



Recreation and Parks Strategic Mapping

The “better Alberta” we seek is a re-creating, sustainable society that lives and promotes a culture of wellness, creativity and stewardship for the enhanced quality of life of all Albertans, their communities and their environments.

Charting the work ahead

What we can accomplish by working better together

All across Alberta, recreation and parks professionals see aspects of individual and community life that cry out for improvement. They see far too many sedentary and lonely people, from teens hooked on screen time to seniors who go weeks without a visit or an outing. They see essential ecosystems, green spaces and heritage sites being gobbled up by urban sprawl. They see rising rates of obesity, diabetes, high blood pressure and other chronic illnesses that could be addressed by recreation and other lifestyle changes. They see decisions being made that compromise rather than enhance quality of life, often without effective citizen input.

Working alone, even the most passionate professional can be stunned into inaction by the sheer

scope of the shifts needed in how we live. *Foundations for Action: Enhancing the Quality of Life in Alberta* offers a better alternative: a collaborative approach rooted in a plan of action that has clear potential to effect change. Based on the insights of many disciplines that share the vision of a better Alberta, this foundational document includes a strategy specifically focused on rejuvenating recreation and parks.

The bulletin you are reading is one in a series based on *Foundations for Action*. In particular, it is a companion to Bulletin 6, which outlines 14 key result areas envisioned for a recreation and parks strategy and 44 essential steps needed to begin achieving those hoped-for results. The following

pages outline how the 44 steps will contribute to making Alberta the active, vibrant, healthy, resilient, stewardly and engaged province we all want it to be. And how recreation and parks can lead the way, in concert with other fields that care about quality of life.

Related bulletins

- Bulletin 3: Historical Trends in Recreation & Parks
- Bulletin 4: Trends and Their Implications for Recreation & Parks
- Bulletin 5: Strategic Challenges Facing Recreation & Parks
- Bulletin 6: Recreation & Parks Vision & Plan
- Bulletin 7: Leadership Renewal in Recreation & Parks

For these and other bulletins, and for *Foundations for Action*, the document on which they are based, go to www.vision2015.arpaonline.ca.

Achieving the strategic initiatives outlined for recreation and parks will take concerted effort. These charts suggest ways to prioritize and guide the work so that no one person or discipline is overwhelmed.



INSIDE

- Recreation and parks strategies drive desired outcomes.....2
- Links between recreation and parks action plans and allied fields4
- Building the better Alberta team.....6
- Find out more.....6

Recreation and parks strategies drive desired outcomes

As outlined in the eight columns below, the Alberta envisioned in *Foundations for Action* is (1) active, (2) connected, (3) healthy, (4) resilient, (5) stewardly and (6) well governed. Its recreation and parks are (7) rooted in community and (8) collaboratively supported by passionate professionals and a rejuvenated field. This chart illustrates which of those eight aspects is supported by each of the 44 action steps in the recreation and parks strategic plan.

The Key Result Areas (KRA) and the Strategies that serve them.	Albertans living more positive, active lifestyles	A vibrant Alberta society built on communities of place and interest	Reduced lifestyle related chronic illness	Increased youth resiliency and positive child development	Public land management and conservation	Increased community governance and better local decisions regarding quality of life management	Rejuvenated, proactive recreation and parks field	Renaissance of grassroots community recreation development
KRA 1 - Collaborative Decision Making								
1. Advancing the quality of life sector	★	★	★	★	★		★	
2. Collaborative regional services	★	★	★	★	★	★	★	★
KRA 2 - Infrastructure Renewal and Development								
3. Alberta community recreation facilities inventory					★	★	★	★
4. Bilateral national/provincial sport and recreation infrastructure investment	★	★	★		★		★	★
5. Energy and utilities conservation, waste management & green procurement		★	★		★	★	★	
6. Alberta trails and corridors strategy	★	★	★		★	★	★	★
KRA 3 - Promotion and Communications								
7. Recreation for Life campaign	★	★	★	★	★	★	★	★
KRA 4 - Leadership Development								
8. Career awareness strategy							★	
9. Career preparation strategy						★	★	
10. Career development strategy							★	
KRA 5 - Stewardship of the Environment								
11. Protecting and conserving our natural capital	★				★	★	★	★
12. Healthy parks, healthy people: revitalizing urban and rural parks					★			★
13. Unlocking the potential of the “rural urban fringe”	★				★	★	★	★
14. Taking the natural step...for communities					★	★		★
15. Smart growth in Alberta communities	★	★		★	★	★	★	
KRA 6 - Personal Wellness								
16. Food nutrition standards for public recreation facilities	★		★			★	★	★
17. Healthy living tax incentive for children and youth	★	★	★	★			★	★
18. Lifestyle intervention by general practitioners	★	★	★					★
19. Therapeutic recreation	★	★					★	★
KRA 7 - Community Wellness								
20. Alberta Active Communities initiative	★	★	★	★	★	★	★	★
21. Healthy school communities and the after-school agenda	★	★	★	★		★		★
22. Social change model for creating activity-friendly communities	★	★	★	★	★	★	★	★
23. Creating walkable communities	★	★	★		★	★	★	★

The Key Result Areas (KRA) and the Strategies that serve them.

Albertans living more positive, active lifestyles

A vibrant Alberta society built on communities of place and interest

Reduced lifestyle related chronic illness

Increased youth resiliency and positive child development

Public land management and conservation

Increased community governance and better local decisions regarding quality of life management

Rejuvenated, proactive recreation and parks field

Renaissance of grassroots community recreation development

KRA 8 - Refinancing Recreation and Parks Services at the Community Level									
24. New deal for Alberta communities		★				★	★	★	★
KRA 9 - Inclusively of Participation									
25. An equality standard framework	★		★	★			★	★	★
26. Implementing “Everyone gets to play” in Alberta	★	★	★	★				★	★
27. Recreation diversity and inclusion strategies	★	★	★	★				★	★
KRA 10 - Quality Assurance									
28. An excellence framework for recreation, parks excellence in local government						★		★	★
29. Quality assurance in children’s recreation programming	★	★	★	★			★	★	★
KRA 11 - Policy and Governance									
30. Recreation policy and strategy for Alberta	★	★	★	★	★	★	★	★	★
31. Leisure and cultural policy studies centre	★	★	★	★	★	★	★	★	★
KRA 12 - Strategic Planning and Evidence									
32. Alberta recreation and parks performance measures							★	★	★
33. Fostering research and inquiry								★	
34. Social and economic modeling								★	
35. Provincial/regional market segmentation								★	
36. Benefits of Recreation and Parks e-monitor								★	
37. Data collection and dissemination								★	
KRA 13 - Emerging Recreation Development Priorities									
38. Getting serious about play	★	★	★	★			★	★	★
39. Leisure education / Active Lifestyles coaching	★	★	★	★			★	★	★
40. Community arts and culture	★	★		★			★	★	★
41. Sport in the community	★	★	★	★			★	★	★
42. Youth leadership, development and outreach	★		★	★			★	★	★
43. Promoting “active” aging	★	★	★				★	★	★
KRA 14 - Robust, Sustainable Recreation Industry									
44. Growing the business of recreation	★	★	★	★	★	★	★	★	★



“We need to help all citizens recognize the role recreation and parks can play in a healthy Alberta future. We need to tell the story, beginning within the field and moving out quickly and daringly. Our greatest achievement will be the recognition of recreation and parks as an essential public service.”

*Foundations for Action,
ARPA, 2006*

Links between recreation and parks action plans and allied fields

For maximum impact, recreation and parks needs to work in concert with other fields that contribute to Alberta's quality of life. This chart illustrates the many opportunities to work with health, social services, education, justice, stewardship groups, tourism, youth development agencies, cultural organizations and libraries. Cells marked "D" (for "Direct linkages") denote areas that require inter-sectoral dialogue and/or consultation, perhaps leading to partnered activity. Cells marked "I" (for "Indirect linkages") indicate the need for information sharing and some degree of consultation.

	Health care	Health promotion	Child development	Family & social services	Education	Justice	Environment	Youth development	Arts & culture	Libraries	Agriculture & rural dev.	Tourism & economic dev.
KRA 1 - Collaborative Decision Making												
1. Advancing the quality of life sector	I	D	D	D	D	D	D	D	D	D	D	D
2. Collaborative regional services		D	I	D	I	I	D	I	I	I	D	D
KRA 2 - Infrastructure Renewal and Development												
3. Alberta recreation facilities inventory			I		D		D		D	D	D	D
4. Bilateral national/provincial sport and recreation infrastructure investment		I	I	I	I		D	I	D	I	I	D
5. Energy and utilities conservation, waste management & green procurement					I		D		I	I	I	D
6. Alberta trails and corridors strategy	D		D	I	I	I		D	I	I	D	D
KRA 3 - Promotion and Communication												
7. Recreation for Life campaign	I	D	D	D	D	I	D	D	D	D	D	I
KRA 4 - Leadership Development												
8. Career awareness strategy					D		I	D	I	I	I	I
9. Career preparation strategy		I	I	I	D	I	D	I	I	I	I	I
10. Career development strategy		I	I	I	D	I	D	I	I	I	I	I
KRA 5 - Smart growth in Alberta communities												
11. Protecting natural capital through integrated, innovated land use	I	I			I		D	I			D	D
12. Healthy parks, healthy people: Revitalizing urban and rural parks	I	D	D	D	D		D	D	I	I	D	D
13. Unlocking the potential of the "rural urban fringe"							D				D	D
14. Taking the natural step...for communities	I	I	I	I	I		D	I			D	D
15. Smart growth in Alberta communities	I	I	I	I	I	I	D	I	I	I	D	D
KRA 6 - Personal Wellness												
16. Food nutrition standards for public recreation facilities	D	D	D	D	D			D		D	I	I
17. Healthy living tax incentive for children and youth	D	D	D	D				I				
18. Lifestyle intervention and general practitioners	D	D	D	D	I			D				
19. Therapeutic recreation	D	D	D	D	I	D		D	I	I		
KRA 7 - Community Wellness												
20. Alberta Active Communities initiative	I	D	D	D	D	D	D	D	D	D	D	I
21. Healthy school communities and the after-school agenda	I	D	D	I	D	I	I	D	I	I	I	
22. Social change model for creating activity-friendly communities		D	D	I			D	D	D	D	D	I
23. Creating walkable communities	I	D	D	D	D		D	D	I	I	D	D
KRA 8 - Refinancing Recreation and Parks Services at the Community Level												
24. New deal for Alberta communities		I	I	I	I		I	I	D	D	I	I
KRA 9 - Inclusively of Participation												
25. An equality standard framework		D	D	D	I	I	D	D	I			
26. Implementing "Everyone gets to play" in Alberta	I	D	D	D	D	I	D	D	I	I	I	
27. Recreation diversity and inclusion strategies		I	I	I	I			I	D	I	I	D

	Health care	Health promotion	Child development	Family & social services	Education	Justice	Environment	Youth development	Arts & culture	Libraries	Agriculture & rural dev.	Tourism & economic dev
KRA 10 - Quality Assurance												
28. A framework for recreation, parks excellence in local government		I	I					I	I	I	I	I
29. Quality assurance in children's recreation programming	I	D	D	I	I	I		D	D	I	I	
KRA 11 - Policy and Governance												
30. Recreation policy and strategy for Alberta	I	D	I	D	D	I	I	I	I	I	I	I
31. Leisure and cultural policy studies centre		I	I	I	D	I	I	I	D	I		I
KRA 12 - Strategic Planning and Evidence												
32. Alberta recreation and parks performance measures		I	D	D	I	I	D	D	I	I		I
33. Fostering research and inquiry		D	D	D	D	I	D	D	D	I		I
34. Social and economic modeling	I	I	I	D	I	I	I					D
35. Provincial/regional market segmentation		I	I	D	I	I	D	D	I	I	I	D
36. Benefits of Recreation and Parks e-monitor		I	I	I	I		I	I				I
37. Data collection and dissemination		I			I		I					I
KRA 13 - Emerging Recreation Development Priorities												
38. Getting serious about play		D	D	D	I	I	D	D	I			
39. Leisure education / Active Lifestyles coaching	I	D	D	D	D	I	D	D	I	I	I	
40. Community arts and culture		I	I	I	I				D	I	I	D
41. Sport in the community	I	D	D	D	D	I	I				I	D
42. Youth leadership, development and outreach				I	I	I					D	
43. Promoting "active" aging	I	D		D	I		I		D	D	D	
KRA 14 - Robust, Sustainable Recreation Industry												
44. Growing the business of recreation												D



Photo credit: Alberta Recreation and Parks Association

The Alberta we envision

- Albertans living more positive, active, healthier, longer lives.
- A vibrant Alberta society built on active, creative, safe, inclusive, sustainable communities of place and interest.
- Reduced obesity and lifestyle related chronic illness, resulting in lower health care costs.
- More positive child development and engaged, resilient youth.
- Public lands actively managed to preserve cultural, natural and recreation resources.
- Improved community and regional governance resulting in local decisions that advance quality of life pursuits.
- Renaissance of grassroots development of community recreation and parks; sport; culture, arts and heritage.
- Rejuvenated, proactive recreation and parks field.

Foundations for Action ARPA, 2006

Building the better Alberta team

The roles and relationships outlined in the previous pages are not prescriptive, but rather serve as checkpoints when determining who should be involved in each of recreation and parks' key action steps and what those partners can expect to accomplish.

Additional charts in *Foundations for Action* detail which segments of the recreation and parks field appear best positioned to lead and participate in each action step (Figure 5.3, pages 88-89), what types of resources are required to take each step (Figure 5.4,

The time has come to move from planning to action.

Foundations for Action
ARPA, 2006

pages 90-91) and relative timeframes for completing various steps (Figure 5.5, pages 92-93). *Foundations for Action* is available online at www.vision2015.arpaonline.ca.

These charts offer a way to visualize the synergy that can be built by working better together within and beyond the recreation and parks field. They demonstrate the value of a province where health care, education, justice, culture, recreation—indeed, all

human service fields—act in concert, consciously pursuing shared mandates and goals under a Quality of Life umbrella.

Acting in concert, the various players can make real and measurable difference, creating an Alberta far more enticing than the one to which today's trends are pointing. Together, we can accomplish what no one person, organization or discipline can do alone.

"We haven't begun to dream of what we can become."

Ruben Nelson
Foundations for Action



Photo credit: GoldenKB, Dreasmtime.com

Find out more

This bulletin is part of a series based on *Foundations for Action*, a collaborative action plan for Alberta wellness and quality of life. The plan draws from the insights of individuals and agencies from many disciplines that share the vision of a future Alberta with healthy people, sustainable environments and strong vital communities. *Foundations for Action* is a key outcome of Vision 2015, a project that is linking the good work of organizations, government and agencies and creating new ways to make a difference together. ARPA is pleased to provide leadership for Vision 2015. For a full copy of *Foundations for Action*, go to the Vision 2015 website at