Council
Presentation

January 16, 2023

Huron-Kinloss

BLUEPRINT
FOR THE FUTURE
Parks & Recreation Master Plan

Plan Purpose

Develop a clear action plan that will provide a comprehensive framework to manage and sustain parks, recreation and culture programs, and facilities, for the next 10 years.
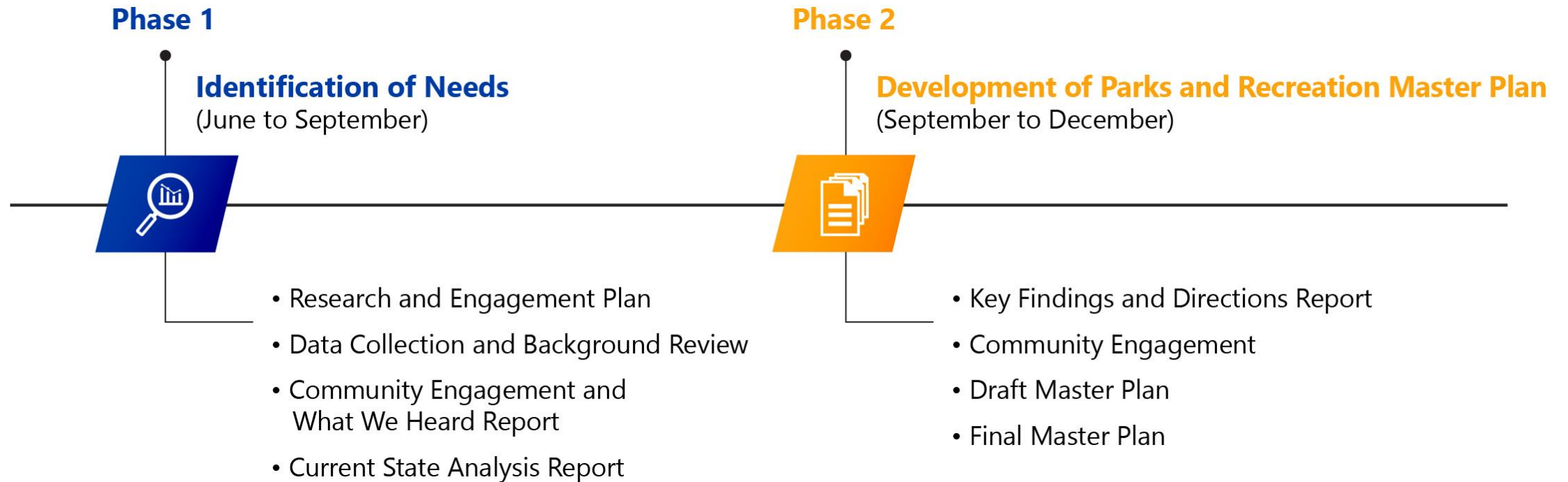
Plan Objectives

This Plan:

1) Promotes active living and healthy environments
2) Seeks to increase physical activity among all age groups
3) Enhances overall community quality of life
4) Enhances volunteer opportunities and participation in parks and recreation
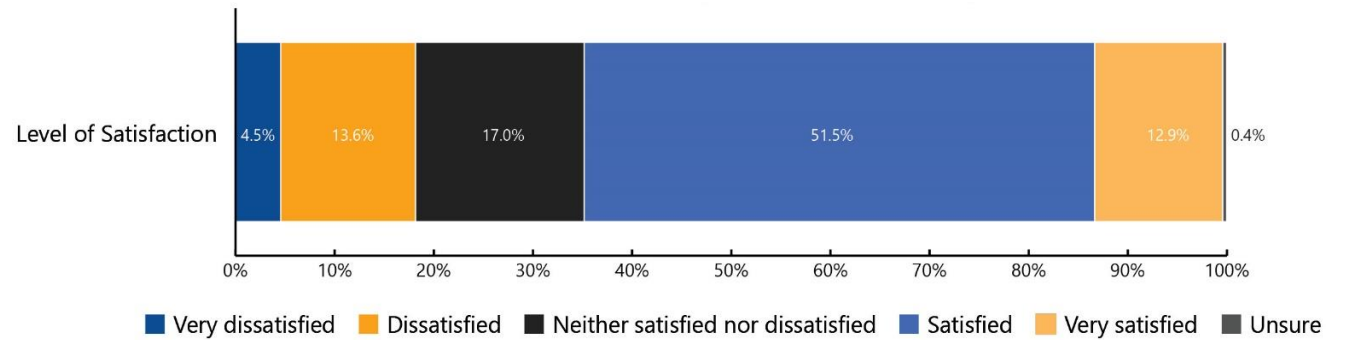
Project Approach

Phase 1

Identification of Needs
(June to September)

- Research and Engagement Plan
- Data Collection and Background Review
- Community Engagement and
  What We Heard Report
- Current State Analysis Report

Phase 2

Development of Parks and Recreation Master Plan
(September to December)

- Key Findings and Directions Report
- Community Engagement
- Draft Master Plan
- Final Master Plan

Engagement Activities

ACTIVITY	DATE	PARTICIPATION
Telephone Survey	July 12th to July 24th, 2022	200
Online Survey	July 12th to August 8th, 2022	143
Focus Group 1: Service Providers & Clubs	June 21st, 2022	6
Focus Group 2: Culture & Community Groups	June 21st, 2022	2
Questionnaires & Interview: Sports Clubs	June 30th to July 8th, 2022	11
Key Informant Interviews	June 13th to June 24th, 2022	13
Virtual Community Workshop	July 12th, 2022	9
Pop-Up 1: Lucknow, Summerfest Fireman's Breakfast	June 25th, 2022	21+
Pop-Up 2: Ripley, Sport Team Night	July 12th, 2022	22+
Pop-Up 3: Point Clark, Youth Day	July 30th, 2022	17+
Community Open House	October 12th, 2022	21

Key Findings

Overall, residents are satisfied with parks, recreation, and programing across the Township.

Level of Satisfaction: 4.5% | 13.6% | 17.0% | 51.5% | 12.9% | 0.4%

■ Very dissatisfied ■ Dissatisfied ■ Neither satisfied nor dissatisfied ■ Satisfied ■ Very satisfied ■ Unsure

Key Findings

- The Township is well serviced for parks and recreation facilities.
- There is a need to continue to ensure the accessibility of all public spaces and programs.
- While indoor and outdoor facilities are generally well maintained, there is a continued need to ensure ongoing maintenance and enhancements when needed.
- There is a need to make improvements to trails including overall maintenance, accessibility, and connectivity.
- Improvements are needed to better track facility usage and programing.
- There is a desire to continue to expand and grow facilities and programs to meet growing needs for diversity in program offerings.
  - Ensure there is a range of programing and activities for youth, seniors, and families.
- The volunteer base is shrinking.
- Some challenges with staffing capacity in high season.
- Increasing communication and engagement with community is needed.
- Some residents may be facing affordability challenges.
- There is a need to continue to embrace values of biodiversity and sustainability within planning and decision making.

Vision

High quality active lifestyles for the entire community.

Principles

Inclusive – Parks and recreation opportunities are accessible to people of all ages, gender, religion, culture, abilities, and income.

Integrated – Social, economic, and environmental actions and priorities are aligned with parks and recreation planning and support social interactions and promote connections with nature.

Adaptable – Planning incorporates current and future needs of residents and growing communities to provide a range of diverse and high-quality recreational opportunities.

Leadership – Huron-Kinloss is a leader in building partnerships and promoting community involvement and collaboration.

Master Plan Core Areas and Pillars

Facilities
Natural Environment
Built Form
Operations
Trails
Utilization

Programs
Service Delivery Partners
Outreach
Bookings
Program Diversity

Governance
Staff
Facility Management
Key Performance Indicators
Policies

Finance
Asset Management
Investment: Operations
Investment: Capital
Rates and Fees
Sponsorship Programs

Key Concepts

Key Concepts – Community Benefit

Individual
Limited access
Specialized /
Unique

Group
Universal access
General

Low
Community
Benefit

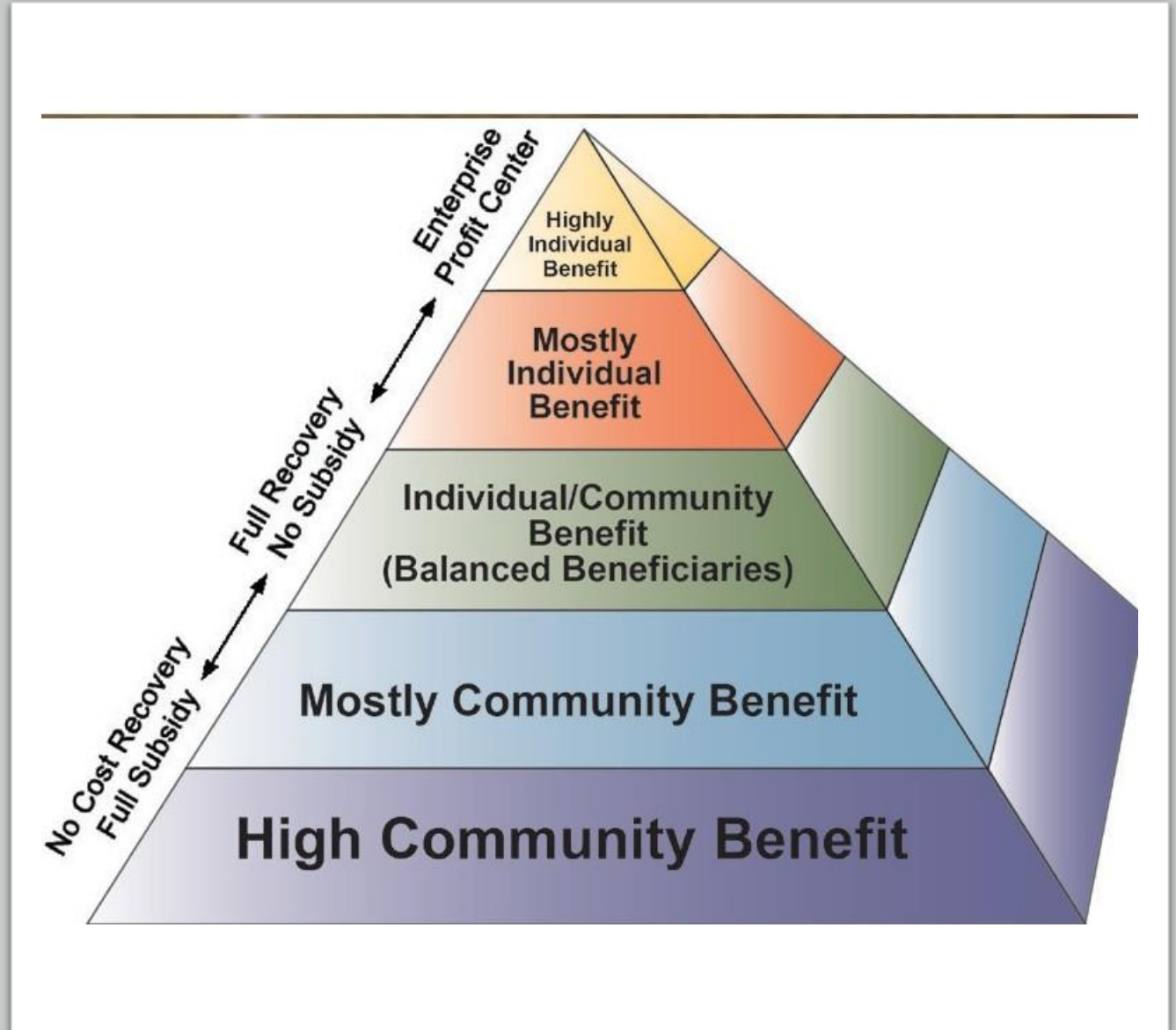Increasing
community
benefit

High
Community
Benefit

Key Concepts – Core Services

- **Who is best suited to deliver that?**
  - **Facilities:** large scale, multi-purpose, hub, facilities system (e.g., trails)
  - **Programs:** sport, culture, recreation, tourism
  - **Services:** infrastructure, operations

Key Concepts – Community Benefit

Master Plan Pillars and Initiatives

Facilities

Natural Environment

1. Enhance public education of natural area status and use (e.g., beach/ dune, woodlot, nature trails)
2. Protect and enhance environment / biodiversity
3. Publish and post use of lands plan (e.g., Parks Use Policy, Parkland By-law)
4. Manage and post initiatives: invasive species, de(re) forestation, use of chemicals

Built Form

5. Develop Parks Hierarchy, Standards and Details
6. *Build relationships with neighbouring municipalities*
7. Complete AODA audit for outdoor facilities
8. Complete Age-Friendly Plan (AFP)

Operations

9. Develop community partnerships to enhance beautification efforts (e.g., adopt-a-garden/trail/park)

Trails

10. *Assess land access needs and feasibility of connecting (local) trails to a larger system*
11. *Adopt a trails hierarchy based on feasibility (#10 above)*
12. *Develop trails partnerships with users and clubs*
13. *Actively promote use of trails network*

Utilization

14. Integrate the use of technology into bookings, facility availability, and program registration processes

Master Plan Pillars and Initiatives

Programs

Service Delivery Partners

1. Create an environment that supports community-led programming
2. Develop new community partnerships with existing and new sports, arts, culture program providers

Outreach

3. *Increase community engagement and outreach in parks and recreation planning*
4. *Identify opportunities to increase awareness and promotion of Township programs and services, including programs and services provided by others for the benefit of Township residents*

Bookings

5. *Integrate the use of technology into bookings, facility availability, and program registration processes*

Program Diversity

6. Develop increased range of programming: active, passive, arts, culture, educational
7. Develop targeted programming: seniors, youth, family

Master Plan Pillars and Initiatives

Governance

Staff

1. Prioritize the development of standard operating procedures (SOPs)
2. ***Develop staff roles in conjunction with Service Delivery Review***
3. ***Align staff with (future) core service delivery mandate***
4. Consider a succession planning model for senior staff

Facility Management

5. Explore the potential to use contracted services for non-technical tasks (e.g., open grass cutting)
6. Develop a formalized governance model for community halls

Key Performance Indicators

7. Align operations and services with focus of core service delivery
8. Align programming with core service delivery
9. Develop KPIs that reflect the goals of the plan

Policies

10. Develop policies, for: allocation, design and service standards, fee assistance, use of parks, and zero tolerance
11. ***Develop framework for facility and program development***
12. Formally adopt and update as needed

Master Plan Pillars and Initiatives

Finance

Asset Management

1. Create a prioritized replacement, renewal, or re-purposing strategy
2. Develop an outdoor asset inventory

Investment: Operations

3. Align operations and services with focus of core service delivery
4. Align programming with core service delivery

Investment: Capital

5. *Adopt prioritized replacement, renewal, or re-purposing strategy that includes highest and best use for all facilities*
6. Update outdoor capital plan

Rates and Fees

7. *Develop a core services mandate that includes access and affordability*
8. Assess actual cost for facilities and programs
9. *Develop a cost recovery strategy that maximizes community benefit*

Sponsorship

10. Assess market value of assets to maximize sponsorship potential
11. Publish and promote funding opportunities with service providers
12. Continually access alternative funding programs from suppliers

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