



COMMUNITY SERVICES COMMITTEE AGENDA

Community Services Committee Meeting
Monday, April 14, 2014
Tom Davies Square

COUNCILLOR RON DUPUIS, CHAIR

Terry Kett, Vice-Chair

4:00 p.m. COMMUNITY SERVICES COMMITTEE MEETING
COMMITTEE ROOM C-11

Council and Committee Meetings are accessible. For more information regarding accessibility, please call 3-1-1 or email clerks@greatersudbury.ca.

DECLARATIONS OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

PRESENTATIONS

1. Sustainable Mobility Advisory Panel (ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- Steve Reitzel - SMAP Member

(The Sustainable Mobility Advisory Panel (SMAP) has a mandate to assist staff and Council in the implementation of a vision for a holistic approach to a multi modal transportation systems where citizens can walk, cycle and/or use public transit efficiently and safely to get to their destinations. This presentation will bring forward recommendations from SMAP related to cycling and pedestrian infrastructure and public transit within the City of Greater Sudbury.)

2. 311 Service Information (ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- Ron Henderson, Director of Citizen Services

(The presentation will provide information on the operations of the 311 Call Centre.)

CONSENT AGENDA

(For the purpose of convenience and for expediting meetings, matters of business of repetitive or routine nature are included in the Consent Agenda, and all such matters of business contained in the Consent Agenda are voted on collectively.

A particular matter of business may be singled out from the Consent Agenda for debate or for a separate vote upon the request of any Councillor. In the case of a separate vote, the excluded matter of business is severed from the Consent Agenda, and only the remaining matters of business contained in the Consent Agenda are voted on collectively.

Each and every matter of business contained in the Consent Agenda is recorded separately in the minutes of the meeting.)

CORRESPONDENCE FOR INFORMATION ONLY

C-1. Report dated April 7, 2014 from the General Manager of Community Development regarding Therapeutic Pool Update. (FOR INFORMATION ONLY)

4 - 5

(This report outlines information regarding the current status and next steps for the Therapeutic Pool.)

REGULAR AGENDA

MANAGERS' REPORTS

- R-1. Report dated April 1, 2014 from the Chief of Fire and Paramedic Services regarding Fire Services Request to Purchase Additional Apparatus to Equip Spare Pumpers.

6 - 7

(RECOMMENDATION PREPARED)

(This report requests the purchase of additional firefighting apparatus to equip two (2) spare pumpers currently in use within the Fire Services Division utilizing \$83,000 from the Capital Financing Reserve Fund - Fire.)

- R-2. Report dated April 3, 2014 from the Acting General Manager of Growth & Development regarding 2014 Downtown Market Program.

8 - 14

(FOR INFORMATION ONLY)

(This report provides an update on the work being done by the Downtown Market Working Group and on plans for the 2014 Market season.)

ADDENDUM

CIVIC PETITIONS

QUESTION PERIOD AND ANNOUNCEMENTS

NOTICES OF MOTION

ADJOURNMENT

BRIGITTE SOBUSH, DEPUTY CITY CLERK

For Information Only

Therapeutic Pool Update

Presented To:	Community Services Committee
Presented:	Monday, Apr 14, 2014
Report Date	Monday, Apr 07, 2014
Type:	Correspondence for Information Only

Recommendation

For Information Only

Background

In November 2013, a consulting team led by Monteith Brown Planning Consultants was retained by the City to prepare a Therapeutic Pool Feasibility Study to identify the potential need and viability for the development of an indoor aquatic facility at the Lionel E. Lalonde Centre in Azilda. The feasibility study explored two indoor aquatic facility types:

- Stand-alone Therapy Pool
- Multi-use Pool (Combination of Therapy Pool/Leisure Pool)

The creation of a new pool in the former Rayside-Balfour area has been a community vision for some time. The development of a Therapeutic Pool project plan was listed as a Healthy Community priority project in the City's 2012-2014 Strategic Plan. In recent years, the City has emphasized its interest in active living and healthy communities by promoting and providing easily accessible opportunities for all members of our community.

The feasibility study recommended a multi-use pool with an estimated project value of \$4.7 million and would accommodate similar activities to a stand-alone Therapeutic Pool but would also have the advantage of accommodating a wider range of opportunities, specifically for infants, toddlers, and young children to participate in swimming lessons and leisure swimming. The aquatic facility would be approximately 7,400 square feet, including pool tank, deck space, change room, studio, control desk, storage, and mechanical.

Subsequent to the feasibility report, community mobilization and high level discussions with provincial funders have occurred. This report will provide a status update and describe potential next steps in further exploring the construction of a therapeutic/leisure pool for the City of Greater Sudbury.

Signed By

Report Prepared By

Rob Blackwell
Manager, Quality, Administrative and
Financial Services
Digitally Signed Apr 7, 14

Division Review

Real Carre
Director of Leisure Services
Digitally Signed Apr 8, 14

Recommended by the Department

Catherine Matheson
General Manager of Community
Development
Digitally Signed Apr 8, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Apr 8, 14

What Has Happened?

A meeting with Minister Michael Gravelle (Northern Development and Mines) occurred on March 27, 2014. The meeting was attended by Councillor Dutrisac, community representation and city staff. A subsequent meeting followed with NOHFC project officers, city staff, Councillor Dutrisac and community representatives, where details of an NOHFC grant application and requirements were discussed.

What's Next?

Regarding next steps, staff will proceed with Phase 1 of an application for the Strategic Infrastructure Program offered by the NOHFC, to provide a high level description of the project for further consideration by the NOHFC Board. It is anticipated that a decision to proceed will be rendered with a few weeks of the NOHFC Board Meeting (occurring in mid-April). Phase 2 (a more detailed business plan based application) would be required approximately 2-3 months after receiving approval for Phase 1. The full project cost (\$4.7M) will be requested.

Regarding community mobilization and local activities, Councillor Dutrisac will be coordinating a fundraising committee to seek local donations from individuals and organizations. A community survey will also be distributed (available electronically and via hard copy) and consultation will occur during the Parks, Open Space and Leisure Master Plan Community Consultation sessions.

Several other funding opportunities will also be explored to ascertain the viability of applying for additional grants. These opportunities include:

- New Building Canada Fund (administered through the Ministry of Infrastructure)
- Community Based Projects for Seniors (Employment and Social Development Canada)
- Seniors Community Grant Program (Ontario Seniors' Secretariat)
- New Horizons for Seniors (Employment and Social Development Canada)
- FedNor
- Other private grant sources are also being explored

It will also be important for the project to demonstrate community partnerships and leveraging of funds from other sources. Potential community partnerships will be explored, to provide support and leverage potential contributions (cash or in-kind), to enhance the project.

Request for Decision

Fire Services Request to Purchase Additional Apparatus to Equip Spare Pumpers

Presented To: Community Services Committee

Presented: Monday, Apr 14, 2014

Report Date Tuesday, Apr 01, 2014

Type: Managers' Reports

Recommendation

THAT the City of Greater Sudbury approve the Emergency Services Department's request to utilize \$83,000 from the Capital Financing Reserve Fund – Fire for the purchase of additional firefighting apparatus to equip two (2) spare pumpers currently in use within the Fire Services Division as recommended in the report dated April 1, 2014 from the Chief of Fire and Paramedic Services.

Finance Implications

If approved, the purchase of firefighting apparatus will be funded through the Capital Financing Reserve Fund – Fire.

Background

Currently, the spare pumpers in Fire Services are not equipped with firefighting equipment. When a pumper is taken out of service for annual inspections, pump testing or repairs, the fire crews are required to strip the equipment off one pumper and transfer it to the spare pumper. The spare pumpers are not even equipped with hose so the process is quite lengthy. This exercise can take as long as an hour and a half. When the vehicle is returned to service this exercise is reversed. In the career areas, the crews are on duty when this happens; therefore, no additional costs are incurred. But, in volunteer areas, the fire fighters are paid to strip the vehicle and restock the vehicle.

Quite often, due to the different compartment layouts on the different styles of pumpers, there is insufficient room for all the equipment that the pumpers are required to carry. Leaving behind certain equipment can hinder the crew's effectiveness.

As equipment is taken off and on the different vehicles, some of the equipment is misplaced or replaced with equipment that is best suited on certain trucks. This happens more often when one crew strips the equipment and a different crew re-stocks the vehicle.

This transfer of equipment is repeated across the City in both career and volunteer areas throughout the year. While the transfer is occurring, the pumper is unable to respond to calls, potentially putting the City at

Signed By

Report Prepared By

Lynn Webster
Manager of Strategic & Business Services

Digitally Signed Apr 1, 14

Division Review

Dave Wickenden
Deputy Fire Chief

Digitally Signed Apr 1, 14

Recommended by the Department

Tim P. Beadman
Chief of Fire and Paramedic Services

Digitally Signed Apr 1, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer

Digitally Signed Apr 1, 14

risk. Other stations will respond but this increases the response time due to geography which can impact the Service's effectiveness.

By fully equipping the two spare pumpers, the switch out of vehicles can be done in minutes which would be more efficient thus eliminating potential response delay and save the cost of wages for stripping and restocking the vehicles.

For Information Only

2014 Downtown Market Program

Presented To: Community Services
Committee

Presented: Monday, Apr 14, 2014

Report Date Thursday, Apr 03, 2014

Type: Managers' Reports

Recommendation

For information only.

Background & Summary

Following the completion of a successful first season in the new location, the Downtown Market Working Group has been working to prepare for the upcoming opening of the 2014 Market program.

Established at the direction of Council in order to provide guidance, information and expertise on program development, the Downtown Market Working Group has been meeting monthly to develop an outline for programming, budget, vendor recruitment, marketing and communications and performance measurement.

The Working Group has been working closely with staff to evaluate suggested solutions to challenges raised in part by feedback from consumers and vendors provided following the 2013 season. Together with a review of best practices used by other Northern markets and with the expertise provided by Perry + Perry Architects on layout and design, the Working Group has made significant progress on determine the approach for this season. This report will provide an update on their work to date, which can be summarized as follows:

- The Market will be open for the season from Saturday, June 28th to Sunday, October 26th, with Market hours set as 8:00 a.m.-2:00 p.m. Saturdays and 10:00 a.m.-2:00 p.m. Sundays
- The Working Group has an ongoing regard for the process of securing the CPR building as well as the development of the Elgin Street Greenway and are aware that both projects will have specific implications for the future layout and functional program of the Market
- With these implications in mind, the physical layout of the Market will remain very similar to that of 2013, with improvements being made to address safety, improve traffic

Signed By

Report Prepared By

Meredith Armstrong
Manager of Tourism and Culture
Digitally Signed Apr 3, 14

Division Review

Ian Wood
Director of Economic Development
Digitally Signed Apr 3, 14

Recommended by the Department

Paul Baskcomb
Acting General Manager of Growth & Development
Digitally Signed Apr 3, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Apr 3, 14

flow, increase weather protection and remove tripping hazards and uneven surfaces at a projected cost of \$130,000

- Actual costs of site redevelopment came under budget in 2013, with remaining funds available to cover these estimated costs for this year's construction work
- In advance of targeted vendor recruitment tactics, a number of inquiries have been received from both returning vendors and new businesses interested in participating in this year's program
- Marketing, communications and cultural programming strategies are pending further development by the Market Working Group over the next several meetings

Prioritizing further research, tracking and data gathering over this coming season, the Working Group will be reviewing results of the 2014 program in order to provide guidance for a critical path and business plan for a future self-governing Market organization, with a report to Council scheduled for November 4th, 2014.

2014 Market Program

The opening date of the 2014 Market season will be Saturday, June 28th, with final Market day planned for Sunday, October 26th. Operating hours will be Saturdays 8:00 a.m. to 2:00 p.m. and Sundays 10:00 a.m. to 2:00 p.m. Based on a review of traffic patterns during previous Market seasons, the Working Group has determined that these hours will make more efficient use of resources on the part of staff and vendors alike.

Tactics such as marketing efforts, cultural programming and seasonal activities will be explored in order to increase traffic both on Sundays throughout the season as well as on weekends later into October.

Canadian Pacific Rail (CPR) Station Building and Elgin Street Greenway Development

City staff continue to work through the process associated with Heritage Canada as part of the transfer of ownership of the CP Rail Station building. As the process will not be completed in time to allow for Market operations within the building itself for the 2014 Market season, the Market Working Group have confirmed a commitment to utilizing the outside layout for this year. They will be apprised of progress on the building components and will have regard for any opportunities that may be available as they prepare to report back to Council in fall 2014 with recommendations for the 2015 Market program and beyond.

The development of the Elgin Street Greenway will also have implications for future Market programming. Based on a review of the Greenway initiative, the Working Group has determined that the benefits of the urban revitalization it entails include potential increases in Market traffic as the Elgin Street corridor becomes more attractive to visitors and locals and the Market location is tied more closely to the Laurentian School of Architecture.

The Greenway development will most likely alter the front section of the Market closest to Elgin Street. The Working Group has elected to maintain most aspects of the current layout and functional program of the Market for 2014 rather than invest significant resources in new physical structures or plans, emphasizing that there will be a need to revisit the layout for future Market years as the detailed design for the Greenway is completed. Council will also be informed of these changes as they are clarified.

Physical Site & Functional Program

After careful review of the 2013 site layout and the comments received from vendors and consumers, the Working Group has determined that the same layout should be maintained for the 2014 season, with improvements made to address safety and traffic flow concerns. This will entail the enforcement of hard boundaries (for example, better definition of customer flow and vendor display areas) along with vendor set up times (for instance, vendors will be required to set up on time each Market day, with no vehicles to be moved during Market hours).

Long-term leaseholders in the 16x20 Market stalls will be permitted to park their vehicle with their corresponding stall for the purpose of loading and unloading during Market operations, and no vendor vehicles will be permitted to leave designated parking space during the operating hours, without prior notice and approval from Market Staff. Where necessary, vendors will be asked to make alternate arrangements regarding transportation and loading during operating hours.

Other work will be done to improve the utility of the Mobile Retail Units (MRUs), the “horseshoe” configuration of the repurposed shipping containers that provided more of an indoor space for vendors, each equipped with power outlets and secured 24 hours a day. The initial site layout that has been supported by the Working Group has been included for reference, with a number of components still in need of final detailing.

Concerns expressed by vendors and consumers last year pointed to the uneven surfaces and tripping hazards within close proximity to the MRUs, and to address these concerns, along with those regarding protection from weather and uneven surfaces, Perry & Perry Architects have been engaged to provide potential solutions for the 2014 Market. Improvements include:

- Retrofit of the existing canopy above the MRU “horseshoe”, with additions of gutters and improved drainage for better protection from rain
- Addition of a raised floor in the centre of the MRUs to provide a level surface, with stairs, ramps and handrails to be constructed to ensure full accessibility
- Removal or depression of existing curbs to reduce tripping hazards and improve consumer traffic flow

A cost of \$130,000 has been estimated for this work, which includes site planning, construction, professional fees and contingencies.

On March 26, 2013, council approved the plan to move forward with Phase 1 site development at an estimated cost of \$880,000. Actual costs of \$705,314 were expended in 2013, and the estimated costs of \$130,000 for this year’s site improvements as outlined above will be covered by the remaining funds.

Vendor Units & Vendor Recruitment

There are four types of vendor units available for the 2014 season, as follows:

- 8x10 Market Retail Units (MRUs): these units include one electrical outlet, and are locked at the end of each day, with 24 hour security active on site. These units are available on a season and monthly basis only, enabling vendors to set up for the full season.
- 16x20 Semi-Permanent Tents: These tents form the first row of vendor stalls parallel to Elgin Street and are the largest spaces available for vendors. The two corner stalls are available at a premium due to the increased exposure of the locations.

- 10x10 “Pop-Up” Tents: these temporary tents are provided to vendors for set up in specific areas within the Market layout and are removed for storage at the end of each Market day; they are available on a seasonal, monthly, weekly or daily basis.
- 3x7 Market Stands: These are moveable stands for vendors, also stowed at the end of each Market day, and available on a seasonal, monthly, weekly or daily basis.

	Seasonal	Monthly	Weekly	Daily
16 x 20 (corner)	\$2,256.64	\$628.32	\$336.28	\$283.19
16 x 20	\$2,053.10	\$566.37	\$309.73	\$256.64
10 x 10	\$1,026.55	\$283.19	\$154.87	\$102.65 Artisan/Crafter \$51.33 Local Farmer
3 x 7 Market Stand	\$398.23	\$110.62	n/a	\$76.99
8 x 10 (MRU)	\$1,185.84	\$327.43	n/a	n/a
Hydro	\$165.00**			\$5.09
Insurance				\$5.00

**Prices do not include HST.*

*** The seasonal hydro rate reflects a 10% discount on the cumulative cost of electricity per day for the full season. A by-law amendment will be presented to Council this Spring to authorize this rate change.*

Staff will be working on comprehensive communication with vendors to increase their understanding of the savings and benefits associated with full seasonal rates, and to ensure that each vendor is matched with the stall allocation and fee that best suits his or her business. With several details still to confirm, the official Market Application and Vendor Permit will be distributed to returning and potential vendors as soon as they are finalized.

Vendor applications will be reviewed and approved based on criteria and type of vendor, including the following categories now being explored by the Working Group:

- Local grower/producer (within 150 km radius)
- Dealer/Reseller of produce
- Artisan/Crafter (locally made and produced)
- Prepared Food Vendor
- “Other” category (such as limited resellers of merchandise or other services, such as face painting)

The Working Group is now developing a checklist for produce vendors in order to help identify products from within the region, within Ontario and so on.

Regarding Stall Allocation, the Working Group has agreed to prioritizing vendors in good standing

from previous years, then produce vendors committing to the entire season, then new vendors that fit into the vendor definitions, based on proximity to Sudbury, the fit into the product mix of the Market, seasonal availability, consumer demand and number of vendors with similar products.

To date, over 12 vendors have inquired about stalls for the upcoming season, and 10 of those are new to the Market program. Three returning vendors have also been in touch to express interest in retaining an MRU stall for this year, and nearly all of the vendors who occupied the front 16x20 stalls in 2013 have also been in touch to request the same stalls for 2014.

Based on these positive preliminary inquiries, the Working Group will be working with staff to develop a targeted Vendor Recruitment strategy. In addition, the Working Group will be developing plans for 2014 Market Information Sessions to be held this spring to provide vendors with update information and resources for this season.

Marketing & Communications

After review of the 2013 Communication Plan, the Working Group has determined that the same communication goals apply: to promote public awareness and drive attendance to the Market over the course of the season. The hours of operation must be clearly communicated in each promotional placement, and tactics must align with the characteristics of the Market's target audiences.

With this in mind, staff will be working with the Communication Department to update the communication plan in order to leverage a budget of \$17,000 for maximum exposure and results. In particular, the Working Group is interested in the potential to increase use of social media tactics to engage consumers and build a list of ongoing followers. These tactics, along with use of free promotional opportunities (such as Public Service Announcements and features on CBC Morning North, for example), will enable a more strategic use of limited resources.

Cultural Activities & Programming

As in 2013, the Market facility, including the stage and the community space, will be booked with activities and entertainment in order to draw traffic to the Market and to enhance the Market experience. With the final program still to be determined, staff will reach out to the arts and cultural sectors to invite artists, acts and community organizations to entertain and engage visitors on a weekly basis. A small budget of \$5,000 has been developed in order to support the artists at nominal fees.

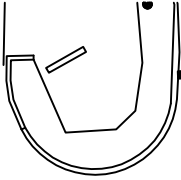
Conclusion

With several areas of the program still to finalize, including the development of a schedule of cultural activities and marketing/communication planning, the Working Group will continue meeting regularly to confirm these details. The group is looking forward to Vendor outreach efforts and opening day events as the dates approach.

In addition, the Working Group has emphasized the need for increased focus on tracking results and gathering data through research and ongoing surveying of both consumers and vendors during the 2014 season to gain insights for decision-making in preparation for future Market operations.

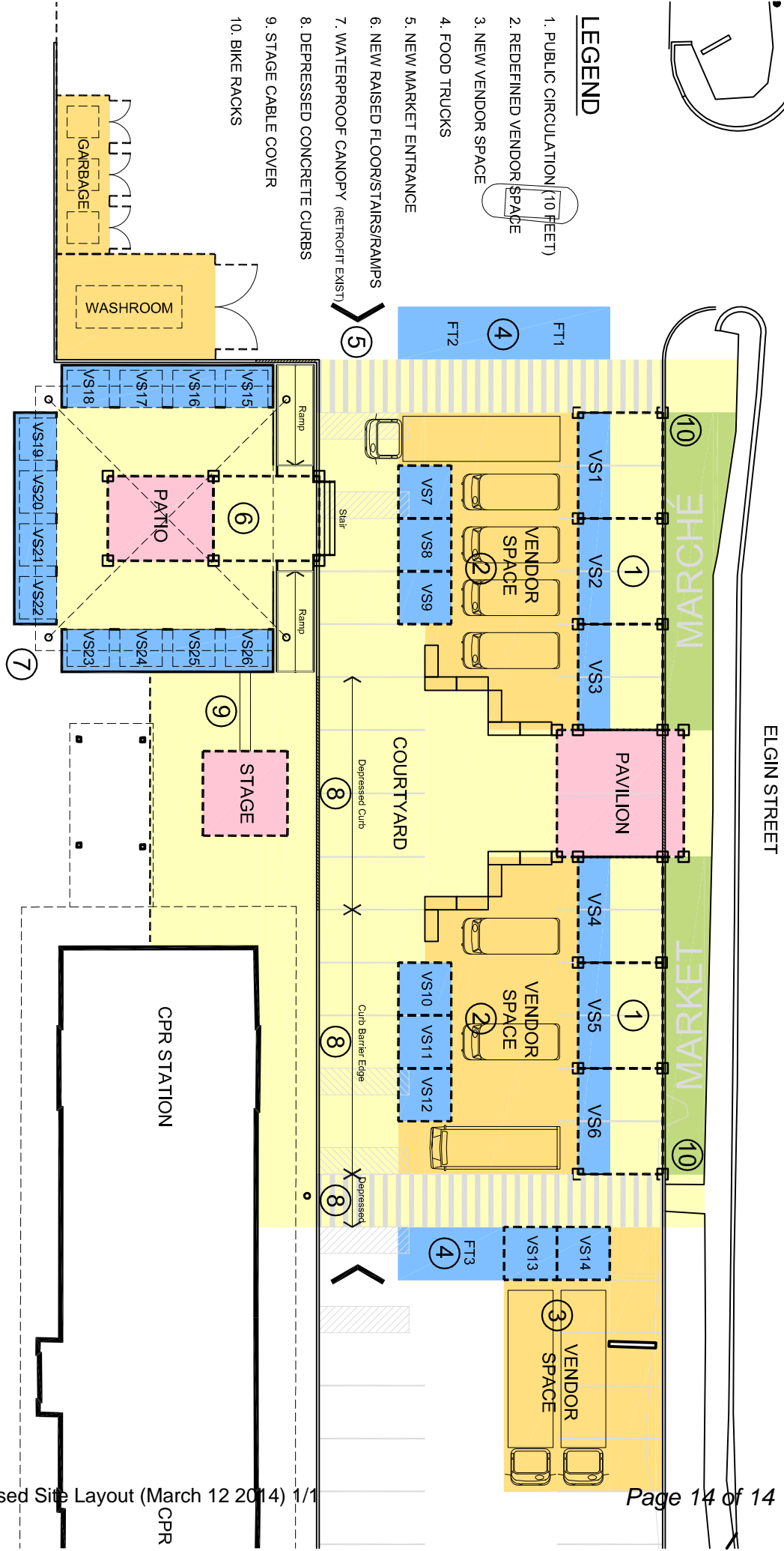
As included in their mandate, the Downtown Market Working Group will be reviewing results of the 2014 season in order to provide guidance and recommendations on the development of "a critical path and a business plan for the organization's evolution to a self-governing Market

corporation". Their recommendations will be presented to Council at the November 4th, 2014 meeting for review and discussion.



LEGEND

- 1. PUBLIC CIRCULATION (10 FEET)
- 2. REDEFINED VENDOR SPACE
- 3. NEW VENDOR SPACE
- 4. FOOD TRUCKS
- 5. NEW MARKET ENTRANCE
- 6. NEW RAISED FLOOR/STAIRS/RAMPS
- 7. WATERPROOF CANOPY (RETROFIT EXIST)
- 8. DEPRESSED CONCRETE CURBS
- 9. STAGE CABLE COVER
- 10. BIKE RACKS



CGS PUBLIC MARKET PROPOSED 2014 SITE LAYOUT

RAILWAY TRACK

MARCH 12, 2014