



## CORPORATE REPORT

To: CAO for the Recreation, Culture & Airpark Services Commission    Date: 2019-07-16

From: Jody Castle, Manager of Recreation, Culture & Airpark Services    File No:

**Subject: Community Better Challenge Results**

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### RECOMMENDATION

**THAT** the Recreation, Culture & Airpark Services Commission direct staff to work in collaboration with other community partners and participate in the Community Better Challenge in 2020.

### STRATEGIC AREA(S) OF FOCUS

Support Healthy & Sustainable Community

### BACKGROUND

The Community Better Challenge is presented by the Government of Canada through ParticipACTION. The challenge started in 2019 by calling on all Canadians to get active and incorporate physical activity where they work, live and play. In March 2019, the RCAS Commission endorsed the Community Better Challenge, encouraging the community to register online and track activity throughout two weeks in June. Staff was part of a committee that included RCAS and Fraser Health that developed tracking tools and encouraged the public to participate and track physical activity from May 31 – June 15, 2019. The tracked minutes were entered online, and the winner of the contest had the opportunity to win a grand prize of \$150,000 for their community.

### DISCUSSION

The community began to track activities on May 31, and Hope was soon seen near the top of the online leaderboard. The leaderboard was promoted frequently on social media, and the Hope Standard also ran several articles regarding the success of the challenge. At the end of the two weeks, Hope

remained near the top of the leaderboard and the District of Hope received a letter indicating that there would be an opportunity to submit a bid detailing why Hope should be named Canada's Most Active Community. Fraser Health, the District of Hope and RCAS collaborated to submit a bid within one week of the closing of the event. Approximately ten other communities were invited to submit bids. Enderby, BC was named Canada's Most Active Community for 2019 and will be awarded a prize of \$150,000 to be used towards recreation in their community.

## **COST**

Approximately 20 hours of staff time over a 3 month period (event planning, tracking, marketing) were utilized to fulfil this commitment.

## **CONCLUSION**

Although Hope was not named Canada's Most Active Community in 2019, Hope was a top 30 finalist in the top 2% of all communities competing across Canada. The community logged over 3 million minutes of physical activity, and 16 different organizations reported minutes. ParticiPACTION has indicated that this event will occur once again in 2020, including a grant program to host activities within the community. Staff is recommending that RCAS participate in the Community Better Challenge committee in 2020 to encourage all community members to be more active.

## **COMMENTS BY:**

**Stacey Barker, Director of Regional Services:** Reviewed and supported.

**Mike Veenbaas, Director of Financial Services:** No further financial comment.

**Jennifer Kinneman, Acting Chief Administrative Officer:** Reviewed and supported.