



# City of Richmond

## Report to Committee

**To:** Parks, Recreation and Cultural Services Committee

**Date:** November 8, 2017

**From:** Serena Lusk  
Interim Director, Parks and Recreation

**File:** 11-7000-10-01/2017-Vol 01

**Re:** Richmond's Participation in the Active Well-being Initiative

### Staff Recommendation

That the City become a Partner City of the *Active Well-being Initiative* by signing the "Partner City Charter of Commitment," included as Attachment 2 of the attached staff report titled "Richmond's Participation in the Active Well-being Initiative," dated November 8, 2017, from the Interim Director, Parks and Recreation.

Serena Lusk  
Director, Parks and Recreation  
(604-233-3344)

Att. 2

<b>REPORT CONCURRENCE</b>	
<b>CONCURRENCE OF GENERAL MANAGER</b>	
<b>REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE</b>	<b>INITIALS:</b> 
<b>APPROVED BY CAO</b>	

## Staff Report

### Origin

In early 2016, the City was asked to participate in a pilot program called “Global Active Cities.” Since then, staff have been liaising with the program organizers, providing feedback and expertise, and evaluating the potential benefits of participation to the City.

The purpose of this report is to provide background information on the Global Active Cities initiative – now officially launched and renamed the Active Well-being Initiative – and propose the City engage as an official Partner City for an initial period of one year.

This report supports Council’s 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

*Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond’s demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.*

This report supports Council’s 2014-2018 Term Goal #5 Partnerships and Collaboration:

*Continue development and utilization of collaborative approaches and partnerships with intergovernmental and other agencies to help meet the needs of the Richmond community.*

### Analysis

#### Background

The Active Well-being Initiative (the “Initiative”) is a project sponsored by the International Olympic Committee, supported by The Association for International Sport for All (TAFISA) and operated by Evaleo, a Swiss non-profit organization whose goal is the development and active promotion of sustainable health for all.

The intent of the Initiative is to accredit cities around the world with a “Global Active City” designation which is predicated on meeting a new International Standards Organization (ISO) standard for a management framework for “Physical Activity and Sport for All.”

#### Pilot City Participation

The City of Richmond is well recognized in the international sport and activity community for its implementation of a true legacy of community benefit with the Richmond Olympic Oval as well as strong policies, plans and programs relating to sport and recreation, facility development and community involvement. As a result of this recognition, in early 2016, Richmond was asked to participate in the development of the Initiative as one of seven worldwide Pilot Cities.

Other Pilot Cities were chosen due to their expressed interest and are as follows:

- Buenos Aires, Argentina
- Karsiyaka, Turkey
- Lausanne, Switzerland
- Lillehammer, Norway
- Ljubljana, Slovenia
- Port Moresby, Papua New Guinea

Richmond's role in the pilot occurred through 2016 and into early 2017 and was two-fold:

1. Participate in the development of the ISO standard; and
2. Participate in a pilot evaluation of Richmond's system for the delivery of physical activity and sport for all.

#### *Development of the ISO Standard*

The ISO standard identifies a management framework for the delivery of active well-being cities. The standard is meant to be rigorous and reflect best management practises in the field worldwide. The standard is proprietary. However, an outline of the table of contents is included as Attachment 1 to this report and identifies the key areas for achievement of the standard.

City of Richmond staff along with Vancouver Coastal Health staff reviewed and contributed to several iterations of the developing ISO standard. In particular, the City was able to share examples and best practises from our collaborative programs with other agencies and non-profits in the community, our support for community events which promote physical activity and sport and our ongoing commitment to the development of Physical Literacy awareness and skills across our community.

#### *Pilot City Evaluation*

In mid-2016, the organizers of the Initiative visited Richmond and conducted a trial evaluation against the still-developing standard. The City was very successful in this evaluation and was able to demonstrate that it was likely to meet the standard in all areas. Two areas for consideration which were highlighted as part of the review were improved performance measurement as well as a broader and more formalized network of stakeholders - for example, linking health authority representatives directly to sport organizers.

#### Launch of the Active Well-being Initiative

The Active Well-being Initiative was formally launched on October 2, 2017, during the Smart Cities and Sport Summit in Montreal. The Initiative has evolved since the beginning of the pilot phase to include a 3-step process as described below and in figure 1, "How to become a Global Active City."

Originally envisioned as focusing on the achievement of the standard, the pilot process for the Initiative also found a benefit to the pilot cities in sharing ideas and leading practises.

Essentially, it created a network of cities worldwide with a shared interest in active well-being for their community. The first step, “Join in” recognizes the benefit of this network and creates a “Partner City” designation. The second step, “Pathway to certification,” identifies opportunities for support and assistance for cities that are less developed in their delivery of physical activity and sport for all and helps them get ready for an evaluation against the ISO standard. The third step, “Activation,” is achievement of the ISO standard as well as marketing and promotion of a City’s achievement of this standard. Achieving Activation includes receiving an independent evaluation of the City’s sport and physical activity management framework against the ISO standard.

Figure 1: How to become a Global Active City



### Partner City Designation

As one of the original pilot cities, Richmond is being asked to also be an official, “Partner City.” As described above, the benefits of being a Partner City include access to network of world cities with similar values and priorities related to physical activity and sport, access to an online platform which shares leading practises in the area of physical activity and sport for all, and ongoing support from the leaders of Initiative – the IOC, TAFISA and Evaleo.

The cost to become a Partner City is currently an annual fee of 1,500 Euros (approximately \$2,200 Canadian dollars). As an original pilot city, the initial annual fee is waived. Becoming a Partner City also requires signing the “Partner City Charter of Commitment” (Attachment 2) which includes a pledge to implementing the Initiative by using the Global Active City standard. As the delivery of physical activity and sport for all in Richmond is already aligned with the Initiative, there will be no negative impact of this pledge and staff recommend participation.

### Next Steps

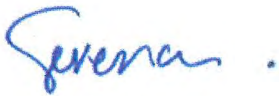
Should Council approve the recommendation in this report to become a Partner City for one year (2018), staff will continue to evaluate the Initiative and, in particular, its alignment with the upcoming Community Wellness, and Recreation and Sport strategies. Ultimately, certification as a “Global Active City” could be considered in order to provide recognition of Richmond’s strong leadership in this area.

**Financial Impact**

None.

**Conclusion**

The City has been recognized as a leader in the delivery of physical activity and sport for all and has been participating in a worldwide pilot of a program now called the, “Active Well-being Initiative.” The program has now been officially launched and staff recommend that the City become an official “Partner City,” for one year. Further evaluation of the program will be ongoing to determine the long-term benefits of participation to Richmond.



Serena Lusk  
Director, Parks and Recreation  
(604-233-3344)

- Att. 1: Global Active City Standard – Table of Contents
- 2: Active Well-being Initiative – Partner City Charter of Commitment



# ***Global Active City Standard***

Physical Activity and Sport for All  
Governance – Requirements for Cities

AWI 26102 (E)

First edition, 2017.06.30



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Active Well-being  
INITIATIVE

Attachment 2

# *Partner City Charter of Commitment*

**The Active Well-being Initiative's Charter of Commitment, for cities  
aiming to become more active and healthy places for all**





### **The Challenge**

The world is becoming more urban and its people less physically active. This modern-day reality is a major healthcare and social issue for many city leaders. The related challenges include growing levels of ill health and associated costs, increased traffic and pollution, crime, poverty and a scarcity of resources to reverse this trend.

### **Solutions**

Solutions to these challenges do exist. The Active Well-being Initiative (AWI) has worked with a diverse panel of pilot cities to develop its Global Active City (GAC) Standard and its team of experts has witnessed a number of successful and promising measures and actions in very different contexts. The AWI sets out a joined up and road-tested system of management, as well as highlighting requirements and good practices which enable physical activity interventions in the city setting, whilst at the same time ensuring that resources (financial and staffing) are used efficiently and results are monitored and documented. Through the implementation of the GAC Standard, city leaders can define a multi-sectoral strategic action plan to involve a number of key ministries/departments such as health, education, sport, urban planning, and transportation.

### **The Pledge**

In joining the Initiative and becoming an AWI Partner City the city commits to the following:

- Implement the AWI model city-wide
- Follow the guidance as contained in the GAC Standard
- Reach out to the active and inactive parts of the population, following the GAC Standard guidance
- Develop a joined-up, “bottom-up, top-down” approach to the delivery of physical activity and sport for all
- Ensure that the impact of sport and physical activity interventions is evidenced, monitored and documented
- Establish sustainable youth and well-being legacy as a priority from the delivery of local, national and international sporting events
- Highlight and communicate the many benefits of the GAC Standard across the city, the country and beyond



## **Services the Partner City will receive**

### **Access to the GAC Standard and Guidelines**

The Standard, which was developed according to an ISO-compatible process, will help provide the framework on how to implement the AWI model. A set of user friendly guidelines will also be provided to increase the city's understanding of the overall AWI process.

### **Annual event**

An AWI event will take place annually and Partner City Lead Officers will be invited to attend. The event, which will bring together the Global Active City network of world leading cities, will be delivered by international experts will include conferences, round-table discussions and workshops, together with networking and sharing opportunities.

### **Platform**

The Partner City's Lead Officer will have access to the AWI web platform, which includes an E-learning centre where additional training can be obtained if necessary. The platform also acts as a communication tool between Lead Officer and the AWI team as well as between the Partner Cities themselves.

### **Workshops, diagnostics and ongoing support**

Introductory Workshops are available to Partner Cities who would like to find out more information about the AWI. These are delivered by members of the AWI team and include details about the Standard, together with the different parts of the AWI model. This one-day workshop also provides examples of existing Active Cities including the process those cities followed when developing their model, together with details of the challenges and the results from this.

Partner cities will be provided with the opportunity to host a diagnostic visit where members of the AWI team will fully explain the initiative to all the key stakeholders in the city. Following the two-day visit, the team will provide the host city with a report containing a number of bespoke recommendations on how the city might be able to further strengthen its AWI work.

Lead Officer Workshops will also be offered. These will be delivered by a team of international experts who specialise in the key components of the AWI model. This interactive three-day workshop provides in-depth information about the standard, together with each of the main elements of how a city can get certified.



Ongoing external support delivered by international experts will also be available to the Partner Cities.

**The Outcome**

More empowered, active, healthy and productive citizens, who take a pride in their city including its growing positive reputation around the world as being an officially certified Global Active City.

**By signing this Charter of Commitment, the city agrees to become an AWI Partner City. The city mayor symbolically confirms his/her commitment to act on the well-being of all its citizens by leveraging physical activity, sport and other determinants of good physical and mental health, under the framework of the Active Well-being Initiative standards, tools and services.**

**Name of Partner City and Country**

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**Name of Mayor / Lead Politician**

**Name of Lead Officer / coordinator**

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**Signature, date**

**Signature, date**

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