

REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Warren Harris, Commissioner of Recreation and Parks

DATE: December 10, 2018

REPORT NO.: RP-2018-0029

RE: Recreation and Parks Strategic Action Plan Terms of Reference

RECOMMENDATION:

THAT Report RP-2018-0029 regarding the Recreation and Parks Strategic Action Plan Terms of Reference be received;

AND FURTHER THAT staff be directed to proceed with the issuance of a Request for Proposal for the Recreation and Parks Strategic Action Plan as outlined in Report RP-2018-0029;

AND FURTHER THAT staff report back on the award of the Request for Proposal for the Recreation and Parks Strategic Action Plan and related project timeline as outlined in Report RP-2018-0029.

BACKGROUND:

In September 2017, Council approved the update on the 2007 Recreation and Parks Strategic Action Plan through GC-2017-0068. In addition to a summary of the Plan's outcomes and project status, Memorandum RP-2017-0007 outlined general terms of reference to support funding of an update to the Plan through the 2018 Capital Budget.

COMMENTS:

The purpose of this report is to seek approval for the terms of reference for the Recreation and Parks Strategic Action Plan project to be launched in 2019.

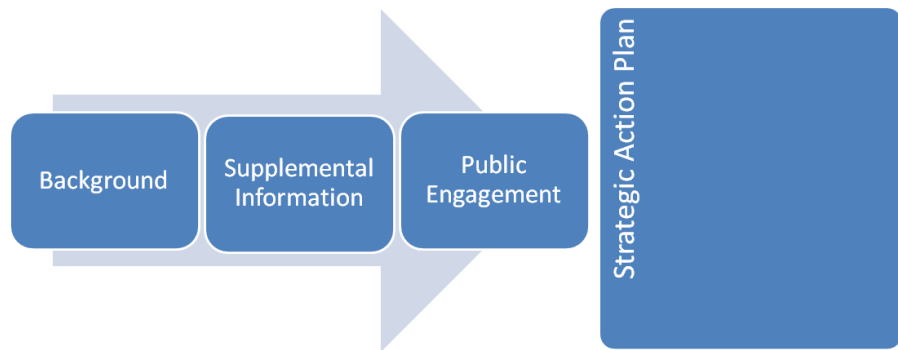
As part of the Recreation and Parks Strategic Action Plan being undertaken in 2018/9, the department expects to reaffirm its mandate and values and address the components of the Framework for Recreation in Canada 2015: Pathways to Wellbeing.



The goal of the Recreation and Parks Strategic Action Plan project 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.

The successful consultant/consulting team would:

- Analyse, reaffirm and consolidate the key background information collected by staff (mandate/values, demographics, facility inventory/service provisions, and recreation trends) and well as supplementary information (facility usage data, key performance indicators, service level continuum, and rates and fees strategy);
- Oversee the design, development and delivery of a public consultation process.



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.

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.

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 complete Terms of Reference are shown in Appendix A. The relationship of the Strategic Action Plan project to other key departmental initiatives for 2019 is illustrated in the work plan shown in Appendix B.

As directed by Council in March 2018 through Resolution 2018-0055, staff will enter into a Memorandum of Understanding with the YMCA of Oakville to carry out feasibility

based market and capital campaign studies in 2019. This work will align with the timing of the public engagement suggested for the Strategic Action Plan, and be the subject of a future report to Council on a recommended strategy for a potential partnership in Halton Hills.

RELATIONSHIP TO STRATEGIC PLAN:

This report aligns with the following top eight Council priorities:

Municipal Service Delivery: The effective, efficient and economical delivery of the Town's existing services

Financial Sustainability: Establish sustainable financing, asset management and master plans to acquire, operate, maintain, renew and replace infrastructure to provide the desired levels of service in an "efficient, effective and environmentally sustainable" manner.

Sustainability: Address the Social Pillar of Sustainability by focusing on improving services for seniors, youth and the disabled.

Communications: Continue to provide timely and transparent communications with the Town's residents and business owners.

FINANCIAL IMPACT:

There is no direct financial impact related to this report. Funding of \$185,000 was approved in the 2018 Capital Budget (Project 8100-22-1701), which is being allocated to the Rates and Fees Strategy being carried out by Watson & Associates Economists Ltd., a one-time summer student position, and the scope of work outlined in this report for \$90,000.

CONSULTATION:

Staff consulted with the members of the Senior Management Team during the preparation of this report.

PUBLIC ENGAGEMENT:

Public engagement is a primary component of the Recreation and Parks Strategic Action Plan terms of reference, and engagement will be carried out in 2019 in alignment with the Corporate 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 Cultural Vibrancy, Social Well-being, and Economic Prosperity pillar(s) of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is Very Good.

COMMUNICATIONS:

A communications strategy will be launched upon award to the successful proponent.

CONCLUSION:

Staff are seeking approval for the terms of reference contained within Appendix A of this report in order to develop a Strategic Action Plan for the department in 2019, with an anticipated completion date of Spring 2020. The Plan will be the foundation for the Department's work plan over the next five years, and reaffirm its role in improving the quality of life for local residents in line with the objectives of the National Framework for Recreation.

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, CAO