



Town of Newmarket  
395 Mulock Drive P.O. Box 328,  
Newmarket, Ontario, L3Y 4X7

Email: [info@newmarket.ca](mailto:info@newmarket.ca) | Website: [newmarket.ca](http://newmarket.ca) | Phone: 905-895-5193

## **Parks and Playgrounds Improvement Public Information Centre Post-Event Information Report**

Report Number: 2019-07

Department(s): Public Works Services

Author(s): Jeff Bond, Manager, Parks and Property Services

Date: July 31, 2019

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Purpose**

The purpose of this report is to capture the success of the Town of Newmarket's Parks and Playgrounds Improvement Public Information Center that was held on May 8, 2019 from 6 p.m. to 8 p.m. at the Municipal Offices.

### **Background**

The Recreation Playbook currently serves as the Recreation department's Master Plan from 2015-2025 which was adopted by Council in 2015. One recommendation put forth in the Playbook was to develop a formal public consultation program when considering annual capital replacement projects. This would give residents the opportunity to provide input into park improvements, including playground replacements. Parks and Property Services on May 8, 2019 held a Public Information Center (PIC) at the Municipal Offices from 6 p.m. to 8 p.m. The PIC Event served as an opportunity for the Town to inform and educate residents and community stakeholders on the Town's current park improvements, playground replacements, and sport field lighting replacements. The Event also allowed staff to gather feedback and engage with the community.

## Discussion

### Internal Working Group

Various staff from Parks and Property Services, Forestry, General Parks, and Horticulture, contributed to the planning, implementation and measurement of the Event.

### Premises of the Event

The Parks department displayed the drawings and proposed plans for the upcoming playground replacement and park improvements. The PIC showcased proposed lighting upgrades to Gorman Pool, Lions Park tennis & basketball court, Ray Twinney Complex baseball diamonds #1 & #2 and soccer field #1, and Fairgrounds ball diamond #3. All questions and feedback were recorded and used to gauge the success of the event.

Many new Forestry initiatives were on display such as the Bee City initiative, tree planting proposals, and the Town-wide urban forestry development.

### Communications

A Communications plan was developed to encourage community members to attend.

Some communication/marketing tactics included:

- Social Media Campaign
  - Twitter
- Ads in the Town of Newmarket's Town Page in the Newmarket Era
- Designated webpage at <https://www.newmarket.ca/parkspic>
- Email invitation to Newmarket's elected officials
- Letters mailed to residents within 400 meters of the park

### Determining Factor: Success of the Event

The success of the Parks and Playground Improvement PIC would be determined by analyzing quantitative and qualitative data.

1. Number of attendees (quantitative)
2. Positive or Negative Feedback received at the various projects and initiatives (qualitative)
3. Positive or Negative Feedback received in the comment box (qualitative)

## Post-Event Results

### Comment Sheets

Parks and Playground Information Center  
Information Report

The residents were provided with comment sheets for suggestions and feedback. Residents were excited and looked forward to the proposed playground to be installed.

The proposed drawings were also posted online for 15 days following the event with additional requests for feedback for anyone who could not physically attend the PIC event. No feedback was received from the online posting.

### **Attendees and Feedback: Success of the Event**

1. Number of attendees : approximately 50 people attended this event
2. Feedback was received for the various projects and initiatives: staff received feedback from 90 percent of the participants.
3. Positive or Negative Feedback: There were 12 comment sheets in the box However, many individual comment sheets had multiple family members listed with multiple comments which were all positive.

### **Conclusion**

Overall, the Public Information Center for Park and Playground Improvements was successful. Moving forward, Parks and Property Services will include other departments to showcase their projects/ initiatives at the Parks and Playground PIC. This will ensure parks related Town wide projects are included.

Suggestions for future success at PIC Events were made following the Park and Playground Improvement PIC. The Parks department will have an information booth at the next PIC with information booklets containing the various park improvements for the public to take home for review. A Happy or Not electronic survey stand will be used for quantitative positive/negative feedback data. Directional signage will also be used to make the event easily accessible for residents.

This event served as an opportunity for the Town to continue to align itself with constituent communication best practices while engaging our changing resident demographics.

### **Business Plan and Strategic Plan Linkages**

The Public Information Center and all the components of the event aligns with the Town of Newmarket's Vision of Well beyond the Ordinary and our Mission, Making Newmarket Even Better.

The Parks and Playground Public Information Centre also aligns with the Town of Newmarket's Strategic Pillar of Extraordinary Places and Spaces, creating the environment for an engaged, accessible, and inclusive community.

## Consultation

Communications, Recreation and Culture, Customer Service and Public Works Services staff were consulted for the Parks and Playground PIC and report.

## Human Resource Considerations

N/A

## Budget Impact

N/A

## Contact

For more information on this report, please contact Jeff Bond, [jbond@newmarket.ca](mailto:jbond@newmarket.ca) or ext. 2582

## Approval



Jeff Bond, Manager, Parks,  
Public Works Services



Chris Kalimootoo, P.Eng  
Director, Public Works Services



*for*  
Peter Noehammer, P.Eng  
Commissioner, Public Works Services