



Recreation Service Plan
2013 – 2017



Parks, Forestry and Recreation

Community Development and Recreation Committee

November 14,
2012

Time Line

- 2004 – *Our Common Grounds*
- 2009 – Council-approved RSP Principles
- 2010 – *RSP Public Engagement Plan*
- 2010-2011 – staff consultations
- 2011 – public & stakeholder engagement
- 2011-2012 – research & develop RSP
- 2012 – Nov 14 – CD&R Committee



Recreation Service Plan Principles

1. **Quality** - provide the highest quality of programs and services to enhance the health, quality of life and well-being of residents.
2. **Inclusion** - ensure that everyone has the opportunity to access recreation programs and services that are planned, delivered and managed to recognize diversity and encourage participation of marginalized people and groups.
3. **Capacity Building** - providing programs and services of social, economic and physical benefit to all participants and that create a sense of community, belonging and vitality.
4. **Equitable Access** - provide equitable recreation access to all city residents on a geographic and demographic basis.

Consultation Summary

- The consultation garnered 2500 online survey responses, and over 570 participants at 24 meetings of residents and stakeholders
- **Some of what we heard:**
 - Improve customer service, including registration process
 - Improve opportunities for volunteering and partnerships
 - Provide opportunities for youth employment
 - Improve promotions and communication
 - Fees and distance are the biggest barriers
 - Prioritize services for children, youth and seniors
 - Facilities don't meet current and growing demand
 - Improve facility upkeep and maintenance

Service Plan Process

Service Plan Report Structure:

- Context for Recreation- describing the recreation service sector, including the City's programs and services as well as those offered by non-profit and for profit organizations.
- Trends - major demographic, leisure service, and health trends that affect the delivery of recreation services in Toronto.
- Chapters, with recommendations, that correspond to the principles adopted by Council: quality, capacity building, inclusion, and equitable access.

The Recreation Service Plan will:

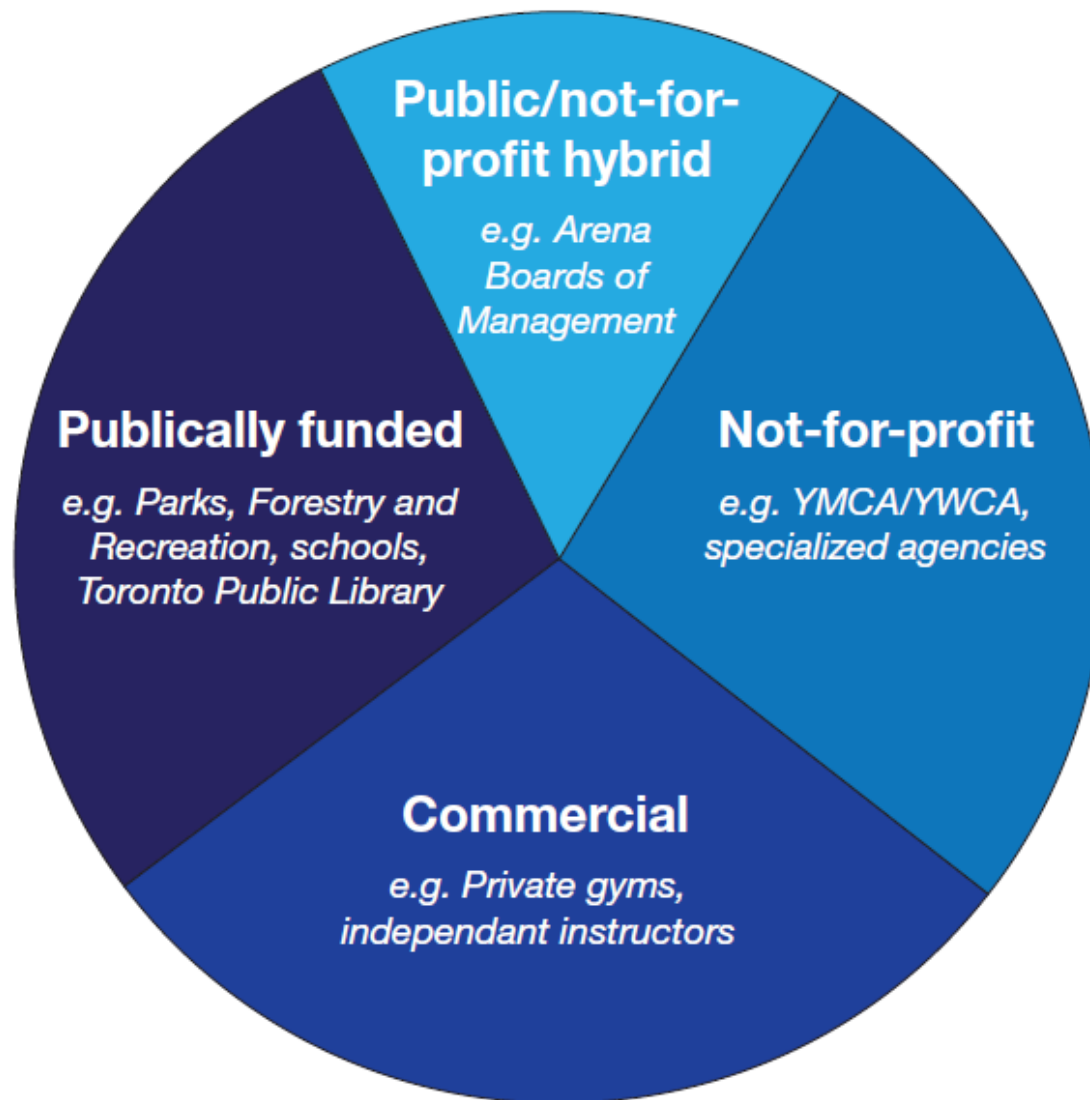
- Increase participation in recreation
- Reduce financial barriers
- Increase local geographic access



Broad Issues Facing Recreation

- A growing population that is becoming increasingly inactive
- High and increasing demand for PFR programs and services
- Barriers to recreation faced by underserved communities and residents
- Facilities and equipment that are aging and in need of repair and replacement
- High demand for resources to adapt facilities and services to comply with AODA by 2025
- High demand to support partnerships
- Need for ongoing improvements to data collection to provide consistent information, continuous improvement

Toronto's Recreation Service Sector



Quality Recommendations

- Expand quality standards to all age groups and program areas with a focus on safety, health and skill development
- Improve consistency of cleanliness and repair of facilities (state of good repair)
- Develop and Implement a Customer Service Improvement Strategy to measure and track levels of satisfaction of services and facilities
- Improve facility permitting process, program registration process and availability of info online
- Need for consistent data collection, improve the capacity to measure and report on program objectives/outcomes

Capacity Building Recommendations

- Maximize the use of recreation facilities as core community assets (permits, partnerships)
- Enable local service planning with local residents, other recreation providers and schools – address gaps and reduce overlaps
- Public input in decision making, in particular populations facing barriers such as newcomers, persons living with disabilities, youth
- Develop a centralized volunteer management system (recruit, support and train, recognize); leverage opportunity from Ontario Summer and 2015 Pan Am/ Parapan Am games

Inclusion Recommendations

- Improve citywide and local promotion of programs and services through communications strategy
- Improve registration and Welcome Policy application processes, make it easier
- Create tools and strategies to support diverse and newcomer populations
- Strengthen partnerships with agencies/orgs that work with underserved populations
- Ensure continued compliance with AODA legislation



Equity Recommendations

- Implementing a Primary Program Model
 - Model puts a priority on introductory level programs, group settings, and those that teach basic life skills
 - Will improve consistency of program delivery across the city
 - Ensures programs remain responsive to local needs
 - Continued focus on children, youth and seniors



Recreation Program Categories

Primary – Offered Everywhere

Offered
everywhere

Respond to
general need

Societal
benefit

Primary – Locally Responsive

Not offered
everywhere

Responds to
local need

Community
benefit

Secondary

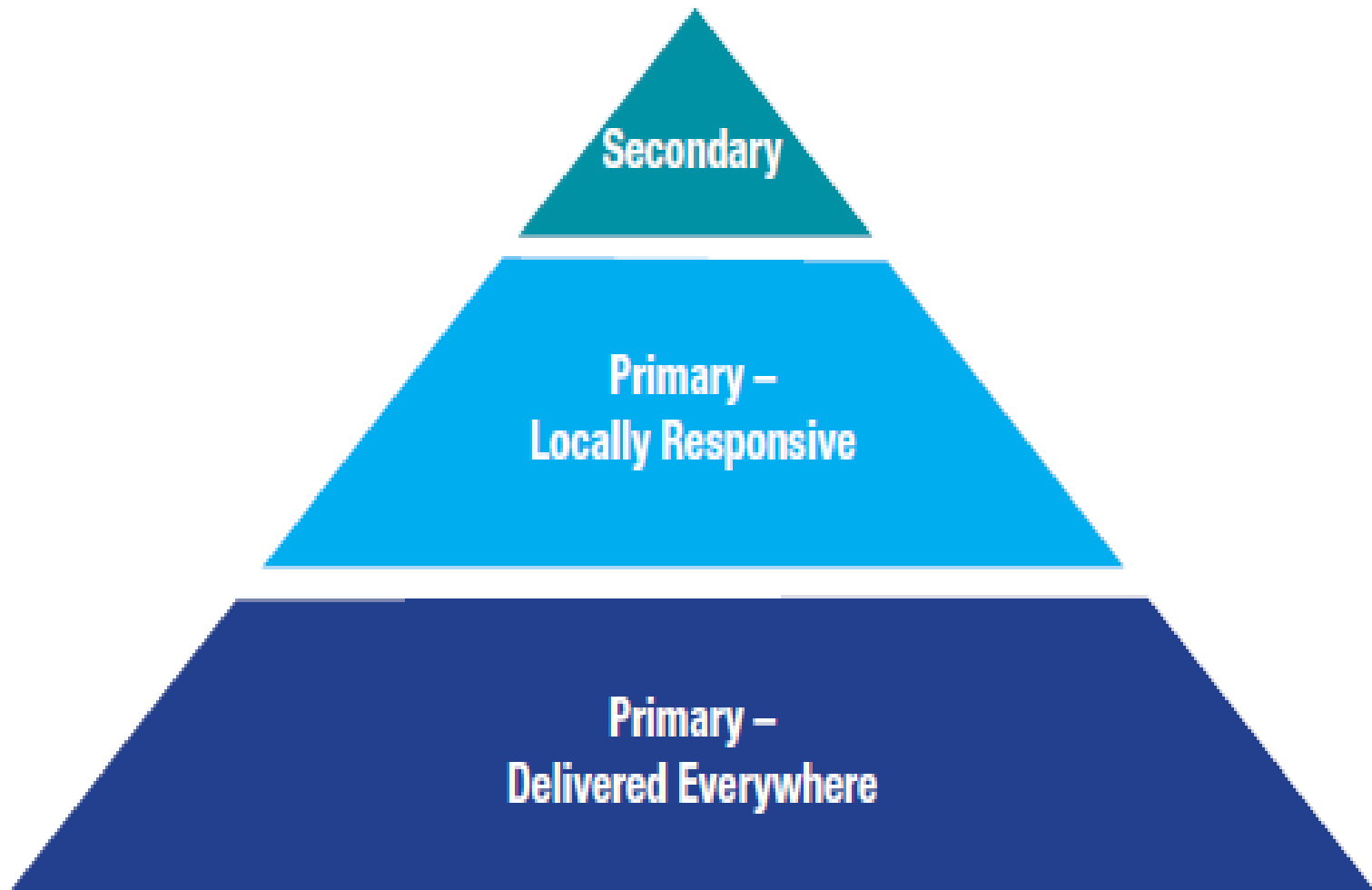
Not offered
everywhere

Responds to
individual need

Individual
benefit

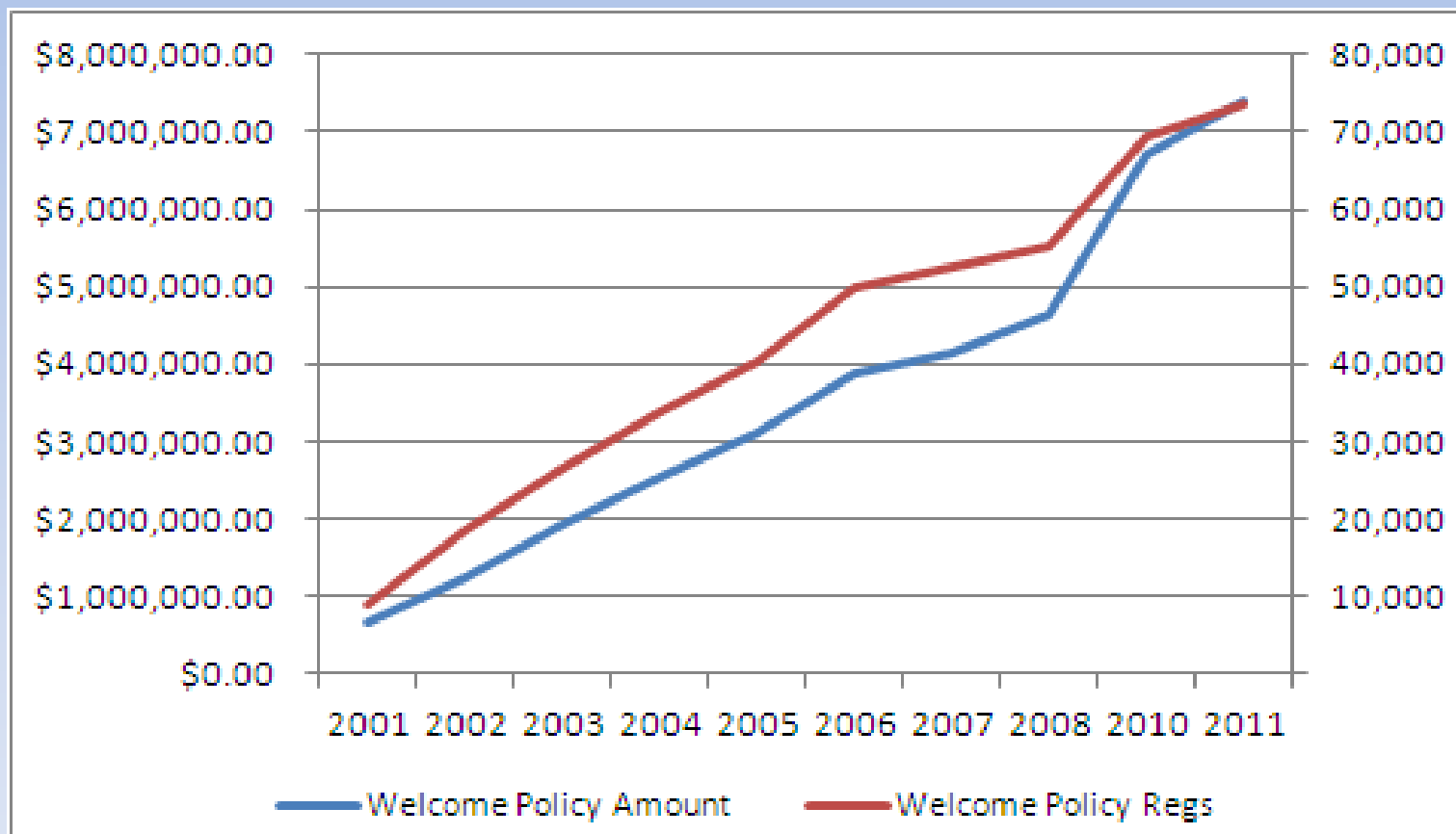
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Figure 15: Community Recreation's program model



Welcome Policy Utilization

The program has been effective in improving access.



Equity Recommendations

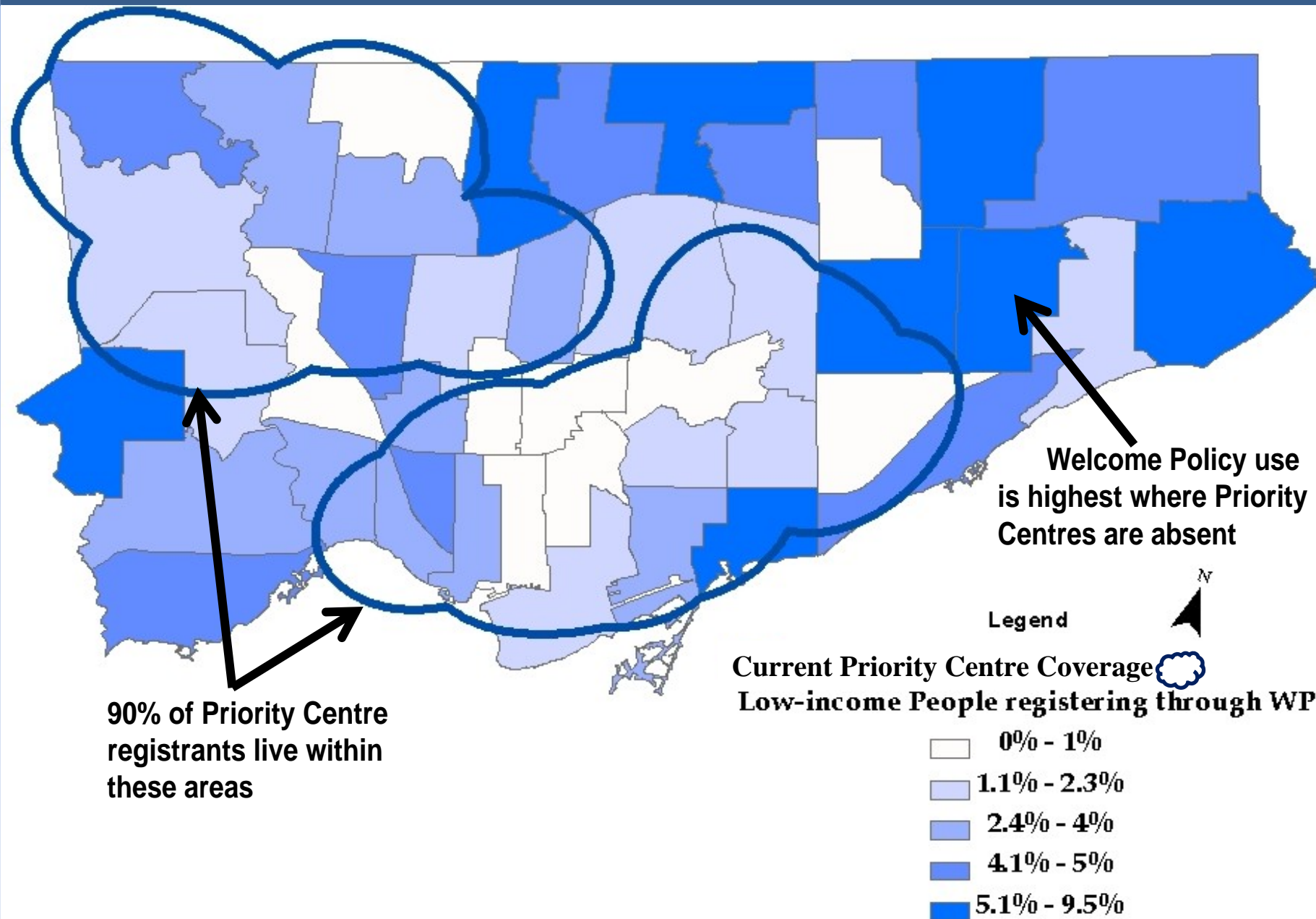
- PFR continue the use of Welcome Policy as a means to support access to recreation

Welcome Policy is working

- Poverty exists in all areas of the city
- Welcome Policy has increased dramatically since 1999
- Conversion to dollar based subsidy has increased registrations



Priority Centre Coverage vs. Welcome Policy Use



Priority Centre Usage

Table 16: Comparing Priority and non-Priority Centres (2011)

	Priority Centres	Non-Priority Centres
Local access – average distance traveled (in kilometres)	1.8	2.7
Utilization rate (per cent)	84	79
Average number of registrations per participant	2.7	2.8

Equity Recommendations

- A revised method for determining Priority Centres
- Term “Priority Centre” replaced with a more generic term, reduce stigma
- Priority Centres are an effective way to serve low income neighbourhoods
- Original method for designation resulted in inconsistent and inequitable distribution across the city



Low Income Census Tracts Current vs. Proposed New Priority Centres

	Low-income census tracts (using 2006 census)	Number of Priority Centres	Number of low-income census tracts served (within 1.5km)	Number of low-income census tracts unserved
Currently funded	89	22	47	42
New method	89	39	81	8

Geographic Distribution

Current vs. New Priority Centres

	Number of Priority Centres			
	Etobicoke - York	North York	Toronto & East York	Scarborough
Currently funded (22)	6	6	9	1
New method (39)	10	10	9	10

Equity Recommendations

- Expand the current Swim to Survive program
- Develop a Youth Leadership Program model
- PFR does not have the capacity to offer broad based programs that reach all
- With program demand and wait lists growing, the City must find new ways to meet the goal of increasing participation
- Both programs delivered through partnerships



Equity Recommendations

- "Swim to Survive", delivered in partnership with the school boards, to teach all 22,300 Grade 4 children in Toronto learn basic swim survival skills.
- Develop a Youth Leadership program model- builds leadership, civic engagement and employability skills. Working with schools, this will reach over 12,600 youth across the City.



END



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