



TOWN OF
HALTON HILLS
Working Together Working for You!

MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Margaret Taylor – Recreation Supervisor, Community Programs

DATE: June 13, 2022

MEMO NO.: RP-2022-0003

SUBJECT: Active Living Strategy

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to provide Council with a summary of accomplishments of the five-year *Active Easy* project implementation, specifically highlighting years two-five, including pandemic-related impacts, and to outline next steps for ongoing sustainability of priority initiatives, activities and events supported by an internal Active Easy Action Team.

BACKGROUND:

On June 24, 2019, Council approved Resolution No CCA-2019-0053 that provided an update on the first two years of activities related to the implementation of the Town's Active Living Strategy and outlined success achieved.

The Memorandum referenced the elimination of the Ontario Sport and Recreation Communities Fund, which had been relied upon to fund the first two years of project implementation, including a contract position of Community Activator. As a result, the 2019-2021 workplan was created without external funding supports, with work integrated into existing staff work programs.

COMMENTS:

1. **Summary of Accomplishments** (see appendix A, Accomplishments 2017-2022)

The Town's Active Living Strategy strives to ***Make Active Choices the Easy Choices*** across the Town of Halton Hills. The Strategy lists 46 Recommended Actions, of which 37 have been successfully launched and, in some cases, fully completed. Those of an

ongoing nature are now integrated into operations for continuation. The remaining nine (9) Recommended Actions were halted due to the pandemic. Several of the halted Actions relate to active living within the workplace, while the others recommend direct program delivery, both areas deemed unsuitable to explore during community-wide closures. Research related to other Recommended Actions is complete and provides a foundation for further exploration and potential implementation post-pandemic. Recommended Actions achieved from 2019 to 2022 include:

- Expansion of the Community Partnership Program to include start-up funding for community organizations to launch grassroots active initiatives
- Innovative programming offered throughout the pandemic closures
- Expansion of active opportunities available to the community including Play Streets, Pop-Up programs, and outdoor activities
- Introduction of live-streamed active programming
- Training on inclusive recreation and enhanced inclusion support
- Addressing service gaps for older adults
- Creation of horticulture/gardening initiatives
- Working with the Halton Hills library to support and promote active opportunities
- Creation of Walking Club toolkits for neighbourhood groups

2. Ongoing Sustainability - Active Easy Action Team:

In 2020, the Recreation and Parks Department increased resources in the Community Development unit, elevating the focus on neighbourhood and event support. With the creation of this new unit, operational efficiencies were reviewed and resulted in the integration of several successful Active Living Strategy initiatives into this unit, including Toys in Parks, Open Streets events, and then the creation of the Play Streets program. These work items have now resurfaced as we exit the pandemic.

Throughout the five-year implementation, departments outside of Recreation and Parks have been partners in a variety of activities, initiatives and events for the community that support the Active Easy vision of making active choices the easy choices. Family Day planning brings together partners from Recreation and Parks, Culture and Library, all in support of providing low/no cost opportunities to members of our community.

The work of the Town's Transportation Department and Active Transportation Master Plan touch several Recommended Actions, specifically broadening safe and active

routes to schools, addressing active transportation gaps, and improving entrance features and signage to the active transportation system.

To ensure coordination and to reduce overlap, an internal Active Easy Action Team has been created. This group will meet formally each quarter to plan and coordinate, and sub-groups will meet as required to manage and implement specific projects and initiatives.

In addition to the internal team, an Active Easy Alliance, made up of community members at large and local organizations, will:

- Provide feedback and advice on ideas to expand and enhance access to active living and physical activity across the community.
- Offer suggestions for new partnerships.
- Serve as a resource for communication to and from the community on physical activity related issues.
- Bring forward best practices and updates from respective networks.

CONCLUSION:

The 2017-2022 five-year implementation plan for the Town's Active Living Strategy has come to fruition with 80% of the Recommendation Actions addressed and the balance tabled for review in the 2022-2023 plan. An internal Active Easy Action Team will coordinate and manage existing and emerging low/no cost initiatives, events, and activities that demonstrate success and promise, support the Recreation and Parks Strategic Action Plan, and align with supporting recommendations identified on other Town strategies and plans. The Town continues to seek input and guidance from the community through an advisory Alliance and will consider emerging interests and trends and will assess gaps in service.

Reviewed and approved by,

Samantha Howard, Director of Recreation Services

Warren Harris, Commissioner of Recreation and Parks

Chris Mills, Chief Administrative Officer

Appendix A – 2017-2022 Active Easy Implementation Plan - Accomplishments

Recommended Actions	Result as of January 2022:	Integrated into operations of:
1. Develop an Active Living Policy to demonstrate a commitment of HH in ensuring that relevant departments play a coordinated role in ensuring that AL through PA is supported through their work; (A) Create and solidify the role and commitment of the Alliance of community partners to implement the AL Strategy	Complete	
2. Expand the Community Grants program	Complete	Community Development
3. Continue to ensure that there is a wide variety of active choices for residents	Complete	All
4. Introduce Open Streets. (A) Develop a Play Streets policy and implementation plan that prompts neighbourhoods and organizations to temporarily designate a street for active play	Complete	Community Development
5. Explore the opportunity to develop live-streamed active lifestyle programming	Complete	Community Programs
6. Provide Physical Literacy through the Canadian Sport 4 Life movement to ensure that all pre-school and school-age children have the basic skills to become more active	In progress	
7. Introduce a pass that allows free access to drop-in programs for one year for all grade 5 students	Partially complete	Active Living; Children; Aquatics
8. Work to broaden Safe and Active Routes to School	Complete	Active Transportation
9. Partner with local fitness providers to promote free access to youth in the summer	Complete	External Provider
10. Schedule regular times for youth drop-in activities	Complete	Youth
11. Consider provision of fitness stations along trails	Complete	Active Living
12. Develop hard copy and virtual tool kits for walking and physical activity clubs	In progress	Active Living; Community Development
13 Train active living providers for older adults in Physical Literacy	Complete	Community Programs
14. Host a forum with all providers for older adults to discuss the strengths, gaps, and potential opportunities	In progress	Active Living

15. Partners with local orgs to ensure that cost is not a barrier	Complete	All
16. Partner with Boards of Education to provide active opportunities before and after school	<i>**Not possible due to pandemic conditions throughout 2020 and 2021</i>	
17. Provide training to sport and active service providers on including persons with a disability		
18. Support Active Living Alliance for persons with disabilities	Complete	Community Programs
19. Host AL Forums in rural communities within HH to develop location specific solutions to engaging more rural residents in active lifestyles	Complete	
20. Provide training to all active and sport stakeholders on inclusion, reducing barriers and serving a culturally diverse community	<i>**Not possible due to pandemic conditions throughout 2020 and 2021</i>	
21. Prepare to introduce non-traditional sport opportunities		
22. Provide introduction and skill development for traditional Canadian sports for new Canadians		
23. Work with the Economic Development Department and Business Community to survey businesses in order to better understand the # of businesses that have active living programs in place for employees, barriers and the resources that could assist	<i>**Not possible due to pandemic conditions throughout 2020 and 2021</i>	
24. Equip Economic Development staff with materials that will provide businesses with the merits and best practices of active living programs in the workplace		
25. Develop a webinar that would promote the benefits and assist smaller business in developing active living programs for their employees		
26. Measure the # of businesses that develop active living programs over the life of the Halton Hills Active Living Strategy		
27. Recommend to HH Council consistent and adequate funding to address gaps and improved entrance features to the active transportation system in HGH (signage; parking; access)	Complete	Active Transportation
28. Implement a community signage program	Complete	Active Transportation

29. Provide toys in parks	Complete	Community Development
30. Develop active events and opportunities along trails	Complete	Active Living; Parks
31. Implement a program for persons interested in horticulture and gardening	In progress	Active Living; Library; Youth
32. Support and promote outdoor programming by other organizations	Complete	
33. Develop and support an Active Living Strategy steering committee	Complete	
34. Gain commitment from key leaders and organizations with the community to implement the AL Strategy through: (a) Identify key orgs; (b) share goals and actions of Strategy; (c) Develop AL charter; (d) Ensure community is represented (e) Develop a launch event; (f) Report Annually on achievements	Complete	
35. Implement and promote Make Room for Play App	Complete	App no longer available
36. Promote ParticipACTION events which prompt participants to log physical activity	Complete	
37. Identify potential sponsors and funding opportunities	Complete	
38. Develop a Communications Strategy	Complete	
39. Host an annual forum	Complete	
40. Support and communicate existing campaigns that prompt residents to be more active.	Complete	
41. Denote programs, sports and active opportunities with a consistent logo	Complete	
42. Work with HH library system to support and promote AL opportunities	Complete	

43. Explore opportunities to work with health service providers to support patients being more active	Complete	Active Living; HVA; HVG
44. Recognize excellence in AL by adding a category to the HH annual recognition and awards program	In progress	Community Development; Achievement Award revamp
45. Consider creation of Coordinator position to support strategy implementation	Complete	
46. Report annually on the performance measures and achievements against the targets housed in the HHAL Strategy	Complete	Community Programs; Community Development