



# FORMAL REPORT

<b>To:</b>	Chair Stratthdee and Members of Strategic Priorities Committee
<b>Prepared by:</b>	Stephanie Ische, Director of Community Services
<b>Date of Meeting:</b>	19 September 2017
<b>Subject:</b>	<b>DCS 19-2017 Recreation and Leisure Services Master Plan</b>

## PURPOSE

This report introduces the draft Recreation and Leisure Master Plan, representatives from Monteith Brown will attend the September 19 Strategic Priorities Committee to present the report.

## RECOMMENDATION

THAT DCS 19-2017 Recreation and Leisure Services Master Plan report be received as information; and,

THAT the Strategic Priorities Committee recommend to Council:

THAT the draft Recreation and Leisure Services Master Plan be accepted as presented and referred to a Public Open House to collect feedback, and

THAT Staff report back on the public feedback received and any recommended changes to the Recreation and Leisure Services Master Plan.

## BACKGROUND

In late 2016 Council authorized staff to proceed with securing a consultant to complete a recreation master plan. Through a competitive process Monteith Brown Planning Consultants and Tucker-Reid & Associates were hired to complete a recreation master plan.

A steering committee of key stakeholders was developed and meetings with the consultants began January 6, 2017. The initial meeting included background information, Master Plan goals and expectations and communications protocols. To date Monteith Brown has held a public meeting, surveyed the community, held focus groups and key informant interviews and presented to Council the review of the planning context report at the June 20 Strategic Priorities Committee. Information has been collected including budgets, policies, current programs / services, organization chart, recreation statistics, recreation inventory, building condition studies and current partnerships and agreements in place.

This information has been disseminated into the Draft Recreation Master Plan which is attached to this report.

## REPORT

The Recreation and Leisure Services Master Plan as presented to the Strategic Priorities Committee will help shape the direction for Recreation and Leisure Services for the next 10 years. The attached report contains 56 recommendations to guide Council and the Town administration in its efforts to optimize current recreation services, and to plan for recreation services and amenities into the future. These recommendations cover the following areas:

- Service Delivery
- Programs and Services for All
- Fiscal Sustainability in Recreation and Leisure Services
- Organizational Effectiveness and Governance
- Parkland Classification System
- Parkland Supply and Distribution
- Park Naturalization
- Parkland Acquisition Policies and Guidelines
- Enhancing Active Transportation Opportunities
- Recreation and Leisure Facilities Assessment
- Implementation

These include recommendations that relate directly to the ongoing Official Plan review. To ensure that these recommendations are captured during that process, the draft plan has been provided to the Town's Planner.

During the lead up to the recreation master plan there were a number of specific topics that were considered by Council and deferred in favor of allowing the consultants to review and comment upon. These topics include:

- Accessibility and inclusion for recreation programs. Council will find recommendations supporting formal inclusion initiatives for Town programming.
- Reciprocal use agreements with local schools. Council will find recommendations to proceed with these agreements to help fill noted gymnasium facility gaps.
- Fair and equitable treatment of all user groups. Council will find that the plan recommends the Town adopt a formal User Group Affiliation policy.
- Governance of recreation. Council will find that the plan recommends establishing a recreation advisory committee, subject to Council's review of the plan's recommendations and proposed next steps for contracting with the YMCA.
- Naturalization of parks areas. Council will find recommendations for naturalizing areas of the Meadowvale and Southvale parks.
- Benchmarking of recreation services. Throughout the report Council will find that the consultant has referred to established benchmarks and best practices for recreation services, and has compared this performance measures to the Town's recreation services.

As noted, representatives from Monteith Brown will attend the Strategic Priorities Committee meeting to complete a full review of the draft plan and its recommendations.

## **SUMMARY**

The completion of an updated Recreation and Leisure Services Master Plan will benefit the community. Council's approval of this document will bring the Town in line with the goals of the Strategic Plan.

**Next steps:** After this report is accepted by Council, staff will engage members of the public in an open house to gain support for the draft Master Plan and its recommendations. This open house will provide an opportunity for resident and stakeholders to express their thoughts and feedback prior to final approval. Below lays out the plan for promoting the Recreation Master Plan input opportunities:

- “Pop-up” input opportunity in PRC lobby (Wednesday, October 4, 5:30 – 8:00 pm (time to be confirmed)
  - Consultants will be onsite with display boards highlighting key aspects of the plan; will have printed comment forms for patrons to fill out
- Online input opportunity (Thursday, October 5 – Thursday, October 19)
  - The full plan, display boards and recommendations will be posted on the Rec Master Plan page on the Town website; a web banner will be added to the homepage to drive users there
  - An online feedback form (identical to the comment form from the pop-up input opportunity) will be available for users to complete

Both input opportunities will be promoted through a poster, media release, the Town website (Rec Master Plan page and event calendar) and social media.

Following the public open house the plan will be brought back to Council for final approval.

Once final approval is given staff will work on the development of an implementation plan that will include the consultant’s recommendations for implementation. This process will include recreation staff and the assistance of the steering committee. Updates of the process will be presented to Council along the way.

## **FINANCIAL IMPLICATIONS**

The cost of completing the recreation master plan was budgeted at \$63,615.63.

Additional costs will be determined and documented within the future implementation plan.

## **STRATEGIC PLAN**

☒ This initiative is supported by the following priorities, outcomes, and tactics in the Plan.

- Pillar #4 Culture and Recreation- Recreation Services Master Plan:
  - Outcome: Assessing the real needs of residents in terms of providing the right fit for recreation services provided by the Town will require contracting out for a consultant who specializes in this area given the exhaustive analysis to be performed in providing key recommendations.
  - Tactic: Secure a consultant to complete a recreation master plan, implement the key recommendations as required, develop an inclusion policy, and review the long term effectiveness of the recreation master plan at key points in time to ensure currency and fit with the Town’s priorities.
- Pillar #4 Culture and Recreation- Repurposing the Pyramid Recreation Centre:
  - Outcome: As the PRC is adequate to a population of 30,000, it far exceeds the needs of the current population and thus results in additional costs to the Town. A more integrated approach may be preferable.
  - Tactic: Align future use of the PRC with the findings of the recreation services master plan.
- Pillar #4 Culture and Recreation – A focused parks strategy
  - Outcome: St. Marys’ parks are not only a prized asset, they are also a natural gathering place that can be optimized and incorporated into enhancing the cultural profile of St. Marys.
  - Tactic: Perform an initial assessment of necessary improvements (beautification, accessibility, etc.)
- Pillar #4 Culture and Recreation – Waterways integration

- Outcome: Part of recreation services master plan will involve and integrate the natural asset of the waterfront.
- Tactic: Incorporate the waterfront in the cultural life of the Town.

## **OTHERS CONSULTED**

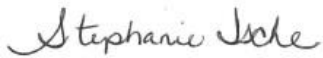
Monteith Brown Planning Consultants  
Steering Committee

## **ATTACHMENTS**

Recreation and Leisure Services Master Plan

## **REVIEWED BY**

### **Recommended by the Department**



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Stephanie Ische  
Director of Community Services

### **Recommended by the CAO**



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Brent Kittmer  
CAO / Clerk