



FORMAL REPORT

To:	Chair Stratthdee and Members of Strategic Priorities Committee
Prepared by:	Stephanie Ische, Director of Community Services
Date of Meeting:	20 March 2018
Subject:	DCS 05-2018 Recreation and Leisure Services Master Plan

PURPOSE

This report presents the final Recreation and Leisure Master Plan. Representatives from Monteith Brown will attend the March 20th Strategic Priorities Committee meeting to present this report. Staff is requesting that Council consider the recommendations of the Recreation and Leisure Master Plan and decide if the recommendations are to be adopted as presented or need to be revised.

RECOMMENDATION

THAT DCS 05-2018 Recreation and Leisure Services Master Plan be received; and

THAT the Strategic Priorities Committee recommend to Council:

THAT the draft Recreation and Leisure Plan be adopted as presented.

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. 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 20th Strategic Priorities Committee. Information has been collected including budgets, policies, current programs/services, organization chart, recreation statistics, and recreation inventory, building condition studies and current partnerships and agreements in place.

Following Strategic Priorities Committee on October 4, 2017 staff held a public open house to collect feedback on the plan as presented. This feedback was collected by Monteith Brown and a number of revisions have been made to the draft Master Plan. The consultant has identified these changes in the appendices of the draft plan, as well as highlighting them in their presentation of the plan (attached to this report).

The Recreation and Leisure Services Master Plan as presented 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 into the future.

Staff is requesting that Council consider the recommendations of the Recreation and Leisure Master Plan and decide if the recommendations are to be adopted as presented or need to be revised.

REPORT

Given the time it has taken to bring forward the draft plan for adoption, Staff made an administrative decision to begin working on some of the recommendations contained in the plan. Staff have made progress on a number of the recommendations to date, they are as follows:

1. Business Plan **(Recommendations #13 (primary), with multiple others addressed via the process #1, 3, 5, 7, 9, 10, 11, 12, 17, 18, 19, 32, 36, 37, 39, 40)**
 - a. Working on a SWOT analysis for future improvements.
 - b. From the SWOT analysis, along with the consultant's recommendations, staff are working on developing a Strategic Business Plan for the PRC that lays out all recommendations and tactics for implementation. The goal of the Business Plan is to increase patronage to the PRC, improve the customer experience at the facility, and become more efficient in operations. Staff forecast that the draft plan will be presented at SPC in May or June of 2018.
2. YMCA **(Recommendation #14, #34)**
 - a. Collaborating with the YMCA to develop a partnership.
 - b. For the months of April and May as a trial, members of the pool will be able to access the YMCA facilities for these two months. Similarly the YMCA members will be able to use the pool for two months. This will be offered for no charge so that staff can determine the level of public interest in such a partnership. If successful, a partnership will be formed that will allow YMCA members to utilize the pool for an increase cost of their YMCA membership. Revenue sharing would occur between the YMCA and the Town.
3. Reciprocal Agreement **(Recommendation #38)**
 - a. Staff are engaged in preliminary discussions with school board.
4. Playworks Youth Friendly Community **(Recommendation #8, 41)**
 - a. Partnered with Parks and Recreation Ontario (PRO) for rural youth engagement project.
 - b. PRO is assisting with establishing a Youth Council and are funding this initiative.
 - c. Both of these initiatives are in the beginning stages so that staff can apply to become a Youth Friendly Community.
5. Applied for Swim to Survive Program **(Recommendation #16)**
6. Communications **(Recommendation #18)**
 - a. One staff member from the Communications department will be the representative for this department with their main focus being promotions for all Recreation and Leisure Services.
 - b. Staff will be installing new TV's this year. These TV's will be used to promote Centre events and communicate programs and services at the PRC along with other Town locations. These signs will also be used as directional signs within the complex.
 - c. New Guest Services desk.
7. High Five Active Aging Quality Assurance Program **(Recommendation #6)**
 - a. This program is currently under pilot. Staff applied to be part of this pilot in early 2017 and only minimal active aging centers were selected. Staff have been in contact with Parks and Recreation Ontario and were informed that more information will be out in the spring of 2018.
8. Gymnasiums Spaces **(Recommendation #39)**

- a. Currently offering programs and services on dry floor space for all ages. Some examples of gym based programs may be: fitness, shuffleboard, pickle ball, bubble soccer and dodge ball / dodge ball archery.
9. Older Adult Space (**Recommendation #42**)
 - a. Currently the Town of St. Marys supports the Senior Services Advisory Board. This group meets monthly to discuss older adult related items, programming gaps and services within the walls of the Friendship Centre. Staff have identified that this group is a first step in evaluating and further developing St. Marys as an Age-Friendly Community.
10. Volunteer Software (**Recommendation #15**)
 - a. Currently the Corporate volunteer program is administrated by the Senior Services department. Senior Services manages the volunteers through an information management system. Staff are working with Human Resources to transfer volunteer records into the InfoHR System to allow each department the ability to self-manage. This will include better documentation tracking of volunteer training and volunteer hours.
11. Aquatics operations costs (**Recommendation #13**)
 - a. Currently evaluating the life cycle of all aquatics equipment.
 - b. An energy audit has been completed and an engineer's report is currently being produced that will provide potential cost savings measures.
12. Energy reduction projects in PRC (**Recommendation #13**)
 - a. Replacing and removing light fixtures in the back of house / maintenance area to reduce energy costs. This will reduce our carbon footprint even further.
13. Maintenance life cycle project (**Recommendation #13**)
 - a. Staff are currently in the process of developing a plan for maintenance within the PRC.
14. Parkland Classification System, Parkland Supply and Distribution, Parkland Acquisition Policies and Guidelines, Enhancing Active Transportation opportunities (**Recommendations #21, 22, 23, 25, 26, 28, 29**)
 - a. Research papers developed by the Town Planner for the Official Plan review has incorporated these recommendations in their review and presentation to the Planning Advisory Committee.
15. Cadzow Park Splash Pad Construction (**Recommendation #51**)
 - a. Tender is awarded.
16. Water Based Recreation Opportunities on The Thames River (**Recommendation #52**)
 - a. Stand-up paddleboarding lessons will be offered on Rice Lake at Milt Dunnell Field on Saturday morning of the 2018 Heritage Festival.
17. Youth Spaces (**Recommendation #40**)
 - a. Program is currently running trial for grades 7 plus to use the youth centre on the weekends.
 - b. Establishing a Youth Council will help us engage youth to create new programs and program gaps and opportunities they would like to see in the future.

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.

Staff is requesting that Council consider the recommendations of the Recreation and Leisure Master Plan and decide if the recommendations are to be adopted as presented or need to be revised.

Next steps: Once Council endorses this report staff will complete a business plan that will lay out an implementation strategy for each recommendation. This strategy will include the department responsible, implementation tactics, financial implications and timelines. This document will then become the roadmap for the department over the next 10 years.

FINANCIAL IMPLICATIONS

The cost of completing the Recreation and Leisure 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 – Recreation Services Master Plan:
 - 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 – Recreation Services Master Plan:
 - Outcome: St. Marys' parks are not only a prized assets, 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.)

OTHERS CONSULTED

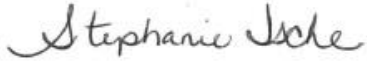
Grant Brouwer, Director of Building and Development
Jenny Mikita, Senior Services Supervisor
Ciaran Brennan, Recreation & Youth Services Supervisor
Andrea Slade, Aquatics & Guest Services Supervisor
Doug LaPointe, PRC Operations Supervisor

ATTACHMENTS

Summary of Recommendations
March 20 Presentation

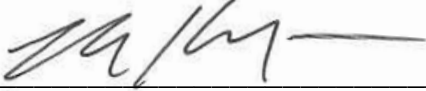
REVIEWED BY

Recommended by the Department



Stephanie Ische
Director of Community Services

Recommended by the CAO



Brent Kittmer
CAO / Clerk