

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. CSD-2022-0006

**FOR THE CONSIDERATION OF
COUNCIL**

April 27, 2022

SUBJECT: Pefferlaw Recreation Need Study

1. RECOMMENDATION:

1. That Council receive Report No. CSD-2022-0006 prepared by the Recreation Services Division, Community Services Department dated April 27, 2022 respecting the results and outcomes of the Pefferlaw Recreation Needs Study.
2. That Council approve the recommendation to proceed with a small to moderate new design/build of a combined skate and pump park in the value of \$900,000 on the grounds of the Pefferlaw Park at 38 Pete's Lane, Pefferlaw, Ontario inclusive of lighting and camera monitoring system.
3. That Council approve the creation of an outdoor Sports Zone on the Pefferlaw Ice Pad outside of the winter season which will include resurfacing the ice pad, facility signage, implementation and purchase of sports equipment including but not limited to permanent basketballs, removable tennis nets and pickleball nets in the amount of \$200,000.
4. That Council approve up to a maximum \$200,000 to improve and enhance existing pathway connections and park amenities.
5. That Council approve the installation of a community garden on the property of the 38 Pete's Lane, Pefferlaw, Ontario inclusive of site preparation, maintenance of surrounding area and essential equipment for operation of the garden in the amount of \$45,000.00.
6. That Council direct staff to explore partnerships with the Georgina-Brock Garden Club and PAR (Pefferlaw Association of Ratepayers) to provide expertise and support to establish a framework for executing and maintaining the proposed community garden.
7. That Council approve the remaining \$101,750 capital funds to be used as a contingency fund for the above projects.

2. PURPOSE:

The purpose of the Pefferlaw Recreation Needs Study was to identify the current and future needs for recreation specifically within the Ward 5 of the Municipality and to establish a strategy that outlines the recreational priorities and framework for implementation. This report is focused on capital initiatives.

3. BACKGROUND:

In 2014, Council adopted the Recreation Needs study produced by Monteith Brown Planning Consultants. The key study objectives included facility rationalization, needs assessment and feasibility analysis.

Over 40 recommendations were identified in the study while following guiding principles for the Town of Georgina's future decision-making. The Guiding principles are:

- Build a healthy community and foster active lifestyles.
- Provide inclusive, affordable and accessible recreational opportunities for all Georgina residents.
- Ensure that recreation and parks facilities are multi-use, multi-generational and responsive to true needs.
- Encourage design and practices that promotes energy efficiency and "green" technologies.
- Foster and support partnerships that create synergies and leverage resources.
- Make decisions that are financially responsible and sustainable for the Town and its residents both existing and future.

Within the recommendations of the 2014 Recreation Needs study, basketball courts, and pickleball courts were identified as priorities to continue to be incorporate into the community and/or larger neighborhood parks as well as the installation of smaller introductory level skateboard features in new parks within developing areas to improve accessibility to youth where a park design allows the installation.

In 2020, Council directed staff to reach out to the Ward 5 community (Pefferlaw and surrounding area) to conduct a study of the public needs and wants for recreation facilities, program and services specific to Ward 5.

Through the 2022 budget deliberation, Council has approved \$1,446,750.00 in capital funding for recreation improvements specific to the Ward 5 area.

4. **ANALYSIS:**

Staff initiated the Pefferlaw Recreation Needs study in the Fall of 2021 to engage our Ward 5 residents through two online survey opportunities and one in-person public consultation forum held in November 2021 at the Pefferlaw Lions Hall.

4.1 Data Collection

The Pefferlaw Recreation Needs study consisted of two online surveys and one in person public consultation at the Pefferlaw Lions Hall.

- The first online survey received 444 responses with 85% of the respondents identifying that they lived in Ward 5.
- The Public Input Forum attracted 23 attendees and was held at the Pefferlaw Lions Hall on November 22, 2021.
- The second online survey received 105 responses with 84% of the respondents identifying that they lived in Ward 5.

The purpose of the first survey was to gain a sense of how the community perceived and viewed existing recreation facilities, programs and services by the Town and to establish a baseline of recreation wants and desires of the residents of Ward 5.

The top three reasons provided for not participating were:

- 68% - The types of recreation programs or facilities does not exist in Pefferlaw (Ward 5)
- 36% - Recreation programs are not offered at a convenient time.
- 35% - Lack of information / unaware of opportunities about recreation in Pefferlaw (Ward 5)

Respondents were given an opportunity to supplement with open ended question on what the greatest need for the community were? More than 75% of respondent surveys included open commentary. The following word cloud was produced from a key word search on these comments; the larger the word, the more mention/importance it reflects.



From the information collected in the first online survey, staff then tailored the second online survey and the in person consultation forum to perform a deeper dive to further identify recreational priorities within Ward 5 and develop a roadmap outlining an achievable implementation strategy.

Results of the second survey identified the top wants/interest of the community are sports, fitness and outdoor programs for all age demographics (preschool, children, youth, adults and older adults). Survey responses from the older adult demographic (55 years+) further substantiated specific interest in yoga, meditation and tai chi programs, as well as outdoor programming opportunities.

Ward 5 residents prefer both unstructured drop-in programming and registered, structured programming. Less than one percent (1%) of respondents indicated they were interested in virtual programming.

The top future amenities identified in the first survey were provided in the second survey and respondents were requested to rank these amenities in order of priority from highest to lowest.

104 responded to the question and the results, in order of importance (frequency of mention) are illustrated in the following table:

Future Amenity	Rank Highest #1
Splash Pad	29
Walking/Biking Trail	26
Gymnasium	14
Skateboard park	12
Youth Centre	9
Outdoor Tennis/Pickleball Courts	8
Outdoor Basketball Courts	6

Future amenities were also ranked by attendees at our public consultation forum:

Future Amenity	Rank Highest #1
Skateboard park	12
Youth Centre	10
Outdoor Tennis/Pickleball Courts	9
Walking/Biking Trail	7
Gymnasium	5
Outdoor Basketball Courts	6
Splash Pad	0

*There was no desire within the public consultation for splash pad

Pefferlaw Association of Ratepayers (PAR) representatives were present for the in person consultation and shared four (4) recommendations that were polled by the PAR membership to be considered and included into the data collected for the recreation needs study.

PAR provide a list of recreation ideas and concerns:

1. Asking why organized sports cannot be played in Pefferlaw and why when the fields sit idle they can not be used free of charge.
2. There is a feeling that a skateboard park would make more sense and cater to more youth than a splash pad.
3. Mobile and portable basketball nets could be setup inside the ice pad in the summer. Portable and mobile pickleball court could also be setup there.
4. Pefferlaw has many non-for-profit organizations that are in need of free meeting space. The mandate of these groups is to deliver programming that benefit the health and welfare of the community and they do not have the financial resources to pay the high cost of rental space in our own facilities. We need free meeting space for these groups. Free meeting space could encourage the formation of new youth clubs and groups.

The final results have been shared with the Recreation Services programming team and staff will continue to plan, design and implement according to the survey results over the coming years with a focus on expanding collaborative partnerships. An example of this is the recent release of the 2022 summer camp guide. The camp team will be offering a variety of camps throughout the summer to be held at the Pefferlaw Lions Hall and Park.

4.2.1 Splash Pad

While the splash pad was mentioned as a want from the community in the two online surveys, staff are not recommending this as an initiative at this time for the following reasons:

- Municipal infrastructure does not exist at this time.
- Challenges in design and construction will elevate capital costs.
- Annual Operating costs will have substantial annual impact to the municipal budget.
- It is anticipated that the entire capital funding allocated for the Pefferlaw recreation initiative will be consumed by this single project.
- Limited support in the in person consultation
- PAR indicated support to skate park for youth then a splash pad

4.2.2 Pump Track and Skate Park

This capital initiative is highly recommended to proceed as it received support throughout the data collection and the pump track and skate park itself lends itself to being unstructured, and unscheduled access.

This structure/amenity is considered a low cost sport(s) which also adds to its appeal so all can participate. Skate parks also help to fill a void in youth recreational activity while pump tracks appeal to all age demographic and has shown to join the community together.

Pefferlaw Park is an ideal location for the pump track and skate park as it is centrally located, highly visible, and is frequented visited by youth.

Over the past several years, skateboarding and BMX bikes have become a mainstream activity that has demonstrated sustained longevity and is a popular pursuit among children, youth, and to a lesser extent, young adults. Skate and pump parks are increasingly being viewed as positive venues that respond to these interests.

Youth is key to this project and if this project is endorsed to proceed, Community Services Department will engage the youth of the community to have input on the final design of the park.

4.2.3 PIP/Sports Zone

Currently, there exists a well used outdoor ice pad during in the winter season. This capital initiative will is to expand the opportunities of the Pefferlaw Ice Pad (PIP) for the community to continue to live active healthy lifestyle during the Spring/Summer and Fall seasons.

Staff are recommending to add the creation of a sport zones on the ice pad. The key to success and wants in Ward 5 is to create a space where free drop in play can occur.

Staff envision the covered ice pad to be divided into three courts (during the non-winter season) and offering tennis, basketball and pickleball for unlimited play with the flexibility to adapt to registered programs such as ball hockey. This initiative will require work to be completed to the ice pad (concrete slab) including remediation/resurfacing and line painting to optimize safety and ensure positive and enjoyable experience. This sports zone will achieve many of the wants and needs identified through out the study.

4.2.4 Community Garden

The initiative of a community garden started the conversation of thinking outside the box and identifying the wants and needs of the Pefferlaw community. Town staff were approached by members of PAR and Georgina/Brock Garden Club to discuss the possibility of starting a community garden on the town property at 38 Pete's Lane in Pefferlaw through the lens of the recreation needs study.

Community gardening is a not for profit activity benefiting the community and is a great way to help the community as it recovers from a two year pandemic. All produce would be required to be taken home or donated to the community as a whole.

A community garden promotes the cultivation of local and affordable food within the community. The community garden also offers a gathering place to build community cohesion and promote intergenerational and multi-cultural relationships.

Community gardens are know for volunteers working together to grow, maintain and harvest.

4.2.5 Pathways and Park Amenities

The Pepperlaw Park is a beautiful park with a wooded area to explore and enjoy what nature has to offer. Throughout the surveys and the in-person consultation, staff continued to hear the passion Ward 5 residents have for the great outdoors. This initiative will expand on the existing pathways and enhance park amenities.

By expanding the existing pathway, an active walking/running loop can be created to introduce a circuit with the potential of adding in a couple of fitness stations.

All of the recommended capital initiatives provide an opportunity for Ward 5 community residents and visitors to use all of these features at their leisure. Flexibility is key in society today. This park will be a great space to bring the whole family together where active and passive activities for all age demographics will co-exist providing great sight lines to watch all enjoy what the Park has to offer.

5. RELATIONSHIP TO STRATEGIC PLAN:

Recommendations of this report support all four priorities of the Town's strategic plan:

Priority 1: Promote economic growth

Priority 2: Promote a high quality of life

Priority 3: Engage our community & build partnerships

Priority 4: Deliver exceptional service

6. FINANCIAL AND BUDGETARY IMPACT:

Through the 2022 budget, this project was approved for \$1,446,750.00. With staff recommendations on how to proceed to achieve optimal services and opportunity to provide recreation activities which will benefit the health and wellness through promoting active health lifestyle. The breakdown for all recommendations are as follow:

- Pump Track and Skate Park \$ 900,000.00
- Sports Zone \$ 200,000.00
- Community Garden \$ 45,000.00
- Enhancements to existing trails and pathways \$ 200,000.00connectivity and park amenities.
- Contingency plan \$ 101,750.00

Total \$1,446,750.00

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Two online surveys were conducted through the Georgina website and one in person consultation. Additional conversations occurred with the Georgina-Brock Garden Club and PAR.

8. CONCLUSION:

The recommendations of this report are based on data collected and analyzed in order to enhance and expand recreational programs and amenities within the Pefferlaw Ward 5 community. With Council's endorsement and support of these recommendations, Pefferlaw Park and the Pefferlaw Ice Pad & Sports Zone will become one of the Town's premier destination parks.

The park will continue to serve the community with many opportunities to live a healthy active lifestyle and the flexibility to grow and meet future community needs.

APPROVALS

Prepared By:	Patti White Manager of Recreation Services
Recommended By:	Dan Buttineau Director of Community Services
Reviewed By:	Rob Wheeler Deputy CAO/Treasurer
Approved By:	Ryan Cronsberry Chief Administrative Officer

Attachments:

Attachment 1 – Online surveys and in person public consultation results