

# Have your say in how you *play.*



## Recreation and Parks Strategic Action Plan Update

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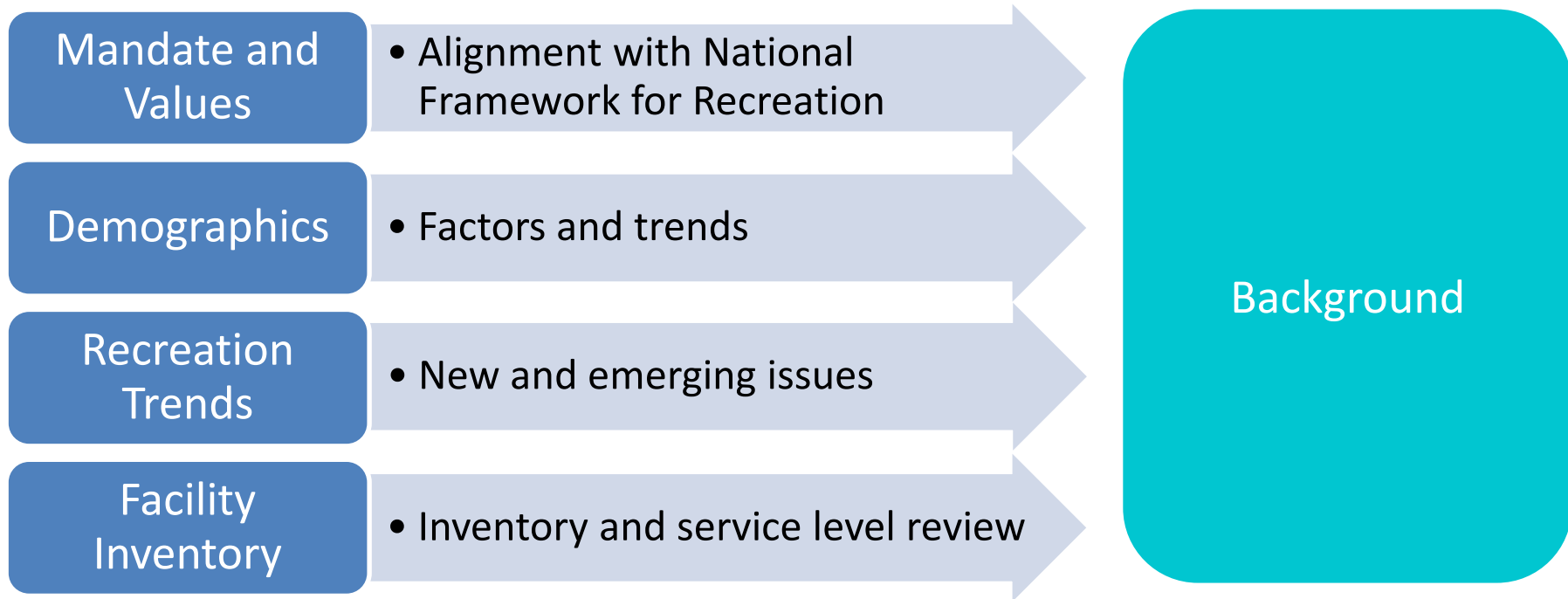
# Purpose

- Brief overview of project scope
- Initial findings from engagement done to date
- Review draft recommendations
- Confirm next steps in public engagement process, project timeline and key Council dates



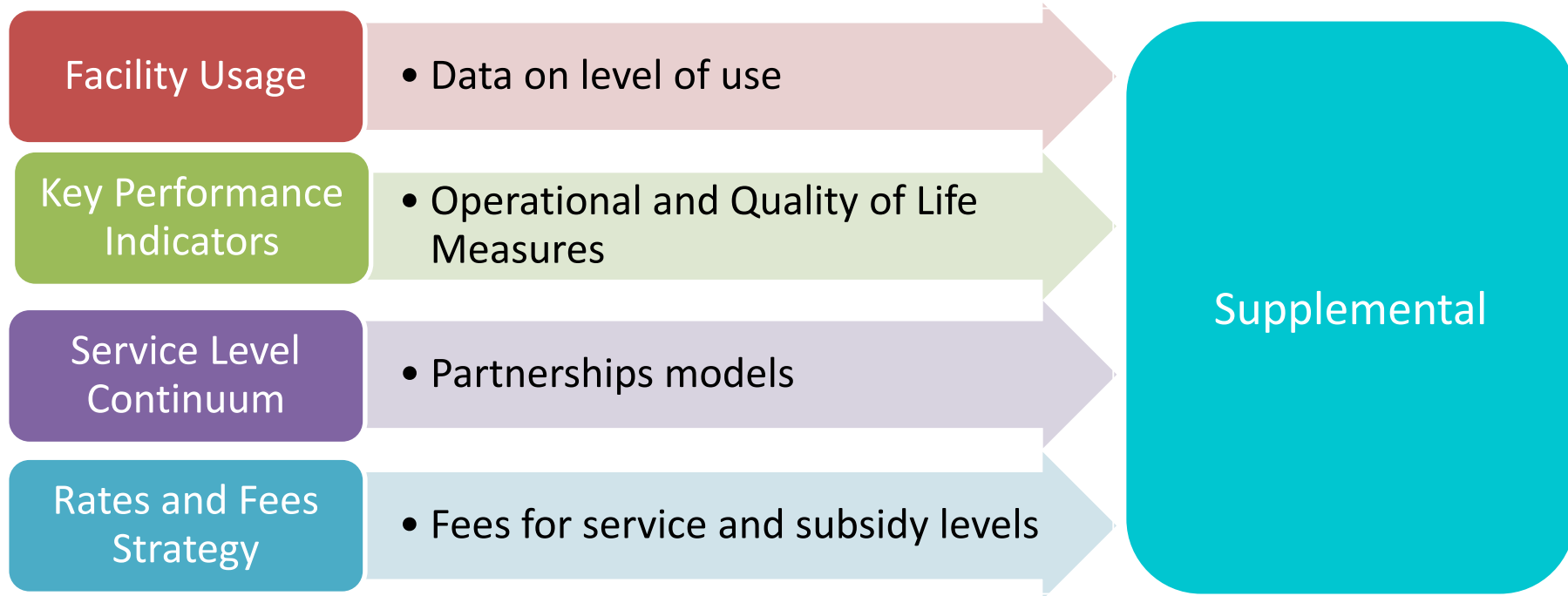
# Project Scope

## The key Strategic Plan elements



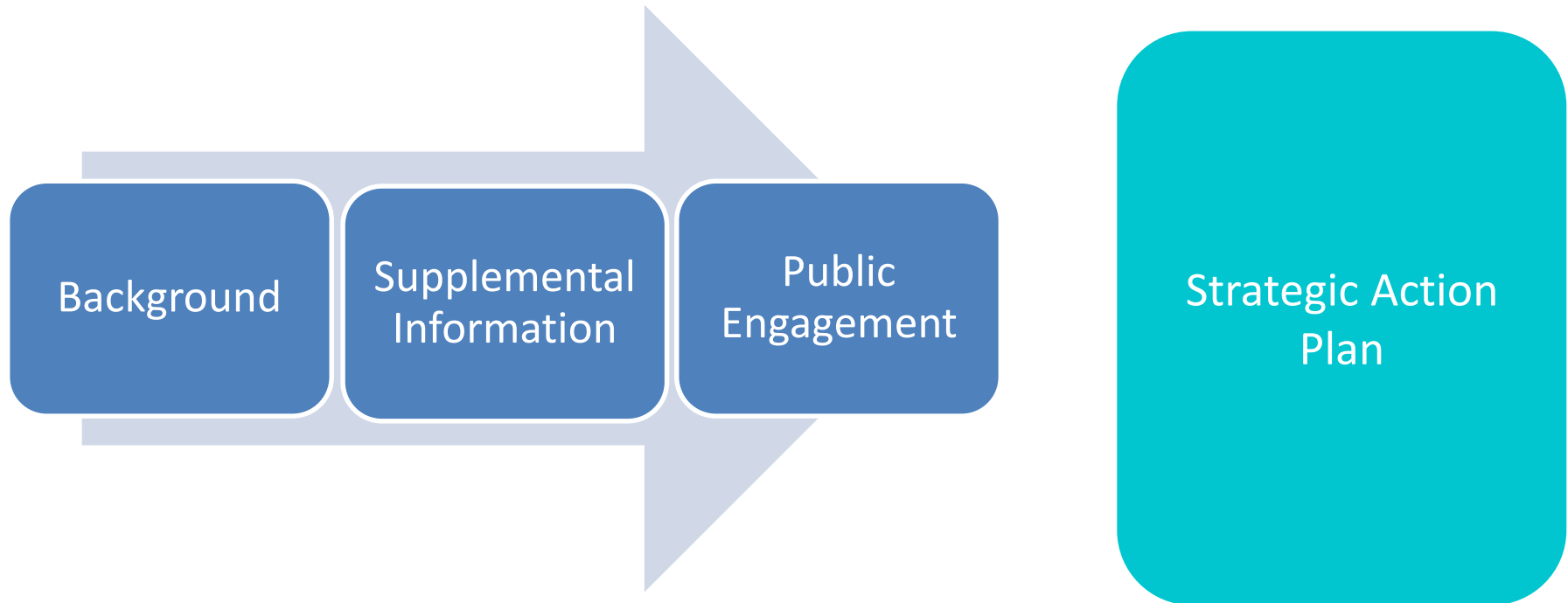
# Project Scope

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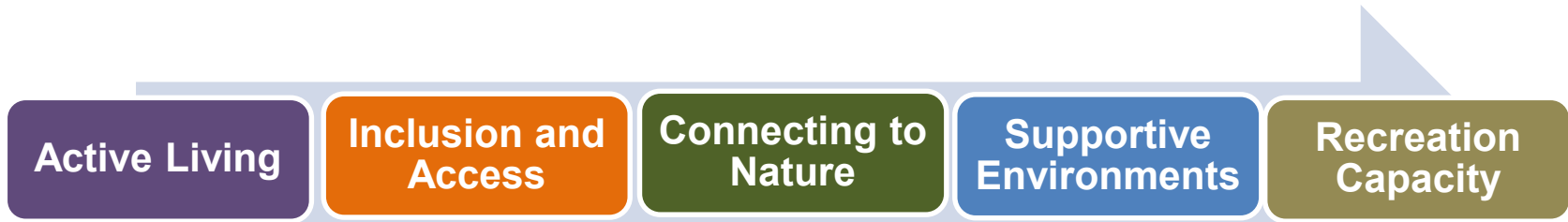


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# Project Goal

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 goals of the **Framework for Recreation in Canada**



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## Phase 1

- Award
- Background Review

**May to  
Aug. 2019**

## Phase 2

- Community Imagination Event & Open House #1
- Random Household Telephone Survey
- Pop-Up Event
- Council Interviews

**Sept to  
Oct. 2019**

## Phase 3

- Draft Recommendations
- Council Presentation(s)
- Open House #2: Table Conversations
- Online Survey on draft materials
- Final Recommendations

**Nov to  
May 2020**



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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 three weeks prior to Open Houses and surveys
Let's Talk Site	Ideas: September – March Virtual Open House <b>Survey: March – April 2020</b>
Consultant interviews with Members of Council	September 2019
Random Household Telephone Survey	October – November 2019







Engagement Tools - Consult	Target Date(s)
Social media - Twitter and Facebook posts	Monthly
Facility marquees (GCC, MMSP, AACC)	Launch three weeks prior to Open Houses and surveys
Public Open House 1 Part 1 Stakeholder Session: Part 2 General Drop In	September 24, 2019
Council Presentation	<b>March 9, 2020</b>
Public Open House 2 with Focus Group 2	<b>March 23, 2020</b>
On-Site and Let's Talk Survey	<b>March – April 2020</b>
Council Presentation	<b>May 25, 2020</b>



Alignment 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 (approved February 2020)
- Cedarvale Community Centre Feasibility Study
- Collegiate Pool Review
- Seniors Service Delivery Review
- Gellert Community Centre Phase 2
- Acton Youth Space Design and Construction
- Parkland Acquisition Strategy



# TOP TEN

Requests We Heard

These are some of top facility or activity requests we've heard throughout the consultation process.



**Soccer  
Fields**



**Pickleball**



**Fitness**



**Gymnastics**



**Ball  
Diamonds**



**Gymnasiums**



**Indoor  
Pools**



**Walking  
Track**



**Awareness**



**Inclusivity**



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# TOP TEN

## Potential Directions

The following ten potential directions have been identified being a priority for the Recreation and Parks Department.

These potential directions align with the five key goals of the **Framework for Recreation in Canada**, which are defined as:

**Goal 1:** Active Living

**Goal 2:** Access & Inclusion

**Goal 3:** Connecting People to Nature

**Goal 4:** Supportive Environments

**Goal 5:** Building Capacity



**1**  
**Provide basic recreation opportunities for all**



**2**  
**Minimizing barriers to participation**



**3**  
**Connect residents with nature experiences**



**4**  
**Support climate change initiatives**



**5**  
**Respond to evolving recreation interests**



**6**  
**Support the use of new and existing facilities**



# TOP TEN

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**Goal 2:** Access & Inclusion

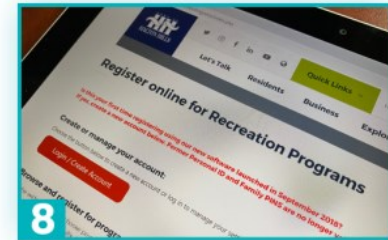
**Goal 3:** Connecting People to Nature

**Goal 4:** Supportive Environments

**Goal 5:** Building Capacity



**7**  
**Review effectiveness  
of program and  
facility resources**



**8**  
**Improve operations  
and customer  
experiences**



**9**  
**Increase volunteers**



**10**  
**Prepare a Community  
Development Action Plan**

# Table conversation topics

- Strengthening **volunteerism** in the recreation and parks sector – identifying gaps and opportunities
- **Fitness** spaces and places - what is the future of fitness space in places like Gellert Community Centre Phase 2
- Engaging with the public beyond 2020 – **how to communicate, promote and market** recreation and parks services
- Creating effective **community partnerships** – a review of the Town's service delivery continuum (who does what and why)



# Next Steps

- Second Open House/Focus Groups on **March 23**  
Open House at Gellert Community Centre  
6:00pm to 8:30pm
- On site and Let's Talk survey **March 26-April 23**
- Pop-ups in Acton and Georgetown
- Report back on final recommendations **May 2020**



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