

Longview Active Community Strategy



"Together,
We can Do Anything"

2013

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Longview Active Community Strategy

Collective Community Action

In 2012 **Longview** was chosen to be a part of the Active Community Strategy initiative together with nine other communities across Alberta. The Alberta Recreation and Parks (ARPA) partnered with Alberta Health Services (AHS) to secure funding through the Alberta Cancer Prevention Legacy Fund (ACPFL) for this initiative. The Active Community Strategy initiative previously worked with four communities in 2010-2011 as pilot communities. The intent of ACS is to continue working with and building community with focus specifically on a comprehensive active recreation/physical activity, active community strategy. Each community has taken a unique path using a similar process. Using the ACE Communities 'Planning Framework for Community Development' (Herchmer, 2009) as a guide, they all took time to engage a variety of partners, build on strengths, and utilize existing knowledge, plans and research to inform priorities. All ten of the communities engaged community members, organizations and councils to determine priorities for building a more physically active community. Each Strategy is distinctive based on their needs, resources and location. Longview linked their priorities to their local Municipal Sustainability Plan, 2010 A.C.E. Community Scanning Tool Results, Community Building workshops with Wayne Page and Jim Roscoe in 2008 and 2009, 2013 Village wide Community Survey, the Active Alberta Policy, Active Canada 20/20 and other relevant plans and policies. Identifying the linkages with local, provincial and national efforts provide opportunities to build collaborative partnerships that extend beyond municipal boundaries.

Active Community Strategy Model and Resources

The ACS Model and Guide were used to develop this comprehensive community Strategy. They are based on evidence and beneficial practices for building a comprehensive active community strategy, include the process and discuss Four Core Areas of Focus for local strategies:

1. **Activators**

- a. People to See – social environment, leadership & governance, partnerships & collaboration
- b.** Messages to Share – communications, marketing

2. **Foundation**

- a. Research to Inform – research, evidence-based, evaluation, beneficial practices
- b.** Investment to Support – sustainability: economic, social, environmental

3. **Culture**

- a. Energizing Recreation – rethinking operations, creative solutions, shifting the culture
- b.** Policies to Promote – policy, advocacy

4. **Activities**

- a. Places to Go – natural and built environment
- b. Things to Do – special events, programs, incentives
- c. Opportunities to Learn – education, knowledge, skills

The ACS Guide is available through ARPA at www.arpaonline.ca

Longview Active Community Vision

Our Vision of Longview, one of Alberta's most artistic communities, "**Where It All Began**". Our Village is nestled in the emerald green foothills with a breath taking view of our soaring Rocky Mountains that ***speaks to all generations and nationalities***. The ***laughter of children playing*** drifts across our park as a group of ***adults actively workout*** on the surrounding fitness equipment. ***Folks stroll along our clean, safe streets and walking trails***. We welcome and ***celebrate our diversity*** through community and cultural events. Our ***community spirit*** is showcased by well-loved community events like Little ***New York Daze, Longstock Music and Arts Festival, Strawberry Tea, Pancake Supper, Alberta Culture Days and our annual Community Christmas Party***.

As a small community we are blessed to have a wide variety of Recreational opportunities with a state of the art ***junior/senior playground, 13 pieces of outdoor fitness equipment, outdoor skating rink, skate park, basketball and tennis court and a beautiful walking/jogging path along the ridge with historical markers***. Our youth and seniors come together in a ***mutual sharing of knowledge*** to one another.

Longview honours it Veteran's, Serving Personnel and 911 Personnel with a permanent ***Veteran's Memorial*** and our ***residents have a beautiful Serenity Garden to rest and***

reflect. Longview is a dynamic Family-Oriented and Inclusive community rooted in strong social connections and a true sense of belonging.

Longview is a healthy community where people can readily access our recreational areas or go for a walk on our pathways. Longview values a wellness of mind, body and spirit in our residents and the health of our natural environment. We have become a provincial leader of small rural communities in the area recycling, alternative energy and waste management by thinking outside the box. Longview is known regionally for our committed and trustworthy local governance that is ***dedicated to providing an exceptional quality of life for everyone. Our vibrant economy*** provides unique opportunities for the entire community. Longview is blessed with numerous artists in every genre. This artistry has become part of the fabric of Longview's Economic Development through an assortment of art and nature related businesses, much sought after by nearby Calgary metropolitan shoppers. ***The strength of our community members working together for a better future is the foundation for reaching Longview's Active Community Strategy Vision.***

Our Strategy Journey

With this guiding vision in mind the A R C Board first reviewed the Longview Municipal Sustainability Plan and the results from the Active Creative Engaged (A.C.E.) Community Scanning tool done in February 2010 to obtain existing wishes related to an active community strategy. A R C hosted a public input meeting to gather ideas from the public. A survey based on Alberta's 5 pillars of Sustainability was then circulated door to door to 200 residents, with 150 collected and catalogued. The survey reaffirmed and reinforced earlier documents and projections for getting more people, more active, more often.

The above mentioned documents were reviewed and prioritized to assist in creating Longview's Active Community Strategy for getting more people more active more often and many great ideas were generated.) Five significant areas of priority emerged and we have listed four additional priorities to consider as well:

- ❖ **Multi-Use Pathway** on Ridge to start with hopes to expand
- ❖ Support and create **Recreational Programs** and Physical Activities for all age levels and abilities that encourage people to "*Be Active in Longview*"
- ❖ Creating a Healthy, Happy, Informed and **Economically Viable** Community
- ❖ Increase **Communication** and **Collaboration** across local groups and Community Members

- ❖ Nurture and train new and emerging leaders via A.C.E. Community Development Training to ensure sustainability and growth of Volunteer pool and area Boards/Societies
- ❖ Develop new and support existing Community **Social/Cultural Activities**
- ❖ Utilize Existing Facilities, Indoor and Outdoor
- ❖ Environmental awareness and alternative energy development
- ❖ Celebrate our history and diversity in unique and innovative ways

Inclusion of this extensive list, provides a solid foundation for a comprehensive Active Community Strategy. With numerous priorities there is some overlap and choosing where and how to start is an important step. Each priority fits into one or more of the Core Areas in the ACS Model, and existing groups and organizations are already working on some of these areas. For example, there are many programs and events that encourage people to be active, the Village council is in support the pathway system and currently supports all recreational community events within the scope of its in-kind resources. After the community sessions a working group narrowed the focus in order to take action. The group decided to concentrate on developing plans for a walking path, promoting current recreational programs and developing effective communication tools which is integral for each of the priorities.

An additional group of residents and businesses have expressed interest in forming an Economic Development Board under the guidance of Mr. Rick Smith to investigate ways to enhance our economic viability and sustainability.

A R C has made a decision to invite the Longview Youth Group to become part of the A R C Society with the long term goal of learning how to become a society on their own with sufficient knowledge of funding and granting opportunities and procedure for securing the

funding along with reporting requirements. We plan to run some leadership training for the youth and interested community members to ensure the sustainability of our wonderful Volunteer Base with new and emerging leaders for tomorrow.

What's Next?

Because the Strategy is continually evolving the ACS initiative is not complete. Longview has just begun to look at implementation with a clear picture of moving the community to increased activity through **collaboration and communication, council support of recreational activities via in-kind resources and ongoing fund development for recreational programming**. They plan **to utilize seed funds** as leverage for the greater cost of ***creating a walking/jogging path on the western edge of the community*** linking a variety of recreational areas together. More specific actions are included in the Goals and Priorities section later in this document. To get involved contact a member of A R C for more information.

Linking Existing Policies and Plans

Local plans, provincial and national policies are in place and connect with the ACS priorities/goals that Longview has identified. These directly relate to the local (**Municipal Sustainability Plan, 2010 A.C.E. Community Scanning Tool Results, Community Building Workshops with Wayne Page and Jim Roscoe in 2008 and 2009, Feb 2013 Open House Questionnaire Feedback, 2013 Village wide Community Survey, the Active Alberta Policy, the recent AUMA Healthy Alberta Communities Convention Policy Paper and the Coalition for Active Living's Pan-Canadian Physical Activity Strategy**). This can be seen in the 'Linking Existing Policies and Plans' chart at the end of this document. It can be used to verify priorities and to build support and create collaborative partnerships within Longview and with those that reach beyond local relationships.

Longview ACS Goals, Outcomes and Action Plan 2013

A. Linking our ACS with Existing Policies and Plans

<p style="text-align: center;">Longview Active Community Strategy</p>	<p style="text-align: center;">Longview Community MSP</p>	<p>Provincial/National Policy Active Alberta: A Recreation, Active Living and Sport Policy Active Alberta Policy Vision 2015: Foundations for Action Active Canada 20/20</p>
<p>Vision: SEE ABOVE PAGE 4/5 for the full Vision The laughter of children playing drifts across our park as a group of adults actively workout on the surrounding fitness equipment. Folks stroll along our clean, safe streets and walking trails.</p> <p>Longview is a healthy community where people can readily access our recreational</p>	<p>Vision: <i>The Village MSP has no specific Vision written down although the projects identified and proposed under the 5 pillars of sustainability in</i></p>	<p>Vision: Albertans enjoy a high quality of life, improved health, strong communities and personal fulfillment through recreation, active living and sport.</p> <p><i>By 2015 Alberta has a sustainable society that lives and promotes a culture of</i></p>

areas or go for a walk on our pathways.

Longview values a wellness of mind, body and spirit in our residents and the health of our natural environment.

Longview Council “***dedicated to providing an exceptional quality of life for everyone***”.

Our vibrant economy provides unique opportunities for the entire community.

The strength of our community members working together for a better future is the foundation for reaching Longview’s Active Community Strategy Vision.

the MSP are the basis of the Active Community Strategy we are developing

wellness, creativity and stewardship. Alberta citizens will be benefiting from a new culture of wellness for themselves, their communities and the environment.

A physically active lifestyle helps define Canada and strengthens the health and social fabric of our country.

How Each ACS Goal aligns and is supported by:

the ***Longview Municipal Sustainability Plan*** and Alberta Tourism, Parks and Recreation - ***Active Alberta: A Recreation, Active Living and Sport Policy***

ACS Goal 1	Longview MSP	Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy
<p>Design and install a Walking Path with Historical Markers to run along the west ridge Green Space linking several key recreational areas together from the north end of the Village to the Lot on</p>	<p>Governance - four priorities; Bylaw Development, Communication, Joint Community Initiatives, and Shared services.</p> <p>Opportunity in bylaw development to include policy such as walkability, physical activity in design of facilities, neighborhoods, development of any kind</p> <p>Culture - Integrate culture and physical activity as the historic walking trail</p> <p>History - walking trail be considered complete with stories and pictures to outline the historical significance of the</p>	<p>More Albertans are more active, more often.</p> <p>Alberta communities are more active, creative, safe and inclusive.</p> <p>Albertans are connected to nature and able to explore the outdoors.</p> <p>All partners involved in providing recreation, active living and sport opportunities to Albertans work together in a coordinated system.</p>

Riverside. We envision a walking path that will eventually "circle" our many Village **"gems"**, *encompassing recreation, culture, history, geography, businesses and education.* The path will promote healthy living through exercise and the social aspect of meeting or walking with

area.

Opportunity – The Historic Walking Trail provides a great opportunity to involve seniors and youth and First Nations in this initiative.

Recreation and Entertainment - Longview has a number of volunteer organizations devoted to recreation and entertainment.

-continue to support existing events.

Also encourage physical recreational activities and events such as the annual Longview K100 Race.

-desire to pave the skating rink and outfit it with basketball nets, and possibly skateboard equipment for summer use.

A walking trail was also recommended

Opportunity -

Encourage physical rec activities, attention to facilities and the **walking trail.**

A small walkable Community

Opportunity -

Longview could exploit this walkability

"Research shows that outdoor space and the opportunities for active living that they provide help to strengthen communities and neighborhoods. Studies show that social interaction is more likely to take place in a green space such as a park rather than in a barren space". **(Active Alberta Policy)**

Unstructured activity such as walking and play are important pieces here - linked with ParticipACTION message of "get out and play"

Alberta Urban Municipalities

your family
and
neighbours.

to enhance the physically sustainable environment and take steps to enhance these practices. A R C could possibly engage Alberta Health Services to come out for a WalkAbility Workshop. A R C could look at point of decision markers at path intersections to influence active living choices.

Community Facilities –
Trail Development

Association (AUMA) – Healthy Alberta Communities Convention Policy Paper, 2010

...Resolved that the AUMA urge the Government (Alberta Transportation) to adopt as part of its design standards and policies, facilitation of and providing for alternative modes of transportation such as cycling, running, walking and to consider the construction of trail systems as part of the building or rebuilding of roads & highways.

Goal: To increase the physical activity level of every person in Canada.

Active Canada 20/20: A Physical Activity Strategy & Change Agenda for Canada, May 2012

<p>ACS Goal 2</p>	<p>Longview MSP</p>	<p>Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy</p>
<p>To support existing and create new recreational opportunities for Youth, Adults and Seniors and to eliminate as many barriers to recreation as possible</p>	<p>Recreation and Entertainment - “have a number of volunteer organizations devoted to recreation and entertainment”. “continue its support existing events”. “Also encourage physical recreational activities and events such as the annual Longview K100 Race”. “desire to pave the skating rink and outfit it with basketball nets, and possibly skateboard equipment for summer use”. “A walking trail was also recommended” “Promote and attract senior's activities and programs for health and safety” “the development of new programs to enhance the social and physical growth of our youth.” “The Village will support summer</p>	<p>Vision: Albertans enjoy a high quality of life, improved health and wellness, strong communities, economic benefits and personal fulfillment, through recreation, active living and sport.</p> <p>Active Alberta will inspire Albertans to become more active every day, through sustainable, province-wide activities that generate awareness and motivate action through collaboration.</p> <p>Active Albertans: More Albertans are more active, more often. Active Communities: Alberta communities are more active, creative, safe and inclusive. Active Outdoors: Albertans are</p>

recreational activities and programs for youth.”

“Longview will review options and funding opportunities for a youth center, possibly in conjunction with the aforementioned senior’s center”.



connected to nature and able to explore the outdoors.

Active Engagement: Albertans are **Focused on:**

- ❖ Recreation
- ❖ Parks
- ❖ Land-use planning

Areas of Focus:

- ❖ Policy Development, Change and Implementation
- ❖ High Quality, accessible Programs and Services

4. Community Design 96 engaged in activity and in their communities.

5. Active Coordinated System: All partners involved in providing recreation, active living and sport opportunities to Albertans work together in a coordinated system.

Strategic Priorities

Working with partners, encourage and improve opportunities for children and families to engage in high quality, unstructured, and



creative play.

“supporting physical literacy and encouraging participation opportunities”.

Work with partners to develop innovative, accessible after school programs that link community recreation programs and services to schools and community facilities.

“Encourage local governments to create opportunities, and remove barriers to physical activity.”

Encourage partners to develop programs and services to connect adults and children with nature by providing opportunities for activities in a natural environment.

Encourage the development of education and stewardship programs that improve environmental and physical literacy, and that facilitate unstructured play in the outdoors.

<p>ACS Goal 3</p>	<p>Longview MSP</p>	<p>Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy</p>
<p>Improve Communication within the Village</p>	<p>Governance - four priorities; Bylaw Development, Communication, Joint Community Initiatives, and Shared services.</p> <p>Communication - enhancing two way communications between the Village and its residents.</p> <p>“Village staff are developing a new website and creating a Facebook page to enhance and improve current communications practices”.</p> <p>Infomational Engagement - public to be more involved in the early stages of planning and policy formation</p>	<p>Active Communities: Alberta communities are more active, creative, safe and inclusive.</p> <p>Active Engagement: Albertans are engaged in activity and in their communities.</p> <p>Working with partners, increase levels of physical activity of Albertans of all ages and abilities across their lifespan and in diverse settings (e.g. homes, schools, workplaces) by sharing knowledge, supporting physical literacy and encouraging participation opportunities.</p> <p>Through effective communication,</p>

“There is an opportunity here for public input on recreational programming”



including social marketing, increase awareness among all Albertans about how and where they can be active.

Develop an online tool for Albertans and visitors to easily find and learn about recreation, active living and sport opportunities in Alberta’s parks and outdoor spaces.

<p>ACS Goal 4</p>	<p>Longview MSP</p>	<p>Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy</p>
<p>Support of Social and Cultural Events like: Little New York Daze, Longview</p>	<p>“Culture - culture is useful for both attracting residents, as well as bringing in tourists from surrounding areas and abroad.”</p> <ul style="list-style-type: none"> - stage - music theatre 	<p>Active Albertans: More Albertans are more active, more often. Active Communities: Alberta communities are more active, creative, safe and inclusive. Active Engagement: Albertans are</p>

Stampede and
Longstock Music
and Arts Festival
Alberta Culture
Days
Community
Christmas Party

Recreation and Entertainment -
have a number of volunteer
organizations devoted to recreation
and entertainment. continue its
support existing events

Social Engagement:

Social functions are a vital part of
the sustainability of Longview. The
Village will; create an opportunity for
neighbours to meet one another (IE
Village x-mas party), encourage
block parties, and encourage
Villagers to mentor and get to know
neighbours

engaged in activity and in their
communities.

Strategic Priorities

Develop and promote tourism based
recreation, active living and sport
opportunities (ecotourism, adventure
tourism).

Working with partners, explore the
feasibility of establishing a Centre of
Excellence for Recreation,
Community and Quality of Life that
will influence and provide benefits to
community recreation.

<p>ACS Goal 5</p>	<p>Longview MSP</p>	<p>Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy</p>
<p>Economic Development Gather a core of Businesses and local residents interested in actively promoting Economic Development</p> <p>Investigate the plausibility of forming a Cooperative</p>	<p>Economic Development: For a community the size of Longview that does not have a Chamber of Commerce, Economic development can be an obstacle, however a vibrant economy is essential to the long-term sustainability of the municipality and therefore must be emphasized. CSAB provided the Village with very prescriptive advice pertaining to an economic development strategy. The business community will be provided with a questionnaire pertaining to a needs assessment as to what should be done. Secondly, in the following year the Village will develop a new "Brand" possibly entailing a new emblem and/or catch phrase. Once these are complete the village will develop a profile for investors, to</p>	<p>Vision: Albertans enjoy a high quality of life, improved health and wellness, strong communities, economic benefits and personal fulfillment, through recreation, active living and sport.</p> <p>Outcomes: Active Albertans: More Albertans are more active, more often. Active Communities: Alberta communities are more active, creative, safe and inclusive.</p> <ul style="list-style-type: none"> • Work with partners to identify and share approaches in communities that capitalize on ethnic diversity, urban and rural distinctiveness, and mobilize industry to develop active communities.

	<p>educate and promote the Village.</p> <p>As tourism is a highly emphasized and major portion of business in town it is essential to the economic sustainability of Longview....</p> <p>Also significant is the eco-tourism industry in the area that attracts hunters, fishers and campers to take advantage of the exceptional outdoor amenities the area has to offer.</p>	<p>Active Outdoors: Albertans are connected to nature and able to explore the outdoors.</p> <p>Active Engagement: Albertans are engaged in activity and in their communities.</p> <p>Develop and promote tourism based recreation, active living and sport opportunities (ecotourism, adventure tourism).</p>
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<p>ACS Goal 6</p>	<p>Longview MSP</p>	<p>Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy</p>
<p>Sustainability and Support of Volunteer Base</p> <p>1.Nurturing and Growth of Youth</p>	<p>The Village will actively use the Active Creative and Engaged (ACE) Communities program to actively find and subsequently train new community leaders and volunteers.</p>	<p>Active Albertans: More Albertans are more active, more often.</p> <p>Working with partners, increase levels of physical activity of Albertans of all ages and abilities across their lifespan and in diverse settings (e.g.</p>

Leaders
2. Training and
information for
all Village
Boards

The first action pertaining to the social needs of youth is to support Church groups and other youth programs, and the development of new programs to enhance the social and physical growth of our youth.

“giving area young people an opportunity to vocalize their opinions pertaining to social sustainability.”

homes, schools, workplaces) by **sharing knowledge**, supporting physical literacy and **encouraging participation opportunities**.

Active Communities: Alberta communities are more active, creative, safe and inclusive.

Active Engagement: Albertans are engaged in activity and in their communities.

Strategic Priorities:

Working with voluntary sector agencies, identify, recruit, nurture and recognize volunteers in the recreation, active living and sport sectors.

Support leadership training programs for community recreation, active living and sport leaders.

Work with partners to reduce barriers to participation for populations that are often less active, including families living in poverty, girls and

women, Aboriginal people, persons with disabilities, recent immigrants and older citizens.

B. Action Plan

Goal 1

Create a Walking Path linking the Camp Ground/Rink/ Skate park to the lot on Riverview Place via the Village Green Space on the ridge. The path would include interesting historical markers, benches and litter/doggy doo receptacles with the intent of completion for Longview's 50th Anniversary of incorporation as a Village.

Priority



The ACS Core Area(s) that this goal links with are:

- ❖ Energizing Recreation – rethinking operations, creative solutions, shifting the culture
- ❖ Places to Go – natural and built environment
- ❖ Opportunities to Learn – knowledge of history and surrounding area
- ❖ Social Environment – People to see
- ❖ “Research shows that outdoor space and the opportunities for active living that they provide help to strengthen communities and neighborhoods. Studies show that social interaction is more likely to take place in a green space such as a park rather than in a

barren space". (Active Alberta Policy)

Outcome

The pathway would link key existing and future recreational areas of Longview from the North end of the Village to the southwest end of the ridge by Riverview Place. That village owned lot on Riverview Place has been envisioned as a future community garden with rest areas and a future horseshoe pit.

The path would provide a beautiful place to walk or run or stop and socialize with neighbours. It would offer educational and historical markers along the way. People will have a safe inclusive area to walk and enjoy our beautiful scenery.

HOW?

Short- term Plan will include

- ❖ where the path will go
- ❖ public consultation
- ❖ what will it include in ancillary equipment,
- ❖ ensure viability with Village engineers,
- ❖ gather cost data,
- ❖ construct business plan,
- ❖ get approval of business plan by Council,
- ❖ who will maintain the path
- ❖ investigate low impact lighting for safety along the path while creating minimal lighting pollution

Who

The Longview A R C Society will take the lead on the planning with the assistance and input from:

- interested community members,
- Village of Longview Council
- First Nations for historical input on

Mid-term

- ❖ Launch a comprehensive fund raising strategy with donation requests on a personal, business, corporate level and Philanthropic Foundations. Assess what in kind costs may be used for matching grants, look at provincial and federal recreational, heritage and celebration type grants
- ❖ Offer pieces of pathway to be adopted/ paid for in memory of someone
- ❖ Gather historical input for informational markers
- ❖ Install point of decision markers at key intersections of the pathway to encourage more walking

Long-term

- ❖ Completion of Pathway in 2014
- ❖ Future additions along the pathway to be considered are the construction of a Community Garden at the south end of the path on the Riverside lot with the inclusion of a resting spot and a horseshoe pit and a small serenity or non-denominational prayer garden at the north end of the path west of the rink area.
- ❖ A vision has been expressed of extending the pathway down the hill to the river and back up to link the path in a circular manner. This would be a much larger project involving Longview, the M.D. of Foothills #31, the federal and provincial governments and private land owners.

area,

- local historical society,
- Youth and Seniors

Indicators



- ❖ The first step will entail identifying the route the path shall take
- ❖ Submission of proposed route to council for approval
- ❖ Assessment of area by engineers
- ❖ A successful fund raising campaign is conducted
- ❖ The path is completed and in use
- ❖ More people are out walking and jogging
- ❖ The path becomes a social occasion for neighbours out walking, more interaction with your neighbours.
- ❖ Path becomes a linkage between the Village recreational areas with a natural progression leading one to our main business area.
- ❖ Active Outdoors: Albertans are connected to nature and able to explore the outdoors.

Goal 2

To support existing and create new recreational opportunities for Youth, Adults and Seniors and to eliminate as many barriers to recreation as possible

Priority

The ACS Core Area(s) that this goal links with is

- ❖ Energizing Recreation – rethinking operations, creative solutions, shifting the culture
- ❖ Places to Go – Smith/Fuller Playground, Centennial Park, GO



ME!! Exercise in the Park, Skating Rink/ Skate Board Park, classes at Community Hall or Longview School

- ❖ Opportunities to Learn – learn new healthy living activities, archery at school
- ❖ Social Environment – Participation in classes offers an opportunity for social interaction
- ❖ Policy – Will lobby council to develop policies regarding being supportive of community recreational opportunities via commitment of in-kind resources to allow said programs to occur.
- ❖ Community organizations from all sectors, work together to develop policies that identify community assets for physical activities (facilities, corridors, green spaces and active spaces) and maximize use of those assets through shared use plans and agreements. **Active Canada 20/20**
- ❖ **1. Policy Development, Change and Implementation**
Area of Focus Introduce, change, coordinate and implement policies and/or legislation at all levels of government, voluntary and private sectors, to stimulate increases in physical activity & reduce barriers. **Active Canada 20/20**

Outcome

- ❖ More residents will get active more often due to an increased ability to access programming within their community 1. Active Albertans: More Albertans are more active, more often. **Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport**



Policy, 2011-2021

- ❖ Groups struggling to create and offer free recreational programming will be able to rely on in-kind support from council regarding community hall usage
- ❖ Reduction of participation barriers due to inability to pay or commute to an area where there is programming offered
- ❖ Municipal governments, in partnership with private sector should address disparities in human and financial investments in recreation and sport for under-served areas -rural, remote, low income, high density areas with inadequate access to opportunities.

Active Canada 20/20

- ❖ High Quality, Accessible Programs and Services: Establish, enhance and reorient programs, services and social supports where necessary to prioritize physical activity and enhance physical literacy.

Active Canada 20/20

- ❖ Increased and more effective use of existing facilities like the community hall, library, school, rink and park areas.
- ❖ Municipal governments should identify existing facilities and spaces (public and private) and develop plans to maximize community wide shared use to increase access by community members for physical activity. **Active Canada 20/20**

How



Short- term

- ❖ Will lobby council to develop policies regarding being supportive of community recreational opportunities via commitment of in-kind resources to allow said programs to occur. An example of such resources would be
 - the use of the hall to provide free exercise classes to the community
 - the provision of a Village owned tent for shelter in the park during summer exercise classes
 - request of free school gym use for recreational programming
- ❖ Advocate for and encourage areas and ideas for unstructured play opportunities for youth

Mid-term

- ❖ Increase programming opportunities
- ❖ Seek out long term sources of funding for sustainability
- ❖ Compile and share community calendar of all recreational opportunities for resident's awareness
- ❖ Investigate recreational sharing between Longview and neighbours, Eden Valley, Black Diamond, Turner Valley through programming or sport challenges or sharing of cultural heritage (games or traditions)

Who

- Longview

**A R C
Society**



Long-term

- ❖ Create a volunteer recruitment strategy for the support of recreational programming so as not to create “Burn out” in existing volunteers
- ❖ Determine a sustainable way to support ongoing programming of recreational opportunities in the Village.

Indicators



- ❖ Increased number of innovative, accessible active living events and programs.
- ❖ Increased participation in recreation, active living and sport by Longview and Area residents
- ❖ Percentage of adults and children who are overweight or obese decreases.
- ❖ Percentage of adults and children who participate in recreation, active living and sport increases.
- ❖ Effective use of existing facilities for recreational opportunities, Use of Community Hall, School, Centennial Park and the Rink/Skate-park are maximized.
- ❖ Active Outdoors: Albertans are connected to nature and able to explore the outdoors.

Goal 3	Improve Communication within the Village
Priority 	<p>Improving the Communication with in the Village will address the following priorities:</p> <ul style="list-style-type: none"> ❖ Physical Environment – Communicate Places to Go ❖ Social Environment – People to See ❖ Education and Training – Classes within the Village ❖ Communication – Messages to Share ❖ Programs and Events – Things to Do
Outcome 	<ul style="list-style-type: none"> ❖ Residents will be better informed of events and opportunities within the Village ❖ There will be less speculation and more participation ❖ Increased information and awareness of other groups when event or program planning ❖ Capability of local groups and council to inform public of upcoming recreational and social events ❖ Programs and events will receive better attendance due to awareness. ❖ Through effective communication, including social marketing, increase awareness among all Albertans about how and where they can be active. ❖ Working with partners, increase levels of physical activity of Albertans of all ages and abilities across their lifespan and in diverse settings (e.g. homes, schools, workplaces) by sharing knowledge, supporting physical literacy and encouraging participation opportunities. Alberta Tourism, Parks and Recreation - Active Alberta: A Recreation, Active Living and Sport Policy, 2011-2021

HOW

Short-term

- ❖ Develop easy access website



- ❖ Develop interactive calendar portion for local groups to post their events and programs
- ❖ Develop email newsletter which may be printed in a coffee style newsletter for pick up at Village office or local restaurants



Mid-term

- ❖ Secure ongoing funding or in-kind support for printing of newsletter
- ❖ Develop Welcome Wagon package of information for new residents containing pertinent info like village and post office hours, local businesses and area service providers and contractors

Long-term

- ❖ Maintain website and newsletter
- ❖ Ensure mailing lists are updated as new residents arrive and old ones leave

Who

Longview

**A R C
Society**


**Interested
Community
Members**

Indicators



- ❖ Improved atmosphere in Village due to better communication of issues
- ❖ Improved awareness of upcoming community events or programs
- ❖ Increased participation due to an increased access to information

Goal 4	❖ Support of Social/Cultural Events like Little New York Daze, Longview Stampede and Longstock Music and Arts Festival	
Priority 	<ul style="list-style-type: none"> ❖ Alberta's Cultural Policy states, recreation and sport are included in our definition of Alberta's culture and: "...culture is the glue that connects us as individuals to our communities, fostering unity, civility and a sense of belonging, pride and caring for our fellow citizens." ❖ Active Engagement: Albertans are engaged in activity and in their communities. ❖ Active Albertans: More Albertans are more active, more often. ❖ Active Communities: Alberta communities are more active, creative, safe and inclusive. 	
Outcome	<p>Community Festival Organizers will realize the support they have within the community and be encouraged to continue providing such events as <i>Little New York Daze, the Longstock Music and Arts Festival, Alberta Culture Days, Community Christmas Party and Community Markets.</i></p>	
How	Short- term <ul style="list-style-type: none"> • Share survey results with Community Festival organizers • Encourage Council to adopt policies in support of such social and cultural undertaking via in-kind resources and inclusion in any 	Who A R C

	<p>Village marketing devises.</p> <ul style="list-style-type: none"> • Ensure distribution of grant opportunities information to the various Longview groups <p>Mid-term</p> <ul style="list-style-type: none"> ❖ There was support expressed in the 2013 Village Wide Survey, Municipal Sustainability Plan and the 2010 Community Scanning Tool to install a permanent stage in Centennial Park to enhance and support events like Longstock and Little New York Daze. A mid- term goal would be to investigate the feasibility of this project <p>Long-term</p> <ul style="list-style-type: none"> ❖ Continue to support active living through the ongoing growth of Longview Community Events 	<p>To Be Determined</p>
<p>Indicators</p> 	<ul style="list-style-type: none"> ❖ LNYD Festival and Longstock continue to grow ❖ Attendance of events increases ❖ There is an economic benefit to area businesses as a spin-off of the events ❖ More sporting, festival and recreational opportunities present themselves to Longview like the K-100 Relay Race and the inclusion of Longview in the Alberta Tour for cyclists happening on September 7th in Longview which in turn offers an economic impact on the community 	

Goal 5	Economic Development
<p data-bbox="138 354 302 393">Priority</p> 	<p data-bbox="453 354 667 393">Activators</p> <ul style="list-style-type: none"> <li data-bbox="499 409 1705 496">a. People to See – social environment, leadership & governance, partnerships & collaboration <li data-bbox="499 506 1470 545">b. Messages to Share – communications, marketing <p data-bbox="453 613 688 652">Foundation</p> <ul style="list-style-type: none"> <li data-bbox="499 669 1860 756">c. Research to Inform – research, evidence-based, evaluation, beneficial practices <li data-bbox="499 766 1902 805">d. Investment to Support – sustainability: economic, social, environmental <p data-bbox="453 873 646 912">Activities</p> <ul style="list-style-type: none"> <li data-bbox="499 928 1545 967">e. Opportunities to Learn – education, knowledge, skills
Outcome	<ul style="list-style-type: none"> <li data-bbox="407 1091 1810 1179">❖ Business owner unite and become active in their promotion of both their businesses and Longview <li data-bbox="407 1188 1247 1227">❖ Longview launches its first business Co-op <li data-bbox="407 1237 1461 1276">❖ Businesses actively compete for space on Main Street <li data-bbox="407 1286 1894 1325">❖ Longview becomes a shopping “Destination” for nearby metropolitan Calgary <li data-bbox="407 1334 1268 1373">❖ Business owners sponsor local youth teams

HOW**Short- term**

- ❖ Form an Economic Development Board of interested residents and Business owners
- ❖ Get businesses aligned to support Fall 2013 Alberta Tour cycling event that will be passing by Longview. The tour wishes to circle through Longview past our Centennial Park prior to proceeding on to Canmore. Extreme economic opportunity to be had with following entourage.

Mid-term

- ❖ Will add to living document as group has not been formed yet

Long-term

- ❖ Will add to living document as plans are developed

Who

- Mr. Rick Smith has expressed an intent in forming a group resulting from the February 2013 Community Survey focused on Economic Development
- Local Business owners
- Council

Indicators

- ❖ Longview Business sector is thriving and growing
- ❖ New and innovative businesses are vying for a location in Longview along the well-travelled "Cowboy Trail"
- ❖ Longview residents are able to procure employment closer to home, reducing the need for a long commute to Calgary for work and exponentially increasing leisure time and the ability to pursue more recreational activities for health and wellness

<p>Goal 6</p>	<p>Sustainability and Support of Volunteer Base</p>
<p>Priority</p> 	<p>Activators</p> <ul style="list-style-type: none"> f. People to See – social environment, leadership & governance, partnerships & collaboration g. Messages to Share – communications, marketing <p>Foundation</p> <ul style="list-style-type: none"> h. Research to Inform – research, evidence-based, evaluation, beneficial practices i. Investment to Support – sustainability: economic, social, environmental <p>Activities</p> <ul style="list-style-type: none"> j. Opportunities to Learn – education, knowledge, skills
<p>Outcome</p> 	<p>Active Volunteer groups including A R C, Recreation Board, Youth Group, Library Board, Longview Stampede Association and Festival Organizers will work together to expand and create new leaders through ongoing community development practices and the development of our youth leadership skills.</p>

HOW

Short-term

- ❖ Longview A R C Society will investigate the possibility of taking the Longview Youth Group under its wing and status as a Society.
- ❖ A R C will offer community leadership training from a grassroots focus to the youth and their existing leaders.

Mid-term

- ❖ Help youth division and interested citizens learn about and use existing resources.
- ❖ Assist and /or advise Youth group in forming their own Society

Long-term

- ❖ Youth Group becomes own stand-alone society and are comfortable with the management of finding, accessing and reporting on funding on their own

Who
Longview
A R C
Society

Indicators



- ❖ Youth develop strong leadership and volunteering skills.
- ❖ Existing Boards and Societies have a steady stream of volunteers to draw upon.
- ❖ More people become more active in their community and the amenities and services that it offers.
- ❖ Youth and other groups are able to effectively access existing programs and grant opportunities to further the pursuit of an active lifestyle.
- ❖ Training knowledgeable youth and other group leaders will empower groups, giving them the self-determination which is essential for wise decision-making.

Linking Existing Policies and Plans

Longview Municipal Sustainability Plan may be found on the Village Website at http://www.village.longview.ab.ca/index_files/Page795.htm

The MSP along with results from the 2010 Scanning Tool Results may be found on the A R C website at <http://www.longviewarcsociety.com/active-community-strategy.html>

February 7th, 1013 Feedback on Open House questionnaire may be found at <http://www.longviewarcsociety.com/active-community-strategy.html>

The tabulated results from the 2013 Longview A R C Society Community Survey may be found at: <http://www.longviewarcsociety.com/2010-to-2013.html>

Pictures and Slide show of "Ignite Tour" and initial planning stages of A.C.E. in February 2010 <http://www.longviewarcsociety.com/videos-and-project-pictures.html>

Power Point on Longview Journey 2009 – 2011 Fall <http://www.longviewarcsociety.com/index.html>

Alberta Urban Municipalities Association (AUMA) Healthy Alberta Communities Policy Paper (2010) –

www.auma.ca/live/digitalAssets/44/44266_Policy_Statement_on_Healthy_Alberta_Communities.pdf

ARPA various community resources and Benefits Hub - www.arpaonline.ca

Active Alberta Policy: 2011 – 2021 –

<http://tpr.alberta.ca/activealberta/docs/ActiveAlbertaPolicy.pdf>

Active Canada 20/20 – <http://www.activecanada2020.ca/active-canada-20-20>

Longview ACS Community Story

A R C *"Together We Can Do Anything!!"*

We have chosen to share our story in a variety of manners: power point, pictures and Video online at our website

<http://www.longviewarcsociety.com>

Pictures and Slide show of "Ignite Tour" and initial "Community Scanning Tool" for A.C.E. in February 2010

<http://www.longviewarcsociety.com/videos-and-project-pictures.html>

Power Point on Longview Journey 2009 – 2011 Fall

<http://www.longviewarcsociety.com/index.html>

Picture Book Slide show on Ignite Tour

<http://www.longviewarcsociety.com/longview-a-r-c-society-ace-journey.html>

Slide show of Longview A.C.E. Journey up to the fall of 2010

<http://www.longviewarcsociety.com/index.html>

Video on Build Day of our park on October 15th 2011

<http://www.longviewarcsociety.com/index.html>

Video on Skating Rink Upgrade and Skate Park Build

<http://www.longviewarcsociety.com/index.html>