



Stakeholder Workshops Summary

May 10 & 11, 2016

1:30 – 3:30pm & 6:30 – 9:00pm

Chris Gibson Recreation Centre & Chinguacousy Curling Club

OVERVIEW

On May 10 & 11, 2016, the City of Brampton hosted a series of four stakeholder workshops with various interested organizations as part of the development of a Parks and Recreation Master Plan for the City of Brampton (PRMP). In total 77 people participated, representing approximately 20 organizations, including various sports clubs, recreation clubs, seniors' groups, and others. The purpose of these workshops was to seek feedback to help identify gaps, opportunities and priorities with regard to parks, recreation and sport facilities and programs in the City of Brampton. Feedback from this meeting, along with feedback collected through other consultation activities (e.g. surveys, public meeting, and citizen panel meetings) will be used to help inform the development of the PRMP. The draft PRMP recommendations will be tested through a second round of consultation activities in late 2016 / early 2017.

All four workshops started with a presentation outlining the purpose of the Master Plan and the process through which it will be developed. The presentation also featured highlights of six future challenges and opportunities that will be considered in the development of the Master Plan. The workshops then turned to a discussion where participants were asked to provide their views on four focus questions: (1) the current state of Brampton's parks and recreation facilities, programs and services; (2) the most significant trends or factors that are (or should be) shaping the provision of facilities, programs and services; (3) ideas on how Brampton can work with organizations to improve facilities, programs and services; and, (4) the main priorities that Brampton should address in providing for facilities, programs and services.

This summary of participant feedback was written by Swerhun Facilitation, a third-party facilitation firm that is part of the consultant team led by Monteith Brown Planning Consultants (MBPC). **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.** A draft of this summary was shared with participants for review before it was finalized..

KEY THEMES

The key themes below reflect feedback raised by multiple participants, either at one or more of the four workshops. A more detailed summary of feedback is included in the following section.

- **Sport is important to Brampton and its programs and facilities need to meet a high standard** - Many participants felt that Brampton's parks and recreation facilities need to be high-quality and follow international specifications. These facilities should balance the needs of recreational sport, competitive sport, and elite sport.
- **Diversity and multi-use should be priorities** - It's important for Brampton's parks and recreation facilities to make space for many different sports. Some talked about specific sport facility needs (e.g. field hockey turf, racquet courts, cricket pitches). Others said the City could explore developing large, multi-purpose facilities that house many sports.
- **Brampton's growth and cultural / socio-economic diversity should be important considerations in development the Master Plan** - Many participants identified Brampton's changing demographics and diverse cultures as being important trends to consider when identifying priorities.
- **The City and sports / recreation organizations should collaborate** - Many felt that increased collaboration between the City and sports organizations would result in better facilities and programs for Brampton residents. The City could/should consult more with sports organizations when designing sites and facilities, and could also work to make sure its programs *complement*, rather than compete with similar or identical offerings provided by the sports groups themselves. Several participants said the City could support to organizations by helping them promote and advertise their programs.
- **Funding and costs are key issues** - Most sports organizations are largely volunteer run and face funding challenges. The City could provide great support to sports organizations by providing permit discounts or minimizing the amount of paperwork organizations have to submit.

DETAILED SUMMARY OF FEEDBACK

Participant feedback has been organized first by workshop and then by the following 4 categories: (1) current state; (2) trends / factors; (3) collaboration ideas; and (4) main priorities. Responses from the project team to questions of clarification are denoted by *italics*.

Stakeholder Workshop 1 – May 10 (Afternoon)

1. *What is the current state of parks and recreation facilities, programs, and services?*

Facility Quality

- Participants identified specific facilities they feel are working well and need improvements. Some participants said that track and field is working well at

Chinguacousy Park. Others said that Gore Meadows Community Centre has good access, Cassie Campbell Park has great exposure, and both could use a second gym.

- Some participants said Brampton's facilities are tired and its sports infrastructure is behind the times. Participants also said there needs to be an increased emphasis on renewal of aging facilities.

Number and Types of Facilities

- Several participants felt that existing facilities are well utilized and there is a need for more facilities across the City to accommodate Brampton's expanding population. Some participants said Brampton needs additional facilities and programs for seniors. One participant said there is a real need for additional facilities in the northeast part of Brampton because of the population growth in the area.
- Some participants said that many schools are lacking play spaces and suggested the City work with schools to promote the use of nearby / attached parks and recreation centres. Judith Nyman Secondary School and Terry Miller Recreation Centre were provided as examples.
- One participant said that in the last 10 years half of Brampton's racquet courts (squash, tennis, and pickleball) have closed.

Multi-use Facilities and Parks

- Several participants said that many existing facilities and parks are exclusive to one or two types of sports / activities and that Brampton could benefit from providing facilities and parks that can accommodate a variety of sports, recreational programs and community groups.

Parks and Open Spaces

- Participants said that parks in Brampton need more amenities, including shade structures, benches, and colourful spaces for children and equipment for adults. Several participants agreed there is a need for equipment and programming for adults so entire families can be active at parks, not just children. Participants suggested looking at how other municipalities are providing equipment and programming for adults.

Accessibility

- Participants said that different facilities have different levels of accessibility and felt it would be beneficial to standardize accessibility across all facilities. Participants suggested some specific physical amenities that could be made more accessible, including showers, benches, gyms, washrooms, and rink surfaces.

Information and Services

- One participant said they would like to see information on community resources for mental health, especially for youth, at community recreation facilities. Another participant felt that summer students could use more customer service training.

2. What are the most significant trends / factors affecting parks and recreation facilities, programs and services?

Population Growth and Socio-Economic Diversity

- Participants felt that facilities and programs being provided should have more regard for Brampton's demographics. Participants also said that facilities should be designed to be nimble / flexible to accommodate a variety of uses and respond to changes in age and culture. Some participants suggested making new and existing facilities multi-purpose to accommodate a wide variety of community needs; one participant suggested following the community hubs model.

Healthy Living

- Participants said that facility design should promote and provide opportunities for physical activity and overall healthy living for all age groups, especially youth and seniors. One participant felt that current health trends, e.g. diabetes and heart disease should be considered when designing facilities.

Different Levels of Competition

- Some participants felt that different levels of competition (play, recreation, elite sports) should be taken into account when designing and locating facilities.

Accessibility

- Participants said that facilities and services will need to meet the requirements of the Accessibility for Ontarians with Disabilities Act (AODA), including universal design and diversity and inclusion training for staff.

Environmental Sustainability

- Participants said that new and existing facilities should be designed to be more environmentally sustainable.

3. How can we better collaborate to improve parks and recreation facilities, programs and services?

City Departments

- Participants said the Parks and Facility Planning and Recreation and Culture Departments should coordinate with other City departments to ensure city resources are used efficiently and avoid duplication of services.

Community Services and Facility Providers

- Participants suggested working with external service providers such as the YMCA in Peel Region to expand the services and programs offered in Brampton. Participants also suggested partnering with organizations that have existing facilities, e.g. schools, places of worship, to provide additional spaces and programming.

Ongoing Consultation

- Participants felt that consultation should happen on a regular basis and should involve as many people as possible that use parks and recreation facilities. Participants also

said that the City should use a variety of methods to consult the public. Some participants said that surveys should be provided at different parks and recreation facilities and by mail because not all people have access to online surveys. Others said that consultation should include in person events at parks, schools, community centres and places of worship. Some participants suggested connecting with schools to distribute surveys.

Funding

- Some participants said the City should explore public-private partnerships as a way to generate funds for services and facilities. One participant suggested the City revisit their rental fees for facilities, noting that it is less expensive to rent from the school board and that the City may lose revenues because of this.

4. *Over the next fifteen years, what are the main priorities that Brampton should address in providing for parks, recreation and sport?*

Develop a Clear Vision

- Participants said the City should develop a clear vision to help guide the development of this 20-year Master Plan.

Promoting Use and Access

- Participants suggested building facilities that are adaptive to many different uses to promote increased usage. Other participants suggested using more domes during the winter to increase access to different sports and activities. Participants also said that the requirements for the different levels of sports should be considered when allocating planning facilities and programming because different levels of sport require different amounts of time for practice and games.
- One participant said that for para sport the key factor in promoting use is providing accessible facilities. Participants also said that barriers to getting to and from facilities needs to be considered when thinking about increasing access.

Youth

- Several participants said they want to see parks and recreation facilities and programs used to engage youth and provide them with opportunities to volunteer their time, find employment and co-coach / co-train with professionals.

Seniors

- Participants discussed Brampton's growing seniors population and identified a need to provide space and programming for seniors throughout the entire year, especially during the winter months.

Level of Service

- Participants suggested providing frontline workers with additional training to empower them to make sound customer service decisions.

Stakeholder Workshop 2 – May 10 (Evening)

1. *What is the current state of parks and recreation facilities, programs and services?*

Facility Access and Availability

- Participants said that facilities are overcrowded and that there is demand for additional facilities and programming. Some participants said there is need for additional seating and covered areas in parks. Some participants also suggested putting up more domes during the winter to accommodate demand. One participant felt that some sports may be declining because of lack of available space and suggested that an increase in available space might also increase interest in these sports / activities. One participant said the use of facilities and permits needs stronger enforcement.

Types of Facilities

- Participants discussed different activities and sports and identified specific improvements they feel are needed. Some discussed track and field and said there is a need for a large high-quality facility, similar to the one at York University, to attract athletes and spectators. Others said there is significant demand for cricket in Brampton (over 150 teams) and a need for cricket pitches that are properly maintained (e.g. proper grass height and lighting) and can accommodate a large number of spectators. Participants said interest in baseball is growing rapidly and there is a need for additional baseball diamonds across the City. One participant said that each additional baseball diamond could accommodate four additional teams. Another suggested increasing the number of courts for racquet sports to increase interest and participation. Some said Brampton would be a great place to have a cricket facility with lights to allow for play at night.
- Several participants felt that Brampton would benefit from additional multi-use facilities that can accommodate a wide variety of sport and recreational uses. The Cassie Campbell Community Centre was identified as an excellent example.

Parks and Open Spaces

- Participants said that plans for new communities must include adequate park space that is built in conjunction with residential use, not afterwards. Participants also said that both existing and new communities should have local neighbourhood parks that residents, especially children, can access without the use of a car. One participant said two communities in the Steeles and Chinguacousy area do not have any community parks.

2. *What are the most significant trends / factors affecting parks and recreation facilities, programs and services?*

Socio-Economic Diversity and Population Growth

- Several participants discussed Brampton's cultural diversity and said there are a need and an opportunity to provide a variety of culturally diverse sports and recreational activities.

- Participants felt that population growth would be a significant factor and would mean that additional parks and recreation facilities will be needed, especially in the west and northeast parts of Brampton.
- Participants suggested increasing family-oriented activities and programs to allow children and parents to participate at the same facility and the same time. Providing swimming and skating lessons for both adults and children was suggested as an example. Other participants said that interest in individual sports (e.g. tennis) is growing and there will be a need for facilities to accommodate these types of sports.

Emerging and Re-Emerging Activities

- Participants identified different sports, activities and hobbies they feel are becoming more popular and will be a significant factor affecting parks and recreation facilities, programs and services (e.g. radio controlled flying, tennis and other racquet sports, track and field, cycling, cricket and baseball). Some participants suggested establishing clubs for emerging hobbies because they can help to establish responsibility with participants.

Funding

- Several participants said that cost can be a barrier to different programs / activities and that many groups require funding. Participants also suggested the City consult with individual sports groups to better understand their financial needs. Participants suggested reducing advertising fees to help organizations promote their programs.

3. How can we better collaborate to improve parks and recreation facilities, programs and services?

Ongoing Consultation

- Several participants said they appreciated this consultation process and suggested having meetings on a regular basis to provide opportunities for feedback on facilities and programming. One participant suggested having an annual survey to get feedback, another participant suggested having 2-year reviews with organizations to assess how the Master Plan is being implemented.
- Participants suggested increasing awareness of consultation activities by promoting them at parks and recreation facilities and emailing organizations that use facilities.

Youth

- Participants said there is a need to connect with Brampton's youth to get them more involved in sports and recreational programs. Participants suggested working with youth to help make facilities and programs more attractive to them. Participants also suggested providing youth with opportunities for mentoring, training, volunteering, and employment.

Promoting Healthy Living

- Some participants said that the City should work with local health and social services to promote and emphasize the physical and mental health benefits associated with sports and recreational activities.

Partnership Events

- Some participants suggested the City work with local sports and recreation organizations to help coordinate and promote different partnership events (e.g. radio controlled flying days / rallies, tennis tournaments, etc.)

Education

- Some participants suggested using facilities to run sessions to educate people on the different facilities and programs offered in Brampton. Participants said these sessions could help get more people interested and active in sports and recreational activities.

4. Over the next fifteen years, what are the main priorities that Brampton should address in providing for parks, recreation and sport?

Facilities

- Participants said a key priority Brampton should address is providing high quality / premier facilities. Some said there is a need to balance providing large premier facilities with providing smaller local facilities that can be accessed by all residents, regardless of age, income and access to a car
- Other participants said there is a need for a large multi-sports complex for major track and field events. Some participants suggested providing additional indoor space for sports and recreation activities during the winter months (e.g. additional indoor facilities and domes).

Monitoring Demand and Usage

- Participants said that the City of Brampton should continually monitor trends in sports and recreation to understand and meet demand.

Space for All Ages

- Participants said that providing safe and accessible space for all ages, including seniors and children should be a main priority.

Facility Maintenance

- Participants said the City should continue to explore opportunities to fund the maintenance of facilities to keep them in good repair. Some participants said they are worried that some facilities (e.g. Howden Recreation Centre) may need to be closed due to poor maintenance.

5. Additional Feedback

Continuing Communication

- One participant said that organizations get notice of listings updates in the City's calendar only a few days in advance and asked if they could be given two to three weeks to allow them adequate time to provide an update. Another participant said they would like to know more about what the City does with the membership data they provide to the City and if there are ways to share this information more broadly. One

participant said that their organization has been trying to connect with the Mayor and said any help the City could provide with this would be appreciated.

Stakeholder Workshop 3 – May 11 (Afternoon)

1. *What is the current state of parks and recreation facilities, programs and services?*

Facility Quality

- Participants felt that facility maintenance and supports could be improved and talked about things like field quality (e.g. grass cutting, holes, mud), adding outdoor change rooms (e.g. for cricket grounds), and adding separate entrances to some facilities (e.g. separate entrances for curling and tennis at Chinguacousy).
- Several participants talked about field and court standards / specifications. Participants generally agreed that the standards / specifications should be informed by the sport(s) being played at the facility and the age / level of competition that will use the facility. They suggested that user groups and sport experts should be *involved* in helping to set standards / specifications and that as a starting point, the City should look to International standards (e.g. cricket pitches should always be oriented north-south).
- Several participants felt that older facilities needed to be updated to be more multi-sport rather than dedicated to a specific sport / use. One participant talked about upgrading older facilities to make them suitable for year-round activity (e.g. using bubbles over soccer pitches and / or creating indoor training space).

Programs

- Several participants suggested that the facility booking process could be improved. Specific suggestions included moving the booking process online, improving booking communications (e.g. not having all communications go through general mailbox), and staff training / retention to help forge ongoing relationships to assist with booking.
- Participants also talked about the cost of programs. Some felt that there is a good variety of affordable programs for seniors. Others felt that the cost of non-senior and youth programs is becoming prohibitive and should be improved. Still others said that specific types of facilities are well priced, including arenas and outdoor grass fields.

Other Suggested Areas to Improve

- One participant felt that access to parks needed to be improved through improvements to / additions of crosswalks, signage, and lighting.
- A few participants felt that the City should take a leadership role around the issue of dogs-off-leash in parks, particularly parks with natural heritage / systems elements. These participants also stressed the importance of understanding how parks and open space interface with the broader trails network.

2. What are the most significant trends / factors affecting parks and recreation facilities, programs and services?

Population Growth and Socio-Economic Diversity

- Several participants felt that population growth would be a significant factor and would mean that additional parks and recreation facilities will be needed. One participant focused in on parks specifically and noted that population growth is expected to happen through intensification, making parks and open space all the more important.
- A few participants felt that Brampton's socio-economic diversity was an important factor since the city has an aging population who is staying active later into life. They felt there was a need for more adult and senior programming. Others felt that this was an opportunity to promote preventative health through recreation activities.
- Participants also talked about Brampton's cultural diversity and felt that there were opportunities to introduce new sports to new Canadians and vice versa.

Funding

- One participant felt that it would be important to strike a balance between funding for new facilities and repairing / maintaining existing facilities.

Renewal + Upgrades

- Several participants talked about facility renewal and upgrades as a significant factor. They talked about upgrading facilities to be more flexible so that they can adapt to changing recreational needs. They also talked about upgrading facilities to match or exceed the standards in adjacent municipalities (or even provincially / nationally) so that Brampton could compete for athletes, tournament hosting and national / international level training.

Partnerships

- Participants felt that partnerships were in an important factor affecting parks, sport and recreation and suggested that the city collaborate to promote events and focus on working with the school boards and post-secondary education institutions to help promote recreation.

3. How can we better collaborate to improve parks and recreation facilities, programs and services?

Facility Design

- Several participants talked about engaging user groups in the design of facilities. They suggested that the City involve user groups at all stages of the planning / design process and develop a standardized template for user groups to submit their requirements.
- Participants also talked about collaborating with user groups to help identify parks and facilities that are in need of rehabilitation, solicit potential cost-sharing ideas, and coordinate conversations between user groups to talk about resourcing and rationalizing facility space.

Programs

- Several participants talked collaboration to improve program delivery, including better integration between groups (e.g. management agreements) and facilities (e.g. City and YMCA or schools). They talked about collaborating with schools in particular to help raise awareness of all the programs the City offers, bringing programs into schools to introduce students to sport, and increasing registration for City programs.

4. Over the next fifteen years, what are the main priorities that Brampton should address in providing for parks, recreation and sport?

Usage

- Participants discussed maximizing the usage of facilities over the next 15 years. Several felt that there were many cases today where facilities were booked and not being used. They felt that the City could work to help raise awareness of when facilities are available (i.e. booked but not in use) and that aiming towards full usage would help get more people involved in sport and recreation.

Greenspace

- A few participants felt that the City should emphasize protecting green space, particularly as the population increases and land use intensifies, leading people having less green space in their own backyards.

Access

- A few participants felt that the City should focus on access to facilities, ensuring that they are well connected to the transportation network and have ample parking capacity for peak usage periods.

Working with others

- Several participants felt that the City should focus on working with others in the delivery of parks, sport and recreation over the next 15 years. Participants talked about connecting schools and sport / recreation groups to help bring sport instruction and training in to schools. They also talked about working to raise awareness of sport and recreation opportunities offered through umbrella organizations like the Brampton Sport Alliance and through the City. Lastly, they talked about raising the profile of sports and recreation through recognizing and awarding junior sports.

Funding

- Participants talked about focusing on full life cycle costs when considering funding over the next 15 years, including both capital and operating costs, to ensure that the City can fund recreation activities over the long term.
- Participants also talked about seeking out corporate sponsorships / selling naming rights to facilities as a means of raising funds.

5. Additional Feedback

Sports Hub

- Participants talked about the potential of creating a multi-purpose sports complex that could feature elite / international level facilities, a range of recreation facilities, and entertainment uses like restaurants and shops. Some participants felt that the area around the PowerAde Centre could be a site for such a sports hub because of the amount of land around it and its proximity to Highways 407 and 410, but others felt that the site was too constrained from a transportation perspective.

Communication

- When a program is cancelled or re-scheduled, the only way for people to find out is to visit the City's website, which is difficult to navigate (especially on mobile devices). The City could develop a mobile app or "push platform" (like SMS or a Google calendar) that would notify people when programs that they care about are cancelled or re-scheduled.

Process

- One participant felt that parks and facilities planning should rely on data and analysis with Council then setting the budget that would allow for the implementation of the plan.

Stakeholder Workshop 4 – May 11 Evening

1. *What is the current state of parks and recreation facilities, programs and services?*

Brampton has a culture of sport

- Several participants said that Brampton has a fantastic sporting culture and produces more top-grade athletes than any city of its size in Canada. The City's parks facilities, programs, and services are key contributors to this culture.

Facility Diversity, Quality, and Access

- Participants felt that Brampton needs more diverse sport facilities, including: a dome (that could help people play soccer in the winter), more turf fields for soccer, a new recreation centre (especially in Ward 3), outdoor racquetball courts, and more cricket pitches. Some participants felt Brampton parks should have more clubhouses— Chinguacousy Park, for example, lacks a clubhouse for tennis groups, and tennis groups often aren't allowed into the Curling Club building because it's booked for other events. The City could consider developing a facility for multiple racquet sports (like racquetball and badminton) so that these groups could share space and save costs.
- Several participants said they were frustrated that many schools seemed to allow their facilities to fall into disuse—especially soccer and baseball fields. Since some of residents' taxes go to the school board, these facilities should be well-maintained and more accessible for public use. It can also be difficult to get a permit to use school facilities.

Programs and Service Delivery

- Some participants felt that some City staff could benefit from more training or sport-specific experience. Sometimes, staff responsible for administering a sport doesn't have a thorough understanding of the sport, which can impact the quality of service residents get from the City. At other times, staff responding at 311 don't seem to know the location of the City's sports fields. Participants felt it's important for staff to be well-trained about sports to provide great service to Brampton residents.

Funding and Costs

- Sports clubs and associations face some big challenges in terms of funding and increasing costs. One tennis group said that a 61% jump in price of hydro has had a big impact on their club, and without a huge volunteer base, the club would be in a deficit.
- Several participants also said that their organizations are forced to host events in other cities' facilities (like the Hershey Centre) since Brampton's own facilities (like the PowerAde Centre) are too expensive.

2. What are the most significant trends / factors affecting parks and recreation facilities, programs and services?

Changing Lifestyles

- One person felt that Brampton's older facilities were conceived and built in a different era—when facilities were smaller, scattered across the City, and people could walk to them. As a result, many facilities don't offer very diverse sports. Since Brampton has become more of a bedroom community, where most people have cars, new facilities might need to be larger, multi-purpose facilities that people can drive to.

Changing Demographics

- Brampton's population has grown and its cultural composition has changed a lot. Participants felt that the Parks and Facilities Master Plan should be based on the needs of the different cultures that make up the City.

Making Use of Existing Space

- Participants said that Brampton doesn't have much un-developed country space left—all the woodlands and farms have been re-developed—so it will be key for the master plan to figure how to make best use of existing spaces. One person felt that the Hoop Dome in Toronto was a good example: it re-purposes a hangar as a multi-court basketball facility.

Big, Multi-Purpose Facilities

- Many communities have started developing big, multi-purpose facilities (like the Kinsmen Sports Centre in Edmonton). These kinds of facilities have big parking lots, host many different sports, and have places for people to shop. They have become magnets for people and could be a model for Brampton to follow.

Climate Change

- Some participants said that climate change could affect the kinds of facilities the City should be developing. The City could prioritize more indoor facilities—especially for skating—since outdoor facilities might not be as useful if winters are milder. One person suggested the northeast part of the City would be a good place to start adding new indoor skating facilities. *John Spencer, City of Brampton, said the popularity of the outdoor skating track at Gage Park has led to more demand for similar outdoor facilities.*

3. How can we better collaborate to improve parks and recreation facilities, programs and services?

Funding

- Funding was a big issue for many participants. They suggested the City could help address funding challenges sports clubs and associations face by providing discounts for youth (especially if it's to provide programming and facilities that aren't being used) and helping with or reducing the amount of paperwork necessary to deliver programs. Many clubs and associations run with minimal staff and volunteers who have fulltime jobs, and they're frustrated when City paperwork requirements (such as requirements to submit insurance) stretch their limited resources.

Programs

- Some participants felt they were in competition with the City to deliver programs (which they described as an unfair competition, since small organizations cannot match the City's resources). They felt the City might compete with clubs since its programs are a source of revenue. Others felt that the City and clubs provided different programs and that they were complementary rather than competitive: a person might register for a general skating program with the City, for example, but then register with a club for a more advanced, specialized program. Participants said it was important for the City to minimize duplication between club and City programs—clubs could provide coaches to assist with City-run programs, for example. Through more collaboration, the facilities would be better used, clubs would get more members, and participants would get high-quality coaching.

Facilities and Facility Quality

- Participants felt it's important for the City to involve sports groups in site design for future parks and facilities. One person gave the example of how, at Chinguacousy, tennis players need to go through the Curling Club building in order to access the balcony that overlooks the tennis courts. Since the building or balcony are sometimes inaccessible, tennis players aren't able to watch the games. Another person said that facilities don't all need to be expensive "super centres" like Cassie Campbell; it's more important that people have a facility that they can use. Finally, one person said the City should be surveying the quality of its existing facilities to identify which facilities—if any—need to be completely replaced.

Promotion and Communication

- Because many organizations are non-profits that try to keep rates low for their members, they struggle with getting the word out, especially with the high costs of advertising. Many participants said that the City could help sports organizations with promotion and communication about their programs, suggesting: the City expand the number of pages in the Brampton Sports Guide (to provide more space for clubs to advertise), provide an online booking system for clubs' programs, give sports organizations a page on the City's website to promote their existence and their programs, and provide league management software that clubs could use. Promotion and web tools are big burdens for many organizations, and it would be a big help if the City could help with them.

4. Over the next fifteen years, what are the main priorities that Brampton should address in providing for parks, recreation and sport?

Long-term Athlete Development

- Some participants were concerned that some kids are leaving Brampton to go to Mississauga because of the availability of different sports, facilities, and coaching. They felt that long-term athlete development should be a priority for the Master Plan, and that it was important to provide the kinds of programs and facilities that will keep kids in Brampton.

Funding

- Participants asked how funding will be allocated to different sports over the next 15 years. *Todd Brown said that the Master Plan does not recommend allocations of money to specific sports, but will identify must-haves, nice-to-haves, and how to best allocate resources to meet the needs of the community.*

5. Additional Feedback

Citizen Panel

- Several participants asked about the representation of the Citizen Panel being consulted as part of the Master Plan process (including the diversity and qualifications of the group). *John Spencer, City of Brampton, said that the group is made up of representatives from different committees and was deliberately designed to have generalists that represented a gender and interest diversity. He also said that the Citizen Panel is one among many groups—including the sports and recreation organizations participating in these stakeholder workshops—providing input into the process.*

Survey

- Several participants said they hadn't received the stakeholder survey. John Spencer explained that the team identified contacts using Sports Brampton and sent it to 300 organizations. The City said it would share the link to the survey with participants after the meeting and said it was very important to the process that they submit it on behalf of their organization.

Reporting

- Participants asked who the consulting team would ultimately report to: City council or City staff? *Todd Brown explained that the Master Plan will involve consultation with the public, stakeholders, a steering committee, and councillors. Informed by this consultation, the consultants will ultimately make a recommendation to staff, who will then present it to Council for their consideration. Participants said it was important for the process to involve user groups, since they might be able to provide important information about time allocation and other issues.*
- Participants also asked when the financial sustainability of the master plan would be considered. *Todd Brown said that financial sustainability would be considered after developing preliminary recommendations and before producing a Draft Master Plan.*
- Several participants applauded the City and the consultant team for its approach, saying it was refreshing to see the City take an open approach to engagement.

Other Questions

- Participants asked if the current plans for Gore Meadows will be re-thought as a result of this Master Plan exercise (specifically to put in a 50 metre pool). *John Spencer said that construction has commenced, so this can't be changed, but that this feedback highlights a need for the City to consult with organizations and user groups to make sure it's building the right facilities.*

NEXT STEPS

The meeting concluded with a brief overview of next steps in the process. Participants were reminded that the study team would be undertaking analysis over the summer and developing the draft plan in the fall of 2016. A second round of consultation activities will then be held in late 2016 / early 2017 to test the draft Master Plan.

The City of Brampton wish to thank all those who attended these workshops. Your input is invaluable!

Appendix A. List of Participating Organizations

Workshop #1, May 10, 1:30pm

- Brampton Basketball
- Brampton Hockey
- Brampton Minor Baseball Inc.
- Brams United Girls Soccer Club
- Cobra Swim Club

Workshop #2, May 10, 6:30pm

- Brampton Elite Soccer
- Bramalea RC Flyers
- Brameast Badminton Club
- Brampton Men's Recreational Baseball League
- City of Brampton Racquetball Association (CBRA)
- RBI Sports Academy – Baseball

Workshop #3, May 11, 1:30pm

- AC Field Hockey
- Brampton Bombers Junior Ice Hockey Team
- Brampton Beast – Hockey Team
- Brampton Field Hockey Club
- Brampton Old Timers Hockey League
- Brampton Minor Lacrosse Association
- Brampton Cricket League
- Credit Valley Conservation
- Retraite Active
- Toronto Region Conservation Authority

Workshop #4, May 11, 6:30pm

- Area Pro Youth Hockey
 - Brampton East Soccer
 - Brampton Elite Soccer
 - Bramalea Tennis Club
 - City of Brampton Racquetball Association (CBRA)
 - Skate Canada Brampton
 - Sledge Hockey
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Appendix B. Meeting Agenda



Stakeholder Workshops

AGENDA

May 10 & 11, 2016; 1:30-3:30pm and 6:30-8:30pm

Purpose:

To provide an overview of the Master Plan process, scope and methodology. To ensure that Stakeholders can provide the Consulting Team with suggestions on the development and outcomes of the Master Plan

1:30/6:30pm - Registration

1:35/6:35pm- Welcome, Introductions and Agenda Review

City of Brampton & Swerhun Facilitation

1:45/6:45pm - Overview Presentation

Monteith Brown Planning Consultants

2:05/7:05pm - Discussion

1. What are you hearing from your members / networks about the current state of parks and recreation facilities, programs and services? What is working well? What could be improved?
2. What are the most significant trends or factors that are (or should be) shaping the provision of parks and recreation facilities, programs and services?
3. How can we work together to improve parks and recreation facilities, programs and services in Brampton?
4. Over the next fifteen years, what are the main priorities that Brampton should address in providing parks, recreation and sport?

3:15/8:15pm - Wrap-Up & Next Steps

3:30/8:30pm - Adjourn