

MEMORANDUM

TO: Chair and Members of the Community and Corporate Affairs Committee

FROM: Warren Harris, Commissioner of Recreation and Parks

DATE: August 9, 2019

MEMORANDUM NO.: MEM-RP-2019-0004

RE: Recreation and Parks Strategic Action Plan Update

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to update Members of Council on the status of the Recreation and Parks Strategic Action Plan project timeline and community engagement process.

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.

COMMENTS:

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

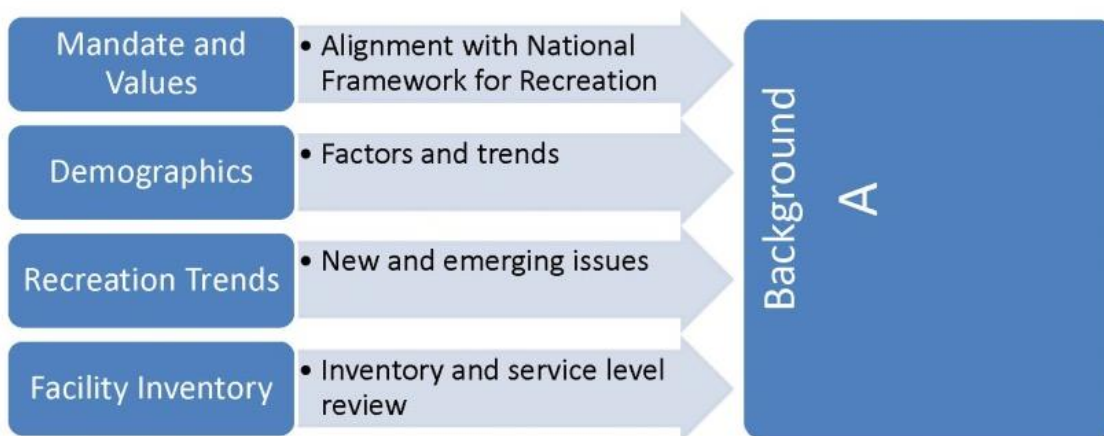
The primary purpose of the project is to inform a Recreation and Parks Department work program for the next five years in order to meet the changing needs of the community and address the goals of the National Framework for Recreation

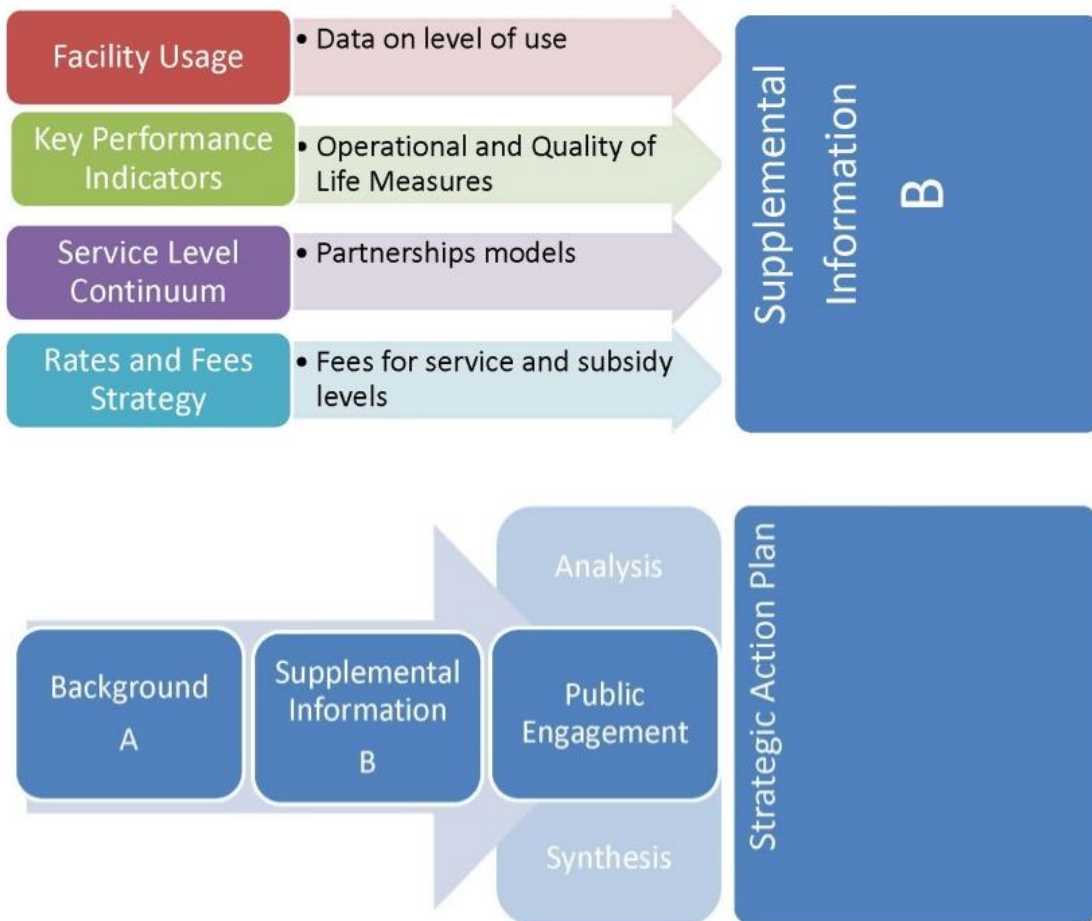
The goal is to build upon the background information developed by the Town in order to facilitate discussion and seek input from the community in order to better understand current and future recreational needs.

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

- mandate/values
- demographics
- facility inventory/service provisions
- recreation trends
- facility usage data
- key performance indicators
- service level continuum

Based on this information, the project team will oversee 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 focus groups, world cafes or other 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. as approved under this scope of work through separate Proposal P-122-18.

Analytical services are 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.

Key Tasks

- **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** Staff has assumed that approximately 400 households would need to be surveyed to provide a 5% margin of error. Later in the planning process, the Let's Talk platform will be used for a second community survey (on-line) to test preliminary directions;
- **Consultation and facilitation** through processes like focus groups, world cafes for the four sector groups identified by Town staff (service providers, active living, community leaders, public event leads), plus two public meetings. Consultation to comply with Corporate Public Engagement Charter;
- **Graphic recording tool** to illustrate community feedback, suitable for use in future Town communications;
- **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;
- **Graphic presentation** of key demographic information (including geographic analysis) recreation trend assumptions, and facility, program and service needs suitable for use in communications to Council and the public.

Public Engagement

Staff proposes to carry out the following public engagement program to align with the Public Engagement Charter:

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
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

Project Timeline

2019-2020	2019	2019	2019-2020
Project Timeline	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		
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

CONCLUSION:

Staff is working with the firm of Monteith Brown Planning Consultants to complete the Recreation and Parks Strategic Action Plan in 2019/20. Council will be apprised of the Strategy's draft outcomes in the first quarter of 2020 in line with the project scope, process and timelines outlined in this Memorandum.

Reviewed and approved by,

A handwritten signature in black ink that reads "Brent Marshall". The signature is written in a cursive style with a large initial 'B' and 'M'.

Brent Marshall, Chief Administrative Officer