



COMMUNITY SERVICES – RECREATION & CULTURE
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June 1, 2015

**COMMUNITY SERVICES – Recreation & Culture
COMMITTEE OF THE WHOLE REPORT #2015 - 22**

TO: Committee of the Whole

SUBJECT: Recreation Playbook

ORIGIN: Community Services – Recreation & Culture

RECOMMENDATIONS

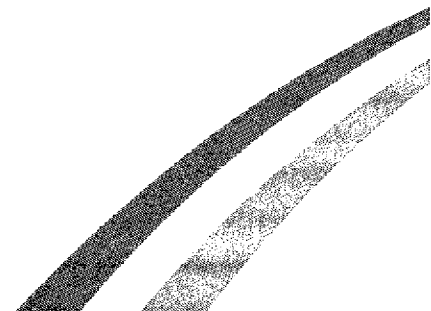
THAT the Community Services – Recreation & Culture, Report 2015 - 22 dated June 1, 2015 regarding the Recreation Playbook be received and the following recommendation be adopted:

- 1. THAT Council approve the Recreation Playbook, which will serve as a strategic guiding document for budget and business processes through the year 2025.**

COMMENTS

Development of the Recreation Playbook (the Recreation Master Plan) began with a presentation to Council in December, 2013. In that presentation, it was outlined that the vision in creating the Recreation Playbook was to: i) develop a plan consistent with Newmarket's vision of being a community "Well beyond the ordinary"; ii) engage and ignite the community by actively participating and to "Shape the Way You Play"; iii) determine opportunities for the Town of Newmarket to improve or develop services and facilities to better serve the residents of Newmarket over the next 10 years.

A staff lead process began in early 2014 for development of the Recreation Playbook. Much of the work in 2014, involving the entire Recreation & Culture Department, focussed on engaging with and involving the community in development of the Recreation Playbook. This innovative and comprehensive engagement strategy included: on-line survey; digital awareness campaign; focus groups at all Newmarket high schools; focus groups with program participants; public information and feedback sessions with older adults at Newmarket Seniors Meeting Place, with youth at Newmarket Recreation Youth Centre & Sk8 Park and with all sport user groups; general public information and feedback session; an events street team that connected with residents at Winterfest, Home Show, Farmer's Market, July 1st Kanata Day, Discovery Nights, Moonlight Movies, Music in the park and New Barket; interviews with key community leaders in the area of leisure services; a Citizen's Jury on Pricing. Through these engagement efforts, staff at all levels within the Recreation & Culture Department actively spoke with and listened to concerns and discussed opportunities to better serve residents of Newmarket.



A strong partnership was formed with Environics Analytics in early 2014 for the development of the Recreation Playbook. Environics Analytics is a market research company specializing in demographic profiling and segmentation based on social beliefs and behavioural patterns. Through Environics Analytics a comprehensive review of the population of Newmarket was completed and has become an integral part in planning all services by the Department.

In the spring of 2014, Monteith/Brown Planning Consultants were engaged to conduct a Recreation Facility Comparison and Gap Study. The purpose of that study was to consolidate a listing of recreational facilities provided in Newmarket and provide a comparison of what is offered in similar sized communities. Specifically the study focused on providing a neutral look at where Newmarket may be deficient in facility provision when compared with those similar sized communities. Findings from that study were presented to Council in early 2015.

PERC Consulting was engaged in the fall of 2014 to formulate a discussion around pricing and develop a position paper around pricing philosophy. In January, 2015 this information was presented to Council. This information also became the foundation for conducting a Citizen's Jury on Pricing. The Citizen's Jury consisted of 22 randomly selected individuals, representing all age cohorts within Newmarket, assembled to provide recommendations around pricing philosophy and affordable access.

Contained within the Playbook are 50 recommendations designed to provide an optimal recreational experience for residents of Newmarket over the next 10 years. Specifically, the Recreation Playbook recommendations serve as a strategic guide in budget and business planning over the next ten years. That being said, each recommendation will require further discussion and approval by Council through specific planning or budgeting exercises.

CONSULTATION

These recommendations came as a result of extensive consultation with the community as outlined in the report. Additionally, Public Works Services, Corporate Communications and Customer Service were engaged in the process.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Well-balanced

- Striving for cultural harmony and ethnic diversity
- Events that help shape identity and contribute to community spirit

Well-equipped & managed

- Small town feel with city amenities
- Clear vision of the future and aligned corporate/business plans

Well-respected

- Being well thought of and valued for our judgment and insight
- Discovering innovative and creative solutions for future well-being
- Being a champion for co-operation and collaboration
- Being tradition-based and forward-looking

BUDGET IMPACT

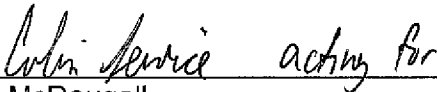
All items having budgetary impact will be reported on separately or will be identified as budget enhancements through budget processes as identified throughout the Recreation Playbook. As such, the contents of this report do not have any specific, immediate budgetary impacts.

CONTACT

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