activities Edmontonians participate in, and where changes in participation are occurring.

Sport Activities	2008 Participation	2010 Participation
Soccer	31%	24%
Ice Hockey	8%	18%
Golf	11%	10%
Basketball	8%	10%
Volleyball	7%	9%
Baseball	6%	8%
Martial Arts	6%	4%
Swimming	8%	7%
Curling	6%	5%
Softball	4%	4%
Ball Hockey	3%	4%
Football	2%	4%
Tennis	2%	3%

Recreation Activities	2008 Participation	2010 Participation
Walking/Running/Hiking	53%	61%
Swimming	29%	24%
Personal Fitness/Aerobics	31%	19%
Cycling	20%	16%
Skiing	12%	11%
Ice Skating	11%	6%
Golf	9%	8%
Dancing	8%	5%
Soccer	3%	3%
Tennis	3%	1%

Data Analysis

Observation 7

Edmonton has strong participation rates in active recreation, but lower participation in sport activities.

Challenges

- Factors such as socio-economic status, gender, culture and age influence participation rates.
- Programming often takes place at the grassroots level, and be far removed from general oversight and direction.

Opportunities

- Reduce participation gaps by targeting communities of interest through outreach programs.
- Enhance effectiveness of low-income and physical disability programs.
- Involving students at a young age (building enthusiasm and ensuring life changing participation) through educational school programming.

Emerging ideas

- Success in increasing participations rates will be dependent upon changing both physical and social environments, and the integration of 'physical literacy' programs.

8) HEALTH & WELLNESS



Data Findings

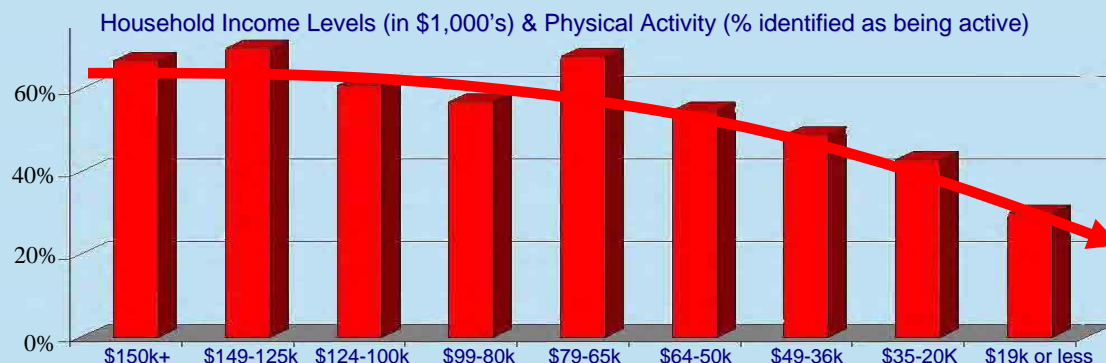
52% of Edmontonians are overweight or obese, and 48% are inactive.



Females are more likely to be overweight or obese, despite having similar activity levels to males.

Indicators (2011)	Females	Males
Body Mass Index		
Under Weight	0%	4%
Normal Weight	36%	58%
Overweight	46%	25%
Obese	18%	13%
Physical Activity Levels		
Active or moderately active	53%	51%
Inactive	47%	49%

- 18% of Edmontonians (in 2001) had physical, mental or other related conditions that could prevent participation in certain activities.
- Occurrence of the above conditions rise with age. For example, 6% of those 14 and under have activity limitations, while 66% of those 75 and older have activity limitations.
- Albertans with lower average household incomes tend to be less physically active than households with higher average incomes.



95% of Canadian children (5 – 17 years old) are not meeting the national guidelines for the amount of moderate to vigorous physical activity they should be completing.

Data Analysis

Observation 8

Edmontonians are experiencing some of the negative outcomes associated with physical inactivity (including high levels of obesity).

Challenges

- Socio-economic status, gender, culture and age may influence health and wellness.
- This can be compounded in the most vulnerable populations.

Opportunities

- Target communities of interest, and leverage the important role that community based-programs and schools play in developing long-lasting health behaviors, life skills and self-esteem among children and youth.

Emerging ideas

- Quality after-school and community-based recreation programs can have a large impact on improving the health and wellness of youth.
- Occupational and household activities can form a significant component of regular physical activity for adults.

9) SOCIAL INCLUSION



Data Findings

Only 35% of Edmontonians consider themselves connected to their community* (11% reported very connected, 24% were somewhat connected, 40% were neutral, 18% were not very connected, and 7% were not connected at all).



*Note, the term 'community' was not defined, and was left up to individual respondents to interpret.

- 77% of Edmontonians feel that Edmonton is open and welcoming to newcomers.

Edmonton is Open and Welcoming to Newcomers				
Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
2%	3%	14%	42%	35%

- Edmontonians volunteer through a diverse range of activities and associations.

Selected Volunteer Activities (Involvement Rates)			
Fund raising for charity, including participating in a fund raising run/walk/ride	46%	Volunteering at community events, such as festivals, City events or attractions	27%
Membership with a community based organization or community league	44%	Volunteering at your local library or other community facility	14%
Volunteering with an organization involved with youth, children or schools	39%	Volunteering to coach a local or community sports team	13%
Working together informally with someone or with a group to solve a problem in your community	35%	Hosting members of an out of town sports team	4%

Data Analysis

Observation 9

Edmontonians feel disconnected from the community they identify with.

Challenges

- Increasing feelings of isolation (potentially resulting from long work hours or community intolerance [by way of gender, sexuality, disability, religion, social class, age]).

Opportunities

- Leverage recreation and sport to build trust and social cohesion, to promote awareness and cross-cultural dialogue, and to revitalize neighbourhoods.

Emerging ideas

- An improved sense of togetherness, belonging and community connections can be created by showcasing prominent athletes (who represent specific communities of interest) and supporting sport-delivery leaders (by providing them with inclusion tactics and ideas for facilitating iconic sporting events).

10) QUALITY OF LIFE



Data Findings

75% of Edmontonians are happy with their overall quality of life (26% reported very good, 49% were somewhat good, 19% were neutral, 4% were not very good, and 1% were not good at all).



80% of Edmontonians feel that Edmonton is a great place to live.

Edmonton is a Great Place to Live				
Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
1%	3%	17%	49%	31%

79% of Edmontonians feel that Edmonton is a great place to work.

Edmonton is a Great Place to Work				
Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
0%	2%	16%	47%	32%

65% of Edmontonians feel that Edmonton is a great place for entertainment and fun.

Edmonton is a Great Place for Entertainment and Fun				
Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
2%	5%	27%	43%	22%

59% of Edmontonians feel that Edmonton is a great place to visit.

Edmonton is a Great Place to Visit				
Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
2%	8%	29%	38%	21%

Data Analysis

Observation 10

Edmontonians feel very good about the city they live in and all that it has to offer.

Challenges

- Determining whether satisfaction with quality of life is consistent across different demographic groups (e.g., recent immigrants, lower income residents, seniors).

Opportunities

- Leveraging the benefits of increased physical activity to improve Edmontonians' overall quality of life (e.g., integration and socialization, personal growth and development, recognition and rewards).

Emerging ideas

- People want opportunities to be out and about, socializing in active ways.
- Social events like carnivals, festivals, winter events provide mechanisms to support active living.

Edmonton Active Recreation & Sport Policy

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