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INTRODUCTION

The Town of Drumheller is located on Treaty 7 territory, the traditional territory of the Blackfoot Confederacy: Siksika, Kainai, and Piikani, as well as the Stoney-Nakoda, the Tsuut'ina First Nations and Metis Nation (Region 3).

Welcome to the Parks and Recreation Master Plan Open House!

The Town of Drumheller has developed a Draft Parks and Recreation Master Plan that will guide how parks and recreation are delivered in the community over the next 10+ years.

Recreation and parks are valued and important municipal services. Quality recreation and parks opportunities make a healthier, happier, and more connected community.

Today, we want to share:

- An overview of the Master Plan purpose and process (Panel 2)
- A summary of the engagement and research that informed the Master Plan (Panels 3 – 5)
- An overview of the Service Delivery Objectives, Strategies and Actions identified in the Master Plan (Panels 6 -11)



A comment form is also available for you to give us your feedback on the Master Plan content.



What is a Master Plan?

A Master Plan is a long-term planning document that provides a roadmap for the future and will be used by Council and staff on an ongoing basis to inform prioritization and decision making.



2 THE MASTER PLAN PROCESS

The Master Plan was developed to ensure that future decision-making is informed and best aligned with community needs. More specifically, the Master Plan process enabled the Town to:

- Analyze the current state of parks and recreation.
- Identify trends (emerging interests, changes in activity preferences, etc.).
- Establish focus areas for capital facility investment and programming.
- Identify opportunities to optimize service delivery.

How was the Master Plan Developed?

The Master Plan was developed through comprehensive research and engagement over the course of approximately one year.



3 RESEARCH AND ANALYSIS

In order to develop a Master Plan that sets forth the best roadmap for the future of parks and recreation in Drumheller, it was important to first understand the current situation (strengths and gaps), opportunities, and key considerations that will impact future needs.

The project team undertook comprehensive research and analysis aimed at exploring a number of key topics, including:

- Parks and recreation preferences
- Trends and changes in parks and recreation behaviours
- Strengths and gaps of current service delivery approaches / practices
- Emerging demands
- Residents and user group satisfaction
- Current state of parks and recreation infrastructure
- Current levels of facility utilization



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WHAT DID THE COMMUNITY TELL US?

Engagement with the community has been an important component of the Master Plan project.

Key Findings from the Community Engagement:

- Parks and recreation opportunities are highly valued by residents in Drumheller.
- While organized programming is important, a significant amount of recreation activity in Drumheller occurs spontaneously and through unscheduled/unstructured types of pursuits (e.g. biking, swimming, walking, etc.).
- There is an opportunity to create more appealing and dynamic outdoor recreation and leisure experiences. The desire for enhanced trails, playgrounds, and community parks were identified through the engagement and research.
- Residents are generally satisfied with current services and believe that the community offers a wide array of opportunities.
- Opportunities exist to get more residents, more active. The project engagement found that a relatively large proportion of residents are unaware of current opportunities.

**In total the
project team had
769
points of
contact in the
community.**

Overview of the Engagement Methods and Participation



**RESIDENT SURVEY
(CODED ACCESS)**
147 responses



**RESIDENT SURVEY
(OPEN ACCESS)**
96 responses



YOUTH SURVEY
24 responses



**COMMUNITY
GROUP SURVEY**
17 participating groups



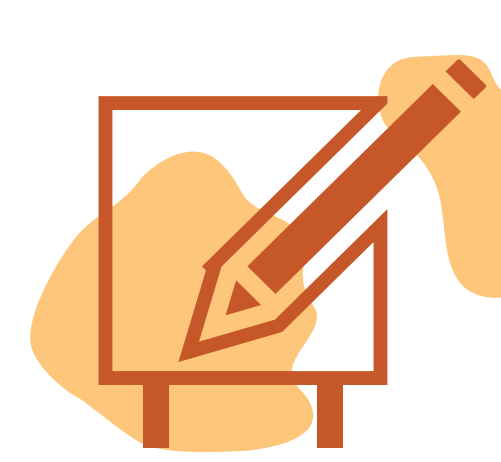
**SOUNDING
BOARDS**
3 locations,
206 comments provided



OPEN HOUSES
2 events,
152 comments provided



**STAKEHOLDER
DISCUSSIONS/
INTERVIEWS**
35 community interests /
groups represented

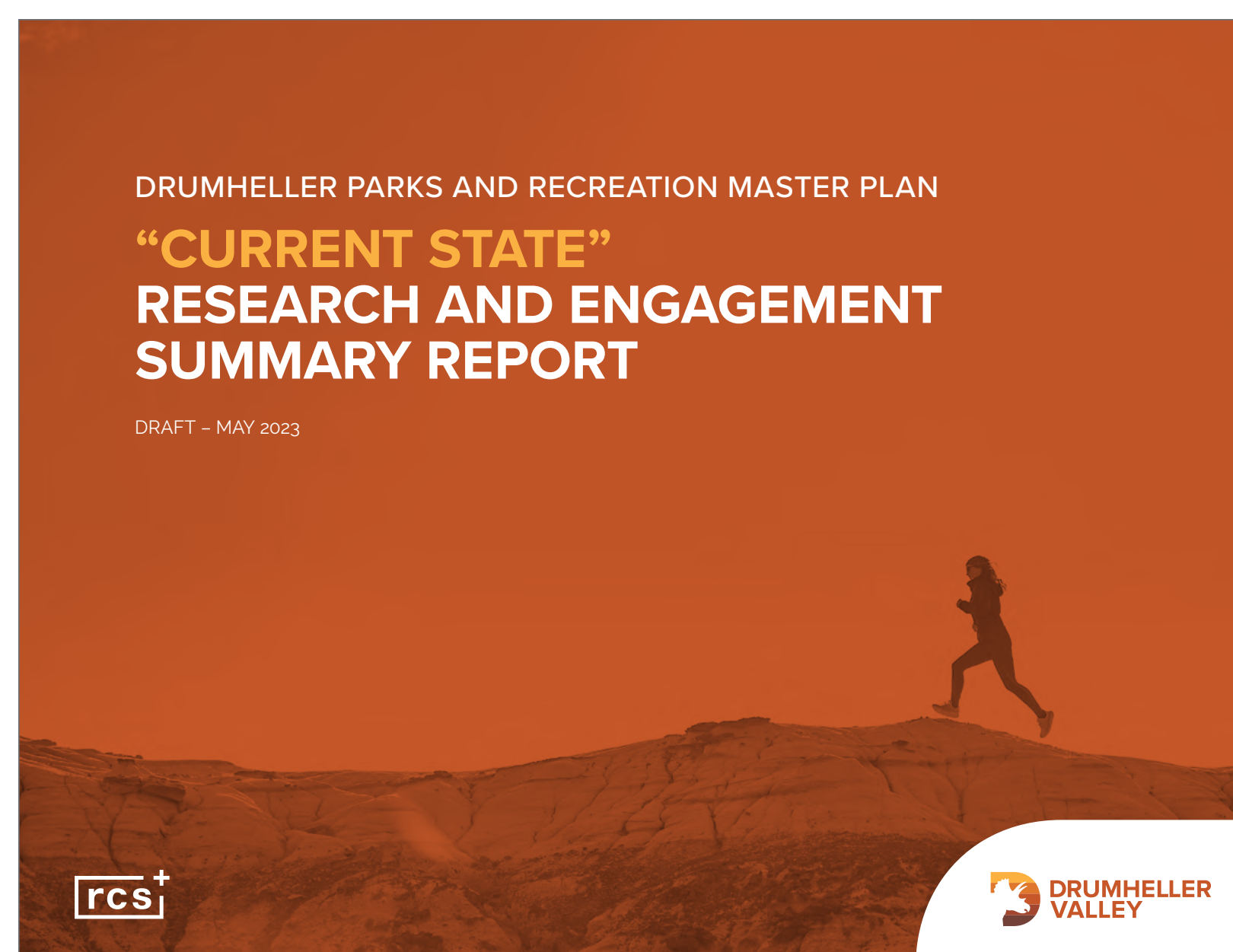


**CHILDREN'S
SOUNDING
BOARDS**
2 locations,
49 comments provided



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WHAT ELSE DID WE LEARN?



The additional (non-engagement) research allowed the project team to further explore and analyze parks and recreation infrastructure use, functionality, trends, current programming and service delivery approaches, and compare Drumheller to other similar sized communities.

Key Findings from the Research:

- The community has a limited supply of Class A sports fields and ball diamonds, impacting the ability to both grow local programming and host tournaments.
- Financial benchmarking suggests that the Town invests similar financial resources in parks and recreation services compared to similar sized municipalities in Alberta, but generates less overall revenue. A lack of regional funding partnerships is a plausible reason for this situation.
- Facility benchmarking indicates that Drumheller provides most types of parks and recreation amenities at similar levels to comparator communities.
- The Badlands Community Centre is a highly valued facility that facilitates a wide array of activities. The fieldhouse space is well used for drop-in activities, pickleball, indoor soccer, and spontaneous play.
- Like most communities, Drumheller has an aging portfolio of legacy facilities. Facility assessments suggest that replacement should be considered for the Aquaplex. While the Memorial Area has remaining lifespan, some reinvestment will be required to sustain the facility.
- Drumheller has placed an emphasis on children and youth programming in alignment with trends and best practices in recreation.
- Drumheller's population has remained static for a number of years, however some modest levels of growth are projected over the next decade. It will be important for the Town to ensure new residents are engaged in recreation and related activities.
- The parks system in Drumheller could use some increased diversity in the play and recreation experiences offered (many parks have similar equipment and amenities), but overall the park system is well distributed (the majority of residents have walkable access to a park and/or trail).



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THE PARKS AND RECREATION MASTER PLAN

The Parks and Recreation Master Plan provides recommendations and strategic guidance that will help Town Council and staff plan and establish priorities for these important services over the next 10+ years. Sections 4 – 7 of the Master Plan include the following strategic elements.

Service Delivery Objectives: 5 Service Delivery Objectives provide high-level goal posts that the Town can use to guide parks and recreation services and assess overall success. **Panel 7 provides a high-level overview of each Objective.**

Facility Strategies: 15 Strategies are provided for different types of indoor recreation facilities and 11 types of outdoor recreation and parks facilities. **Panels 8 & 9 highlight the key Strategies.**

Service Delivery Strategies and Actions: The Master Plan provides 12 Strategies and 25 Actions intended to optimize how the Town delivers and invests in parks and recreation opportunities. **Panel 10 outlines the Key Service Delivery Strategies.**

Implementation Plan: Identifies timing and potential high-level resource requirements for the recommendations outlined in the Strategies and Actions in the form of Game Plans. **Panel 11 provides an overview of the key elements of the implementation plan (“Game Plans”).**



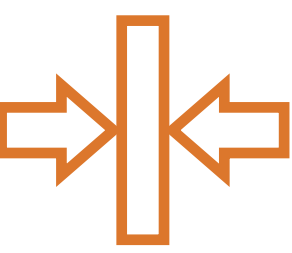




7 SERVICE DELIVERY OBJECTIVES

Why are the Service Delivery Objectives important?

Parks and recreation services are most effective when they are based on foundations that establish overarching and clear objectives for what the Town is looking to accrue through its ongoing investments in these services. The Service Delivery Objectives also provide goal posts for which success and opportunities for improvement can be measured.

Overview of the Service Delivery Objectives

Service Delivery Objectives		What does this mean?
	Accessible and Inclusive	The Town recognizes that its investment in parks and recreation services return the most investment when all residents have opportunities to participate.
	Financially Sustainable	The Town does not overextend itself through capital investment it cannot afford and makes decisions that balance meeting identified community needs with an understanding of long-term impacts of those investments (e.g. operation costs, debt servicing, etc.).
	Aligned	The Town prioritizes its investment in parks and recreation on an ongoing basis using its strategic planning. Parks and recreation also look to align with and advance other Town strategic initiatives.
	Collaborative	The Town recognizes that the delivery of parks and recreation (and related) opportunities to residents occurs through direct and indirect delivery approaches. The Town works with its community partners and organizations to maximize parks and recreation opportunities and build community.
	Opportunistic	Drumheller is a unique community with many opportunities to use parks and recreation as a catalyst to achieve a host of community, economic, and social benefits. The Town is creative, thinks outside the box, and leverages parks and recreation wherever possible.



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KEY INDOOR FACILITY STRATEGIES

Summarized as follows are **Key Indoor Recreation Facility Strategies** that reflect the potential priority projects and focus areas for capital investment into indoor recreation infrastructure.

- Pending further validation of the Aquaplex's condition and remaining lifespan, it is recommended that the Town **prioritize replacement of the pool.**
- In addition to sustaining the Memorial Arena by undertaking needed repairs and capital maintenance, the Town should undertake feasibility analysis and conceptual planning to **explore the addition of a second sheet of arena ice within the next 10 years.**
- **Provide land to support replacement of the curling club** if participation and financial sustainability can be adequately demonstrated. It is also recommended that the Town work with its neighbouring jurisdiction to further **explore regional curling needs and opportunities to avoid duplication.**
- **A long-term plan is needed for the existing recreation hub.** This future planning is required to help determine which new or replacement facilities can fit on the site and to identify opportunities to create synergies and connections between the various facilities and amenities. **It is suggested that this planning occur in alignment with the pool replacement planning and feasibility analysis for a second sheet of ice.**
- **Cost effective and added value opportunities to develop spaces** that meet the activity needs and trends of children, youth, and seniors' (e.g. social spaces, children's play areas, seniors and youth lounges, etc.) should be **explored as new or expanded facilities are being studied and planned.**



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KEY OUTDOOR FACILITY STRATEGIES

Summarized as follows are **Key Outdoor Parks and Recreation Facility Strategies** that reflect the potential priority projects and focus areas for capital investment.

- **Trails should be a focus area for the Town** as this infrastructure type provides accessible and affordable for a diverse array of ages, ability levels, and interests. It is recommended that the Town continue supporting the Rails to Trails project, focus resources on improving and rehabilitating existing trails, improve trail connectivity, and develop a comprehensive Trails Strategy within 5-7 years.
- It is recommended that the Town **target 2 major park renewal / enhancement projects for each of the short (0 - 3 years), medium (3 - 7 years), and long (7 - 10 years) terms** and develop a **park assessment and renewal program** focused on increasing the appeal, play value, and diversity of existing playground sites as renewals are undertaken.
- **An outdoor ball and sports field complex should be explored and developed** if suitable land can be procured in the Drumheller area. Recognizing that this project will likely take a number of years to realize, it is also **recommended that the Town undertake improvements to the Rosedale and Newcastle ball diamonds.**
- **Furthering monitoring of outdoor pickleball needs is required before dedicated courts are developed.** Dedicated courts, if developed in the future, should be provided in no less than an 8-court hub to support optimal program and drop-in use and support tournament play.
- It is recommended that the **Town consider supporting the development of a pump track and mountain bike trails.** The Town should also work with its regional partners to opportunities to further leverage the communities unique and highly desirable terrain as a **regional destination for mountain biking.**
- As a longer-term project, **identify (and if necessary acquire) a site for a dedicated dog off-leash area.** In the short to medium term, **1-2 existing community park spaces that are suitable for limited dog off-leash use should be identified.**
- **The outdoor pool at the Aquaplex should not be replaced** as part of a replacement pool facility. The new aquatics facility should be planned and designed to meet all aquatics needs within the building envelope and focus capital and operational resources accordingly.



10 KEY SERVICE DELIVERY STRATEGIES AND ACTIONS

The Master Plan provides 12 Service Delivery Strategies and 25 Actions intended to optimize how the Town delivers and invests in parks and recreation opportunities. In some instances, these Strategies and Actions suggest a shift to current practices while others simply re-embed what already works well.

“Strategy” vs “Action”

Strategy: The overall plan/ directive aimed at helping achieve the Service Delivery Objectives.

Action: The tactic(s) that will help achieve the Strategy Direction.

Key Strategies and Actions are summarized as follows.

- **Use the recommended Parks Classification System** to guide how the Town plans and manages its current and future parks inventory.
- **Establish cost recovery targets and fees for recreation programming using a benefits-based approach.** A potential framework is provided as basis for implementing this type of approach.
- **Continue to prioritize investment in children and youth programming** and ensure this key population age cohort has access to a mix of organized and unstructured activity.
- **Ensure staff are supported with adequate training on emerging topics / issues and create an environment that enables creativity in programming provision.**
- **Engage with regional municipalities on key recreation infrastructure topics and issues,** including aging infrastructure and funding challenges.
- **Work with the local school system to develop a formal Joint Use Agreement.**
- **Align recreation and parks planning and initiatives with other Town and partner planning,** including the new Travel Drumheller Destination Development Plan and the recent Downtown Area Revitalization Plan (2021).
- **Establish a Sports Council to help better leverage available hosting opportunities.** The Master Plan identifies a number of steps that should be undertaken to best position this entity for success.



11 IMPLEMENTATION AND NEXT STEPS

How will the Town use the Master Plan?

The Master Plan is intended to be a long-term guiding document that Town Council and staff can refer to as priorities for parks and recreation are set.

Section 7 of the Master Plan identifies “Game Plans” for implementing the Strategies and Actions – including suggested timing / sequencing and high-level resource requirements. However, more specific timing and consideration of how these potential focus areas and projects fit into broader Town priorities and financial commitments will need to be reviewed, refined, and updated on a regular basis.

What do you think of the Parks and Recreation Master Plan

The Town and project team need your feedback on the Draft Master Plan. Your feedback will help us refine the Master Plan before it goes to Council for final acceptance.



Please follow use the QR code below to provide your feedback using the online form or complete a paper copy here today!

