

<p>1. CITY OF OTTAWA MUNICIPAL SPORT STRATEGY 2017-2022</p> <p>STRATÉGIE MUNICIPALE EN MATIÈRE DE SPORT DE LA VILLE D'OTTAWA (2017-2022)</p>
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COMMITTEE RECOMMENDATION

That Council approve the Municipal Sport Strategy (2017-2022) as described in this report and attached as Document 1.

RECOMMANDATION DU COMITÉ

Que le Conseil approuve la Stratégie municipale en matière de sport de la Ville d'Ottawa (2017 2022) telle qu'elle est décrite dans le présent rapport et jointe séparément (document 1).

DOCUMENTATION/DOCUMENTATION

1. General Manager, Recreation, Cultural and Facility Services Department's report dated 8 June 2017 (ACS2017-RCF-GEN-0003)

Rapport du Directeur général, Direction général des loisirs, de la culture et des installations, daté le 8 juin 2017 (ACS2017-RCF-GEN-0003)

2. Extract of draft Minutes, Community and Protective Services Committee, 15 June 2017.

Extrait de l'ébauche du procès-verbal, Comité des services communautaires et de protection, le 15 Juin 2017

**COMMUNITY AND PROTECTIVE
SERVICES COMMITTEE
REPORT 24
28 JUNE 2017**

**COMITÉ DES SERVICES
COMMUNAUTAIRES ET DE
PROTECTION
RAPPORT 24
LE 28 JUIN 2017**

**Report to
Rapport au:**

**Community and Protective Services Committee
Comité des services communautaires et de protection
15 June 2017 / 15 juin 2017**

**and Council
et au Conseil
28 June 2017 / 28 juin 2017**

**Submitted on June 8, 2017
Soumis le 8 juin 2017**

**Submitted by
Soumis par:**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2017-RCF-GEN-0003

SUBJECT: City of Ottawa Municipal Sport Strategy 2017-2022

OBJET: Stratégie municipale en matière de sport de la Ville d'Ottawa (2017-2022)

REPORT RECOMMENDATIONS

That the Community and Protective Services Committee recommend Council approve the Municipal Sport Strategy (2017-2022) as described in this report and attached as Document 1.

RECOMMANDATIONS DU RAPPORT

Que le Comité des services communautaires et de protection recommande au Conseil d'approuver la Stratégie municipale en matière de sport de la Ville d'Ottawa (2017-2022) telle qu'elle est décrite dans le présent rapport et jointe séparément (document 1).

BACKGROUND

The City of Ottawa Municipal Sport Strategy (2017-2022) is an initiative in the City of Ottawa's 2015-2018 City Strategic Plan. The 2015-2018 City Strategic Plan was based on the Proposed Term of Council Priorities, which were approved by City Council on July 8, 2015 ([ACS2015-CMR-OCM-0016](#)). Development of a Municipal Sport Strategy is Strategic Initiative #35 under Strategic Objective HC2 – Revitalize recreation services, under the Strategic Priority “Healthy and Caring Communities.”

DISCUSSION

The Municipal Sport Strategy (2017-2022) sets out the priorities, goals and action plans that will guide the City of Ottawa's involvement in sport programming for the next five years. The City of Ottawa endorses the philosophy that sport provides personal, health, social, cultural and economic benefits to its residents and that sport delivery is the responsibility of all sport stakeholders, including the municipality, community organizations, educational bodies and corporate partners.

The Municipal Sport Strategy (2017-2022) was developed by the City of Ottawa's Recreation, Cultural and Facility Services department (RCFS) in close collaboration with the Ottawa Sport Council (OSC).

The development process was an inclusive one, with extensive consultations with members of sport organizations, school boards, business groups and community sport organizations.

Best practices drawn from sport organizations policies and plans also informed the Strategy. They include the *Canadian Sport Policy* (2012), *Game ON* (the Ontario Government's Sport Plan) and *Canadian Sport for Life*. True Sport principles, which were endorsed by the City of Ottawa's Community and Protective Services Committee on December 3, 2009, under the Parks and Recreation Master Plan report (ACS2009-COS-PRC-0013) were a key influence on the Municipal Sport Strategy.

Strategic Priorities

The Municipal Sport Strategy (2017-2022) is built around the following five strategic priorities, which spell out the acronym "SPORT." Each strategic priority is accompanied by a vision statement, the specific goals and action plans associated with each strategic priority are highlighted in Document 1:

Space to Play - Optimize the use of and ensure access to sport facility infrastructure to advance the opportunity for sport participation and support health, safety and well-being.

Partnerships - Increase collaboration among sports programming providers from the community to the national level to clarify roles and responsibilities, ensure a continuum of program options for all ages and abilities, and address gaps in programming.

Open to Everyone - Ensure accessibility of sport through promotion and support of programming and facilities that embrace the diversity of our community.

Recognition and Support of Volunteers - Create a world-class sport volunteer engagement culture that recognizes and values the dedication of Ottawa's sport volunteers and develops tools, approaches and policies to enhance their capacity to support the sport framework.

Tourism and Sport - In partnership with Events Ottawa and other community partners, encourage the growth of sport tourism with the support of community-based sport while ensuring a legacy return on investment.

Near Term Strategic Priorities

The City of Ottawa and the Ottawa Sport Council will be collaborating to implement the action items highlighted in this report. This implementation plan will have specific and actionable deliverables and performance measure metric guidelines. The success of the implementation of this plan will be based on the continued relationship between the City of Ottawa, the Ottawa Sport Council and other community partners.

The implementation plan will set priorities in sport for the next five years 2017-2022; however, **near-term strategic outlined deliverables** include:

- RCFS will develop Park Infrastructure Standards and Strategy in 2017. This deliverable is in line with Action Plan Item S1, “Establish recreation infrastructure standards for municipal sport facilities that meet community recreation needs and also recognize opportunities for upgrades to competitive standards where warranted”;
- RCFS will develop a Concussion Management Policy in 2017 and broader injury prevention initiative in 2018. These deliverables are in line with Action Plan Item S7, “Establish sport injury prevention and management policies and procedures, including a concussion management policy and protocol”;
- RCFS will begin work on a ten-year recreation infrastructure plan in 2018 for delivery early in the next term of Council;
- The OSC and RCFS will work in partnership to “Undertake outreach and engagement initiatives with members of underrepresented populations to develop and deliver programs designed to increase participation in physical activity and sport”;
- The OSC will host the OSC Sport Summit and an increasing number of educational webinars and podcasts. This near-term deliverable is in line with Action Plan items R2, “Provide opportunities to community sport volunteers for networking and sharing of best practices and resources” and R3, “Support opportunities to enhance the

development and leadership training of volunteers that are both front-line and sport organization board members”;

- The OSC will focus on publicity campaigns to increase awareness of the value of sport and to celebrate achievements of local amateur athletes. This deliverable is in line with Action Plan Item T5, “Undertake information and promotion campaigns to increase awareness of the value of sport and celebrate achievements of local amateur sports athletes”;
- The OSC and RCFS will work together to develop mechanisms for the implementation of the Strategy, while ensuring a broad level of community engagement.

RURAL IMPLICATIONS

There are no specific rural implications to this report.

CONSULTATION

A Project Steering Committee, consisting of RCFS staff, staff from other departments, representatives from the Ottawa Sport Council, and members of the community sport, education and business sectors guided the consultation process. A Project Working Committee, consisting of staff from RCFS, Ottawa Public Health (OPH) and the OSC provided input into the strategy and reported back to the Steering Committee. External consultations involved multiple stakeholders, including the sport community, education, and business sectors. A variety of methodologies were used to solicit feedback including: in person, crowd sourcing, online surveys, focus groups and teleconferences. Consultations under the “Open to Everyone” priority included rural groups, older adults, people living with a disability, new immigrants, and retired civil servants.

The Ottawa Sport Council (OSC) has been proud to play a partner role in the development of the Municipal Sport Strategy (MSS). This Strategy solidifies the framework necessary to grow the primary and secondary benefits of sport in our neighbourhoods and the Council is excited to see the City of Ottawa move forward with this initiative.

COMMENTS BY THE WARD COUNCILLOR(S)

This is a city-wide report.

ADVISORY COMMITTEE(S) COMMENTS

The Arts, Culture, Heritage and Recreation Advisory Committee (ACHRAC) provided feedback on the Strategy in February 2017. The committee suggested that the Strategy consider the possibility of using technology to recruit, train and manage volunteers, the consideration of including clients with special needs into sport, and the awareness of gender in sport. The committee also suggested sponsorship as a possible revenue stream in the Strategy. This highlighted feedback was incorporated into the Strategy. A finalized draft of the Strategy was presented at the May 23, 2017 meeting of the Advisory Committee and the Strategy received their endorsement.

LEGAL IMPLICATIONS

There are no legal impediments to the implementation of the recommendation in this report.

RISK MANAGEMENT IMPLICATIONS

There are no specific risks management implications.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

The Strategy contemplates an over-arching principle that sport should be “Open to Everyone”. This principle will consider inclusiveness and equal opportunity for participation in sport for all Ottawa residents and groups. The Park Infrastructure Standards will adhere to the City's Accessible Design Standards and will be created in consultation with the City's Accessibility Advisory Committee and other people with disabilities from our sports community. Programing and equipment will also be purchased with accessibility in its design to ensure facilities, programs and equipment can be accessed by a broader population.

TECHNOLOGY IMPLICATIONS

One of the action plan items in the Municipal Sport Strategy (2017-2022) involves development of a technology solution. This item is the Sport Asset Solution, described

in Action Plan Item P1, under the Strategic Priority “Partnerships” (See Document 1). The Sport Asset Solution aims to implement an application that is user-friendly and accessible to the public and event organizers in which detailed sport facility attributes and spatial data can be leveraged. This solution will support City of Ottawa bids for sporting events within the “Bid More, Win More, Host More” campaign.

TERM OF COUNCIL PRIORITIES

This report has a direct impact on the City’s Strategic Priority – Healthy and Caring Communities: Strategic Objective HC2 - Revitalize Recreation Services. It addresses the implementation of Strategic Initiative 35 to develop the Municipal Sports Strategy.

SUPPORTING DOCUMENTATION

Document 1 – Municipal Sport Strategy (*Held on file with the City Clerk*)

DISPOSITION

Recreation, Cultural and Facility Services Department will develop an implementation plan in accordance with the attached strategy outlined in this report.