



Wednesday, May 8, 2024

*Note: The purpose of this meeting is to host a workshop for Council
Caledon East Community Complex, Community Room
6215 Old Church Road
Caledon East, ON
Pages

1. NOTICE

The purpose of this meeting is to host a workshop for Members of Council regarding the Parks and Recreation Strategy. Contents of this meeting will be for information purposes only and Council will not be making any decisions.

Although this meeting is open to the public, space is limited. Please complete the participation form available on the Town's Website if you are intending to attend in person.

If you have questions or comments regarding items on this agenda, please contact Council and Committee Services by email to agenda@caledon.ca or by phone at 905.584.2272 ext. 2366.

2. CALL TO ORDER

3. INDIGENOUS LAND ACKNOWLEDGEMENT

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4. DISCLOSURE OF PECUNIARY INTEREST

5. DELEGATIONS

6. WORKSHOP

6.1 Parks and Recreation Strategy

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Presentation from Catherine McLean, Commissioner, Community and Human Services and Jason Schildroth, Manager, Recreation and Culture

7. ADJOURNMENT

Indigenous Land Acknowledgement

Indigenous Peoples have unique and enduring relationships with the land.

Indigenous Peoples have lived on and cared for this land throughout the ages. We acknowledge this and we recognize the significance of the land on which we gather and call home.

We acknowledge the traditional Territory of the Huron-Wendat and Haudenosaunee peoples, and the Anishnabek of the Williams Treaties.

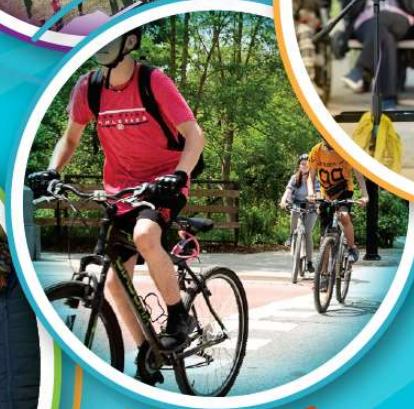
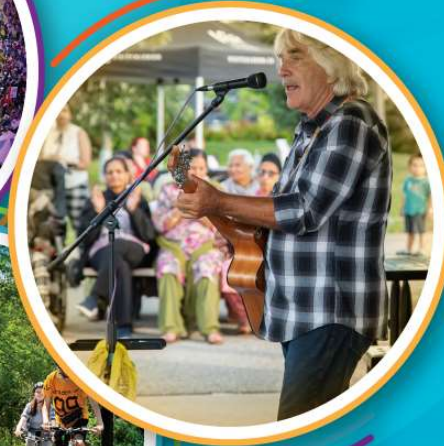
This land is part of the Treaty Lands and Territory of the Mississaugas of the Credit First Nation.

We honour and respect Indigenous heritage and the long-lasting history of the land and strive to protect the land, water, plants and animals that have inhabited this land for the generations yet to come.



Parks & Recreation Strategy

Workshop 1:
Recreation and
Culture





Introduction

- Project Background
- Scope
- Timeline
- Supporting Consultants

Strategy Structure and Leadership

“Parks and Recreation Strategy”

Recreation and Culture Strategy

Indoor Facilities Strategy

Outdoor Facilities and Parks Strategy



Discussion

- **Vision, Mission and Guiding Principles (Workshop 1)**
- **Recreation Service Delivery (Workshop 1)**
- **Programs and Services (Workshop 1)**
- **Events and Culture (Workshop 1)**

- *Indoor Facilities (Workshop 2, June 2024)*
- *Outdoor Recreation Facilities and Parks (Workshop 2, June 2024)*



Vision, Mission, Guiding Principles

Vision:

Caledon offers the best of rural and urban life for everyone.

Mission:

Enhance community livability and vitality, and support individual well-being through diverse, accessible, and inclusive parks, recreation and culture services that meet a high standard of service excellence and reflect Caledon's growing community.

Guiding Principles:

1. Foster active living through physical recreation, and physical literacy.
2. Strengthen our community through culture, arts, events and celebration of our heritage.
3. Increase inclusion and access to recreation and culture for populations that face constraints to participation.
4. Help residents and visitors connect to nature through our parks, trails, and recreation.
5. Ensure the provision of supportive physical and social environments that encourage participation and help to build strong, caring communities.
6. Ensure the continued growth and sustainability of Caledon's recreation and culture offerings, facilities, and public spaces.
7. Develop opportunities that synergize with local businesses, community sport and recreation providers.



Recreation Service Delivery

RECOMMENDATIONS:

1. Continue Building Collaborative Approach to Service Delivery

- 1.1 Continue to pursue feasible opportunities to collaborate with various other public, not-for-profit, and commercial providers in service delivery through appropriate agreements.
- 1.2 Encourage private and public partnership agreements that clearly outline opportunities for joint development, operations and/or use through the Partnership Policy.
- 1.3 Negotiate a renewed licensing agreement with the Town's tennis clubs to address public access to club courts, financial and administrative support to the clubs, and expanded service opportunities.
- 1.4 Monitor and evaluate no-cost access to facilities for informal resident use to determine success and agreement requirements. Begin discussions with both school boards about a more coordinated planning process that focuses on more integrated outcomes, and the potential to establish reciprocal use agreements.
- 1.5 Consider the need for agreements to include requirements on inclusive services.



Recreation Service Delivery

RECOMMENDATIONS:

2. Align Service Delivery Support Mechanisms

- 2.1 Review the Town's Community Investment Programs (grants), including recommendations and amendments to align the program with corporate Plans, Strategies, and Frameworks.
- 2.2 Review and update policies that govern facility allocation, recreation program partnerships, and in-kind support for community organizations.
- 2.3 Introduce policies to guide special event planning and delivery, community use of public spaces (parking lots, urban squares, right of way).
- 2.4 Undertake a facilitated process with community-based volunteer groups to identify and incorporate strengthened volunteer support in Town policy.
- 2.5 Adopt a service pricing framework and policy that allocates services to the categories of subsidized, full cost recovery or cost recovery+ based on type of program, service, and/or facilities delivered.
- 2.6 Develop an affordable access program to address equity shifts emerging from the pricing framework policy.
- 2.7 Maximize opportunities for residents to self-serve through the Town's recreation administration software or platform.
- 2.8 Expand and enhance the services and transactions that can be delivered inperson at community centre service desks.
- 2.9 Undertake a review of governing bylaws, permits, policies and processes to ensure they support the goals and outcomes of this Strategy.
- 2.10 Expand the department's marketing, promotion and communication efforts for all Recreation and Culture initiatives.
- 2.11 Develop and implement a social media strategy specific to promotion of Recreation and Culture initiatives (including indirectly delivered initiatives supported financially or in-kind through Town supports such as grants, affiliation or partnership).



Recreation Service Delivery

RECOMMENDATIONS:

3. Formalize Planning, Monitoring and Evaluation Planning Process

- 3.1 Using existing recreation management software, develop an enhanced database to apply in a formal recreation facilities and programs/services planning process.
- 3.2 Develop recurring program to gather feedback on participant and customer experiences in Town programs.
- 3.3 Within the overall planning process, develop an evaluation method that is specific to programs.
- 3.4 Take the lead in developing and implementing regularly occurring planning sessions with all key non-municipal providers in Caledon.
- 3.5 Continue to integrate new and improved services that reflect inclusion objectives in planning, delivery and evaluation functions.

RECOMMENDATIONS:

4. Develop Staff Capacity to Implement Strategy

- 4.1 Undertake a review of the Recreation and Culture division's structure to better align department with the 10-year growth and work plan outlined in this Strategy (with specific focus on supporting marketing and sponsorship, recreation management software)
- 4.2 Develop and expand succession planning, staff retention, and staff training strategies.
- 4.3 Expand targeted lifeguard/instructor recruitment efforts beyond students, to include retirees, stay-at-home parents, and newcomers.
- 4.3 Prepare a plan to ensure that evening and weekend hours in all community facilities are appropriately supported and supervised.



Programs and Services

RECOMMENDATIONS:

5. Provide Programs and Activities for Every Life Stage

- 5.1 Expand existing adult programming, including registered and drop-in options, and piloting new morning and midday times to assess uptake.
- 5.2 Continue to provide current levels of programming directed to preschool, children, youth, seniors, and family all-ages monitoring changes in demand.
- 5.3 Continue offering aquafit activities and expand where possible.
- 5.4 Introduce additional workshops and programs (directly or in partnership with local service providers) including:
 - arts (painting, photography, etc.), cooking and canning,
 - technology (coding, application development)
 - life skills (tax clinics, sewing, repairs, etc.)
- 5.5 Partner with social service groups to integrate new programs, services and workshops into community centres to the benefit of residents (mental health programs, food security distribution supports, donations, clinics, consultations, drop-ins, etc.)
- 5.6 Explore and offer new aquatic, and ice activities.
- 5.7 Strategically locate priority pre-registered programs (such as Camp activities) within community school spaces in high demand times to maximize use of Town recreation centres.
- 5.8 Assess demand, interest and need for Town-organized sport leagues.
- 5.9 Continue offering a range of introductory sport lessons (such as skating) at various times/locations, for all ages, and expand classes where appropriate.
- 5.10 Introduce additional introductory sport lessons aligned to Active Start and FUNdamental stages of the Sport for Life model. Introduce sports that specifically can serve as feeder programs to prepare residents to enroll in community sport organizations in Caledon.



Programs and Services

RECOMMENDATIONS:

6. Inclusive Recreation Services

- 6.1 In consultation with the community, expand general interest and fitness programming to include a broader range of ethno- cultural and culturally sensitive programs.
- 6.2 Consult with the community when designing new/redeveloping facilities in order to ensure facilities are designed with diversity, equity and inclusion in mind.
- 6.3 Conduct a review of departmental policies and procedures to ensure they are equitable and inclusive.
- 6.4 Explore opportunities to increase access to transportation.
- 6.5 Explore additional supports and increased program offerings for individuals over the age of 21.
- 6.6 Develop the Inclusive Recreation Framework as a tool to help structure, organize, and approach Inclusive Recreation services in Caledon.



Events and Culture

RECOMMENDATIONS:

7. Provide Events to Bring the Community Together

- 7.1 Continue with the Caledon Events Advisory Team (CEAT), and include external event partners in the team as needed, and look for opportunities to align processes.
- 7.2 Develop framework for events to guide the Town's direct vs. collaborative delivery of community-wide events, and support to providers of locally oriented and visitor-attractive events.
- 7.3 Continue to support community organizations and volunteer groups to organize cultural and local events in Caledon.
- 7.4 Improve the cultural inclusivity of Town-wide events by introducing a wider range of activities, music genres, foods, etc.
- 7.5 Seek partnership opportunities with external event organizers to support downtown activations, enhance community participation, and increase out-of-town visits.
- 7.6 Expand the Town's official event roster to include celebrations beyond Anglo-Canadian events. Actively involve cultural groups in the planning and execution of these events. Ensures equitable distribution across various hamlets and settlement areas. Regularly assess and adjust based on community feedback and needs.
- 7.7 Organize and promote cultural food festivals that highlight diversity through cuisine. Collaborate with local vendors and communities to showcase a broad range of culinary traditions.



Events and Culture

RECOMMENDATIONS:

8. Support community culture and neighbourhood development through the arts

- 8.1 Review and enhance the Neighbourhood Ice Rink program.
- 8.2 Develop a Neighbourhood Engagement program (including in-kind financial assistance) to support relationship building in Caledon's neighbourhoods.
- 8.3 Introduce an arts and culture programming strategy to leverage film, music, theatre and the arts. Include a plan for activation of public spaces using the arts.
- 8.4 Maintain and expand the Movies in the Park and Music in the Park programs to provide no-cost opportunities for residents.
- 8.5 Develop Town-organized vendor pop-ups for Humber River Centre in Downtown Bolton with a focus on local makers, local producers, and local businesses.
- 8.6 Develop pop-up food and beverage-focused events for the Humber River Centre to promote and showcase locally crafted products
- 8.7 Develop a series of music, art and film based programs for the Humber River Centre.
- 8.8 Establish a series of Town-wide indoor culturally relevant programs and activities (such as art exhibits, musicians, and other activations) during the winter months. These programs should cater to various age groups and reflect the diversity of interests within the community.
- 8.9 Establish a Public Art program and policy for the procurement, management and maintenance of a Town-owned collection of art. Include public art and placemaking opportunities in the design of parks and facilities.
- 8.10 Plan, promote, and execute Culture Days in Caledon with a focus on engaging diverse cultural groups, and Caledon's arts community. Encourage participation and collaboration to showcase the rich cultural tapestry of the community



Priorities in-progress

- Our immediate priorities for 2024
 - Recreation and Culture Division Reviews
 - Financial Review
 - Division Structure Review
 - Policy Review Actions
 - Community partnerships, affiliation, facility usage.
 - Partner Agreement Renewals
 - Tennis Clubs, and other key partners
 - Key Frameworks
 - Events, Inclusive Programs, Community Investment, Outdoor Courts Strategy

Next Steps for Implementation



