



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Warren Harris, Commissioner of Recreation and Parks

DATE: February 21, 2020

REPORT NO.: RP-2020-0006

RE: Recreation and Parks Strategic Action Plan
Draft Recommendations

RECOMMENDATION:

THAT Report RP-2020-0006 dated February 21, 2020 regarding the draft recommendations of the Recreation and Parks Strategic Action Plan be received;

AND FURTHER THAT the draft recommendations of the Recreation and Parks Strategic Action Plan outlined in Report RP-2020-0006 form the basis of the next phase of public consultation;

AND FURTHER THAT staff report back to Council on the final recommendations of the Recreation and Parks Strategic Action Plan for final approval as outlined in Report RP-2020-0006.

BACKGROUND:

In December 2018, Council approved Resolution 2018-0184 regarding the terms of reference for the Recreation and Parks Strategic Action Plan being undertaken in 2019/20.

In April 2019, staff awarded Proposal P-019-19 to the firm of Monteith Brown Planning Consultants to carry out the scope of work related to the Strategic Action Plan, and public consultations were initiated in September 2019.

COMMENTS:

The purpose of this report is to update Members of Council on the status of the Recreation and Parks Strategic Action Plan project timeline and community engagement process, and to seek approval in principle for the preliminary findings of the consultation.

As part of the Recreation and Parks Strategic Action Plan being undertaken in 2019/20, the Department expects to reaffirm its mandate and values and address the components of the Framework for Recreation in Canada 2015: Pathways to Wellbeing.



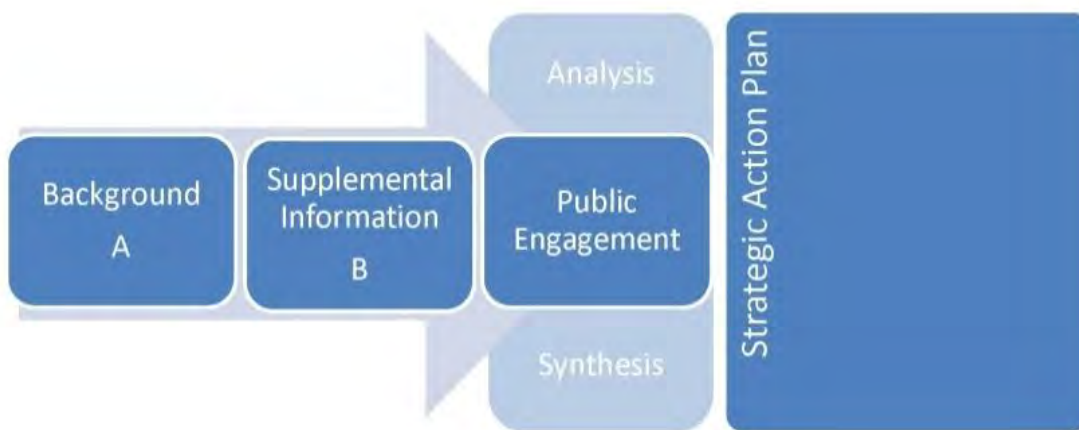
Project Goal

The primary purpose of the project is to inform a Recreation and Parks Department work program for the next five years in order to meet the changing needs of the community and address the goals of the National Framework for Recreation

The goal is to build upon the background information developed by the Town in order to facilitate discussion and seek input from the community in order to better understand current and future recreational needs.

Monteith Brown Planning Consultants will analyze, reaffirm and consolidate the key background information collected by staff including:





Based on this information, the project team is overseeing the design, development and delivery of a comprehensive public consultation process.

Project Objectives

The key objectives of the strategy are to build on household survey data collected as part of the 2007 Recreation and Parks Strategic Action Plan, analyze changing views and trends, devise and lead a public consultation process with innovative consultation methods, and to deliver marketing services related to project branding, graphic recording, and presentation materials to inform Council and the public. The strategy will also incorporate the findings of the Recreation Fee Review being undertaken by Watson & Associates Economists Ltd. and approved by Council in February 2020.

Analytical services were required to assess the information collected to date by staff, and together with feedback from the public consultation, synthesize the material into ten or less key strategic actions.

Work Completed to Date

- **Analysis/synthesis** of the information provided for the key Strategic Action Plan elements developed by staff;
- **Branding** of the Strategic Plan engagement process with marketing materials suitable for print, on-line and social media messaging;
- **Household telephone survey/On-line Survey:** 402 households were surveyed to provide a 5% margin of error, and the Let's Talk platform was used for a virtual open house and open questions to test preliminary directions;
- **Consultation and facilitation:** there have been consultant interviews with members of Council, and a public open house (September 24, 2019)
- **Graphic recording tool** to illustrate initial community feedback, suitable for use in future Town communications;
- **Draft summary document** illustrating the results of the public consultation, major themes and primary actions (less than ten) that will inform the work plan for the next five years.

Preliminary Findings

The **top ten preliminary recommendations** have been prepared by Monteith Brown (see Appendix A). These recommendations will form the basis of the next stage in public consultation through the second open house and survey (including on-line).

In addition to the ten top recommendations, the open house will provide the project team with the opportunity to have a focused discussion in four emerging areas in the preliminary discussions and feedback:

1. Strengthening **volunteerism** in the recreation and parks sector – identifying gaps and opportunities
2. Creating effective **community partnerships** – a review of the Town's service delivery continuum (who does what and why)
3. **Fitness** and fostering the love of outdoors – what is the future of fitness space in places like Gellert Community Centre Phase 2

4. Engaging with the public beyond 2020 – **how to communicate, promote and market** recreation and parks services

These sessions will be directed to existing registered group members, program and study participants as well as the general public, and depending on the number of participants they may be able to speak to more than one topic area.

Public Engagement

Staff is carrying out the following public engagement program this Spring to align with the Public Engagement Charter:

| Engagement Tools - Consult | Target Date(s) |
|---|--------------------|
| Dedicated Web Page, Web Page Banner, Newspaper ad (Tanner and IFP), E-mail blast to PerfectMind program participants, R+P E-news/Current E-news (subscribed members), E-mail blast to Registered Group contacts, Poster at Facilities, Digital Displays at Facilities, Counter Stand Sign/Display | Launch March 10 |
| Let's Talk Site | March-April 2020 |
| On-Site Survey | March-April 2020 |
| Pop Up Locations (Acton Arena and Community Centre, Acton Library, Mold-Masters Sportsplex, Georgetown Marketplace, Youth Centres, Hillsvie Active Living Centres) | March-April |
| Social media - Twitter and Facebook posts | Monthly |
| Facility marquees (GCC, MMSP, AACC) and Mobile Signs | March 10 |
| Public Open House 2 (Gellert Community Centre) Focused conversations | March 23, 2020 |
| Council Presentation | May 25, 2020 (TBC) |

The Recreation and Parks Strategic Action Plan aligns with some other key projects that are part of the 2020 work program that will be the subject of future update reports to Council:

- Rates and Fees Strategy
- Cedarvale Community Centre Feasibility Study
- Collegiate Pool Review – Phase 1
- Seniors Service Delivery Review

- Gellert Community Centre Phase 2 – Feasibility Update
- Acton Youth Space Design and Construction
- Parkland Acquisition Strategy

Through additional consultations this Spring, staff anticipate being able to bring forward the final top ten recommendations and key work program initiatives for the next five years, including the projects listed above. This will allow staff to meet the changing needs of the community and address the goals of the National Framework for Recreation, as well as key aspects of Council’s Strategic Plan.

RELATIONSHIP TO STRATEGIC PLAN

Staff notes the following alignment of the Recreation and Parks Strategic Action Plan with the recently approved Council Strategic Plan 2019-2022:

Shaping Growth: ensuring balanced and sustainable community

Transportation: supporting active transportation

Climate Change and Environment: reducing our carbon footprint

Fiscal and Corporate Management: service levels that support the quality of life

Local Autonomy and Provincial Advocacy: working collaboratively with other agencies, governments and other bodies

Ensure a Vibrant Agricultural Community: celebrating rural character

Youth and Seniors Initiatives: support for services and facilities tailored to their needs

In addition, the Strategic Action Plan will align with some of the key goals of the United Nations Sustainable Development Goals including:

- Good health and wellbeing
- Gender equality
- Reduced inequalities
- Sustainable cities and communities
- Partnerships for the goals

FINANCIAL IMPACT:

There is no direct financial impact with this report, as the financing for the project was approved through the 2018 Capital Budget.

CONSULTATION:

Staff consulted with the Strategic Initiatives Division of the CAO’s Office during the preparation of this report, as well as members of the Senior Management Team.

PUBLIC ENGAGEMENT:

The public engagement will be carried out as outlined in the report per the terms of the Public Engagement Charter.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life. The recommendation outlined in this report advances the Strategy's implementation.

This report supports the pillars of Cultural Vibrancy, Social well-being, and Economic Prosperity, and in summary the alignment of this report with the Community Sustainability Strategy is Very Good.

COMMUNICATIONS:

A communications strategy has been launched as part of the project initiation and will use the Town's website, Let's Talk platform, social media, newspapers and on-site materials for engagement with the public.

CONCLUSION:

Staff is working with the firm of Monteith Brown Planning Consultants to complete the Recreation and Parks Strategic Action Plan, and Council will be apprised of the Strategy's final recommendations in the second quarter of 2020 in line with the project scope, process and timelines outlined in this report.

Reviewed and Approved by,

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive, flowing style.

Brent Marshall, Chief Administrative Officer