



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Warren Harris, Commissioner of Recreation and Parks

DATE: November 6, 2020

REPORT NO.: RP-2020-0023

RE: Recreation and Parks Strategic Action Plan Final
Recommendations

RECOMMENDATION:

THAT Report RP-2020-0023 dated November 6, 2020 regarding the final recommendations of the Recreation and Parks Strategic Action Plan be received;

AND FURTHER THAT the final recommendations of the Recreation and Parks Strategic Action Plan outlined in Report RP-2020-0023 be approved in principle and form the basis of the Recreation and Parks 2020-2025 work program.

BACKGROUND:

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

In March 2020, Council approved GC-2020-007 that read in part:

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.

COMMENTS:

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

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

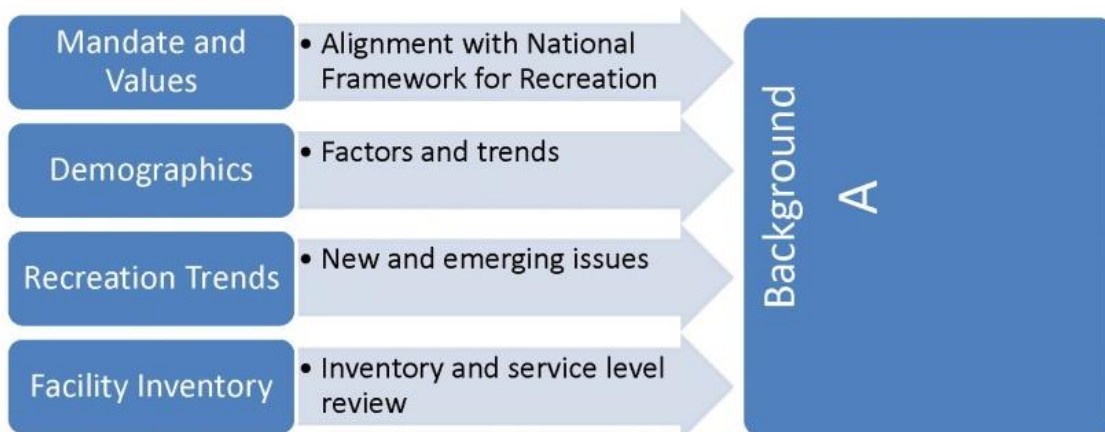


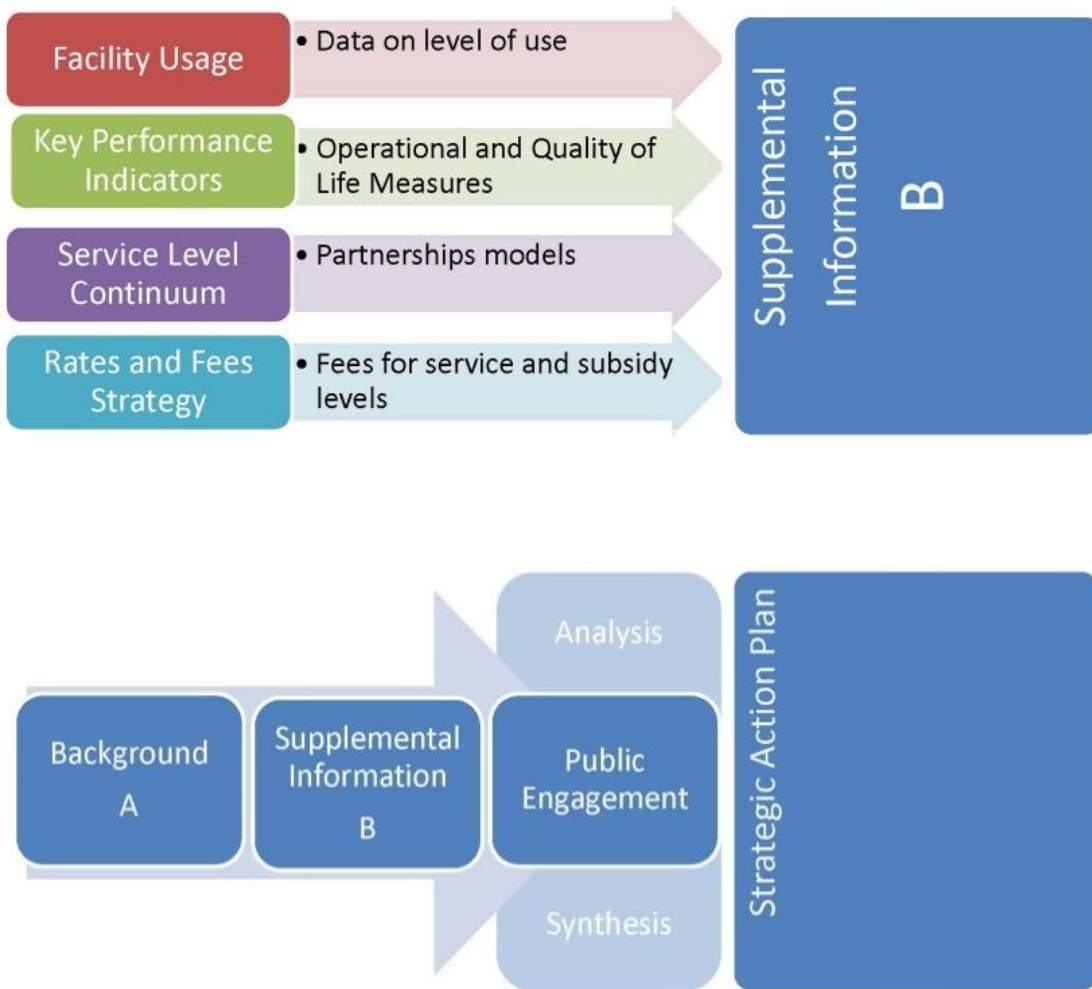
Project Goal

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 was 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 has analyzed, reaffirmed and consolidated the key background information collected by staff including:





Based on this information, the project team oversaw the design, development and delivery of a comprehensive public consultation process in 2019. The summary of the background information outlined above is found in Background Summary (Appendix A).

Project Objectives

The key objectives of the strategy were 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 also incorporated 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 key strategic actions.

Final Recommendations

The Recreation and Parks Strategic Action Plan sets out ten strategic actions for the next five years focusing on the vision of “**Recreation for All**” in order to enhance the quality of life and well-being for Halton Hills residents through physical, mental and social health benefits.

The guiding values developed throughout the project focus on providing welcoming and safe environments for everyone while promoting healthy and active lifestyles.

The **top ten recommendations** of the Action Plan will form the basis of the Department’s work plan over the next five years:

- Provide **basic recreation** opportunities for all
- **Minimize barriers** to participation
- Connect residents to **nature** experiences
- Support **climate change** initiatives
- Respond to **evolving recreation interests**
- Support the use of **new and existing** buildings
- Review effectiveness of program and facility **resources**
- Improve operation and **customer experiences**
- Increase **volunteers**
- Prepare a **community development action plan**

Each of the ten recommendations summarizes the focus of the action, how it will be implemented and suggested performance measures for success.

The final Recreation and Parks Strategic Action Plan 2020-2025 is shown in **Appendix B**. A template created as part of the review by Monteith-Brown will be used by staff in the next five years to track necessary data to inform future decision making.

The Recreation and Parks Strategic Action Plan aligns with some other key projects that are part of the 2021 work program that will be the subject of future update reports to Council such as the Cedarvale Community Centre Study and the Acton Youth Space construction.

For Council’s benefit, the terms of reference for the Community Development Action Plan is on the same Council agenda as this report, and the Seniors Service Delivery Review will be on the subsequent agenda to reinforce the use of the Strategic Action Plan to shape the 2021 work program.

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 2020-2025:

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

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. Projects requiring capital financing will be brought forward to Budget Committee on an annual basis as required.

CONSULTATION:

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

PUBLIC ENGAGEMENT:

A fulsome public engagement strategy was carried out per the terms of the Public Engagement Charter and is summarized in the Consultation Summary Report (Appendix C).

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 was launched as part of the project initiation and used the Town's website, Let's Talk platform, social media, newspapers and on-site materials for engagement with the public.

CONCLUSION:

Staff has worked with the firm of Monteith Brown Planning Consultants to complete the Recreation and Parks Strategic Action Plan and has developed the final recommendations to act as a guiding framework for the department in the next five years.

Reviewed and Approved by,

A handwritten signature in black ink, appearing to read "C. Mills", with a long horizontal stroke extending to the right.

Chris Mills, Acting Chief Administrative Officer