
TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: K. BRADLEY, B.A., MLA, MANAGER OF PARKS AND FORESTRY

NOTED: C. MORTON, ACTING DIRECTOR OF ROADS, PARKS AND FLEET

D. FRIARY, ACTING GENERAL MANAGER, INFRASTRUCTURE AND GROWTH MANAGEMENT

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: GREEN STREET CHALLENGE

DATE: JUNE 25, 2018

The purpose of this Memorandum is to advise members of Council of a new partnership initiated by Parks and Forestry with Creative Economy, Landscape Ontario, Come Alive Outside, Barrie Garden Centre, Recreation Programs and the BIA to promote healthy lifestyles in our community.

Parks and Forestry with volunteers from the local Landscape Ontario chapter, commencing during Promenade Days, will be constructing a green park in the heart of the downtown by laying sod on Dunlop Street East adjacent to Meridian Place to create a temporary play space. The sod is being donated by Brayford Sod throughout the program, and after each event, the sod will be removed and donated to Habitat for Humanity for reuse at one of their project sites.

The goal is to help families and children remember the importance of unstructured play and the enjoyment of playing outdoors. Time spent outdoors and active is vital to our health and wellness, but increasingly for most children and adults today, our lives are shifting indoors. In Canada on average, children spend 7.5 hours per day in front of screens, 31% are overweight or obese, and they spend 50% less time outdoors than they did in 1980. Through fun activities for the entire family, we hope to encourage individuals to play outside in their neighborhood parks, trails, and backyards.

The Green Street Challenge started in 2016 as a partnership between Come Alive outside and Landscape Ontario and its professional members across the province. Come Alive Outside is a non-profit charity based in the United States that works with partners in the landscape profession to get people back to being active outside in communities across North America. The Green Street Challenge is a way to create better awareness of the importance of being active outdoors by transforming streets across Ontario into play spaces during local Canada Day celebrations and other local events. Come Alive Outside has donated \$500 to the City to assist brand and market the program. Additional information about Come Alive Outside can be found at comealiveoutside.com.

This is the City of Barrie's inaugural year participating in the program. The program will continue on Wednesday evenings in different downtown locations through the summer combined with the popular Lawnchair Luminata series. The temporary play spaces will be themed by the Barrie Garden Centre through the donation of plant displays and staffed by City Programs staff who will offer fun games and activities to match the movie of the week.

If you require further information please do not hesitate to contact the undersigned at extension 4825.