

LET'S **CONNECT**

**PARKS AND
RECREATION
MASTER PLAN**

Parks and Recreation Master Plan Citizen Panel Meeting

Phase 2 Discussion Paper Presentation

June 28, 2016



Project Status

January	Project Initiation	Steering Committee Meeting #1
February	Status Report to Council	
March	Engagement & Communication Plans Discussion Guide/Brochure	PRMP Advertising/Awareness efforts Citizen Panel Meeting #1
April	Launch Event Web Portal	Public & Stakeholder Surveys Interviews with Council & Senior Staff
May	Public Meeting Stakeholder Workshops Pop Up Events	Staff Roundtables Discussion Paper #1 Steering Committee Meeting #2
June	Discussion Paper #2 Steering Committee Meeting #3	Citizen Panel Meeting #2

Phase 1 Discussion Paper

- Initial Background Report to inform the PRMP process
- Describes the planning context
- Makes No Recommendations

Phase 2 Discussion Paper

- Articulates findings from PRMP consultations
- Makes No Recommendations

PRMP Discussion Papers

The PRMP will be informed by Discussion Papers prepared at critical points during the planning process:

1. Background Information (May 10, 2016)
2. Community Engagement (June 14, 2016)
3. Interim/Needs Assessment (estimated 2016 Q3)
4. Financial Analysis (estimated 2016 Q4)

Discussion Papers will contain information that is subject to change following their presentation and review.

Discussion Papers are not intended to require Council approval

Key themes or analyses may be summarized and brought forward into the final PRMP document

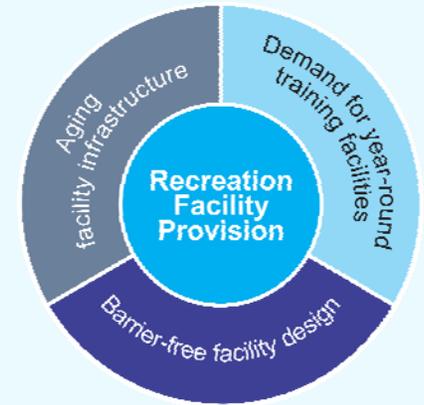
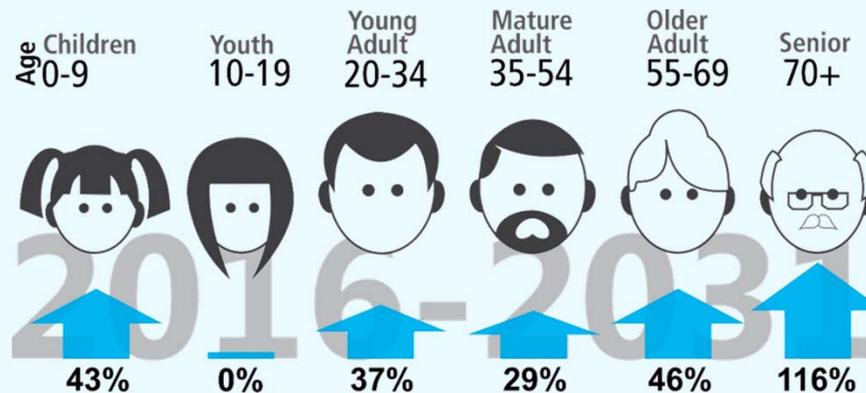
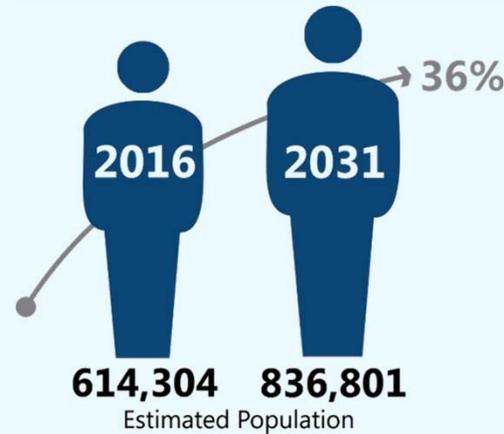
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Highlights from Discussion Paper #1

Many trends relating to population, diversity, program and facility provision, etc.

1,400+ hectares of Parks, Environmental Parks, Conservation lands, and leased recreational lands

Hundreds of facilities spanning sports fields, community centres, arenas, aquatic facilities, playgrounds, etc.



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Overview of Phase 2 Consultations

Citizen Panel – first meeting held in March

Launch Event – held in April with Mayor, Councillors and Community Leaders

Public Meeting – 40 in attendance

Online Survey – 1,122 responses

Stakeholder Survey – 35 responses

Stakeholder Workshops – 77 participants representing 25+ organizations

City Staff Roundtables – 150 staff participants

Council & Senior Management Interviews – 31 interviews

Written Submissions – 11 received through PRMP@Brampton.ca

Pop Up Booths – Held at Bramalea Centre, Shoppers World, South Fletcher's SportsPlex, Gore Meadow's Library, and Garden Square



Principles Guiding Community Engagement

1. Openness and Inclusivity
2. Transparency
3. Informative and Clear
4. Timeliness
5. Flexibility
6. Coordination
7. Evaluation

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Project Branding & Awareness

Communications and Engagement Plans

PRMP Logo and Graphical Interface

Web Portal – www.Brampton.ca/PRMP and PRMP@Brampton.ca

Brochure / Discussion Guide

Stakeholder Register and Email Distribution Lists

Considerable outreach to stakeholder groups and general public through advertisements, social media, phone calls, e-blasts, etc.



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Citizen Panel Meeting #1

Value the quality and range of programs and facilities

Challenge of keeping pace with population growth and diversification

Facilities, both large and small, serving City-wide and neighbourhood needs are important

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Launch Event & Public Meeting

Quality, number and access to facilities identified as one of the best things in Brampton but also areas to improve

Suggested improvements related to greater variety of program times, priority times for youth, and sufficient programming for seniors

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Public Survey

Popular Parks and Recreation Activities During the past 12 months

n=1,122



Top Priorities for Additional Public Spending

n=994



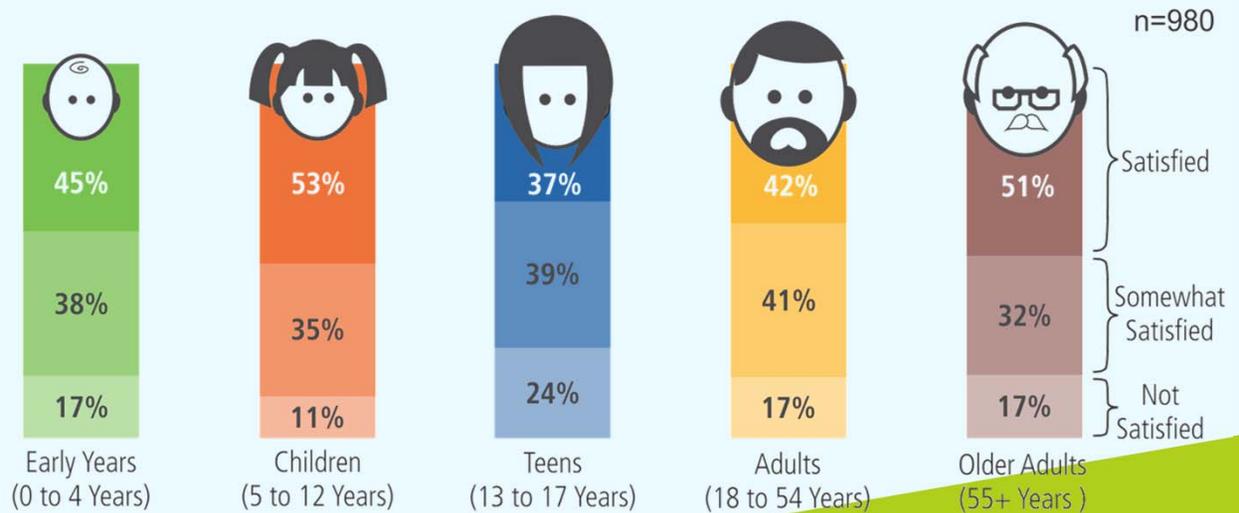
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Public Survey

Barriers to Participation in Parks and Recreation Activities



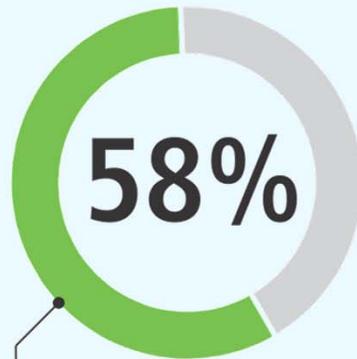
Satisfaction with Parks and Recreation Opportunities by Age Group



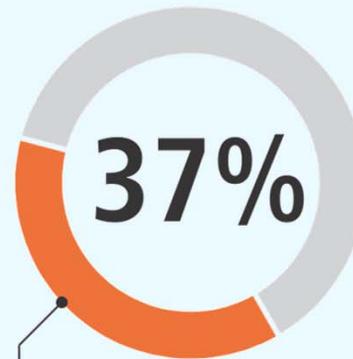
Public Survey

Facility & Park Development Preferences

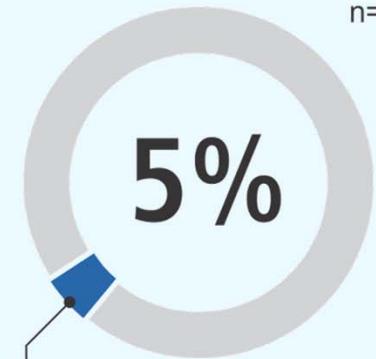
n=885



of respondents prefer that the City provide fewer, but larger community/recreation facilities offering a wider range of activities.

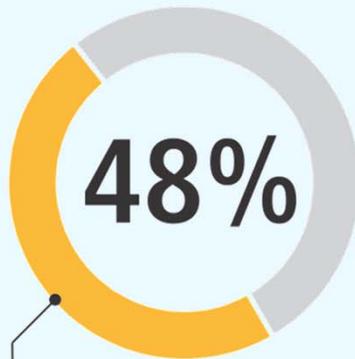


of respondents prefer that the City provide more, but smaller community/recreation facilities offering a narrow range of activities.

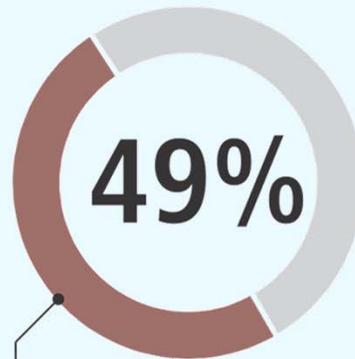


of respondents prefer neither options.

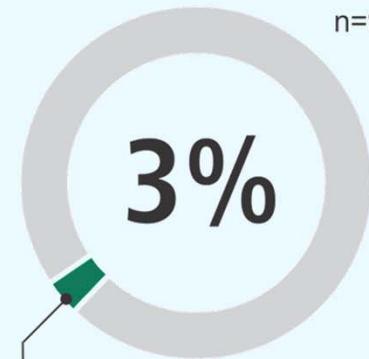
n=901



of respondents prefer the City provide fewer, but larger outdoor parks that offer a wide range of activities.



of respondents prefer more, but smaller outdoor parks that offer a narrow range of activities.



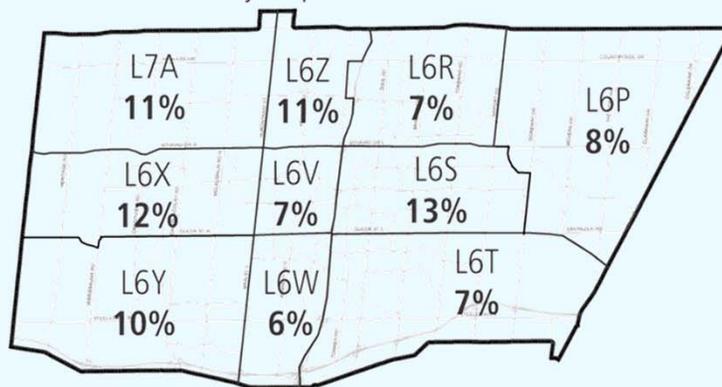
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Public Survey

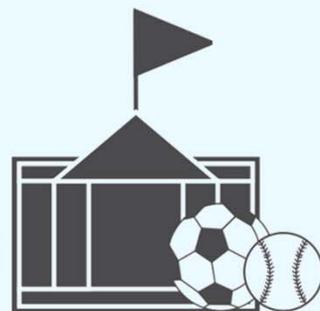
Selected Characteristics of Respondents

Distribution of survey respondents

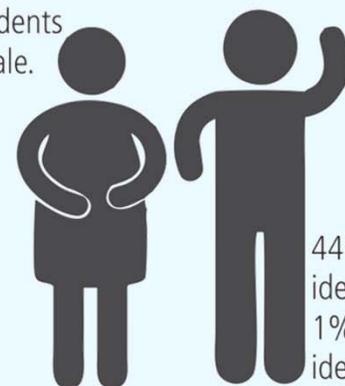


81% of responding households speak English the most at home. Other common languages were Punjabi (5%), Gujarati (2%), Hindi (2%), and Spanish (2%).

49% of respondents are members of a group or league that regularly permits or relies on City parks and recreation facilities.



55% of respondents identify as female.



44% of respondents identify as male.
 1% of respondents identify as other.

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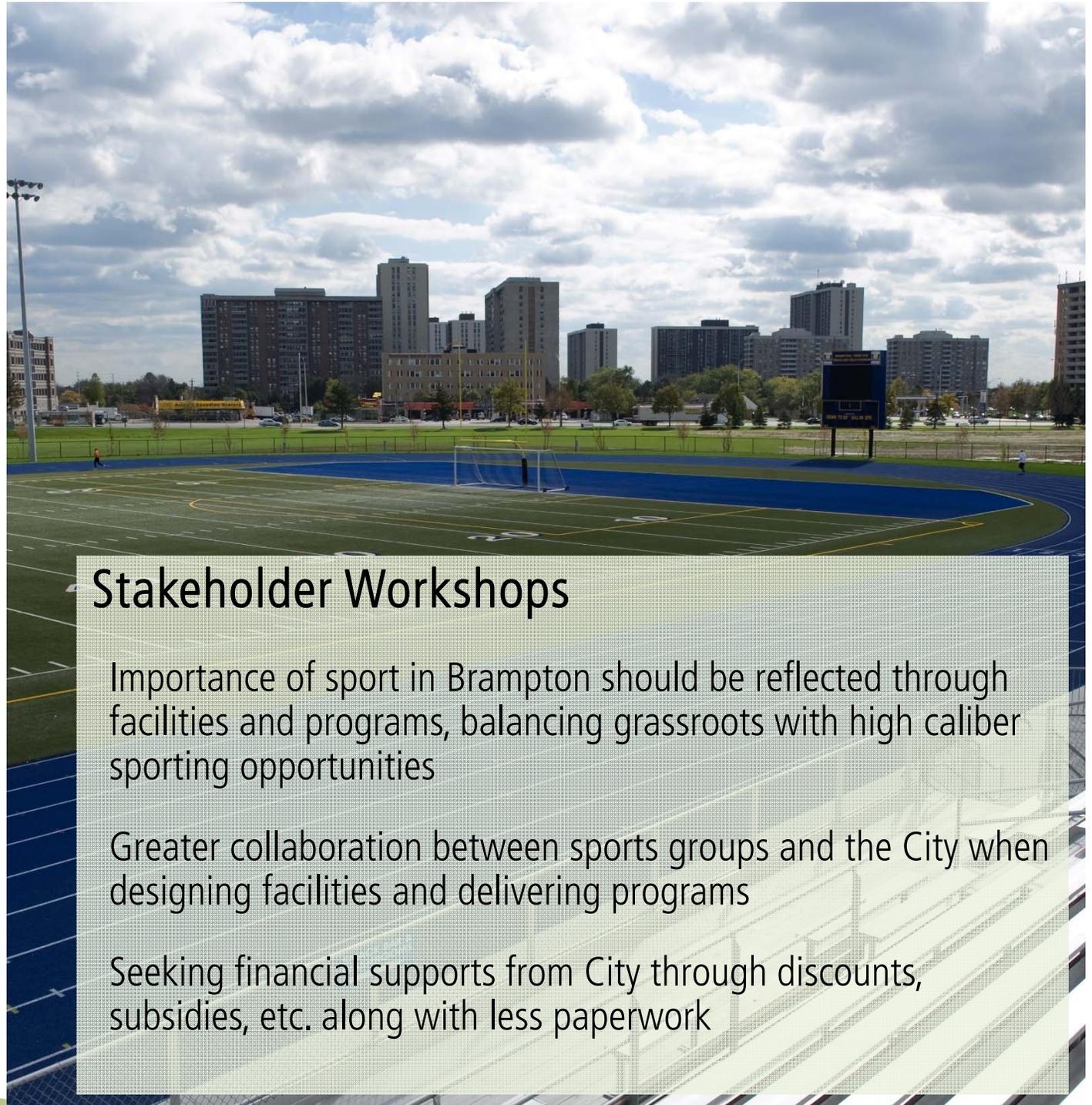


Stakeholder Group Survey

A number of sport groups reported that lack of facilities or prime time availability is constraining their ability to grow

Certain groups and individuals are using facilities outside of Brampton due to more favourable pricing or times

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Stakeholder Workshops

Importance of sport in Brampton should be reflected through facilities and programs, balancing grassroots with high caliber sporting opportunities

Greater collaboration between sports groups and the City when designing facilities and delivering programs

Seeking financial supports from City through discounts, subsidies, etc. along with less paperwork

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City Staff Roundtables

Position parks and facilities as community hubs that are dynamic, multi-use, comfortable, accessible and safe

Continuing to focus on quality assurance through programs

Leveraging partnerships to address program gap areas

Appreciation of training and professional development opportunities

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Council & Senior Staff Interviews

Neighbourhood versus City-wide facilities

Response to population growth, diversity and evolving trends/preferences

Inclusion, Accessibility, Affordability

Aging population

Revitalizing parks and facilities in established areas

Elevating profile of sport

Fiscal responsibility and operational sustainability

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Common Consultation Themes

Ongoing Commitment to Inclusivity

Multi-Use, Multi-Generational, Multi-Seasonal,
Multicultural, Flexible Facilities

Balancing Neighbourhood with City-wide Needs

Unstructured, Self-Scheduled Opportunities

Comfortable, Safe and Welcoming Atmosphere

Pursuit of Partnerships



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Next Steps

June	Review City's Comments on Discussion Paper #1 (received June 7 th)
July / August	Preliminary Needs Assessments
August	Discussion Paper #3
September	Report Preliminary Findings to Stakeholders
November	Draft Master Plan
January '17	Public Meetings (<i>tentative</i>)
February	Final PRMP (<i>tentative</i>)

Project Portal

Project Website: www.brampton.ca/PRMP

Project Email: PRMP@brampton.ca

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Discussion Period



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mbpc
Monteith • Brown
planning consultants

 **Swerhun**
ENGINEERS ARCHITECTS

tra.
TUCKER REID & ASSOCIATES