



Stakeholder Advisory Group Meeting 2

Tuesday, April 12, 2016

8:30am – 11:00am

North Toronto Memorial Community Centre

200 Eglinton Avenue West

OVERVIEW

On April 12, 2016, the City of Toronto hosted the second of three Stakeholder Advisory Group (SAG) meetings as part of its Parks and Recreation Facilities Master Plan. The mandate of the SAG is to provide a forum for information sharing, feedback, guidance, and advice to the Project Team at key points during the consultation process. The SAG is composed of a number of organizations representing a range of interests and expertise. All of the organizations have either a citywide lens/mandate and/or represent a large recreational user group. Representatives from 14 organizations participated in the meeting (see attached participant list).

At this second meeting, SAG members were provided with: (1) a summary of results from the consultation process to date, including feedback collected through the town halls, focus groups and online survey; and (2) an overview of the eight draft Guiding Principles. Following these presentations, SAG members engaged in a facilitated discussion guided by a series of focus questions (see attached agenda for more detail).

This summary was written by Swerhun Facilitation, a third-party facilitation firm that is part of the consultant team led by Monteith Brown Planning Consultants (MBPC). This report is not intended to provide a verbatim transcript of the meeting but instead provides a high level summary of the perspectives and advice provided by participants during the facilitated discussion.

This Summary was subject to participant review before being finalized.

SUMMARY OF ADVICE

The perspectives and advice provided by SAG members have been grouped into the following three categories: Overall Advice on the Draft Principles; Advice on Specific Draft Principles; and, Engagement and Communications Advice.

Overall Advice on the Draft Principles

Overall Thoughts

One group of SAG members said they were impressed with the principles overall and liked the first three (Equity, Inclusion and Quality) a lot. Another group of SAG members suggested that the principles could use more inspirational language to promote broad ownership. A third group of members suggested that performance measures should be developed for each of the principles to help operationalize them and make their attainment measureable.

Vision Statement

A few members suggested that the Master Plan should include a vision statement to introduce the principles and that this vision statement should speak to quality of life and include “soundbites” from the engagement process to demonstrate the link to community desires.

Words / Concepts to be Added In

Some concepts and specific words that SAG members felt could be incorporated into the principles included: increasing health outcomes; connectivity; and creativity.

Number of Principles

One group of SAG members felt that eight principles was too many and that six would be more appropriate. Another group of SAG members suggested merging the Equity and Inclusion principles and the Sustainability and Capacity Building principles.

Advice on Specific Draft Principles

Equity

SAG members felt that the Equity principle should take not only physical access into account, but also where facilities are located and the times that they are open.

Inclusion

It was suggested that the Inclusion principle should recognize the importance of both inclusive outcomes and inclusive processes.

Innovation

It was suggested that the Innovation principle should make reference to nimble and flexible planning processes, potentially with yearly touchpoints.

Alignment

SAG members felt that is important to be conscious of potential trade-offs between raising revenue from other sources and preserving public access. It was also suggested that the Alignment principle could help minimize duplication of efforts between the City and other providers.

Sustainability

It was suggested that the Sustainability principle should guide the Plan to be extremely green to help prevent climate change and provide access to green infrastructure funding.

Capacity Building

SAG members suggested adding community engagement and further enunciating the aspect of public ownership under the Capacity Building principle.

Engagement and Communications Advice

Engagement Ideas

SAG members shared a number of ideas on how to seek feedback from the public on the draft Master Plan, including:

- Identifying existing networks and going to them to share and seek feedback on the draft Plan;
- Speaking with service organizations to better engage marginalized groups;

- Seeking out community organizations / ambassadors who represent groups that don't typically use facilities;
- Using the Toronto Strong Neighbourhoods Strategy planning tables to reach out across the city;
- Engage academic organizations to set up a hackathon to crowdsource solutions.

Communications Ideas

SAG members shared a number of ideas on how the draft Master Plan could be communicated to members of the public, including:

- Using aspirations that the public have articulated to introduce the draft Plan and provide an emotional hook;
- A public service announcement (similar to what was used for the Ravine Strategy, which was quite successful);
- Using social media and Council newsletters to tap into existing networks and encourage word-of-mouth communications;
- Using a number of different communications mechanisms to ensure that they are accessible to all (e.g. seniors and people with disabilities may not be able to easily access online communications).

Groups to Engage

SAG members suggested a number of groups that the City can continue to seek to engage through the Master Plan process, including: other recreation providers in the city (to solicit feedback from their users on why they choose to use those facilities); representatives of city worker unions; and, cultural organizations that offer programming.

Observations on Engagement to Date

SAG members said that the engagement process to date had captured a lot of great feedback and commended the City for the quality of the process. A SAG member said that based on the feedback, it was clear that the public had lots to contribute to the conversation around funding challenges and repurposing facilities that are underutilized.

NEXT STEPS

The meeting concluded with a brief overview of next steps in the process. SAG members were told that the third and final SAG meeting would take place in the fall of 2016 and would focus on reviewing the draft Master Plan. It is currently anticipated that an update on the Master Plan process will be brought to Executive Committee in the fall of 2016, and the final Master Plan brought to Council for approval in early spring 2017. Lastly, SAG members were asked to provide any additional feedback on the meeting materials by April 22nd for inclusion in the SAG Meeting 2 summary.

Stakeholder Advisory Group Meeting 2 Participants

The following is a list of Stakeholder Advisory Group members to date. Those organizations that participated at SAG Meeting 2 are signified by ***bold italic text*** (organizations are listed alphabetically).

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| 1. <i>The 519</i> | 11. <i>Parks and Recreation Ontario</i> |
| 2. <i>Boys and Girls Club of Toronto</i> | 12. <i>Parks, Forestry and Recreation Disability Steering Committee</i> |
| 3. Building Industry and Land Development Association | 13. <i>Social Planning Toronto</i> |
| 4. <i>City of Toronto Disability Access and Inclusion Committee</i> | 14. Toronto Catholic District School Board |
| 5. <i>CivicAction</i> | 15. <i>Toronto District School Board</i> |
| 6. COSTI Immigrant Services | 16. <i>Toronto Foundation</i> |
| 7. Lifesaving Society of Toronto | 17. <i>Toronto Local Immigration Partnership</i> |
| 8. Native Child and Family Services | 18. <i>Toronto Sports Council</i> |
| 9. <i>Ontario Ministry of Tourism, Culture and Sport</i> | 19. Toronto Youth Cabinet |
| 10. <i>Park People</i> | 20. <i>United Way Toronto and York Region</i> |
| | 21. YMCA of Greater Toronto |

Stakeholder Advisory Group Meeting 2 Agenda

8:30am	Sign-In and Light Refreshments
9:00	Welcome Cheryl MacDonald, Manager, Policy and System Planning, Parks, Forestry and Recreation, City of Toronto
9:05	Introductions and Agenda Review Alex Heath, Swerhun Facilitation
9:15	Master Plan Overview Matt Bentley, Project Manager, Parks, Forestry and Recreation, City of Toronto
9:35	Draft Guiding Principles Steve Langlois, Monteith Brown Planning Consultants Questions of Clarification
10:00	Facilitated Discussion Focus Questions: <ol style="list-style-type: none">1. What are your thoughts on the draft <u>Guiding Principles</u>? Do you have any suggested additions and/or refinements?2. Do you have any observations or comments on the <u>consultation summary</u>? Anything unexpected? Anything you would like to add?3. How should we <u>engage the public</u> in gaining feedback on the draft recommendations? How can we better engage non-users?4. Do you have any <u>suggestions</u> for improving our communications and process?
10:50	Wrap Up & Next Steps
11:00	Adjourn