

LIVE ACTIVE

A Collaborative Strategy for Active Living,
Active Recreation, and Sport in Edmonton

2016-2026

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WITH SPECIAL THANKS TO:

The Gregg Family
(Randy, Kathy, Jamie, Ryan, Jessica, Sarah)

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BUILDING THE CASE

CHAPTER 1

CAPITAL MOVEMENT

A FAMILY AFFAIR

As a kid growing up in Inglewood, Randy Gregg was known as a whiz kid both on the ice and off. A talented defenceman with a lethal wrist shot, he entered the University of Alberta when he was only 16 years old. Despite his heavy course load (he was studying medicine); Randy decided to try out for the Golden Bears. Not only did he make the team, but he helped the Bears win the University Cup three years in a row, capturing the CIAU Player of the Year award in the process. It was not long before he caught the attention of the NHL, but he turned down a two-year contact with the New York Rangers so he could represent Canada at the 1980 Winter Olympics.

When he arrived in Lake Placid, he immediately clicked with a fellow Team Canada member, Kathy Vogt. Like Randy, she had been an active kid, enjoying running, softball, volleyball, and downhill and cross-country skiing. In her Winnipeg neighbourhood of River Heights, however, there was one sport that mattered a little more than the rest – speed skating. And Kathy was a natural. Even though she was only 20 years old, she was already an Olympic veteran, having competed in the 500- and 1,500-meter events in Innsbruck four years earlier.

In addition to the memory of representing Canada with pride on the world stage, Randy and Kathy came away from the Games with something even more important – each other. The two soon married and settled in Edmonton. Wanting to stay in his hometown, Randy turned down a more lucrative offer from the Calgary Flames and signed with the Oilers, winning five Stanley Cups in just nine seasons.

As he made history with the Oilers on the ice, at home he and Kathy were expanding their family, welcoming sons Jamie and Ryan, followed by daughters Jessica and Sarah. As soon as one could walk in the Gregg home, he or she was encouraged to be active. Kathy and Randy made a point of supporting their kids wherever their interests led, be it soccer, gymnastics, swimming, ringette, hockey, softball, baseball, volleyball or basketball.

Jamie, Ryan, Jessica, and Sarah are not the only young Edmontonians Kathy and Randy have inspired to embrace active living. In 1990, they founded FunTeam Alberta, a non-profit organization that has helped thousands of children, youth and adults in Edmonton and communities throughout the province to participate in sport activities in an atmosphere of fun, co-operation and fair play. Through its Fun Team Young Leader Program, the organization is also committed to empowering youth to become role models in their communities.

Just as they have always done, Kathy and Randy continue to lead by example, incorporating physical activity into their lives wherever they can. Kathy is an avid runner and swimmer, while Randy coaches baseball. Together, they can often be found skating at Victoria Park Oval. In February 2016, the couple, along with Jamie, Jessica, and Sarah, competed in the Edmonton Winter Triathlon, which challenges all levels of athletes to run, skate and ski to frosty victory at Hawrelak Park. Having enjoyed the experience, the family is now training to do a traditional triathlon this summer.

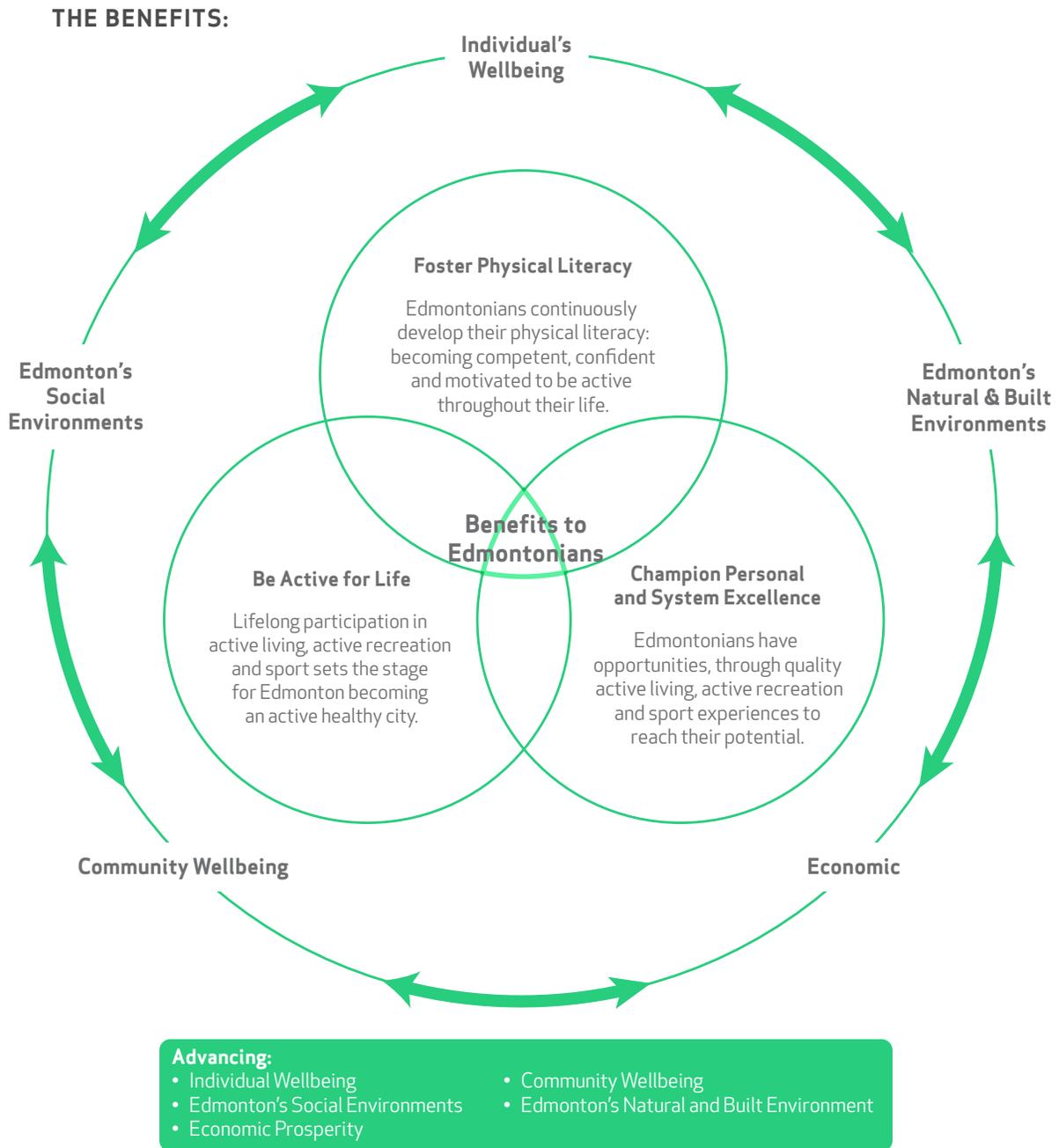
For the Gregg's, physical activity will always be a family affair.

BEYOND THE PODIUM: THE BENEFITS OF PHYSICAL ACTIVITY

While the Greggs are undoubtedly a family of remarkable athletes, their experience is similar to that of many other Edmontonians in one fundamental respect: like tens of thousands of others they embraced active living at a young age. In their physical literacy journey, they gained an appreciation early on for the benefits of physical activity, leading them to regularly participate in a range of physical activities as adults. Their physical proficiency, furthermore, gave them the confidence to set and achieve a number of personal goals. While not all Edmontonians dream of competing at the Olympics, it does not make their individual personal goals any less meaningful.

The Greggs' story is a vivid demonstration of the intergenerational cycle of physical activity. The children of active parents are twice as likely to be active themselves. These physically active children, who are one tenth as likely to be obese, grow into physically active adolescents, who, in turn, generally perform better in school and are they less likely to engage in such risky behaviours as smoking and drug use. Continuing to practice the positive healthy habits they developed as children, physically active adults – in addition to living longer, healthier lives – are more productive employees who usually earn more. Moreover, having personally experienced the benefits of physical activity, they are more likely to encourage their children to be active, setting the cycle in motion once again.

Physical Literacy: Physical literacy is the cornerstone for all activities along the active living, active recreation and sport spectrum. Those who are physically literate are able to move with greater competence and confidence in a variety of physical situations, an ability that enables and motivates them to understand, communicate and apply different forms of movement. Not only does physical literacy help enhance an individual's physical and psychological health, it contributes to the collective well-being of our community.



The benefits of active living, active recreation and sport are well established. Regardless of one's age – be it the brother and sister who play on the local pee wee team, the 35-year-old who rides her bike to work or the senior citizen who chooses to take the stairs instead of the elevator to his second floor apartment – active living, active recreation and sport increases enjoyment and life satisfaction level. It also reduces the risk of a range of health problems, including heart disease, cancer, Type 2 diabetes; depression and anxiety (please see Appendix 1 for further examples).

The Human Capital Model: A framework for understanding the relationships between physical activity and different aspects of human development. Under this positive, holistic model, the personal competencies, knowledge and other attributes people acquire by being physically active produce value in increased quality of life, educational achievement and economic benefits.¹

And the benefits do not end there. Under a human capital model, physical activity is viewed as an investment that delivers valuable social and personal benefits. In addition to the “physical capital” and “emotional capital” of improved physical and mental health outcomes, the positive outcomes of physical activity include:

Individual Capital: Embracing a lifestyle that include active living, active recreation and sport allows one to develop better interpersonal and life skills, including greater openness to cooperation, better resilience and a heightened sense of moral and social responsibility. A 2005 Conference Board of Canada report found that sport participation strongly encourages individuals from different backgrounds to work and play together in a positive way. By providing opportunities to people of all ages to be actively involved in their communities, it also helps individuals gain a greater appreciation for the importance of responsibility, respect for others, and giving back to one’s community.²

Social Capital: Group-based participation in active living, active recreation and sport activities strengthens networks between people, organizations and civil society. This leads to enhanced social inclusion and pro-social behaviours. A 2007 study by Ontario’s Ministry of Health Promotion and Sport found that participation in recreational activities decreased emotional and behavioural problems in children and enhanced the psychosocial health of families.³

Intellectual Capital: Regularly engaging in physical activity improves cognitive functioning. A growing body of research has demonstrated a strong and positive correlation between sports participation and academic achievement.⁴ A 2012 report in the *Journal of Pediatrics* found that even a few minutes of exercise can help children with attention deficit hyperactivity disorder perform better academically.⁵

¹ Richard Bailey, Charles Hillman, Shawn Arent, and Albert Petipapas, “Physical Activity as an Investment in Personal and Social Change: The Human Capital Model,” *Journal of Physical Activity and Health* 9 (2012): 1053-1055.

² Grant Bloom and D. Watt, *Strengthening Canada: The Socio-economic benefits of sport participation in Canada* (Ottawa: The Conference Board of Canada, 2005).

³ Mark Totten, *Access to Recreation for Low-Income Families in Ontario: The Health, Social and Economic Benefits of Increasing Access to Recreation for Low-Income Families*, prepared for the Ontario Ministry of Health Promotion and Sport, 2007.

⁴ Douglas Hartman, *High school sports participation and educational attainment: Recognizing, assessing, and utilizing the relationship* (Los Angeles: LA84), 2008.

⁵ Matthew Pontifex, et al., “Exercise Improves Behavioral, Neurocognitive, and Scholastic Performance in Children with Attention-Deficit/Hyperactivity Disorder,” *Journal of Pediatrics* 162 (2012): 543-551.

Financial Capital: A more physically active population can generate both individual and society-wide economic benefits, starting with health care savings. In 2005, Alberta Health Services estimated that obesity costs the province \$1.27 billion annually.⁶ Riding a bike to work instead of driving a car can lead to considerable savings. A 2011 study by the Iowa Bicycle Coalition, for instance, found that recreational cycling saved the state \$73.9 million in health care costs, while bicycle commuters saved a further \$13.2 million.⁷

The development and retention of a more engaged, more viable workforce is another significant benefit. A less physically active workforce suffers higher rates of absenteeism, which undermines economic output. Indeed, one study in British Columbia calculated the provincial economy would realize \$31.1 million in productivity gains if just ten per cent fewer British Columbians were physically inactive.⁸

A community that offers access to quality indoor and outdoor physical activities is also a more attractive place to live and work, which is a key consideration when people and businesses are looking to relocate. A vibrant active living, active recreation and sport culture is also a major economic driver in and of itself, encouraging partnerships, events and tourism, as well as the development of legacy facilities, parks and other infrastructure. This, in turn, can lead to new programs, services, funding and resources. The financial benefits for Edmonton could be substantial. A report commissioned by the City of Edmonton found that amateur sport and active recreation account for 0.98 per cent of GDP and 1.5 per cent of employment in Edmonton.⁹ Enhancing the city's active living, active recreation and sport environment could increase this contribution.

In addition to benefits of a human capital model, there is also growing evidence of the environmental benefits of physical activity. When more people choose active forms of transportation, such as walking and cycling, there are fewer cars on our roads, which means lower greenhouse gas emissions and less air pollution (not to mention less traffic congestion). Given the opportunity, Edmontonians are clearly eager to do their share for the environment. In 2009, for instance, the City of Edmonton organized the Local Motion Demonstration Project, a neighbourhood-based initiative to encourage sustainable transportation to reduce car traffic by up to 34 per cent. The initiative, which targeted the neighbourhood of Parkallen, was a demonstrable success, decreasing automobile travel by 14,000 km in just one month (which worked out to a reduction of four tonnes of carbon dioxide per household).¹⁰

⁶ Alberta Health Services, "Obesity Statistics in Alberta," <http://www.albertahealthservices.ca/scns/Page10324.aspx>.

⁷ Brian Bowles, et al. *Economic and Health Benefits of Bicycling in Iowa* (Coralville, IA: Iowa Bicycle Coalition, 2011).

⁸ Ronald Colman and Sally Walker, *The Cost of Physical Inactivity in British Columbia*, prepared for the BC Ministry of Health Planning, 2004, <http://www.gpiatlantic.org/pdf/health/inactivity-bc.pdf>.

⁹ Tim Berrett, *The Economic Significance of Amateur Sport and Active Recreation in Edmonton in 2000*, prepared for the City of Edmonton, 2000.

¹⁰ Pembina Institute, "Canada's Coolest Cities: Case Study Edmonton & CMA," <https://www.pembina.org/reports/coolest-cities-case-study-edmonton.pdf>.

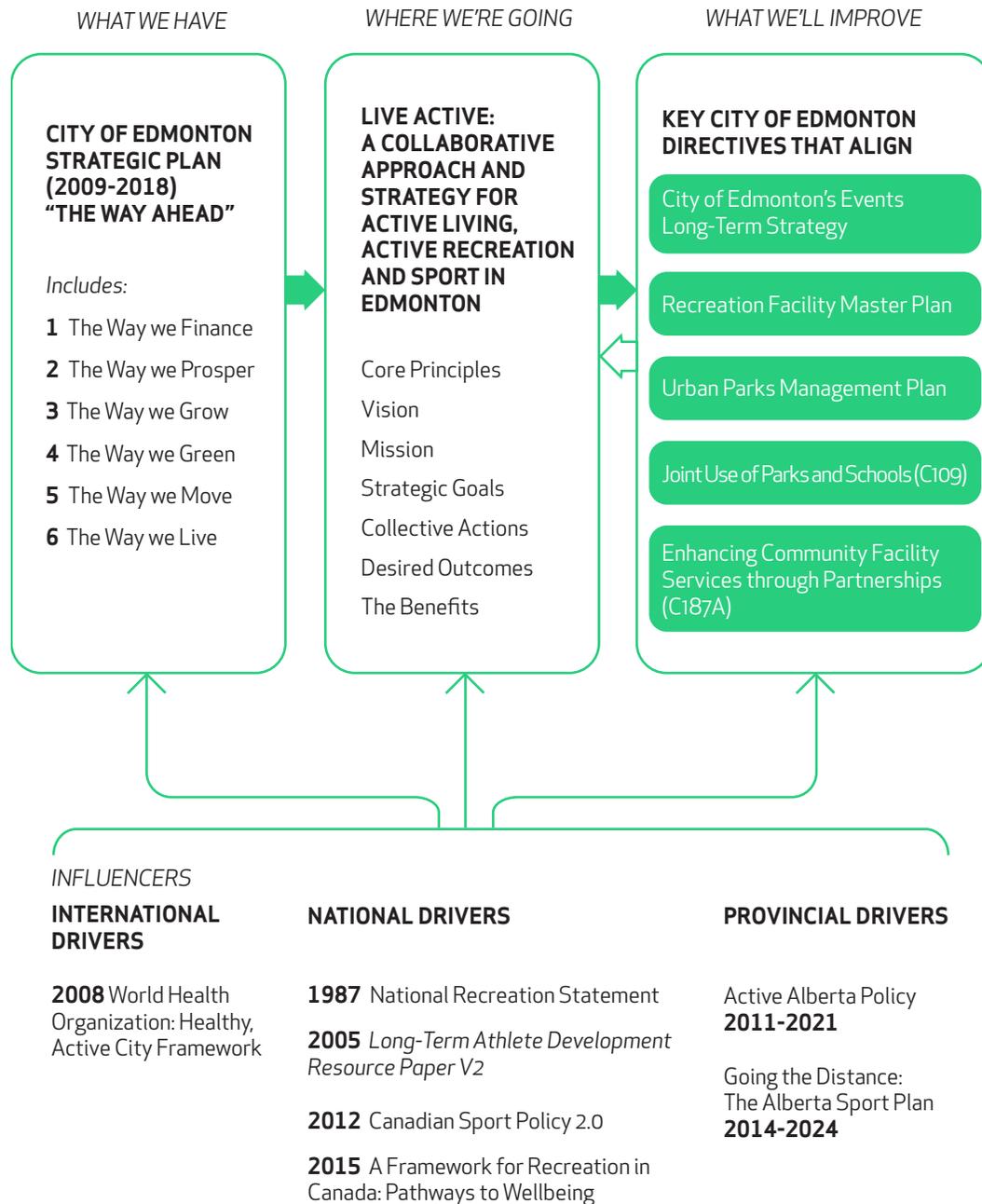
WHAT IS LIVE ACTIVE?

Quality active living, active recreation and sport opportunities for all makes Edmonton a desirable city in which to live, work, learn, and play, be it spring, summer, fall, and, yes, even winter! *Live Active: A Collaborative Approach and Strategy for Active Living, Active Recreation and Sport in Edmonton* is a game plan to help Edmontonians of all ages, abilities and interests develop their physical literacy and enjoy the benefits of being active for life. This document lays out the core principles, vision, mission, strategic goals and desired outcomes that will underlie a collaborative relationship between the City of Edmonton (the City) and Strategy partners.

At its heart, this Strategy is about shifting attitudes and behaviours about active living, active recreation and sport in our community, encouraging and supporting people of all ages, abilities and interests to become more physically active. It envisions a future in which all Edmontonians cultivate their own physical literacy, develop an appreciation for the benefits of active living and strive for personal excellence in ways that best suit their needs and desires. Ultimately, it strives to create an Edmonton where making an active choice is the easy choice.

The City began this Strategy development process by reviewing the numerous policies, strategies, and plans that have been developed in recent years by governments and agencies in Canada and around the world that seek to increase citizens' physical activity through participation in active living, active recreation and sport opportunities (for a list of the studies and their key findings, please see Appendix 2). While each of the sources consulted contributed something of value to this Strategy, the Canadian Sport for Life (CS4L) movement was particularly influential. Adopted in 2005, CS4L links sport, education, recreation and health, and aligns community, provincial and national programming towards a common goal – to improve the quality of sport and physical activity in Canada. The graphic on the following page helps illustrate how *Live Active* aligns with these influencing policies and strategies.

LIVE ACTIVE STRATEGY ALIGNMENT



Having established a sound policy foundation, the City then began consulting a range of partners, including the Edmonton Sport Council. This Strategy is the culmination of those efforts. It is an important investment in our city that will generate social, environmental and economic benefits beginning now and for decades to come.

Edmonton Sport Council (ESC)

A non-profit, volunteer-directed organization funded by the City of Edmonton, the Edmonton Sport Council is an advocate for good sport in Edmonton and a resource to the Edmonton sport community. Sharing the ESC's belief that all Edmontonians have an equal right to access high-quality sport environments, the City of Edmonton relied on the organization's expertise during the development process of *Live Active*.

Over the 10-year timeframe of this Strategy, the ESC will play a critical role in connecting Edmontonians to active living, active recreation and sport opportunities that meet their needs and fit their abilities. It will do so by helping the City harmonize actions across municipal departments and by assisting partner organizations to coordinate efforts in support of the Live Active Strategy.

DIRECTION

Live Active will inform and guide the actions the City and Strategy partners undertake to make active living, active recreation and sport options more accessible to more Edmontonians. It will enable the City and partners to work together to make decisions related to planning, strategies and investments. By helping to align and harmonize the efforts of a broad range of partners, the Strategy will ensure Edmontonians can access a continuum of active living, active recreation and sport opportunities.

LEADERSHIP

The City of Edmonton has a responsibility to foster an inclusive community that offers affordable active living, active recreation and sport opportunities. In doing so, it will allow Edmontonians to make wise lifestyle choices. The Strategy will guide both city leaders and a broad range of partners – including active living, active recreation and sport organizations, other levels of government, educators, health systems and the volunteer and business communities – to foster a city where physical activity is ingrained in daily life.

BUILDING ON A RECORD OF SUCCESS

Whether it's creating parkland, sport fields, trails, pathways and other active transportation corridors from municipal reserves, providing access to world-class and community recreational and sport facilities or forming a non-profit, volunteer-directed organization to serve Edmonton's sport community, the City has demonstrated its commitment to recreation and sport in all its forms.

Live Active will build on this solid foundation, informing and connecting a host of initiatives and directives related to active living, active recreation and sport at the local level. Not only will the Strategy help realize the commitment contained in *The Way We Live: Edmonton's People Plan* to "partner with the sport community, post-secondary education institutions and other partners to develop a sports strategy," it will expand its scope to include active living and active recreation.

THE CHALLENGE AND THE OPPORTUNITY

While the benefits of active living, active recreation and sport are clear, the factors underlying physical inactivity are not so straightforward. Many Canadians make the unfortunate assumption that physical inactivity is simply a matter of personal choice. The issue, however, is far more complex than that. As it does with all behaviours, choice does play a role in physical inactivity, but so too do a myriad of other factors. Some new Canadians, for instance, encounter language barriers; those with limited financial means oftentimes cannot find affordable, quality opportunities to be physically active; increasingly affordable technology has made it easier to play on a smartphone than to play a game of soccer. In other instances, the options available simply do not match individuals' abilities or interests. In short, the barriers facing Edmontonians are as diverse as the city itself (see Appendix 3 for further examples).

In developing this Strategy, the City of Edmonton engaged in extensive consultation with partners and the public between 2014 and 2016. The latest round of consultation occurred in the fall of 2015, when representatives from 113 partner organizations were brought together for a discussion about the Strategy's mission, vision and values. These partners represented a broad spectrum of organizations across the active living, active recreation and sport ecosystem (as defined on page 16).

As well, an online survey was completed by 1,424 Edmontonians in order to help shed light on what particular obstacles were preventing them from being more physically active. Respondents were asked "What are the challenges or barriers that prevent you from participating in active living, active recreation and sport?" While time constraints and cost were the most commonly cited reasons, a host of other hurdles also made the list, including inadequate or inconvenient facilities and programming, family responsibilities and health impediments (a full summary of the survey results can be found in Appendixes 4 and 5).

Top Barrier Preventing Edmontonians From Being More Physically Active

- | | |
|-----------------------------|--|
| 1. Time constraints | 6. Inconvenient or inadequate facilities |
| 2. Cost | 7. Family responsibilities |
| 3. Location of facilities | 8. Health reasons |
| 4. Availability of programs | 9. Active transit issues |
| 5. Weather | 10. Motivation |

Source: 2015 City of Edmonton Online Survey

Live Active is an ambitious, yet pragmatic, game plan to confront the challenges Edmonton faces by targeting the factors that contribute to physical inactivity. The Strategy will help align the City of Edmonton and other partners' wide-ranging contributions to ensure they generate the greatest benefit possible for Edmontonians. Although the City will take the lead in championing *Live Active*, it will very much be a collaborative undertaking, in which partners' and Edmontonians' input is sought, respected and acted upon.

What Can Be Done To Encourage Edmontonians

To Be More Physically Active?

1. Increase the general affordability of activities
2. Ensure municipal infrastructure supports active living, active recreation and sport
3. Boost public awareness about the benefits of physical activity and let people know where they can find opportunities in their communities
4. Make it easier and safer to walk and cycle within the city
5. Improve the city's network of pathways and trails

Source: 2015 City of Edmonton Online Survey

GETTING ACTIVE IN THE CITY

What will success look like? It will mean governments, educators, health care providers, employers, service organizations, entrepreneurs, parents and volunteers working together to meet an increased demand for quality programs and services. It will also mean enhancing municipal infrastructure to better support the city's elite athletes so they can compete against the best in Canada and the world.

It will mean fewer cars on the road because more Edmontonians are walking and cycling. It will mean lower incidents of heart disease and other obesity-related conditions – and improving Edmonton's liveability, making our city an even more attractive destination for Canadians and newly arrived immigrants alike. It will mean a vibrant, healthy city in which Edmontonians are more physically literate and physically active, engaging in a wider spectrum of opportunities and improving their physical, mental, and emotional well-being, regardless of their age, ability, goals or income level. While undoubtedly an ambitious goal, we believe Edmontonians are ready to accept the challenge!

BUILDING THE CASE

CHAPTER 2

**EDMONTON'S
ACTIVE LIVING,
ACTIVE
RECREATION
AND SPORT
ECOSYSTEM**

FROM ARCHERY TO ZUMBA AND EVERYTHING IN BETWEEN: THE SPECTRUM OF ACTIVITIES

Active Living, Active Recreation and Sport Ecosystem: The interrelated elements – people, organizations, programs, facilities and businesses – that support a healthy, active community.

The potential for physical activity throughout a person’s lifetime is vast and varied, including everything from weeding the garden, walking to the corner store or training for the Ironman Triathlon. While their intensity levels may differ, active living, active recreation and sport share the same foundational element – movement!

Live Active reflects all the different ways we can move. There are a range of activities that can accommodate people of all ages and abilities that also improve one’s physical and mental well-being, and the city’s active living, active recreation and sport ecosystem includes a host of organizations and businesses devoted to providing Edmontonians with such opportunities.

THE PHYSICAL ACTIVITY SPECTRUM

Physical activity is a broad term to describe “movement of the body that uses energy.” There is a wide spectrum of activity included within the concept of physical activity from active living – including housework and occupational activities – through to structured, competitive sporting activity.



12

Living

Moderate to vigorous housework, gardening or DIY - do it yourself projects.

Occupational activities, manual work, etc.

Lifestyle, healthcare programs.

Travel

Active transport, walking, cycling, using the stairs, school travel, etc.

Recreation

Exercise, active play, dance, walking, or cycling as leisure pursuits on green space, or in parks.

Sport

Informal sport:
Unstructured activities

Organized sport:
Organized participation, structured, competitive activity, talent development programs

¹¹. The Young Foundation, *Move it! Increasing Young People’s Participation in Sport* (2012), 2.

The Physical Activity Spectrum includes many of the activities that people do at home, at work or school, and at play.

1. **Active Living** - Physical activities that become integrated into an individual's daily life style such as taking the stairs instead of the elevator.

- **Active Play** - Physical activities that are less structured, providing enhanced opportunities to explore, discover, and interact with the physical and social world.

2. **Active Recreation** - All physical activities that an individual chooses to do for fun, social interaction, fitness, and relaxation.

- **Active Transportation** - Modes of travel that require physical activity, such as walking or cycling, in contrast to other modes that require little physical effort.

3. **Sport** - Organized physical activities that result in a contest between two or more people participating individually or as a team, governed by rules, regulations, and officiating.

- **Excellence** - Physical activities pursued by highly trained individuals competing at the highest levels at regional, national, and international competitions. Supporting excellence requires highly specialized facilities, amenities, services, and resources.

THE PARTNERS: EDMONTON'S ACTIVE LIVING, ACTIVE RECREATION AND SPORT COMMUNITY

Edmonton's active living, active recreation and sport communities comprise more than 1,000 organizations working across multiple sectors. While these partners vary in mandate, each plays a vital role in enhancing Edmontonians' access to a range of activities (for more details on the range of partners consulted, please see Appendix 6).

From the Governments of Canada and Alberta, to post-secondary institutions and school boards, to service organizations, to active living, active recreation and sport-oriented businesses, the range of partners consulted for this Strategy has been diverse. No single organization can do this alone; it is a major undertaking that will require large-scale cooperation and collaboration.

*Although they vary greatly in size and target audience, the ultimate goal of all partners is the same: to improve Edmontonians' access to quality active living, active recreation and sport opportunities. **No single organization can do this alone; it is a major undertaking that will require large-scale cooperation and collaboration.***

With the City of Edmonton acting as the lead, *Live Active* will guide partners as they work to align and harmonize their efforts and resources to ensure the greatest benefits for the greatest number of Edmontonians. Inspired by a shared vision, mission and core principles, the players will work towards a specific set of goals and outcomes.

FRAMEWORK

CHAPTER 3

CORE PRINCIPLES

Conversations with partners were started by asking what principles they hoped to achieve by collaborating on *Live Active*. The following core principles were identified:

INCLUSION

As the United Nations' Sport for Development and Peace International Working Group notes in a recent report, "Sport works to improve the inclusion and well-being of persons with disabilities ... by changing what persons with disabilities think and feel about themselves."¹² The City of Edmonton and partners believe that this transformative power extends beyond sport to all forms of physical activity. We want to ensure that all Edmontonians – whether they are young, old, disabled, able-bodied, native born or newly arrived members of the Canadian family – can participate in activities that fit their abilities and meet their needs.

- **Core Principle #1:** Edmontonians of all ages, abilities and communities have opportunities to be involved in active living, active recreation and sport.

ACCESSIBILITY

Following time constraints, the most significant barrier preventing Edmontonians from being more active is cost. Studies have established a link between household income, the level of routine physical activity people engage in and their health. The City of Edmonton and partners believe that barriers to physical activity need to be lowered so that all Edmontonians can access quality active recreation, active living and sport opportunities.

- **Core Principle #2:** Active living, active recreation and sport choices be accessible in every sense in order to ensure inclusion. While it is impossible to make every activity affordable for everyone, organizations can lower the barriers to a range of quality options so every Edmontonian can be more active.

PHYSICAL ACTIVITY HAS A SOCIAL BENEFIT

Citizens do not need to sweat in a gym to enjoy the benefits of physical activity. Studies have demonstrated that any activity or exercise that results in an increased heart rate, including raking leaves or walking the dog, can lower the risk of heart disease, diabetes, certain cancers and high blood pressure. Physical activity promotes greater mental well-being by reducing feelings of depression and anxiety.

- **Core Principle #3:** Edmontonians choose their own ways to be active, and be encouraged and supported in their choice.

¹² United Nations (Sport for Development and Peace International Working Group, Sport and Persons with Disabilities), *Sport and Persons with Disabilities: Fostering Inclusion and Well-being* (2008), 171, http://www.un.org/wcm/webdav/site/sport/shared/sport/SDP%20IWG/Chapter5_SportandDisability.pdf.

SUPPORTING EXCELLENCE

From Lori-Ann Muenzer, Canada's first – and to date, only – gold medal cyclist, to Kieran Block, a Paralympian who helped Canada's National Sledge Hockey Team medal at the Sochi Paralympics, to Hanson Boakai, who became the youngest person signed to a North American Soccer League team after joining FC Edmonton in 2013, some of Canada's best athletes live and train in Edmonton. This success is not a coincidence: our city is home to some highly specialized facilities, amenities, programs and resources that help Edmontonians reach their potential. The City of Edmonton, along with partners, commit to enhancing these offerings.

- **Core Principle #4:** By fostering an environment committed to excellence, including world-class infrastructure and programs, Edmonton will support people who train and compete at the highest levels of their ability.

COLLABORATION AND INNOVATION

As the legendary NFL coach Vince Lombardi once said, "Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work." Encouraging more Edmontonians to embrace physical activity will prove no different. For the Strategy to succeed, the City of Edmonton and partners will need to forge a collaborative relationship rooted in a shared commitment to innovation.

- **Core Principle #5:** No one agency, community or government can achieve this vision on its own. The City of Edmonton and partners need to work together collaboratively and in innovative ways across the spectrum of activity, among diverse types of organizations and across communities.

CONTINUED CONNECTIONS

Shifting Edmontonians' attitudes and behaviours about active living, active recreation and sport, and encouraging and supporting more people of all ages, abilities and interests to participate in these activities is an ambitious initiative that will require significant collaboration by all partners.

- **Core Principle #6:** In order for collective action to be successful, there be ongoing, regular connection, information sharing and collaborative action among all partners.

FRAMEWORK

CHAPTER 4

**VISION,
MISSION
AND
STRATEGIC
GOALS**

The core principles are reflected in the vision, mission and strategic goals. Together, the core principles, vision, mission and the strategic goals act as the framework to form the foundation and road map for Live Active.

VISION

A healthy, vibrant Edmonton in which people embrace active lifestyles that improve their individual well-being as well as that of their families, neighbourhoods and communities.

MISSION

To encourage Edmontonians to become passionate about, and committed to, physical activity throughout their lives. Regardless of their age, gender or background, Edmontonians participate across the spectrum of active living, active recreation and sport activities to the level of their ability throughout all seasons.

STRATEGIC GOALS

Deriving guidance from the Canadian Sport for Life movement, this Strategy will strive to achieve the following strategic goals:

- **Strategic Goal #1:** By developing their physical literacy, Edmontonians continuously develop their competence, confidence and motivation to be active.

Physical literacy is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.¹

- **Strategic Goal #2:** Edmontonians remain physically active throughout their lives.

Having developed their physical literacy, Edmontonians will participate in a range of physical activities. The benefits they derive from such activities will lead to a lifetime commitment to being physically active.

- **Strategic Goal #3:** All Edmontonians have quality opportunities to realize their individual potential for physical activity in our community.

Individual Edmontonians' physical abilities are as diverse as their backgrounds. *Live Active* needs to help all citizens achieve their potential, from the senior citizen wanting to incorporate a stretching and strength-training program into her routine to the athlete hoping to qualify for the Olympics.

- **Strategic Goal #4:** Partners and individuals share a commitment to create a vibrant active living, active recreation and sport ecosystem in Edmonton, encompassing a diversity of quality activities and experiences that reflect the engagement of those who participate in, and use, the system.

The City, partners and citizens realize that they have a vested interest in fostering a city in which active living, active recreation and sport opportunities are accessible to everyone, regardless of ability, age, background or income level. Not only does such an ecosystem support individuals' physical and psychological well-being, it produces social, economic and environmental benefits for the larger community.

This vision, mission, and goals, along with the core principles outlined in Chapter 3, form the framework for *Live Active*. By working together within this framework, the City and partners can bring the Strategy to life.

OUR APPROACH

CHAPTER 5

DESIRED OUTCOMES

Live Active has six desired outcomes that, if realized, will transform Edmonton's active living, active recreation and sport ecosystem. These outcomes will serve as the focal point for City of Edmonton and partner efforts throughout implementation of the Strategy.

- **Desired Outcome #1:** All Edmontonians, regardless of age, ability, background or income level, are empowered to participate in active living, active recreation and sport activities.
- **Desired Outcome #2:** Educational and communications strategies and initiatives encourage, inform and motivate Edmontonians to develop physical literacy through all stages of life.
- **Desired Outcome #3:** A collaborative working environment is rooted in a shared commitment to innovation and excellence and enables partners to work together toward common objectives.
- **Desired Outcome #4:** All sectors (public, private, non-profit) align to efficiently develop and support resources, facilities and programs for quality active living, active recreation and sport experiences for all Edmontonians.
- **Desired Outcome #5:** Access to spaces and a wide range of facilities (neighbourhood, district, specialty and city wide) enable Edmontonians to enjoy quality experiences across the active living, active recreation and sport spectrum.
- **Desired Outcome #6:** Edmonton's infrastructure attracts more provincial, national and international events. These facilities and resources fully support Edmontonians who excel in their chosen activities as they strive to succeed at high-level competitions.

A Top Priority

Given that children and youth who engage in regular physical activity are more likely to remain physically active as adults, initiatives aimed at children, particularly those between birth and 12 years old, should be prioritized. Success on this front will depend on building relationships early on with early childhood providers, school boards, community leagues, youth active recreation and sport groups and other relevant partners.

OUR APPROACH

CHAPTER 6

**MOVING
FORWARD:
WHERE WE
GO FROM
HERE**

The most ambitious and comprehensive active living, active recreation and sport strategy in our city's history, *Live Active* represents a once in a generation opportunity. If we act today, we can help to shift Edmontonians' attitudes and behaviours about physical activity, generating benefits for decades to come.

OVERSIGHT AND SUPPORT: TWO IMPLEMENTATION STREAMS - LIVE ACTIVE

City of Edmonton *Live Active* Secretariat

Internal City Departments (management/staff levels across subject matter areas) for specific City of Edmonton collective activation and coordination of Strategy goals.

Live Active Champion Group

City of Edmonton and the Edmonton Sport Council, along with key partners to collaborate and provide governance, direction, collective action and reporting of city wide partner activation and coordination of Strategy goals.



City Multi-year Implementation Phase

Develop a specific City of Edmonton Action Plan:
Integrated, harmonized efforts across departments, as well as liaising with the Champion Group.

Stakeholder Multi-year Implementation Phase

Develop a Multi-partner Action Plan:
Collective implementation by each partner stakeholder;
Integrated, harmonized efforts across partner stakeholders and liaising with the Live Active Secretariat.

While the City of Edmonton will take the lead in championing *Live Active*, collaboration among all partners will be essential to realizing the Strategy's goals and outcomes.

Given its 10-year timeline, *Live Active* will be implemented through a two pronged approach. Actions will be developed within a matrix that:

- Categorizes actions by outcome
- Identifies which department/business area/partner(s) can act as the lead/leaders
- Identifies the timeframe within which the actions will be implemented:
 - near-term
 - intermediate term (three to five years)
 - or longer term (over 10 years)

The City of Edmonton will act as a champion throughout the Strategy, assuming the responsibility for near- and long-term actions and results within the City of Edmonton's service delivery context. Partner organizations will be relied upon to play an essential role in the implementation of the Strategy across sectors and jurisdictions throughout the Strategy's 10-year lifespan.

A collaborative multi-partner body comprised of the leaders of key partner organizations, the Edmonton Sport Council, and the City of Edmonton, and known as the Live Active Champion Group, will:

- ***Develop a collaborative (10 year) partner action plan.***
- ***Set shared priorities for action.***
- ***Share information and transfer knowledge across sectors.***
- ***Oversee and report on the progress of collective implementation efforts of the partner action plan.***

Before any action can be taken, some important initial steps are required:

- **Step #1:** City Council approves the Strategy.
- **Step #2:** In addition to championing the Strategy, the City of Edmonton engages, and encourages partners to work together.
- **Step #3:** The City of Edmonton and the Edmonton Sport Council will work closely together to establish and convene an internal City of Edmonton *Live Active Secretariat* to provide governance, leadership, direction and administrative support across City of Edmonton departments. The Secretariat will provide oversight, direction and guidance during the development and activation of the City of Edmonton's action plan. It will also liaise with the external Champion Group for monitoring and progress reporting.
- **Step #4:** The City of Edmonton, together with the Edmonton Sport Council, will convene a multi-partner Champion Group composed of senior municipal officials and leaders of key partner organizations. This Champion Group will provide oversight, direction and guidance during the development and activation of the multi-partner action plan, and liaise with the *Live Active Secretariat* for collective impact reporting during the activation of the Strategy.
- **Step #5:** Recognizing that collective participation is critical to the Strategy's success, the City of Edmonton and key partner groups will work together across the activity spectrum to align and leverage opportunities across individual organization's efforts, where and as appropriate.
- **Step #6:** After consult, the City of Edmonton, together with partners, communicates the Strategy's benefits, core principles, vision, mission, strategic goals and desired outcomes to the public.

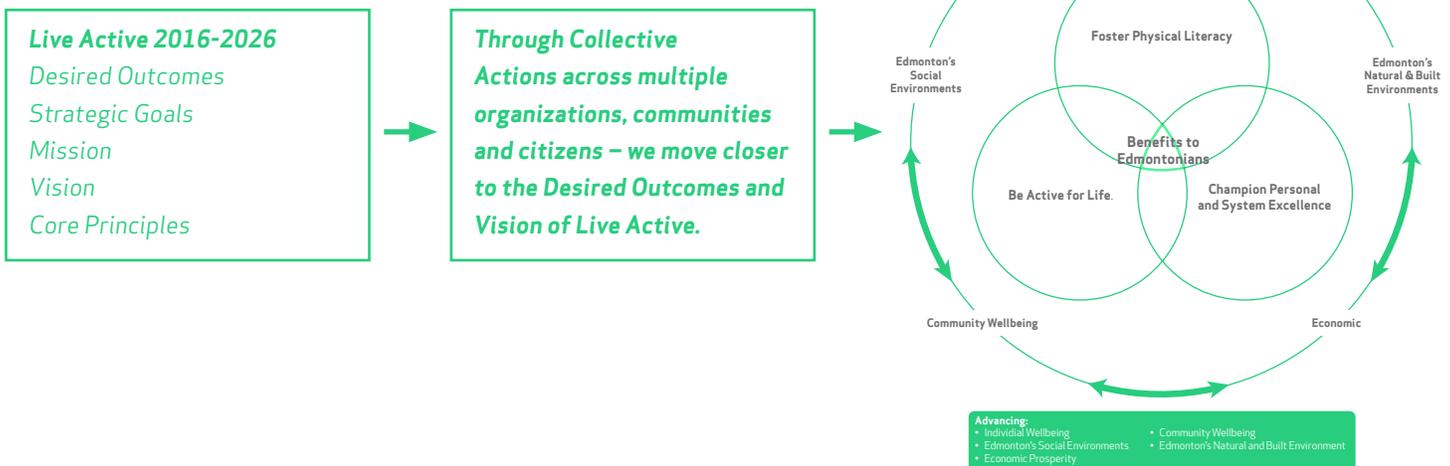
We know that promotion of physical activity alone will simply not be enough. As prominent Canadian exercise physiologist Dr. Dean Kriellaars, notes “[Promotion] is never going to cut it in creating an active population – we have to provide opportunities. We have to become a provision culture. If we’re not providing, we’re not doing the job.” That is perhaps the greatest strength of *Live Active*: when fully implemented, it will empower all Edmontonians to become more physically active by providing access to a range of quality, affordable active living, active recreation and sport options.

We are confident that Edmontonians will embrace these opportunities as they increasingly become available. It now falls to us, the City of Edmonton, together with the city’s active living, active recreation and sport communities, to set the Strategy in motion.

Guided by the core principles, vision, mission, strategic goals and desired outcomes laid out in this document, we can reap the Strategy’s benefits:

- More aligned and collaborative efforts across key partners.
- Improved community and world-class sporting infrastructure that attracts competitions and supports our city’s leading athletes.
- Better use of our active living, active recreation and sport assets and resources.
- Edmontonians valuing physical literacy and being physically active at all stages of life.

As shown below, through collective action and over time will realize the Strategy’s ultimate vision: a healthy, vibrant Edmonton in which people embrace active lifestyles that improve their own well-being as well as that of their families, neighbourhoods and communities.



APPENDICES

1. THE PHYSICAL COSTS OF INACTIVITY

Just as the benefits of active living, active recreation and sport are numerous and well documented, so too are the ill effects of physical inactivity, the rates of which are troublingly high for both adults and children. Only 15 per cent of adults meet the Canadian physical activity guidelines,¹³ while the rate for youth aged 12-17 is even lower, with only one in 20 young Canadians getting enough exercise. In the late 1970s, five per cent of children and teens in Canada were obese. Today, 13 per cent of Canadian youth have a Body Mass Index (BMI) of 30 or higher, which, according to the internationally renowned Centre for Disease Control and Prevention, is linked to increased risk of heart disease, certain types of cancer, stroke, type 2 diabetes and hypertension. The obesity rate for Canadian adults is even more worrisome. According to Statistics Canada, as of 2012, one in four Canadian adults were obese, an increase of 17.5 per cent since just 2003.¹⁴

Edmonton By the Numbers

*Population Health Indicators*¹⁵

- 34.6% of Edmontonians are overweight (Alberta average: 34.9%)
- 19.8% of Edmontonians are obese (Alberta average: 19.3%)
- 57.2% of Edmontonians are active or moderately active (Alberta average: 57.4%)
- 42.8% of Edmontonians are inactive (Alberta average: 42.6%)
- 25.1% of Edmontonians rate their mental health as “poor,” “fair” or “good” (Alberta average: 27.1%)

Obesity has overtaken tobacco as the leading cause of premature, preventable deaths in Alberta, where 61 per cent of adults and 22 per cent of children are either overweight or obese. First Nations and certain visible minority children are particularly vulnerable, suffering from rates that are two to three times higher than the Canadian average. The health care services required by Albertans living with obesity are roughly 40 per cent greater than for people of normal weight. Indeed, up to 90 per cent of all type 2 diabetes, 25 to 30 per cent of cancers, 80 per cent of cardiovascular disease and 90 per cent of all knee replacements occur in Albertans with a BMI of 30 or greater.¹⁶

¹³ Participation, “Physical Activity and Sedentary Behaviour Fact Sheet,” <http://www.participation.com/get-started/statistics/>.

¹⁴ Statistics Canada, “Adjusting the scales: Obesity in the Canadian population after correcting for respondent bias,” <http://www.statcan.gc.ca/pub/82-624-x/2014001/article/11922-eng.htm-wb-tphp>.

¹⁵ Government of Alberta, *Primary Health Care – Community Profiles (Edmonton – Mill Woods West)* (March 2015), <http://www.health.alberta.ca/documents/PHC-Profile-EdmontonMillWoodsWest.pdf>.

¹⁶ Alberta Health Services, “Obesity Statistics in Alberta,” <http://www.albertahealthservices.ca/scns/Page10324.aspx>.

2. REPORTS AND STUDIES CONSULTED

In recent years, numerous policies, strategies and plans have been developed by governments and agencies at the international, national and provincial levels that seek to increase Canadians' physical activity levels through participation in active living, active recreation and sport.

INTERNATIONAL

The World Health Organization developed *A Healthy City Is an Active City: A Healthy City Planning Guide* (2008). A healthy, active city recognizes the value of active living, physical activity and sport. It provides opportunities for physical activity and active living for all. Increasing active recreation, active living and sport participation addresses the World Health Organization's concerns regarding the well-being of communities, protection of the environments and investments in future generations.

NATIONAL

The *Canadian Sport Policy 2.0* (2012) sets the direction for governments, institutions and organizations that are committed to realizing the positive impacts of sport on individuals and communities across Canada. It established the vision for a dynamic and innovative culture that promotes and celebrates participation and excellence in sport. Implicit in the vision is the notion that Canada is a leading sport nation where everyone can pursue sport to the extent of his or her abilities and interests, including performing at the highest competitive levels. It also embraces the idea that sport delivers a range of benefits, including positive health and socioeconomic outcomes.

Canadian Sport for Life (CS4L) (2005) is a movement to improve the quality of sport and physical activity in Canada. CS4L links sport, education, recreation and health, and aligns community, provincial and national programming. CS4L's Long-Term Athlete Development (LTAD) framework is a seven-stage training, competition and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. The CS4L framework and LTAD stages represent a paradigm shift in the way Canadians lead and deliver sport and physical activity.

Most Canadian municipalities support active living, active recreation and sport at the local level through alignment with the *1987 National Recreation Statement*, which clarified the role and responsibilities of all levels of government and articulated the mechanisms for inter-governmental cooperation. As the prime delivery agent for recreation services, municipalities were tasked with ensuring the availability of the "broadest range of recreation opportunities for every individual and group consistent with available community resources."

In February 2015, *A Framework for Recreation in Canada 2015: Pathways to Wellbeing*, a joint initiative of the Interprovincial Sport and Recreation Council and the Canadian Parks and Recreation Association, was endorsed by the provincial and territorial ministers (except Quebec), and was supported by the Government of Canada. It provides a renewed definition and vision for recreation and confirms common values and principles. The pillars of the Framework include: active living, inclusion and access, connecting people and nature, supportive environments and recreation capacity.

PROVINCIAL

The *Active Alberta Policy* (2011-2021) sets the direction for maximizing the effectiveness of provincial investments related to active living, active recreation and sport. It reflects the direction of the Government of Alberta, identifies priorities and initiatives and challenges partners to design programs and deliver services that encourage Albertans to become more active.

Going the Distance: The Alberta Sport Plan (2014-2024) proposes a coordinated approach to advancing sport in Alberta. It introduces a framework that sets the direction for all partners to advance the positive impacts of sport for individuals and communities across Alberta. The Plan represents a new way of collectively advancing sport, identifying the coordinated efforts and activities necessary to promote collaboration, empowering partners and working towards a common vision of Alberta as “the national leader in sport with a coordinated and adaptive system which promotes excellence and fosters opportunities for life-long participation for all Albertans.”

In combination, these international, national and provincial initiatives have encouraged many Canadian municipalities to increase their focus on improving local government support of active living, active recreation and sport through formal policies, strategies, plans and actions.

3. FACTORS AFFECTING ACTIVE LIVING, ACTIVE RECREATION, AND SPORT IN EDMONTON

FACTORS	CHALLENGES	OPPORTUNITIES	EMERGING IDEAS
1. Increasing sedentary lifestyles	<p>Increasing obesity in children and adults</p> <p>Lack of physical literacy</p> <p>Technology addiction</p> <p>Overprotective caregivers</p> <p>Excuses: no time, bad weather, cost, etc.</p>	<p>Target communities of interest, and leverage the important role that community based-programs and schools play</p>	<p>Physical literacy programming</p> <p>Edmontonians should be active at home, at school or work and at play</p>
2. Physical literacy experiences	<p>Determining whether the right mix of opportunities to be active is available to Edmontonians</p>	<p>Diversify and focus resources</p>	<p>Physical literacy programming</p> <p>All Edmontonians should engage in active transportation</p> <p>All Edmontonians should be physically active beginning at home, at school or work and at play</p>
3. Changing sociocultural, socioeconomic and demographic characteristics	<p>A rapidly growing and changing population (across both mature and newly developing neighbourhoods)</p> <p>Lack of English proficiency</p> <p>Active living, active recreation and sport is not charitable, receives limited government funding, and is therefore primarily participant funded</p>	<p>Work with partners to evaluate and redefine existing services to ensure they effectively meet the needs of all Edmontonians</p> <p>Reduce/minimize/illuminate barriers to physical activity in public spaces and facilities</p>	<p>Increase cooperation with partners to identify and leverage resources</p> <p>Better use of available natural space can provide free opportunities for people to be active</p> <p>Moving Edmontonians from understanding to personal action</p>
4. Declining participation	<p>Factors such as socioeconomic status, gender, culture and age influence participation rates</p> <p>Children too often participate in a single activity at too young an age</p>	<p>Target populations that face constraints to participation through outreach programs</p> <p>Enhance effectiveness of low-income and physical disability programs</p> <p>In-school and out-of-school physical activity programming</p>	<p>Success in increasing participation rates will depend on changing both physical and social environments, and the integration of physical literacy programs</p>

<p>5. Social environments</p>	<p>Increasing feelings of isolation, including those resulting from long work hours or community intolerance (e.g. by way of gender, orientation, disability, religion, social class, age)</p> <p>Determining whether satisfaction with quality of life is consistent across different demographic groups (e.g. recent immigrants, lower income residents, seniors)</p>	<p>Leverage recreation and sport to build trust and social cohesion, to promote awareness and cross-cultural dialogue and to revitalize neighbourhoods</p> <p>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)</p>	<p>An improved sense of togetherness, belonging and community connections can be created by showcasing prominent athletes and supporting sport-delivery leaders</p> <p>People want opportunities to be out and about, socializing in active ways</p> <p>Social events like carnivals, festivals, winter events provide opportunities for active living</p>
<p>6. Natural and built environments</p>	<p>Continuing to build, connect and maintain our city's natural areas to enable year-round active living, active recreation and sport participation</p> <p>Maintaining aging infrastructure</p> <p>Balancing renewal and growth in the face of fiscal challenges</p> <p>The need to ensure continued facility availability and accessibility (socioeconomic, mobility and disability)</p> <p>Facilities that meet the participation needs of all Edmontonians</p>	<p>Raise awareness about safe outdoor opportunities (e.g. the river valley)</p> <p>Increase opportunities for year-round active living, active recreation and sport activities</p> <p>Encourage the best use of existing facilities through integrated service delivery models and scheduling practices</p> <p>Improve overall accessibility</p>	<p>The mere presence of parks does not guarantee a physically active population. This requires careful attention to the type and quality of park features and their connectivity to surrounding areas</p> <p>Leveraging public/private/non-profit/philanthropic (P4) partnerships and supporting long-term requirements</p> <p>Using major sporting events as an opportunity to support future infrastructure renewal and development</p>

<p>7. Active recreation, active living, and sport system coordination</p>	<p>Ensuring alignment across initiatives that are undertaken in potential isolation</p> <p>Limited resources</p> <p>Competing directions of different initiatives due to different mandates and priorities</p> <p>Lack of understanding on the specific role of each partner</p> <p>Degree to which they cooperate to support common goals</p> <p>Declining volunteerism and a change from long-term to project volunteerism</p> <p>Limited financial resources</p> <p>Limited employees</p>	<p>An integrated, holistic, “made in Edmonton” approach that incorporates key elements from all systems (e.g. enhanced alignment, coordination and shared direction)</p> <p>Implementation of the Canadian Sport for Life can address collaboration issues, service gaps and improve programming</p> <p>Identifying the entire network of current providers can help clarify roles in relation to the participants they target</p>	<p>Alignment of the active living, active recreation and sport system</p> <p>Creating new connections and collaboration</p> <p>Multi-disciplinary and cross-jurisdictional approaches, along with appropriate incentive structures, are required to sustain lasting change</p> <p>Partners perceive the process as being mutually beneficial</p>
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4. SUMMARY OF SURVEY RESULTS

As part of the City of Edmonton’s public consultation on *Live Active*, an online survey was conducted in November 2015. The survey was designed to solicit input on two main questions:

1. What are the barriers and challenges that prevent you from participating in active living, active recreation and sport? and;
2. Please provide one or two examples or ideas of how Edmontonians could be encouraged and better supported to participate in active living, active recreation and sport?

The survey received 1,425 responses. The following is a high-level overview of the most common themes found in the long-form responses.

BARRIERS AND CHALLENGES

Nine hundred and five respondents answered the question “what are the challenges or barriers that prevent you from participating in active living, active recreation and sport?” Generally speaking, the identified barriers and challenges can be categorized as either personal factors or external factors.

PERSONAL FACTORS

The personal factors participants identified as barriers included:

- **Time:** The most frequently identified barrier/challenge to participating in active living, recreation and sport opportunities by a large margin was time, with 375 respondents indicating this as a major impediment. Respondents often indicated that balancing schedules for work and social gatherings was already a challenge, and that there was simply no space in their schedule for active living, recreation and sport activities.
“By the time I get home from work, make dinner and eat it is usually almost time for bed.”
- **Family Responsibilities:** 80 respondents indicated that family responsibilities were a barrier to participating in active living, recreation and sport opportunities. Responsibilities including childcare, transporting children to activities or providing care to other family members (i.e. older parents) were identified as things that prevented respondents from participating in physical activities.
“A full-time desk job and parenting makes finding time for active recreation hard.”
- **Health:** 78 respondents said that permanent health issues prevented them from participating in active living, recreation and sport. A further 20 respondents said that temporary health concerns were preventing them from participating.
“Post-polio syndrome has affected what activities I can participate in and even more so the degree to which I can participate.”
- **Motivation:** 62 respondents indicated that their personal motivation was the biggest barrier to them participating in active living, active recreation and sport. These respondents indicated they had difficulty finding the motivation or commitment to exercise, register for sports or participate in physical activities.
“Time and commitment are the biggest challenges (and the City can’t do anything about the latter – although making plans to be active with others is very helpful).”
- **Work – Life Balance:** 74 participants indicated that their work-life balance was impeding their ability to participate in active living, active recreation and sport activities. These respondents either work long hours not conducive to physical activity, have schedules that made exercise difficult (e.g. shift work) or have other priorities that competed for their non-working time (e.g. volunteering)
“My job requires me to do things on random days, and randomly in the evenings or during the day, as well I travel a lot, so organized weekly classes or sports never work for me.”

EXTERNAL FACTORS

The most external factors survey participants identified as barriers included:

- **Cost:** The most frequently identified external barrier to Edmontonians' participation in active recreation and sport was cost. This included the cost of classes, programs and recreation facility passes/drop in fees, as well as the cost of sporting equipment. In total, 348 survey respondents identified cost as a barrier.
"COST! It's very hard to afford to workout and stay active when you're a single parent in the middle class. You can't apply for any help because you make too much money but not enough to afford the recreation and extracurricular activities of three children."
- **Facility Location:** 147 respondents said that the location of recreation or sport facility locations was a barrier to their participation in physical activities. The lack of convenient access and the increased time to travel to and from facilities creates hurdles to participation in active recreation and sport opportunities. In particular, respondents who indicated they did not drive or own cars said that facility access (by transit, walking or bicycling) was a challenge.
"I do not drive so sometimes I have difficulty getting to recreation areas, such as Hawrelak Park, Victoria Park or the river valley."
- **Active Transportation Challenges:** Many respondents indicated they would prefer to use active transportation during their commutes or to get around the city. However, they indicated there are a number of barriers that prevent them from doing so. These included a lack of dedicated infrastructure for active transportation (few commuter bike lanes or multi-use paths), safety issues (icy or uncleared sidewalks, safety concerns about bicycling on roads) and the cold weather in the winter. Many comments also spoke to a perception that Edmonton's infrastructure primarily favours drivers over pedestrians and cyclists. In total, 165 respondents identified barriers to their use of active transportation.
"Would love to ride my bike to work all the time, but safe bike lanes are just not here in Edmonton."
- **Program Scheduling:** 102 respondents indicated that the scheduling of their preferred programs sometime conflicted with their personal availability, thus creating a barrier to their participation. Several comments indicated that "after work" programs they found appealing were scheduled very close to the time they left work and, when commuting time is factored in, were inaccessible.
"Scheduling at recreation centres: For example, lane swim times are all at the same time at the four pools closest to me. If this time does not work for me, I cannot swim."
- **Facility Availability:** 84 respondents indicated facility availability was a barrier to participation in active living, active recreation and sport opportunities. In particular, commenters highlighted the high demand for indoor soccer, tennis and swimming facilities, which can leave some groups without access to their preferred venues.
"I play tennis and indoor courts are in high demand and there is not enough availability. I'm not even sure if the City offers many courts throughout their facilities, so in order to play at a competitive level you need to obtain an expensive membership. There is not enough capacity for kids and developing players to receive the training hours needed to progress in this sport."

IDEAS TO MOTIVATE EDMONTONIANS

Survey respondents had many ideas about how Edmontonians could be encouraged or supported to participate in active living, active recreation and sport. The 1,168 responses received on this question can be broken down into the following themes:

- **Financial Issues:** Addressing cost concerns was one of the most popular ideas respondents had on how to support Edmontonians in leading more active lives. In total, 448 respondents identified some sort of financial or cost related incentive or support. These ideas ranged from lowering fees for City recreation facilities and programs, tax incentives for participation in physical activities and offering trial pricing for programs and facility access.

“Make active living, active recreation and sport more affordable to low-income individuals, especially ones with children.”

“Incentives for participating can be provided in the form of tax rebates or discounted. This would ensure more active participation.”

- **Increase Opportunities:** 320 respondents believed that increased opportunities to participate would help support Edmontonians become more active. These ideas included providing longer and more flexible hours at City rec centres, building more facilities in communities, creating “trial” programs (i.e. beginner level drop in classes with low-levels of cost and commitment) and providing opportunities and programs aimed specifically at people with lower levels of physical ability or skill.

“Offer sample classes for free or at a discount so people are encouraged to try a new program or activity without having to commit up front.”

“Offer a set of programs at local leisure centres ONLY for those who consider themselves to be essentially inactive or obese. Dare to try to do something a little active!”

- **Investment in Infrastructure:** 549 respondents believed the City should prioritize investment in infrastructure to support Edmontonians in their active living, active recreation and sport pursuits. Their ideas on this issue ranged from building new or improving existing City infrastructure (better sidewalks, more rec facilities, more green space) to improving opportunities for active transportation (more and better commuter bike lanes, more multi-use paths).

In particular, respondents felt the City should invest in Edmonton’s river valley in order to draw more people to the active recreation opportunities it provides. They believed that more washrooms, increased off-leash dog parks, more cross country ski trails, better river access and improved signage would help attract more users to the river valley parks.

“Bike lanes, more of them, better organized (not a patchwork of lanes running through residential neighbourhoods because main roads poorly thought out), and in better condition (parts of the bike lanes and de facto bike lanes are horrible, deep pot holes, uneven surface).”

“Edmonton has the world’s greatest urban river valley. Take advantage of it!”

- **More Awareness/Improved Information:** 222 respondents believed that the City could support Edmontonians in becoming more physically active by improving the availability of information about opportunities and by creating more awareness – both for opportunities to be active and more generally about the benefits of participating in active living, active recreation and sport. In particular, respondents believed that creating a centralized website for information pertaining to facility and program availability would be beneficial. As well, they believed that messaging about physical activity should focus on more than just the health benefits in order to reach a broader audience.

“Knowledge knowledge knowledge. Have a hub that keeps all rec opportunities in one place that covers non-profits, city run, events etc.”

“Sometimes you want to exercise without it being about ‘losing weight’ or ‘looking better’ but instead because moving feels good. When the images are all ‘motivational’ or showing very fit, healthy people, this can result in a sense of exclusion if you are not a part of that group or desiring to join it.”

- **Transportation:** 169 respondents made transportation-related suggestions for helping Edmontonians become more active. These ranged from investing in more active transportation infrastructure like commuter bike lanes and multi-use paths to improving transit access to recreation facilities. Sixty-seven respondents believed that the City should attempt to decrease Edmontonians’ reliance on their cars, either through increased parking costs or toll roads.

“I think Edmonton is on the right track with the bike lanes initiatives you are launching, and the upgrading of the LRT to encourage non-motorized transportation which means a bit more walking for folks, so keep that up! I think the arena downtown also supports this by encouraging walking to local establishments nearby the arena before and after events. Keep making plans like these!”

“Curb the car-culture. Even something as simple as walking contributes to active living, yet Edmontonians are ADDICTED to their cars.”

OTHER COMMENTS

While the majority of the 222 respondents who chose to re-iterate comments previously made in either of the previous two questions, a number of respondents (37) took the opportunity to congratulate the City on undertaking this initiative. They said that living a healthy, active life was important and were supportive of the City’s efforts to support Edmontonians.

“I love the fact that the City even cares to ask these questions.”

5. LIVE ACTIVE SURVEY, 2015

CODE	DESCRIPTION	TOTAL RESPONSES
Barriers/ challenges	What are the challenges or barriers that prevent you from participating in active living, active recreation and sport? (n=905)	
PERSONAL FACTORS		
1	Time – time for organized activities; time for individual exercise. “By the time I get home from work, make dinner and eat it is usually almost time for bed.”	375
2	Health/physical (temporary) – injury; recovering from illness; hip/knee/joint issues or replacement; pregnancy/postnatal	20
3	Health/physical (permanent) – disability; chronic illness; mobility issues; aging body; visual impairment; arthritis	78
4	Family responsibilities – young children, no childcare; other caregiver (spouse, older parents)	80
5	Motivation – lazy; poor organization skills; no energy; ability; discomfort	62
6	Work challenges – workload; desk job; work full time; changing work schedule; business travel; shift work	42
7	Work-life balance – other priorities and activities, e.g. volunteering	32
8	Lack of awareness about programs, opportunities	34
9	Personal preference – prefer individual activities over group/sports; prefer team sports; home exercise	8
10	Social support – no one to exercise with; lack of workout friends	12

EXTERNAL FACTORS		
11	Cost, general	291
12	Cost, City of Edmonton facilities and programs; cost of drop-in/ single visit	47
13	Cost, private facilities, programs, equipment, e.g. golf, yoga, tennis, rock climbing	10
14	Facility location – proximity to home/work; distance; awkward access; limited transit access; don't own car	147
15	Program availability, schedule – program not offered; program not offered when I want it; inconvenient to schedule; facility hours; convenience; overcrowding	102
16	Active transit issues – “car culture”; walkability/sidewalks; lack of multi-use trails near home or no link to trail system; limited or no commuter cycle routes/bike lanes; trail lighting/signage; deteriorating trails; maintenance closures; lack of bike rack; construction on walking routes	73
17	Weather – cold/outdoor conditions; snow and ice on sidewalks, natural trails; limited daylight in winter	92
18	Limited access or no facilities – hockey arenas (late night or during the day only for adults); paddling/boat launches; pools; indoor tennis courts; rec centre; school gyms; more green space; squash/racquet ball; indoor soccer	84
19	Safety/security – walking, running, cycling at night, in wooded areas/trails; theft at rec facilities; concern about child safety; transit safety	26
20	Older adults/people with disabilities – limited options; evening programs; free/affordable programs; “Programs geared to my age and activity level”; (perceived) discrimination	15

Ideas	Please provide one or two examples or ideas of how Edmontonians could be encouraged and better supported to participate in active living, active recreation and sport. (n=1,168)	Total Responses
FINANCIAL, COST		
1	Increase general affordability – lower or free admission to community facilities; inexpensive activities; lower fees for organized sports; expand leisure access pass program; golf annual membership, lower green fees; free/low cost introductory and trial activities	268
2	Rec centre admission – free rec centre passes/admission; one admission cost for all rec centres (not tiered); family pricing that recognizes different family types/sizes; lower drop-in pricing; discount coupons; introductory or trial passes; pass for adult when child signs up for activity; free/lower cost for active seniors; free for low income families; free admission several times a year; free passes to reward community volunteers	83
3	Tax incentives and subsidies – for activity, rec centre memberships	59
4	Family supports – free/inexpensive child care; family activities (including with teens); concurrent activities (child and adult); family fitness classes	38
MORE ACTIVITIES		
5	More activities, greater availability, increased access – longer/ more flexible hours at rec centres; accessible parks; free outdoor rinks; activities/instructors for people who are sedentary; City facilities open longer or year round (e.g. zoo); more adult sports leagues	97
6	More drop-in/pop-up/try-it activities – tai chi or yoga in parks; adult hockey drop-in pass; promote active days (e.g. toboggan days); group walking; community fitness challenges; activity “disguised” as fun (e.g. festival, event, family picnics); promote winter activities	26

7	More activities near home – community-based facilities; planned activities in neighbourhood parks; cross country ski trails in/near neighbourhoods; school gyms; exercise parks/adult “playground”; family activities; legalize street hockey	100
8	More opportunities for people of lower skill, physical ability – judgement-free environment; sports leagues for all skill levels; emphasize fitness over competition; people with physical disabilities; older adults	97
INFRASTRUCTURE, FACILITIES, EQUIPMENT		
9	City Infrastructure – walkable neighbourhoods; wider sidewalks with bigger boulevards; sidewalks on both sides of road; washrooms, water fountains, warming huts in public areas (e.g. parks, river valley, outdoor rinks); (continue to) maintain green spaces; facility maintenance; build new/planned rec centres; more parking at rec centres, trail heads, parks; more indoor facilities (e.g. tennis courts, soccer, pools, arenas)	26
10	Trails – nature trails, multiuse trails, sidewalks; keep sidewalks/ trails clear in winter; repair and ongoing maintenance; better signage; increase awareness; more shared paths; outdoor exercise equipment; trail maps; machine groomed cross country ski trails; more off leash areas; advertise clear/plowed paths	225
11	Greater use of river valley – walking; events; family activities; refreshment stops; pop-up events; outdoor gyms; river access for canoeing, kayaking etc.	111
12	Cycling – more, safer bike lanes; better cycling network; bike-car on LRT; safe bike lock-ups at public places; bike share at LRT/bus centres; dedicated traffic signals	41
13	Equipment rentals/lending – bike rentals with pick up-drop off locations across city; equipment rentals in river valley (e.g. bikes, canoes, kayaks); City-run affordable equipment rental facility for outdoor activities (e.g. cross country skis, snowshoes, mountain bikes, skates etc.); opportunity to try equipment at public events, festivals	129
14	Safety/security – headlamp, foot grip, helmet giveaways; more park rangers in river valley, trails; more lighting in residential parks, off leash areas; Neighbourhood Watch (both as a “walk your block” activity and for security)	17

AWARENESS, INFORMATION		
15	Public awareness – advertising about activities and benefits of activity; articles in news media, on City website; “Active in Edmonton” photo contest; promote local/neighborhood activities, “What is there to do in my neighbourhood?”; contests and competitions	40
16	Central information source – to find rec teams, activities, programs; improve City website; print information/rec guide; free advertising for community groups; social media; mobile apps; improve 311; central booking of facilities, classes/programs	134
17	Messages – make fitness/activity a habit for kids; less emphasis on “winning” in sport; emphasize convenience; promote non-physical benefits e.g. walking in a beautiful neighbourhood; emphasize health benefits over “body-beautiful” messages; how to incorporate physical activity into daily routines; free activities (e.g. walking, shovelling etc.); negative messages (you will die young, you cost the health care system)	48
TRANSPORTATION		
18	Encourage public transportation/active transport – continue to improve transit; increase security; affordable; better/closer bus service to rec centres, natural areas, seniors centres, parks; combined transit/rec pass	102
19	Discourage driving – higher parking rates, less parking, toll roads	67
SOCIAL, BUSINESS		
20	Social Support – workout buddies; help to connect with people; (dog) walking with neighbours; walk to work groups; an “app” to find people in neighbourhood for walk, birdwatching, going to gym etc.	15
21	Business/employers – subsidies for employees; shower stalls/lockers; messaging; team sports; walking meetings; shorter work week; more stat holidays	45
22	Partners – support community leagues to reach more people; support seniors centres; provide more activities; alternate service providers; partner with organizations with large number of members; promote active living in schools; access to school gyms by community	66

Additional comments	Please use the following area for any additional comments or suggestions. (n=226)	
COMMENTS, COMPLAINTS		
1	Concerns/comments about Strategy – not a City responsibility; provincial/AHS responsibility; concern about cost; define terms, choose words carefully; set meaningful goals; how will City evaluate/measure success; people know they should be active, City can only provide opportunities; questions were very general	9
2	Positive comments – good job; keep it up!; keep encouraging active living; love the river valley/continue to develop; great facilities, parks, trail system, outdoor skating; thank you for this Strategy; bravo for wanting to make the City better	37
3	Facility complaints/needs – facility cleanliness and maintenance; programming; cost; staff; more rec centres; need more swimming pools, indoor tennis courts; access to school gyms; more and free parking;	19
4	Other complaints/concerns – transit access to rec centres; selling green space to private developers; City golf courses uncompetitive with private; City is competing unfairly with private business	14
IDEAS AND SUGGESTIONS		
5	Barriers redux – repeat of barriers/challenges to physical activity	15
6	Ideas redux – repeat of ideas/suggestions to encourage activity	81
7	Active transportation – should be in the vision statement; improve infrastructure for cyclists; shared sidewalks; promote alternative transportation; design walkable communities; walk to local activities; address negatives (dangerous and dirty)	23

8	Awareness/advertising/messages – improve website, 311; City programs and financial supports; be able to find activities, interested people; health benefits; benefits of biking (health, wellbeing, transportation, environment); get to know people; make it illogical not to participate; get outside and get fresh air; promote to new arrivals/train staff for cultural sensitivity	27
9	Parks, trails, green spaces – protect community parks and green spaces; continue to expand trail system; continue to publicize river valley clean ups; access to wild/natural areas; trail maintenance (including cross country ski trails); fewer paved trails	26
10	Support community leagues, alternate service providers – funding to hire program coordinators for neighbourhood programs; community league pass program; funding for community groups	10
11	Encourage children to be active – schools/teachers promote active living; legalize street hockey; encourage unstructured play	9
12	Embrace winter – encourage winter activities; keep facilities open in winter	9
OTHER COMMENTS		
13	Safety concerns – children at rec centres, on public transit, trails; walking downtown; walking in wooded areas	5
14	Needs of seniors – increasing seniors population; patronizing/ageist attitudes; pool needed at Central Lions; healthy active seniors	3
15	Leisure access pass – take care to ensure users are not stigmatized; great program; review low income level (should be higher)	2
16	People with disabilities – good programs; need for programs	4
17	Policy – sodium in foods; tax fast food	4

6. EDMONTON ACTIVE LIVING, ACTIVE RECREATION AND SPORT PARTNERS

An active living, active recreation and sport community is built through collective impact. Just as no single organization is responsible for any major social problem, nor can it be expected to cure it alone. Large-scale social change requires broad, cross-sector coordination. Thus, an active living, active recreation and sport community need not be a dream. It can be achieved through the implementation of a municipal active living, active recreation and sport strategy by a broad range of partners, beginning with a commitment by Edmonton City Council, which can be an advocate for an active, healthy city by making it a priority in City business.

- **City of Edmonton Administration** can assemble a team of staff to help oversee and implement the Strategy, help to unify the active living, active recreation and sport community within City departments and externally with partners over the next 10 years. Furthermore, the City of Edmonton can ensure the availability of the broadest range of active living, active recreation and sport opportunities for every individual and group consistent with available community resources. Investments include parkland and public facility development, grants, subsidies and funding, direct and indirect service provision, event hosting, organizational support services and outreach.
- **Edmonton Sport Council** can promote, support and advocate for active living, active recreation and sport in Edmonton, and help connect Edmontonians to the active living, active recreation and sport opportunities of their choice.
- **All Edmontonians** are encouraged to be responsible for their physical activity level by engaging in active living, active recreation, and sport opportunities at home and in the community; these opportunities need not be highly organized by others.
- **Parents, family network and caregivers** can expose children to new skills in unstructured play and should serve as positive, active role models as they play an important role in the development of a child's physical literacy.
- **Educational institutions (including primary and secondary school boards and post-secondary institutions)** can support physical literacy by incorporating it into physical education, enhanced training for (especially) elementary teachers and/or the placement of a physical education specialist in every elementary school. Physical activity programs that focus on a range of activities would maximize participation regardless of skill level. Educational institutions also should provide the opportunity for students to be active during class, during breaks, at lunchtime and after school by ensuring school is available for community active living, active recreation and sport opportunities.

- **Businesses and corporations** can establish policies and practices that support workplace physical activity infrastructure and employee initiatives that support physical activity. They also could provide investments (sponsorship or philanthropic) in playgrounds and community facilities. They can also help provide opportunities for identified populations such as the economically disadvantaged, new Canadians and indigenous communities.
- **Community leagues** can act as a provider of active living, active recreation and sport opportunities.
- **Professional sport** can lead by example in Edmonton with Edmontonians at all stages of life, from motivating Edmontonians to developing Edmonton's next generation of athletes, to assisting in the provision of opportunities to those who would otherwise not have the opportunity to participate in active living, active recreation and sport.
- **Foundations and service clubs** can examine philanthropic investments in playgrounds and community facilities, and in opportunities for identified populations such as the economically disadvantaged, new Canadians and indigenous communities.
- **The media** can promote increased political commitment to physical activity, heightening awareness about the importance of physical activity and serving as important role models. Messages around physical activity should be positive and inclusive of all individuals and should not stigmatize certain groups.
- **Influential Edmontonians** can serve as important role models.
- **Active living, active recreation and sport organizations** can provide opportunities for citizen participation, nurture volunteerism, foster excellence and maximize their resources.
- **Helping organizations** whose focus is not active living, active recreation and sport continue to offer opportunities for physical activity though it does not advance the primary mandate of the organization. These service providers may be faith organizations, day homes, day cares, Scouts, Girl Guides, community-serving agencies, etc.
- **The Government of Alberta** impacts Edmontonians through legislative and regulatory actions relating to active living, active recreation and sport, financial investments (made possible through the Alberta Lottery Fund and Alberta's charitable gaming model), the Alberta Games (as well as Western Canada and Canada Games), support for event hosting, sport tourism and other means such as health care services and primary care networks.
- **The Government of Canada** impacts Edmontonians through legislative and policy documents relating to active living, active recreation and sport, major Games facility support, the federal Children's Fitness Tax Credit, investments in Edmonton's high-performance athletes and other means.

7. CONSULTATION PROCESS OVERVIEW

Live Active has been developed through extensive consultation. Many people, including City of Edmonton staff, representatives from active living, active recreation and sport partner organizations, and members of the public were engaged between 2014 and 2016. Their input has been critical to shaping all aspects of the Strategy.

Public and stakeholder engagement began in 2014, when representatives from 103 active living, recreation and sport partner organizations came together to discuss the Strategy in advisory committee and focus group meetings.

Consultation continued into 2015, with a broad-reaching public and stakeholder engagement process occurring in the fall. This included a series of seven facilitated discussions with active living, active recreation and sport partners, as well as a public engagement survey. In addition to these efforts, the project team engaged closely with the Edmonton Sport Council, as well as City of Edmonton staff. In total, 1625 people participated in the engagement on Live Active in 2015.

In 2016, final consultations on the Strategy were held with CEOs of major active living, active recreation and sport partners and City of Edmonton staff from several departments. The two sessions focused on the Strategy's implementation.

These wide ranging consultations saw participation from hundreds of organizations from across the active living, active recreation and sport spectrum, as well as from City staff and the general public. Over the course of the two-year engagement period, 1757 people provided input into the development of Live Active.

