



To: Richmond City Council  
 From: Kate Sparrow  
 Director, Recreation & Cultural Services  
 Re: UBCM Community Health Promotion Fund

Date: November 13, 2007  
 File:

**Staff Recommendation**

That Richmond City Council supports the "Green-Ways to Active Participation" project and that the City of Richmond takes the lead on this initiative working with community partners to make a significant improvement to the health of our community.

Kate Sparrow  
 Director, Recreation & Cultural Services  
 (4129)

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ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Transportation.....		Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		<i>Billastie</i>	
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
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## Staff Report

### Origin

The Union of BC Municipalities (UBCM) Community Health Promotion Fund, announced in 2005 was created through a one-time \$5 million grant from the provincial Ministry of Health through ActNow BC. The goals of the Fund are to:

- assist communities to build skills and abilities needed to address their own health promotion priorities;
- strengthen collaboration between local government, health authorities and non-governmental health related organizations in protecting and promoting the health of their citizens; and
- support innovation, best practice development, information sharing, and networking with regards to health promotion

In fall 2007, the Union of BC Municipalities launched Round 3 of the Community Health Promotion Fund. Round 3 will continue to use the guiding principles and criteria of previous rounds and it is expected that it will assist municipalities and regional districts throughout the province to support the creation and growth of healthy communities.

### Analysis

The City of Richmond submitted a preliminary project proposal, "Green-Ways to Active Participation" to the Union of BC Municipalities for the Community Health Promotion Fund in October 2007 (Attachment 1). More than 60 applications were reviewed and ranked against the criteria specified in the funding guidelines. Innovative pilot projects that support health promotion programs and activities in communities through a focus on healthy living and chronic disease prevention will be given consideration. Richmond was chosen to proceed to the final stage for Round 3 under the Community Health Promotion Fund. A Council resolution is required as part of the Round 3 application process.

As a community, Richmond has embraced the Premier's challenge "*to increase physical activity by 20% by 2010*" and has adopted the vision "*to be the best place in North America to raise children and youth.*" When the Union of BC Municipalities sent a notice and funding guidelines to all municipalities again, the City and its key partners (Richmond Health Services and the Richmond School District) felt that following the success of the Walk Richmond project, which was created from the support of Round 2 of the Health Promotion Fund, it was a prime opportunity to continue to create awareness about the opportunities available in Richmond, collaborate to make connections, build upon the various initiatives and create long-term change and measurable results in the community.

This project's goal is to improve the overall health of our community as well as increase the individual health of Richmond residents.

Together, the City of Richmond, Richmond Health Services (Vancouver Coastal Health), Richmond School District No.38, and other community partners will create a culture of collaboration and provide leadership to the "Green-Ways to Active Participation" project.

The project will encourage people in the local community to safely cycle and walk more often by developing an awareness campaign around the benefits of active participation, producing and distributing maps of Richmond that identify on-street and off-street bike routes and walking trails/routes as well as providing educational workshops.

Students and adults will be provided with leadership training through the development of "Street Teams". These volunteers will be trained to encourage and reward active participation within their own community groups by attending festivals and events, as well as grassroots activities such as offering rewards to individuals who walk or ride to school/work or shopping.

"Green Ways to Active Participation" will lead the collective action of community partners in making Richmond a healthy community through physical activity. Four key components of the project will be to build community awareness, provide educational resources, target community strategies and build community partnerships. A focus on these components will create a long-term sustainable approach, supported by the community that will ensure Richmond is "the best place in North America to raise children and youth" and that the level of physical activity is increased by 2010.

#### **Financial Impact**

The funding requested in the grant application will cover all costs related to the project other than staff time to participate in the process. A copy of the grant application containing the anticipated budget is attached (Attachment 1).

#### **Conclusion**

Continuing to build on and improve the opportunities available in the community, and develop coordinated and broad reaching efforts that are sustainable are necessary to ensure that families in Richmond are supported in increasing their levels of physical activity. "Green Ways to Active Participation" will integrate the efforts of key organizations in the community and build capacity within the broader community to significantly contribute to improving individual health and the overall health in Richmond. The Provincial Government, through a grant to the Union of BC Municipalities is offering funding to support projects to create healthier communities.



Kim Somerville  
Marketing Specialist  
(4062)

K.S:ks



City of Richmond  
Parks, Recreation & Cultural Services

UBCM Health Promotion Fund

### Applicant Information

#### **Name of Local Government**

City of Richmond

#### **Contact Person:**

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### Project Information

#### **Project Title**

Green-Ways to Active Participation

#### **Funding Category Applied For**

Individual Health Promotion: Physical Activity

#### **Goals of this Project**

The Green-Ways to Active Participation project will develop a complement of 'active' resources and targeted communication strategies that will encourage Richmond residents, visitors to Richmond, and those who work in Richmond to increase their physical activity levels through active transportation and/or building walking or cycling into their daily lives.

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**Proposed Activities**

- Hire a Coordinator to implement project
- Pull together partners and develop relationships with organizations in the community to further the project
- Create a promotional campaign around the benefits of walking and cycling
- Produce and distribute walking and cycling maps throughout the community as well as to visitor centres
- Identify local walking and cycling routes and create appropriate signage
- Provide education through free community walking and cycling workshops
- Develop intergenerational "Street Teams" that would attend local events and help to create awareness in the community about walking and cycling
- Develop the City website as an information site for walking and cycling and develop strategies to drive traffic to the site

**Potential Partners**

Potential partners and stakeholders include:

- Tourism Richmond:
- Community Associations:
- School District No.38
- S.U.C.C.E.S.S.
- Richmond Review
- Richmond Safe Communities Foundation
- Richmond R.C.M.P
- Faith Communities
- Richmond Community Cycling Committee
- Richmond Health Services
- Vancouver International Airport Authority

**Anticipated Budget**

<b>Green-Ways to Active Participation</b>	
<b>Income</b>	
UBCM Grant	\$35,000
BCRPA Grant	\$5,000
<b>Total</b>	<b>\$40,000</b>
<b>Expenses</b>	
Project Coordinator	\$10,000
Promotion and advertising	\$5,000
Cycling maps and additional resources	\$8,000
Walking maps and additional resources	\$8,000
Signage	\$7,000
Miscellaneous	\$1,000
<b>Total</b>	<b>\$40,000</b>
	<b>\$0</b>