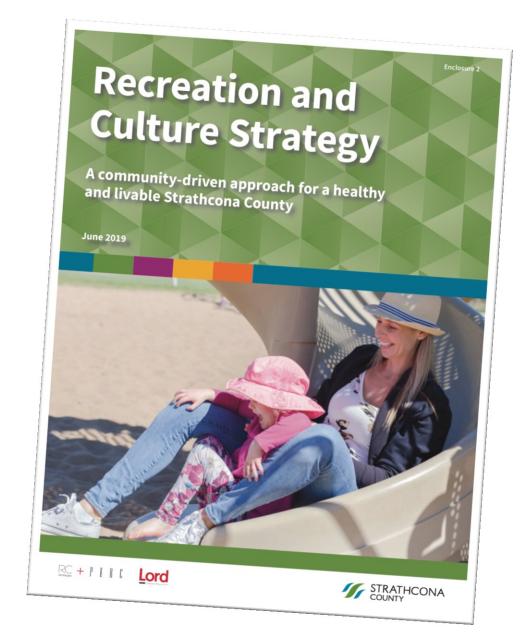
Draft Recreation and Culture Strategy

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





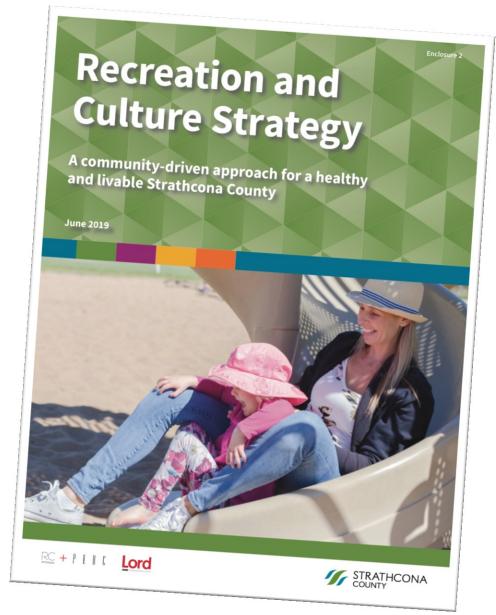
Implementing the Strategy

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

Recreation & Culture Strategy

Implementation Plan

Phase I - Surveys & Research
Feb - Dec 2018

Phase II - Refining key themes & Community Conversations

Jan - Apr 2019

Strategy development for Council reviewMay - Jul 2019

Develop 12 year Implementation
Plan for Council review

Jul 2019 - Jan 2020



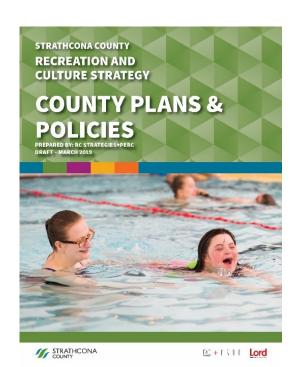


What informs the strategy?

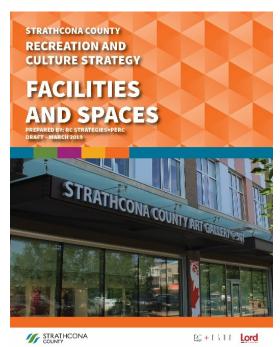


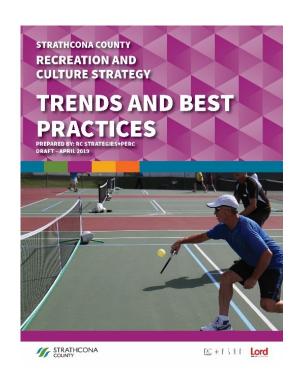


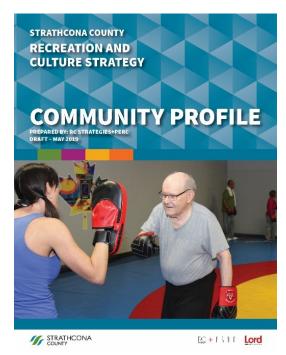
What informs the strategy?





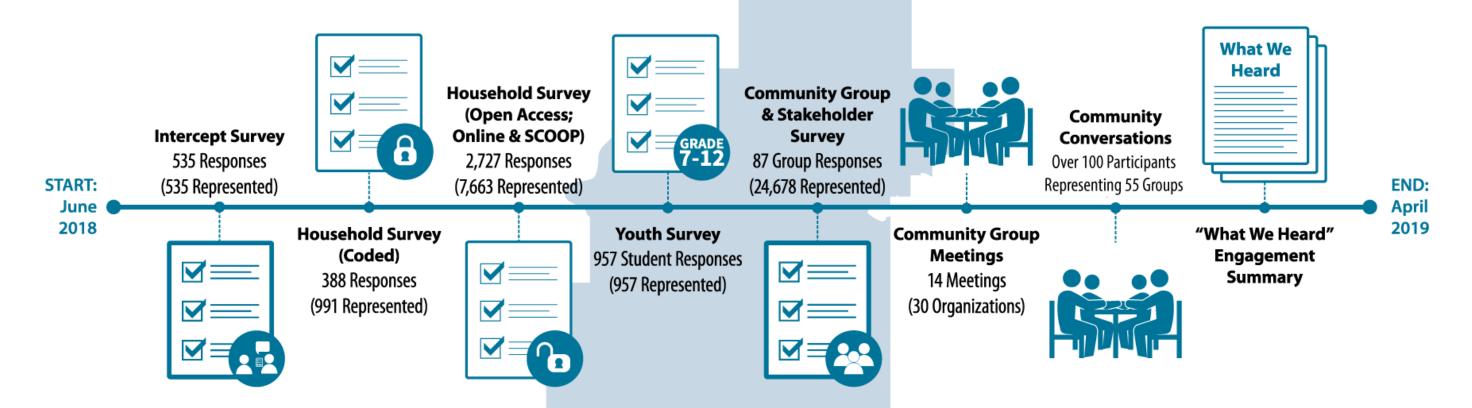








Who did we hear from?

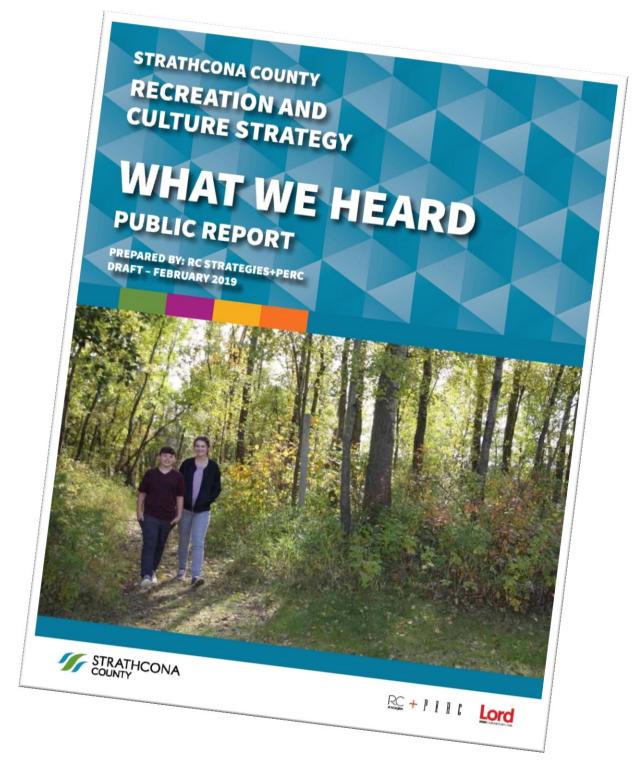


Total

4,694 Responses (34,924 Represented)

What We Heard

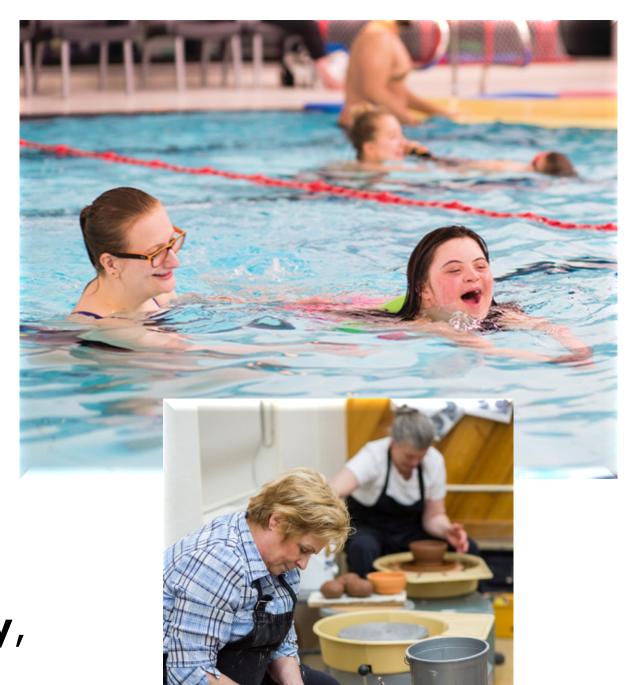
- Recreation and culture are important elements of people's lives and to the community
- There are many recreation and culture opportunities for people in Strathcona County, both indoors and outdoors, including facilities, programs, and events
- People are satisfied with the recreation and culture opportunities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



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



STRATEGY GOAL

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



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



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



Shared principles







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







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



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

livable community.

STRATEGY GOAL



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





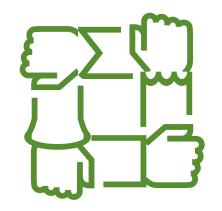




Outcomes



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 servineeds of the community
- **Inclusion**Addressing barriers to participati
- Building capacity
 Exploring partnerships and collak
- Environmental stewardship
 Respecting the natural environm
- Fiscal responsibility
 Making the most of our resource:





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



Community needs

identifying, prioritizing and serving the needs of the community

Supporting research

What We Heard report

Almost three-quarters (73%) of organizations think there is a need for Strathcona County to enhance its indoor recreation and cultural facilities or create additional ones. Offices and storage, multi-use program and meeting spaces, gymnasiums, indoor fields, and multi-purpose sport surfaces were identified most often.

The top five indoor and outdoor priorities identified in the Household Survey were:

- » Indoo
- 1. Fitness/wellness spaces
- 2. Fitness tracks
- Swimming pools
- Indoor playgrounds
 Indoor fields
- o. mador nei
- » Outdoor
- 1. Trails (non-mechanized)
- 2. Campgrounds
- 3. Swimming pools
- 4. Natural areas

County plans and policies

© Goal one in the County's Strategic Plan is to build strong communities to support the diverse needs of citizens. This includes an outcome that programming meets the changing needs of residents.

Broader planning review

A handful of local community organizations are currently undergoing infrastructure planning initiatives relating to recreation and culture in Strathcona County.

Facilities and spaces

Strathcona County provides more facilities and spaces per capita compared to other municipalities and regions in western Canada (i.e. more facilities available for less people).



1



Inclusion

Addressing barriers to participation

Priorities

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



Supporting research

What We Heard report

Over a third (35%) of households experience participation barriers.

The most common barriers identified in the Household Survey included:

- » Admission costs
- » Busy with other activities
- » Timing of programs
- » Overcrowded facilities

Only a quarter of Household Survey respondents were aware of any kind of financial assistance programs offered by Strathcona County or other organizations.

County plans and policies

Key themes found throughout the County's existing plans and strategies highlight the importance of accessibility, inclusion and affordability among others.

Broader planning review

- A Framework for Recreation in Canada contains a goal to increase inclusion and access to recreation for populations that face constraints to participation.
- Alberta's Cultural Policy outlines a goal to ensure Albertans have access to a wide range of cultural experiences and opportunities.

Trends and best practices

- Social inclusion is being considered in facility and open space design to create welcoming spaces and places; in promotional strategies to ensure relevant demographics are being reached; and in program planning to offer relevant opportunities that contribute to the well-being of all individuals.
- Trending to passive natural spaces based on the opportunities the lay of the land provides (e.g. passive natural trails are appropriate within the Beaver Hills Biosphere)









Emerald Hills Leisure Centre

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Building Capacity

Exploring partnerships and collaboration

Priorities

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



Supporting research

What We Heard report

- 90% of households agree that the County should explore partnerships to provide recreation and culture services.
- The recruitment and retention of volunteers were identified as common challenges for community groups

County plans and policies

Partnerships are a key theme in many County planning and policy documents.

Broader planning review

The modernized Municipal Government Act (MGA) mandates municipalities to explore how they can work with school authorities and regional neighbours in providing recreation services.

Trends and best practices

- Methods to support volunteerism are varied and can include:
- » Recognition events
- » Opportunity postings
- » Volunteer database
- » Training and development opportunities
- » Benefits for volunteers (e.g. discount to some programs/facilities)

Facilities and spaces

Community organizations, schools, and other non-profit societies currently play an integral role for the provision of recreation, parks, and culture services in Strathcona County.



Smeltzer House Visual Arts Centre - Glass Studio

19

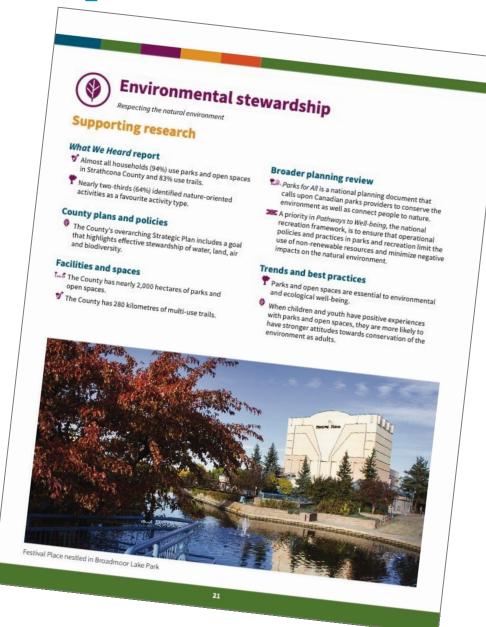


Environmental stewardship

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?



