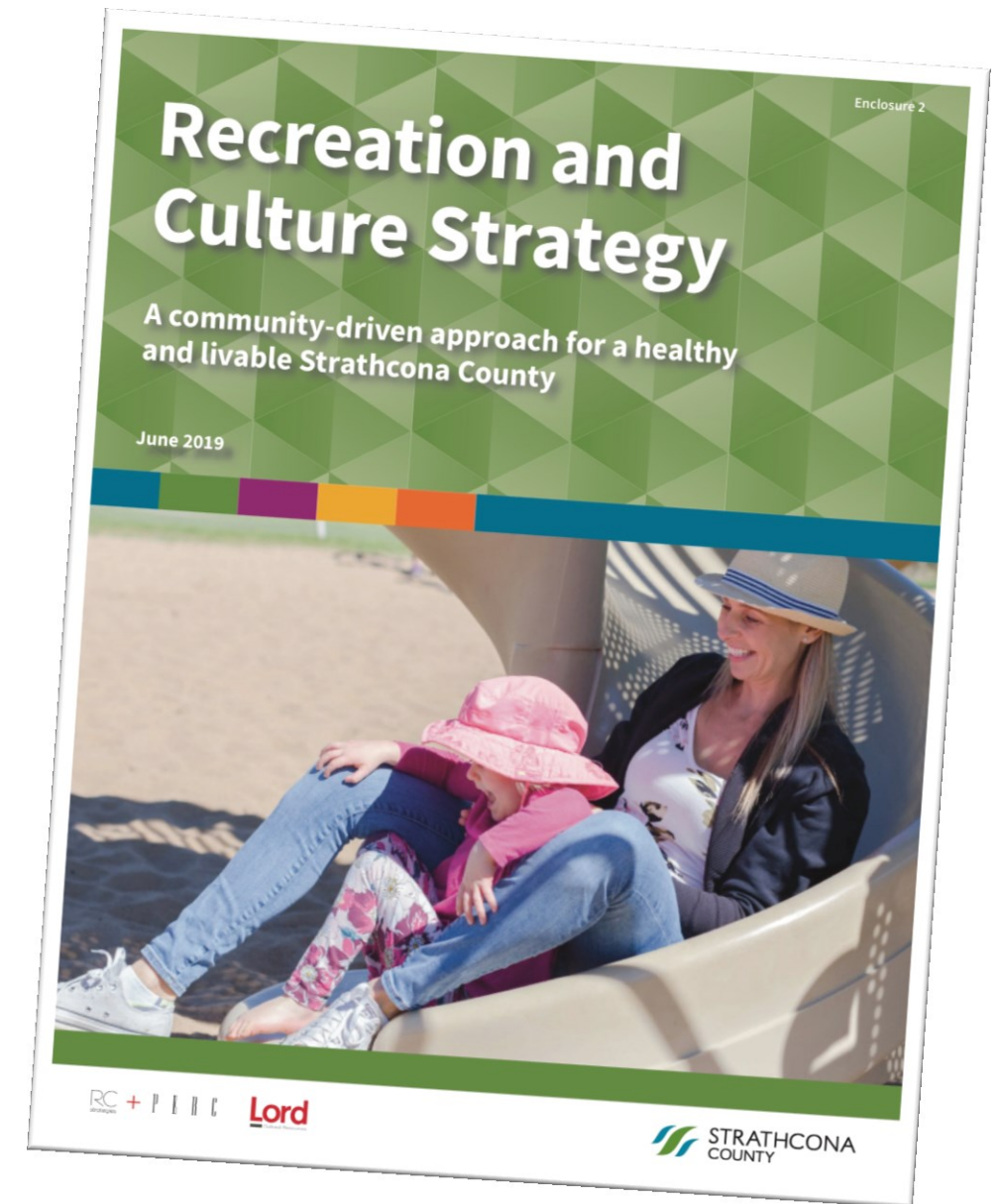


Draft Recreation and Culture Strategy

Priorities Committee
July 16, 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



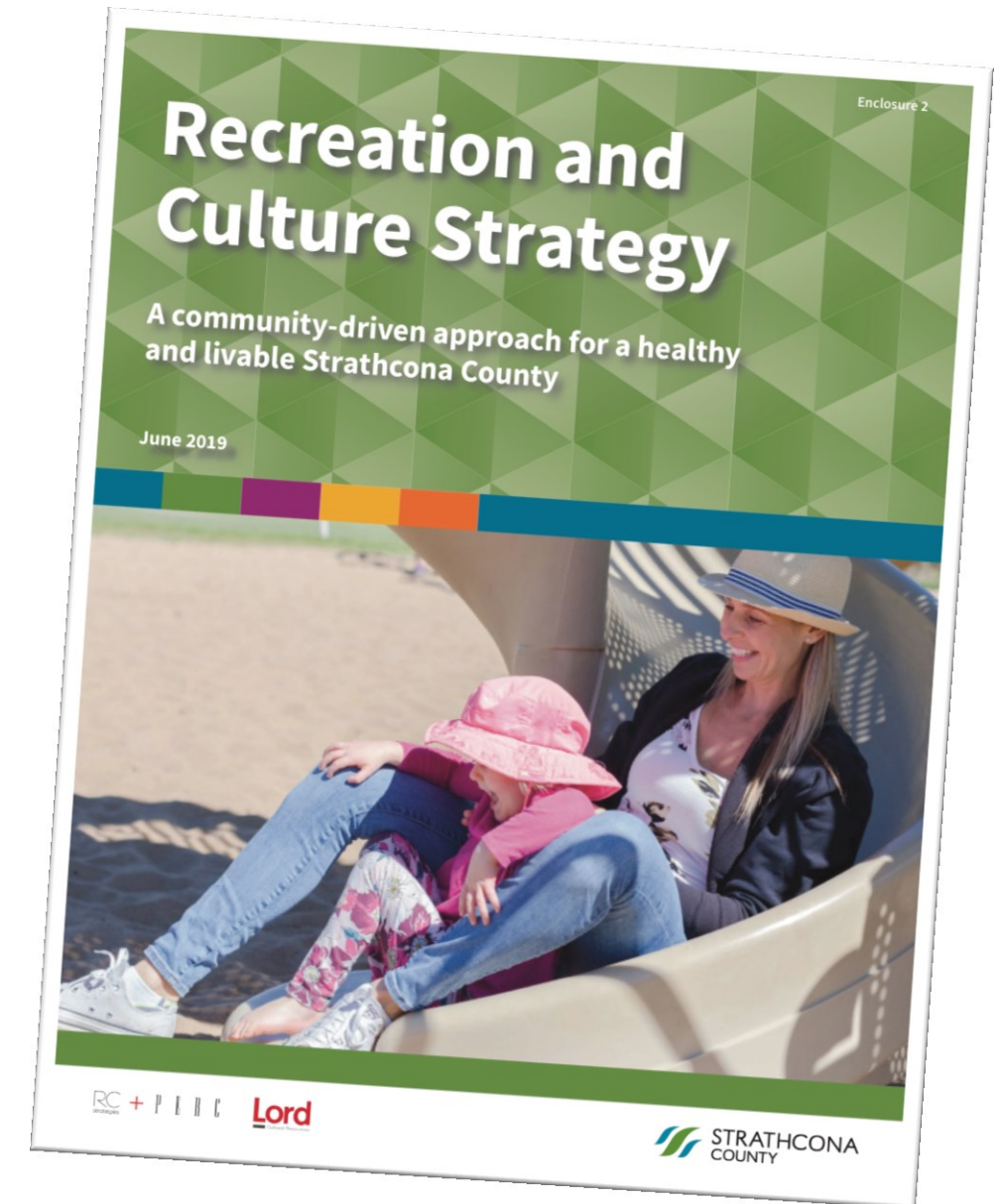
Implementing the Strategy

Plans for next 12 years of recreation and culture priorities in alignment with County strategic goals

Picks up where the current Open Space and Recreation Facility Strategy left off

Two deliverables:

1. Recreation and Culture Strategy
 - high level, relevant to all
2. Implementation Plan (target Fall 2019)
 - more detailed
 - County's response to the Strategy



Planning Process and Timeline

Research & Engagement

Phase I - Surveys & Research
Feb - Dec 2018

**Phase II - Refining key themes
& Community Conversations**
Jan - Apr 2019

Recreation & Culture Strategy

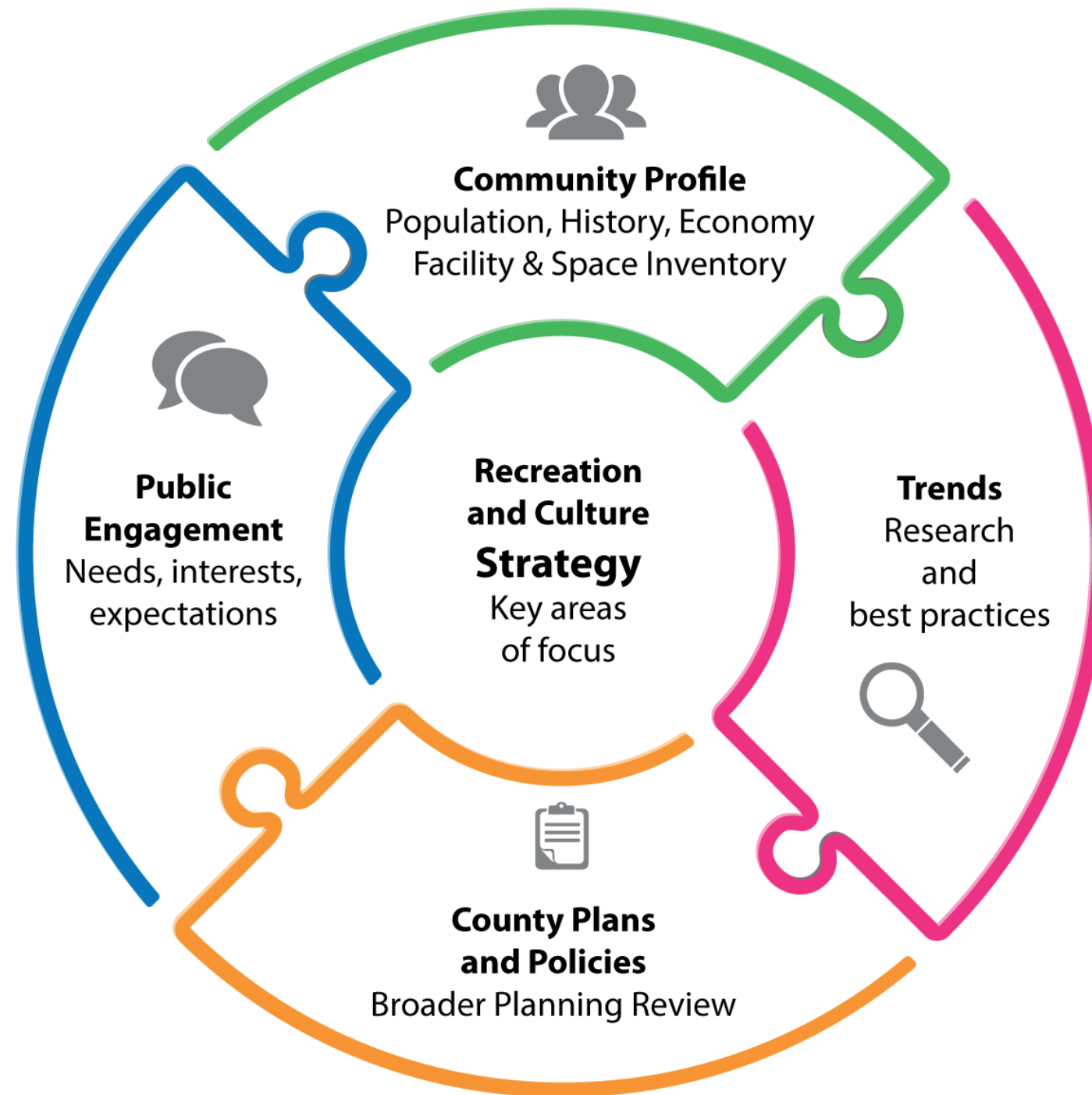
**Strategy development
for Council review**
May - Jul 2019

We are here

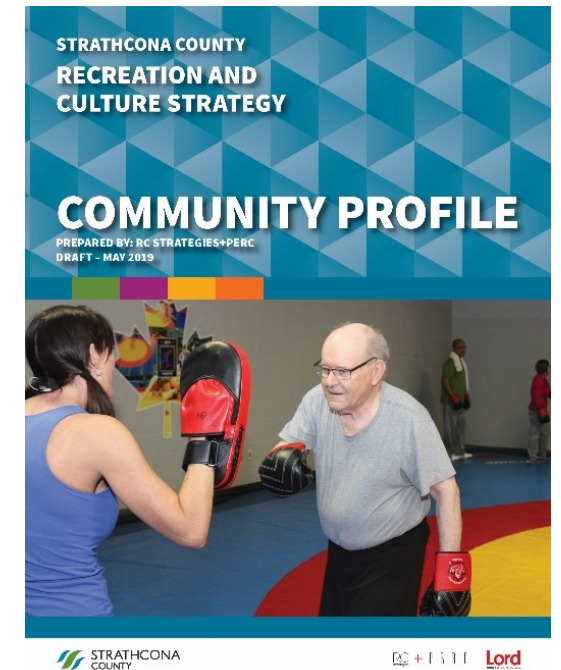
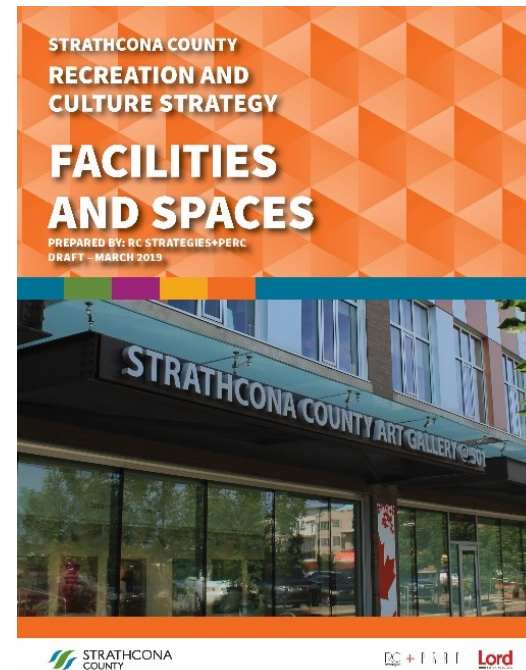
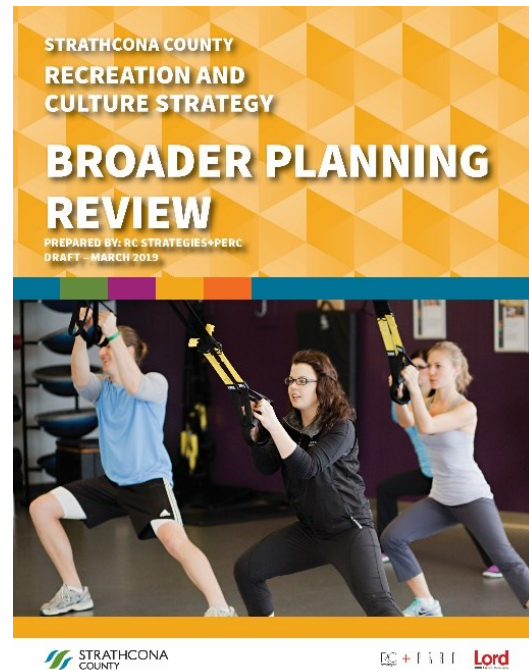
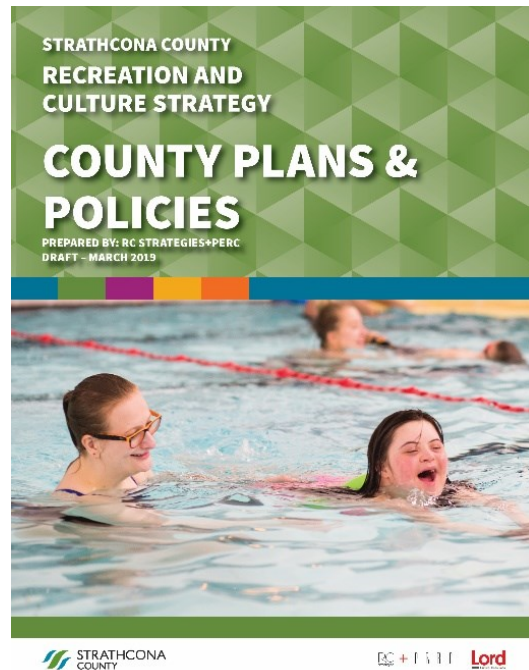
Implementation Plan

**Develop 12 year Implementation
Plan for Council review**
Jul 2019 - Jan 2020

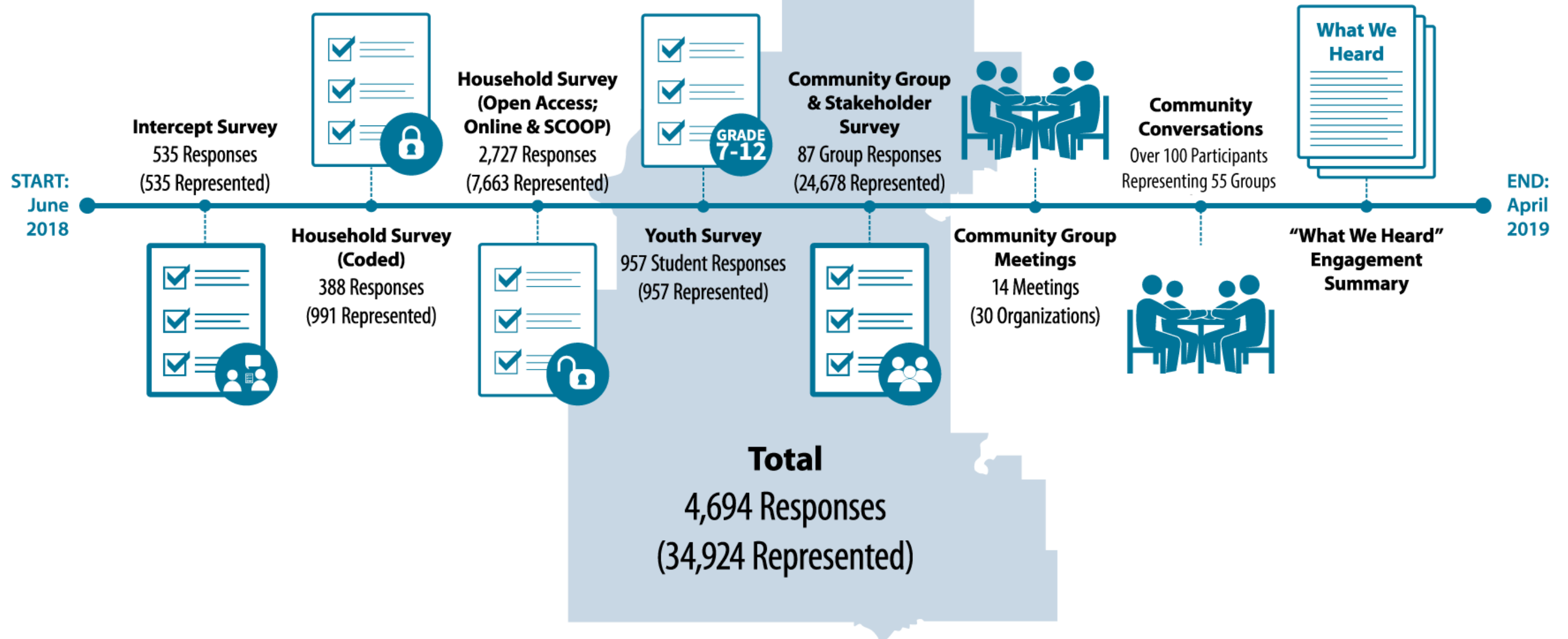
What informs the strategy?



What informs the strategy?

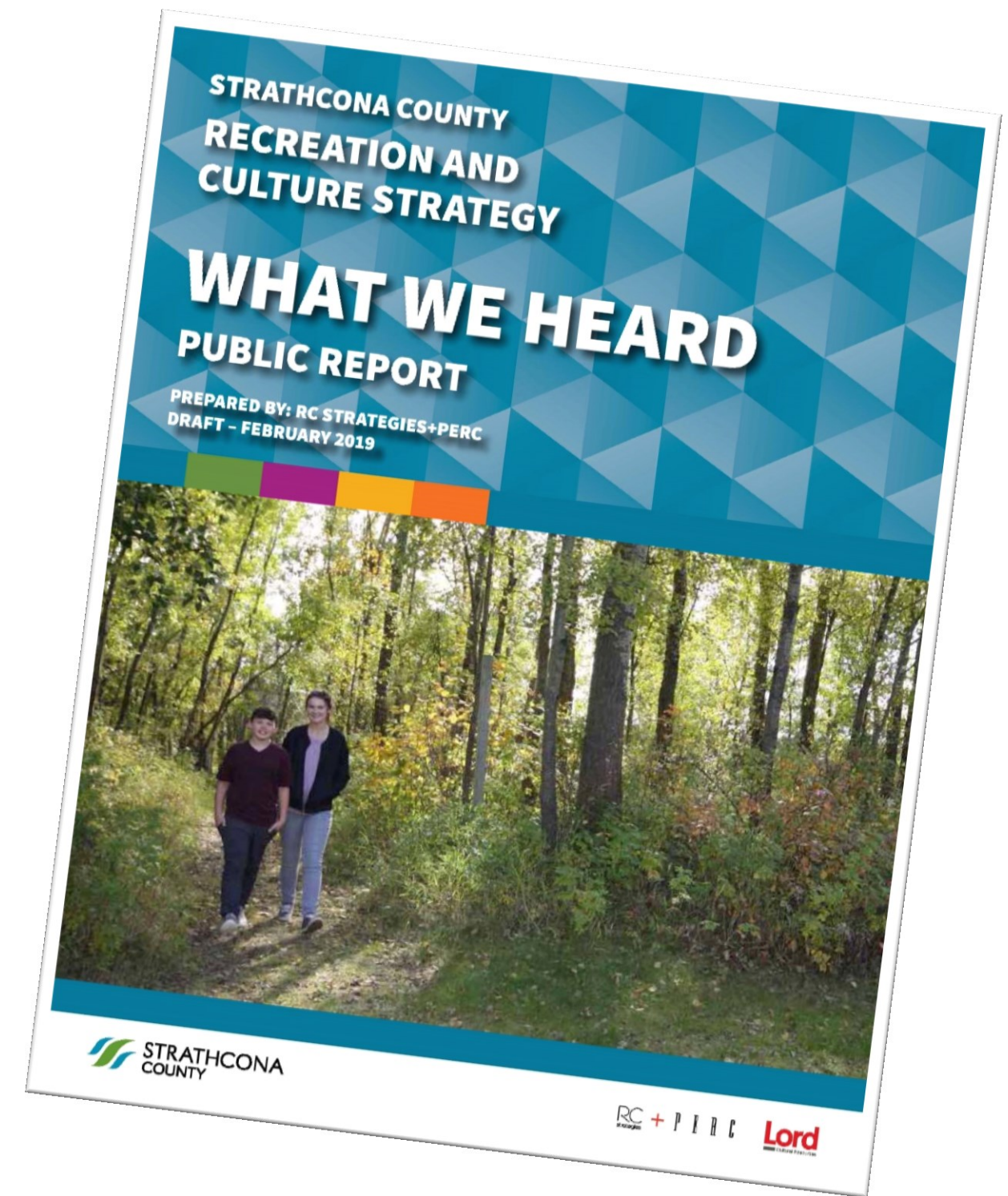


Who did we hear from?



What We Heard

- **Recreation and culture are important** elements of people's lives and to the community
- There are **many recreation and culture opportunities** for people in Strathcona County, both indoors and outdoors, including facilities, programs, and events
- **People are satisfied** with the recreation and culture opportunities available to them



What We Heard

- **Recreation generally has a higher profile** and is seen as being more established and broadly supported than is culture
- While not everyone experiences **barriers to participation**, there is a sizeable proportion that do
- Barriers include **cost, awareness** of the opportunities, program **availability**, and physical **accessibility**



A foundation to build on



STRATEGY GOAL

Relevant recreation and culture opportunities are available to all, making Strathcona County Canada's most livable community.

Strategy outcomes



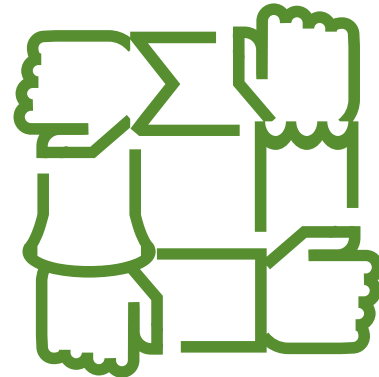
Shared principles



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 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 participation 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

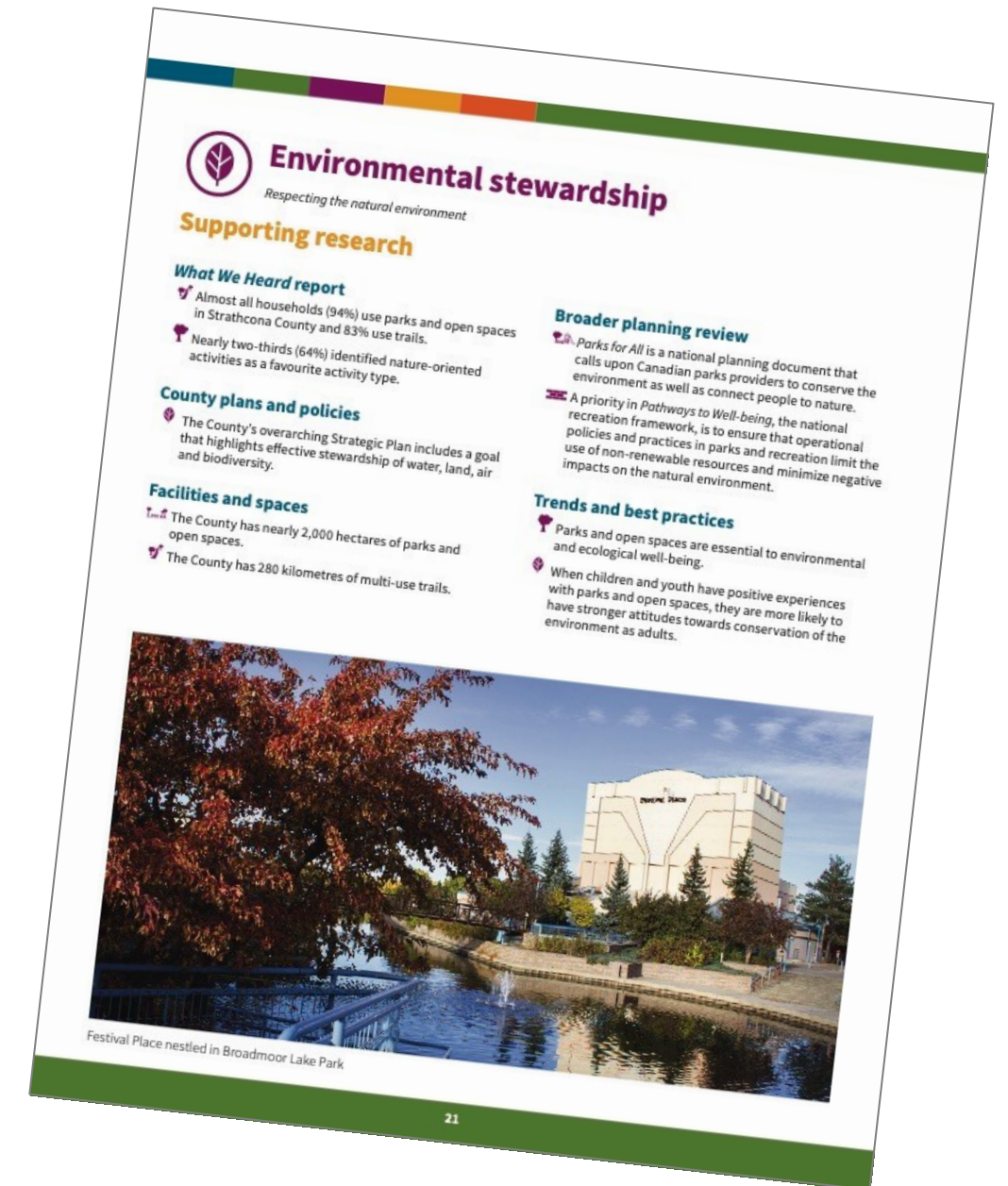


Environmental stewardship

Respecting the natural environment

Priorities

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



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 that could inform the Strategy and be captured in 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

- Strategy Approval (September)
- Transitional Studies (move from existing OSRFS to new Strategy)
- Internal Engagement to inform Implementation Plan (Summer/Fall)
- Finalize 12-Year Implementation Plan (Fall)



Questions?

