



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	August 24, 2021
SUBJECT:	Recreation Master Plan Engagement Strategy (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Grace Mater General Manager Healthy and Safe Communities Department
SIGNATURE:	

The City of Hamilton is embarking on the development of a Recreation Master Plan to identify needs and priorities for the next 10 years. The City has retained a multi-disciplinary consulting team led by Monteith Brown Planning Consultants Ltd. to lead the master planning process. Monteith Brown will be working closely with City staff to organize, coordinate and implement a broad range of community outreach activities for the Master Plan.

Meaningful and effective engagement is an essential undertaking for the Master Plan to reflect and respond to the unique needs of Hamilton residents. Involving the public and stakeholders in the process will help identify and test priorities.

Engagement Activity (August - October 2021)

Primary tactics and approaches employed through the Engagement Strategy include:

- a) Project Awareness
- b) Online Presence/Public Engagement Portal
- c) Public Information Centres
- d) Targeted Stakeholder Consultation

Engagement Promotion (August – October 2021)

In order to reach a broad sample of recreation stakeholders, the following tools will be used to promote the Recreation Master Plan:

- a) Social Media Posts

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- b) Web Posting
- c) Eblasts
- d) Posters/Signage at facilities
- e) City Digital Signage
- f) Library Digital Signage
- g) Newspaper Advertising
- h) Web Advertising

Engage Hamilton

Between August 23 and September 26, 2021, the project team will be launching engagement through the Engage Hamilton platform. The engagements include:

- Online Public Survey - To establish a broad representation of participation in recreation activities, as well as preferences for future investment, and other key topics.
- Stakeholder Questionnaire - To engage identified community stakeholders and gather information on a range of topics such as registration levels, facility utilization, satisfaction levels, current and future facility and programming needs, opportunities to partner, and more.
- Public Information Centres - Offer sessions to confirm survey data and further engage public and stakeholders.

Engagement Completion

Closing the loop is essential to building trust and it also builds transparency in City decision making. The City's Project team will prepare a "what we heard" summary document of the feedback received during the engagement sessions. The summary report will be shared with participants of the engagement through the Engage Hamilton website.

Promotional Toolkit

The toolkit attached as Appendices A to D provides a project summary and social media messaging, as well as supporting visuals to assist the Mayor and Members of Council in sharing engagement details as deemed appropriate. Support in encouraging residents to [share their feedback](#) would be appreciated.

Should you require further information, please contact Dawn Walton, Manager, Business Support, Recreation Division via email at dawn.walton@hamilton.ca or by telephone at (905) 546-2424 Ext. 4755.

APPENDICES AND SCHEDULES ATTACHED

Appendix A – Recreation Master Plan 2021 Toolkit

Appendix B – Recreation Master Plan Insta Post

Appendix C – Recreation Master Plan Insta Story

Appendix D – Recreation Master Plan Twitter

Recreation Master Plan 2021 Toolkit

Recreation Master Plan: Learn. Plan. Play.

What do you think of the recreation programs and services in your community? To help identify needs and priorities in the city over the next 10 to 20 years, residents are invited to share feedback that will inform the City of Hamilton's new Recreation Master Plan.

The Plan will focus on places and spaces that provide different recreational experiences, programs and services, including:

- Community recreation centres and halls
- Seniors centres
- Arenas and pools
- Sports fields and courts
- Playgrounds and parks
- Skateparks, leash-free areas, community gardens and other casual amenities

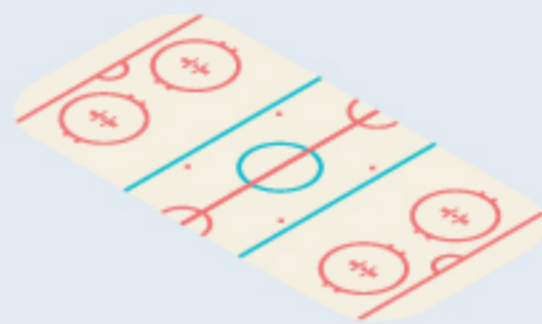
Tell us how you learn, plan and play in the community – please fill out this survey before September 26, 2021.

To learn more, visit [Engage.Hamilton.ca/RecMasterPlan](https://www.engage.hamilton.ca/RecMasterPlan).

Suggested Social Media Messages

- Tell us how recreation programs and services can meet your needs now, and in the future, #HamOnt. Share your feedback on the Recreation Master Plan to help us learn and plan for play: www.engage.hamilton.ca/recmasterplan
- We're updating the 10-year Recreation Master Plan to ensure that recreation programs and services can meet user needs across #HamOnt. Tell us how you learn, plan and play in the community: www.engage.hamilton.ca/recmasterplan
- Are you interested in helping shape future recreation programs and services in our city? Tell us how you learn, plan and play today: www.engage.hamilton.ca/recmasterplan #HamOnt
- The Recreation Master Plan survey is NOW live. Share your feedback and help us learn and plan for play over the next 10-20 years: www.engage.hamilton.ca/recmasterplan #HamOnt

WE WANT TO HEAR FROM YOU!



Learn. Plan. Play.



RECREATION



MASTER PLAN



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