

Recreation and Parks Strategic Action Plan Update

August 2019



Warren Harris

Commissioner of Recreation and Parks



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Purpose

- Overview of **Terms of Reference** approved by Council in November 2018
- Introduce scope of work to be completed by **Monteith Brown Planning Consultants**
- Outline **public engagement process** and **project timeline**

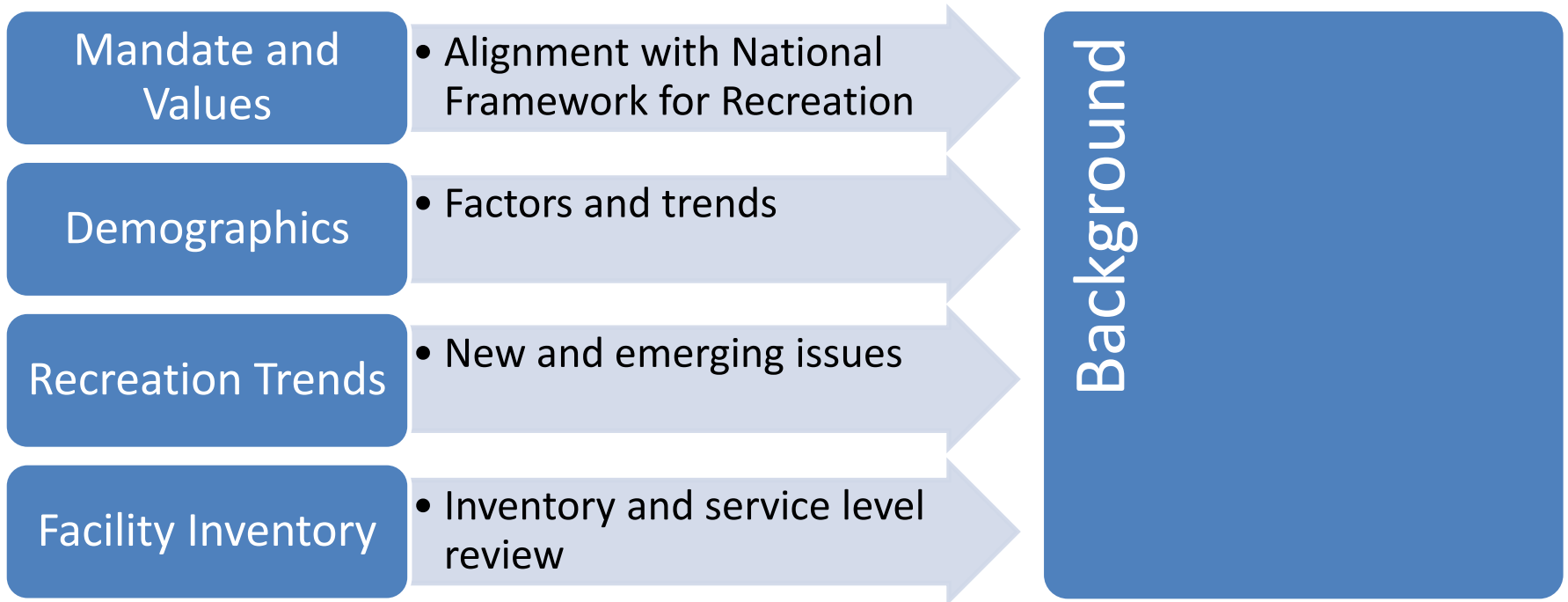


Key Objectives

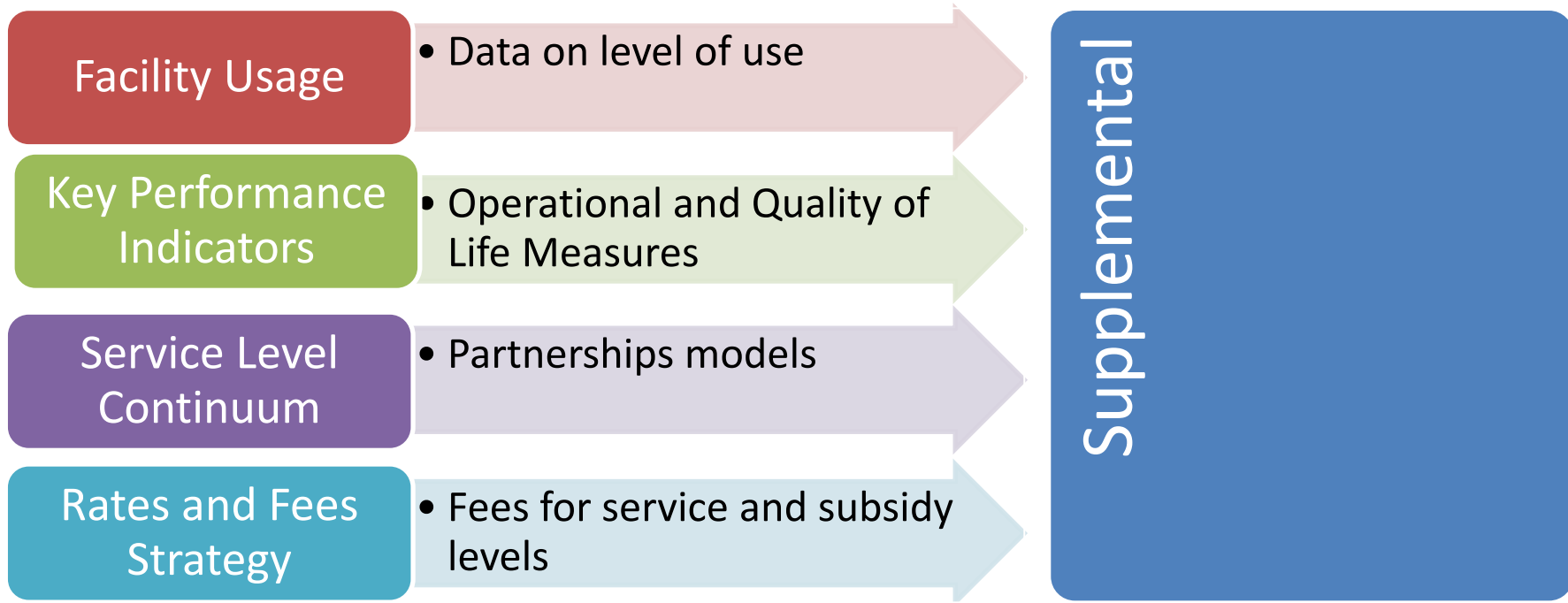
- Use **in-house resources** as much as possible
- Retain consultants for **area specific expertise** only
- Use innovative **community engagement** tools
- Align with other **project timelines** and public engagement exercises
- Focus on **Top 10** strategic actions



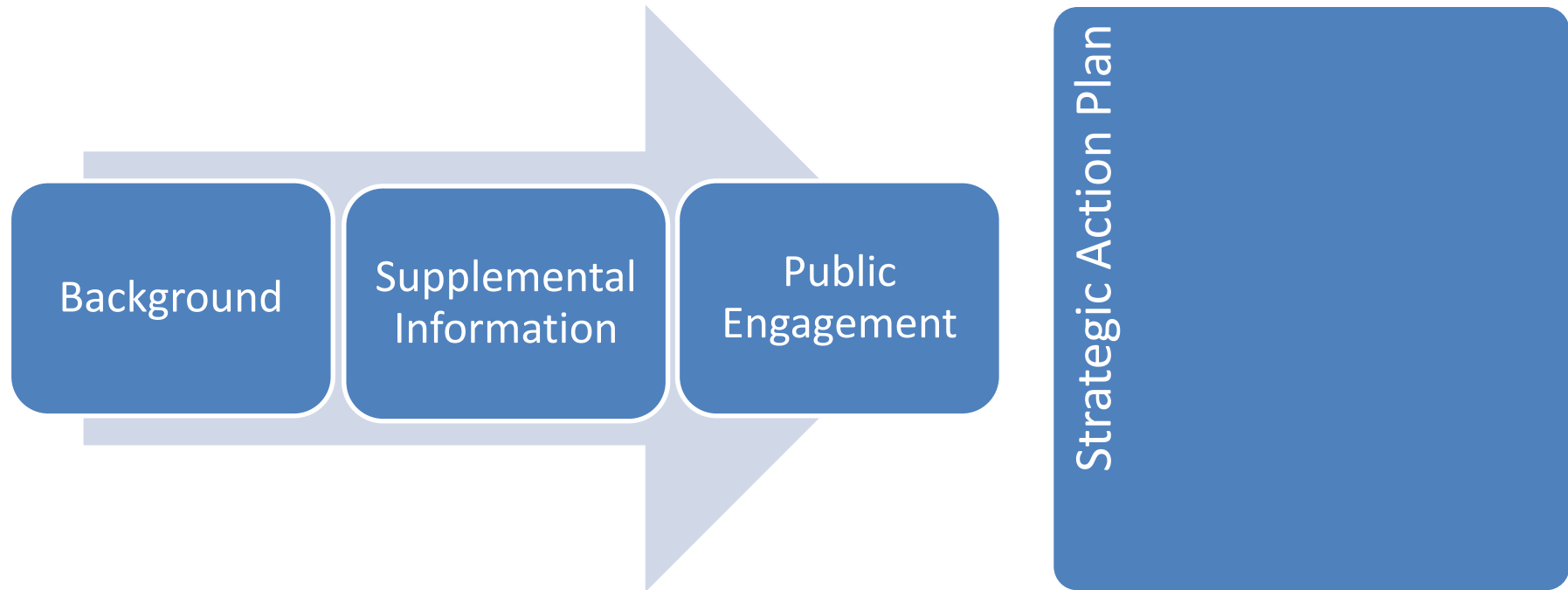
The key Strategic Plan elements



The key Strategic Plan elements



The key Strategic Plan elements



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



Project Objectives

- build on household survey data collected in 2007
- analyze changing views and trends
- devise and lead a public consultation process with focus groups, world cafes or other innovative consultation methods



Project Objectives

- marketing services related to project branding, graphic recording, and presentation materials to inform Council and the public
- incorporate the findings of the Recreation Fee Review being undertaken by Watson & Associates



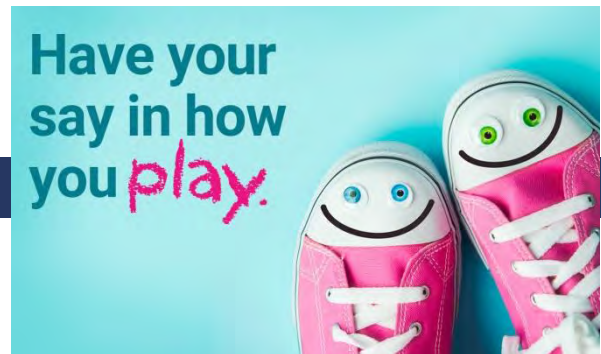
Key Tasks

- **Analysis/synthesis** of the information provided by staff;
- **Branding** of the Strategic Plan engagement process
- **Household telephone survey** and Let's Talk platform
- **Consultation and facilitation;** public meetings, focus groups, world cafes



Key Tasks

- **Graphic recording tool** to illustrate community feedback
- **Summary document;** public consultation results, major themes and primary actions (less than ten) or the next five years;
- **Graphic presentation** of key demographic information (including geographic analysis) recreation trends, facility, program and service needs



PUBLIC ENGAGEMENT MATRIX

Spectrum of engagement	CONSULT
Purpose	Listen and learn; test ideas and concepts and develop recommendations
Town's responsibility	<ul style="list-style-type: none"> • Provide information • Provide opportunity for public to share views, values and priorities • Consider how recommendations could be incorporated • Share final decision • Report back on final decision
Public's responsibility	Participate



Engagement Tools - Consult	Target Date(s)
Dedicated Web Page, Media Release, 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 September 3 and three weeks prior to 2020 Open Houses and surveys
Let's Talk Site	Ideas: September – March Places: September-October Survey: February-March
Consultant interviews with Members of Council	Beginning August 27
Random Household Telephone Survey	Dates TBC to align with Federal Election requirements





Engagement Tools - Consult	Target Date(s)
On-Site Survey	February – March 2020
Social media - Twitter and Facebook posts	Monthly
Facility marquees (GCC, MMSP, AACC) and Mobile Signs	Launch September 3 and three weeks prior to 2020 Open Houses and surveys
Public Open House 1 (Gellert Community Centre) Part 1 Stakeholder Session: Part 2 General Drop In	September 24
Corporate and Community Affairs Committee/Council Presentation	January – February 2020
Open House 2 or Focus Group 2	February – March 2020
Council Presentation	April 2020



2019-2020 Project Timeline	2019	2019	2019-2020
	PHASE 1	PHASE 2	PHASE 3
	May-August	Sept-Oct	Nov–April
Recreation and Parks Strategic Action Plan	Award Background Review	Launch Engagement Open House 1 Random Household Survey Council Interviews Coffee Conversations/World Cafes	Draft Recommendations Council Presentation(s) Open House 2 On-line Survey Finalize Recommendations



Related Staff Led Projects			
2019-2020	2019	2019	2019-2020
Project Timeline	PHASE 1	PHASE 2	PHASE 3
	May-August	Sept-Oct	Nov-April
Cedarvale Community Centre Feasibility Study	Review	Refine	Approve
Collegiate Pool Review – Phase 1	Finalize		
Seniors Service Delivery Review	Draft Engage	Refine	Finalize
Gellert Community Centre Phase 2 – Feasibility Update with CS&P Architects	Final Draft Financing Strategy		

Related Staff Led Projects			
2019-2020	2019	2019	2019-2020
Project Timeline	PHASE 1	PHASE 2	PHASE 3
	May-August	Sept-Oct	Nov–April
Acton Youth Space Design with CS&P Architects	Conceptualize Finalize		
Rates and Fees Strategy with Watson & Associates Economists Ltd	Refine	Re-Engage Public	Finalize
Parkland Acquisition Strategy	Refine	Engage Public	Monitor
Market Feasibility (with YMCA)	Review	Engage Public	Monitor
Capital Campaign Feasibility (with YMCA)	Review	Engage Public	Monitor

Summary

- **Five year plan, top ten recommendations; templates, reporting tools for on-going monitoring**
- **Analyse, reaffirm and consolidate** the key background information collected by staff) and align with **Framework for Recreation in Canada 2015: Pathways to Wellbeing.**
- Oversee the **design, development and delivery** of a public consultation process

Summary

- Launch September 3
- September 24 Open House
- Coffee Conversations, household and on-line surveys
- Second open house/focus groups in early 2020
- Visit www.haltonhills/recplan for more information



Recreation and Parks Strategic Action Plan Update



Out of Scope

The Strategic Plan review does not include :

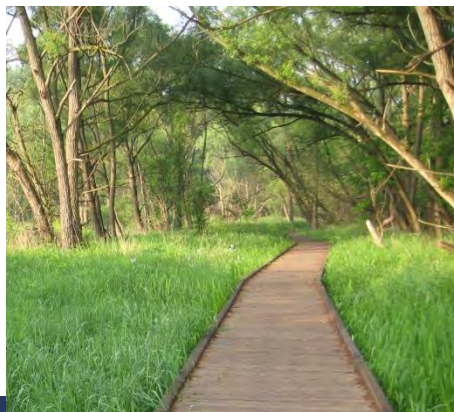
- Cemetery Services
- Parks and Cemeteries Operations
- Cultural Services
- Public Art
- Corporate Asset Management
- Organizational Structuring



Project	Outcomes
Arena Task Force: Arena Pads	A total of 3 new pads at Mold-Masters SportsPlex and Acton Arena and Community Centre
Park Facilities and Sportsfields: Outdoor Aquatics	Two new splash pads at Dominion Gardens Park and Prospect Park
Park Facilities and Sportsfields: Major Sportsfields	Two soccer fields at Acton Sports Park and six fields at Trafalgar Sports Park. Artificial turf field at Kiwanis Field (GDHS). One major ball diamond at Trafalgar Sports Park.
Park Facilities and Sportsfields: Tennis Courts	Resurfacing of four existing and construction of 6 new courts at Gellert Community Park



Project	Outcomes
Park Facilities and Sportsfields: Other	Hungry Hollow Trails System (5.4 km) Accessible Playgrounds (2) Three Muskatears Skate Park Allotment Gardens (2) Basketball Courts (2) Skateable Features (1)
Senior Space Needs Study: Seniors Facilities	Major renovations at Hillsview Active Living Centres, Acton and Georgetown
Youth Needs Study: Implementation	Halton Hills Youth Services Network creation



Project	Outcomes
Studies	Active Living Strategy Cemeteries Business Plan Cultural Master Plan Fairy Lake Water Quality Study Youth Needs Study
Major Policies	Affordability Framework Inclusion Volunteer Management Youth Engagement Management of Art in Public Spaces

Active
easy!



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