

## Terms of Reference: Live Active, Health and Recreation

Council Term:	2017-2021 Council Term
City Council Sponsor(s):	Councillor T. Cartmell Councillor M. Walters
Supporting Department:	Citizen Services
Administration Lead:	Rob Smyth / Roger Jevne
Initiative Status:	Existing

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### Mandate

Healthy City is one of five strategic goals that City Council has identified as part of its Strategic Plan 2050. The goal aims to ensure that Edmonton is a city that thrives, where every member of our community has equitable opportunity to be healthy and fulfilled.

Active recreation, sport and leisure opportunities contribute significantly to the quality of life in Edmonton. Edmontonians value active, healthy lifestyles and want their municipal government to commit to both physical and mental health and wellness by providing active living opportunities that are readily accessible to all. This initiative allows Council to champion a healthy city by providing strategic direction and support for the four desired outcomes of this initiative.

### Desired Outcomes

- Outcome #1: Live Active - A healthy, vibrant Edmonton in which people embrace active lifestyles that improve their own individual well-being as well as that of their families, neighbourhoods and communities.
  - City supports, and provides opportunities for, Edmontonians to develop their competence, confidence and motivation to be physically active throughout their lives.
  - Partners and individuals commit to create an active city with a diversity of activities and experiences for all Edmontonians.
  - Partner with key stakeholders in advancing the Live Active strategy.
  - Develop a Live Active awareness campaign, including activation efforts, to increase awareness of the strategy, its goals and how citizens can engage.
- Outcome #2: Health - Increase the quality and quantity of active recreation opportunities available to Edmontonians, with a focus on children, to improve their health in a holistic way.
  - Increase the affordability of participation.
  - Encourage active play and community connections.

- Outcome #3: Community and Recreation Facility Master Plan and Park / Facility Optimization - The City of Edmonton will approach recreation from a holistic and sustainable perspective to address the broad continuum of community recreation needs required by citizens.
  - Edmontonians will have access to safe, welcoming places to:
    - Socialize
    - Be creative
    - Play, learn and develop physical literacy
    - Be active and exercise
    - Build community
    - Participate in and/or excel in their desired sport or recreation activity.
  - Community recreation facilities will:
    - Encourage and facilitate participation that will enhance personal growth, health and wellbeing
    - Foster a thriving sense of community connectedness, identity, spirit, engagement, and culture.
  
- Outcome #4: High Performance / Professional Sports Culture - Edmonton retains existing and attracts new professional sports teams by creating an environment that supports teams/organizations while advancing the development of high performance athletes and programs.
  - Develop a collaborative strategy in partnership with key stakeholders that solidifies Edmonton as a leading community for professional sports and elite athlete development.
  - Develop strong partnerships and collaborations with key stakeholders including professional sport and sporting events.

### **Existing Related Corporate Programs**

- Community and Recreation Facility Master Plan
- Live Active Strategy
- Events Strategy
  - Major Events Action Plan
  - Festivals and Community Events Action Plan

### **Timelines**

- The work plan will be presented to City Council on June 12, 2018.
- This Council Initiative will report to the Community and Public Services Committee twice a year, with the exception of the final year in which the second report will be made to City Council.

### **Key Stakeholders**

- Alberta Health Services - Edmonton zone
- Edmonton School Boards
- Not-for-profit sport, recreation and active living organizations
- Post secondary institutions
- Corporate Edmonton community
- Edmonton Tourism
- Professional Sports Teams
- Regional partners (i.e. other Metro Edmonton municipalities, Enoch Cree Nation, Edmonton Garrison)

### **Financial Implications**

Any estimated required financial and human resources for future work will be identified in the work plan that will be presented to Council on June 12, 2018.