

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 11, Report No. 26, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 24, 2014.

11 PROCLAMATION - JUNE AS RECREATION AND PARKS MONTH AND BIKE MONTH

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Executive Director, Office of the City Manager and the Commissioner of Engineering and Public Works, dated June 3, 2014:

Recommendation

The Executive Director, Office of the City Manager and the Commissioner of Engineering and Public Works in consultation with the Director of Recreation and Culture and the Director of Development / Transportation Engineering, recommend:

- 1) That Council proclaim the month of June as "Recreation and Parks Month";
- 2) That Council proclaim the month of June as "Bike Month"; and
- 3) That the Schedule of Activities for Recreation and Parks Month – June 2014 (Attachment 1), outlining the activities and events scheduled to be held throughout the City of Vaughan in June, be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- 4.1 To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
 - 4.1.1 Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

Bike Month promotes cycling in the City and will reduce automobile dependency, traffic congestion and transportation related greenhouse gas emissions. As such, the City's support for Bike Month upholds many of the goals and objectives of Green Directions Vaughan, in particular Objective 3.3:

- 3.3 Reduce single occupant vehicle (SOV) trips by supporting active transportation, car pooling and public transit

Economic Impact

Funding for the recreation activities and events indicated in this report has been incorporated into the 2014 Recreation and Culture base operating budget.

There are no immediate budgetary impacts from this report for Bike Month. However, funding for Bike Month events for City of Vaughan staff is accommodated within the current Environmental Sustainability Operating Budget.

Communications Plan

The proclamation of June as "Recreation and Parks Month" and "Bike Month", including the Recreation and Parks Month activity calendar will be posted on the City website, in community centres, and at Vaughan Public Libraries. Recreation and Parks Month promotional material will

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also be distributed to elementary and secondary schools within Vaughan. Outreach to community groups, cultural organizations and businesses will take place via social media and a news release. The City of Vaughan cycling website [www.vaughan.ca/cycling] contains information about Bike Month 2014, Bike Month events in York Region, and a direct link to BikeMonth.Ca, which includes the official Bike Month event calendar.

Purpose

The purpose of this report is to request that Council proclaim the month of June as “Recreation and Parks Month” and “Bike Month”, and as well to, present an overview of the physical activity events (Attachment 1) being held for “Recreation and Parks Month” across the City of Vaughan.

Background - Analysis and Options

The City of Vaughan in its strategic plan, Vaughan Vision 2020, is committed to Service Excellence through enhancing and ensuring community safety, health and wellness. The Active Together Master Plan initiatives, such as “Recreation and Parks Month” and “Bike Month”, will help achieve the objective of community health and wellness. Cycling promotion is also a priority in the Pedestrian and Bicycle Master Plan, and Transportation Master Plan.

The City of Vaughan believes the development of a more physically active community is critical to the economic, environmental, health and social well-being of the community. Research shows that strategies involving physical activity and recreation are promising in minimizing or removing risk factors faced by many children, youth and adults. Participation in recreation activities can provide positive benefits related to psychological health, physical health, familial interaction, peer influence, academic performance, community development and other vital lifestyle behaviours.

Recreation and Parks Month 2014

June as “Recreation and Parks Month” (JRPM) was first proclaimed in 2005 by Parks and Recreation Ontario (PRO), the Ontario Parks Association, and the Ontario Recreation Facilities Association. JRPM was created to draw attention to the value of recreation as well to encourage the community to *get up and live it everyday!* In 2006, the Province of Ontario first declared “June as Recreation and Parks Month”; Vaughan first proclaimed it in 2009.

Recreation and parks opportunities are essential for strengthening and maintaining a safer, cleaner and dynamic community atmosphere.

In 2014, the Recreation and Culture Department will celebrate June as “Recreation and Parks Month” from June 1 – June 30, 2014. Vast selections of activities are scheduled throughout the community, including:

- Family Day at the Maple Nature Reserve
- Toddler Run and Fun
- Pickle Ball
- Zumba In the Park
- Drop In Archery
- Parent and Child Badminton
- Arthritis Fitness
- Gentle Seniors Yoga

The complete listing of activities and events can be found in Attachment 1.

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Bike Month 2014

“Bike Month” is a community-driven program that promotes cycling. The month long celebration kicks off on the last Monday in May with *Bike to Work Day*, an event that promotes individuals riding their bicycles to and from work. Bike Month 2014 runs from May 26 to June 26, 2014. Throughout Bike Month a diverse collection of events are organized by community members and local organizations. Previous years’ events included: organized rides, guided tours, festivals, breakfast for cyclists, art shows and film screenings.

The first Bike to Work Day celebration was held in the City of Toronto in 1989, which has evolved to become one of the largest events of its kind in Canada. Building on the success of Bike Month, Smart Commute (a program of Metrolinx) expanded Bike Month to GTHA municipalities as part of a pilot in 2013. The Region of York was a Local Supporter of Bike Month in 2013 and will be again in 2014 by contributing \$5,000 to the program. Bike Month is now coordinated by Cycle Toronto, which is a diverse member-supported organization that advocates for a healthy, safe, cycling-friendly Toronto (formerly the Toronto Cyclists Union).

Bike Month 2014 activities promoted in Vaughan are as follows:

- May 26 – GTHA Bike to Work Day
- May 29 – Heart & Stroke Big Bike Ride (City of Vaughan)
- June 2 – Vaughan Bike to Work Day (City of Vaughan)
- June 11– Vaughan Cycling Forum (VCF) Meeting (City of Vaughan)

Other Bike Month events will be held locally and in surrounding municipalities, including the following selection of events in York Region (among others):

- May 26 – Bike to Work Day, Markham and Richmond Hill (Smart Commute Markham-Richmond Hill)
- May 31 – Discover Your Inner Cyclist, Vaughan (Vaughan Bicycle User Group)
- June 1 – Villa Charities Giro 2014, Vaughan (Villa Charities)
- June 2-6 - Pedalheads® After School Bike Camps, Thornhill (Pedalheads® Bike Camps)
- June 11 – Bike to School Day (York Region District School Board and York Catholic District School Board)
- June 15 - TBN Sunday Leisure Wheeler – Dim Sum Ride, Markham (Toronto Bicycle Network)

The City of Vaughan cycling website (www.vaughan.ca/cycling) contains information about Bike Month 2014, Bike Month events in York Region, and a direct link to BikeMonth.Ca, which includes the official Bike Month event calendar. Individuals and organizations are encouraged to host a cycling event, lead a ride, and/or incorporate cycling into an existing event. Environmental Sustainability Office staff are also engaging in Bike Month events for staff at the City of Vaughan.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, this report will provide:

- **STRATEGIC GOAL:**
Service Excellence – Providing service excellence to citizens through a collaborative program and events scheduling strategy with community stakeholders
- **STRATEGIC OBJECTIVES:**
Enhance and Ensure Community Safety, Health and Wellness by showcasing opportunities to integrate physical activity in everyday life.

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This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

The Region of York contributed \$5,000 in order to be a Local Supporter of Bike Month. They will be receiving advertising and promotional support from Cycle Toronto.

There are no regional implications with respect to Recreation and Parks Month.

Conclusion

The City of Vaughan is taking a proactive approach to improve the health and active lifestyles of its citizens by proclaiming June as “Recreation and Parks Month” as well as “Bike Month” and by providing a month of physical activity opportunities throughout Vaughan. As an initiative of the Active Together Master Plan for Parks, Recreation, Culture and Libraries, *Recreation and Parks Month* will help achieve the objective of improving community health and wellness. Bike Month will also promote cycling, which is a priority in the Pedestrian and Bicycle Master Plan, and Transportation Master Plan.

Attachments

1. Schedule of Activities for Recreation and Parks Month – June 2014

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)