



# COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	June 1, 2022
<b>SUBJECT:</b>	Recreation Master Plan Engagement Update (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Angela Burden General Manager Healthy and Safe Communities Department
<b>SIGNATURE:</b>	

Over the past two years, Recreation staff have been working with a multidisciplinary consulting team led by Monteith Brown Planning Consultants Ltd. to develop a Recreation Master Plan to identify needs and priorities for the next 10 years.

Meaningful and effective engagement is an essential undertaking for the Master Plan to reflect and respond to the unique needs of Hamilton residents. Involving the public and stakeholders in the process helps identify and test priorities.

## Engage Hamilton

In the fall of 2021, through the Engage Hamilton platform, the project team launched engagement initiatives. Engagement activities that took place include:

- Online Public Survey (2,095 responses) - to establish a broad representation of participation in recreation activities, as well as preferences for future investment, and other key topics.
- Stakeholder Questionnaire (123 responses) - to engage identified community stakeholders and gather information on a range of topics such as registration levels, facility utilization, satisfaction levels, current and future facility and programming needs, opportunities to partner, and more.

In order to confirm the survey data, trends and themes, Public Information Centres (PICs) will be held in June 2022. It was the project team's intention to conduct these in person but based on participation rates in other municipalities it was determined that virtual meetings would maximize participation. Three identical virtual sessions will be

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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hosted, and the slides will be posted to the Engage Hamilton website following the meetings. Anyone who cannot attend the PIC's will also have the opportunity to provide written feedback.

### **Key Information**

Public Information Centres will occur virtually at 6:00 p.m. on the following dates:

- Tuesday June 7, 2022
- Monday June 13, 2022
- Thursday June 16, 2022

Registration will be required for these sessions and can be completed through the Engage Hamilton website: <https://engage.hamilton.ca/recmasterplan>

### **Promotion**

The Public Information Centres will be promoted through the Engage Hamilton platform, and through several City marketing channels (web, social media, etc.). In addition, staff will be e-blasting stakeholders as was done for the earlier surveys.

### **Next Steps**

Over the next few months there will be two reports coming to the Emergency and Community Services Committee on the Recreation Master Plan. On July 7, 2022, the Recreation Master Plan – Prioritization Framework will be discussed. This report presents an evidence-based decision framework to guide the identification and prioritization of capital projects within the Recreation Master Plan.

Finally, staff are optimistic that the final report will be brought to the Emergency and Community Services Committee in August 2022. This report will include a presentation and the final recommendations.

Should you require further information, please contact Dawn Walton, Manager, Business Support, Recreation Division via email at [dawn.walton@hamilton.ca](mailto:dawn.walton@hamilton.ca) or by telephone at (905) 546-2424 ext. 4755.

### **APPENDICES AND SCHEDULES ATTACHED**

N/A