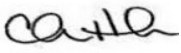




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	November 18, 2024
<b>SUBJECT:</b>	New Community Recreation Centre Engagement (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Chris Herstek Director, Recreation Division Healthy and Safe Communities Department
<b>SIGNATURE:</b>	

The City of Hamilton is embarking on the design and development of new Community Recreation Centres (CRC). The Recreation Master Plan identifies and prioritizes establishing three new growth-related community recreation centres in the short-term (10 year) period in Waterdown, Glanbrook (Binbrook) and Fruitland-Winona geographic areas.

We are committed to creating spaces that foster health, wellness, and social connection. Planning for new facilities includes meaningful and effective community engagement to ensure new community recreation centre investments align with the unique needs of Hamilton residents. Involving the public and stakeholders in the process will help identify and fine tune the priorities of our communities.

### **Engagement Activity** (November 25 - December 5, 2024)

Primary tactics and approaches employed through the Engagement Strategy will include:

- a) Project Awareness
- b) Online Presence/Public Engagement Portal
- c) Phased Public Information Centres (Visioning, Confirming Design, Sharing the Direction)
- d) Targeted Community Consultation

### **Engagement Promotion** (November 15, 2024 - January 31, 2024)

To reach a broad sample of recreation interested parties, the following tools will be used to promote the New Recreation Centre Design and Development Engagement:

- a) Social Media Posts

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

- b) Web Posting
- c) E-Blasts
- d) Posters/Signage at facilities
- e) Online Advertising

### **Engage Hamilton**

Between November 15, 2024, and December 31, 2025, the project team will be launching engagements through the Engage Hamilton platform. The engagements include:

- **Public Information Centres** - To confirm what was heard through the Recreation Master Plan process related to facility investment and to further engage public and stakeholders with a focus on identifying community specific needs for sites currently in the feasibility design process. Additional engagement opportunities along the design spectrum will be held to allow for continual conversations related to these projects.
  - Visioning – November/December 2024
  - Confirming Design – TBD
  - Sharing the Direction – TBD
- **Online Public Survey** (planned January/February 2025) - To establish a broad representation of priority spaces to include in facility design, establish vision and guiding principles related to recreation building design, to identify enhanced accessibility preferences as well as well targeted community specific expectations for identified community recreation centres currently in the feasibility design process.
- **Interested Party Engagement** (Ongoing through 2025) - To engage identified community groups/parties including youth, indigenous communities, and partners to gather information on a range of topics such as design elements and key features for inclusion in new facilities, spatial needs, accessibility within community spaces, current and future programming needs and more.

### **Engagement Completion**

Closing the loop is essential to building trust and transparency in City decision making process. The City's Project team will prepare a "what we heard" summary document of the feedback received during the engagement sessions. The summary report will be shared with participants of the engagement through the Engage Hamilton website.

### **Promotional Toolkit**

The toolkit attached as Appendices A-F provides a project summary and social media messaging, as well as supporting visuals to assist the Mayor and Members of Council in

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**SUBJECT: Recreation Masterplan Engagement Strategy (City Wide) - Page 3 of 3**

sharing engagement details as deemed appropriate. Support in encouraging residents to [share their feedback](#) would be appreciated.

Should you require further information please contact Dawn Walton, Manager, Business Support, Recreation Division at 905-546-2424 ext. 4755.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix A: New CRC Design Toolkit

Appendix B: New CRC Design Insta Story

Appendix C: New CRC Design Insta Post

Appendix D: New CRC Design Twitter

Appendix E: New CRC Design Facebook

Appendix F: New CRC Design LinkedIn

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**New Community Recreation Centre  
Design and Development  
Toolkit**

**New Community Recreation Centre Design and Development**

The City of Hamilton is embarking on the design and development of new Community Recreation Centres (CRC). The Recreation Master Plan, identifies and prioritizes establishing three new growth-related community recreation centres in the short-term (10year) period in Waterdown, Glanbrook (Binbrook) and Fruitland-Winona geographic areas.

We are committed to creating spaces that foster health, wellness, and social connection. Planning for new facilities includes meaningful community engagement. Your voice matters. We are actively seeking feedback throughout the design and development process to ensure that new recreation facility investments align with community expectations and priorities.

To learn more, visit [www.engage.hamilton.ca/CRCDesign](http://www.engage.hamilton.ca/CRCDesign)

**Suggested Social Media Messages**

- Hamilton is planning new Community Recreation Centres in Waterdown, Glanbrook (Binbrook) & Fruitland-Winona!  
 Share your ideas to help design spaces that reflect YOUR community's needs.

Have your say: [www.engage.hamilton.ca/CRCDesign](http://www.engage.hamilton.ca/CRCDesign)





# WE WANT TO HEAR FROM YOU!

Help inform and provide ideas on New Community Recreation Centre Design and Development



Hamilton





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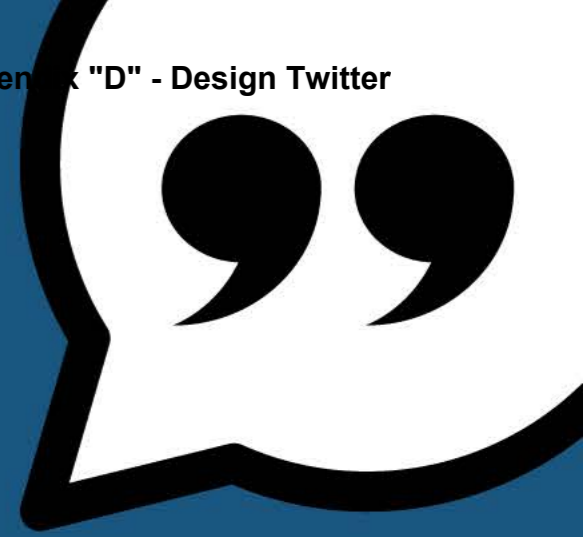


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