



CITY COUNCIL REPORT

TITLE:

BRANDON RECREATION AND COMMUNITY FACILITIES MASTER PLAN

PRESENTER:

Perry Roque

DEPARTMENT:

Community Services

ATTACHMENTS:

Brandon Recreation & Community Facilities Master Plan
Appendices - Recreation Master Plan

DATE:

4/26/2019

CLEARANCE / APPROVALS:

Lorrie O'Brien General Manager
Rod Sage City Manager

RECOMMENDATION(S):

That the Brandon Recreation and Community Facilities Plan prepared by HTFC Planning and Design and attached to the report of the Director of Community Services dated April 26, 2019 be adopted.

BACKGROUND:

Brandon is home to an extensive network of indoor and outdoor recreation facilities. Over many decades, the City of Brandon, along with partnering community groups, have invested in its public recreation system, which has evolved, expanded, and improved both facilities and services. However, recent surveying and community conversations suggest service levels and satisfaction levels differ among the user groups and residents regarding the various city-owned recreation facilities. The challenge that lies ahead is about improving these levels and addressing new needs within the community, while maintaining and refining existing facilities and services.

As recreation trends and society change, municipalities are finding the need to re-focus their investment and energies in the provision of recreation facilities and services beyond sport and physical activity to a broader package of wellness pursuits that link body, mind and spirit. Recreation now spans multiple city-wide objectives: as a tool to engage young people, especially youth at risk; as a way to welcome new members to the community; health promotion and disease prevention; a means for preventing social isolation; a contributor to a diverse and healthy economy; and as an attractor and retention strategy for new residents. A renewed vision for recreation in Brandon recognizes the value of recreation well beyond traditional standards.

ANALYSIS:

As part of the City of Brandon's Operational Services Division, Community Services is comprised of Parks In-City Maintenance, Urban Forestry, Horticulture, Cemetery Operations, Community Development, and it is responsible for the management of Brandon's Community Sportsplex and the Wheat City Golf Course. In delivering on the city-wide strategic vision and mission statements, the Community Services department plays a significant role to improving health and quality of life in the community.

The Brandon Recreation and Community Facilities Master Plan represents an opportunity to bring partners together from all sectors, from those interested in community design, physical activity, crime prevention, public health, and investment in developing a healthy, active community that engages citizens, enhances leadership, and builds and protects spaces vital for participation.

During the planning process for the Master Plan update, ample opportunity for public engagement through stakeholder meetings, community workshops, public surveying and web-based feedback was provided. Brandon's residents shared why recreation is an important resource in their personal lives, the broader community, and how recreation can provide significant value to a growing and changing city.

In addition to this stakeholder input, the Brandon Recreation and Community Facilities Master Plan uses current provincial and Canada-wide recreation research to support recommendations and future planning identified within this document. This current research not only informed but also provided the foundation for the public engagement process.

The current Recreation Facilities Master Plan was adopted by Brandon City Council in 2007, and designed to expire in 2019. The inventories, assessments and recommendations presented in the 2007 Plan have been carefully reviewed, noting an overall high level of achievement of implementation. However, access to appropriate resources deferred some capital projects into later years. This update to the Master Plan will provide continuity and direction for the next 20 years for recreation facility and program development. The Master Plan presented here is Brandon specific, responding to local unique aspirations, values and constraints. It is also framed within the context of what is happening in other municipalities in recreation planning, and provincial and national frameworks for recreation.

What sets this Plan apart from the 2007 Plan, is a emphasis on re-focusing and renewing municipal commitment and investment in recreation facilities and services on the part of the City of Brandon more so than in the past decades. It details the changes for a renewed vision for the future of recreation with greater emphasis in areas of governance, levels of service, and program and facility investment. This Master Plan focuses on how to manage the needs of a growing and changing city, managing aging infrastructure and supporting and strengthening partnerships in the delivery of recreation services. To this end, this Master Plan provides substantial guidance at two levels; strategic direction recommendations that point to detailed actions and advice on ways of getting there.

STRATEGIC ALIGNMENT:

A New Vision for Recreation in Brandon

The City of Brandon recognizes that recreation is an essential public service for growing healthy, vibrant and connected communities. Recreation is a powerful tool for advancing a wide range of municipal objectives including public health, community belonging, neighbourhood development, culture and heritage, tourism and economic growth, and greenspace enhancement.

The City of Brandon is committed to renewing its leadership role in the provision of recreation facilities, programs and services. This includes optimizing and maintaining recreation facilities in a financially sustainable manner, planning for future investment to meet growing community needs, and building partnerships with public and private recreation providers and advocates in the community to ensure recreation is delivered for the benefit of everyone.

Guiding Principles

The following principles provide overarching guidance and direction for the City to follow in its pursuit of a renewed leadership role in recreation. They encapsulate the driving values and goals that should inform recreation planning and service delivery into the future.

1. Recreation services and facilities are essential to quality of life in Brandon

The City of Brandon recognizes the value that recreation services and facilities play in creating a vibrant city and high quality of life. Recreation services promote healthy and active living, and facilities offer places for communities and families to gather and attractive environments that promote a local sense of pride.

2. Recreation service delivery is enhanced through collaborative partnerships

The City of Brandon will be proactive and supportive in forming partnerships and alliances with community recreation providers. The City will work with partners in the public and private sectors, as well as internally across departmental lines to plan, develop, deliver and manage recreation services in a responsive and sustainable way.

3. Recreation services and facilities are accessible for a wide range of people

The City of Brandon recognizes that facilities and services need to be accessible for all residents. This includes ensuring facilities are barrier free by design and that affordable options for participation are part of the overall offering. Facilities are ideally designed to be reachable by multiple modes of transit and well provisioned across the city in new growth areas as well as older neighbourhoods. Facilities will be operated with user rates and fee schedules that encourage accessible, affordable experiences for everyone.

4. Recreation facilities are connected and integrated into the fabric of neighbourhoods

The City of Brandon recognizes that recreation facilities are ideally connected to transit and active transportation networks as part of a complete community design framework. Recreation facilities enhance neighbourhoods, strengthen downtown revitalization, and compliment other community amenities such as greenspaces, cultural and educational institutions, schools and community centres.

5. Recreation facilities are designed with quality and are a source of pride for Brandon

The City of Brandon will ensure that recreation facilities are well designed and contribute to the overall quality and attractiveness of the built environment, contributing to a local sense of pride and visitor draw. Future recreation facilities will strive to promote the use of facilities in all seasons, including winter for outdoor facilities, ensuring public safety, participant comfort and customer service are maximized.

6. Recreation facilities provide spaces and environments that are flexible and multi-use

The City of Brandon will consider what facilities need to be designed to be flexible and adaptive spaces. Future recreation facilities will consider options for multi-use design, allowing for transformations to accommodate changing requirements, and extend the life-cycle of the facility.

7. Recreation services and facilities aim to be environmentally and financially sustainable

The City of Brandon will encourage sustainable and efficient design of facilities to capitalize on reduced maintenance requirements and energy savings. The City will also ensure that facilities are operated in a financially sustainable way and resources are allocated for the ongoing investment, renewal and development of new recreation amenities.

8. Recreation programs are diverse and reflective of community needs and interests

The City of Brandon recognizes the need for a diverse portfolio of recreation and leisure programs that are relevant and reflective of community interests and needs. The City is committed to providing introductory level programs such as “learn to swim” and provide some opportunities for youth, seniors and families to get try new activities.

Four Strategic Directions on how to approach renewing and enhancing municipal recreation services and delivery.

1. Investment in the renewal of municipal recreation facilities and planning for future growth
2. Enhancing municipal operational practices in the delivery of recreation services
3. Strengthening partnerships with recreation providers in the community
4. Improving public access to recreation programs and services

FINANCIAL IMPACT:

Asset Management

Asset management can provide the City with evidence-based tools to inform capital planning and decisionmaking. As a first step, the City should undertake a comprehensive GIS documentation of all existing cityowned recreation assets, using consistent keywords and metadata that captures location, age of facility, condition, replacement value, or other variables deemed useful.

Life Cycle Budgeting

Asset management can inform capital planning by helping the City estimate the total costs and revenues associated with building, maintaining and operating a facility over its complete life-cycle.

- Construction or acquisition costs
- Financing costs, loan interest payments
- Operational costs, staffing and energy
- Maintenance costs, repair and renewal
- Revenues generated through fees
- Resale revenues or disposal costs

Funding Strategies

- Reserve fund
- Development charges
- Tax-Increment Financing
- Accommodation and Gas Taxes
- 10% Allocation or Cash In-Lieu
- Bonus Density
- Public, Private Partnerships
- Development Corporations
- Federal and Provincial programs

CONCLUSION:

This update to the Master Plan will provide continuity and direction for the next 20 years for recreation facility and program development. The Master Plan presented here is Brandon specific, responding to local unique aspirations, values and constraints. It is also framed within the context of what is happening in other municipalities in recreation planning, and provincial and national frameworks for recreation.