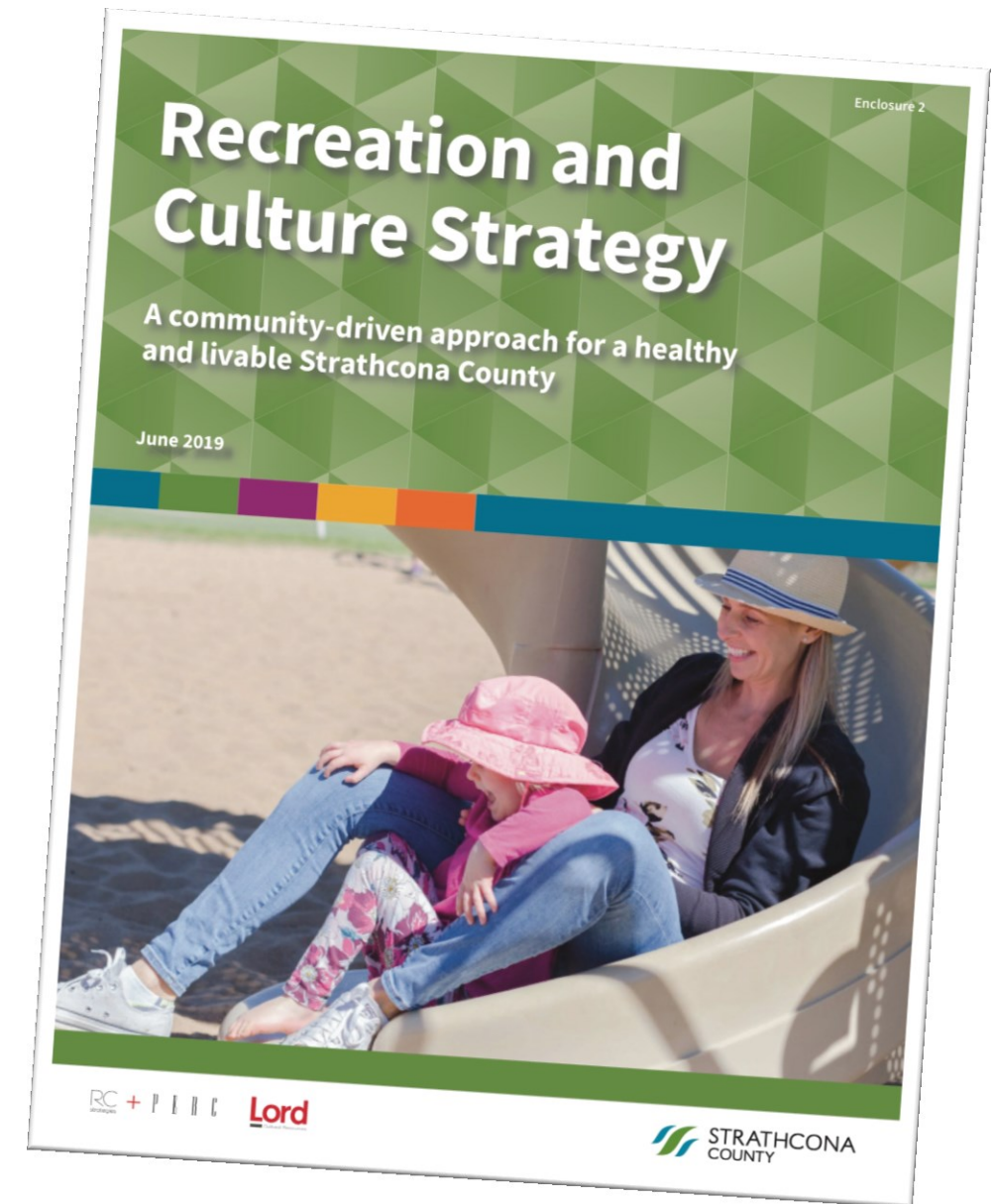


Recreation and Culture Strategy

Priorities Committee
October 6, 2020

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

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 approval**
May - Aug 2019

Implementation Plan

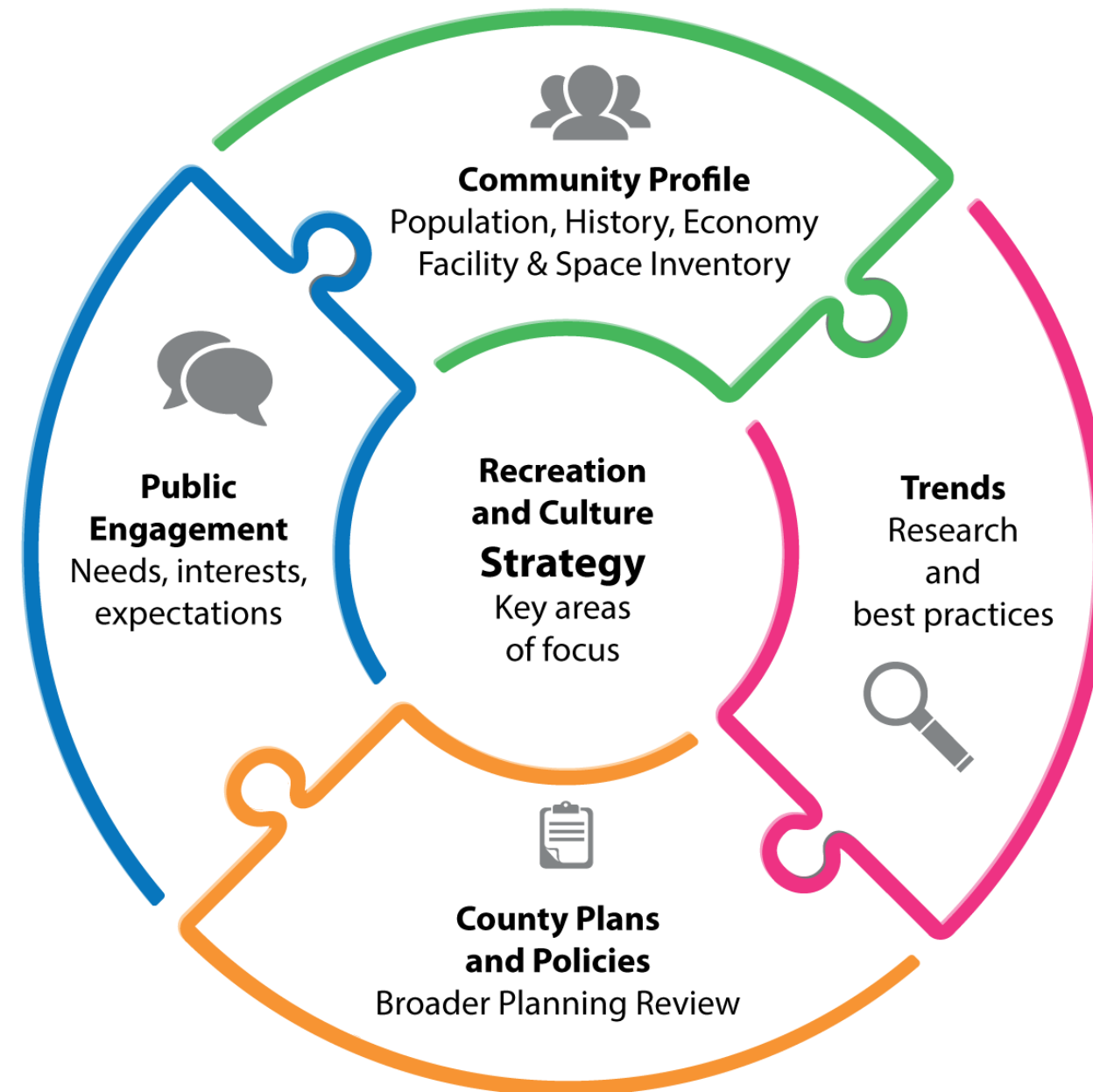
**Develop 12 year Implementation
Plan for Council review**
Sep 2019 - Q3-2020



We are here

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

What informed the strategy?



Trends and Best Practices

- **Strathcona County is more efficient** (has a higher cost recovery), spends less per capita AND has comparable levels of facility provision than benchmarked communities
- Many holistic wellness benefits come from recreation and culture services
- Physical activity levels are not high enough
- People are not spending enough time outdoors
- Unstructured and risky play is being lost
- Technologies are being incorporated into recreation and culture opportunities



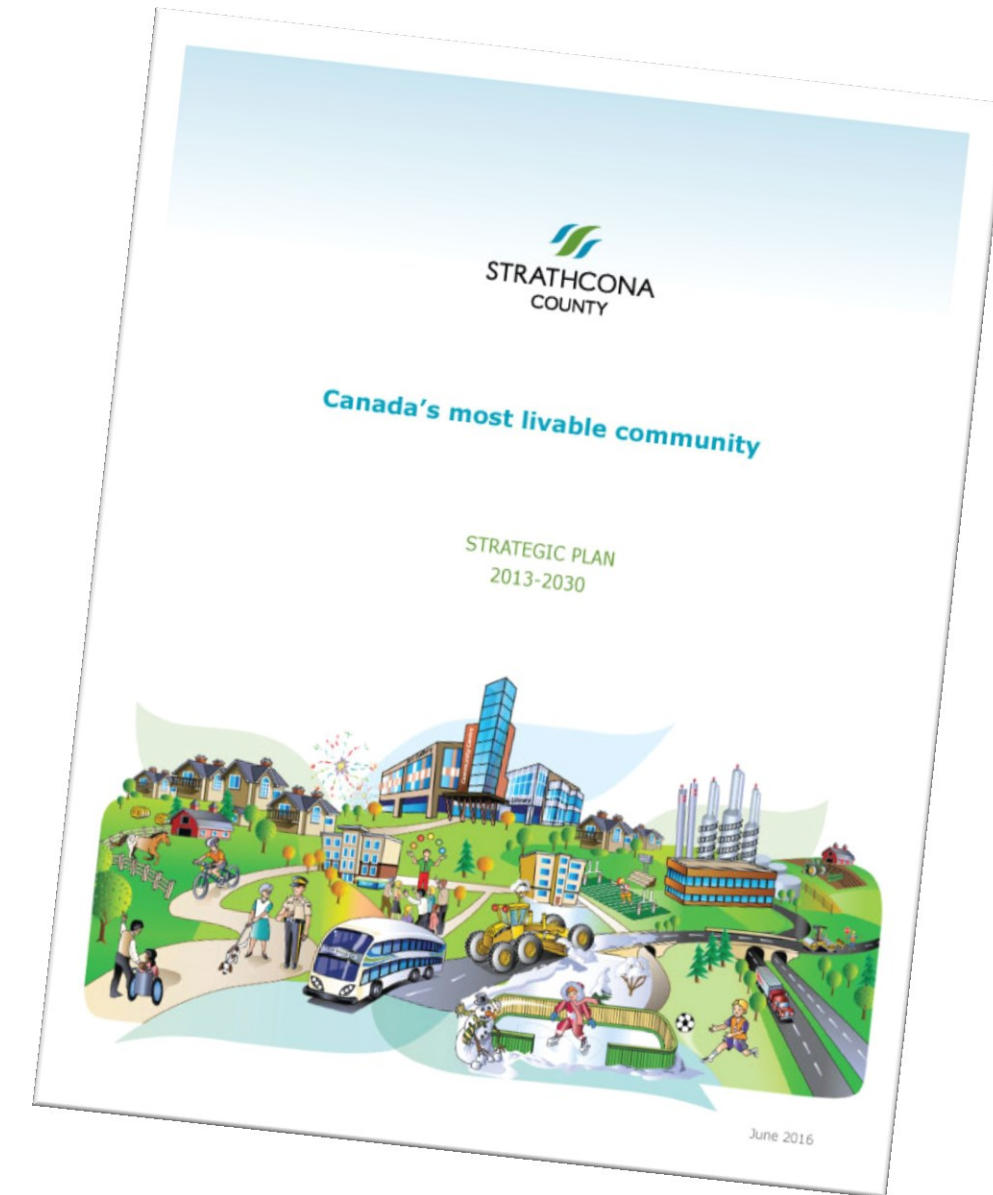
County Plans and Policies

Strathcona County has a long-term vision:
...to become Canada's most livable community

Key themes from County policy and planning include

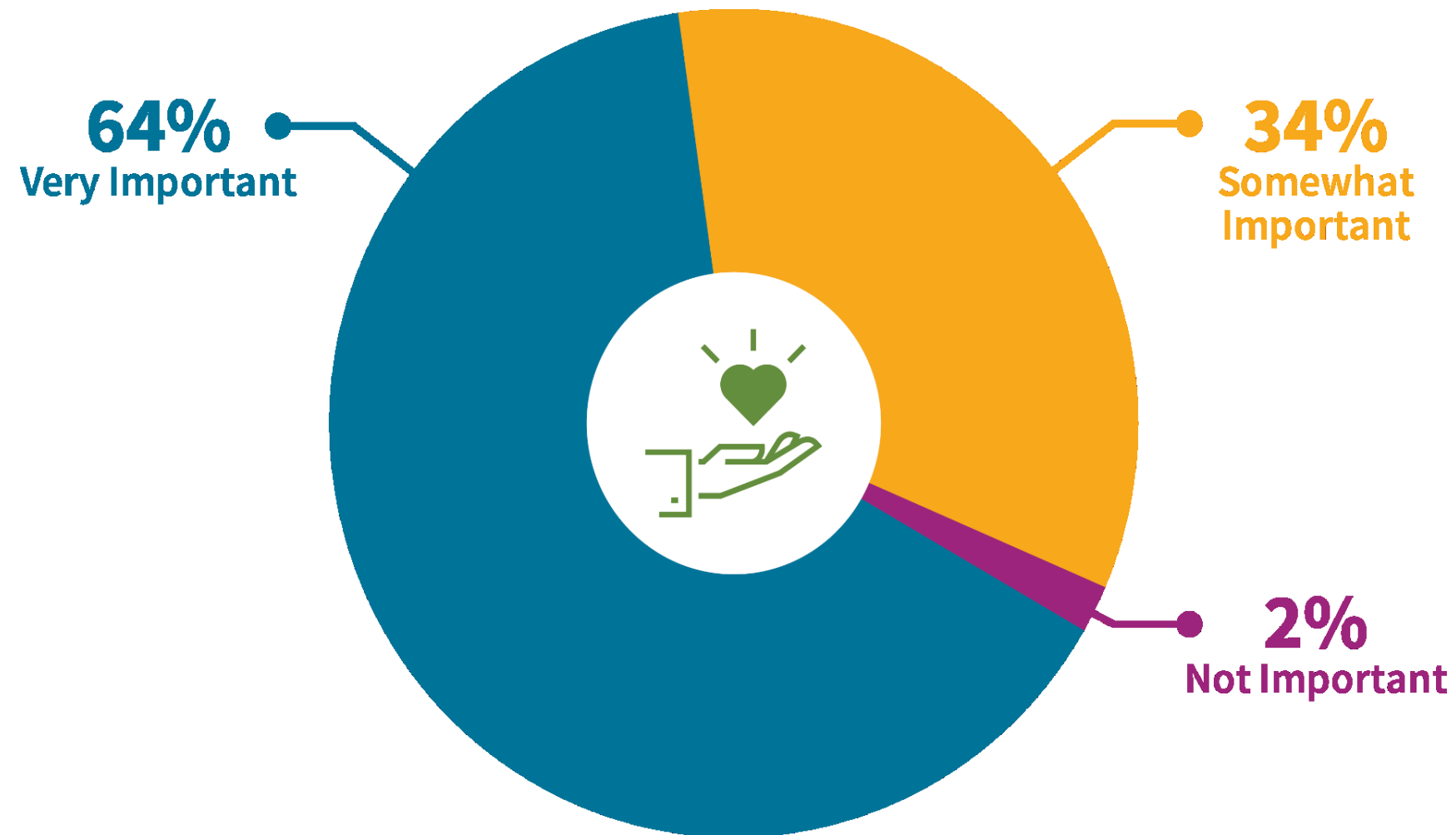
- **Affordability**
- **Accessibility and inclusion**
- **Adaptability**
- **Connectivity**
- **Partnerships**

Synergies with the 2017 Strathcona County Social Framework and the 2019 Recreation and Culture Strategy will serve to support the long-term health and well-being of our community and our citizens.



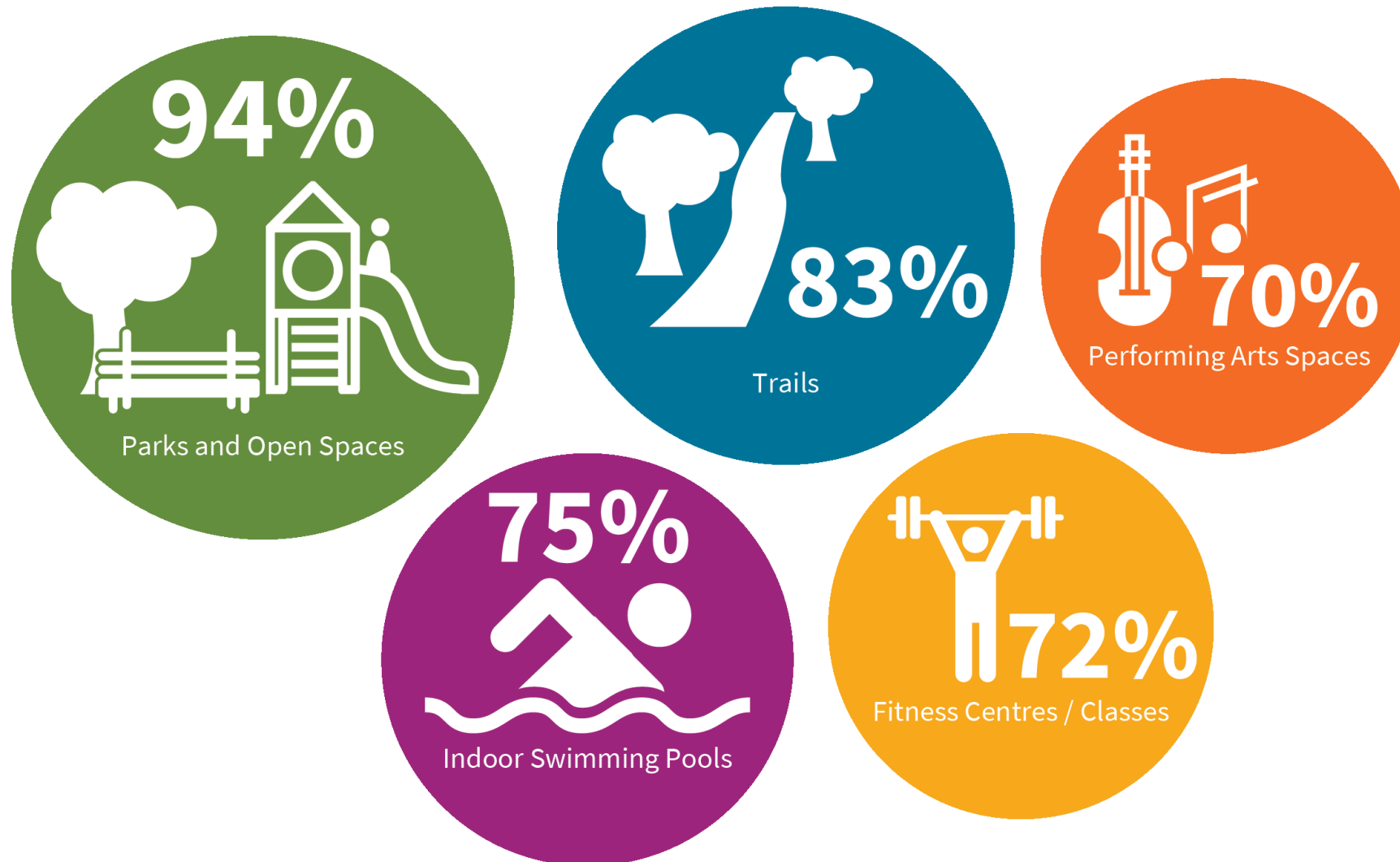
Household Resident Survey

Importance of recreation and culture opportunities to household's quality of life



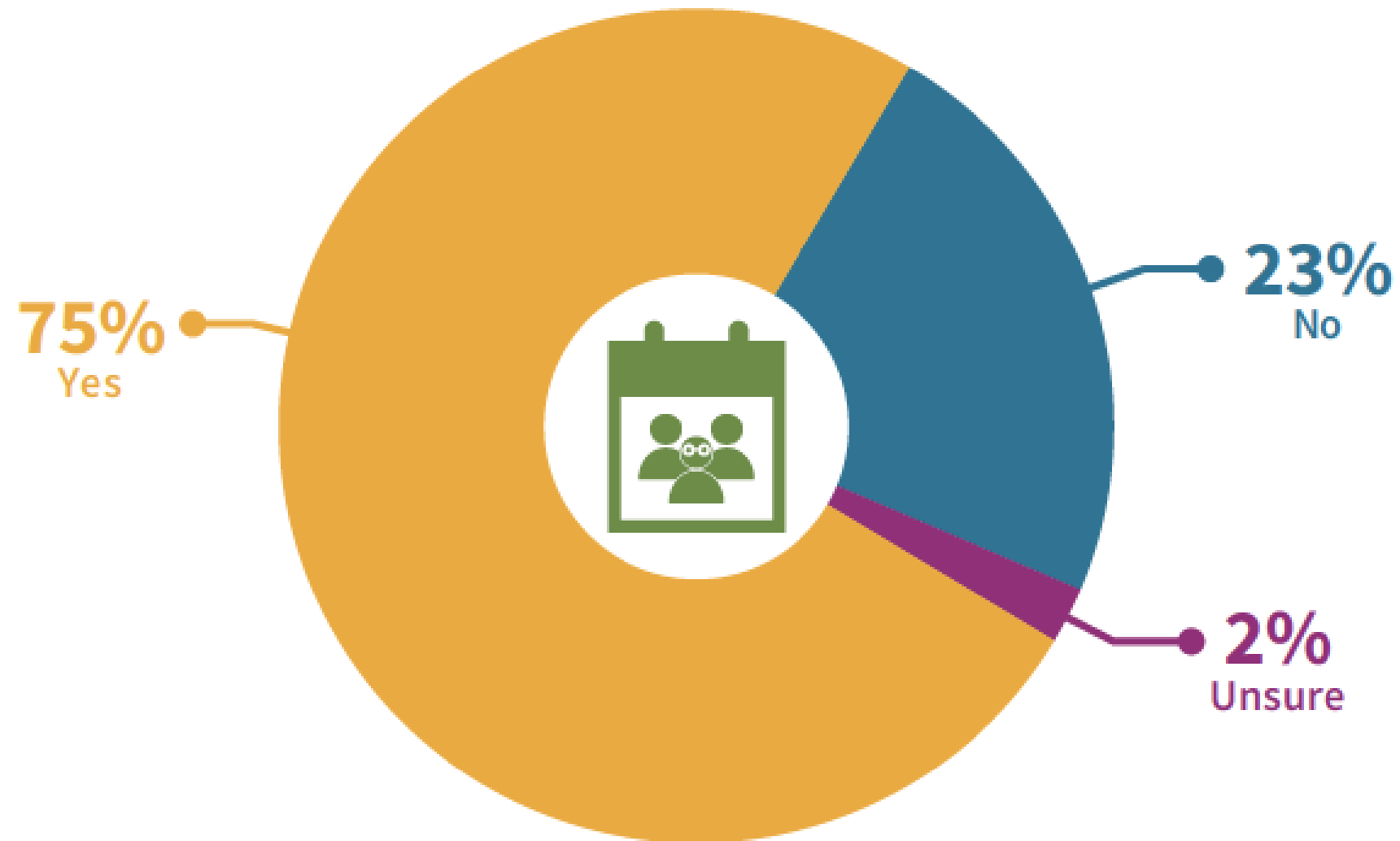
Household Resident Survey

Facilities and spaces used by the largest proportion of households

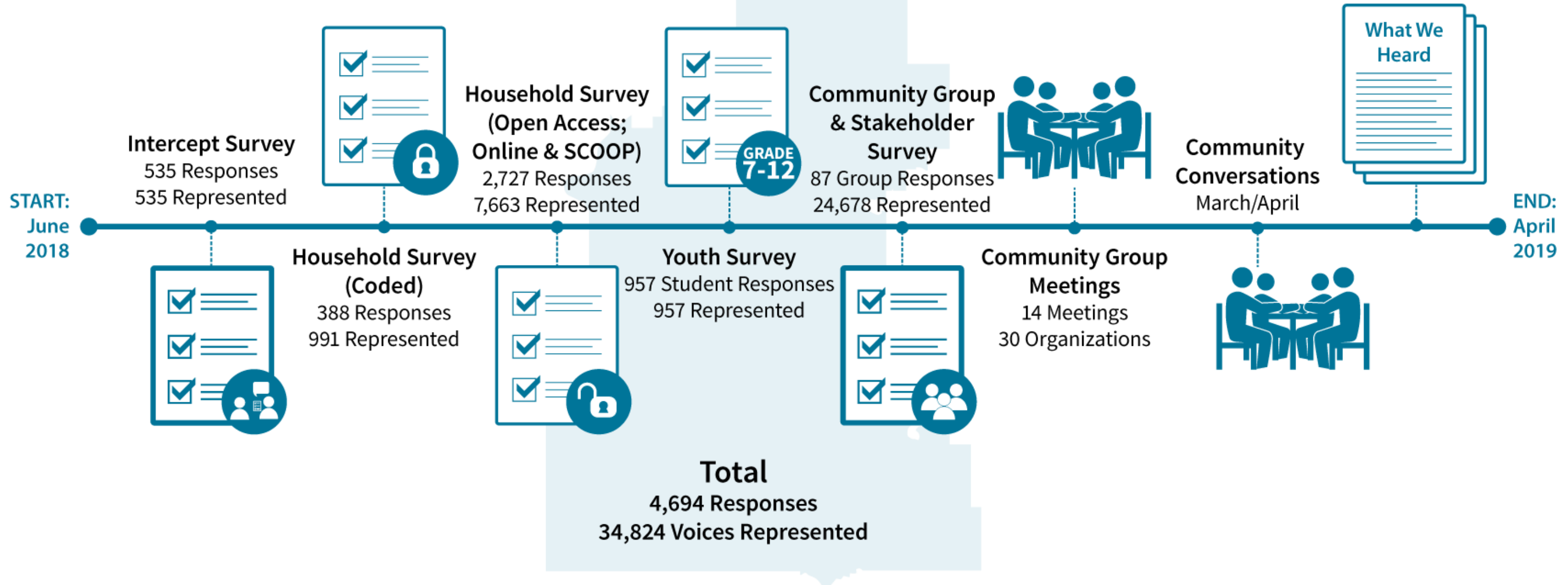


Household Resident Survey

Proportion of households that attended an event in Strathcona County in the last year

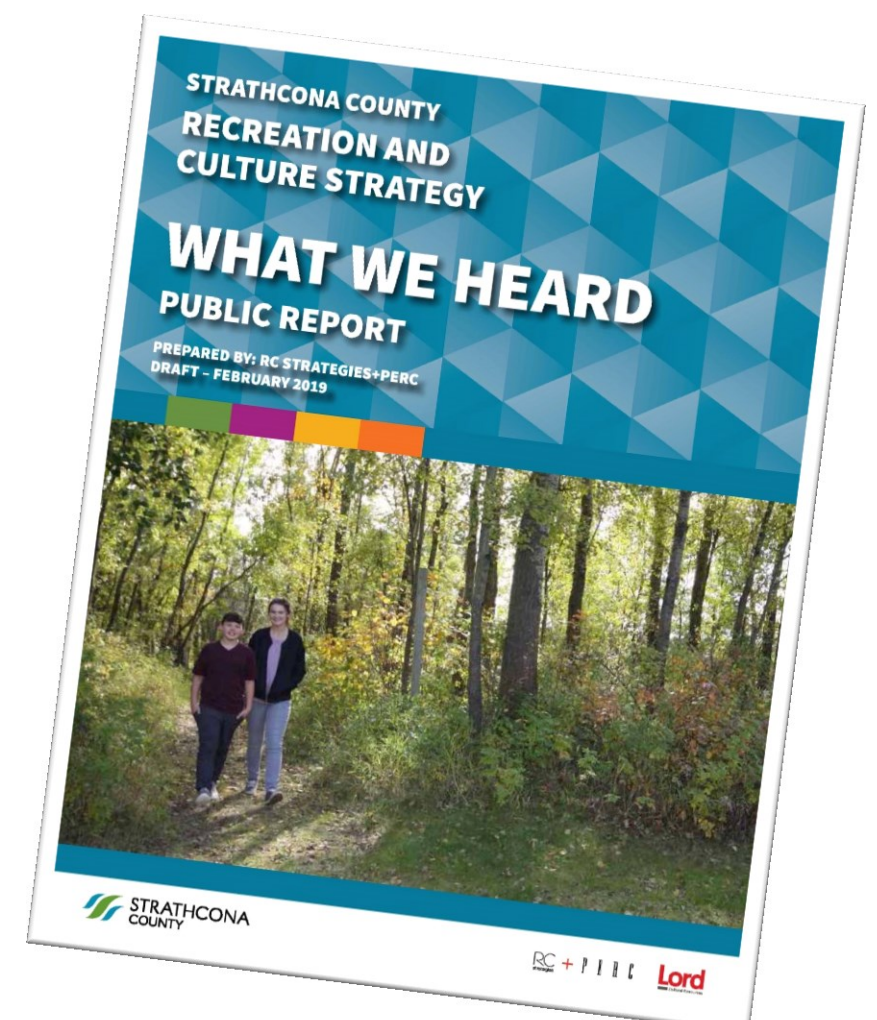


Who did we hear from?



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**



STRATHCONA.CA

Thousands provide input into upcoming Recreation and Culture Strategy | Strathcona County

What will the Strategy mean to the community?

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

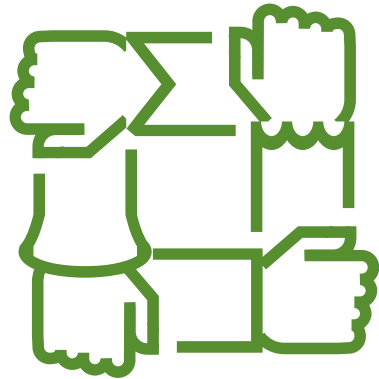
- **More holistic approach** taking into consideration five key areas of focus
- **Better able to address gaps** in provision of recreation and culture in the community
- **Ability to prioritize investment** in infrastructure based on community need
- **Encourages connections** between community groups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



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**.



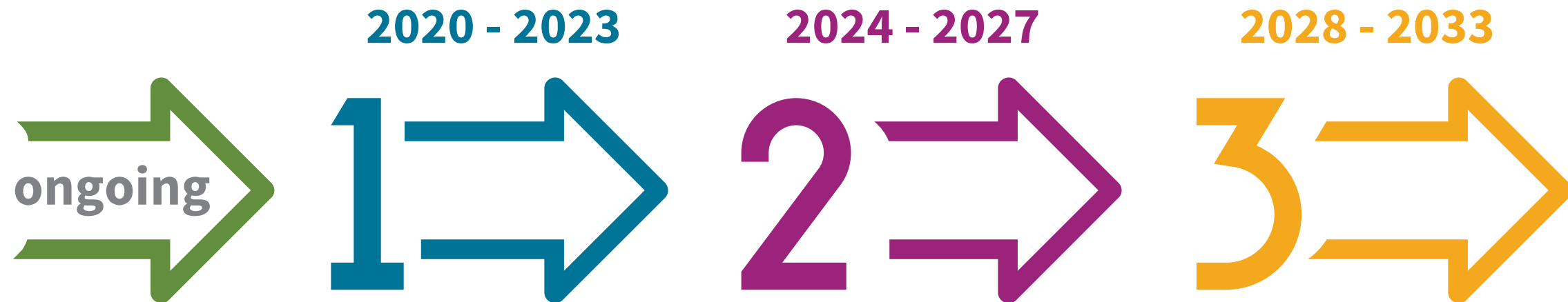
3. High quality recreation, parks and culture **places and spaces** are created and maintained.

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



Timing and measures



- Phases are aligned with the budget
- Initiatives will be reviewed annually to inform department Business Plans
- Project-specific measures will also be part of the evaluation
- The implementation plan considered successful when the three strategy outcomes are achieved

Community Needs

Identifying, prioritizing and serving the needs of the community

Priorities

- Identifying community needs
- Prioritizing community needs
- Investigating the feasibility of identified needs
- Appreciating the investment and effort provided within the recreation and culture community

Area of focus 1: Community needs

The need for recreation and culture in Strathcona County is diverse. Many existing facilities and services are nearing capacity and the appetite for new or enhanced recreation and culture facilities and services is strong from both organized groups and the general public.

The Recreation and Culture Strategy outlines the following priorities related to understanding community needs:

- Identifying community needs
- Prioritizing community needs
- Investigating the feasibility of identified needs
- Appreciating the investment and effort provided within the recreation and culture community

The following section outlines how Strathcona County will identify, prioritize and best meet community needs from a public perspective.

The direct and indirect benefits of recreation and culture investment also need to be measured against cost; and the potential to work with partners could also be considered.

Identifying community needs

1.1: Community engagement

Conduct strategic public and stakeholder engagement to build a consistent and expected forum for residents and groups to provide insight related to recreation and culture facilities, spaces and programs.

1.2: Diverse populations

Working with stakeholders, identify ways to better meet the needs of diverse populations (e.g. seniors, youth, differently abled, ethno-cultural, LGBTQ, etc.) and support recreation and culture activities with a focus on:

- Demand and adaptations for programs, facilities and services in response to diverse needs
- Partnerships for mental and physical health-related programming
- Intergenerational programs and support
- Population-specific facility needs, amenities and services
- Alignment of transit schedules with targeted recreation and culture opportunities
- Opportunities for active transportation
- Population-specific communication channels
- Affordability.

More initiatives that address the needs of diverse populations are also included in Area of Focus 2: Inclusion.



Millennium Place - Fitness Class



Smeltzer House - Pottery Program

Inclusion

Addressing barriers to participation

Priorities

- Creating welcoming environments
- Identifying and reducing barriers
- Achieving equitable geographic balance
- Ensuring awareness of opportunities

Action plan			Timing
INCLUSION	2.1: Inclusion	→	→
	2.2: Play	→	→
	2.3: Barrier-free accessibility	→	→
	2.4: Truth and reconciliation	1→	→
	2.5: Reduction of barriers	→	→
	2.6: Special events and programs	1→	→
	2.7: Enhance cultural participation	→	→
	2.8: Opportunities across landscape	→	→
	2.9: Community group support plan	1→	→
	2.10: Community awareness	→	→
			Timing
BUILDING CAPACITY	3.1: Align partnerships with the Strategy	→	→
	3.2: Reciprocal use agreements and partnerships		
	• École Père Kenneth Kearns Gymnasium BUILD	→	→
	• School Reciprocal Use/Joint Use Planning Agreements (4)	2→	→
	3.3: Volunteerism	→	→
	3.4: Information sharing	→	→
	3.5: Cultural community development	→	→

Building Capacity

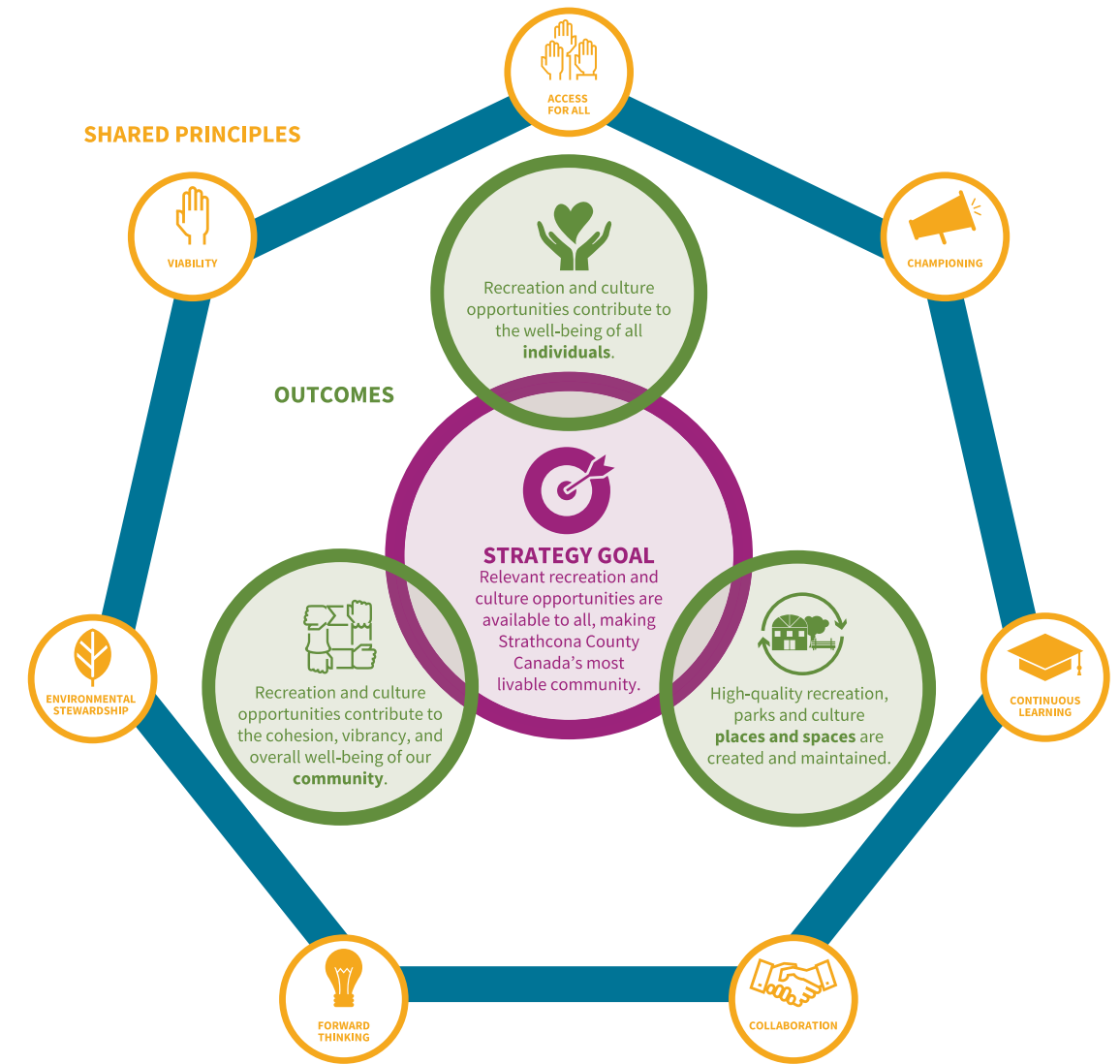
Exploring partnerships and collaboration

Priorities

- Strengthening existing partnerships and fostering new partnerships
- Enhancing knowledge, skills and competencies
- Supporting volunteerism

Foundation

This foundation provides a rationale for investment and effort in recreation and culture opportunities. It helps stakeholders see how their role contributes to the success of the overall community, making it more livable, and helps people to understand the broad intentions and benefits of recreation and culture throughout the County.



Details in Recreation and Culture Strategy, pages 5-12.

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

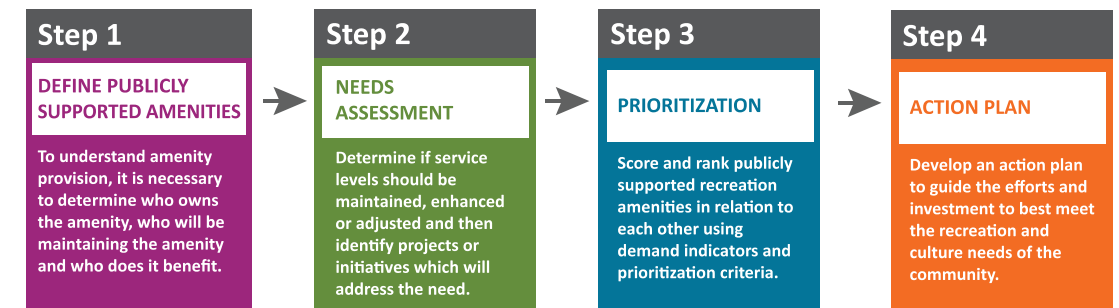
- Secure financial resources
- Ensure appropriate use of recreation and culture investment
- Ensure the safety and longevity of recreation and culture infrastructure

A Appendix: Prioritization tool

Inputs and key considerations

The County has limited resources and needs to prioritize the community needs related to recreation and culture facilities and spaces. This tool was created to assist with identifying priorities using various needs assessment and prioritization criteria. This prioritization tool is just one aspect of Strathcona County's decision-making process in which priorities are weighed within the larger hierarchy of overall County priorities.













It is important to note that this framework, and the output which it provides, is meant to provide decision makers with a reference point when contemplating an investment in recreation and culture amenities. It is not intended to circumvent political or administrative decision making. Also, important to note is that the scoring and associated ranking is based upon the most current market conditions and are subject to change as new information related to any of the criteria becomes available.



Prioritization results

- Charts A (outdoors) and B (indoors) outlines potential amenity-based projects to consider in the future.
- These assume that proper asset management occurs for all existing amenities.
- Note: Indoor Fieldhouse project addresses the top 7 out of 12 priorities for indoor amenities.

Chart B: Prioritization results - INDOORS  Enhance service level  Maintain service level

Amenity type	Needs Assessment	Current & potential projects and other considerations
1. Indoor fields		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House
2. Museum and archives spaces		<ul style="list-style-type: none"> Continue with feasibility process and functional plan for an enhanced museum and archive space
3. Gymnasiums		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House Develop allocation guidelines for École Père Kenneth Kearns School - Gymnasium partnership agreement Complete Dry Surface and Gymnasium Strategy
4. Performing arts theatres		<ul style="list-style-type: none"> Festival Place design solution refresh Festival Place modernization
5. Multi-purpose sport surfaces		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House
6. Ice arenas		<ul style="list-style-type: none"> Strathcona Olympiette Centre, Moyer Recreation Centre, and Sherwood Park Arena/Sports Centre planning and associated renewal and revitalization
7. Meeting and multi-use spaces		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House Include meeting and multi-use space when contemplating new facility development or enhancement Consider Emerald Hills Leisure Centre - 2nd floor as a potential location
8. Fitness tracks		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House
9. Visual arts program/exhibition spaces		<ul style="list-style-type: none"> Continue to use County facilities to display art where appropriate. Continue to implement the Percent for Art public art program for all eligible County capital projects Indoor Field House - CONCEPT Consider including art display and program space when contemplating new facility development or enhancement
10. Dedicated leisure ice arenas		<ul style="list-style-type: none"> Only consider new development if new ice arena development is being contemplated
11. Community group offices/storage		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House Include adequate storage spaces in new facility development Ensure storage is adequate at existing facilities, where feasible Consider shared community group offices in partner-driven facility development or enhancement
12. Fitness spaces		<ul style="list-style-type: none"> Explore feasibility of Indoor Field House Consider including fitness when contemplating new facility development or enhancement

Internal Engagement



Who?

- Corporate Planning
- Family and Community Services
- Economic Development and Tourism
- Facility Services
- Planning and Development Services
- Transit
- Transportation and Agricultural Services
- Other related Council committees

Why?

To explore synergies, efficiencies and coordinate with Corporate priorities 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.



Where we are today

- Recreation and Culture Strategy Approved (October 8, 2019)
- Transitional Studies (move from existing OSRFS to new Strategy)
- Internal Engagement to inform Implementation Plan (Q4 2019)
- Finalize 12-Year Implementation Plan (Q2-3 2020)



Questions?

