

TOWN OF MORINVILLE
PARKS, RECREATION, CULTURE, AND TRAILS MASTER PLAN
Research and Engagement Report



March 2019





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Summary

An overview of the “takeaways” from each section is noted below.

Community Profile

- Morinville has a population of nearly 10,000 and has experienced steady population growth since 2006. This growth is likely to continue into the future, given projected economic and population growth projected within the Edmonton Metropolitan Region overall.
- Based on the three possible growth scenarios it is possible that the Town’s population will reach nearly 28,000 by 2036, nearly tripling its population in 20 years. Accommodating this magnitude of growth will require careful planning and anticipation of the needs of future residents. Expanding and developing new infrastructure will be required to accommodate growth.
- Morinville is perceived as a family-oriented community that is affordable, safe, that provides a high-quality of life. The Town’s Municipal Development Plan acknowledges the importance of providing appropriate infrastructure needed to support such growth and maintain the high-quality of life residents have come to expect.
- The Town’s population is relatively young compared to the Alberta average and will likely experience strong natural population growth due to sizable 0-19 and 25-34 age cohorts.
- The proportion of the Town’s population over the age of 65 is lower than the provincial average. However, it is likely that this proportion will increase over time. Efforts will need to be made to provide infrastructure and services necessary for Morinville residents to “age in place” within their community. In addition, with an aging community comes demands for more life-long sports and physical activity.
- Immigration will play an important role in terms of population growth in Canada; this is likely to be true for Morinville as well. Providing infrastructure and services to meet an increasingly diverse population should be a priority. Shifting recreation and culture needs and preferences will likely affect how and what the Town plans for in the future.

- Morinville households have higher median after tax incomes than the provincial average. Residents are also employed in economic sectors that are somewhat less volatile than other sectors, providing a stable economic base. Household affluence is likely to affect levels of service provision and types of recreation and culture amenities/ infrastructure expected by residents.

Background Review

The Town of Morinville has an extensive array of strategic planning documents to help guide decision making. In addition, there are a number of provincial and national policies and initiatives that can influence parks, recreation, and culture planning. The following points outline relevance of other planning at a local, provincial, and national levels.

- The Town of Morinville’s plans illustrates support for a strong quality of life for residents. Recreation and culture are **important services; significant investment** is occurring based on sound engagement and planning.
- Planning documents mention recreation and culture interests, trail connectivity along with heritage preservation as specific development interests.
- The importance of community groups in providing services in Morinville is recognized as is community spirit and identity – in part through recognition of town history. Regional **partnerships** will be key to future service provision.
- It is in the best interests of **all stakeholders / sectors / levels of government** to get people active, connected, and outdoors.
- **Reserve budgeting** for recreation and culture facilities is recommended to occur at a rate of 1.7%-2.5% of replacement value.
- There needs to be a “**physical literacy**” conscience in Alberta communities. In many cases, a municipality is the only organization with perspective and leverage to be able to instill principles like physical literacy and long term athlete development in grass roots programming.
- Recreation and sport is an avenue for **reconciliation**.

Summary

Participation Trends

- **Unstructured/spontaneous** recreation activities are among the most popular activities (e.g. walking, bicycling, drop-in sports).
- ParticipACTION assigned a **D-rating for “overall physical activity” of youth and children** in Canada; inactivity is a concern for all ages groups.
- The use of **technology** to enhance recreation experiences is becoming more common.
- **There is an expanding** variety of program opportunities and **demands in Alberta communities.**
- There is concern about people **not spending enough time outdoors.**

Service Delivery and Infrastructure Trends and Influences

- Recreation services are seen as **essential**, providing **social good** and integral life skills for residents.
- There are decreasing expectations for cost recovery and user fees in some communities due to the **social return associated with recreation services.**
- **Partnerships** are becoming more important, including **regional collaboration.**
- Some communities are investing in **sport tourism.**
- The nature of volunteerism is changing, volunteers are getting **burnt out**, requiring municipalities to provide more support.
- Recreation infrastructure across Canada is aging and in need of reinvestment, **asset management** is top of mind for many municipalities.
- Recreation experiences need to be refreshed to remain effective, they must meet **modern user expectations.**
- Groups are demanding **higher quality facilities.**
- Municipal operation of **non-traditional facilities**, previously left to the private sector or not-for-profit groups (i.e. gymnastics facilities, climbing walls, expanded fitness offerings, etc.).

Inventory

- The Morinville Leisure Centre (Phase 1) will dramatically change the landscape of indoor recreation facilities. While replacing the arena at the Ray McDonald Sports Center, it will add fitness space, indoor track, and a multipurpose fieldhouse type space to the town inventory. It will complement the Curling Club and the Morinville Community Cultural Centre when it opens in 2019.
- Considering outdoor facilities, town residents are relatively well serviced with the trail system somewhat lagging behind the desires of residents.

Benchmarking

- Morinville is lacking an indoor aquatic facility. The development of the Morinville Leisure Centre (Phase 1) will address several of the other deficiencies.

Consultation

- Household survey
 - » Main barriers to participation in programs, activities, and services is lack of awareness (53%), timing of programs (45%), and lack of facilities / poor facilities (41%).
 - » Over half (54%) of households are very or somewhat satisfied with programs, activities, and services currently offered in Morinville.
 - » Trails and pathways are the most utilized outdoor infrastructure in Morinville with 86% of households saying they used it in the last year.
 - 71% of households are very or somewhat satisfied with the trail system’s support amenities.
 - » Over three-quarters (78%) of households used the Morinville Community Cultural Centre in the past year.

Summary

- » Approximately two-thirds (61%) of households attended a major event in Morinville in the past year.
 - 93% were very or somewhat satisfied
 - 93% said it is very or somewhat important to have major town-wide festivals and events
- » Priorities for facility development or enhancement
 - Indoor
 - o Leisure swimming pool
 - o 25m swimming tank
 - o Walking / running track
 - o Fitness / wellness facility
 - o Ice arena facility
 - o Indoor child playground
 - o Leisure ice
 - o Indoor field facility
 - Outdoor
 - o Walking / cycling trail system
 - o Outdoor pool
 - o Picnic areas
 - o Nature / interpretive trails
 - o Toboggan hills
 - o Campground
 - o Water spray parks
 - o Mountain bike trails
- Stakeholder / community group discussion
 - » Enhanced communications amongst themselves and with the Town is needed.
 - » Groups are looking for assistance from the Town with organizational operational tasks. Not doing them but learning how they can manage these tasks themselves. Groups are also looking for assistance with communications and marketing, funding and grants, and project design and management.
 - » There is a need for a clear community identity.
 - » There are challenges getting enough volunteers which is exacerbated by growth in Morinville resulting in greater demand for programs and services.
 - » Facilities needed: heritage and interpretive elements (outside); pool; teen space; sports fields.

Table of Contents

1: Introduction	1
2: Community Profile	2
History & Economy	3
Demographics & Population Projections	3
3: Background Review	6
Local Context	7
Municipal Development Plan	7
2018-2020 Strategic Plan	8
Morinville 2035: Growing Together—Municipal Sustainability Plan (2011)	8
Regional Recreation Facility Master Plan (2013)	9
Regional Recreation Needs Assessment (2016)	10
Historic & Cultural Heritage Policy (2017)	11
Community Recreation Facility Business Case (2017)	11
Provincial Context	11
Municipal Government Act	11
Spirit of Alberta – Alberta’s Cultural Policy	12
Going the Distance: The Alberta Sport Plan (2014-2024)	13
National Context	13
A Framework for Recreation in Canada 2015: Pathways to Wellbeing	13
Sport for Life	14
Let’s Get Moving: A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada (2018)	15
Final Report of the Truth and Reconciliation Commission of Canada (2015)	15
Creative Canada (2017)	16
Parks for All	17
Canadian Infrastructure Report Card	17

Table of Contents

4: Trends	18
Participation and Activity Trends & Leading Practices	19
Physical Activity and Wellness Levels	19
Physical Activity Preferences	20
Spontaneous and Unstructured Recreation	21
Addressing Barriers to Participation	22
Service Delivery Trends & Leading Practices	23
Importance of Festivals	23
Utilization of Data	23
Creative Placemaking	23
Greater Engagement with the Private Sector	23
Funding of Culture	24
New Institutional Roles, Missions and Artistic Practices	24
Cultural Mapping	24
Partnerships	25
Social Inclusion	25
The Evolving Nature of Volunteerism	26
Sport Tourism	27
Infrastructure Trends and Leading Practices	27
Less Reliance on New Physical Infrastructure in Cultural Services	27
Multi-Use Spaces	28
Integrating Indoor and Outdoor Environments	28
Revenue Generating Spaces	29
Social Amenities	29
Providing Quality Parks and Outdoor Spaces	29

Table of Contents

5: Inventory & Utilization	32
Morinville Heritage Survey (2013)	34
Ray McDonald Sports Center Arena	34
Ball Diamonds	34
6: Benchmarking	35
Facility Inventory	36
Indoor Facilities	36
Outdoor Facilities	38
Municipal Practices	40
7: Engagement	42
Resident Survey	43
Household Survey (2018)	43
Household Survey (2016)	52
Stakeholder Discussions	60
8: 2011 Master Plan Tracking	61
Recreation, Parks and Open Spaces Master Plan 2011-2021	62
Recommendations Tracker	62
9: Conclusions	66



1

Introduction

The Town of Morinville is developing a new Parks, Recreation, Culture, and Trails Master Plan. This will replace the most recent Recreation, Parks and Open Space Master Plan 2011-2021. The Master Plan will provide guiding direction for the provision of parks, recreation, culture, and trails services for the next ten to fifteen years.

Under a separate cover, the Master Plan will be informed by the research presented herein. The Town undertook a Needs Assessment in 2016 that encompassed a significant program of research. Much of the information gathered through the Needs Assessment is presented in this document, particularly some of the community engagement findings gathered in 2018. A community engagement survey was fielded in 2018 to augment findings gathered through a large representative survey of Morinville residents conducted in 2016.



2

Community Profile

Highlights

Morinville has a population of nearly 10,000 and has experienced steady population growth since 2006. This growth is likely to continue into the future, given projected economic and population growth projected within the Edmonton Metropolitan Region overall.

Based on the three possible growth scenarios, it is possible that the Town's population will reach nearly 28,000 by 2036, nearly tripling its population in 20 years. Accommodating this magnitude of growth will require careful planning and anticipation of the needs of future residents. Expanding and developing new infrastructure will be required to accommodate growth.

Morinville is perceived as a family-oriented community that is affordable, safe, and provides a high-quality of life. The Town's Municipal Development Plan acknowledges the importance of providing appropriate infrastructure needed to support such growth and maintain the high-quality of life residents have come to expect.

The Town's population is relatively young compared to the Alberta average and will likely experience strong natural population growth due to sizable 0-19 and 25-34 age cohorts.

The proportion of the Town's population over the age of 65 is lower than the provincial average. However, it is likely that this proportion will increase over time. Efforts will need to be made to provide infrastructure and services necessary for Morinville residents to "age in place" within their community. In addition, with an aging community comes demands for more life-long sports and physical activity.

Immigration will play an important role in terms of population growth in Canada; this is likely to be true for Morinville as well. Providing infrastructure and services to meet an increasingly diverse population should be a priority. Shifting recreation and culture needs and preferences will likely affect how and what the Town plans for in the future.

Morinville households have higher median after tax incomes than the provincial average. Residents are also employed in economic sectors that are somewhat less volatile than other sectors, providing a stable economic base. Household affluence is likely to affect levels of service provision and types of recreation and culture amenities/infrastructure expected by residents.

The Town of Morinville (pop. 9,893) is the largest population centre within Sturgeon County. The Town is located approximately 35 minutes northwest of Edmonton, accessible via Highway 2, with good connectivity to the Edmonton International Airport and other major highways. The Town is located within the greater Edmonton Metropolitan Region (pop. 1.32 million) and is an active participant on the Edmonton Metropolitan Region Board (EMRB). Due to its geographical location within the expanding Capital Region, Morinville has experienced rapid population growth in recent years. Between 2011 and 2016, the Town's population grew by 16%, and by over 45% since 2006.

History & Economy

Morinville was first settled in 1891, with the arrival of Father Jean-Baptiste Morin. Coal mining drove the community's early economy and with population growth came new community amenities such as a church, school, and post office. Morinville attained village status in 1901 and experienced additional growth due to the completion of rail line linkages to the area in 1905. The Village grew steadily from that point forward, becoming a Town in 1911. During the 1970s, a regional economic boom caused the community's population to nearly triple between 1971 (pop. 1,251) and 1981 (pop. 4,584). Growth slowed into the 1980s and early 1990s, but economic activity in the region in the 2000s prompted a new phase of development in Morinville. Recognizing changing land-use patterns in the area, the Town updated its MDP to accommodate greater residential development in the future. Subsequent amendments to the Town's Municipal Development Plan (MDP) sought to encourage further residential growth, diversification of its non-residential tax-base, and to advance its overarching objective of becoming a self-supporting, complete community.¹

The Town's economy is based on a range of employment sectors, including agri-industrial processing, manufacturing, construction, public administration, local government, healthcare, and education.^{1,2} Just over 1,000 residents of Morinville work within the community, with approximately 3,300 working outside Morinville. Of those 3,300 working outside Morinville, nearly 60% work in Edmonton, St. Albert, or Sturgeon County. There were an estimated 2,900 total jobs in Morinville in 2016, a slight increase from 2014 numbers. The number of businesses located in Morinville has grown by approximately 20 per year between 2006 and 2016, with a marked shift towards storefront and home-based

1 Town of Morinville, Municipal Development Plan, 2017. <https://www.morinville.ca/doc-library/plans/278-municipal-development-plan/file>

2 Statistics Canada, 2018. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=POPC&Code1=0554&Geo2=PR&Code2=48&Data=Count&SearchText=Morinville&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=0554&TABID=2>

businesses. The Town anticipates over 50 new jobs to be created in Morinville per year, surpassing 4,300 total jobs by 2044. To accommodate future economic growth, the Town has designated a significant portion of its lands towards supporting business and employment expansion.

Demographics & Population Projections^{3,4}

Morinville is an attractive and affordable place to live relative to other communities within the Capital Region. Its strategic location, range of services, and connectivity to major employment areas has attracted new residents at a steady rate since 2006. As mentioned previously, the Town's population grew by 16% between 2011 and 2016, representing an annual growth rate of 3.2%. Between 1991 and 2006, the Town's population grew at an average annual growth rate of 0.8%. This suggests that the rate of population growth in Morinville has increased in more recent years, likely attributable to regional economic growth and diversification. As the Edmonton Metropolitan Region Growth Plan anticipates strong economic and population growth within the Region to continue into the future, it is likely that Morinville's population will increase steadily over time as well.

Looking back at the last 15 years, Morinville has experienced average annual growth rates of 5.2% (2006 – 2011), 4.5% (2006 – 2016), and 3.2% (2011 – 2016). Based on these historic rates, the table below and graph on the following page illustrate three potential growth scenarios for Morinville to 2036. It is estimated that by 2036, the Town's population will be between 18,573 and 27,265 – well above population thresholds required by the Government of Alberta to achieve City status. All three scenarios see the Town growing significantly, doubling in population size by 2028 – 2036.

Table 1: Growth Scenarios for Morinville, 2021 - 2036

Scenario	Annual Growth	Based On	2021	2026	2031	2036
High	5.2	2006-2011	12,746	16,423	21,160	27,265
Medium	4.5	2006-2016	12,328	15,362	19,145	23,858
Low	3.2	2011-2016	11,580	13,555	15,867	18,573

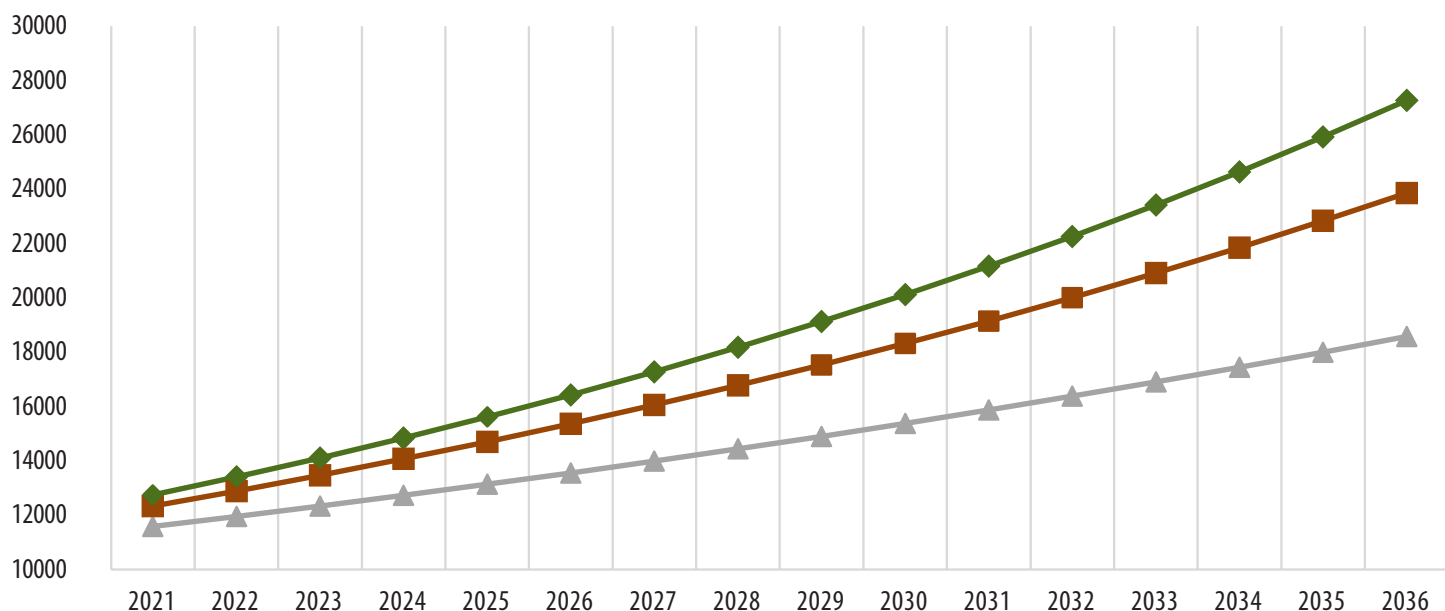
3 Town of Morinville, Municipal Development Plan, 2017. <https://www.morinville.ca/doc-library/plans/278-municipal-development-plan/file>

4 Statistics Canada, 2015. <https://www150.statcan.gc.ca/n1/pub/91-520-x/2010001/aftertoc-aprestdm1-eng.htm>

Morinville Population Growth Scenarios

2021 - 2036

◆ High ■ Medium ▲ Low



Morinville has a relatively young population (as of 2016) with a median age of 35.1 years, compared to 37.8 for Alberta overall. This relative youthfulness may be partially explained by Morinville’s affordability for families, educational and recreational opportunities, and perception of the community as being family-oriented. Demographically, Morinville’s population age distribution suggests that natural population increase will be steady over time. In 2016, nearly 29% of Morinville’s population was under the age of 19, compared to just over 25% provincially. At the same time, the proportion of Morinville’s population over the age of 45 is lower than the provincial average: 33.3% compared to 38.2%. It is likely that family households will continue to be the largest share of household demographics in the Town, with the Town’s population in the 25 – 34 age cohorts likely to start or expand their families within the next 10 years. At the same time, the proportion of the Town’s population over the age of 65 is likely to increase over the next 10 years. In 2016, approximately 10% of the Town’s population (915) was over the age of 65. Based on current demographics, more than 1,100 current residents of Morinville will reach the age of 65 by 2026 – a similar trend being experienced in communities across Canada. Table 2 below presents a comparison of key population characteristics within Morinville compared to provincial statistics.

Table 2: Town of Morinville, Population Characteristics Relative to Alberta

Characteristic	Town of Morinville	Comparison to Provincial Average
Overall Growth (2011-2016)	3.2%	Lower than prov. Average (11.6%)
Gender Distribution	Evenly split	Exactly the provincial average
Average Age	35.1 years	Younger than provincial average (37.8)
Household Size	2.8 average members per household	Slightly higher than provincial average (2.6 members per household)
Percent of Population > 19 yrs	28.8%	Higher than provincial average (25.1%)
Percent of Population < 65 yrs	9.2%	Lower than provincial average (12.3%)
Household Income (2016)	\$92,806 median after tax income	Significantly higher than provincial average (\$80,300 median after tax income)

Nationally, Statistics Canada projects that individuals age 65+ will represent between 23 – 25% of the population by 2036, more than doubling in size from 2009 and surpassing the percentage of the population under age 14 for the first time in Canadian history. Immigration has historically been a significant driver of population growth in Canada.⁴ Approximately 6.2% of Morinville’s population identified as being an immigrant, compared to 27.6% at the provincial level. However, Morinville’s immigrant population is increasing over time: 20.6% of the Town’s immigrant population arrived between 2011 and 2016. It is likely that this trend will continue, with immigration becoming increasingly important to population stability in growth within Canada more broadly.

Morinville households enjoy a significantly higher median after tax income than the provincial average: \$92,806 compared to \$80,300. This discrepancy is likely attributable to the Town having a lower unemployment rate (7.4%) than the provincial average (9.0%), a well-educated population, and residents being employed in stable, well-paying industries. Over 58% of Morinville residents between the age of 25 and 64 have earned a postsecondary certificate, diploma, or degree. Nearly 25% of Morinville residents indicate being employed in trades, transport, and equipment operator-related occupations, 19% within sales and service occupations, 16% in business, finance, and administration occupations, and 14% in education, law, social, community, and government services. Nearly half of Morinville residents are employed in relatively stable economic sectors, providing a strong economic base. While the economic vitality of Alberta is largely contingent upon the oil and gas sector, less than 2% of Morinville residents are employed within natural resources, agriculture, and related production occupations – industries highly susceptible to boom-bust economic sectors.⁵



4 Statistics Canada, 2015. <https://www150.statcan.gc.ca/n1/pub/91-520-x/2010001/aftertoc-aprestdm1-eng.htm>

5 Statistics Canada, 2018. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=POPC&Code1=0554&Geo2=PR&Code2=48&Data=Count&SearchText=Morinville&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=0554&TABID=2>



3

Background Review

Highlights

The Town of Morinville's plans illustrate support for a strong quality of life for residents. Recreation and culture are **important services; significant investment** is occurring based on sound engagement and planning.

Planning documents mention recreation and culture interests, trail connectivity along with heritage preservation as specific development interests.

The importance of community groups in providing services in Morinville is recognized as is community spirit and identity – in part through recognition of town history. Regional **partnerships** will be key to future service provision.

It is in the best interests of **all stakeholders / sectors / levels of government** to get people active, connected, and outdoors.

Reserve budgeting for recreation and culture facilities is recommended to occur at a rate of 1.7%-2.5% of replacement value.

There needs to be a "**physical literacy**" conscience in Alberta communities. In many cases, a municipality is the only organization with perspective and leverage to be able to instill principles like physical literacy and long term athlete development in grass roots programming.

Recreation and sport is an avenue for **reconciliation**.

A series of municipal, provincial, and federal plans, frameworks, and studies have been reviewed that are pertinent to the provision of parks, recreation, culture, and trails in Morinville. The documents reviewed highlight the importance of these services, further, directions and recommendations for the provision of the services are provided. From a municipal context the plans referenced illustrate the importance of parks, recreation, culture, and trail services to the Town.

Local Context

Municipal Development Plan

(Bylaw 11/2012 as amended by Bylaw 9/2017)

As prescribed through the Municipal Government Act, Municipal Development Plans (MDP) address overarching land use and policies. Aspects of Morinville's MDP related to parks, recreation, culture, and trails are noted as follows.

7.3 Community Design

7.1 Morinville shall conceive a strong sense of place that is inviting, innovative, dynamic and adaptable. The sense of place will be encouraged through the preservation, complementation and celebration of Morinville's architectural and cultural heritage.

7.8 Morinville should support walkability and other safe modes of non-vehicular travel; and, through interesting design and welcoming spaces encourage full utilization of the public realm

7.11 Morinville shall support the integration of public art into the design of public spaces to celebrate culture and enhance appeal.

7.4 Growth Management Areas

7.22 Morinville should require, to the extent possible, that future development proposals align with the updated Recreation, Parks and Open Spaces Master Plan and Municipal Open Space Standards, and priority given to trails system connectivity, including connectivity with the proposed regional recreation facility and Sturgeon County's recreation facilities and in particular with the Hamlet of Cardiff.

7.5 Future Planning Projects to Support Growth Management

7.5.5 Heritage Resources Management Plan. The MDP establishes the vision of embracing the past to build our future through maintaining and celebrating small town culture. Under the Cultural Pillar, the history and identity of Morinville is celebrated and supported, including heritage buildings, sites and commemorative names under the goal Celebrate Arts, Culture and Heritage to promote a sense of community.

8.0 Land Use

8.1 Coeur de Morinville – to increase the vitality and sustainability of the downtown Coeur de Morinville neighbourhood through improved mobility, streetscaping and open spaces, increased population, a range of commercial enterprises, and celebration of its rich heritage.

8.6 To enhance the quality of life and attractiveness of the community for citizens, visitors and investors alike through the expansion of the existing trails system, maintenance and acquisition of quality open spaces, and accessible recreational facilities.



2018-2020 Strategic Plan

The Town's Strategic Plan sets priorities for Council and Administration to ensure core service responsibilities are met. Priorities related to parks, recreation, culture, and trails are noted below.

Culture and Recreation

- We are committed to providing quality recreational and fitness opportunities that are accessible, affordable, and reflect the needs of the community.
- We are committed to working with community groups and individuals to ensure the Morinville Community Cultural Centre is affordable and well utilized.
- We are committed to working collaboratively with community groups in celebration of our heritage.

Environmental

- We are committed to ensuring Morinville's parks and green spaces are healthy and protected.



Morinville 2035: Growing Together—Municipal Sustainability Plan (2011)

Morinville's Municipal Sustainability Plan (MSP) presents a 25-year vision and goals to guide the Town's development as a healthy, beautiful, and sustainable community. Pertinent content is displayed below.

Vision

- Morinville, the family choice, embracing our past to build our future through:
 - » Exhibiting inclusive, open, and fiscally responsible governance;
 - » Maintaining and celebrating 'small town' culture;
 - » **Promoting social and community wellness;**
 - » Encouraging, facilitating, and supporting opportunities for a vibrant, diverse and independent economy;
 - » **Efficient and sustainable planning, implementation, and protection of municipal infrastructure; and**
 - » Respecting the environment and promoting responsible use of land and resources.
- In summary, the desired future state is a community that offers:
 - » An economically vibrant commercial downtown core;
 - » **Beautiful, efficient development patterns;**
 - » Environmentally and ecologically responsible decision-making;
 - » Strong ties to its historical and cultural past;
 - » **The retention of 'small town' feel and family-friendly lifestyle;**
 - » A commitment to a more sustainable way of living; and,
 - » **A commitment to be seen as an innovative leader within the region.**

Goals pertinent to this Recreation Needs Assessment

- **Involved Citizens:** Citizens are active participants in community building, planning, and decision making.
- **Efficient Community Planning:** Land use and community planning supports the development of an efficient, well-connected, complete, and beautiful community.
- **Diverse Recreation:** Quality recreational opportunities are accessible, affordable, and reflect the needs of Morinville's diverse residents.
 - » **Target:** In 2035, most residents (over 75%) are able to satisfy the majority (over 75%) of their recreational needs within Morinville.⁶
- **Desirable Community:** Morinville is recognized as the family choice: a desirable community with a high quality of life.
- **Healthy Community:** Residents have healthy lifestyles and comprehensive community services support their physical and mental well-being.
- **Inclusive Community:** Community services and programs are in place to meet residents' diverse needs.
- **Complete Visitor Experience:** Morinville is a desirable community to visit that offers a complete visitor experience and acts as a hub for regional tourism.
- **Green Buildings:** Buildings, developments, and public facilities are green and barrier-free.
- **Responsible Management:** All municipal infrastructure is sound, secure, safe, well-maintained, and managed in a fiscally responsible manner.
- **Healthy Ecosystems:** Morinville's parks and surrounding natural ecosystems are healthy and protected.

Regional Recreation Facility Master Plan (2013)

The Sturgeon Regional CAO Partnership Committee commissioned a Regional Recreation Facility Master Plan, which included Sturgeon County and the five towns within its boundaries (Redwater, Bon Accord, Legal, Gibbons, and Morinville). The Plan was developed to guide decisions regarding recreation facilities in the area. A collaborative inter-municipal vision is included in the Plan, as well as a framework for the development, upgrading, repurposing, and cost-sharing of recreation facilities. Pertinent elements of the Plan are shared below.

Vision

In 2038, our region has become a destination to live, work, and play within the Capital Region. Recreation is recognized region wide as an essential community service and fundamental to the health, vibrancy, and livability of our communities. Through structured and unstructured recreation facilities that are accessible to people of all backgrounds, residents of our region are happier and healthier than ever and are more engaged in our communities. Families spend more time recreating together and visitors from the Capital Region and abroad travel here to partake in sport tourism events—enhancing our economic prosperity. Our recreation opportunities are helping to attract business investment and families to the region and recreation is purposefully being used as a strategy to address issues related to education, health, crime, early childhood development, and life-long learning. Municipalities are working effectively and efficiently together and with community partners, to leverage and coordinate limited resources toward the delivery of the highest quality recreation services that meet the most pressing needs of the region. Our recreation facilities are sustainable—environmentally, economically, and socially and meet the needs of the day, while remaining adaptable to accommodate future needs.

Eight Desired Outcomes

1. Happier and healthier citizens
2. Closer families
3. Early development and life long learning
4. Community pride and sense of connection
5. Reduced environmental effects
6. Increased economic impact of sport tourism
7. Quality, safe, and accessible recreation facilities
8. Spirit of cooperation and improved coordination

6 To be refined based on baseline information.

Facility Provision

This role includes the provision, in some cases through partnership, of public recreation and culture facilities that support recreation activities for all age groups in the community. The range of facilities will vary from community to community and complement, versus duplicate, facilities provided by non-profit organizations, the private sector, and the education system.

Needs Assessment and Future Planning

Municipalities will regularly assess the needs of citizens and organizations to ensure that services align with community needs. In addition, municipalities will plan for the future, ensure that recreation and parks are an integral part of the Municipal Development Plans, and conduct more specific plans as required.

Five Strategies

1. Improve regional coordination, cooperation, and funding of the regional recreation system.
2. Develop new or repurpose existing district level recreation facilities to address current and anticipated facility gaps and accessibility.
3. Plan and develop a new multipurpose, multigenerational regional recreation complex.
4. Enhance the quality and longevity of existing recreation facilities by addressing major recreation facility maintenance deferrals.
5. Capitalize on the economic potential of recreation and sport tourism.

Select Associated Actions

Regional Actions

- Undertake a siting study to determine potential and recommended location for a regional multipurpose, multigenerational recreation complex. Begin land assembly for the optimal site (2013 – 2018).
- Undertake a detailed design development facility and master planning (2019 – 2024).
- Begin phased development of the regional recreation complex (2019 – 2024; 2025+).

Morinville Actions

- Develop new spaces to provide open floor fitness programs and weight/cardio equipment (2013 – 2018).
- Develop a new youth programming space to replace the existing youth facility (2013 – 2018).
- Develop new senior programming space (2013 – 2018).
- Ray McDonald Sports Center Arena: replace the original ice rink piping and repair all roofing leaks, columns and water damage to extend the arena's life for at least 5 years while the Town plans for a multipurpose recreation facility which includes consideration of various strategies such as working with the Sturgeon Regional Partnership (2013 – 2018).
- Ray McDonald Sports Center Curling Rink: replace the curling rink's roof (2013 – 2018).
- Ray McDonald Sports Center Soccer Fields: the soccer fields at the Ray McDonald Sports Center have nearly reached the end of their useful life. The fields should be stripped, regraded and re-surfaced with grass (2019 – 2024).
- Splash Park: splash parks can consume significant volumes of fresh water. The Town should explore and pursue feasible water conservation or recirculation strategies to minimize water consumption (2013 – 2018).

Regional Recreation Needs Assessment (2016)

The Town undertook the development of a Recreation Needs Assessment in order to holistically assess recreation services in Morinville. The assessment gathered and presented a program of research intended to inform the Town's decision making regarding the provision of recreation services. A thorough program of primary research was completed including a representative resident survey. While the Town commissioned the study, the regional nature of service delivery and utilization was recognized. As such some Sturgeon County households were surveyed and the provision of facilities beyond Morinville was examined.

The top indoor infrastructure priorities identified through the study include: ice arena facilities; walking / running tracks; fitness / wellness facilities; leisure swimming pools; 25m swimming tanks; gymnasium type spaces; and indoor field facilities.

The top outdoor infrastructure priorities identified include: walking / cycling trail system; open spaces; nature / interpretive trails; outdoor pools; picnic areas; toboggan hills; campgrounds; water spray parks; and mountain bike trails.

Historic & Cultural Heritage Policy (2017)

The Policy has two main purposes:

- Provide avenues to the community to review, evaluate, celebrate, and conserve physical assets, events, and activities that contribute to conserving and preserving local history.
- Support and enable activities that cultivate an appreciation of the town's history and heritage.

The Town established nine goals within the Policy that address support for cultural groups; funding opportunities for activities and infrastructure; community collaboration; record keeping; planning; and promotion. The Policy also provides direction regarding historical resource designation for buildings or properties.

Community Recreation Facility Business Case (2017)

Following the completion of the Regional Recreation Needs Assessment a business case was completed for the development of a new community recreation facility. A two-phase facility project was explored, with Phase 1 involving the construction of an ice arena, a multipurpose field house, and a running track. Phase 2 included an indoor aquatics facility, a second ice sheet along with an outdoor ice sheet. The estimated capital cost for the project was \$67.8M (\$24.3M for Phase 1 and \$43.5M for phase 2).

Coeur de Morinville Area Structure Plan (2013)

This Area Structure Plan (ASP) establishes policies and guidelines to ensure the "heart" or mature core of Morinville evolves over time in an aesthetically cohesive, and appropriate manner. The ASP evaluates the suitability of redevelopment, infill and increased residential density in the mature core from the perspective of existing residential neighbourhoods, supporting economic development and maximizing use of existing infrastructure capacity. The horizon of the ASP extends to 2035.

The ASP identifies both issues and opportunities. Opportunities listed include strong cultural / heritage connections and strong community spirit. Planning considerations are also presented within the ASP in regards to developing public spaces, encouraging public art, and conserving heritage resources.

Provincial Context

Municipal Government Act

The Municipal Government Act (MGA) is the law under which all Alberta municipalities are empowered to shape their communities. The Government of Alberta initiated a process to amend the MGA in 2015 with amendments becoming effective in 2018 (Modernized Municipal Government Act). The MGA sets rules for how local governments function and provide services to citizens, this has not been extensively updated since 1995. There are two elements of the MGA that are pertinent to this Recreation Master Plan: Intermunicipal Collaboration Frameworks and Off-Site Levies.

Inter-Municipal Collaboration Frameworks

The Modernized MGA encourages (requires) municipalities to explore how they can work with regional neighbors in providing recreation services (among others). These frameworks will highlight and formalize existing collaborative work across the province, and provide a forum for neighboring municipalities to work more closely together to better manage growth, coordinate service delivery, and optimize resources for citizens.

Off-Site Levies

A Municipal Council may, through bylaw, impose payment of a levy (called an off-site levy) in respect to land that is being developed or subdivided. The off-site levy may be used to pay all or part of the capital cost for new or expanded community recreation facilities. The Modernized MGA enables off-site levies to include community recreation facilities, libraries, fire halls, and police stations to empower municipalities to work in partnership with developers and ensure Albertans and their families have access to these facilities. This new regulation was drafted to:

- Update general principles for identifying, consulting on, funding, and coordinating infrastructure needs;
- Create additional principles for the new expanded scope (i.e. fire halls, police stations, libraries, and recreation facilities);
- Identify criteria for developing levy formulas;
- Identify considerations upon which a levy is calculated;
- Update consultation requirements;
- Update reporting requirements; and
- Update off-site levy bylaw appeal requirements.

Joint Use Planning Agreements (JUPA's)

The Modernized MGA will also require municipalities to develop JUPA's with each school authority operating within municipal boundaries. The content of JUPA's will include joint use and maintenance of facilities provisions as well as processes and protocols for planning new school sites and disposing of surplus school sites. It is likely that these agreements will need to be completed within the next 3-5 years.

Active Alberta

The Government of Alberta's Active Alberta (2011 – 2021) policy is the overarching policy document that guides the delivery of recreational, active living and sport opportunities in the province. The policy articulates that:

Recreation, active living and sport are vitally important to Albertans. The activities they choose for enjoyment, where they live and take vacations, what they teach their children, and who they select as their heroes all demonstrate how important the sector is to the lives of Albertans.

The policy focuses on six (6) core outcomes which reflect the intended objectives of the policy:

- **Active Albertans:** More Albertans are more active, more often.
- **Active Communities:** Alberta communities are more active, creative, safe and inclusive.
- **Active Outdoors:** Albertans are connected to nature and able to explore the outdoors.
- **Active Engagement:** Albertans are engaged in activity and in their communities.
- **Active Coordinated System:** All partners involved in providing recreation, active living and sport opportunities to Albertans work together in a coordinated system.
- **Active Pursuit of Excellence:** Albertans have opportunities to achieve athletic excellence.

Spirit of Alberta – Alberta's Cultural Policy

This policy provides a framework to help Albertans address challenges and seize opportunities for creating a better quality of life through increased access to cultural activities. The focus of this policy is to foster and support the aspects of culture and quality of life that include professional and amateur individuals and organizations, community enjoyment of creative and recreational activities, cultural industries, cultural institutions and natural and built heritage.

Vision

...an Alberta where all citizens feel a sense of belonging and pride, and participate in cultural activities that reflect their diverse heritage and enrich their lives

Mission

.... Ensures Albertans have the opportunity to share, express and experience culture in a province that respects the past, celebrates the present and welcomes the future.

The Spirit of Alberta has four goals:

Goal A: Ensure Albertans throughout the province, have access to a wide range of cultural experiences and opportunities.

Goal B: Enhance community capacity to support and promote cultural activity.

Goal C: Encourage excellence in the work of Alberta's cultural professionals and organizations.

Goal D: Foster growth, sustainability and investment in Alberta's cultural industries.



Going the Distance: The Alberta Sport Plan (2014-2024)

The renewed Alberta Sport Plan provided Albertans the opportunity to share their views, passion, and ideas about Alberta's current and future priorities for sport. The Plan identifies the following vision for sport in the province:

Alberta is the national leader in sport with a coordinated and adaptive system which promotes excellence and fosters opportunities for lifelong participation for all Albertans.

Core to the Plan are the following two areas of focus:

- **Coordinated Efforts and Activities**
 - » Promotion
 - » Alignment and collaboration
 - » Capacity building
 - » Creative solutions
 - » Accountability
- **Sport Support and Sport Delivery**
 - » Sport support
 - » Sport delivery

The Plan also identifies roles and contributions for key sectors of the sport delivery system in Alberta. Municipalities should play a key role in the provision of sport opportunities, including the operation of facilities.



National Context

A Framework for Recreation in Canada 2015: Pathways to Wellbeing

The Framework for Recreation in Canada provides a clear vision, goals, values, and principles for the provision and delivery of recreation in Canada moving forward. While it is understood that recreation is a broad term and that local interests, priorities and needs differ from region to region and in each individual community, aligning the recreation sector can help build a stronger case for investment in recreation.

The Framework was developed based on ongoing engagement with decision makers, academics, service providers and citizens across Canada. Research was also important to the development of the Framework to help further justify and portray the benefits of recreation to Canadians. The Framework was formally adopted by the Alberta Recreation and Parks Association in April 2015. The Framework outlines both a renewed definition and vision for recreation in Canada.

Renewed Definition

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.

Vision

We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

- *Individual wellbeing*
- *Community wellbeing*
- *The wellbeing of our natural and built environments*

Sport for Life

Sport for Life (S4L) is regarded as the national leader in physical literacy advocacy and resource support. S4L is led by Sport for Life Society, a federal non-profit society that was incorporated in September 2014 and comprises experts from sport, health, recreation, and academia who are employed as independent contractors working to promote the movement's goals. The movement introduces two important concepts that influence how recreation and sport activity should be planned, promoted, organized, and delivered.

The **Long-Term Athlete Development (LTAD) framework** is a seven-stage training, competition and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. **Physical literacy**⁷ is the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life.

Sport for Life, with Long-Term Athlete Development and physical literacy, represents a paradigm shift in the way Canadians lead and deliver sport and physical activity. The movement calls on municipalities to help further these concepts in a variety of ways. As it relates to the provision of indoor recreation services and facilities, it is important to consider the fundamentals of the two concepts, as they define a broader social good that is delivered through recreation. Ensuring that these concepts are catalyzed through all municipal recreation services will optimize the benefits and value for public investment in facilities and infrastructure.

S4L identifies five areas where municipalities can help further the movement:

1. Physical Literacy Program Development
2. Municipal Planning and Sport Strategy Development
3. Sport Councils
4. Facility Planning
5. Access and Allocation

Sport for Life (S4L) has also developed a series of best practices and principles to be followed in the allocation of facility time to user groups:

- Allocation practices are based on "standards of play" principles in terms of the time and space required by each group;
- Allocation policies are transparent and reviewed with the groups;
- Allocation is not done by tradition, but rather on actual requirements of all groups, including the needs of emerging sports;
- Seasonal allocation meetings are held with common users groups to review their requests and try to achieve consensus on sharing available spaces and times;
- As seasons progress, groups are encouraged to be flexible in the reallocation of spaces with other groups when no longer needed, either temporarily or for longer periods; and
- User fees and subsidies need to reflect community taxpayer support and the rationale should be shared with sport organizations.



Let's Get Moving: A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada (2018)

The Common Vision is a national policy document to lead Canadians towards increased physical activity and less sedentary lifestyles. Input was gathered from a wide range of stakeholders including the public, professionals, non-profit, and private sectors, academia and researchers and all orders of government across the country.

Suggested actions and strategic imperatives are categorized into the following six areas of focus:

- Cultural Norms
- Spaces and Places
- Public Engagement
- Partnerships
- Leadership and Learning
- Progress

The Common Vision presents a number of ideas that call upon local levels of government, including:

- Working with community planners to create accessible and inclusive spaces and places;
- Working in partnership with Indigenous leaders to realize the Calls to Action from the Truth and Reconciliation Commission's Final Report (2015);
- Using Geographic Information System (GIS) tools to reveal trends and detect weaknesses in walkability and access to recreation facilities and the use of green spaces in communities;
- Monitoring parks, fields, and playgrounds to determine how best to activate these places and spaces;
- Using evidence based checklists and self-assessment tools to help assess physical activity opportunities and barriers in neighbourhoods;
- Auditing accessibility and improve access to recreation facilities where appropriate; and
- Helping organizations that have volunteer capacity issues (or face high turnover of volunteers/coaches/programmers) find meaningful solutions support them so that quality programming is consistent and reliable.

Final Report of the Truth and Reconciliation Commission of Canada (2015)

The Truth and Reconciliation Commission (TRC) was formed and tasked with achieving the following goals:⁸

1. Acknowledge Indigenous Residential School (IRS) experiences, impacts and consequences;
2. Provide a holistic, culturally appropriate and safe setting for former students, their families and communities as they come forward to the Commission;
3. Witness, support, promote and facilitate truth and reconciliation events at both the national and community levels;
4. Promote awareness and public education of Canadians about the IRS system and its impacts;
5. Identify sources and create as complete an historical record as possible of the IRS system and legacy. The record shall be preserved and made accessible to the public for future study and use;
6. Produce and submit to the Parties of the Agreement a report including recommendations to the Government of Canada concerning the IRS system and experience including: the history, purpose, operation and supervision of the IRS system, the effect and consequences of IRS (including systemic harms, intergenerational consequences and the impact on human dignity) and the ongoing legacy of the residential schools; and
7. Support commemoration of former Indian Residential School students and their families in accordance with the Commemoration Policy Directive.

8 From Appendix 1 of the Final Report of the Truth and Reconciliation Commission of Canada

The Report identifies ninety-four (94) Calls to Action across a broad array of topic areas. Outlined below are those Calls to Action related to the delivery of recreation and related services.

- We call upon the federal government, in consultation with Aboriginal peoples, to establish measurable goals to identify and close the gaps in health outcomes between Aboriginal and non- Aboriginal communities, and to publish annual progress reports and assess long-term trends. Such efforts would focus on indicators such as: infant mortality, maternal health, suicide, mental health, addictions, life expectancy, birth rates, infant and child health issues, chronic diseases, illness and injury incidence, and the availability of appropriate health services. (Call to Action #19)
- We call upon the federal government to amend the Physical Activity and Sport Act to support reconciliation by ensuring that policies to promote physical activity as a fundamental element of health and well-being, reduce barriers to sports participation, increase the pursuit of excellence in sport, and build capacity in the Canadian sport system, are inclusive of Aboriginal peoples. (Call to Action #89)
- We call upon the federal government to ensure that national sports policies, programs, and initiatives are inclusive of Aboriginal peoples, including, but not limited to, establishing:
 - » In collaboration with provincial and territorial governments, stable funding for, and access to, community sports programs that reflect the diverse cultures and traditional sporting activities of Aboriginal peoples.
 - » An elite athlete development program for Aboriginal athletes.
 - » Programs for coaches, trainers, and sports officials that are culturally relevant for Aboriginal peoples.
 - » Anti-racism awareness and training programs. (Call to Action #90)
- We call upon the officials and host countries of international sporting events such as the Olympics, Pan Am, and Commonwealth games to ensure that Indigenous people's territorial protocols are respected, and local Indigenous communities are engaged in all aspects of planning and participating in such events. (Call to Action #91)

Creative Canada (2017)

Creative Canada is a policy framework with a new approach to creative industries and for growing the creative economy by the Government of Canada. Creative Canada strengthens the government's existing cultural policy tools, sets out a path to renew the ones that require updating and introduces new initiatives that will help Canada's creators and creative industries succeed in a global, digital marketplace.

Creative Canada identifies three policy pillars:

1. Invest in Canadian creators, cultural entrepreneurs and their stories.
2. Promote discovery and distribution at home and globally.
3. Strengthen public broadcasting and support local news.



Parks for All

Developed in 2017 by the Canadian Parks and Recreation Association (CPRA) and the Canadian Parks Council (CPC), Parks for All establishes a vision for parks as well as four strategic directions.

Vision:

Connected Canadian park lands and waters that support healthy Nature and healthy people in harmony for generations to come, backed by an active, diverse parks community that cultivates shared goals, mutual respect, and collective action.

Strategic Directions:

1. Collaborate
 - » Nurture partnerships between Indigenous organizations and the broader parks community.
 - » Collaborating with new and diverse sectors.
 - » Strategize beyond park boundaries.
2. Connect
 - » Raise public awareness of our parks.
 - » Facilitate experiences which connect visitors with nature.
 - » Share stories and successes to inspire more engagement.
3. Conserve
 - » Expand Canada's park system.
 - » Enhance parks planning and management.
 - » Enhance ecosystem service benefits from parks.
2. Lead
 - » Set ambitious examples that can pave the way for others, in Canada and internationally.
 - » Build the capability of current and future leaders.
 - » Develop and maintain systems, tools, and resources to support leaders.

Canadian Infrastructure Report Card

The Canadian Infrastructure Report Card assesses and analyzes the state of sport and recreation facilities in Canada. The report reveals concerns and issues that will impact the delivery of sport and recreation infrastructure over the next number of years. Key findings from the report include:

- Canada's infrastructure, including sport and recreation facilities, is at risk of rapid deterioration unless there is immediate investment.
 - » The average annual reinvestment rate in sport and recreation facilities is currently 1.3% (of capital value) while the recommended target rate of reinvestment is 1.7%–2.5%.
- Almost 1 in 2 sport and recreation facilities are in 'very poor', 'poor' or 'fair' condition and need repair or replacement.
- In comparison to other municipal infrastructure assessed in the Report Card, sport and recreation facilities were in the worst state and require immediate attention.
- The extrapolated replacement value of sport and recreation facilities in 'poor' or 'very poor' condition is \$9B and \$14B for those in 'fair' condition.





4

Trends

Highlights

Participation Trends

Unstructured/spontaneous recreation activities are among the most popular activities (e.g. walking, bicycling, drop-in sports).

ParticipACTION assigned a **D-rating for “overall physical activity” of youth and children** in Canada; inactivity is a concern for all ages groups.

The use of **technology** to enhance recreation experiences is becoming more common.

There is an expanding variety of program opportunities and **demands in Alberta communities.**

There is concern about people **not spending enough time outdoors.**

Service Delivery and Infrastructure Trends and Influences

Recreation services are seen as **essential**, providing **social good** and integral life skills for residents.

There are decreasing expectations for cost recovery and user fees in some communities due to the **social return associated with recreation services.**

Partnerships are becoming more important; including **regional collaboration.**

Some communities are investing in **sport tourism.**

Volunteers are getting **burned out** and municipalities are providing support; the nature of volunteerism is changing.

Recreation infrastructure across Canada is aging and in need of reinvestment; **asset management** is top of mind for many municipalities.

Recreation experiences need to be refreshed to remain effective, they must meet **modern user expectations.**

Groups are demanding **higher quality facilities.**

Municipal operation of **non-traditional facilities**, previously left to the private sector or not-for-profit groups (i.e. gymnastics facilities, climbing walls, expanded fitness offerings, etc.).

This section provides an overview of key trends, indicators, and leading practices that are broadly impacting parks, recreation, culture, and trails services and the provision of these opportunities. This information complements the local research and engagement findings, providing additional context that may warrant consideration in the development of the Master Plan. The trends are organized into three themes:

1. Participation and activity trends;
2. Service delivery trends; and
3. Infrastructure trends.

Participation and Activity Trends & Leading Practices

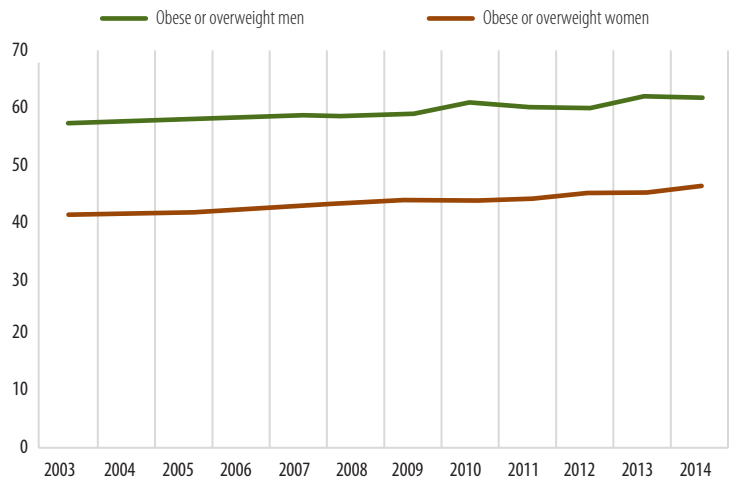
Physical Activity and Wellness Levels

Societal indicators of physical activity remain concerning, especially among children and youth. The **2016 ParticipACTION Report Card on Physical Activity for Children and Youth** found that:

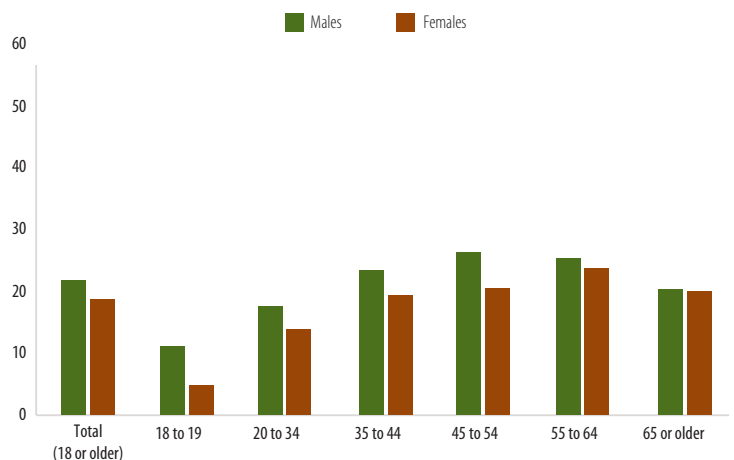
- 9% of Canadian children and youth ages 5 to 17 get the 60 minutes of heart-pumping activity they need each day.
- 24% of Canadian children and youth ages 5 to 17 meet the Canadian Sedentary Behaviour Guidelines recommendation of no more than 2 hours of recreational screen time per day.
- 7% of Canadian children and youth ages 5 to 19 take at least the recommended 12,000 steps on average daily.
- Only 37% of Canadian children and youth ages 11 to 15 report playing outdoor for more than 2 hours per day (outside of school hours).
- Only 26% of Canadian children and youth ages 11 to 15 report using active transportation modes on their trip to school.

Data from Statistics Canada⁹ reflects that national levels of obesity have generally remained consistent over the past 10-15 years, with a higher prevalence among males compared to females. These figures are especially concerning given the attention and resources dedicated by all levels of government to promoting physical activity, exercise and healthy lifestyle choices.

Percentage who were obese or overweight (self-reported), by sex, household population aged 18 and older, Canada, 2003 to 2014



Percentage who were obese (self-reported), by age group and sex, household population aged 18 and older, Canada, 2014



9 <https://www.statcan.gc.ca/pub/82-625-x/2015001/article/14185-eng.htm>

Physical Activity Preferences

The **2013 Canadian Community Health Survey** presented data that provided insight into the recreation and leisure preferences of Canadians. The 5 most popular adult activities identified were walking, gardening, home exercise, swimming, and bicycling. The 5 most popular youth activities were walking, bicycling, swimming, running/jogging, and basketball.¹⁰

Participation levels and preferences for sporting activities continue to garner much attention given the impact on infrastructure development and overall service delivery in most municipalities. The **Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor Report** identified a number of updated statistics and trends pertaining to sport participation in Canada.¹¹

- The highest proportion of Canadians prefers non-competitive sports or activities. Nearly half (44%) of Canadians preferred non-competitive sports while 40% like both non-competitive and competitive sports. Only 8% of Canadians prefer competitive sports or activities and 8% prefer neither competitive nor non-competitive sports.
- Sport participation is directly related to age. Nearly three-quarters (70%) of Canadians aged 15 – 17 participate in sports, with participation rates decreasing in each subsequent age group. The largest fall-off in sport participation occurs between the age categories of 15 – 17 and 18 – 24 (~20%).
- In contrast to children and youth populations (in which gender participation rates are relatively equal), substantially more adult men (45%) than adult women (24%) participate in organized sport.
- Participation in sport is directly related to household income levels. Households with an annual income of greater than \$100,000 have the highest participation levels, nearly twice as high as households earning between \$20,000 and \$39,999 annually and over three times as high as households earning less than \$20,000 annually.
- The highest proportion of sport participants play in “structured environments.” Just under half (48%) of sport participants indicated that their participation occurs primarily in organized environments, while 20% participate in unstructured or casual environments; 32% do so in both structured and unstructured environments.

- Community sport programs and venues remain important. The vast majority (82%) of Canadians that participate in sport do so within the community. Approximately one-fifth (21%) participate at school while 17% participate in sports at work. A significant proportion (43%) also indicated that they participate in sporting activities at home.

The **Canadian Youth Sport Report (2014)** provides additional insight into sport participation trends among children and youth in Canada. As reflected in the table below, soccer participation is second only to swimming (largely driven by lessons) and remains the top team sport for the study cohorts of kids 3 – 6, tweens 7 – 12, and teens 13 – 17. Other key findings of note from the Youth Sport Report include:

- 84% of Canadian youth in the 3 – 17 age range participate in sports of some kind and 60% do it on an organized basis.
- Youth sports represent a \$5.7 billion market with families spending nearly \$1,000 annually per child on sports.
- Fifty-five percent of new Canadian youth aged 3 – 17 participate in organized sports but they are slightly less likely to be in organized team sports (24% vs. 30% average).
- Top team sports for new Canadian youth were soccer, basketball, hockey, and volleyball.

Top 10 Sports and Activities in Canada Among Youth 3 - 17

By Current Organized Participation

Activity	Participants
Swimming	1,120,000
Soccer	767,000
Dance	625,500
Hockey	531,000
Skating	436,000
Basketball	354,000
Gymnastics	336,000
Track and Field/Running	330,000
Ballet	227,300
Karate	230,000

From the Canadian Youth Sport Report, 2014

Another notable participation trend is the resurgence of baseball in Canada. Between 2015 and 2016 participation in Baseball Canada sanctioned leagues increased by 14% to over 120,000 participants. From 2014 to 2015 participation increased by 8%.¹²

10 Statistics Canada: <http://www.statcan.gc.ca/daily-quotidien/140612/dq140612b-eng.htm>

11 Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor: <http://www.cflri.ca/node/78>

12 <https://www.baseball.ca/baseball-participation-on-the-rise-across-canada>

Spontaneous and Unstructured Recreation

There is an increasing demand for more flexibility in timing and activity of choice for recreational and leisure pursuits. People are seeking individualized informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This does not eliminate the need for structured activities, but instead suggests that planning for the general population is as important as planning for traditional structured use environments.

The **Canadian Fitness and Lifestyle Research Institute** conducts a **Physical Activity Monitor (PAM)** survey that tracks physical activity and sport participation among Canadians. Additionally, the telephone survey tracks changes in physical activity patterns over time, along with factors influencing participation. The 2014-15 PAM asked Canadians age 18 and older about the type of physical activities they participated in 12 months prior to the survey. The table below presents a breakdown of the 10 most common activities by gender.

Activity	Proportion participating in the previous 12 months	
	Men	Women
Walking for exercise	80%	88%
Gardening or yard work	80%	69%
Bicycling	55%	43%
Social dancing	33%	45%
Ice skating	34%	24%
Exercise classes or aerobics	15%	39%
Yoga or tai chi	15%	39%
Golfing	33%	13%
Baseball or softball	23%	12%
Basketball	21%	11%
Ice hockey	21%	4%
Football	18%	4%



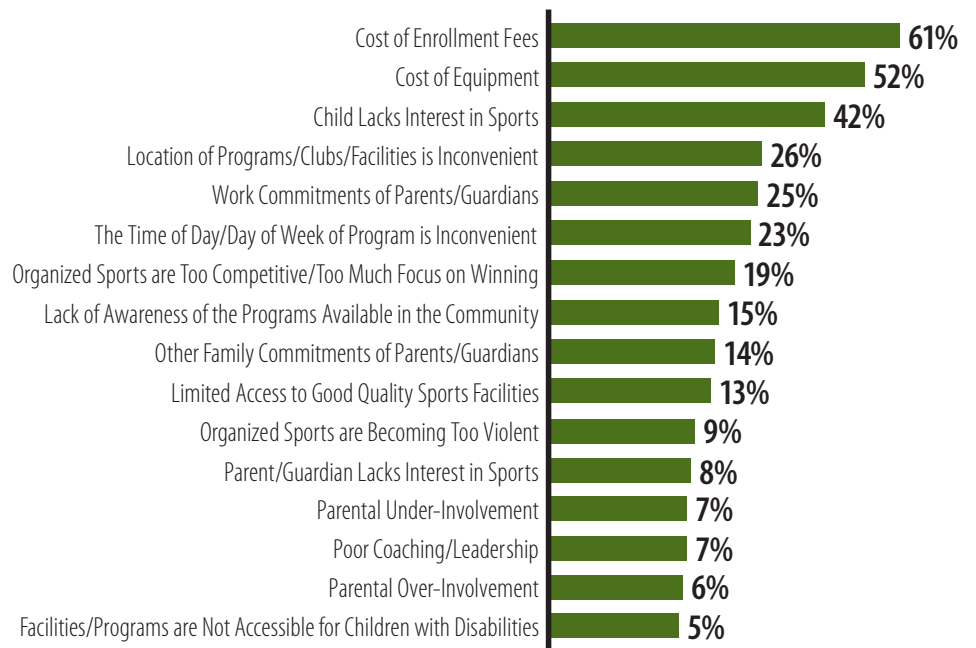
Addressing Barriers to Participation

Research and available data reveals that many Canadians face barriers that impact their ability to reap the numerous physical, social, and mental benefits that are accrued from participation in recreation and leisure pursuits. Understanding these barriers can help service providers identify strategies to mitigate issues and encourage participation.

The following graph adapted from the **2014 CIBC – KidSport Report** reflects barriers to participation in sport for Canadians age 3 to 17. As reflected in the graph, the cost of enrollment the cost of equipment, and a lack of interest were identified as the top 3 barriers.

Many municipalities and other public service recreation providers are placing an increased emphasis on developing supports to assist residents that face barriers to participation (financial, physical, and social).

One national resource that is available to communities is the **Everybody Gets to Play Toolkit**. The toolkit, which is available through the Canadian Parks and Recreation Association, provides a framework and template to help communities develop a support program that can help reduce financial barriers.



EVERYBODY GETS TO PLAY™ COMMUNITY MOBILIZATION TOOL KIT

Everybody gets to play™ is a Canada wide initiative that is helping communities remove barriers to recreation opportunities for children and youth living in low income families.

The Community Mobilization Tool Kit was developed as a part of the CRPA's national initiative to enhance the lives of Canadian children in low-income families through increased access to recreation. Created by recreation practitioners and partner across the country, it gives you - recreation practitioners and volunteers - the tools you need to mobilize communities and reduce barriers to recreation for low-income families and their children. It can be a useful resource for anyone who believes that children should have the opportunity to develop their physical, emotional, intellectual, spiritual and creative potential.

<https://www.cpra.ca/toolkits/>

Service Delivery Trends & Leading Practices

Importance of Festivals

There is an increasing importance of festivals in municipal cultural planning. Festivals, both big and small, are becoming a more prominent feature of the cultural landscape and in many cases supplanting “bricks and mortar” cultural infrastructure. These events range from small street fairs to signature events attracting both residents and tourists and serve as an economic driver. Festivals are nimble; they can take place in non-traditional spaces and can change up programming if necessary. Many are free to the public, utilize existing public spaces and cultural assets, and spark interactions among community members and nurture positive images of urban areas, especially neighborhoods that might need a boost.

Utilization of Data

Digital Transformation

The single greatest disrupter and opportunity of our time is the Internet and digital technology. This has had a profound, and cross-cutting, impact not only on the way we connect with each other, but how culture is created, consumed, displayed, distributed, and preserved. Digital networks and technologies change who our audiences are, and how we communicate with them; as well as revolutionizes the skills needed to participate and operate in a digital world on a daily basis. In this ever-changing world, the challenge is not only to keep up with innovation, but to find a way to integrate digital opportunities and experiences throughout.

Changing Audience Expectations, Engagement and Consumption Patterns

Digital technologies, and changing preferences, have drastically altered the way people engage with cultural and creative content, as well as consume them. More people own a smartphone and access the Internet using mobile technology than ever before. Culture is experienced simultaneously through a physical and a digital presence. Regularly changing content is expected in an open format and more people consume content through subscriptions to online providers rather than through traditional print or broadcast media. Content is also used and reimaged to create new content which throws copyright into question. The challenge here is keeping up with these growing expectations, delivering content in the format and on the platforms people want and ensuring that organizations can be as open as possible while still generating income to support their activities.

Creative Placemaking

Creative placemaking is about bringing together the public, private, not-for-profit, and community sectors to strategically shape the physical and social character of a neighbourhood around arts and cultural activities, giving voice to local artists and creating authentic experiences. Creative placemaking is happening in many cities across the United States and Canada. It includes the following key attributes:

- Leverages the creative potential already present in a place;
- Supports diversity in the community, providing multiple points of entry and interaction;
- Contributes to a mix of uses and people that makes places more diverse, more interesting and more active; and,
- Fosters connections among people and across cultures.

Greater Engagement with the Private Sector

Municipalities and community organizations generally recognize that governments cannot be expected to carry the whole responsibility of managing and supporting culture. Greater engagement with the private sector is a major trend, and it includes the following characteristics:

- Municipal instruments – development charges, planning incentives;
- Public-private partnerships;
- Sponsorships; and,
- New generation philanthropy.

Funding of Culture

“Percent for art” schemes to support public art programs are nothing new, but municipalities are extending these beyond a percentage of just municipal capital projects to also include private sector capital projects. Other revenue tools include setting aside a percentage of development charge money for support of culture grant programs (other than public art), more skilful and sophisticated cultivation of potential private sector donors and sponsors and an approach to philanthropy that recognizes that many potential donors and sponsors want to be partners in new developments or projects in which they actually contribute to planning, not simply as cash sources for them.

New Institutional Roles, Missions and Artistic Practices

The role of our cultural organizations – museums, art galleries, visual artists, heritage sites – is changing. In the 21st century, these institutions and individuals are expected to achieve more than simply artistic creation, preservation and education. They are now expected to be forums for discussion, community spaces, healers, political advocates and more. Getting to grips with what this means, how to fulfill these new roles effectively and efficiently, and remain relevant in the eyes of their audiences, supporters and funders is a key challenge. How art and culture is created is also changing; many artists are working with digital media to create art, music and performances. The challenge will be recognizing these new artforms and emerging artistic practices and ensuring that they are welcome and supported.

Cultural Mapping

It is common today for municipalities to create “culture maps” that are accessible online and locate the various cultural resources in the city. The most common categories are:

- Cultural facilities and spaces;
- Cultural events and festivals; and,
- Public art.

But many municipalities are now revisiting their cultural maps and asking key questions: are they intended to act as internal resources for municipal staff or a public engagement tools for community members? If the primary audience of the cultural map is municipal staff, then other aspects of the tool become the focus of future plans. Fundamentally, the cultural map has the potential to inform decision making across divisions regarding investments in cultural facilities and the spatial distribution of cultural programs and services.

Regardless of whether the culture map will be used primarily by residents or municipal staff, there are four overarching areas that require attention. Good municipal cultural maps should:

- Be a source of current information about cultural assets in the municipality;
- Be compatible and integrate well with other municipal geospatial data and resources;
- Have the technical capacity to integrate with mobile devices and other datasets; and
- Include features that improve the user experience (e.g. filters and timely event information).

Apart from these requirements, the map could act as a catalyst to build partnerships both within and beyond the local culture sector. Updating information about existing entries is also an opportunity to strengthen ties with organizations that already provided information for the map. The development of additional categories could be used to gather information about the cultural contributions of specific groups (e.g. individual artists, specific cultural communities, or business improvement areas) and support the promotion of underground or less visible cultural activity. The range of possibilities is wide, but also very specific to the municipality in question and municipal goals and requirements.

Partnerships

Partnerships in the provision of recreation and culture infrastructure continue to be important and in many cases are becoming more prevalent. These partnerships can take a number of forms, and include government, not-for-profit organizations, schools, and the private sector. While the provision of recreation and culture services has historically relied on municipal levels of government, many municipalities are increasingly looking to form partnerships that can enhance service levels and more efficiently leverage public funds.

Examples of partnerships include facility naming and sponsorship arrangements, lease/contract agreements, the contracted operation of spaces, entire facilities, or delivery of programs. Over three-quarters (76%) of Canadian municipalities work with schools in their communities to encourage the participation of municipal residents in physical activities. Just under half of Canadian municipalities work with local non-profits (46%), health settings (40%), or workplaces (25%) to encourage participation in physical activities amongst their residents. Seventy-six percent (76%) of municipalities with a population of 1,000 to 9,999 to 80% of municipalities over 100,000 in population have formed agreements with school boards for shared use of facilities. In fact since 2000, the proportion of municipalities that have reported working with schools, health settings, and local non-profit organizations has increased by 10% to 20%.¹³

13 "Municipal Opportunities for Physical Activity" Bulletin 6: Strategic partnerships. 2010, Canadian Fitness & Lifestyle Research Institute.

Social Inclusion

Social inclusion is about making sure that all children and adults are able to participate as valued, respected, and contributing members of society. It involves the basic notions of belonging, acceptance, and recognition. The concept of social inclusion is becoming an issue communities are addressing. While always an important issue, its significance has risen as communities have become more diversified through immigration.

For immigrants, social inclusion would be manifested in full and equal participation in all facets of a community including economic, social, cultural, and political realms. It goes beyond including "outsiders" or "newcomers." In fact social inclusion is about the elimination of the boundaries or barriers between "us" and "them."¹⁴ There is a recognition that diversity has worth unto itself and is not something that must be overcome.¹⁵ Recreation and leisure continue to be utilized as important social inclusion "vehicles" and provide a mechanism to bring together residents of different backgrounds.

14 Omidvar, Ratna, Ted Richmand (2003). Immigrant Settlement and Social Inclusion in Canada. The Laidlaw Foundation.

15 Harvey, Louise (2002). Social Inclusion Research in Canada: Children and Youth. The Canadian Council on Social Development's "Progress of Canada's Children".



The Evolving Nature of Volunteerism

Given the importance of volunteers in the delivery of recreation and leisure opportunities, recognizing trends that are driving volunteer participation and motivation is illuminative. Statistics Canada data reflects that overall levels of volunteerism among Canadians experience fluctuation but have generally remained relatively stable.

	2013	2010	2007	2004
Total Population (15 and over)	29,188,000	28,206,000	27,000,000	26,021,000
Number of Volunteers	12,716,000	13,249,000	12,444,000	11,773,000
Volunteer Rate	44%	47%	46%	45%

However a deeper analysis of volunteer data reveals a number of significant changes in how Canadians are volunteering. Identified as follows are key indicators from the Statistics Canada data.

- **Volunteers are committing less hours.** From 2004 to 2013 the average number of volunteer hours decreased by 14 hours.

	2013	2010	2007	2004
Average Annual Volunteer Hours	154	156	166	168

- **Younger people continue to have the highest overall rates of volunteerism.** Overall rates of volunteerism are highest among 15 to 19 years olds, while overall rates of volunteers are lowest among older adults (55 and older). It is likely that the higher rates of volunteerism among older teens and young adults are due to “mandatory” volunteering as part of their secondary school curriculum.
- **Older adults contribute the most hours on average.** While older adults (ages 55 and older) have a lower overall rate of volunteerism, those who volunteer contribute more hours on average (231) than other age cohorts.
- **There has been a significant decline in volunteer hours among younger adult cohorts.** From 2004 to 2013, volunteer hours contributed by 20-24 year old and 35 to 44 age cohorts has continually decreased while other age cohorts have remained relatively similar.
- **Volunteers are more educated.** Consistent with trends in the general population, volunteers are becoming more and more educated. Among volunteers aged 25 to 64, 39% held undergraduate degrees in 2013.¹⁶
- **Much comes from the few.** Over one-third of all volunteer hours were contributed by ~5% of total volunteers.

Volunteer Canada additionally identifies a number of broader trends which are impacting the recruitment and retention of volunteers.¹⁷

- **The “new volunteer”.** Young people volunteer to gain work related skills. New Canadians also volunteer to develop work experience and to practice language skills. Persons with disabilities may volunteer as a way to more fully participate in community life.
- **Volunteer job design.** Volunteer job design can be the best defense for changing demographics and fluctuations in funding.
- **Mandatory volunteering.** There are mandatory volunteer programs through Workfare, Community Service Order and school mandated community work.
- **Volunteering by contract.** The changing volunteer environment is redefining volunteer commitment as a negotiated and mutually beneficial arrangement rather than a one-way sacrifice of time by the volunteer.
- **Risk management.** Considered part of the process of job design for volunteers, risk management ensures the organization can place the right volunteer in the appropriate activity.
- **Borrowing best practices.** The voluntary sector has responded to the changing environment by adopting corporate and public sector management practices including standards, codes of conduct, accountability and transparency measures around program administration, demand for evaluation, and outcome measurement.
- **Professional volunteer management.** Managers of volunteer resources are working toward establishing an equal footing with other professionals in the voluntary sector.
- **Board governance.** Volunteer boards must respond to the challenge of acting as both supervisors and strategic planners.

16 <http://www.statcan.gc.ca/pub/89-652-x/89-652-x2015001-eng.htm>

17 <https://volunteer.ca>

Sport Tourism

Increasingly, sport tourism has become a priority for many municipalities. To a large degree, sport tourism has been used to leverage capital funding for new facility investment and to expand the benefits of recreation (e.g. demonstrate economic impact and community appeal). This trend has become especially evident in many northern communities that have used event hosting as a mechanism to increase their profile and procure funding from senior levels of government that can provide a facility legacy.

Statistics Canada data indicates that the sports tourism industry in Canada is worth \$6.5 billion dollars (2016). In contrast to other segments of the tourism industry, sport tourism in Canada continues to grow and is largely driven by the domestic, overnight market. The sport tourism sector in Canada is also becoming more organized, structured and competitive. Since its inception in 2000, the Canadian Sport Tourism Alliance has grown to include over 200 municipalities.¹⁸

18 <http://canadiansporttourism.com/about-csta/about-csta.html>

Infrastructure Trends and Leading Practices

Less Reliance on New Physical Infrastructure in Cultural Services

Physical infrastructure is a requirement in many cases (theatres, museums, dance studios, etc.) but there is a general trend away from new physical infrastructure in municipal cultural planning. Instead of new “bricks and mortar”-based development, cities are moving toward:

- Signature festivals and major events;
- Redefining what a “cultural space” is; and,
- Digital placemaking.

With public art programs now widespread, a “cultural space” can be virtually any place – an alley or a train trestle or a public park, to name a few. The redefinition of cultural spaces can include buildings that are not typically thought of as spaces for culture as well, so the trend extends into creative re-use of existing structures (as opposed to new ones) and integration of arts and culture into existing buildings with other primary functions. Digital placemaking is in its early stages and entails integrating social media into place making practices, encouraging public participation, collaboration, and transparency.



Multi-Use Spaces

Recreation facilities are being designed to accommodate multiple activities and to encompass a variety of different components. The benefits of designing multi-use spaces include the opportunity to create operational efficiencies, attract a wide spectrum of users, and procure multiple sources of revenue. Providing the opportunity for all family members to take part in different opportunities simultaneously at the same location additionally increases convenience and satisfaction for residences.

Creating spaces within a facility that are easily adaptable and re-configurable is another growing trend observed in newer and retrofitted facilities. Many performing arts venues are being designed in such a manner that staging, seating, and wall configurations can be easily changed as required. Similarly, visual arts spaces such as studios and galleries are being designed in a manner that allows them to be used for a multitude of different art creation and display purposes. Gymnasium spaces and field house facilities are being designed with adjustable barriers, walls, bleachers, and other amenities that can be easily set-up or removed depending on the type of activity or event.

Integrating Indoor and Outdoor Environments

A relatively new concept in recreation and leisure infrastructure planning is to ensure that the indoor environment interacts seamlessly with the adjacent outdoor environment. This can include such ideas as public event spaces, indoor/outdoor walking trails, indoor/outdoor child play areas, and indoor/outdoor public art. Although there are a number of operational issues that need to be considered when planning indoor/outdoor environments (e.g. cleaning, controlled access, etc.) the concept of planning an indoor facility to complement the site it is located on (and associated outdoor amenities included), as well as the broader community parks and trail systems, is prudent and will ensure the optimization of public spending on both indoor and outdoor recreation and culture infrastructure. Integrating indoor and outdoor environments can be as “simple” as ensuring interiors have good opportunities to view the outdoors.



Revenue Generating Spaces

Operators of community facilities must find creative and innovative ways to generate the revenues needed to both sustain current operations and fund future expansion or renovation projects. By generating sustainable revenues outside of regular government contributions, many facilities are able to demonstrate increased financial sustainability and expand service levels.

Lease spaces provide one such opportunity. Many facilities are creating new spaces or redeveloping existing areas of their facility that can be leased to food and beverage providers and other retail businesses. Short term rental spaces are another major source of revenue for many facilities. Lobby areas, programs rooms, and event hosting spaces have the potential to be rented to the corporate sector for meetings, team building activities, holiday parties, and a host of other functions.

Social Amenities

The inclusion of social amenities provides the opportunity for multipurpose community recreation facilities to maximize the overall experience for users as well as to potentially attract non-traditional patrons to the facility. Examples of social amenities include attractive lobby areas, common spaces, restaurants and cafeterias, spectator viewing areas, meeting facilities, and adjacent outdoor parks or green spaces. It is also becoming increasingly uncommon for new public facilities, especially in urban areas, to not be equipped with public wireless internet.

Another significant benefit of equipping facilities with social amenities is the opportunity to increase usage and visitation to the facility during non-peak hours. Including spaces such as public cafeterias and open lobby spaces can result in local residents visiting the facility during non-event or non-program hours to meet friends or is simply a part of their daily routine. Many municipalities and non-profit organizations have encouraged this non-peak hour use to ensure that the broader populace perceives that the facility is accessible and available to all members of the community.

Providing Quality Parks and Outdoor Spaces

Research supports that individuals continue to place a high value on the availability and quality of parks, trails, and outdoor spaces. A 2013 Canadian study commissioned by the TD Friends of the Environment Foundation found that nearly two-thirds of respondents (64%) indicated that local parks were “very important” to them and their family. Additionally, 68% of Canadians are concerned about the loss of green space in their community.¹⁹

Another 2011 study of over 1,100 parents of 2 to 12 year olds in the United States, Canada, and the United Kingdom found that the more time a family spends together at a playground, the greater their overall sense of family wellbeing. Three-quarters also wished that their family had time to visit a playground more often.²⁰

Parks and outdoor spaces also play a key role in helping to combat “nature deficit disorder”²¹ amongst children and youth. This phrase, first coined by Richard Louv in his bestselling book “Last Child in the Woods,” suggests that children are becoming estranged from nature and natural play, which results in a number of cognitive, physical, and developmental issues.

19 TD Friends of the Environment Foundation survey. Conducted by Ipsos Reid (2013).

20 Harris Interactive (2011). Playgrounds Increase Sense Of Family Well-Being. Washington, District of Columbia. Foresters.

21 <https://www.childrenandnature.org/about/nature-deficit-disorder/>

While all residents benefit from the availability of quality park spaces, a significant amount of research and attention has been given to the myriad of benefits that result from children and youth being able to play and interact in outdoor settings. Findings include:

- Children who play regularly in natural environments show more advanced motor fitness, including coordination, balance and agility and they are sick less often.²²
- Exposure to natural environments improves children's cognitive development by improving their awareness, reasoning and observational skills.²³
- Children who play in nature have more positive feelings about each other.²⁴
- Outdoor environments are important to children's development of independence and autonomy.²⁵
- Children with views of and contact with nature score higher on tests of concentration and self-discipline. The greener the setting, the better the scores.²⁶

Active Transportation

Active transportation refers to any form of human-powered transportation, such as walking, cycling, using a wheelchair, in-line skating, or skateboarding.²⁷ In 2011 in Canada 5.7% of commuters walked to work regularly while 1.3% cycled, accounting for over one million Canadians.²⁸

A generational trend is that younger professionals are using active modes of transportation more than ever. A number of factors are contributing to this such as people become more environmentally conscious, financial limitations (active transportation is generally a cheaper mode of transportation), and people move back from the suburbs into urban communities in which places of work are closer in proximity to places of residence.

Urban parks encourage active traffic through their boundaries if they are adjacent to a roadway or can provide a shortcut through the community. Pathway systems that connect neighborhoods across the municipality are becoming increasingly important to accommodate alternative methods of transportation. Multi-use pathway systems are often seen as being a given with park design as they facilitate a wide range of recreational uses and serve a transportation function.

Relationships should be constantly analyzed to enhance pathway systems such as the amenities on pathways and user numbers, lighting and its effects on night usage and the surface material and the types of usage (e.g. bicycling, walking). An analysis of why certain pathways receive high usage can be applied to other corridors that do not attract as much active traffic volume. Gathering utilization data with trail trackers is a practice that municipalities are beginning to undertake on a regular basis.

22 Grahn, P., Martensson, F., Lindblad, B., Nilsson, P., & Ekman, A., (1997). UTE pa DAGIS, Stad & Land nr. 93/1991 Sveriges lantbruksuniversitet, Alnarp.

23 Pyle, Robert (1993). *The thunder trees: Lessons from an urban wildland*. Boston: Houghton Mifflin.

24 Moore, Robin (1996). *Compact Nature: The Role of Playing and Learning Gardens on Children's Lives*, *Journal of Therapeutic Horticulture*, 8, 72-82

25 Bartlett, Sheridan (1996). *Access to Outdoor Play and Its Implications for Healthy Attachments*. Unpublished article, Putney, VT

26 Taylor, A.F., Kuo, F.E. & Sullivan, W.C. (2002). *Views of Nature and Self-Discipline: Evidence from Inner City Children*, *Journal of Environmental Psychology*, 22, 49-63

27 Public Health Agency of Canada. <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/at-ta-eng.php>

28 Statistics Canada. 2011. *Commuting to Work*. https://www12.statcan.gc.ca/nhs-enm/2011/as-sa/99-012-x/99-012-x2011003_1-eng.cfm

Leading Practices in Park Space Design

Residents have increasing expectations for the design and functionality of park spaces in their neighborhood and central gathering places in their community (e.g. downtown core). This trend appears to be driven by increasing societal value on aesthetics, convenience, and the perception of safety. The following chart identifies some leading practices that have been observed on how communities are planning and designing park spaces.

Leading Practice	Description	Examples
Inclusion of support amenities.	Ensuring that park spaces have sufficient support amenities that can enhance the overall experience, encourage use, and support a range of activities.	Washrooms, change stations, public Wi-Fi, seating areas.
Maximizing safety and accessibility.	Prioritizing physical and cognitive accessibility to a park space to ensure that access is not a barrier to use or visitation.	Access to the space via safe trails and pathways, creating bright and open spaces that feel safe with sufficient signage.
Designing for all ages, interests, and ability levels.	Ensuring that a park or other type of public space has a broad appeal and includes amenities that are appealing for a diverse array of individuals.	Creating “hub” sites that have a mix of amenities and spaces that are: <ul style="list-style-type: none"> • Both active and passive. • Multi-generational. • Facilitate both social gathering and individual relaxation/solitude.
New and innovative play features.	Including playground equipment and installations that include a mix of both the “traditional” and “new”; doing so can help appeal to a wider range of ages and interest levels.	Natural playgrounds, adult playgrounds, integration of playgrounds into other on-site spaces.
“Functional” plantings.	Shifting away from non-native plantings to native plantings that can help promote local horticulture, food production, etc.	“Make a salad” concept (ability to pick vegetables in a park space that can create a salad), interpretive signage that explains native plantings and the integration of vegetation into functional park space amenities.
Integration of public art.	Inclusion of public art installations and features into community park spaces to increase character and appeal, promote community connectedness, and promote local artists.	Murals, graffiti walls, integration directly into playground features (e.g. painting slides and posts).



5

Inventory & Utilization

Highlights

The Morinville Leisure Centre (Phase 1) will dramatically change the landscape of indoor recreation facilities. While replacing the arena at the Ray McDonald Sports Center will add fitness space, indoor track, and a multipurpose fieldhouse type space to the town inventory. It will complement the Curling Club and the Morinville Community Cultural Centre when it opens in 2019.

Considering outdoor facilities, town residents are relatively well serviced with the trail system somewhat lagging behind the desires of residents.

The Town of Morinville owns and operates a number of indoor and outdoor recreation and cultural facilities. It has two major indoor facilities including the ice arena and the four-sheet curling rink at the Ray McDonald Sports Center. The Morinville Community Culture Centre (MCCC) includes a hall and programming space as well as a youth centre. The Morinville Leisure Centre is under construction currently for Phase 1. This phase will include one sheet of indoor ice, fitness space and an indoor track, and multipurpose activity space (e.g. fieldhouse type space). Construction is expected to be completed in 2019.

Regarding outdoor recreation space, there are seven ball diamonds, eight rectangular fields, three tennis courts, twelve playgrounds, and two beach volleyball courts. A skateboard park, a splash park, and an outdoor rink are also available to Town residents. Passive recreation spaces include 8.5 km of pathways and trails and a variety of park and pond spaces—some of which have Wi-Fi coverage.

Other non-Town facilities are also available to Morinville residents such as private fitness centres, the Fish and Game Club's hall space, and the Heritage Lodge Seniors Centre. School gymnasiums are also available to town residents. Outdoor exercise equipment is located at the Fish and Game Club and is accessible at no cost for all visitors.

Town Owned / Operated Recreation & Culture Spaces	
Indoor Facilities	
	#
Cultural Centre	1
Curling Facilities	1
Curling Sheets	4
Ice Arena Facilities	1
Ice Arena Sheets	1
Outdoor Facilities	
	#
Ball Diamonds	7
Beach Volleyball Courts	2
Outdoor Rinks	1
Rectangular Fields	12
Skateboard Parks	1
Splash Parks	1
Tennis Courts	1
Playgrounds	12
Trails (km)	8.5
Outdoor Exercise Equipment (locations)	2
Disc Golf	1

The Morinville Community Cultural Centre is the most versatile facility in the Town's inventory. In addition to FCSS programming a wide range of programs and events are convened and hosted at the MCCC. These include fitness classes, recreational sports, dance class, trade shows, and community meetings. The facility hosts large banquets and conferences and a live professional performance series (Live at the CCC) is hosted every year. The 2017-2018 season of Live at the CCC included six performances comprised of vocal artists, children's performances, and plays.

The MCCC rental spaces include two halls as well as five meeting rooms. For 2018 the two halls were booked for approximately half (~52%) of available days. There is some variation in the bookings of the meeting rooms with two of the meeting rooms being booked over 60% of the time. The other meeting rooms are booked on approximately half of the available days.



Morinville Heritage Survey (2013)

This study identified built heritage (historic homes and businesses) initially constructed no later than 1930. In total 49 resources were identified. The Heritage Survey did present recommendations including the preparation of a Heritage Resources Management Plan and a survey of resources from the Modern Movement (c. 1930-1959).

Ray McDonald Sports Center Arena

The arena at the Ray McDonald Sports Center is well utilized during prime time hours. The Town defines prime time as 4:30 pm to 11 pm on weekdays and 7:30 am to 11 pm on weekends. With 56.75 hours booked weekly during prime time hours in the 2017/2018 season, prime time utilization is at 89%. There is some use of the ice during non-prime time hours. Each weekday including junior practice time; also there was shinny hockey (adult & youth), as well as public skating during the day.

Definition of Prime Time Ice

Day of Week	Definition
Weekday	4:30 pm to 11:00 pm
Weekend	7:30 am to 11:00 pm

Weekly Prime Time Utilization

2015/16 Prime Time Utilization	
Hours Available	1,431
Hours Used	1,327
Utilization Percentage	93%

Major uses of prime time ice included:

- Morinville Minor Hockey
- Morinville Skate Club
- Sturgeon Hockey Club
- Morinville Senior A Kings
- Morinville Fun hockey
- Town Programming
- Morinville Junior B Jets
- Men's Hawks

Minor Hockey accounts for over half of prime time ice booked. The ice is typically installed at the beginning of September and remains in until the third week of March. When the ice is out, the arena facilitates a number of uses including:

- Events (e.g. trade fair, SJB Fest, town wide garage sale)
- Lacrosse
- Baseball and soccer coaching clinics
- Community group bookings (e.g. Cadets)
- Roller derby
- Community bookings
- Summer youth programming and camps
- Off-season maintenance
- School use

Ball Diamonds

There is a great demand for ball diamonds, particularly in May and June. In 2018 Morinville Minor Baseball Association (MMBA) utilized six different diamonds including exclusive booked use of Primeau diamonds, Arena diamonds, and North and South Meadows diamonds. MMBA also hosted tournaments on two weekends in May and June. The Morinville Mixed Slo Pitch Association plays through to August and used the four Sky Diamonds.

The Town of Morinville cannot accommodate the demand for diamonds from local groups. It has partnered with Sturgeon County to secure access at the diamonds in Cardiff. Morinville also does not have a diamond to accommodate the needs of Bantam or Midget baseball players.



6

Benchmarking

Highlights

Morinville is lacking an indoor aquatic facility. The development of the Morinville Leisure Centre (Phase 1) will address several of the other deficiencies.

A benchmarking exercise was undertaken with several municipalities in Alberta. Some of the municipalities are similar in size to Morinville while others are part of the Capital Region. The municipalities included in this analysis are noted in the table below along with their populations (2016).

Comparative Community	Population (2016)
Beaumont	18,320
Blackfalds	9,916
Edson	8,414
Fort Saskatchewan	25,533
Olds	9,184
Wetaskiwin	12,655
Morinville	9,893

The analysis involved two components. One component is related to a facility inventory. The second component was issue based to understand the various positions and practices of the municipalities related to several issues.

Facility Inventory

Secondary research was undertaken to complete the inventory of facilities for each municipality. Once completed utilizing online resources (including the municipal websites), each municipality was contacted as a verification step. The information presented in the following table includes both verified and non-verified information.

The information in the tables is presented as the population served per facility. For example, if Morinville with a population (2016) has a single facility then the table would read 9,893 showing that 9,893 people are served by that facility. If there are two of a particular facility in Morinville then the number in the table would be 4,947 people served by a single facility. The tables do not reflect the quality nor condition of the facilities but simply reflect a number.

Indoor Facilities

As illustrated in the following table Morinville provides the following services in a manner that can be considered positive compared to the others.

- Arena facilities
- Curling facilities
- Library branches
- Museums
- Purpose built performance space
- Social / banquet stage
- Hall with stage

Morinville however provides the following services in a less than positive manner compared to the other communities.

- Aquatic facility – 25m pool
- Aquatic facility – leisure pool
- Courts (e.g. racquetball, squash)
- Dedicated community gymnasium space
- Fitness centre / weight rooms
- Walking / running track



Facility Type	Beaumont	Blackfalds	Edson	Fort Sask.	Olds	Wetaskiwin	Average	Morinville
Aquatic facility - 25m pool	18,320	-	8,414	25,533	9,184	12,655	14,821	-
Aquatic facility -leisure pool	18,320	-	8,414	25,533	9,184	12,655	14,821	-
Arena facility	18,320	9,916	8,414	8,511	9,184	12,655	11,167	9,893
Ice sheets	9,160	9,916	4,207	8,511	4,592	6,328	7,119	9,893
Art gallery	-	-	4,207	12,767	9,184	-	8,719	9,893
Art studios/creative space	-	9,916	4,207	-	-	12,655	8,926	9,893
Climbing wall	-	-	-	-	-	-	-	-
Courts (e.g. raquetball, squash)	-	-	-	-	9,184	-	9,184	-
Curling facility	18,320	-	8,414	25,533	9,184	12,655	14,821	9,893
Curling sheets	3,053	-	1,052	4,256	1,531	2,109	2,400	2,473
Dedicated community gymnasium	-	9,916	-	25,533	3,061	-	12,837	-
Fitness centre/weight rooms	9,160	9,916	-	12,767	9,184	12,655	10,736	-
Library branches	18,320	9,916	8,414	25,533	4,592	12,655	13,238	9,893
Museum	-	9,916	4,207	25,533	9,184	4,218	10,612	9,893
Playground	18,320	9,916	-	25,533	-	-	17,923	-
Program/meeting rooms	1,832	1,417	1,052	1,702	765	1,406	1,362	1,413
Purpose built performance space	18,320	-	8,414	25,533	9,184	12,655	14,821	9,893
School gymnasiums (publicly accessible)	2,036	2,479	935	2,321	1,148	1,406	1,721	1,979
Social / banquet stage	9,160	4,958	8,414	12,767	9,184	6,328	8,468	4,947
Hall with stage	18,320	9,916	8,414	12,767	9,184	12,655	11,876	9,893
Turf field (boarded)	-	-	-	25,533	-	12,655	19,094	-
Turf field (non boarded)	-	-	-	-	-	-	-	-
Walking / running track	18,320	9,916	-	25,533	9,184	-	15,738	-

Outdoor Facilities

As illustrated in the following table Morinville provides the following services in a manner that can be considered positive compared to the others.

- Beach volleyball courts
- Paved trails in town
- Playgrounds (<\$150k)
- Rectangular fields (grass)
- Skateboard park
- Spray / splash park (<\$150k)

Morinville however provides the following services in a less than positive manner compared to the other communities.

- Amphitheatre / band shell
- Basketball courts
- Bike park
- Playgrounds (>\$150k)
- Spray / splash park (>\$150k)
- Tennis courts
- Trails in town



Facility Type	Beaumont	Blackfalds	Edson	Fort Sask.	Olds	Wetaskiwin	Average	Morinville
Ampitheatre/band shell	-	9,916	8,414	25,533	-	12,655	14,130	-
Ball diamonds	1,832	1,653	234	880	918	1,266	1,130	1,649
Basketball courts	4,580	4,958	4,207	6,383	-	1,406	4,307	9,893
Beach volleyball courts	18,320	-	-	-	-	-	18,320	4,947
Bike park	18,320	4,958	8,414	25,533	9,184	-	13,282	-
Boarded rink	9,160	9,916	4,207	12,767	3,061	12,655	8,628	9,893
Campground	18,320	9,916	4,207	25,533	9,184	-	13,432	9,893
Community garden	18,320	4,958	8,414	12,767	-	-	11,115	9,893
Dog off leash parks	18,320	9,916	8,414	25,533	9,184	12,655	14,004	9,893
Disc golf	18,320	-	-	-	4,592	12,655	5,928	9,893
Historical/interpretive signage	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Outdoor art (e.g. murals, sculptures)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Paved trails in town (km)	523	-	-	340	-	3,164	1,343	108
Playgrounds (<\$150k)	632	1,983	2,805	2,837	835	-	1,818	824
Playgrounds (>\$150k)	18,320	2,479	-	1,216	-	-	7,338	-
Rectangular fields (turf)	-	-	-	25,533	-	-	25,533	-
Rectangular fields (grass)	1,309	3,305	1,202	1,824	1,531	904	1,679	824
Skateboard park	18,320	9,916	8,414	25,533	9,184	12,655	14,004	9,893
Spray/splash park (<\$150k)	-	-	-	25,533	-	-	25,533	9,893
Spray/splash park (>\$150k)	18,320	9,916	8,414	25,533	9,184	-	14,273	-
Tennis courts	4,580	4,958	4,207	5,107	1,837	3,164	3,975	9,893
Trails in town (km)	560	-	337	340	-	-	412	1,164

Municipal Practices

Information from Morinville's Capital Region neighbours was provided as part of this analysis.

Issue	Beaumont	Ft. Sask.	Morinville
Recognition of community history and heritage	Beaumont Heritage Society receives some municipal support, will provide annual funding to operate a future community heritage museum. Bronze-cast mural at Community Centre depicts historical Beaumont.	History of Ft. Sask reflected in the City logo, recognizing strong RCMP history. City-run Fort Heritage Precinct museum celebrates City history between 1875 and 1940, open year round, with around 5.5 FTE employees at the Precinct.	Strong recognition – in the town's slogan, dedicated culture and history policy, heritage plaques, connection to French/German and military heritage via community events.
Town-wide special events and role	Town operates a considerable amount of special events each year, including Volunteer Appreciation celebrations, flag raising ceremonies, Canada Day, Culture Days, etc. and dedicates significant finances to these events. Town also issues around 125 permits to outside organizations each year, some of which receive varying levels of support depending on if events are Council-supported.	Numerous City-organized special events occur year-round, including Movie Under the Stars, Lights Up Day, Sheep Leaving Parade. Partners with River Valley Alliance on River Festival. Culture services issues permits for special events on public property (~70 in 2017) and has 1 FTE Community Events and Tourism Specialist to coordinate and host all City special events.	Many town-wide special events, including St. John Baptiste Day, Canada Day, Pride, Lite Up the Nite Festival, etc. Town provides some funding, venues, logistical support (e.g. road closures, barriers) in conjunction with community and volunteer organizations.
Cost sharing agreements	Cost-sharing agreement with Leduc County based on the Beaumont area population, some funding provided for parks, etc. Has joint-use agreements with school boards and an informal reciprocal agreement with the City of Leduc to honor one another's recreation passes when facilities may be closed for maintenance.	Cost sharing with community organizations informally to program the Shell Theatre (e.g. to bring in artists and share costs), shares costs with the Town of Bruderheim for priority booking access for Ft. Sask local ice users (annual fee). Parks currently exploring branded pest waste bags with a local business.	Cost-sharing agreement with County of Sturgeon on recreation, covering a wide-variety of items including facilities and programs. Enhancements to the cost sharing, particularly regarding facility development, is desired.
Balancing scheduled and spontaneous use	Biggest issue is space, trying to balance town dominance of spaces through programming and public availability. Does not have an active allocation policy but will work to develop one moving forward. Due to rapid growth, many facilities in Beaumont are over-subscribed and space is at a premium.	Recently developed an ice allocation policy to ensure fair use. Tries to accommodate as many user groups and programs within City facilities, but balancing programmed and spontaneous uses can be challenging. Many facilities are in high demand for booking, making it difficult to leave spaces open for spontaneous use.	Ongoing challenge, current rec facilities are mostly programmed. New facility design incorporates a balanced approach for offering spontaneous and programmed uses.
Trail classification	No classification system exists.	Only multi-use trails for cyclists and pedestrians. Unmaintained trail created by cyclists in the River Valley.	Being developed.

Issue	Beaumont	Ft. Sask.	Morinville
Promotion and attraction of sport and cultural tourism	Town is not very active now but anticipates being more active once Beaumont Sports and Recreation Centre opens, looking specifically at attracting new tournaments, groups/events, etc. Lack of in-town hotel identified as a limitation.	Does not actively promote sport tourism due to lack of resources but does support user groups whenever possible. Tourism comprises 10% of Community Events and Tourism Specialist's portfolio, budget around \$60k to manage City mascot program, create a visitor guide, general marketing work focused on culture.	Town has a paid position focused on sport development, some promotion occurs via this position. Also provides support to organizations looking to set up tournaments, coaching development, etc.
Supports for volunteer and community organizations	A significant level of support, as Council has adopted a community development-type approach to supporting organizations. Provides 'feed' funding to most groups establishing new programs, some for events. Over 120 community volunteer organizations in Town.	Support a wide-range of volunteer and community organizations through lease agreements, grants, and other development supports (unspecified).	FCSS and Community Development supports volunteer and community organizations by supporting project development, hosting fairs, etc. Town is trying to develop a volunteer database to support organizations.
Fee setting methodology	No clear policy in place, but is under development. Historical pricing tends to dictate overall fees, but an out-of-date approach to be revised.	New system being developed based on elements such as comparators, cost recovery, pricing strategies, inflation, and stakeholder input. Primarily use comparators/cost recovery presently.	User fee policy is considered out of date and needs to be revised.



7

Engagement

Highlights

- Household survey
 - » Main barriers to participation in programs, activities, and services is lack of awareness (53%), timing of programs (45%), and lack of facilities / poor facilities (41%).
 - » Over half (54%) of households are very or somewhat satisfied with programs, activities and services currently offered in Morinville.
 - » Trails and pathways are the most utilized outdoor infrastructure in Morinville with 86% of households saying they used it in the last year.
 - 71% of households are very or somewhat satisfied with the trail system's support amenities
 - » Over three-quarters (78%) of households used the Morinville Community Cultural Centre in the past year.
 - » Approximately two-thirds (61%) of households attended a major event in Morinville in the past year.
 - 93% were very or somewhat satisfied
 - 93% said it is very or somewhat important to have major town-wide festivals and events
 - » Priorities for facility development or enhancement
 - Indoor
 - o Leisure swimming pool
 - o 25m swimming tank
 - o Walking / running track
 - o Fitness / wellness facility
 - o Ice arena facility
 - o Indoor child playground
 - o Leisure ice
 - o Indoor field facility
 - Outdoor
 - o Walking / cycling trail system
 - o Outdoor pool
 - o Picnic areas
 - o Nature / interpretive trails
 - o Toboggan hills
 - o Campground
 - o Water spray parks
 - o Mountain bike trails
- Stakeholder / community group discussion
 - » Enhanced communications amongst themselves and with the Town is needed.
 - » Groups are looking for assistance from the Town with organizational operational tasks; not doing them but learning how they can manage these tasks themselves. Groups are also looking for assistance with communications and marketing, funding and grants, and project design and management.
 - » There is a need for clear community identity.
 - » There are challenges getting enough volunteers which is exacerbated by growth in Morinville resulting in greater demand for programs and services.
 - » Facilities needed: heritage and interpretive elements (outside); pool; teen space; sports fields

The program of engagement included two main planks: 1) an online household survey 2) community organizations discussion sessions. The information gathered through these two mechanisms is complemented by a thorough program of engagement implemented as part of the 2016 Needs Assessment. In particular a statistically representative survey of Morinville households was fielded. Because these findings were just recently gathered they are considered relevant. As such, selected findings are presented below as well.

Resident Survey

An online household survey was fielded from early June through to early July 2018. The link to the survey was accessible through the Town’s website. The survey was promoted by the Town through its many communications channels including social media, closed circuit television, word of mouth with community groups and residents, and through a direct mail to community organizations and parent councils. In total 150 responses were captured. The findings of this survey are presented as follows in the order they were asked in the survey. As previously mentioned, those findings from the 2016 household survey that are particularly relevant will be presented herein as well.²⁹

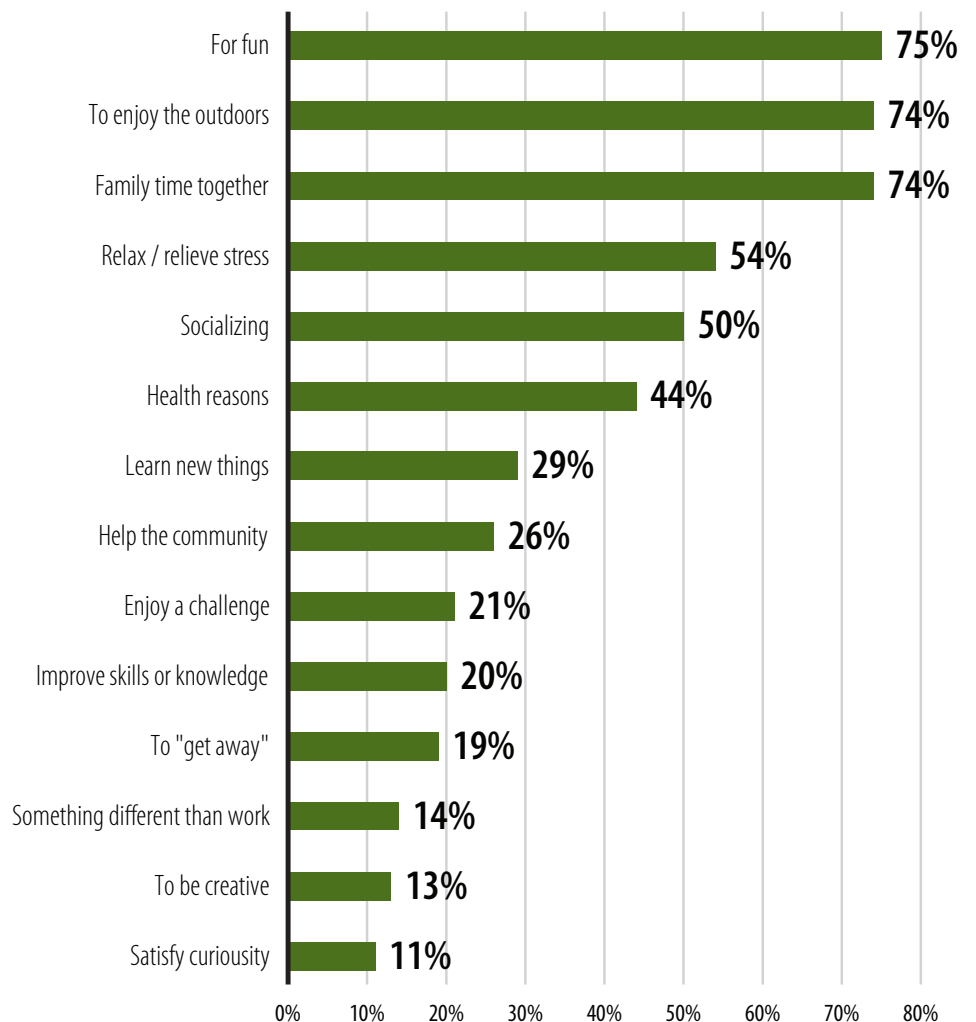
29 The complete findings from the household survey fielded as part of the 2016 Regional Recreation Needs Assessment are presented under a separate cover.

Household Survey (2018)

Motivations, Barriers, and Overall Satisfaction

To begin, respondents were asked to identify the main reasons why household members participate in recreation and cultural activities. As illustrated in the accompanying graph, approximately three-quarters of respondents said their motivations were fun (75%), to enjoy the outdoors (74%) and for family time (74%). Less than half (44%) identified health as a main reason for participating in recreation and cultural activities.

Main Reasons For Participating in Recreation and Cultural Activities

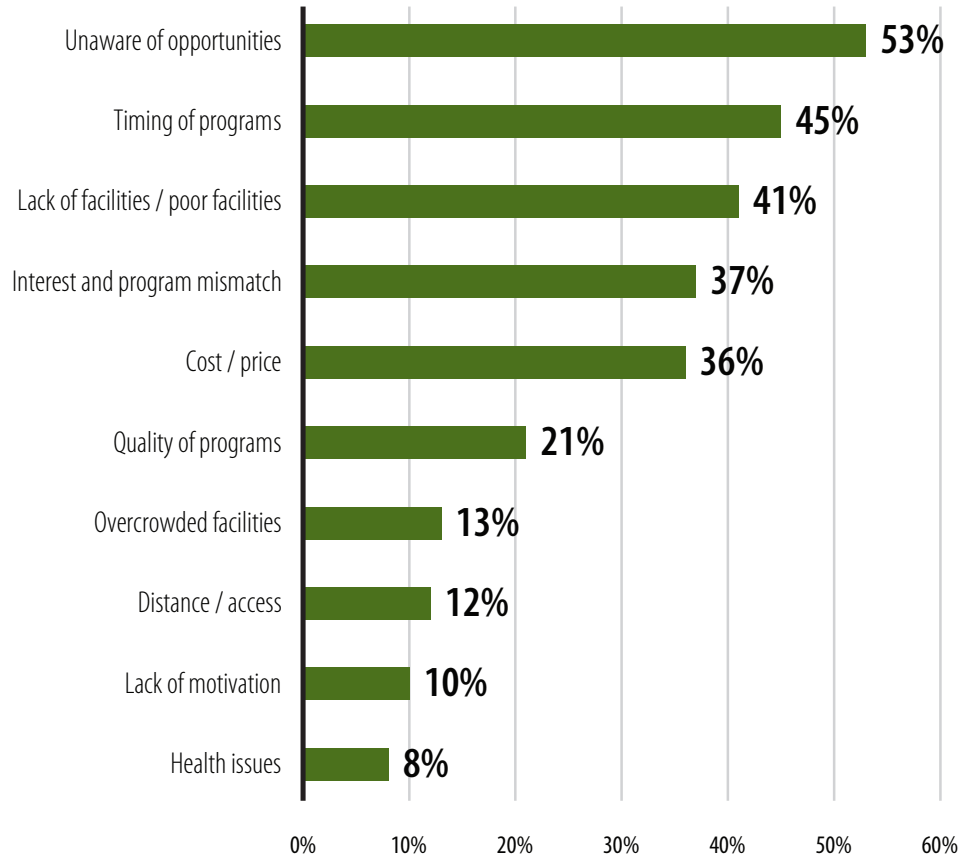


Next, respondents were asked to identify barriers that prevent household members from participating in recreation and culture programs activities and services in Morinville. The most frequently cited barrier is a lack of awareness (53%). Program timing (45%) and a lack of facilities or poor facilities (41%) were the next most commonly identified barriers. Refer to the graph for more responses.

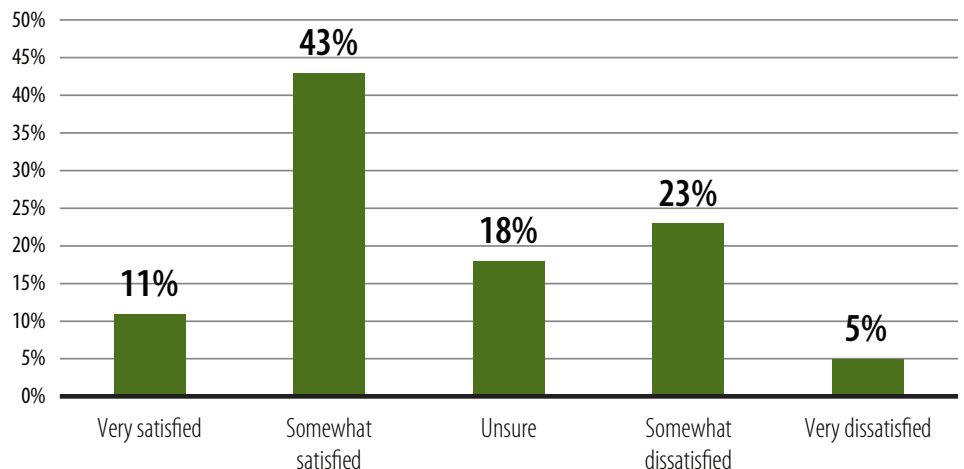
Just over half (54%) stated they are satisfied overall with the recreation and cultural programs, activities, and services currently offered in Morinville. Over one-quarter (28%) expressed a level of dissatisfaction.

Respondents were able to provide some explanation for their satisfaction rating – the most commonly cited items are noted as follows. Those who expressed overall satisfaction commented primarily about enhancements needed to the trail system particularly to connect South Glens to the rest of Morinville. The need for a pool in town was mentioned as well. Some positively commented on the amount of programming available even specifically mentioning the good amount of programs for early childhood participants.

Main Barriers to Participation in Programs, Activities, and Services in Morinville



Overall Satisfaction With Programs, Activities, and Services Currently Offered in Morinville



Utilization

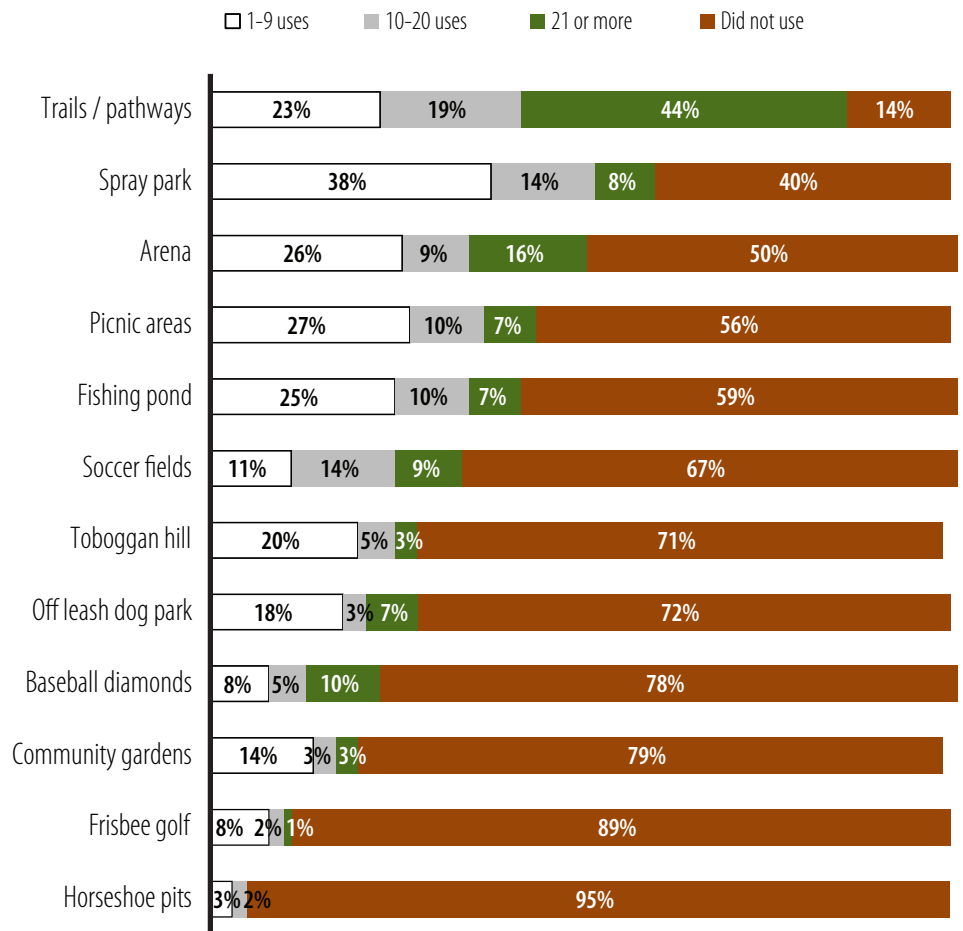
Trails and pathways are utilized by the greatest proportion of households in Morinville compared with other amenities. Eighty-six percent (86%) of respondents said someone in their household used the trails and pathways in Morinville in the previous year. In fact, almost half (44%) said a household member used the trails and pathways twenty-one or more times. Only the spray park (60%) and the arena (50%) were used by at least half of households in the previous year. See the accompanying graph for more responses.

Trail System

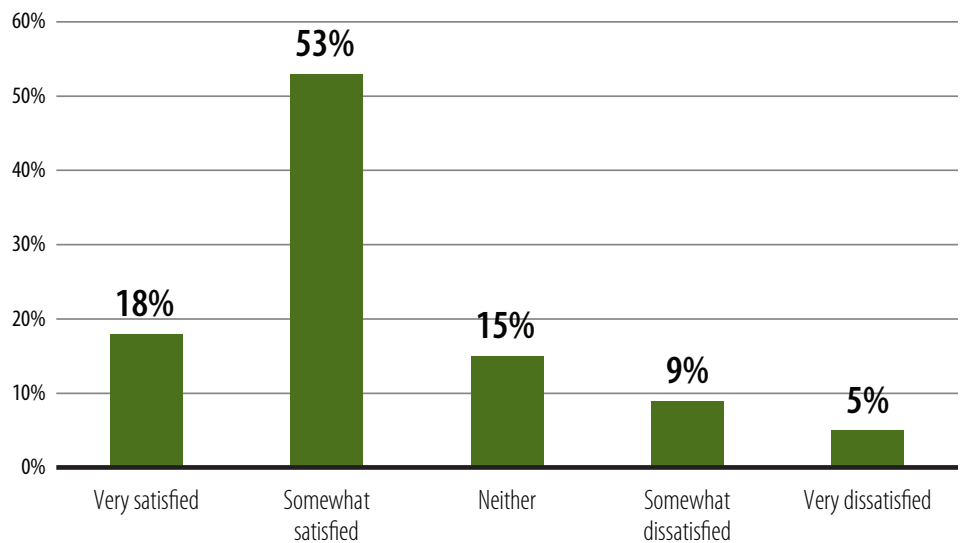
Almost three-quarters (71%) of respondents expressed some level of satisfaction with the support amenities (e.g. benches, lighting, garbage bins, signage) of the trail system in Morinville.

Some specific improvements were suggested. The most commonly cited improvement was a call for greater access throughout Morinville and the completion of the overall system. Development of a necessary connection from South Glens was mentioned frequently as well. Other comments included: a need for more trees & shrubs along the pathways; more garbage cans; better lighting; improved maintenance of the trails; the need for signage and education around appropriate behaviour including for pets; and that the outdoor workout equipment needs fixing.

Household Use in Past Year



Satisfaction With the Trail System's Support Amenities



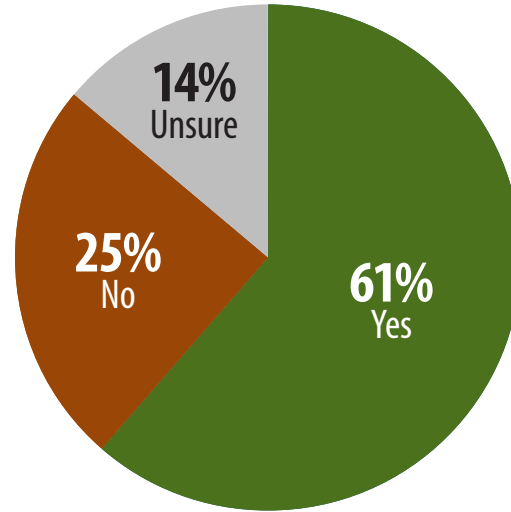
Festivals and Events

Approximately two-thirds (61%) of respondents stated that a household member attended a major event (indoor or outdoor) in Morinville in the previous twelve months.

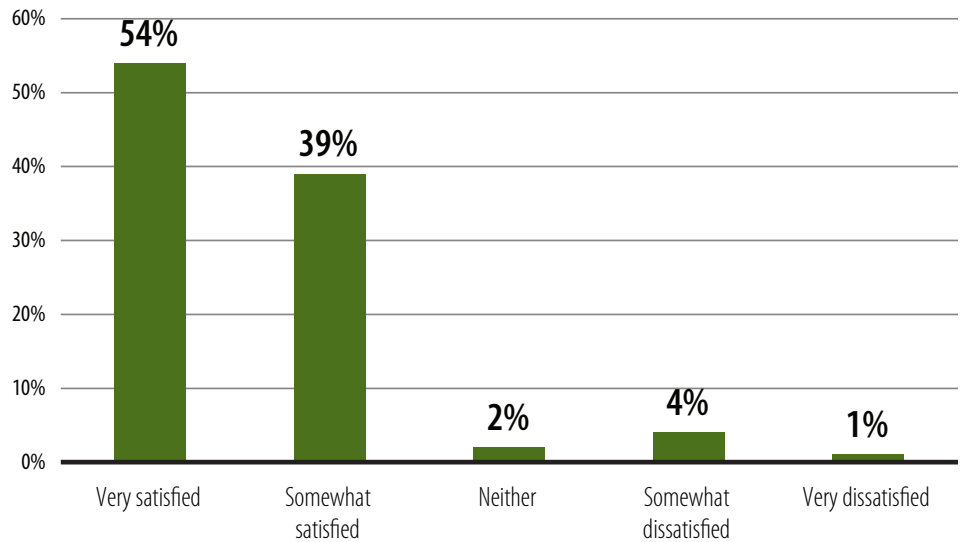
A variety of events were listed. The most commonly mentioned were the Light Up event and Christmas parade; St. Jean Baptiste event; Canada Day celebrations; Easter celebrations; events at the Morinville Community Cultural Centre; the Town garage sale; the farmers market, and Octoberfest.

A very high level of satisfaction was provided for the events attended with 93% of respondents saying they were very satisfied (54%) or somewhat satisfied (39%) with the major events attended.

Did a Household Member Attend a Major Event in Morinville in the Past Year?



Satisfaction With the Major Events Attended



Respondents commented that the events were well run and enjoyable to attend.

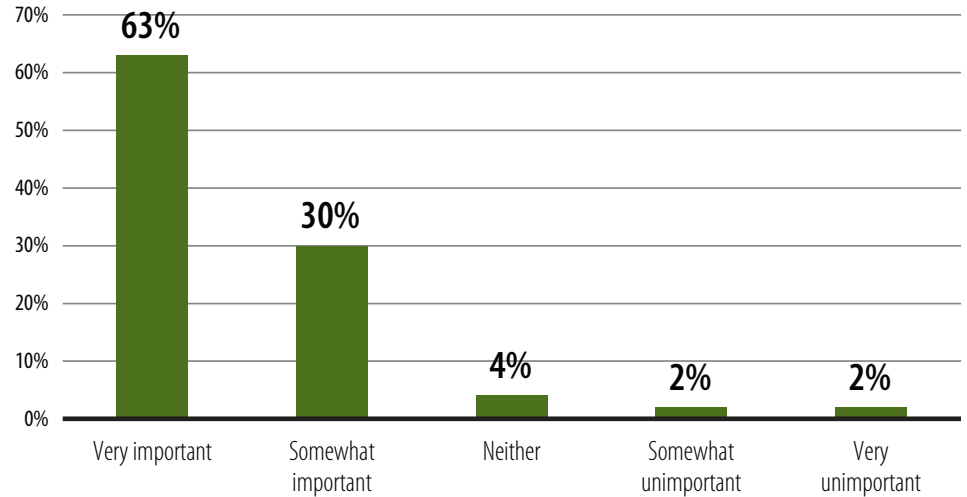
Approximately two-thirds (63%) of respondents said it is very important to have major town-wide festivals and events. See the graph.

A number of reasons were offered as to why major town-wide events are important. Primarily respondents commented that these events bring the community together and enhance community spirit and pride. Many also mentioned that through these events they are able to meet their neighbours and newcomers to the community.

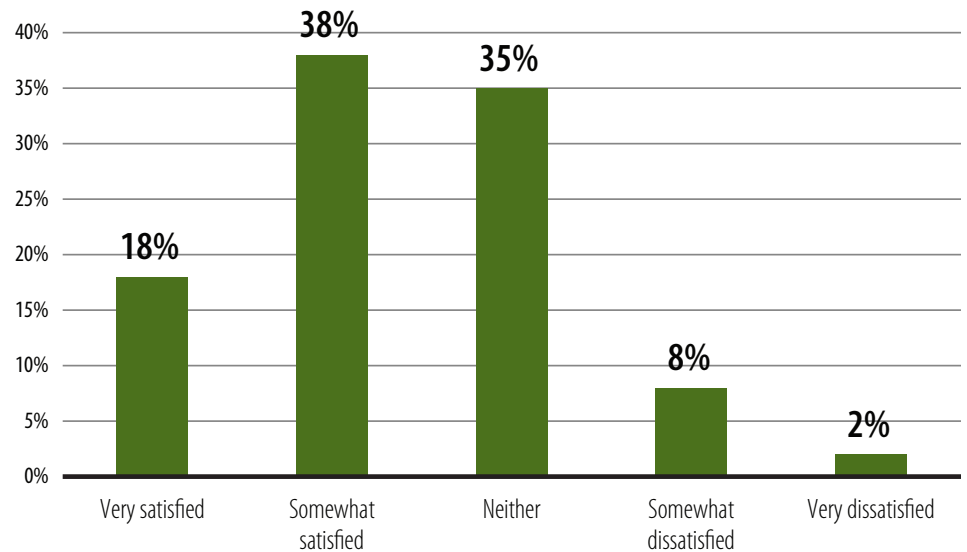
Programming

Residents benefit from the efforts of many entities, the Town included, providing recreation and cultural programs. As illustrated in the graph, just over half (56%) are satisfied with the programs currently being offered in Morinville. Approximately one-third (35%) were neutral.

Importance of Having Major Town - Wide Festivals & Events



Satisfaction With Programs Offered Currently

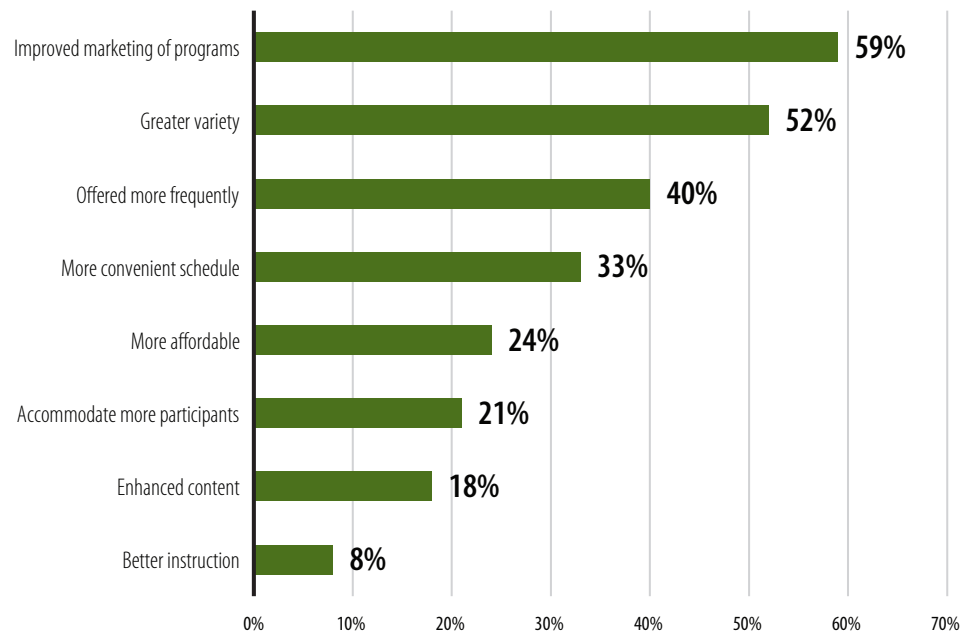


When asked what improvements or changes are needed regarding programming, the most commonly cited response related to improved marketing of programs (59%). Approximately half (52%) said there is a need for a greater variety of programming.

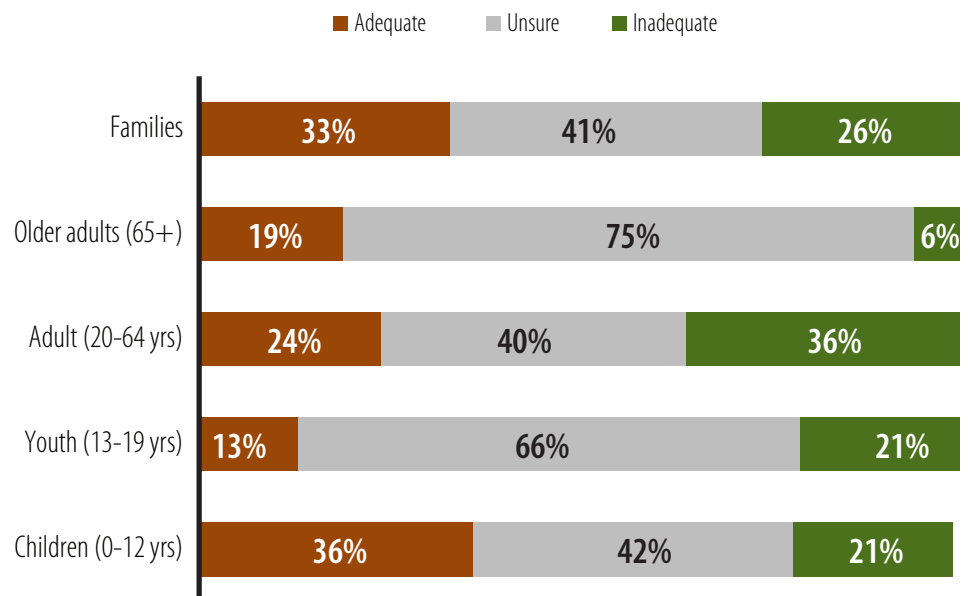
Respondents were asked whether the existing programs are adequate or not for several age categories. While there were large segments that were unsure about the adequacy of programs, for adults and youth the proportion of people who rated the programs as inadequate surpassed those who felt the programs were adequate.

Some respondents shared their thoughts on programs that they think should be available or more available. The most commonly cited needed programming referenced teens and youth in the community. While the availability of organized sports is sufficient, it was suggested that other kinds of programs are lacking. There was also a call for more programs for adults beyond those offered at the Community Cultural Centre. There were also several comments identifying a need for an aquatic centre in order to meet the demand for swimming lessons and other aquatic programs.

Improvements Needed to Programming



Are Existing Programs Adequate?

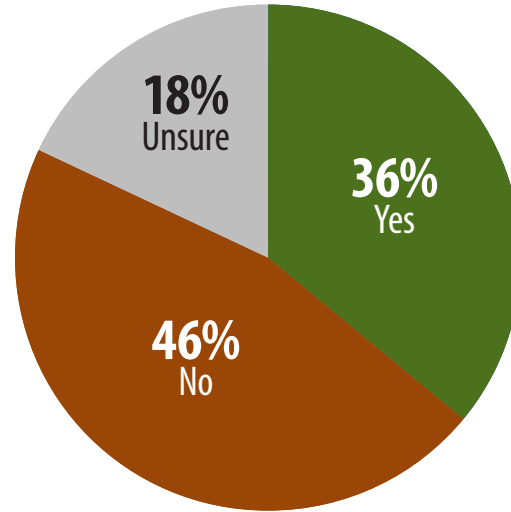


Payment

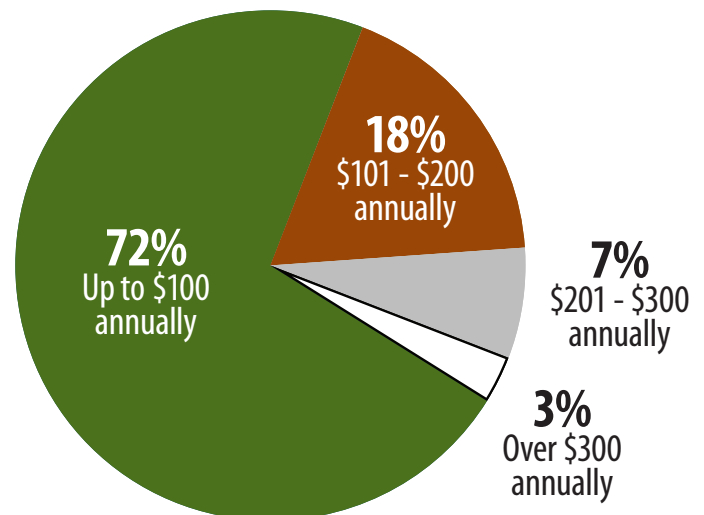
Approximately half (46%) of respondents said that they would not support an increase in annual property taxes to ensure that community needs for recreation programs and services in Morinville are better met. Approximately one-third (36%) said they would support an increase.

Those who said they would support an increase in property taxes (or who said they were unsure) were then asked how much of an increase in annual property taxes they would support. As shown in the accompanying graph, approximately three-quarters (72%) would support up to a \$100 property tax increase.

Proportion Who Would Support an Increase in Annual Property Taxes



Amount of Annual Property Taxes Supported

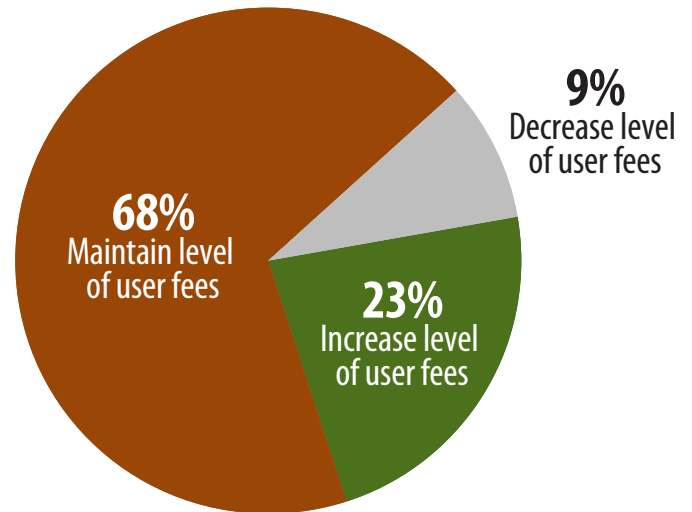


User fees are a source of revenue for recreation programs and services. Approximately two-thirds (68%) said they supported maintaining the current level of fees, while approximately one-quarter (23%) would support an increase in user fee levels.

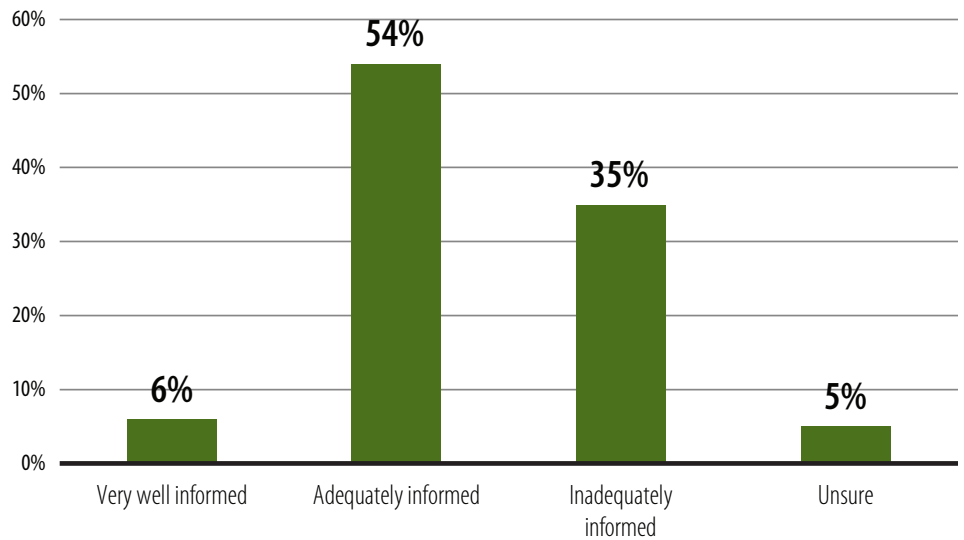
Communications

Over half (54%) of respondents stated that they felt adequately informed about recreation and culture opportunities in Morinville. Approximately one-third (35%) felt they are inadequately informed.

Preferred Option Related to User Fees



Level That People Feel Informed



Preferred communication vehicles were identified by respondents.³⁰ Almost two-thirds (60%) identified social media (e.g. Facebook, Twitter) as preferred channels. The Town website and community signs were favoured by 34%. See the graph for other responses.

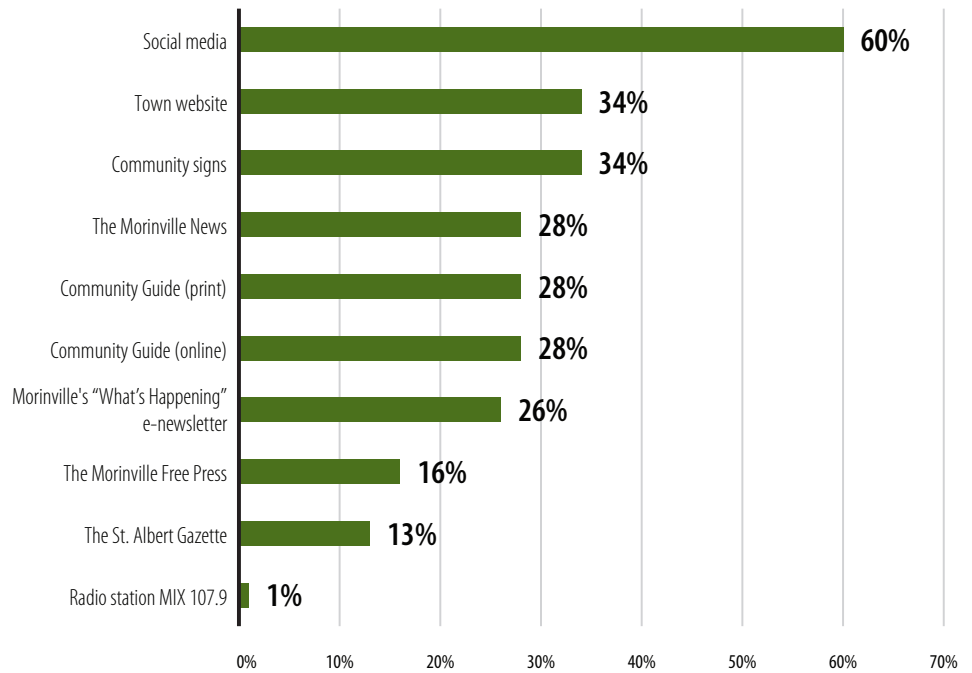
Other Comments

Respondents were able to provide any other comments about parks, recreation, culture and trails needs in Morinville. Many reiterated the need for expansion to the trail system in Morinville and especially a link to South Glens. The need for a pool was also reiterated by several.

Respondent Profile

Where do you live?	
Town of Morinville	97%
Sturgeon County	3%
How long have you lived in the Morinville area?	
< 1 year	4%
1-5 years	25%
6-10 years	25%
11-20 years	19%
>20 years	27%
Demographic Composition of Respondents ³¹	
0-9 years	27% (17%)
10-19 years	16% (12%)
20-29 years	8% (13%)
30-39 years	25% (18%)
40-49 years	14% (13%)
50-59 years	6% (13%)
60-69 years	5% (9%)
70 years and older	1% (6%)

Preferred Methods of Learning About Services



30 Respondents could select their top 3 preferences.

31 The red number in parentheses is the actual distribution according to the 2016 Census.

Household Survey (2016)

As part of the 2016 Regional Recreation Needs Assessment a household survey was fielded with residents of Morinville. In total 3,265 questionnaires were mailed out with 808 completed responses. The twenty-five percent response rate resulted in findings that are statistically representative of households in Morinville within +/- 3.0% 19 times out of 20. Due to the relatively recent fielding of this survey, findings are considered appropriate and valid for the development of the Master Plan. The complete findings from Morinville households can be found within a separate document. What follows are selected findings that are particularly pertinent.

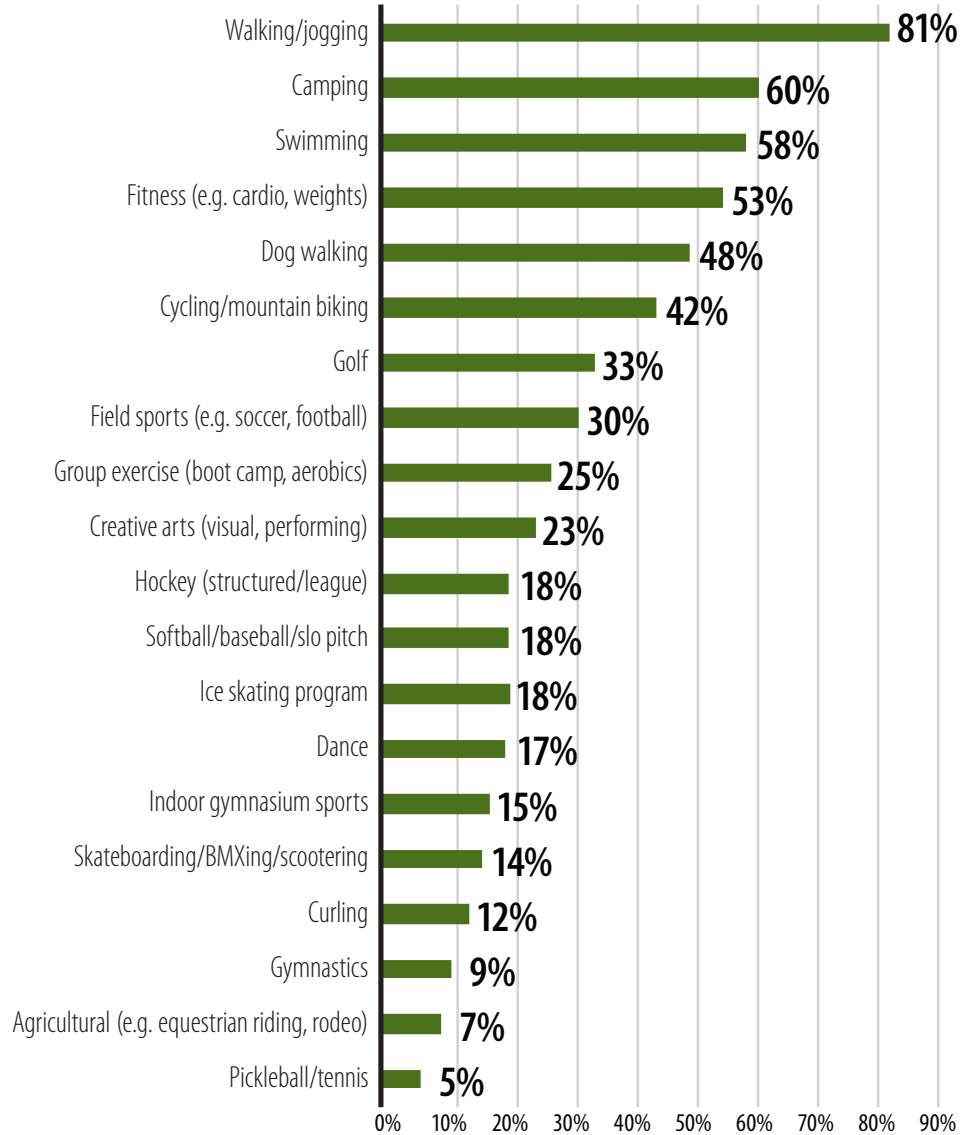
It should be noted that the Master Plan being developed includes parks, recreation, culture and trails, while the 2016 survey was focused only on recreation. In that context recreation was considered an umbrella term that encompassed those four elements.

Recreation Participation

In which of the following recreation activities did members of your household participate in the past year?

Recreation Participation

Town Results



Philosophy of Provision

Recreation is important to my quality of life.	Town
Strongly Agree	69%
Somewhat Agree	27%
Unsure	2%
Somewhat Disagree	1%
Strongly Disagree	1%

The municipalities in the area should work together to provide recreation opportunities for residents.	Town
Strongly Agree	74%
Somewhat Agree	20%
Unsure	3%
Somewhat Disagree	2%
Strongly Disagree	1%

Quality recreation programs and facilities can help attract and retain residents.	Town
Strongly Agree	72%
Somewhat Agree	22%
Unsure	3%
Somewhat Disagree	2%
Strongly Disagree	1%

Recreation services brings the community together.	Town
Strongly Agree	61%
Somewhat Agree	32%
Unsure	4%
Somewhat Disagree	3%
Strongly Disagree	1%

My local community as a whole benefits from recreation programs and services.	Town
Strongly Agree	62%
Somewhat Agree	25%
Unsure	7%
Somewhat Disagree	5%
Strongly Disagree	2%

Residents can benefit even if they do not use recreation services directly.	Town
Strongly Agree	37%
Somewhat Agree	38%
Unsure	16%
Somewhat Disagree	7%
Strongly Disagree	3%

Utilization

For each of the following recreation facilities, parks, and open spaces in the area, please indicated how frequently in the previous 12 months someone in your household used / visited it.

Morinville Library	Proportion of Households
1 – 9 Uses	33%
10 – 20 Uses	13%
21+ Uses	14%
Did Not Use	39%

Morinville Seniors' Drop-In Centre	Proportion of Households
1 – 9 Uses	15%
10 – 20 Uses	2%
21+ Uses	3%
Did Not Use	80%

Morinville Community Cultural Centre	Proportion of Households
1 – 9 Uses	56%
10 – 20 Uses	15%
21+ Uses	8%
Did Not Use	22%

Morinville - Ray McDonald Sports Center (arena)	Proportion of Households
1 – 9 Uses	39%
10 – 20 Uses	10%
21+ Uses	11%
Did Not Use	40%

Morinville - Ray McDonald Sports Center (curling club)	Proportion of Households
1 – 9 Uses	15%
10 – 20 Uses	5%
21+ Uses	5%
Did Not Use	76%

Morinville - Bob Foster Extreme Park (skateboard park)	Proportion of Households
1 – 9 Uses	16%
10 – 20 Uses	6%
21+ Uses	6%
Did Not Use	73%

Morinville - Splash Park	Proportion of Households
1 – 9 Uses	32%
10 – 20 Uses	11%
21+ Uses	4%
Did Not Use	53%

Sturgeon County – Cardiff Park	Proportion of Households
1 – 9 Uses	44%
10 – 20 Uses	12%
21+ Uses	10%
Did Not Use	34%

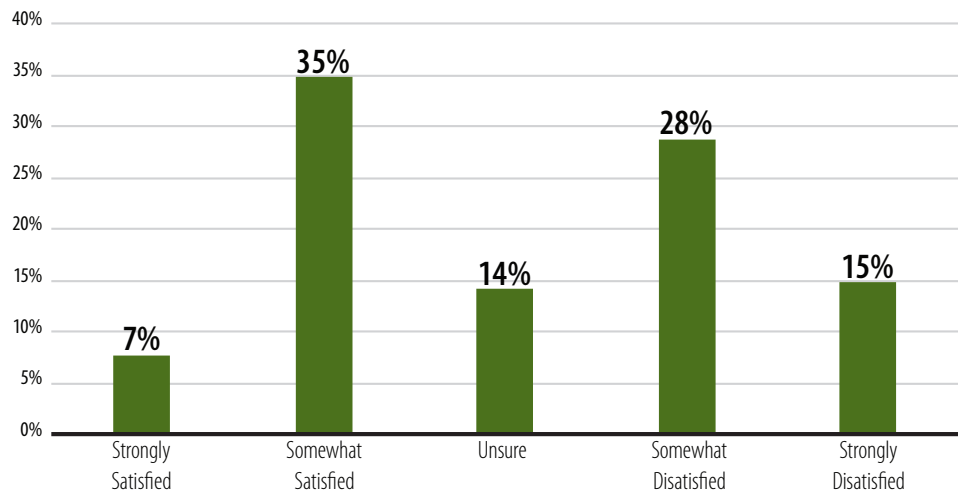
St. Albert – Servus Credit Union Place	Proportion of Households
1 – 9 Uses	31%
10 – 20 Uses	17%
21+ Uses	21%
Did Not Use	31%

Satisfaction

How satisfied are you overall with the indoor recreation facilities in Morinville?

Indoor Recreation Facilities

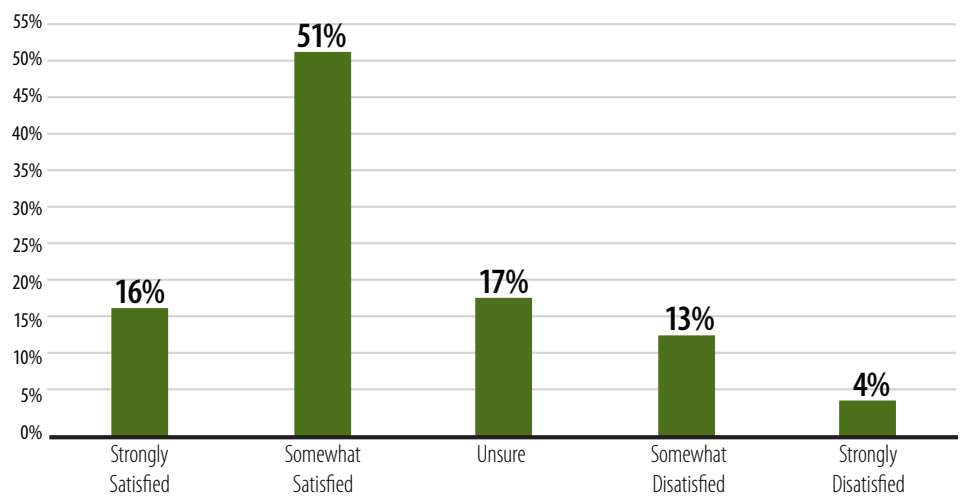
Town Results



How satisfied are you overall with the outdoor recreation facilities in Morinville?

Outdoor Recreation Facilities

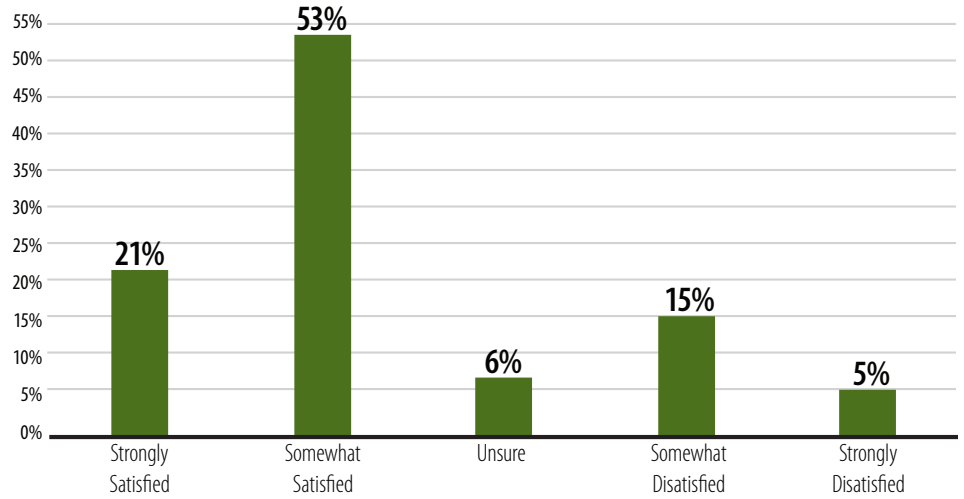
Town Results



How satisfied are you overall with the parks, pathways, and trails in Morinville?

Parks, Pathways, and Trails

Town Results

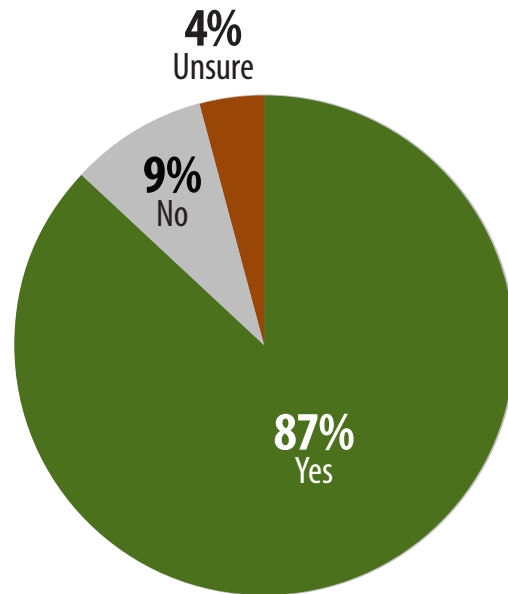


Need For New / Enhanced Spaces

Is there a need for new / enhanced recreation facilities (indoor and / or outdoor) to be developed in the Morinville area?

Is there a need for new / enhanced recreation facilities / spaces?

Town Results



Please select up to five (5) indoor recreation facilities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your household's recreation needs. (Only those who answered "yes" or "unsure" in the previous question responded to this one.)

Indoor Priorities

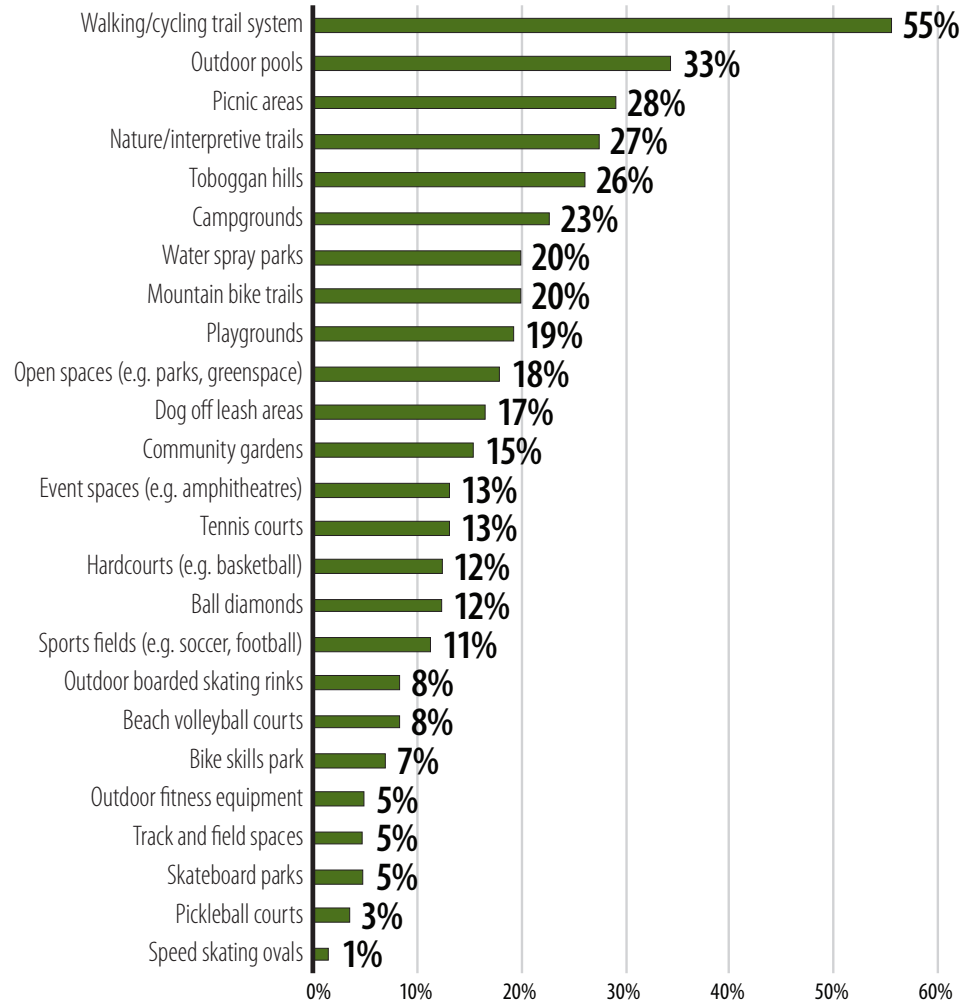
Town Results



Please select up to five (5) outdoor recreation facilities or spaces that should be more readily available or enhanced in the Morinville area to satisfy your household's recreation needs. (Only those who answered "yes" or "unsure" in the previous question responded to this one.)

Outdoor Priorities

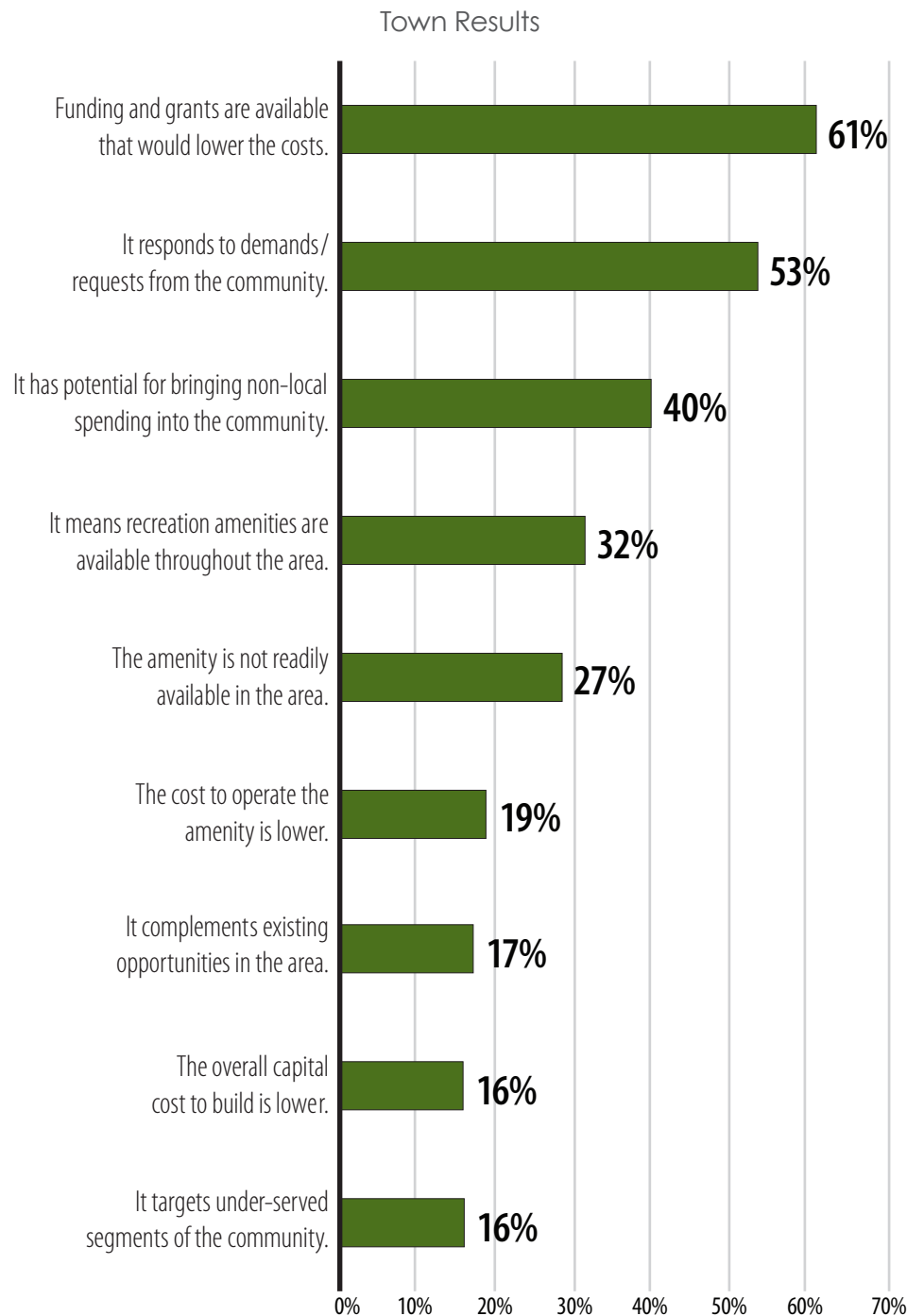
Town Results



Planning Criteria

Please select the top three (3) criteria that you think are the most important to consider when setting project development priorities.

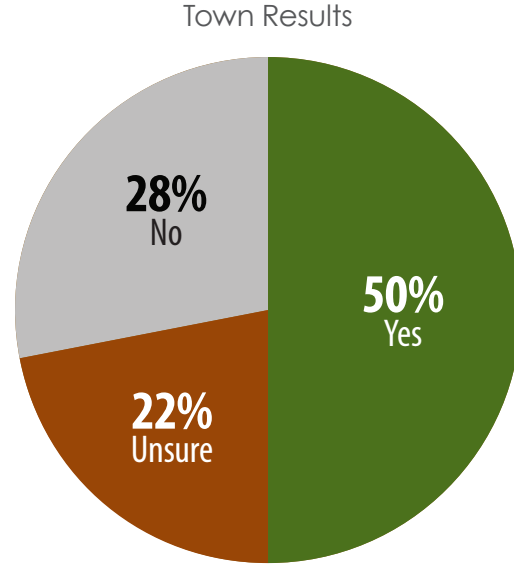
A recreation amenity should be a higher priority if...



Willingness to Pay

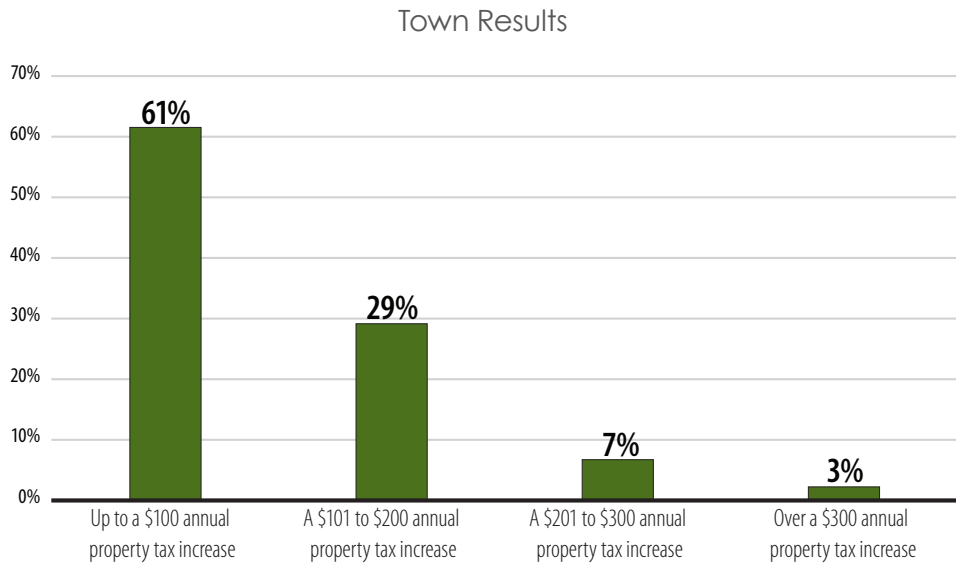
To ensure that community needs for recreation facilities in the Morinville area are better met, would you support an increase in annual property taxes? (Only those who answered “yes” or “unsure” in the previous question.)

Would you support an increase in annual property taxes to ensure recreation needs are met?



How much of an increase in annual property taxes would you support?

Amount of Property Tax Increase Supported



Stakeholder Discussions

Several discussion sessions were convened with various stakeholders representing recreation, sports, and cultural interests. Session participants were led through a discussion during which they were asked to provide their general assessments of parks, recreation, and cultural provision in Morinville. Through the discussion challenges were identified as were gaps in provision.

Included in the sessions were representatives from Slo-pitch, Minor Baseball, Youth Basketball, Soccer, Skate Club, Historical Society, Morinville Central High School, the Festival Society & Farmers Market, and the Community Gardens. The findings from all discussion sessions have been aggregated with the main points presented as follows.

- **Communications** between the groups and the Town, and between the groups themselves could be improved. Improved communications between the Town and the groups can help as it relates to issues such as space use and allocation, and promotion. Communications between the groups themselves is a mechanism where successes can be shared, along with lessons learned. Greater communication can also result in cross promotions of each other's programs and services.
- The **Town could help these community organizations** with communications and marketing, funding and grants, and project design and management. The Town has expertise and experience in these areas, while community organizations often have willing volunteers with no direction or experience in these areas.
- There seems to be **no clear or lasting community identity**. At times Morinville has been promoted as a family community, while at other times a bedroom community. Having a clear identity that those in the community can rally around and that can be used to attract people into the Town for a variety of reasons would be beneficial.
- Some concern was expressed related to **previous planning** initiatives undertaken by the Town. While there have been a number of studies undertaken in the past by the Town, there was a sense that the Town does not follow its planning nor implement it.
- The groups are experiencing some **challenges with volunteerism**. People are busier than ever and many are looking to "buy" their way out of volunteering. There are still dedicated volunteers, but it can be more difficult to recruit people or motivate them to participate. Some did comment however that Morinville is a good volunteer community.
- The **fast growth** in Morinville does present challenges to the Town itself, as well as the groups. There is greater demand for services which can stress the ability of organizations to provide services. This in turn has impacts on the availability of space.
- There are **opportunities** in Morinville. The new recreation site could include historical interpretive elements or even cultural spaces on the site or within the building. There are some questions about the disposition of the old arena and the land it sits on.
- **Facilities and infrastructure** identified as needed include: heritage interpretation (e.g. pioneer trail), museum, dance studio, teen space, indoor ice, swimming pool, gymnasiums, soccer pitches, baseball and slo-pitch diamonds, and outdoor rinks.



8

2011 Master Plan Tracking

The recommendations from the 2011 Master Plan are identified in the table on the following page, along with progress the Town has made towards its completion. The vast majority of short and mid-term recommendations have been completed fully or partially by the Town.

Recreation, Parks and Open Spaces Master Plan 2011-2021

Recommendations Tracker

Short Term Goals (2011-2013)					
No.	Recommendation Heading	Specifics	Started? (Y / N)	Status (Partial / Completed)	Comments
1	Urban Multi-Way Expansion	<ul style="list-style-type: none"> Width expansion of walkway from 2m to 3m on 100 Street from 101 Ave to 100 Ave and along 100 Ave from 100 St to East Boundary Road. 	N		Decision made to table this project.
		<ul style="list-style-type: none"> New multi-ways to connect the existing multi-way along the north boundary on 100 St south to 101 Ave and from the east end of 100 Ave north along boundary road. 	Y	Completed	
		<ul style="list-style-type: none"> Secondary multi-ways should be completed in the Lakes subdivision park and storm pond south to the Morinville Community High School and the 100 Ave multi-way. 	Y		Dealt with through site planning and included in construction build out.
		<ul style="list-style-type: none"> New multi-way developed to connect South Glens to the railway crossing on 101 Street. 	Y		Trial connecting Southglens to Industrial park completed as is designated area through industrial park. Industrial park to railway crossing to be dealt with through development of West side of 100 st new construction.
2	Playgrounds	<ul style="list-style-type: none"> New neighbourhood level playground in Lakes subdivision park. Include internal walkway and turfed area. 	Y	Completed	
3	St Jean Baptiste Park	<ul style="list-style-type: none"> Upgraded landscape master plan be developed. 	N		Decision made to table this project.
4	New Sports Fields	<ul style="list-style-type: none"> Develop the public reserve site adjacent to Notre Dame Elementary as a community park and sports field site. 	Y		2 Soccer Pitches have been created with rudimentary walkways through the site and landscaping complete. Need to address parking site.
		<ul style="list-style-type: none"> Consider sports additions and sports fields on public reserve located north of Morinville Community High School. 	Y	Partial	Disc Golf course was added and landscaping complete, need to complete signage and look at parking for this area.

Short Term Goals (2011-2013)

No.	Recommendation Heading	Specifics	Started? (Y / N)	Status (Partial / Completed)	Comments
5	Heritage Lake Planning	<ul style="list-style-type: none"> Develop concept and site development plans at Heritage Lake to improve picnicing, passive day use activities, and all season fishing. 	Y	Partial	Roadway and parking areas have been added with a boat launch area, landscaping is ongoing and a washroom facility has been added.
		<ul style="list-style-type: none"> Consider safe access routes for pedestrians along 100 Ave. 	N		Issue still to be addressed.
		<ul style="list-style-type: none"> Consider expansion of leased space for camping. 	Y		Agreement is in place to work together to improve the overall site.
6	Community Garden Sites	<ul style="list-style-type: none"> Develop rentable community gardens plots. <ul style="list-style-type: none"> » Potential sites include public reserve in northern parts of the Lakes subdivision, on site of sanitary lift station (east end of 100 Ave). 	Y	Partial	The current site has been developed with rentable spaces. Expansion to other sites has not occurred.
7	Tennis Court Relocation	<ul style="list-style-type: none"> Replace courts at Vanier Elementary School with ones on the arena site or on public reserve lands north of the Community High School site. 	N		Decision made to table this project.
8	Off Leash Dog Site	<ul style="list-style-type: none"> Work with Sturgeon County or private land owners to secure lands to develop an off leash site. 	Y	Completed	Dog park has been added behind the skate park, currently looking at other optional sites.
9	Re-develop / Improve Diamond 4 at Skyline Ball Diamonds	<ul style="list-style-type: none"> Redevelop diamond as a regulation baseball diamond. 	N		Plans are currently in the works to develop a large sized ball field.
10	Major Community Wide / Regional Leisure Hub "Town & Country"	<ul style="list-style-type: none"> Seek land / site for a major regional park and facility development. Minimum of 10 hectares near the community. 	Y	Completed	New Rec Lands.

Mid Term Goals (2014-2018)

No.	Recommendation Heading	Specifics	Started? (Y / N)	Status (Partial / Completed)	Comments
1	Urban Multi-Way Expansion	<ul style="list-style-type: none"> Develop multi-ways from 100 Ave south through drainage canal corridor east to connect Notre Dame Park sport fields and south through Grandin Park and sports fields. 	N		Decision made to table this project.
		<ul style="list-style-type: none"> Extend multi-way north west to McDonald Sports Complex. 	N		Future site requirements are unknown at this point.
		<ul style="list-style-type: none"> Secondary multi-way expansion should connect the Lakes District to major multi-way system existing along the north boundary of development. 	Y		Included in site planning.
2	Sports Field Development	<ul style="list-style-type: none"> Neighbourhood level recreation and sport field development in Grandin Park. 	Y		Soccer pitch has been added to the site.
		<ul style="list-style-type: none"> Neighbourhood level recreation and sport field development in South Glens. 			3 sites have been developed in South Glens Phase 2 passive parks, phase one tot park site, and phase 3 youth park site. No sports fields are identified to be developed.
3	Nature Nodes	<ul style="list-style-type: none"> Retention of small wood lots, particularly along multi-way system. <ul style="list-style-type: none"> » Should include sitting areas and plaques / displays to interpret nature. 	Y		New benches and garbage cans have been added along with the tree program now in place.
4	Heritage Lake Upgrade	<ul style="list-style-type: none"> Completion of Heritage Lake as a picnic, nature and fishing resource. 	Y	Partial	Work at this site is ongoing.
5	Community Gardens	<ul style="list-style-type: none"> If introduction was successful, expand the program to additional sites. <ul style="list-style-type: none"> » May be public reserve lands along CNR line near Bot Foster Park. 	Y		Park has been very successful, will look at future sites with the committee in the future.
6	New Neighbourhood Parks	<ul style="list-style-type: none"> » Develop in the park reserve in Grandin and at two neighbourhood park reserves in South Glens. 	Y		Sportsfield added to Grandin and 2 sites have been developed in South Glens.
7	Major Community Wide / Regional Leisure Hub "Town & Country"	<ul style="list-style-type: none"> Develop concept planning and feasibility process for major facility development. 	Y		Rec facility to be completed 2019, site planning will be completed this year.

Long Term Goals (Post 2018)

No.	Recommendation Heading	Specifics	Started? (Y / N)	Status (Partial / Completed)	Comments
1	Urban Multi-Way Expansion	<ul style="list-style-type: none"> Complete the system along the eastern perimeter with connections into Grandin and South Glens neighbourhoods. 	No		This will be developed through Boundry road development, Grandin site planning and the rec lands planning.
		<ul style="list-style-type: none"> New multi-ways may also be warranted should residential subdivision occur south of the rail line and west of 101 Street. 	Yes	Partial	Will be dealt with through site development south west of tracks.
		<ul style="list-style-type: none"> East perimeter multi-way extended through the north east quadrant of the community along utility right of way. 	No		Will be included in the Rec Lands Site development.
		<ul style="list-style-type: none"> Secondary multi-ways completed through South Glens. 	No		Should be included in trail development plan.
2	"Town & Country" Leisure Hub	<ul style="list-style-type: none"> Phased development occurs. 	Yes	Partail	Planning underway.



9

Conclusions

An overview of the “takeaways” from each section is noted below.

Community Profile

- Morinville has a population of nearly 10,000 and experienced steady population growth since 2006. This growth is likely to continue into the future, given projected economic and population growth projected within the Edmonton Metropolitan Region overall.
- Based on the three possible growth scenarios, it is possible that the Town’s population will reach nearly 28,000 by 2036, nearly tripling its population in 20 years. Accommodating this magnitude of growth will require careful planning and anticipation of the needs of future residents. Expanding and developing new infrastructure will be required to accommodate growth.
- Morinville is perceived as a family-oriented community that is affordable, safe, and provides a high-quality of life. The Town’s Municipal Development Plan acknowledges the importance of providing appropriate infrastructure needed to support such growth and maintain the high-quality of life residents have come to expect.
- The Town’s population is relatively young compared to the Alberta average and will likely experience strong natural population growth due to sizable 0-19 and 25-34 age cohorts.
- The proportion of the Town’s population over the age of 65 is lower than the provincial average. However, it is likely that this proportion will increase over time. Efforts will need to be made to provide infrastructure and services necessary for Morinville residents to “age in place” within their community. In addition, with an aging community comes demands for more life-long sports and physical activity.
- Immigration will play an important role in terms of population growth in Canada; this is likely to be true for Morinville as well. Providing infrastructure and services to meet an increasingly diverse population should be a priority. Shifting recreation and culture needs and preferences will likely affect how and what the Town plans for in the future.

- Morinville households have higher median after tax incomes than the provincial average. Residents are also employed in economic sectors that are somewhat less volatile than other sectors, providing a stable economic base. Household affluence is likely to affect levels of service provision and types of recreation and culture amenities/ infrastructure expected by residents.

Background Review

The Town of Morinville has an extensive array of strategic planning documents to help guide decision making. As well there are a number of Provincial and National policies and initiatives that can influence parks, recreation, and culture planning. The following points outline relevance of other planning at a local, provincial, and national levels.

- The Town of Morinville’s plans illustrate support for a strong quality of life for residents. Recreation and culture are **important services; significant investment** is occurring based on sound engagement and planning
- Planning documents mention recreation and culture interests, trail connectivity along with heritage preservation as specific development interests.
- The importance of community groups in providing services in Morinville is recognized as is community spirit and identity – in part through recognition of town history. Regional **partnerships** will be key to future service provision.
- It is in the best interests of **all stakeholders / sectors / levels of government** to get people active, connected, and outdoors.
- **Reserve budgeting** for recreation and culture facilities is recommended to occur at a rate of 1.7%-2.5% of replacement value.
- There needs to be a “**physical literacy**” conscience in Alberta communities. In many cases, a municipality is the only organization with perspective and leverage to be able to instill principles like physical literacy and long term athlete development in grass roots programming.
- Recreation and sport is an avenue for **reconciliation**.

Participation Trends

- **Unstructured/spontaneous** recreation activities are among the most popular activities (e.g. walking, bicycling, drop-in sports).
- ParticipACTION assigned a **D-rating for “overall physical activity” of youth and children** in Canada; inactivity is a concern for all ages groups.
- The use of **technology** to enhance recreation experiences is becoming more common.
- **There is an expanding** variety of program opportunities and **demands in Alberta communities**.
- There is concern about people **not spending enough time outdoors**.

Service Delivery and Infrastructure Trends and Influences

- Recreation services are seen as **essential**, providing **social good** and integral life skills for residents.
- There are decreasing expectations for cost recovery and user fees in some communities due to the **social return associated with recreation services**.
- **Partnerships** are becoming more important; including **regional collaboration**.
- Some communities are investing in **sport tourism**.
- The nature of volunteerism is changing; volunteers are getting **burnt out**, requiring municipalities to provide more support.
- Recreation infrastructure across Canada is aging and in need of reinvestment; **asset management** is top of mind for many municipalities.
- Recreation experiences need to be refreshed to remain effective; they must meet **modern user expectations**.
- Groups are demanding **higher quality facilities**.
- Municipal operation of **non-traditional facilities**; previously left to the private sector or not-for-profit groups (i.e. gymnastics facilities, climbing walls, expanded fitness offerings, etc.).

Inventory

- The Morinville Leisure Centre (Phase 1) will dramatically change the landscape of indoor recreation facilities. While replacing the arena at the Ray McDonald Sports Center, it will add fitness space, indoor track, and a multipurpose fieldhouse type space to the town inventory. It will complement the Curling Club and the Morinville Community Cultural Centre when it opens in 2019.
- Considering outdoor facilities, town residents are relatively well serviced with the trail system somewhat lagging behind the desires of residents.

Benchmarking

- Morinville is lacking an indoor aquatic facility. The development of the Morinville Leisure Centre (Phase 1) will address several of the other deficiencies.

Consultation

- Household survey
 - » Main barriers to participation in programs, activities and services is lack of awareness (53%), timing of programs (45%), and lack of facilities / poor facilities (41%)
 - » Over half (54%) of households are very or somewhat satisfied with programs, activities and services currently offered in Morinville.
 - » Trails and pathways are the most utilized outdoor infrastructure in Morinville with 86% of household shaving used it in the last year.
 - 71% of households are very or somewhat satisfied with the trail system's support amenities
 - » Over three-quarters (78%) of households used the Morinville Community Cultural Centre in the past year.

- » Approximately two-thirds (61%) of households attended a major event in Morinville in the past year.
 - 93% were very or somewhat satisfied
 - 93% said it is very or somewhat important to have major town-wide festivals and events
- » Priorities for facility development or enhancement
 - Indoor
 - o Leisure swimming pool
 - o 25m swimming tank
 - o Walking / running track
 - o Fitness / wellness facility
 - o Ice arena facility
 - o Indoor child playground
 - o Leisure ice
 - o Indoor field facility
 - Outdoor
 - o Walking / cycling trail system
 - o Outdoor pool
 - o Picnic areas
 - o Nature / interpretive trails
 - o Toboggan hills
 - o Campground
 - o Water spray parks
 - o Mountain bike trails
- Stakeholder / community group discussion
 - » Enhanced communications amongst themselves and with the Town is needed.
 - » Groups are looking for assistance from the Town with organizational operational tasks; not doing them but learning how they can manage these tasks themselves. Groups are also looking for assistance with communications and marketing, funding and grants, and project design and management.
 - » There is a need for a clear community identity.
 - » There are challenges getting enough volunteers which is exacerbated by growth in Morinville resulting in greater demand for programs and services.
 - » Facilities needed: heritage and interpretive elements (outside); pool; teen space; sports fields.





