ACTIVE LIVING STRATEGY

Town of Antigonish

February 2021

Prepared by WSP Canada Inc. in collaboration with the Town of Antigonish.

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Executive Summary

In 2020, the Town of Antigonish retained WSP Canada Inc. to initiate an update to the Physical Activity Strategy, which set a vision and a set of goals for Town staff to pursue in order to positively influence opportunities for physical activity in the community. During the update process, the Strategy was renamed the Active Living Strategy ('the Strategy'), which recognizes that lifestyle changes to incorporate physical activity and healthy living can broadly be seen as active living.

Through the update process, workshops were held with Antigonish Town Council and a working group of community volunteers and professionals who work in active living and sport to gather information. Additionally, an online survey was promoted to the community to collect feedback on how individuals in the Town of Antigonish wanted to incorporate more activity into their lifestyles. Based on these community engagement activities and in collaboration with staff, the following vision for the Active Living Strategy was determined:

> ***The Town of Antigonish is committed to improving active living and increasing movement for those who live, work, and visit our Town. The Town envisions a community where active living is part of the culture and opportunities are readily accessible, welcoming, easy to incorporate into everyday life, while being inclusive of individuals of all ages, abilities, and income levels.***

The specific objectives of the Strategy are:

Foster Equity: Focus on hard-to-reach groups and individuals with social or economic barriers with the aim of providing inclusive and easy ways to participate.

Use a Targeted Approach: Focus on demographics who currently get very little movement with the aim of encouraging these individuals to get started by incorporating little amounts of movement.

Redefine Movement: Promote active living and movement as part of a healthy lifestyle that can be easily incorporated into daily routines.

Impact in Facilitation: Focus the Town's staff time and energy more on facilitation and promotion and less on programming.

The Strategy is divided into four parts, which organize actions into different categories. Those parts are: (1) Supports for Individuals, (2) Physical Environment, (3) Social Environment, and (4) Capacity Building and Continuous Quality Improvement. Each of these parts has a vision that helps to guide the delivery of that facet of active living.

In order to help implement the vision and objectives of the Strategy, a series of goals were determined. Each goal has specific, measurable actions to be undertaken by Town staff and community partners. The goals are:

Part 1: Supports for Individuals

Goal 1: Harness information and educational materials related to active living by working with partners to collect up-to-date information on opportunities for movement, educational information, and supports in Antigonish.

Goal 2: Implement targeted communications by working with partners to increase awareness among a greater number and more diverse group of people of opportunities for movement and supports in Antigonish as well as educational information.

Goal 3: Provide citizens with access to inclusive opportunities for building interest and learning new activities.

Part 2: Social Environment

Goal 4: Create a micro-grant program to provide organizations and individuals with an opportunity to apply for assistance from the Parks & Recreation Department to offer community programming.

Goal 5: Offer loans of sports and activities equipment in conjunction with community partners and Antigonish County.

Goal 6: Create social supports to encourage the use of active transportation in the Town.

Goal 7: Recognize individuals, non-profit organizations, community groups, developers, or businesses who provide social or physical environments that support active living.

Goal 8: Decrease social and economic barriers to participating in organized and non-organized movement.

Part 3: Physical Environment

Goal 9: Increase opportunities for walking and wheeling for recreation and for transportation.

Goal 10: Invest in infrastructure that supports active recreation and active transportation with an emphasis on accessibility.

Goal 11: Invest in the development of public open spaces for organized activity, independent active recreation, and passive recreation.

Part 4: Capacity Building and Continuous Quality Improvement

Goal 12: Provide clear communication to the community on what the Town of Antigonish's Parks & Recreation Department can do to help them.

Goal 13: Work closely with Antigonish County, and St. Francis Xavier University, and active living professionals to help meet the Town's goals for active living and movement.

Goal 14: Implement and maintain the Active Living Strategy through partnership with the Provincial government.

The final section of the report is comprised of an implementation table. This table lists each of the actions in the Strategy and provides a level of priority (high, medium, low), a suggested timeline, the responsible individual/team, and a measurable evaluation method.

Introduction

The Town of Antigonish is a member of the Municipal Physical Activity Leadership (MPAL) program, run by the Province of Nova Scotia. The MPAL program provides participating municipalities with a staff person who is responsible for the development and implementation of a *Physical Activity Strategy* (PAS). Antigonish Council approved its first PAS in 2015, and then performed a review of this strategy in 2017. The following document is an update of the PAS, called the *Active Living Strategy*. The Active Living Strategy (ALS) has a broad mandate to improve Active Living and increase Movement in the Town of Antigonish.

The Active Living Strategy and its Vision and Goals are supported by the Town of Antigonish's Municipal Planning Strategy (MPS), which states that *Council shall support the implementation of initiatives of the Active Living Strategy to enhance the physical wellbeing of residents of the Town of Antigonish.* Furthermore, the MPS states that *Council shall support initiatives of the Active Living Strategy with a specific emphasis on increasing the use of Active Transportation.* Integration between the ALS, the MPS, and other documents and surveys, was prioritized in this update to create cohesion between these documents and complementary goals and actions for Town staff and Council.

Provincial documents and national guidelines were also used to help guide the direction of this Strategy. The Province of Nova Scotia's *Let's Get Moving Nova Scotia: An Action Plan for increasing physical activity in Nova Scotia*, was reviewed and used to guide the broad intent of the Strategy. The first goal of *Let's Get Moving* is to **redefine movement**. The goal states: *We want Nova Scotian's to form new habits that make regular movement part of our daily lives. This goal encourages us to think about movement in a new way and motivates us to move in ways and at times that work for us.*

This goal has been emphasized in the following Strategy, which has goals and actions that aim to encourage people in the Town of Antigonish to include small sessions of movement into their daily routines.

Vision for the Strategy

The Town of Antigonish is committed to improving active living and increasing movement for those who live, work, and visit our Town. The Town envisions a community where active living is part of the culture and opportunities are readily accessible, welcoming, easy to incorporate into everyday life, while being inclusive of individuals of all ages, abilities, and income levels.

Other documents used to provide guidance on this report include: *2020 ParticipACTION Report Card on Physical Activity for Children and Youth*; the results of the *Physical Activity Community Survey* (2018), conducted by the Province; *CANPLAY 2014-2016: Canadian and Nova Scotia Data for Children*; *Engage Antigonish* (2018); the *Town of Antigonish Active Transportation Corridors Report* (2020), the *Canadian 24-Hour Movement Guidelines*, and the *Shared Strategy for Advancing Recreation in Nova Scotia* (2015).

What is Active Living?

Active living includes active time, sleeping time, and sedentary time as part of a balanced lifestyle. Active living is accomplished through movement, either as part of organized active recreation or active transportation. For more information on the benefits of active living and the recommendations for individuals in different demographics (for both active time, sleep time, and sedentary time) can be found in **Appendix A** of this Strategy.

Community Profile and Feedback

The Town of Antigonish delivers a wide range of outstanding services to just under 4,500 permanent residents and an additional 5,300 students attending St. Francis University, one of Canada's premier undergraduate universities. During the Fall of 2020, an 'Active Living' online community survey was conducted on physical activity and active living in the Town of Antigonish. A brief profile of the community based on census data and a summary of the survey results collected from the community can be found in **Appendix B** of this Strategy.

National and Provincial Trends in Movement

National and provincial surveys and research helps to establish a baseline of how much movement Canadians and Nova Scotian's are incorporating into their day. This data helps to determine target groups and helps to build the case for an increased emphasis on active living. An outline of recent data trends can be found in **Appendix C**.

Current State of Active Living in Antigonish

The 2018 Antigonish *Physical Activity Community Survey* gathered self-reported data from 200 respondents through a telephone survey. Results of this survey indicated that nearly 2 in 5 citizens (37%) were moderately physically active for at least 30 minutes at least 5 days/week. This is similar to the same survey conducted in 2014, which indicated that 1 in 3, or 35%, were moderately physically active for at least 30 minutes at least 5 days a week. This 2% increase is within the margin of error for this survey and it should also be noted that self-report methods of research have been shown to significantly overestimate actual physical activity levels. With only 37% of Antigonish citizens self-reporting they met Canadian physical activity guidelines, and no marked increase from the previous survey period, interventions to increase physical activity levels are warranted in the Town.

Strategy for Active Living

Vision for the Strategy

The Town of Antigonish is committed to improving active living and increasing movement for those who live, work, and visit our Town. The Town envisions a community where active living is part of the culture and opportunities are readily accessible, welcoming, easy to incorporate into everyday life, while being inclusive of individuals of all ages, abilities, and income levels.

Objectives of the Strategy

In order to achieve the ***vision*** of the Active Living Strategy, the following objectives will help to guide implementation:

Foster Equity	*Focus on hard-to-reach groups and individuals with social or economic barriers with the aim of providing inclusive and easy ways to participate.*
Use a Targeted Approach	*Focus on demographics who currently get very little movement with the aim of encouraging these individuals to get started by incorporating little amounts of movement.*
Redefine Movement	*Promote active living and movement as part of a healthy lifestyle that can be easily incorporated into daily routines.*
Impact in Facilitation	*Focus the Town's staff time and energy more on facilitation and promotion and less on programming.*

Outline for the Strategy

The Active Living Strategy is divided into four parts, each with a Vision, Goals, and Actions.

Supports for Individuals:
To increase support for the citizens of the Town of Antigonish to build the knowledge, attitudes, and skills they need to pursue active living and increase movement.

Physical Environment:
To provide a physical environment in the Town of Antigonish that supports active living and makes movement easy and accessible.

Social Environment:
To foster a social environment in the Town of Antigonish that supports active living and makes movement part of the culture.

Capacity Building and Continuous Quality Improvement:
To ensure there are adequate resources to implement the Active Living Strategy and that it remains effective over time.

Part 1: Supports for Individuals

Vision: To increase support for the citizens of the Town of Antigonish to build the knowledge, attitudes, and skills they need to pursue active living and increase movement.

In the survey conducted in 2020, when asked whether they were willing to change their thoughts and behaviours for the good of Antigonish, 35% of people answered yes, 33% answered probably yes, and 26% answered maybe. Individuals also indicated that more information on 'Active Living' is important – including physical health, mental health, social health, etc.

The vision for this part of the Active Living Strategy is all about providing people of all ages and abilities with the information they need to build interest in engaging in more movement. The key to achieving the goals in this section will be for the Parks & Recreation and Communications teams at the Town to work closely together to design an outreach strategy that is educational and informative. Important considerations in designing this outreach strategy include building an 'Age-Friendly Community' (Policy CU18 of the MPS), focusing on activities that individuals were most interested in (results from the 2018 and 2020 surveys), communicating using both online and analogue materials, and partnering with community organizations to get information into the places where people already go (e.g. the library, the doctor's office, etc.).

Goal 1: Harness information and educational materials related to active living by working with partners to collect up-to-date information on opportunities for movement, educational information, and supports in Antigonish.

Action 1.1: Collect information/updates from community partners and other relevant agencies on a regular basis through a submission for community organizations using an online form. Information collected should include:

- Indication of the 'level' of activities, between beginner, intermediate and advanced.
- Information about transportation to the activity, the accessibility of the venue, and what to expect upon arrival.

Action 1.2: Collect educational information/updates related to active living from Provincial and National level partner organizations (e.g. ParticipACTION, Doctors NS, etc.). This information should be integrated with the outreach strategy developed in Action 2.1.

Action 1.3: Identify underutilized facilities for programming and/or independent recreation and keep a list of opportunities for sharing with community programming partners. This can be integrated with work of the Antigonish Sport Hub's Facility Allocation Project.

Goal 2: Implement targeted communications by working with partners to increase awareness among a greater number and more diverse group of people of opportunities for movement and supports in Antigonish as well as educational information.

Action 2.1: Recreation and Communications staff should work together to build an outreach strategy that provides educational and programming information to increase movement in an accessible and approachable way. The following should be considered in formation of such a strategy:

- Strategy should include emphasis on:
  - Walking for recreation and active transportation;
  - Targeting those who current get very low levels of physical activity; and,
  - Partnerships with healthcare providers, workplaces, schools, the library and other relevant community groups/organizations.
- Strategy should include outputs such as:
  - Information and maps on existing active transportation facilities (sidewalks, trails, bike lanes, etc.) on the Town of Antigonish website and/or through community partners, highlighting distances between destinations;
  - Information available through a variety of media (e.g. social media, website, calendar, through MPAL, mailing list, online mailing list, monthly newsletter);
  - Informational posters and brochures at the library for older adults; and,
  - Offering and providing promotions and education assistance to community organizations for programming or active living initiatives, such as helping to print posters/flyers or promoting on social media.
- Strategy should recognize, promote, and support resources such as:
  - The equipment loan program (through the Town);
  - The Antigonish Sport Hub; and,
  - Highland/NS Connect.

Goal 3: Provide citizens with access to inclusive opportunities for building interest and learning new activities.

Action 3.1: Work with programming partners in the Town to make their programming and activities more inclusive to people of all ages and abilities. This can be achieved by:

- Creating a "Learn to" program hosted with the help of community partners such as the library, to provide safe spaces for learning new activities or learning how to incorporate movement and reduce sedentary behaviour; and,
- Continuing to support the Antigonish Multi-Sport Program as a way to introduce children to a quality first sport experience.

Action 3.2: Use communication media created as part of Action 2.1 as resources to ease access to activities for beginners by reducing participation anxiety.

Action 3.3: Work with programming partners to increase outdoor programming in the winter and promote actions the Town is taking to make movement safer and more enjoyable in the colder months.

Part 2: Social Environment

Vision: To foster a social environment in the Town of Antigonish that supports active living and makes movement part of the culture.

The social environment speaks to the culture of a Town and the social structure and supports available to individuals. An individual's social environment has a significant impact on whether they achieve the recommended amount of movement and can be either a negative influence or a positive influence. This part of the Strategy aims to focus efforts on fostering social environments that have a positive influence on people of all ages and abilities.

For children, encouraging participation in organized physical activity is important in getting enough movement. This becomes more significant as children become youths or young adults. Active living as a child, with examples of active living demonstrated by the caregiving adults, is a strong indicator of future active living. In a similar vein, when surveyed residents of Antigonish felt that supports were needed to encourage children and youth to incorporate independent and/or casual physical activity into their routines.

Another significant social factor that influences physical activity is income level. Income level can inhibit the ability of individuals or families to participate in structured and unstructured physical activity, due to fees, transportation costs, and time constraints particular to low-income households.

The Town's responsibility in creating social supports focuses on Staff's ability to connect individuals with the support they need and helping guide community organizations in providing important programming.

Goal 4: Create a micro-grant program to provide community groups, non-profit organizations and individuals with an opportunity to apply for assistance from the Parks & Recreation Department to offer community programming.

Action 4.1: Designate one person in the Parks & Recreation department to play a primary facilitator role, responsibilities of which could include scheduled communications with community partners, linking partners or champions with facilities or other types of assets, and collecting and sharing information through outreach strategy (see Action 2.1).

Action 4.2: Work with Council and the Community Development Department to identify options for funding a small "micro-grant" grants program, available to community organizations and individuals who are interested in offering programming, events, or other opportunities associated with active living within the community of Antigonish.

Action 4.3: Offer the micro-grants program to individuals and organizations through an application process (to be determined by staff) that allows applicants to identify their objective and the assistance they require (e.g. staff time, resources, facility, etc.).

Action 4.4: Work with community organizations to encourage a variety of programming that targets different demographics, including:

- Young children and parents;

- Youth;
- Families;
- Working-Age Adults;
- Older Adults; and,
- Those who are less active in general.

Action 4.5: Through community partners and champions, work to provide more non-competitive recreational opportunities.

Action 4.6: Within the Parks & Recreation department, aid community partners or groups in their efforts in obtaining national and international sporting and active living events through activities such as venue booking, connecting individuals with resources, etc. Refer to MPS Policy CU16.

Goal 5: Offer loans of sports and activities equipment in conjunction with community partners and Antigonish County.

Action 5.1: Continue to offer an equipment rental program through the Town's Recreation office. Evaluate opportunities to expand and enhance the equipment loan program.

Goal 6: Create social supports to encourage the use of active transportation in the Town.

Action 6.1: Work with local employers, with an emphasis on Main Street, to encourage 'walk to work' programs for employees.

Action 6.2: Feature active transportation as a part of community events, such as Canada Day events, by encouraging people to arrive by foot or on bikes.

Action 6.3: Support community organizations and local schools in promoting and providing assistance, where needed, on 'walk to school' programs.

Action 6.4: Collaborate with St. Francis Xavier University to promote walking to campus for students.

Action 6.5: Support walkability on Main Street, promoted by the MPS and current maintenance policies of Council, by working with business owners to promote walking and highlighting Main Street as a one-stop-shop for shops and services within walking distance of most neighbourhoods in Antigonish.

Action 6.6: Support a community partner, organization, or individual 'community champion' in creating programming and social networks that support walking for recreation and/or active transportation.

Goal 7: Recognize individuals, non-profit organizations, community groups, developers, or businesses who provide social or physical environments that support active living.

Action 7.1: Develop an annual awards program for individuals, non-profit organizations, community groups, developers, or businesses that recognizes excellence in providing social or physical environments that support active living. Promotion can be included in the Outreach Strategy (Action 2.1).

Goal 8: Decrease social and economic barriers to participating in organized and non-organized movement.

Action 8.1: When working with community partners on programming, encourage a variety of times for programming, with an emphasis on 8:00 a.m.-12:00 p.m. for seniors programming (ages 60+), 4:00-8:00p.m. for younger adult programming (ages 18-39), and 6:00-8:00 a.m. and p.m. for older adult programming (ages 40-59).

Action 8.2: Work with the Town Council (and County Council, if appropriate) to design a funding program and designate funds to provide assistance to those with economic barriers to participation.

Action 8.3: Launch a campaign to partner with employers in Antigonish to promote movement during work hours.

Action 8.4: Partner with local schools to increase school-based physical activity for children and youth.

Part 3: Physical Environment

Vision: To provide a physical environment in the Town of Antigonish that supports active living and makes movement easy and accessible.

In order for people to incorporate movement into their daily lifestyles and make active living a way of life, the physical environment in the Town of Antigonish needs to provide a physical environment that is welcoming to movement. This is supported by the Town's MPS, which states *Council shall aspire to a built environment that promotes the use of active transportation (Policy ST2).* It was noted during the development of this Strategy, by the Working Committee, that oftentimes, investment in the physical environment has both positive impacts on levels of physical activity *and* economic spin-offs, like attracting and keeping youth in the area.

In the Town, there is significant interest in walking, both for recreation and for transportation, amongst people of all ages. This is an opportunity that can be harnessed by making improvements and maintaining the physical environment in the Town. Likewise, for those under age 60, the appeal of changes to the physical environment to improve the condition for bicycles is something that many in Antigonish indicated would influence them to choose biking for recreation or transportation. Increasing the comfort and safety of facilities for walking and biking is considered 'low-hanging fruit' because these are activities that can be incorporated into daily routines, these activities were attractive to individuals surveyed in Antigonish, and the Town already has good infrastructure in place, making it easier to build out a complete network.

Another important element of the physical environment are facilities, both indoor and outdoor, which provide opportunities for either organized or independent movement. The Town of Antigonish has many such assets that support active living. This includes the Town's playing fields, parks, trails, and educational institutions. A complete list of existing assets can be found in **Appendix D.**

On top of existing indoor and outdoor facilities, Council has a mandate through Policy CU19 of the MPS to *Consider the acquisition of lands for open space purposes where the Town has identified a need for neighbourhood or community-based parklands, or lands supporting trails development.*

Finally, an overarching priority for the physical environment, which is supported by Policy ST7 of the MPS, is to emphasize accessibility and 'all ages and abilities' design when making improvements to the built environment. With an aging population and a desire to retain youth and young families, the Town will need to consider young children, older adults, and individuals with disabilities when making physical environment design decisions. An all ages and abilities environment refers to design of public transportation spaces, like sidewalks, but also to the design and location of community facilities like parks or public buildings.

Goal 9: Increase opportunities for walking and wheeling for recreation and for transportation.

Action 9.1: Support the Community Development and Public Works departments in the initiative to increase accessible parking spaces close to civic buildings, while reducing the number of non-accessible parking spaces to promote active transportation. Refer to MPS Policy ST19.

Action 9.2: Perform a review of pathways between public rights-of-way (including sidewalks) and civic buildings/community facilities to understand where improvements may be needed in advance of recapitalization efforts. Refer to MPS Policy ST18.

Action 9.3: Support the Community Development and Public Works department in the design and enhancement of sidewalks, complete streets, and wayfinding. Refer to MPS Policies UDH21 and UDH22.

Action 9.4: Work with the County of Antigonish to promote and participate in enhancement of the Antigonish Landing, where possible. Refer to MPS Policy CU23.

Action 9.5: Review locations of benches and other seating areas in the Town of Antigonish and/or identify whether improvements or further study are required.

Goal 10: Invest in infrastructure that supports active recreation and active transportation with an emphasis on accessibility.

Action 10.1: Perform an accessibility audit of the Town's parks, open spaces, and playgrounds to bring into conformity with the Nova Scotia Accessibility Act (once it is enacted).

Action 10.2: Continue to identify opportunities for improvements to the existing Town infrastructure, especially safety and accessibility improvements such as extending trails or connecting sidewalks, and work with Council to incorporate these improvements into annual budgeting. Refer to MPS Policy TM12. Guidance for this Action may come from:

- The *Town and County Active Transportation Plan* (2014) can be used for guidance when opportunities arise. Note that this Plan was not ratified by Council but can help in understanding opportunities for connectivity and network planning; and,
- The *Antigonish Active Transportation Corridors Study* (2020) can be used to inform key corridor and suggested infrastructure decisions. Note that this Study has not yet been approved by Council (as of March 2021).

Action 10.3: Work with the Public Works department to review the year-round maintenance schedule with an emphasis on creating an all-weather accessible environment, while paying mind to:

- Snow clearance;
- Ice clearance; and,
- Nighttime lighting on streets and in public spaces.

Action 10.4: Work with the Public Works Department to investigate year-round lighting at Town-owned and rented outdoor recreation facilities, specifically for short days during the winter.

Action 10.5: Maintain usage agreements with community facility partners, including:

- Partnership with Knights of Columbus for Columbus Field usage;
- St. Francis Xavier University for Skate Park usage; and,
- Antigonish County Recreation and Local schools for the community use of schools.

Goal 11: Invest in the development of public open spaces for organized activity, independent active recreation, and passive recreation.

Action 11.1: Utilize the 'Guidelines for the Development of an Open Space Heirarchy' from the Municipal Planning Strategy to review the availability of open spaces and recreational facilities in the Town of Antigonish through the lens of independent and/or passive recreation. Refer to MPS Policy CU17.

Action 11.2: Work with the Community Development Department to update the 'Guidelines for the Development of an Open Space Hierarchy' in the Municipal Planning Strategy. This action is aligned with MPS Policy CU18. Updates should include, but not be limited to:

- An emphasis on providing Age-Friendly parks and open space access in all neighbourhoods based on the guidance of the World Health Organization's *Global Age Friendly Cities: A Guide* as updated over time;
- Opportunities for recreation in the existing floodplains, as identified in Schedule A of the MPS, and promoting flood resilient parks planning;
- The creation of a flood-resilient multi-use trail along the portion of Brierly Brook that runs between Braemore Avenue and Church Street, or portions thereof;
- Encouraging the continued development of the Regional High School ground as a Regional Park and recreational facility; and,
- Encouraging the development of Columbus Field as a Major Park.

Part 4: Capacity Building and Continuous Quality Improvement

Vision: To ensure there are adequate resources to implement the Active Living Strategy and that it remains effective over time.

Capacity building is increasingly important as the Town of Antigonish's Parks & Recreation Department moves towards a facilitation role. Staff's role, with the adoption of this Strategy, will be to provide a promotion, capacity building, and facilitation role between community organizations and community members. The following goals pertain to easing this transition and providing guidance to Town staff.

Goal 12: Provide clear communication to the community on what the Town of Antigonish's Parks & Recreation Department can do to help them.

Action 12.1: Incorporate information about the Town of Antigonish Parks & Recreation Department's role in facilitating and supporting active living and movement into the Outreach Strategy (Action 2.1).

Action 12.2: Encourage staff to maintain a strong distinction between facilitation activities and programming implementation activities by maintaining a focus on implementation of the Actions from this Strategy.

Goal 13: Work closely with Antigonish County, and St. Francis Xavier University, and active living professionals to help meet the Town's goals for active living and movement.

Action 13.1: Work to include active living and movement professionals in major planning, communications, and recreation initiatives to solicit input and involvement in implementation.

Action 13.2: Work with St. FX University to provide support for continuous community access to campus facilities, especially the swimming pool.

Action 13.3: Collaborate with the Antigonish County Recreation Department on planning and infrastructure initiatives that help to advance the Town's goals and shared goals between the Town and County.

Goal 14: Implement and maintain the Active Living Strategy through partnership with the Provincial government.

Action 14.1: Review the *Active Living Strategy* every five years with community input.

Action 14.2: Participate in the Antigonish Community Physical Activity Survey, initiative by the Province, every 5 years.

Action 14.3: Update Town Council and the Department of Communities, Culture and Heritage annually on the progress made on implementing the *Active Living Strategy*.

Implementation & Evaluation

The following section lists each of the Actions from the previous section and assigns a priority level, timeline, role/responsibility, and suggested measurable indicators for each action. In the following table priority has been divided into HIGH, MEDIUM, and LOW. The timelines assigned are predicated on a five-year implementation of the Strategy based on fiscal years (e.g. April 2021-March 2022; April 2022-March 2023; April 2023-March 2024; April 2024-March 2025; April 2025-March 2026). Note that some items identified as high priority come after medium or low priority in the timeline. This is based on budgetary or staff time available in any fiscal year.

Action	Priority Level	Timeline	Role/Responsibility	Measurable Indicators
Part 1: Supports for Individuals				
Action 1.1	MEDIUM	Introduce online form fiscal 2021-2022. Ongoing.	MPAL	Online form is launched and link is available on website by March 2022.
Action 1.2	HIGH Must be completed for Action 2.1.	Fiscal 2021-2022.	MPAL	Educational info from partner organizations included in Outreach Strategy (Action 2.1)
Action 1.3	LOW Can be updated from Appendix D of this Strategy.	Once per year/ongoing.	Parks and Recreation Division	To be checked/integrated with Antigonish Sport Hub's Facility Allocation Project at the end of each fiscal year.
Action 2.1	HIGH	Fiscal 2021-2022.	MPAL; Communications staff	Outreach Strategy is completed and being implemented by March 2022.
Action 3.1	MEDIUM	'Learn to' program launch fiscal 2022-2023. Multi-Sport program ongoing.	MPAL; Parks and Recreation Division; community partners	'Learn to' program launched by March 2023. Multi-sport program still running in March 2026.
Action 3.2	HIGH	Fiscals 2021-2023 (two-year rollout, following Outreach Strategy – Action 2.1)	MPAL; Communications staff	Qualitative discussions with community partners in March 2023 to evaluate whether newcomer participation has increased.
Action 3.3	MEDIUM	Ongoing.	MPAL; Communications staff; community partners	Evaluation of increase in winter programming and actions from the Town in March 2023 and March 2026.
Part 2: Social Environment				

Action 4.1	HIGH High priority, but role can be described in detail and assigned following the completion of Outreach Strategy (Action 2.1) and Micro-Grant Program (Action 4.2)	Fiscal 2021-2022	MPAL (TBD by Parks and Recreation Division); community partners	Evaluation at year-end each year to determine whether role is fitting.
Action 4.2	HIGH	Fiscal 2021-2022. Ongoing.	MPAL; Community Development Division; community partners	Evaluation of plan for the program and launch in March 2022. Evaluation of first period of program in March 2023. Evaluation of a target of providing three grants by 2024. Evaluation of uptake in 2026, with a target of providing five grants per year.
Action 4.3	HIGH	See Action 4.2	See Action 4.2	See Action 4.2
Action 4.4	HIGH	See Action 4.2	See Action 4.2	See Action 4.2. Also, evaluation in March of each fiscal year, starting in 2023, of the distribution of grants and what demographics are being reached.
Action 4.5	HIGH	See Action 4.2	See Action 4.2	See Action 4.2
Action 4.6	LOW Pursue if approached by organization.	Ongoing (as opportunities arise)	Parks and Recreation Division	At review of Strategy in March 2026, evaluate whether action is meeting needs and/or still required.
Action 5.1	MEDIUM Program currently requires review to find efficiencies.	Ongoing (as opportunities arise).	Parks and Recreation Division	Evaluate whether program has been expanded or enhanced in March 2023 and March 2026.
Action 6.1	MEDIUM Likely later start to allow for Outreach Strategy (Action 2.1) and Micro-Grant Program (Action 4.1) to be completed before, as outreach to employers could be incorporated in strategy and grants could be made available to employers.	Fiscal 2023-2024	MPAL; Community Development Division; community partners	Identify 2-3 community employer partners to launch program by March 2024.
Action 6.2	MEDIUM	Ongoing (consider integration during regular events, like the Highland Games)	Staff; Council; community partners	Following major events, review of whether integration was successful.
Action 6.3	HIGH	Fiscal 2021-2022 launch. Ongoing (as	MPAL; Parks and Recreation Division	Aim for 1-2 partnerships by mid-way implementation point (March 2024)

		opportunities arise)		
Action 6.4	HIGH	Fiscals 2021-2023. Ongoing.	MPAL; Community Development Division	Information about walking and biking routes and encouraging the use of AT in St. FX communication materials by March 2023.
Action 6.5	MEDIUM Following launch of Outreach Strategy.	Fiscal 2022-2023	Community Development Division	Evaluate whether initiatives have been undertaken in March 2023.
Action 6.6	MEDIUM	Fiscals 2022-2023	MPAL	At least 1 community partner focused on walking identified and supported through the Micro-Grant program by March 2023.
Action 7.1	HIGH Likely during 2nd year of the Outreach Strategy (Action 2.1)	Fiscal 2022-2023	MPAL; Community Development Division	First award given out by March 2023.
Action 8.1	HIGH	See Action 4.2	See Action 4.2	See Action 4.2
Action 8.2	HIGH	Fiscal 2021-2022	MPAL (and County MPAL, if appropriate)	Launch of individual economic barriers grants by March 2022.
Action 8.3	MEDIUM Could be incorporated into Outreach Strategy.	See Action 4.2	See Action 4.2	See Action 4.2
Action 8.4	HIGH	Fiscal 2022-2023 Ongoing.	MPAL; community partners	Qualitative evaluation to compare opportunities available for students without assistance from Town compared to opportunities available in March 2023, with one full year of assistance being provided. Long term: integration of MPAL onto existing school committee or creation of school-community committee. To be considered in future ALS.
Part 3: Physical Environment				
Action 9.1	LOW Providing assistance where necessary.	Fiscal 2021-2022	Community Development Division; Public Works Division	Completion of parking capacity study by March 2022.
Action 9.2	MEDIUM Important, but can be incorporated into other AT planning/ completed after other big actions.	Fiscal 2023-2024	Parks and Recreation Division; community partners	Review completed and recommendations made by 2024.

Action 9.3	LOW Providing assistance where necessary.	Fiscals 2021-2024	Community Development Division; Public Works Division	Completion of sidewalk enhancement and/or wayfinding project by March 2024.
Action 9.4	LOW Providing assistance where necessary.	Fiscal 2021-2022. Ongoing (as opportunities arise).	MPAL	Incorporation of information about the Antigonish Landing into Town outreach materials by 2023.
Action 9.5	MEDIUM Important, but can be incorporated into other AT planning/ completed after other big actions.	Fiscal 2022-2023	Parks and Recreation Division; community partners	Review completed and recommendations made by 2023.
Action 10.1	HIGH	Fiscal 2023-2024 (depending on *Nova Scotia Accessibility Act timing)*	Parks and Recreation Division; community partners	Audit completed by March 2024 (or when *Nova Scotia Accessibility Act* is ratified by Province)
Action 10.2	HIGH	Fiscals 2021-2023. Ongoing.	MPAL; Community Development Division	Active transportation project that integrates multi-modal opportunities project (big or small) incorporated into budget by March 2023.
Action 10.3	MEDIUM	Fiscals 2022-2024	Community Development Division; Public Works Division	Review completed and improvements proposed to Council by March 2024.
Action 10.4	MEDIUM Considered 'low hanging fruit' item	Fiscal 2021-2022	MPAL; Community Development Division	Review completed and improvements proposed to Council by March 2022.
Action 10.5	MEDIUM	Ongoing	Parks and Recreation Division; Community Development Division	Community facility partnerships still functioning in March 2026.
Action 11.1	MEDIUM Long-term needs assessing.	Fiscal 2024-2025	Parks and Recreation Division; Community Development Division	Open space asset review completed by March 2025.
Action 11.2	MEDIUM	Fiscal 2023-2024	Parks and Recreation Division; Community Development Division	'Guidelines' updated by March 2024.
Part 4: Capacity Building and Continuous Quality Improvement				
Action 12.1	HIGH	See Action 4.2	See Action 4.2	See Action 4.2
Action 12.2	HIGH	Launch fiscal 2021-2022. Ongoing.	Parks and Recreation Division	Evaluate whether role-shift has been successful in March 2022, March 2024, March 2026.

Action 13.1	MEDIUM	Launch fiscal 2022-2023.	Parks and Recreation Division	Evaluate whether formal or informal inclusion of professionals has become part of Parks and Recreation processes in March 2023.
Action 13.2	MEDIUM	Fiscal 2021-2022. Ongoing.	Parks and Recreation Division; Community Development Division	Access to campus facilities remains in March 2026.
Action 13.3	MEDIUM	Fiscal 2021-2022. Ongoing (as opportunities arise).	Parks and Recreation Division; Community Development Division	In March 2026, evaluate whether partnership is valuable/has expanded, and whether action should be updated in the ALS review.
Action 14.1	HIGH	Launch fiscal 2025-2026.	Parks and Recreation Division	ALS reviewed, revised, and passed by Council by March 2026.
Action 14.2	HIGH	Every 5 years	MPAL	Participation in survey.
Action 14.3	HIGH	Ongoing	MPAL	Regular updates from MPAL continue.