



Citizen Panel Meeting 2

Tuesday, June 28, 2016

6:00 – 8:30pm

Brampton City Hall

West Tower, Boardroom WT2C

OVERVIEW

On June 28, 2016, the City of Brampton hosted the second of four Citizen Panel meetings as part of its Parks and Recreation Master Plan. Over the course of the Master Plan process, the Citizen Panel will be asked to provide feedback on needs and opportunities, the results of the engagement process, the draft vision, principles, goals and objectives, and the draft master plan. The Citizen Panel is composed principally of members that come from the existing City of Brampton Citizen Advisory Committees and have been selected based on their interest or background in parks and recreation. Ten Panel members participated in the meeting (see attached participant list).

At this second meeting, Citizen Panel members were provided with an overview of the engagement process to date and the project team's summaries and key messages from that process. Following these presentations, Citizen Panel members engaged in a facilitated discussion guided by a series of focus questions (see attached agenda for more detail).

This summary was written by Swerhun Facilitation, a third-party facilitation firm that is part of the consultant team led by Monteith Brown Planning Consultants (MBPC), and shared with participants in draft before being finalized. This report is not intended to provide a verbatim transcript of the meeting but instead provides a high level summary of the perspectives and advice provided by participants during the facilitated discussion.

SUMMARY OF ADVICE – FOR PARTICIPANT REVIEW

The perspectives and advice provided by Panel members have been grouped into the following five categories: 1. consistency of input; 2. surprises in the input; 3. additional priorities, opinions, and issues; 4. process and broader master plan advice; and, 5. questions of clarification.

Responses from the project team to questions of clarification are *in italics*.

If you have any suggested edits to this summary, please provide them to Ian Malczewski by Thursday, July 28th, 2016 at imalczewski@swerhun.com or by phone at (416) 572-4365.

1. Is the input from consultations generally consistent with your experiences and observations?

Citizen Panel members felt the summary of feedback was generally consistent with their experience. They offered further elaboration about some of the key themes, including:

- The theme referencing the importance of **multi-use, multi-generational, multi-seasons, multicultural, flexible facilities** really resonates. For example, some facilities lack places for people to sit and talk (such as Cassie Campbell). Another example shared was that it is important for facilities to be flexible since different recreational activities are “in fashion” at different times. Ensuring that there are culturally inclusive facilities and programs (such as women-only swimming) is also key.
- Several panel members felt that one of most important themes and biggest challenges will be **balancing neighbourhood with city-wide needs**. How the City integrates large facilities (like Gore Meadows or Cassie Campbell) with small, neighbourhood based facilities is essential. *Todd Brown of Monteith Brown agreed that there is a place for both and said the Master Plan will need to propose a blend that best serves Brampton.*
- **Un-structured, self-scheduled opportunities** is an important theme. Panel members encouraged the Master Plan team to carefully consider the concept of “prime time” since more and more people live outside traditional 9 – 5 lifestyles (including retired people).
- Several panel members felt the **pursuit of partnerships** was important, though they said it would be important to make sure that any partnership provides good value to the City and be “win-win.” Panel members shared concerns that partnerships can sometimes lead to raised user fees and lost revenue for the City.

2. Was there anything expressed through Phase 2 that surprised you?

Citizen Panel members shared feedback about what they found surprising in the input, including:

- **The high volume of respondents who speak English as a first language at home.** Given the diversity of population, some members felt that the high-volume of respondents who identified English as their first language indicated the survey may not have reached some audiences. *Todd Brown replied that it was possible that people who took the survey were more likely to speak English. He added that some of the other engagement tools may be more effective at reaching more diverse audiences.*

- **The finding indicating that, in the future, levels of participation in organized sports could be lower.** *Todd Brown said that there is still interest in organized sports, but there's less demand. Many people may still want to play sports, but many people are choosing drop-in sessions over organized sports or leagues.*
- **The lack of growth in the youth (10-19) demographic.** Some panel members felt the lack of growth in this demographic could mean that its needs might get missed or underserved (which would be worrisome since people tend to be physically active at those ages). Others felt this lack of growth signalled a need for the City to make sure it's attracting young families to Brampton.
- **Lower interest in sporting activities from youth aged 14 – 29.** Some panel members were surprised that there appears to be less interest in sporting activities from youth aged 14 – 19. They said it's important to combat the trend that some youth seem to be more interested in being spectators than participants.

3. Are there any additional priorities, opinions, issues, etc. that you think may have been missed?

Panel members shared thoughts on other potential priorities for the Parks and Recreation Master Plan, including:

- **Accessibility.** The key themes do not seem to highlight the importance of making facilities accessible to all. Accessibility should be a key priority for this plan.
- **Advertising and promotion.** Awareness of programs is sometimes a big issue. The Master Plan should help organizations and programs find a wider audience.
- **A broader city-building lens.** Some panels members felt it was important for the Master Plan to recognize the role urban design plays in health. Car-centric planning has led to increased obesity, so it is important to consider walkability and bike-ability as part of this Master Plan. Panel members suggested the project team consider other city-building lenses, too, including traffic, transit, and affordable housing.
- **Connections to other City-led plans.** Several felt it was important for this Master Plan to connect to other City plans, such as transportation plans. *John Spencer from the City of Brampton said the City has several layered master plans — including transportation, economic development, and this plan — all of which build on the City's Strategic Plan and Official Plan. City staff are working to align these initiatives. Todd Brown added that the Master Plan process has involved interviews with 31 staff from a range of departments, which has helped inform the project team's work about other initiatives.*
- **A need for shelters in parks.** People tend to want shelters and shaded areas in parks. It would be great if they could be provided by trees rather than built structures.
- **Upgrades of existing facilities.** Some of the current facilities in established areas are “tired” and could be upgraded, which might encourage more use of what is already built.
- **Balancing programs with financial viability.** The City's municipal-wide gym membership was cited as an example of a good value-for-money service. Some felt that, if a program has low registration, the City shouldn't offer it, while others felt that low

registration could be a sign of poor promotion (not low interest), so registration numbers alone shouldn't dictate whether a program is offered.

- **Community uses.** Many of the facilities are geared towards sports use. The plan could help encourage more multi-purpose uses (such as adding kitchen facilities to some centres so residents could host social events).
- **Health, wellness, and community sports.** Some panel members said there is a need for more facilities focusing on health, wellness, and community sports facilities in Brampton (especially below Mayfield Road). Some panel members suggested the City sell some of its current properties to finance the purchase of land at Mississauga Road and Sandalwood Parkway, which it could then redevelop with facilities focused on health, wellness, and community sports (such as an arena and a hospital). This location could be an ideal place for these facilities because there are plans to widen Mississauga Road to 4 lanes and because this part of Brampton is underserved by such facilities. The Waterloo Recreation Centre on Weber Road is an example the City could look at as a model for this facility. The new hospital would be well-situated to handle any emergencies from the nearby lacrosse and soccer fields as well as Cassie Campbell. The new recreation facility could house Brampton's Sports Hall of Fame, and it could also host some sports organizations (such as lacrosse) who aren't able to afford the increasing rent at the Powerade Centre.

4. Engagement Process and Broader Master Plan Advice

Panel members gave feedback about the engagement process and, more broadly, the Master Plan:

- It is important that the Master Plan is built on solid facts; it should not only be determined by what people say they want in engagement. *Todd Brown said that engagement is one of many inputs into the Master Plan (including demographics, trends, what has worked in other communities, and others).*
- With all the great work going into the Master Plan, the City should develop a communications plan when it's finished to get the word out about its great facilities and programs. The City provides temporary event spaces to groups in and around recreation centres, and these groups could be interested in learning about the plan's outcomes.

5. Questions of Clarification

Panel members asked for questions of clarification.

- Do the population projections take into account variances in population numbers? *Todd Brown responded the study team is trying to account for some variances in population (such as the fact that, in some cases, there are more people per household than are reflected in official stats). John Spencer added that, when the latest census data is available, it will be folded into the Master Plan.*
- Is there a significant cost increase in putting two arenas together (instead of having just one)? *Todd Brown said that it is cost-effective from an operational efficiency standpoint*

to group like-facilities together, however there are other considerations when grouping facilities (such as increased travel times for people who live far from grouped facilities).

- Will the Master Plan endorse the most economical plan? *Todd Brown replied that the plan will strive to strike a balance between being economical and responding to the community's needs. Part of the reason the study team undertakes public and stakeholder consultation is to ensure that the Master Plan is not just the result of a number-crunching exercise. John Spencer added that, staff often prioritize capital and operational efficiency; City Council is the ultimate decision-maker.*
- What are the statistics on usage? The presentation suggested that some facilities are crowded, but others have suggested the facilities are underused. *Todd Brown said the more detailed usage statistics will be shared in the next phase of work.*
- On the survey, where people indicated that the timing of programs is a barrier, does that mean there are not enough spots available during prime time(s) OR that people want programs to start earlier or later? *Todd Brown said it refers to both. Some user groups want more sports during prime hours, and others want a greater variety of times for the same program. The team is looking at both issues.*
- Outside of Brampton, what has the study team's experience been with partnerships? *Todd Brown said that there are good examples. For example, in nearby Vaughan as well as examples of YMCA partnership, have yielded good results for communities. Some of the less beneficial partnerships the team has seen in the past have involved partners neglecting facility maintenance in order to save on costs.*
- How was the turnout in the public consultation? Were needs expressed on a neighbourhood basis or a city-wide basis? *Todd Brown said the turnout was reasonable, though the team always likes to see more. 40 people attended the public meeting, and many of them spoke from a city-wide perspective. The City is considering undertaking more stakeholder and public feedback in the fall.*

NEXT STEPS

The meeting concluded with a brief overview of next steps in the process. Ian Malczewski committed to sharing a draft summary of the meeting in the coming weeks, and John Spencer said the City would be in touch about the timing for the next Citizen Panel meeting, likely in the fall.

Appendix A. Citizen Panel Meeting 2 Participant List

Accessibility Advisory Committee. Karyn Pelkie

Brampton Heritage Board Ken Wilde

Brampton School Traffic Safety Council Michael Lobraico

Brampton School Traffic Safety Council Patrick Doran

CaraBram Angela Johnson

Cycling Advisory Committee Kevin Montgomery

Environment Advisory Committee Laila Zarrabri Yan

Environment Advisory Committee David Laing

Sports Hall of Fame Ron Noonan

Sports Hall of Fame Mario Russo



LET'S **CONNECT**
PARKS AND
RECREATION
MASTER PLAN

PLAN. GROW. PLAY. TOGETHER

Citizen Panel Meeting #2

AGENDA

June 28, 2016

6:00 pm to 8:00 pm

City Hall West Tower, Boardroom WT-2C

Purpose:

To provide an update of the PRMP process thus far along with an overview of the Phase 2 Discussion Paper

6:00pm

Welcome, Introductions & Agenda Review

6:10pm

PRMP Update and Phase 2 Discussion Paper Presentation

6:40pm

General Discussions & Focus Questions

1. Is the input from consultations generally in line with your experiences and observations?
2. Are there any additional priorities, opinions, issues, etc. that you think may have been missed?
3. Was there anything expressed through the consultations that surprised you?
4. Given the summary of feedback, do you agree with the key messages we've identified?

7:50pm

Next Steps

8:00pm

Adjourn