



PARKS, RECREATION & CULTURE MASTER PLAN COUNCIL UPDATE

JUNE 20, 2017



Stantec



McElhanney



MDB
INSIGHT

AGENDA

1. Project Process
2. Community Engagement
3. Key Findings
4. Cost Share Framework
5. The Way Forward: Recommendations
6. What Comes Next



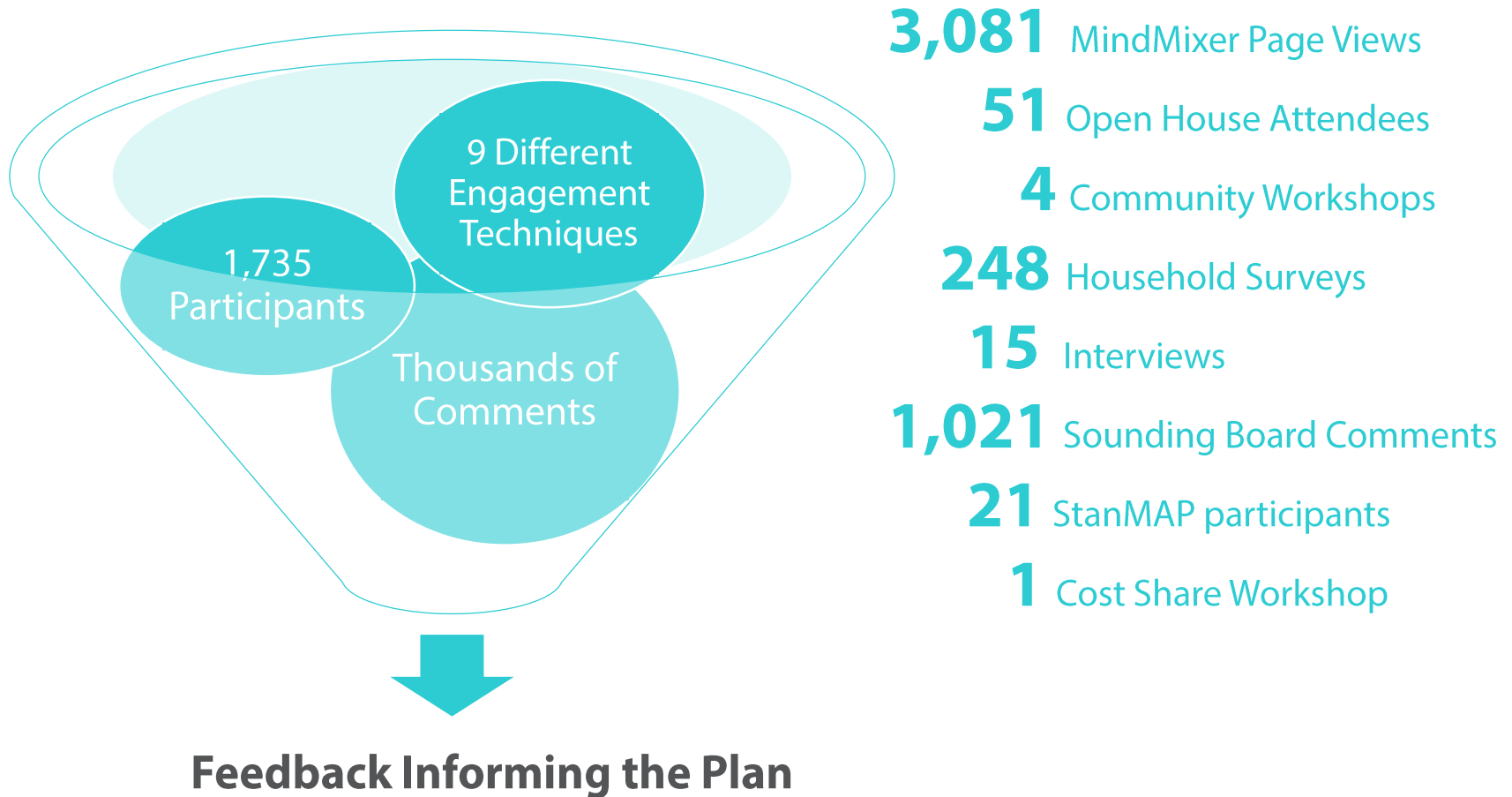
1. PROJECT PROCESS



2.0 COMMUNITY ENGAGEMENT



2.1 STAGE 1 COMMUNITY ENGAGEMENT



2.1 PARTICIPATION

Participation in past 12 months:

71% recreation & leisure activities

88% outdoor activities

47% cultural activities



2.1 BARRIERS TO PARTICIPATION

- Lack facilities
- Distance to travel to activities
- Limited and lack of diversity in programs and services available
- Lack of information about what services are available
- Cost

2.1 SATISFACTION

Generally satisfied. **Least** satisfied with:

Outdoor

- Quality of motorized trails
- Opportunities on the North Saskatchewan and Pembina Rivers

Recreation

- Wabamun Arena
- Entwistle Outdoor Pool

Culture

- Banquet facilities
- Community halls
- Festival grounds

2.1 OPPORTUNITIES TO IMPROVE

Parks, Trails & Outdoor Recreation

- More parks (destination & conservation)
- More trails & better connectivity across County
- Improve parks & trail signage & amenities
- Enhance water based opportunities
- Education & interpretive programming
- Improve management (e.g. enforcement) & maintenance

2.1 OPPORTUNITIES TO IMPROVE

Indoor Recreation

- Better distribution of facilities
 - ↳ Enhance recreation opportunities in west end
- Increase indoor ice capacity
- Enhance the quality, capacity and diversity of outdoor sport
- Equitable access to recreation opportunities regardless of age, mobility or income.
- Improve leisure education & information

2.1 OPPORTUNITIES TO IMPROVE

Culture

- Strengthen focus on culture
- Better coordination & collaboration among cultural groups and between municipalities & cultural groups
- Consider development of a joint major cultural facility in tri-region
- Expand cultural programming across the County (especially the West end)
- Expand municipal art program
- Explore protection of county heritage

2.1 PRIORITIZATION

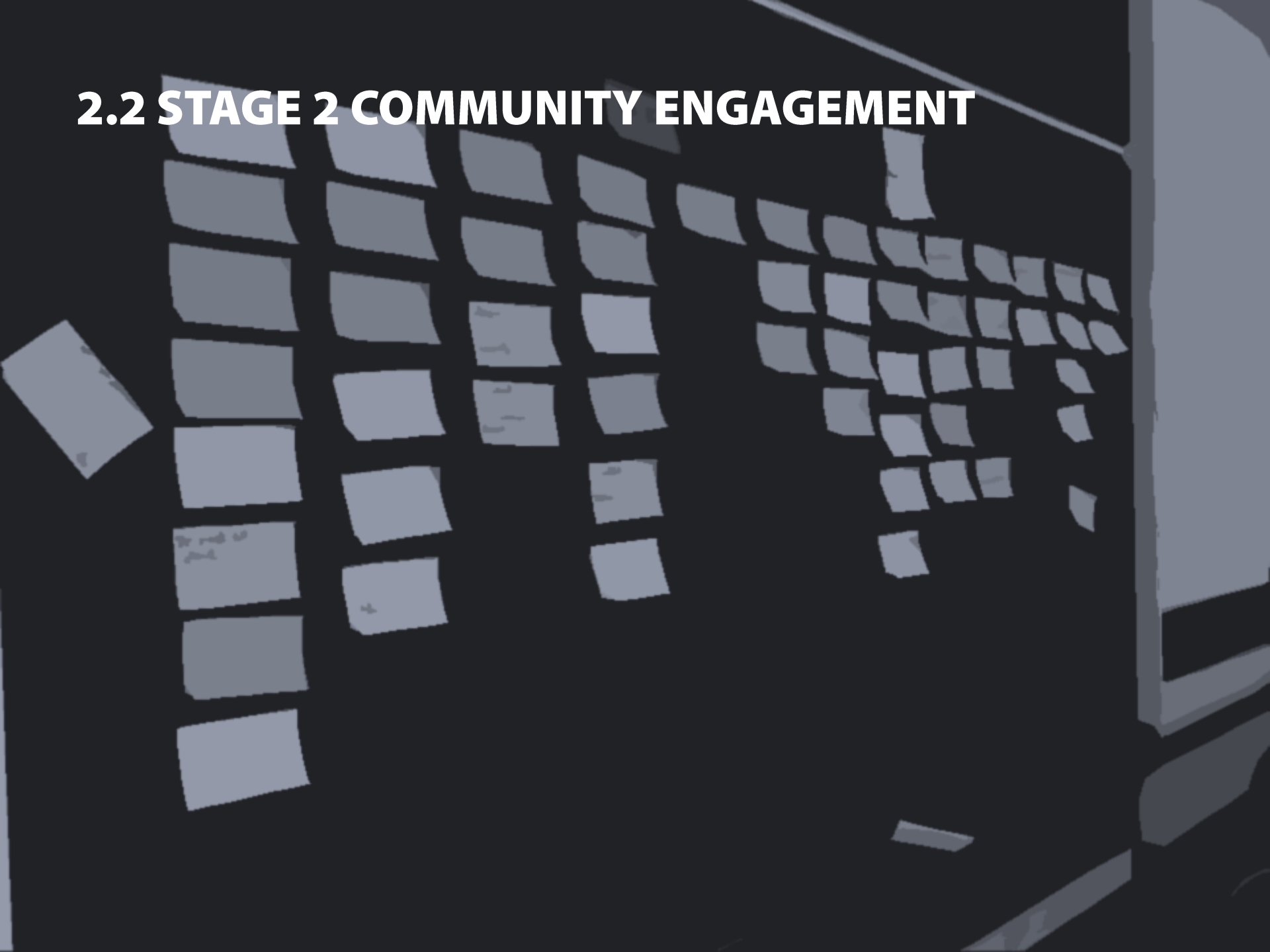
How would you prioritize \$100?

\$50 parks & trails

\$33 recreation & leisure

\$16 cultural activities

2.2 STAGE 2 COMMUNITY ENGAGEMENT



2.2 STAGE 2 ENGAGEMENT

3 Open Houses integrated with MDP ICSP

140 participants (approx.)

1 Community Association Presidents Meeting

1 All Staff Open House Session

1 Cost Share Workshop

12 Participants

Communications:

- Radio
- Newspaper
- Invitation postcards
- Signs outside venues



2.2 STAGE 2 ENGAGEMENT

Open House Results

- Good support for the plan
- No major concerns expressed
- Most common discussion themes:
 - ↳ Connectivity of trails
 - ↳ OHV use and need for designated trails
 - ↳ Access to the North Saskatchewan River

Staff Session Results

- Good support for the plan
- No major concerns expressed
- Most common discussion themes:
 - ↳ Improving trail network
 - ↳ Promoting recreation opportunities in the County outside of the Tri-Region



3.0 KEY OVERALL FINDINGS



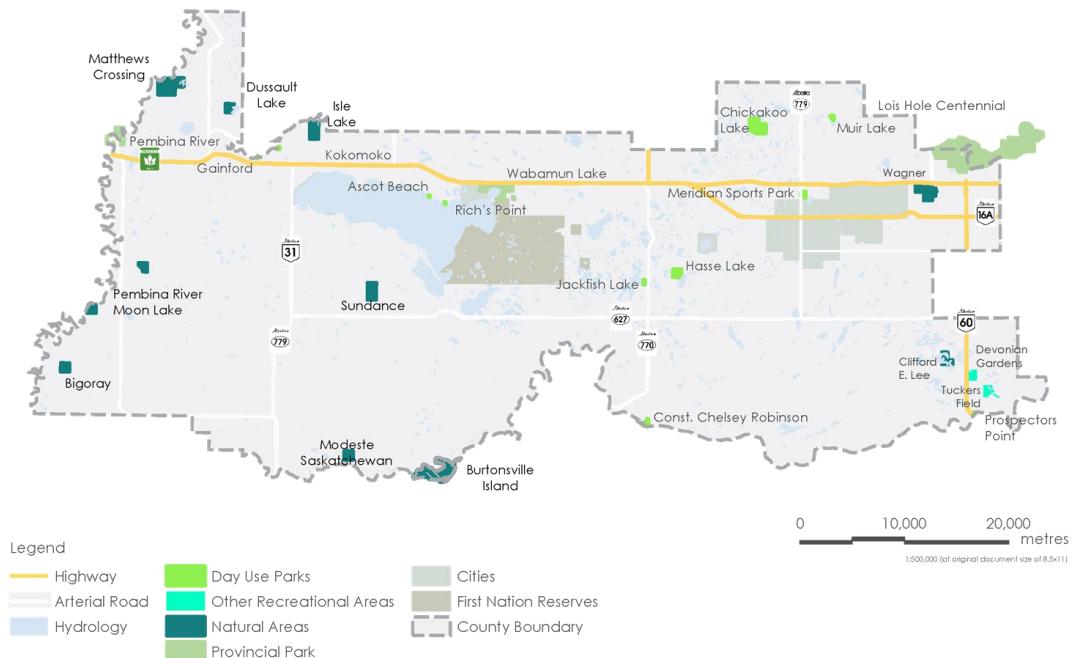
3.1 KEY PARKS & TRAIL FINDINGS

- Parks, ER & MR
- Trails & Playgrounds
- Outdoor Sport
- Water Access

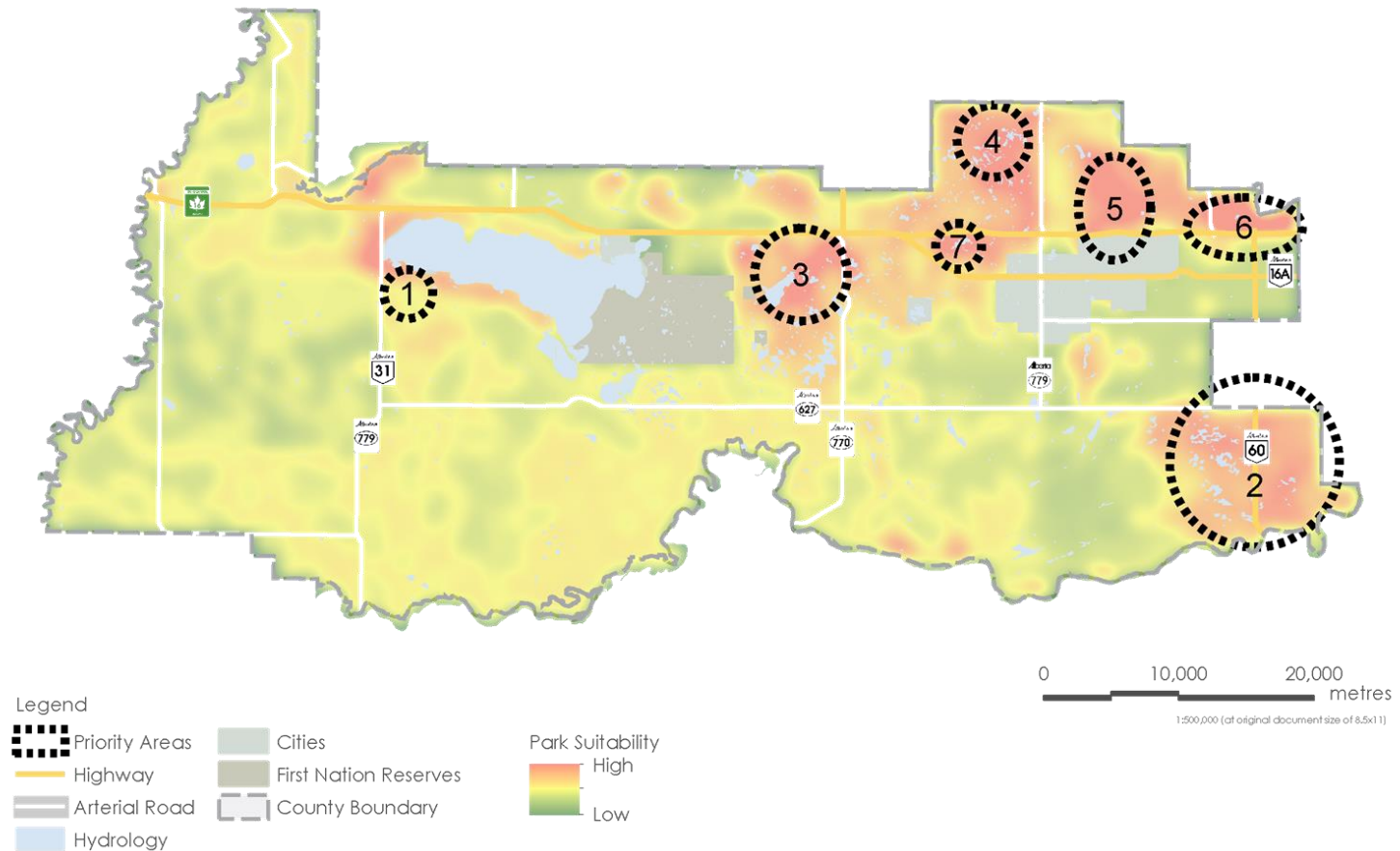


3. PARKS, ER & MR SUPPLY

- Unequitable distribution of parks
 - Most park space contained in Chickakoo & Hasse
- Provincial parks are major contributors
- Good distribution of MR & ER
- Limited protection of ESA's
 - 17% target have achieved 4.3%



3. AREAS OF GREATEST PARK NEED



3. TRAILS & PLAYGROUNDS

Trails

- Limited supply & connectivity
- 39% parcels are within 8 km drive of a designated trail

Playgrounds

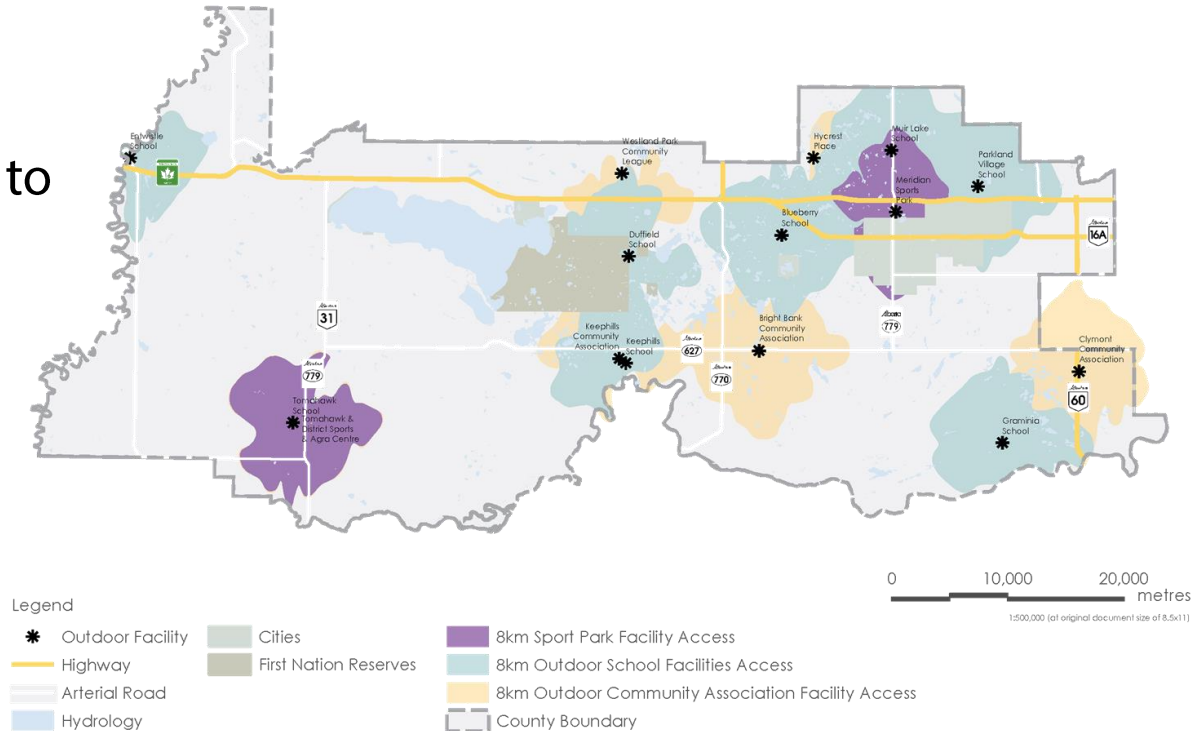
- Well supplied considering youth population distribution.
- 72% parcels within 8km
- School & Community Associations critical to meeting needs

3. OUTDOOR SPORT FACILITIES

School & Community Association are critical to supply

70% parcels within 8 km

4% parcels within 8 km
County-owned

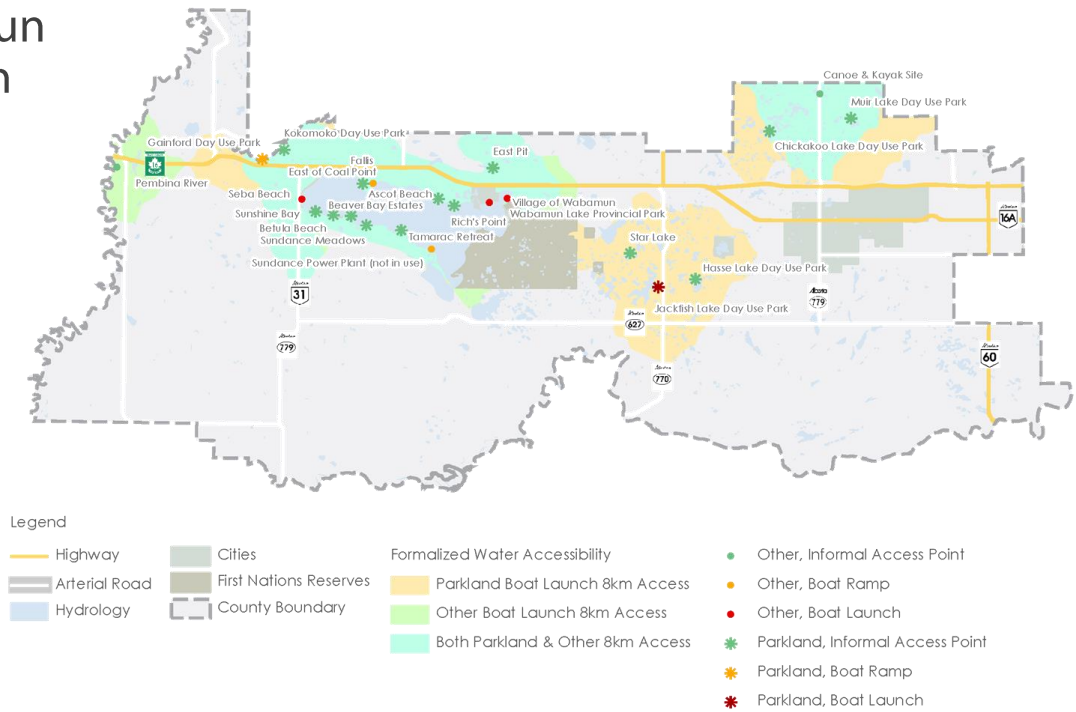


MSP

- Ball = 21% of total capacity & 137% of prime
- Soccer = 15% total capacity & 43% prime

3. WATER ACCESS

- 50% parcels within 8 km of formalized access
- Smaller lake access is relatively well supplied
- More access on Wabamun Lake & Pembina & North Saskatchewan rivers desired
- Condition is a concern



3.2 KEY RECREATION FINDINGS



3. RECREATION

28 Multi-purpose Spaces

7 Arena Facilities

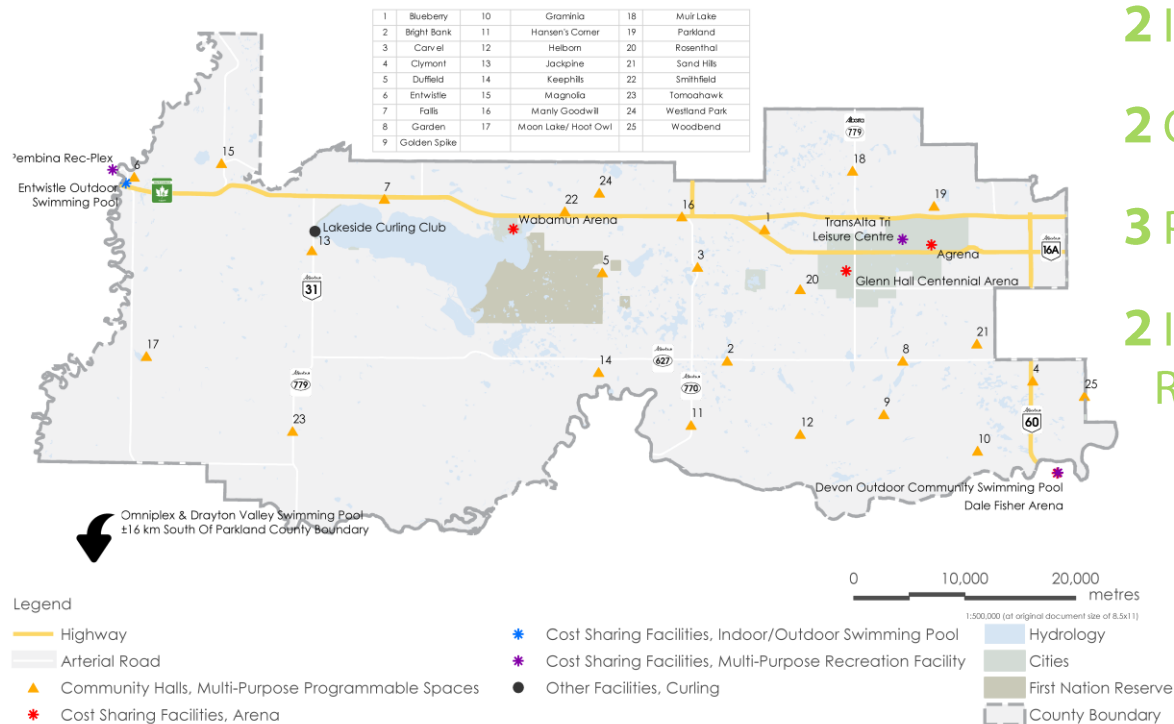
3 Curling Facilities

2 Indoor Swimming Pools

2 Outdoor Swimming Pools

3 Public Fitness Centres

2 Indoor Court Sport & Running Track Facilities



3. RECREATION

	15 km	30 km
Multi-Purpose Programmable Spaces	97.3%	100.0%
Hockey Arenas	62.8%	99.9%
Indoor Swimming Pool	45.6%	80.1%
Curling	27.9%	75.4%
Fitness Centre	31.0%	83.7%
Indoor Fieldhouses, Sport Courts, & Running Tracks	28.2%	75.4%
Outdoor Swimming Pool	20.3%	39.4%

3.3 KEY CULTURE FINDINGS



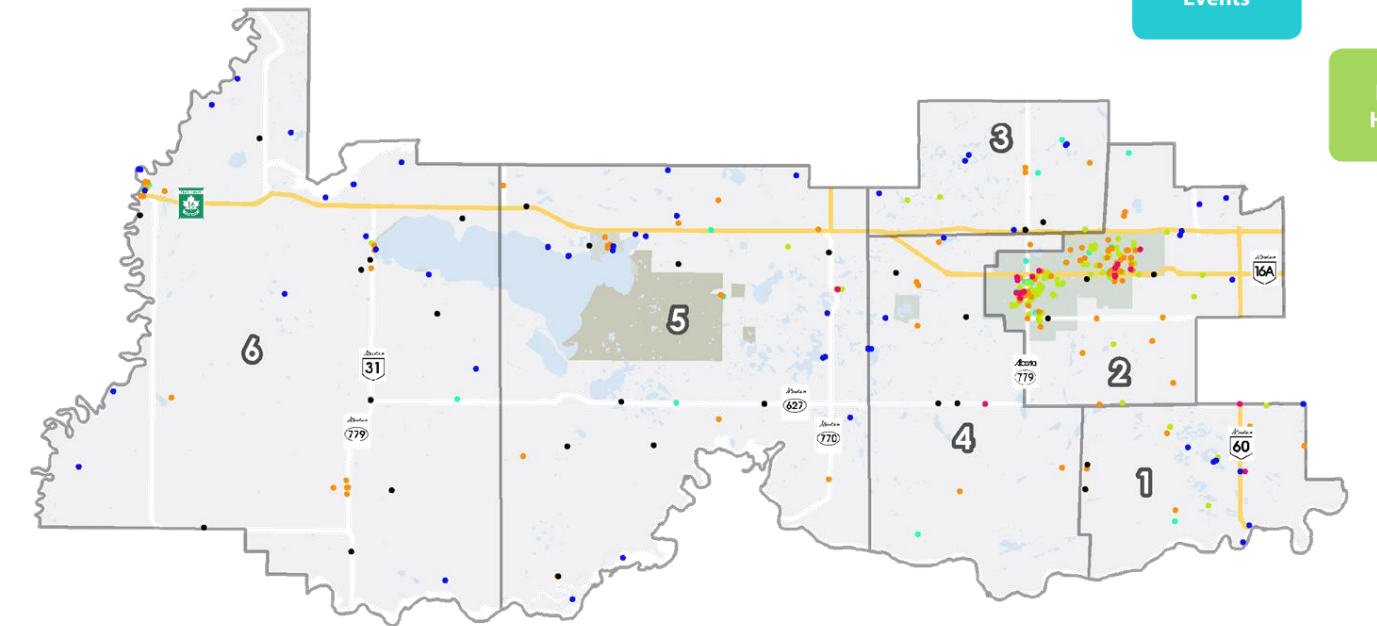
3. CULTURE

- Levels of participation in culture lower are than in parks or recreation
- However, culture has received less attention from the County than parks and recreation
- Plan distinguishes between County Cultural Inventory and wider inventory of cultural resources in the county

3. CULTURE

- County Cultural Inventory – includes assets with which it has a direct connection:
 - Community associations and community halls
 - Libraries
 - Cultural groups supported through Non-Profit Organizations Grant Program
 - Cost sharing agreements – Horizon Stage, Multicultural Heritage Centre, Pioneer Museum
 - Delivery of select programs – National Aboriginal Day, Mini-Monster Bash and Info Fairs

3. CULTURE



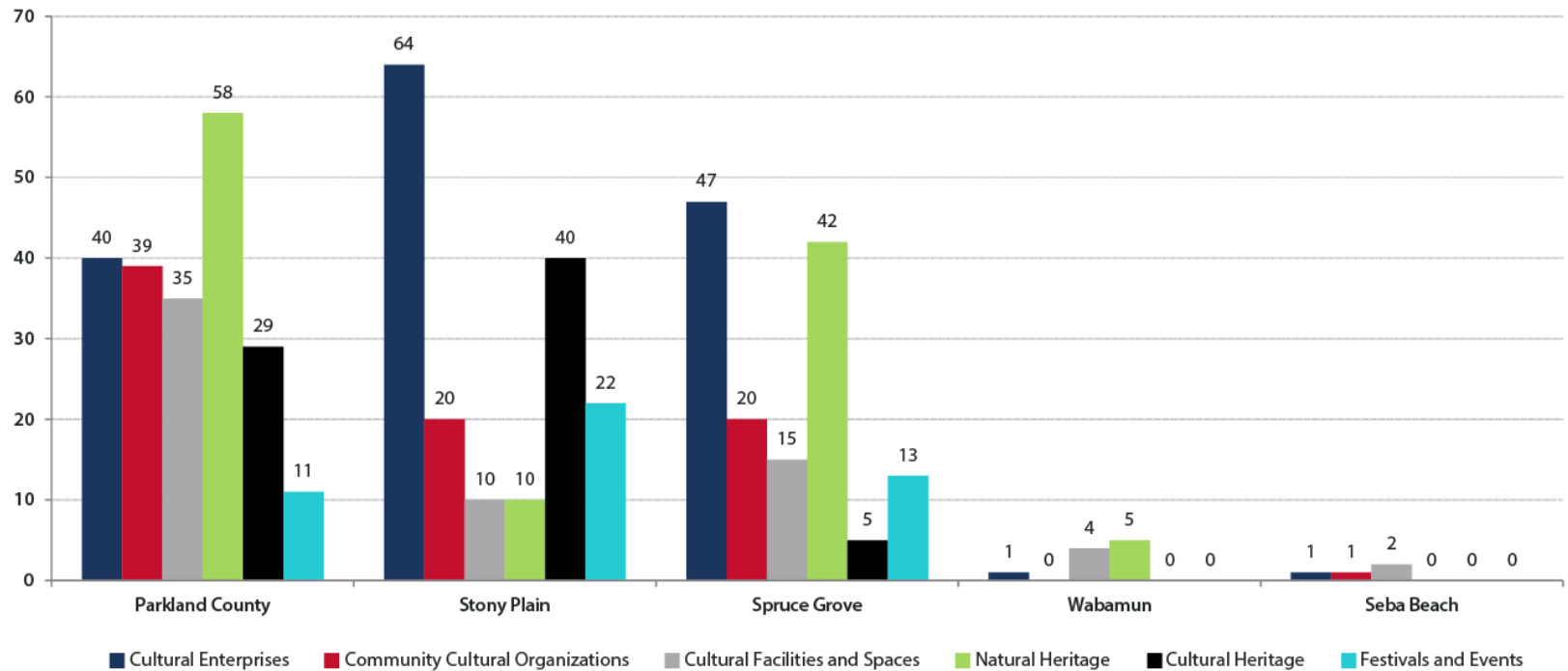
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Legend

- | | | |
|---------------------------|-----------------|---------------------------------------|
| Parkland County Divisions | Cities | Community Cultural Organizations (59) |
| Highway | Indian Reserves | Cultural Enterprises (135) |
| Arterial Road | County Boundary | Cultural Facilities and Spaces (145) |
| Hydrology | | |

- Cultural Heritage (31)
- Festivals and Events (42)
- Natural Heritage (58)

3. CULTURE



4. COST SHARE FRAMEWORK



4. COST SHARE FRAMEWORK WORKSHOP RESULTS

- **General support for the formula.**
- **Strengths of proposed model**
 - Ease & simplicity
 - Inclusion of cultural capital
 - Inclusion of major regional programs
 - Catchment based cost sharing formula
- **Concerns with proposed model**
 - Population based approach may be a challenge for the non-municipal cost share partners as growth in program use may be different than growth in catchment population (e.g. Multicultural Heritage Centre, Pioneer Museum)
 - Facility catchment determination

4. CURRENT COST SHARING

- **Cost Share Organizations & Facilities**

- Municipal – Spruce Grove, Stony Plain, Yellowhead County, Devon, Drayton Valley, Wabamun
- NGO – Heritage Ag Society
- Not-for-profit grants

- **Eligible Cost Share Expenses**

- Operational costs
- Capital costs
- Interest on debt servicing – if County didn't share in original capital

4. CURRENT COST SHARING

- **Cost Share Inconsistencies**

- Terms
- Funding formula (COLA increase, usage, population based on school district)
- Calculation of “Parkland Use” (random survey vs user organization)
- Maximum capital cost share proportions
- Communication of cost share approval

4. COST SHARE PARTNER WORKSHOP

Opportunities to Improve:

- Consistency
- Scope (parks, rec & culture)
- Data Reliability
- Formula

When to Cost Share?

- Regional Facility
- Demand / Need
- Efficiency & Cost Savings

4. COST SHARE FRAMEWORK: PRINCIPLES

- Transparency
- Accountability
- Equitable
- Stability
- Security & Verification
- Operational Efficiency
- Cost Efficiency

4. COST SHARE FRAMEWORK: ELIGIBLE COSTS

Parks

- Destination Parks – capital & operational
- AA & A Class Outdoor Sport Facilities – capital & operational
- Regionally significant conservation areas – capital, acquisition & operational
- Regional Trails – capital & operational (possibly eligible)
- Staging, boat launch, parking lots (possibly eligible)
- Lifecycle replacement

4. COST SHARE FRAMEWORK: ELIGIBLE COSTS

Recreation

- Regional Recreation Facilities – capital & operational
- Lifecycle Replacement Costs

Culture

- Regional Cultural Facilities – capital & operational
- Lifecycle Replacement Costs

Programming is ineligible.

4. COST SHARE FRAMEWORK: FORMULA

$$\frac{\text{County Catchment Popln}}{\text{Total Catchment Popln}} \times \text{Verified Net Deficit} = \text{County Share Amount (Cap, Op, Lifecycle)}$$

- Adjustment Factors:
 - New census data release
 - Major change in the facility or program's level of service
 - Major unplanned capital or operational expense
 - Emergency capital or operational expense
- Cost Sharing Procedure / Process

5.0 THE WAY FORWARD: RECOMMENDATIONS



5.0 VISION

Parkland County has become *known for our impressive system of connected and accessible park lands, recreation opportunities and cultural experiences*. Our residents and our families have become *happier, healthier and stronger as they spend more time* taking part in parks, recreation and cultural experiences. We have *reconnected with and celebrate our nature and our heritage* and are active stewards of our ecological network and our cultural resources. We are working collaboratively with our partners to further the *protection of both our environmentally significant areas and our cultural resources*. Our parks, recreation and culture opportunities are helping to *attract, and retain, businesses, investment and residents* to the County, while *strengthening and diversifying our tourism industry*. With a commitment to partnerships, we are *working collaboratively* with our municipal partners, our community partners and parks, recreation and cultural organizations to deliver the highest quality services to our residents.

5.0 OUTCOMES

- Individual & Community Health & Well-being
- Accessible, Diverse & Inclusive
- Connected to Nature & Our Heritage
- Conserved & Restored
- Economic Growth & Diversification
- Shared Stewardship



PLAN AT A GLANCE

THE FUTURE OF PARKS, RECREATION & CULTURE

In 2026...

Parkland County has become known for our impressive system of connected and accessible park lands, recreation opportunities and cultural experiences. Our residents and our families have become happier, healthier and stronger as they spend more time taking part in parks, recreation and cultural experiences. We have reconnected with and celebrate our nature and our heritage and are active stewards of our ecological network and our cultural resources. We are working collaboratively with our partners to further the protection of both our environmentally significant areas and our cultural resources. Our parks, recreation and culture opportunities are helping to attract, and retain, businesses, investment and residents to the County, while strengthening and diversifying our tourism industry. With a commitment to partnerships, we are working collaboratively with our municipal partners, our community partners and parks, recreation and cultural organizations to deliver the highest quality services to our residents.

VISION
DESIRED OUTCOMES
OVERARCHING STRATEGIES
STRATEGIES



Individual & Community Health & Well-being



Conserved & Restored



Economic Growth & Diversification



Accessible, Diverse & Inclusive



Connected to Nature & Our Heritage



Shared Stewardship

Grow volunteer capacity & commitment

Continue cost sharing

Apply consistent classification systems

Enhance the not for profit grant program

Grow capacity & improve data

Grow nature-based & cultural tourism

Minimize barriers to participation through leisure education

Strengthen communications & engagement

PARKS, CONSERVATION & OUTDOOR ACTIVITIES

- Protect our nature
- Expand, diversify & connect our parks & trails
- Enhance and upgrade our existing parks & trails
- Actively manage our parks & trails
- Enhance water-based opportunities
- Enhance outdoor sport facilities

RECREATION

- Collaborate for recreation
- Enable easy access to quality & diverse recreation facilities
- Enhance recreation programs

CULTURE

- Organize for culture
- Enhance the municipal art program
- Create outdoor cultural spaces
- Community halls for the future
- Grow a Creative Rural Economy
- Focus attention on placemaking

OVERARCHING STRATEGIES

- Grow volunteer capacity and commitment
- Enhance the not for profit grant program
- Continue cost sharing
- Minimize barriers to participation through leisure education
- Apply consistent classification systems
- Grow capacity and improve data
- Strengthen communications and engagement
- Grow nature-based and cultural tourism

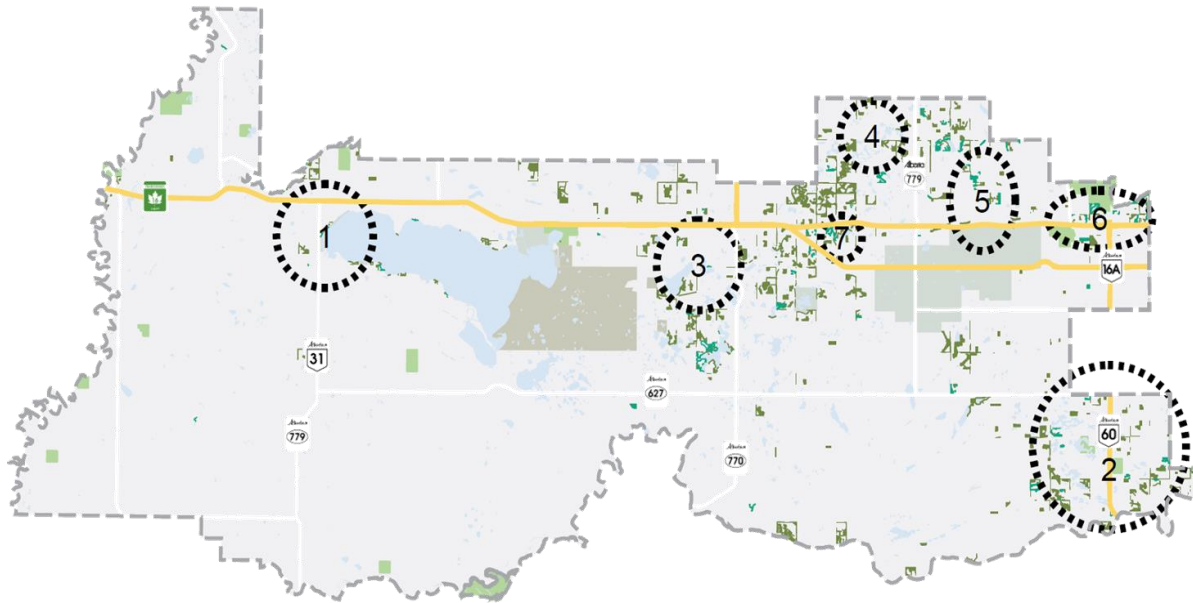
5.1 PLAN FOR PARKS



5.1 PLAN FOR PARKS

1. Protect our nature

- Designate New Conservation Parks to Protect ESA's
- Partner to Identify Restoration Opportunities
- Educate Parks Staff



5.1 PLAN FOR PARKS

2. Expand, diversify and connect our parks and trails

- New Community Parks
- Motorized Recreation Park
- Explore collaboration with TransAlta
- County wide, all-season, multi-use trail system
- Access agreements with private land owners



5.1 PLAN FOR PARKS

3. Enhance and upgrade our existing parks and trails

- Destination Parks
- Adventure park
- Upgrade parks and trails that are below expectations
- Remaining concept plans
- Playground revitalization program
- Visitor experience programming

4. Actively manage parks and trails

- Maintain Inventory
- Visitor Monitoring & Data Collection
- Adopt Leave No Trace & Trail Etiquette Programs
- Regular Visitor Satisfaction Survey
- Signage Manual
- Enhance Wayfinding
- Consistent Highway Signage
- Interpretation Strategy

5.1 PLAN FOR PARKS

5. Enhance water-based opportunities

- North Saskatchewan & Pembina Water Trails
- New boat launch on South Shore of Wabamun
- Encourage AB Parks & Wabamun to Enhance Boat Launches

6. Enhance outdoor sport facilities

- Upgrade MSP – Convert One Field to Diamond

5.2 PLAN FOR RECREATION



5.2 PLAN FOR RECREATION

1. Collaborate for recreation

- Assess current partnerships, pursue strategic partnerships
- Continue not-for-profit grant, enhance if possible
- Continue cost share but under revised approach
- Joint use agreements
- Indigenous partnerships

2. Enable easy access to quality and diverse recreation facilities

- Tri-Region Indoor Recreation Facility Strategy
- Aquatic & Community Hub in West
- Wabamun Arena
- Community Halls
- Facility Asset Management Plans

5.2 PLAN FOR RECREATION

3. Enhance recreation programs

- Identify gaps & overlaps in programming
- Collaboratively evaluate programs



5.3 PLAN FOR CULTURE



5.3 PLAN FOR CULTURE

1. **Organize for culture** (Cultural Leadership Group, Cultural Summit, “Cultural Report Card”)
2. **Enhance the municipal art program** (more venues to display collection + public art program)
3. **Create outdoor cultural spaces** (amphitheater and programming space in destination parks)

5.3 PLAN FOR CULTURE

4. **Community halls for the future** (pending outcomes of visioning consider new cultural facilities and equipment, especially geared to youth)
5. **Grow a creative rural economy** (best practices and potential incubator for creative enterprises)
6. **Focus attention on placemaking** (leverage public art and cultural activities to animate public spaces/public realm)

6.0 WHAT COMES NEXT



6.0 WHAT COMES NEXT

Implementation Considerations:

- After the completion of this master planning project
- Implementation Plan:
 - ↳ Developed by local administration with input from council
 - ↳ Administration recommends necessary Financial and Human Resourcing
 - ↳ Administration recommends optimal timelines and deliverables
- Testing of the Cost Share Framework Implications
- Catchment area preparations
- Scenario testing

PROJECT COMPLETION:

- Thank you!
- This presentation marks the last step in an 18-month journey.
- We're here to answer your questions.
- Administration has a motion to recommend...

