

STAFF REPORT: RECREATION DEPARTMENT



REPORT TO: Infrastructure and Recreation
MEETING DATE: February 14, 2012
REPORT NO.: DOR.12.15
SUBJECT: Healthy Community Grant Application
PREPARED BY: Shawn Everitt
Director of Recreation

A. Recommendations

THAT Council receive Staff Report DOR.12.15 entitled "Healthy Communities Grant Application"; and,

THAT Council support the Town's Healthy Community Grant Application to enhance the Marketing and Change Management through Education and Marketing of the Share the Road Campaign; and,

THAT Council, should the grant application succeed, authorize the CAO and Clerk to execute an Agreement with the Healthy Communities Funds; and,

THAT Council support the Town's 2012 Application to the Share the Road Coalition Bicycle Friendly Communities program.

B. Background

The Healthy Communities Fund is a grant that is offered through the Ministry of Tourism, Culture and Sport. The Fund is offered through three streams.

- 1) Grants Project Stream
- 2) Partnership Stream
- 3) Resource Stream

The Grants Project Stream through the Local/Regional Project funding is the most appropriate for this submission to be registered in.

The Local/Regional Stream has 6 Healthy Promotion Priority fields.

- 1) Physical Activity, Sport and Recreation
- 2) Healthy Eating
- 3) Reducing Tobacco Use/Exposure
- 4) Injury Prevention
- 5) Substance and/or Alcohol Misuse Prevention
- 6) Mental Health Promotion

For this Grant Application Staff has recommended that the Physical Activity, Sport and Recreation Field and Injury Prevention be applied for.

The Share the Road campaign has been very successful in its early stages in The Blue Mountains as well as the region over the past 2 years. The Blue Mountains with the support of the County of Grey have been leaders in the campaign locally. The Blue

Mountains has rapidly become a cycling destination because of the available route options and the natural amenities the area has to offer with our many elevation changes, contours, and the scenery that enhance the overall enjoyment of the cyclist's experience.

The Healthy Community Grant application would be focussed on the marketing and education of the Share the Road Campaign. The Blue Mountains has a large number of cyclists, however, it also has a very diverse group of cyclists. Many local riders are aware of the efforts made through the Share the Road Campaign, however many visiting riders do not have the benefit of seeing the campaign on a more formal and regular basis. Frustration often results from motorists "Sharing the Road" when recognized Share the Road practices are not being adhered to. Often this results in both the Cyclist as well as the motorists becoming frustrated. Our community has an additional and important component of road user, with that being the Agricultural community. Because of the beauty this area offers includes our agricultural and rural communities, the shared use of roads with motorists, cyclists, as well as agricultural equipment can be very stressful.

The goal of this program and grant application is to provide a strong marketing plan that successfully touches the vast range of all the users and the community. Staff realizes that this engagement will be challenging, the hopes that this process will provide a best practice for other areas within the Town for community engagement. Staff believes that the use of social marketing as well as potentially "you-tube" type clips may in fact help capture a multitude of demographics. Staff suggests that creative messaging through historical forms of media will also be utilized.

The Share the Road Cycling Coalition Founder Eleanor McMahon has expressed her desire to utilize this potential project as a pilot that the Share the Road Cycling Coalition will support and promote through her organizations work. The County of Grey through Tourism Manager, Bryan Plumstead has also provided his support in this proposal.

This project would provide a strong enhancement to the Town's bronze award winning 2011 application for the Bicycle Friendly Community Award. the Town received in 2011 to that of a silver or possible gold with a 2012 application.

C. The Blue Mountains' Strategic Plan

- ▶ Addressing the Town's municipal infrastructure needs
- ▶ Supporting the development of social and recreational programs to meet the broad range of needs in the community

D. Environmental Impacts

Enhancing safe and efficient means of Active Transportation

E. Financial Impact (financial consultation when advised)

The Ministry will fund a percentage of the grant amount requested by the applicant of up to 80% to a maximum of \$30,000.00 for one year projects.

It would be proposed that a maximum funding of \$2,000.00 be applied to this Grant application from the 2012 Recreation Department Operational Budget.

In addition to funding, a minimum of \$5,000.00 in-kind services through combined Partnerships with The Share the Road Coalition and County of Grey will be requested.

F. In Consultation With

Robert Cummings, Director of Finance
Ruth Prince, Manager of Revenue
Lisa Kidd, Communications & Economic Development Coordinator
Troy Speck, CAO
Reg Russwurm, Director of Engineering & Public Works

G. Attached

None at this time

Respectfully submitted,

Shawn Everitt, Director of Recreation

For more information, please contact:

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