

Corporate Report

NO: R197

COUNCIL DATE: July 25, 2005



REGULAR

TO: Mayor & Council DATE: July 25 2005
FROM: General Manager, Parks, FILE: 8200-20/O
 Recreation and Culture
 20% Physical Activity Challenge - 20 by 2010
SUBJECT:

RECOMMENDATION

It is recommended that Council:

1. Receive this report as information;
2. Authorize staff to join the Provincial challenge and register Surrey in the 20 by 2010 Physical Activity Challenge;
3. Endorse the *Active City* strategies that will assist the City in achieving increased physical activity of residents and employees by 20% by 2010.

INTENT

The purpose of this report is to provide background to the proclamation that recommends the City of Surrey join the “20 by 2010” Provincial challenge to increase physical activity in participating BC municipalities by 20% by 2010. To achieve the 20% increase in physical activity, the Parks, Recreation and Culture Department will work with the Provincial government and 2010 LegaciesNow Initiatives and will also implement Surrey's Active City strategies as outlined in this report.

BACKGROUND

The City of Surrey's 2010 Communities Opportunity Strategy titled “*Ahead of the Game*” adopted by Council on December 13, 2004, is designed to capitalize on the opportunities created by the Olympic and Paralympic Winter Games being hosted in Vancouver in 2010. The four (4) strategies focus on: community development; tourism; business growth and cultural spirit. These strategies position Surrey to strengthen our volunteer base, focus on sport tourism development, maximize business opportunities and enhance the community's cultural spirit. Marketing documents are attached for information.

Following Surrey's adoption of the Community Opportunities Strategy, the Provincial government introduced the “20 by 2010” Challenge. The challenge of motivating British Columbians to increase their individual physical activity originated with a resolution of the Canadian Medical Association (CMA). Based on the alarming obesity levels of adults and youth, and with the knowledge that physical activity can significantly reduce the risk of Type 2 diabetes, heart disease and stroke, the CMA called communities to action to increase physical activity by at least 10%. The Province of BC responded by increasing the challenge to 20% by 2010, with a goal to make the Province the healthiest jurisdiction ever to host -Olympic and Paralympic Games. The challenge is supported through several

initiatives including *Legacies 2010 – Act Now*, the British Columbia Parks and Recreation Association's (BCRPA) *Active Communities* and *Active School BC*. By joining the challenge Surrey will strengthen relationships with these organizations and will continue to develop Surrey's *Active City* strategies.

Surrey will be joining the following cities in the 20% challenge:

- Vancouver
- Kelowna
- Kimberly
- Fort St. John
- Gibsons
- Abbotsford
- District of Tumbler Ridge
- Richmond

Surrey's *Active City* Initiative, formally proclaimed in 2000 and internationally recognized as a leading model for promoting sport and active living, has successfully increased physical activity amongst citizens and employees of the City of Surrey. The City's commitment to operating and building recreation facilities and parks demonstrates Surrey's ability to create supportive and desirable environments that increase physical activity opportunities for everyone.

Since 2000, Surrey has developed many new facilities and programs. A few program highlights include:

- Strong partnerships developed with Surrey School Board (After School and Healthy Kids programs), Heart and Stroke Foundation, Canadian Cancer Society, and Fraser Health Region;
- Whalley Revitalization Strategy in the area of Community Leisure Services;
- Improved Leisure Access program for individuals living on low incomes as well as additional low cost offerings of recreation program opportunities;
- Increased Fitness and Wellness classes e.g. Yoga, Pilates, 3rd Age, Mom & Me Yoga;
- High Five training for quality assurance for childrens programs;
- Youth Leadership Program;
- Increased physical accessibility at facilities and the provision of additional adaptive programs;
- Increased the number of special events that promote activity including the Active Living Fair, October Active Living Month and On The Move Day;
- Gender Equity Policy and Committee increased offerings and opportunities for girls and women's programming in Surrey;
- Launched a new website for Parks, Recreation and Culture including features on health and wellness, active living, special events, volunteerism;
- WebReg and remote registration opportunities;
- Intercultural Marketing Plan;
- Partnership with the Tong Louie Family YMCA.

New facilities built since 2000 to support physical activity include:

- Surrey Sport and Leisure Centre - Aquatic and Arena
- Guildford Recreation Centre
- Newton Wave Pool Fitness Area expansion

- North Surrey Recreation Centre renovations
- Fleetwood Community Centre renovations
- South Surrey Pool Fitness Centre expansion and Family Change Rooms
- New parks facilities/amenities that encourage and support physical activity in our parks (see Addendum #1 for detailed list)

DISCUSSION

The 2010 Olympic and Paralympic Winter Games provides an opportunity for individuals, government, communities and the private sector to strengthen their commitment to promote healthy active living. Surrey has a history of promoting the benefits of physical activity and supporting parks and recreation infrastructure and programs. Surrey's *Active City Initiative*, formally proclaimed in 2000, has been internationally recognized as a leading model for promoting sport and active living. The *Active City Initiative* has successfully increased physical activity amongst citizens and employees of the City of Surrey.

To increase physical activity levels by 20% by 2010, the Parks, Recreation and Culture Department will implement the following Active City strategies:

- Incorporate more physical activity in pre school age programs;
- Develop more physical activity and leadership programs for youth;
- Increase the number of diverse role models (leaders) in sport in Surrey to encourage more diverse participation;
- Increase the number of After School program offerings and partnerships with the School District;
- Increase the awareness of the benefits of physical activity to the community through marketing initiatives, including suggested means of integrating physical activity into daily routines;
- Increase the number of family programs and events that encourage families to be active together;
- Encourage healthy snack choices with our vending program;
- Motivational signs placed by elevators in our facilities to encourage use of stairs for health benefits;
- Increase the opportunities for active programs by maximizing the utilization of the new Fraser Heights Recreation Centre, South Surrey Recreation Centre, South Surrey Outdoor Track, South Surrey Artificial Turf Field, and Sullivan Heights Park scheduled to open in the Fall of 2005;
- Continue to create additional physical activity infrastructure by implementing Council's Five Year Financial Plan that includes the development of Cloverdale Recreation Centre in 2007, new parks, additional trail development and new venues that promote rowing, canoeing and kayaking;
- Continue to develop and deliver the Whalley Revitalization Community and Leisure Services Programs and build an outdoor synthetic turf field in Tom Binnie Park as part of the Whalley Revitalization Strategy;
- Foster additional partnerships with community sport organizations to promote the benefits of

participation in community sport and work with these organizations to reduce barriers to children joining organized sports;

- Maximize the utilization of Surrey's existing recreation centre space including the recently completed 5,000 square feet of fitness space at North Surrey Recreation Centre;
- Work with British Columbia Parks and Recreation Association (BCRPA) Active Communities program and with Legacies 2010 ActNow to implement the provincial strategies to increase awareness of the benefits of physical activity and specific program initiatives;
- Utilize Parks, Recreation and Culture policies and initiatives such as Play Fair, Code of Conduct Policy, Gender Equity Policy, Child and Youth Friendly City initiatives and High Five Quality Assurance Training program for instructors, to create nurturing and supportive environments;
- Strengthen the Corporate Employee Wellness Program and encourage people who work in Surrey to be physically active;
- Initiate grant applications, sponsorships, and partnerships to reduce barriers to participation for specific target groups and ensure everyone is benefiting from an active lifestyle;
- Monitor the levels of participation in physical activity through registration numbers, drop in participation and surveying, in conjunction with measurement tools developed by the BCRPA Active Communities Initiative.

Surrey Parks, Recreation and Culture will foster a strong relationship with 2010 LegaciesNow to maximize opportunities available through this Society. 2010 LegaciesNow is a not for profit society that works in partnership with community organizations, non government organizations, the private sector and all levels of government to develop sustainable legacies in sport and recreation, art, literacy, and volunteerism. 2010 LegaciesNow actively assists communities to create unique and inclusive social and economic opportunities leading up to, during and beyond the 2010 Games.

CONCLUSION

By participating in the "20 by 2010" Provincial challenge and focusing on the specific strategies outlined in this report, the City of Surrey is well positioned to increase physical activity levels by 20% by 2010. BCRPA has defined an active community as one that promotes and supports – through a coordinated strategy – a way of life in which physical activity is valued and integrated into daily life. The City of Surrey is an active community and will continue to be a leader in marketing the benefits of physical activity and promoting Surrey as a healthy active community in which to live and work.

Laurie Cavan
General Manager
Parks, Recreation and Culture

LC:dlg

Attachments

ADDENDUM #1

Parks Facilities/Amenities that encourage and support physical activity

Amenity

	Park Name	Description
Bike Park	South Surrey Athletic Park	Mountain Bike Park
Court	Clayton Park	Bocci Court
Court	Cloverdale Youth Park	Basketball Court
Court	Fleetwood Park	Volleyball Court
Court	Fraser Heights Park	Skate Park
Court	Guildford Heights Park	Basketball Court
Court	Morgan Creek Park	Tennis Courts - 2
Court	Newton Reservoir Park	Basketball Court
Court	Royal Kwantlen Park	Skate Park
Court	Surrey Sports & Leisure Complex	Basketball Court
Court	Surrey Sports & Leisure Complex	Skate Park
Court	Tamanawis Park	Basketball Court
Court	Unwin Park	Basketball Court
Dog Off-leash Area	50B - Utility ROW	Dog Off-Leash Area
Dog Off-leash Area	Blackie Spit	Dog Off-Leash Area
Dog Off-leash Area	Dogwood Park	Dog Off-Leash Area
Dog Off-leash Area	Freedom Dog Off-leash Park	Dog Off-Leash Area
Dog Off-leash Area	Tannery Park	Dog Off-Leash Area
Playground	Alder Park	Playground
Playground	Alexandra Tot-lot	Playground
Playground	Bear Creek Park	Water Playground
Playground	Bolivar Park	Playground
Playground	Ellendale Park	Playground
Playground	Erma Stephenson Park	Water Playground
Playground	Fleetwood Park	Water Playground
Playground	Guildford Heights Park	Playground
Playground	Morningside Park	Playground
Playground	Unwin Park	Playground
Sportsfield	A.J. McLellan Park	Soccer Field
Sportsfield	Bolivar Park	Softball Diamond #1
Sportsfield	Bolivar Park	Softball Diamond #2
Sportsfield	Bolivar Park	Softball Diamond #3
Sportsfield	Bolivar Park	Softball Diamond #4
Sportsfield	Chimney Heights Park	Soccer Field
Sportsfield	Cloverdale Athletic Park	Synthetic Field
Sportsfield	Coast Meridian Park	Soccer Field
Sportsfield	Guildford Heights Park	Mini Soccer Field
Sportsfield	Hillcrest Park	Soccer Field
Sportsfield	Morgan Creek Park	Soccer Field
Sportsfield	Newton Athletic Park	Synthetic Field
Sportsfield	South Surrey Athletic Park	Soccer Field
Sportsfield	South Surrey Athletic Park	Synthetic Field
Sportsfield	Sullivan Heights Park	Cricket Field
Sportsfield	Sullivan Heights Park	Rugby Field
Sportsfield	Unwin Park	Casual Practice Field
Track	South Surrey Athletic Park	Running Track
Trails & Paths	Various Sites	138.5 km since 2000
Washroom	60D - Greenbelt (along Serpentine Greenway)	Portable Washroom
Washroom	Blackie Spit	Washroom
Washroom	Brookside Park	Portable Washroom
Washroom	Brownsville Bar Park	Portable Washroom
Washroom	Dogwood Park	Portable Washroom
Washroom	Dominion Park	Portable Washroom

Washroom	Elgin Heritage Park	Portable Washroom
Washroom	Enver Creek Park	Portable Washroom
Washroom	Erma Stephenson Park	Washroom
Washroom	Fraser Heights Park	Washroom
Washroom	Kabaddi Park	Washroom
Washroom	Mud Bay Park	Portable Washroom
Washroom	Robertson Drive Park	Portable Washroom
Washroom	Serpentine Heights Park	Portable Washroom
Washroom	Tamanawis Park	Washroom