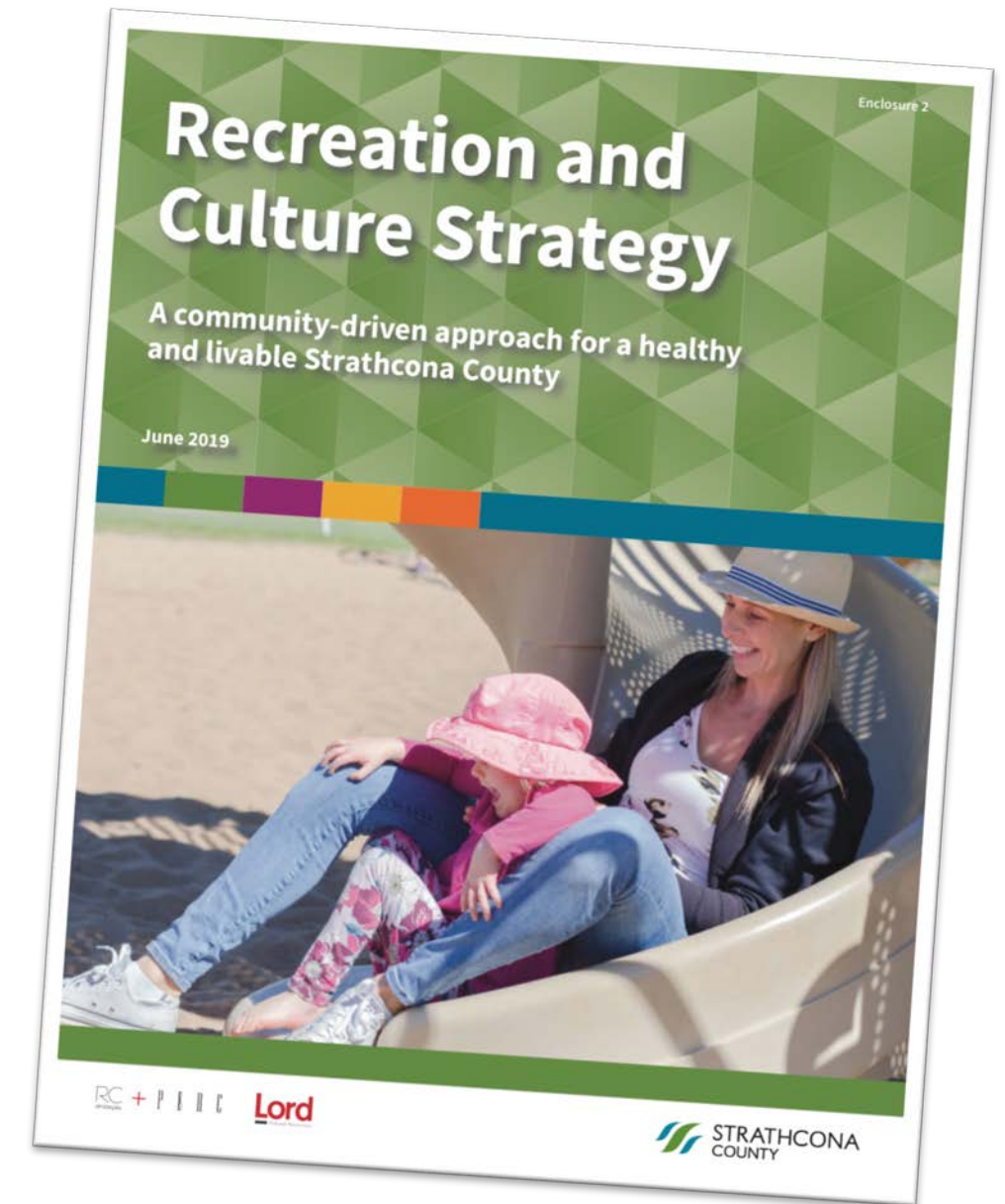


Recreation and Culture Strategy

October 8, 2019

What is the purpose of the Strategy?

- Serves as a **shared strategy** to guide the County and the community to enhance the recreation and culture delivery system
- Provides a foundation to align stakeholders and steer efforts and investment in recreation and culture opportunities to **best meet community needs**
- Identifies areas of focus that will **inform the priorities** in the implementation plan



Planning Process and Timeline



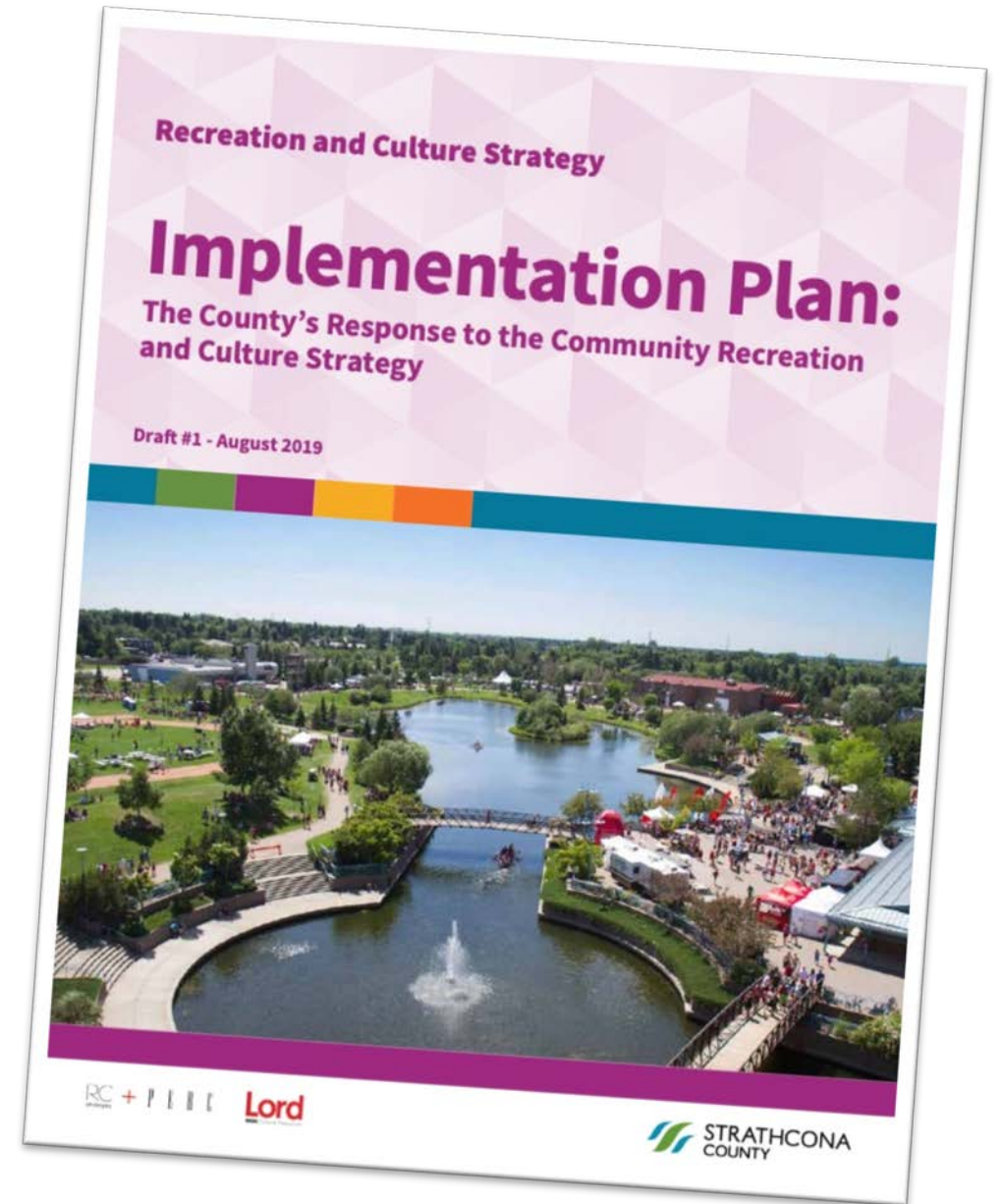
Who did we hear from?

A total of 4,694 responses representing households, community groups and youth (34,924 people represented)

What will the Strategy mean to the community?

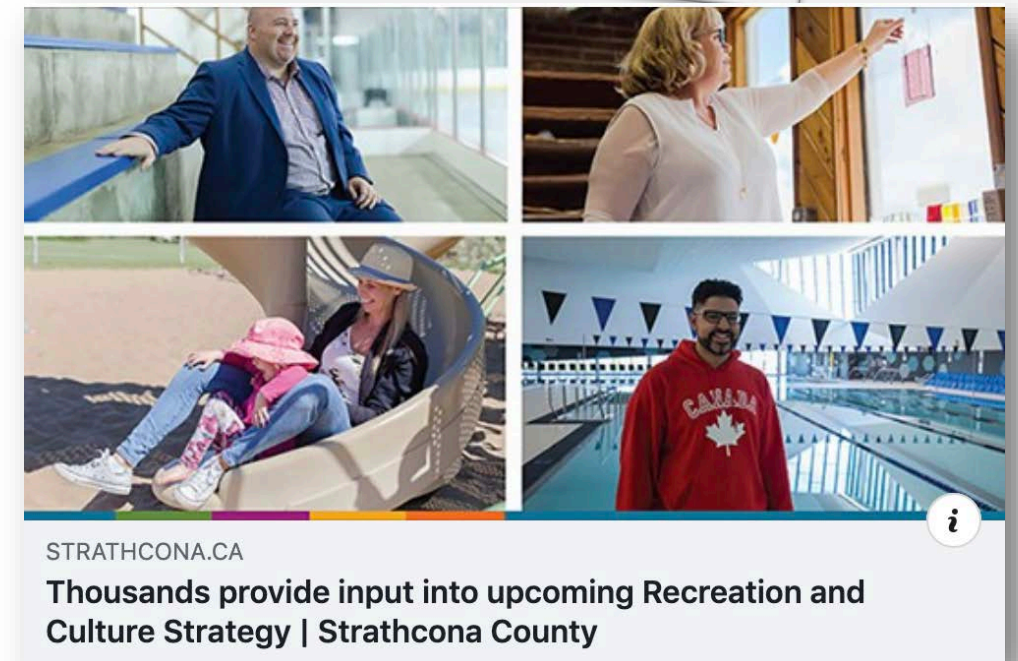
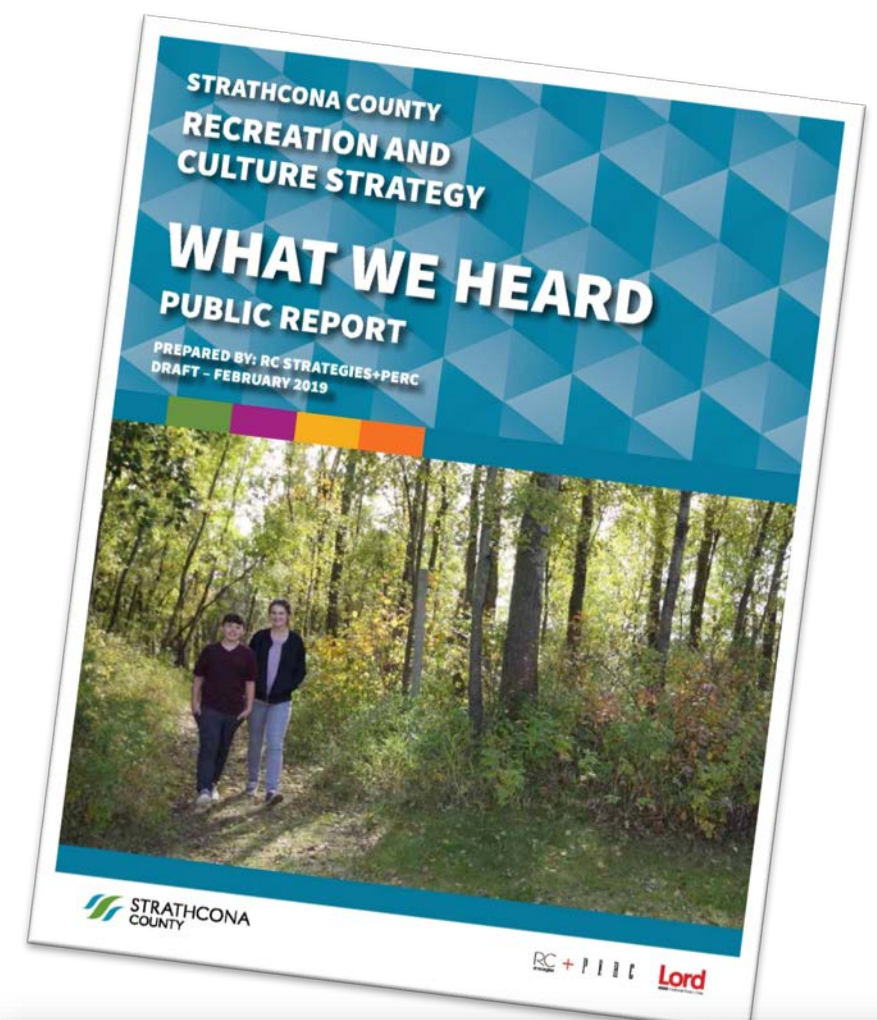
Fosters a **stronger delivery system** for recreation and culture opportunities

- More holistic approach taking into consideration five key areas of focus
- Better able to address gaps in provision of recreation and culture in the community
- Ability to prioritize investment in infrastructure based on community need
- Encourages connections between community groups to find synergies
- Focuses on understanding and removing barriers to participation



What We Heard

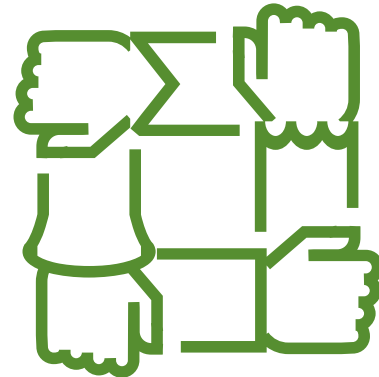
- **Recreation and culture are important** elements of people's lives and to the community
- **People are satisfied** with the many recreation and culture opportunities available to them
- **Barriers to participation** do exist for some, which include **cost**, **awareness** of the opportunities, program **availability**, and physical **accessibility**



Outcomes



1. **Recreation and culture opportunities contribute to the well-being of all individuals.**



2. **Recreation and culture opportunities contribute to the cohesion, vibrancy and overall well-being of our community.**



3. **High quality recreation, parks and culture places and spaces are created and maintained.**

Five Key Areas of Focus

- **Community needs**
Identifying, prioritizing and serving the needs of the community
- **Inclusion**
Addressing barriers to participation
- **Building capacity**
Exploring partnerships and collaboration
- **Environmental stewardship**
Respecting the natural environment
- **Fiscal responsibility**
Making the most of our resources



Community Needs

Identifying, prioritizing and serving the needs of the community

Priorities

- Identify community needs
- Prioritize community needs
- Investigate feasibility of identified needs
- Appreciate the investment and effort provided within the recreation and culture community



Inclusion

Addressing barriers to participation

Priorities

- Create welcoming environments
- Identify and reduce barriers
- Achieve equitable geographic balance
- Ensure awareness of opportunities

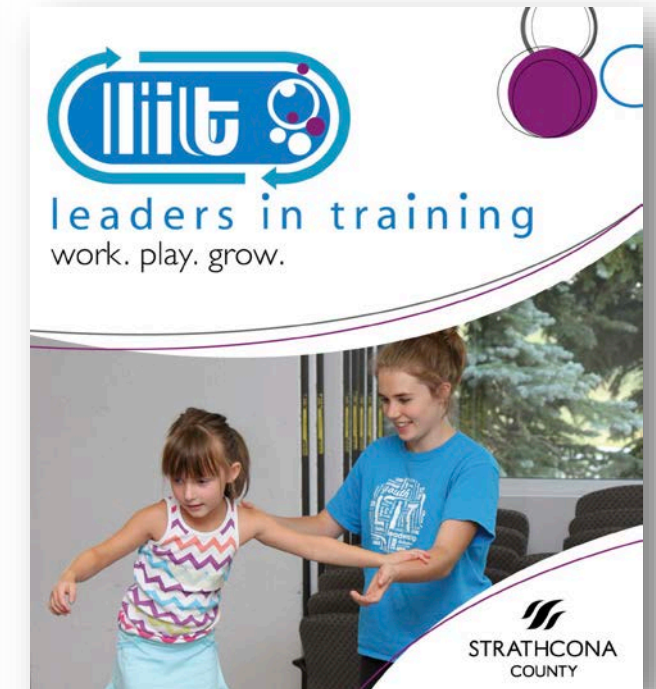


Building Capacity

Exploring partnerships and collaboration

Priorities

- Strengthen existing partnerships and foster new partnerships
- Enhance knowledge, skills and competencies
- Support volunteerism



Environmental stewardship

Respecting the natural environment

Priorities

- Encourage outdoor participation
- Educate participants and community on the value of parks and open spaces
- Appreciate the environment
- Plan parks and open spaces



Fiscal responsibility

Making the most of our resources

Priorities

- Secure financial resources
- Ensure appropriate use of recreation and culture investment
- Ensure the safety and longevity of recreation and culture infrastructure



Internal Engagement



Who:

- Family and Community Services
- Economic Development and Tourism
- Facility Services
- Planning and Development Services
- Transit
- Transportation and Agricultural Services
- And other related committees

Why:

To explore synergies and efficiencies to inform the implementation plan.

Next steps for community organizations and partners

Everyone will be encouraged to choose the priorities relevant to their organization's goals and aspirations and develop their own implementation plan.

The outcomes are best achieved if we all work towards the same vision, learning from each other, collaborating often, and ensuring that everyone has opportunities to engage in recreation and culture.



Next steps for the County

- Recreation and Culture Strategy Approval (October)
- Transitional Studies (move from existing OSRFS to new Strategy)
- Internal Engagement to inform Implementation Plan (Q4 2019)
- Finalize 12-Year Implementation Plan (Q1-2 2020)



Questions?

