



BLUEPRINT FOR THE FUTURE

Parks & Recreation Master Plan



Council Presentation
June 13th, 2022

Overview

- Introductions
- Re-cap of Project Purpose, Project Approach, Work Plan & Timelines
- Overview of Research & Engagement Plan
- Your Questions



Our Team

prc solutions

Karen Sabzali	Jodi Ball	Courtney Laurence	Paul Seccapina	Patricia
<ul style="list-style-type: none">• Project Lead	<ul style="list-style-type: none">• Consultation Lead	<ul style="list-style-type: none">• Research and Engagement Support	<ul style="list-style-type: none">• Community Survey	<ul style="list-style-type: none">• Graphic Facilitation

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.



A person wearing a light blue button-down shirt is shown from the side, holding a black marker and writing on a large whiteboard. The whiteboard has a faint grid pattern. The background is bright and out of focus.

Plan Objectives

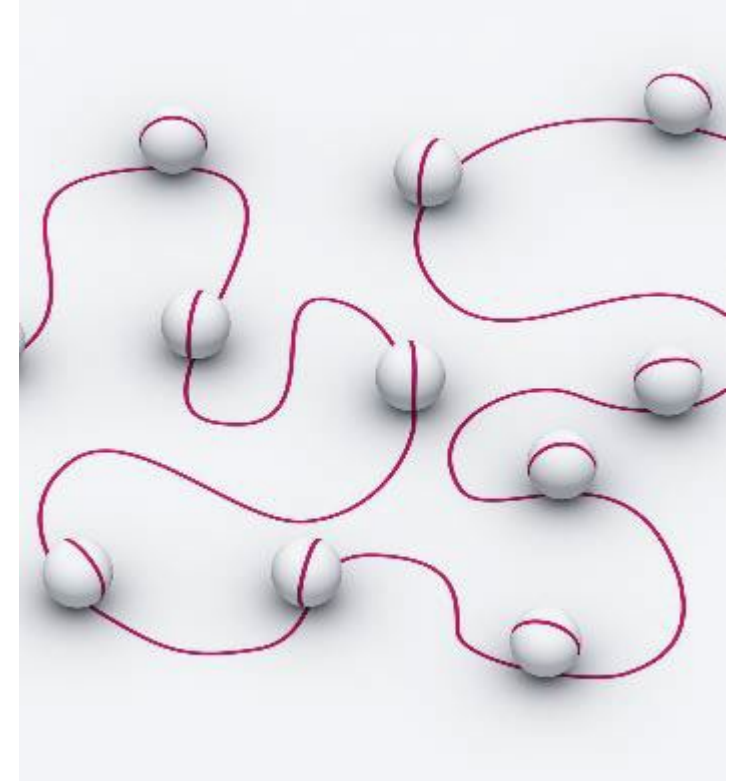
This Plan will:

- 1) Promotes active living/health environments
- 2) Seek to increase physical activity among all age groups
- 3) Enhance the overall community quality of life
- 4) Enhance volunteer opportunities and participation, broadly.

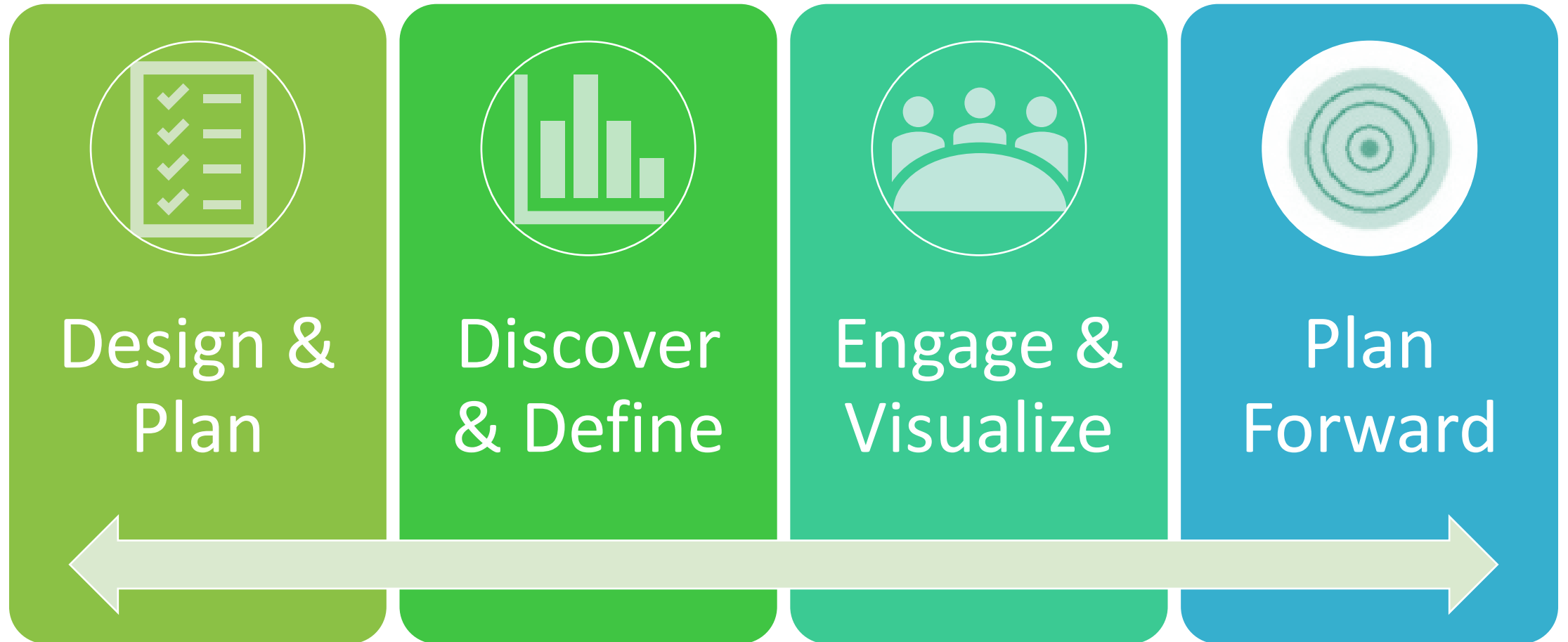
Project Approach

Key aspects of our general approach to the project are to:

- Take a **collaborative approach** with open communication, recognizing that stakeholders have critical insights and information that needs to be incorporated to achieve the desired outcomes.
- Engage in **inclusive consultation** built on mutual respect, trust and informed decisions.
- Bring a balance of creative and critical thinking.
- Use **multiple lines of inquiry**, meaning that findings from different sources can be triangulated to support both fulsome understanding and greater confidence in the findings.
- Provide analysis that will help to inform decision-making, facilitate learning and support improvement moving forward.



Project Phasing



Project Timelines

Research and Engagement Plan

Initiate community and stakeholder consultation (focus groups, survey, interviews)

Data collection

Steering Committee #1



Prepare Current State Analysis Report

Community pop-up event(s)

Steering Committee #2

Prepare inventory
Synthesis of data and analysis
Facilitate community workshop

Prepare 'What We Heard' Report
Key Findings and Directions Report

Steering Committee #3

Draft Master Plan

Host community Open House

Steering Committee #4

Finalize Master Plan



Research Plan

- Review of existing policies and background documents
- Data collection and analysis
 - Demographics
 - Facility inventory
 - Facility utilization
 - Program utilization
 - Rates and fees
- Review of best and promising practices

Engagement Plan - Objectives

- To provide public participation opportunities that raise awareness and provide opportunities to gather stakeholder and public input on current and future parks and recreation needs and gaps and ideas to address those needs.
- To facilitate meaningful public participation with targeted engagement techniques and communications materials.
- To validate and support the identification of current and future parks and recreation needs across the Township.





Key Stakeholders

Township Council
and Staff

Residents and
community
members

Indigenous
communities and
organizations

Local service
clubs

Local sport clubs

Arts and culture
groups

Engagement Methods

Method	Stakeholder Group
Survey	Residents
Focus Groups	Community clubs, organizations, networks, associations
Interviews	Municipal staff and Council, Indigenous communities/organizations, other identified key stakeholders
Pop-up Events	Residents/community
Workshops	All stakeholders and public

Methods/Stakeholder Groups	Promotion Strategy	Number of Activities	Anticipated Number of Participants	Expected Timing
Community and Stakeholder Engagement Round 1				
Telephone Survey for residents	• Direct phone call	1	200	June 20 – July 18
Online Community Survey for residents and stakeholders	<ul style="list-style-type: none"> • Township website • Partner news outlets (Blackburn News, others) • Social media • Email to stakeholders • Other - TBD 	1	50+	June 20 – July 18
Virtual Focus Groups for representatives of local clubs, community groups and organizations	• Direct email to stakeholders	3	20-30	June 20 & 21
Key Informant Interviews with Staff and Council	• Direct email	5	12	June 6 - 17
Pop-Up Events for residents and community	• Drop in at local events	2	30+	Summer *TBC
Virtual Visioning Workshop for Township Staff and Council, residents, local clubs, community organizations	<ul style="list-style-type: none"> • Township website • Partner news outlets (Blackburn News, others) • Social media • Email to stakeholders 	1	25+	July 12
Community and Stakeholder Engagement Round 2				
Community Open House for stakeholders and residents	<ul style="list-style-type: none"> • Township website • Partner news outlets (Blackburn News, others) • Social media • Email to stakeholders 	1	40+	October 18

Project Deliverables

1. Research and Engagement Plan
2. Current State and Gap Analysis Report
3. What We Heard – Consultation Report
4. Key Directions Report
5. Draft and Final Parks and Recreation Master Plan





Your Questions