



COMMUNITY SERVICES COMMITTEE AGENDA

Community Services Committee Meeting
Monday, January 20, 2014
Tom Davies Square

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

APPOINTMENT OF CHAIR AND VICE-CHAIR

1. Report dated December 27, 2013 from the Executive Director, Administrative Services/City Clerk regarding Appointment of Chair and Vice-Chair - Community Services Committee. **5 - 8**
(RECOMMENDATION PREPARED)

(Deputy City Clerk, Brigitte Sobush will call the meeting to order and preside until the Community Services Committee Chair and Vice Chair have been appointed, at which time the newly appointed Chair will preside over the balance of the meeting.)

COMMUNITY DELEGATIONS

2. Sudbury Coalition Against Poverty (S-CAP) **9 - 10**
(ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- Clarissa Lassaline, Sudbury Coalition Against Poverty
- Anna Harbulik, Sudbury Coalition Against Poverty

(S-CAP was invited to address the Community Services Committee by Councillor Dupuis.)

PRESENTATIONS

3. Report dated January 8, 2014 from the Chief of Fire and Paramedic Services regarding Update regarding the Workplan for the Office of the Ontario Fire Marshal Review of Fire Protection Services. **11 - 26**
(ELECTRONIC PRESENTATION) (RECOMMENDATION PREPARED)

- Marc Lanthier, Chief Prevention Officer

(This report provides an update on the status of the OFM Report Recommendations #3, 20, and 22 by the Chief of Fire and Paramedic Services.)

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 January 8, 2014 from the General Manager of Community Development regarding Leisure Guide Survey. **27 - 30**
(FOR INFORMATION ONLY)

(This report provides an update on the Leisure Guide survey conducted Summer 2013.)

REGULAR AGENDA

MANAGERS' REPORTS

- R-1. Report dated December 19, 2013 from the General Manager of Community Development regarding Bicycle Path and Ontario Strategy. **31 - 33**
(RECOMMENDATION PREPARED)

(CYCLEON ONTARIO'S CYCLING STRATEGY REPORT UNDER SEPARATE COVER.)

(The Province of Ontario has launched a new Cycling Strategy entitled "CycleON". The strategy is based on 5 strategic directions which include the following focuses; 1) Healthy, Active and Prosperous Communities 2) Cycling Infrastructure 3) Safer Highways and Streets 4) Awareness and Behavioural Shift 5) Cycling Tourism These strategic directions are consistent with the Sustainable Mobility Plan and the priorities identified relating to non motorized transportation within the City of Greater Sudbury Strategic Plan (2012-14), the Healthy Community Strategic plan (2010-14) and the Leisure Services Strategic Plan (2011-14). This report will address how this information from the province may support and assist with Greater Sudbury's sustainable mobility initiatives.)

- R-2. Report dated January 8, 2014 from the General Manager of Community Development regarding Corporate Sponsorship for Grace Hartman Amphitheatre. **34 - 37**
(RECOMMENDATION PREPARED)

(This report requests authorization to proceed with an Expression of Interest regarding proponents interested in corporate sponsorships for the Grace Hartman Amphitheatre.)

ADDENDUM

CIVIC PETITIONS

QUESTION PERIOD AND ANNOUNCEMENTS

NOTICES OF MOTION

ADJOURNMENT

BRIGITTE SOBUSH, DEPUTY CITY CLERK

Request for Decision

Appointment of Chair and Vice-Chair - Community Services Committee

Presented To:	Community Services Committee
Presented:	Monday, Jan 20, 2014
Report Date	Friday, Dec 27, 2013
Type:	Appointment of Chair and Vice-Chair

Recommendation

That the City of Greater Sudbury appoint Councillor _____ as Chair and Councillor _____ as Vice-Chair of the Community Services Committee for the term ending November 30, 2014.

Background

This report sets out the procedure for the election by the Committee of the Chair and Vice-Chair of the Community Services Committee for the term ending November 30, 2014.

The Procedure By-law provides that a Member of the Committee shall be appointed annually by the Committee to serve as Chair of the Community Services Committee. As well, a Vice-Chair is appointed annually.

The above appointments need only be confirmed by resolution.

Remuneration

The Chair of the Community Services Committee is paid \$1,988.86 per annum.

Selection

The selection of the Chair and Vice-Chair is to be conducted in accordance with Article 45 of the Procedure By-law (copy attached).

Council's procedure requires that in the event more than one (1) candidate is nominated for either the Chair or Vice-Chair's position, a simultaneous recorded vote shall be used to select the Chair and Vice-Chair.

It is always in order for a Member of Council to nominate themselves and to vote for themselves.

Signed By

Report Prepared By

Brigitte Sobush
Deputy City Clerk
Digitally Signed Dec 27, 13

Recommended by the Department

Caroline Hallsworth
Executive Director, Administrative Services/City Clerk
Digitally Signed Jan 3, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jan 3, 14

Under *Robert's Rules of Order* a nomination does not need a second.

Once the successful candidates have been selected, a resolution will be introduced confirming the appointment of the successful candidates.

ARTICLE 45. NOMINATING COMMITTEE**45.01 Mandate**

The Nominating Committee shall meet, as needed by Council, for the purpose of considering and recommending to Council citizen appointments to agencies, boards, advisory panels, and other bodies as required.

45.02 Primary Objectives

In making such appointments, the Nominating Committee shall take into consideration a balanced representation from communities of interest so as to be reflective of the geographical and demographic composition of the community.

45.03 Membership

The Nominating Committee shall be composed of all Members of Council and chaired by a Deputy Mayor.

45.04 Term

The term of the Nominating Committee shall coincide with the term of Council.

45.05 Procedure

In making such appointments, the procedure set out in this Article shall apply unless otherwise provided in a shareholders' declaration.

45.06 Number of Applicants Matches Positions - Motion

Where the number of applicants matches the positions to be filled, a motion to appoint the applicant(s) to the position(s) in question shall be presented and voted upon.

45.07 Simultaneous Recorded Vote

A simultaneous recorded vote shall be used to select the applicants to fill each position available, in accordance with Article 33.05, except that:

- (1) the Clerk need not read each ballot aloud nor record each individual vote; and
- (2) the ballots shall be retained as part of the minutes.

45.08 Number of Applicants Exceeds Positions - Simultaneous Recorded Vote

Where the number of applicants exceeds the number of positions available, a simultaneous recorded vote shall be conducted in accordance with Article 37.09.

45.09 Term of Appointment – Local Boards

The term of office of each citizen appointed to a Local Board shall be set out in the body's terms of reference and shall not exceed the term of Council, unless otherwise specified by statute. However for purposes of continuity, such citizen appointments shall remain in effect following a municipal election until their successors are appointed by the incoming Council.

45.10 Term of Appointment – Staff

Except where prohibited by statute, the Nominating Committee may recommend the appointment of a member of staff to a board or agency within its mandate in the place of a Member when no other Members are available to be appointed.

For Information Only

Sudbury Coalition Against Poverty (S-CAP)

Presented To: Community Services
Committee

Presented: Monday, Jan 20, 2014

Report Date Tuesday, Jan 07, 2014

Type: Community Delegations

Recommendation

FOR INFORMATION ONLY

S-CAP was invited to address the Community Services Committee by Councillor Dupuis.

Signed By

No signatures or approvals were
recorded for this report.



Jan. 7, 2014

Dear Ron Dupuis and the Community Services Committee:

We are requesting that two items be placed on the agenda of the next Community Services Committee meeting on January 20th and that the Sudbury Coalition Against Poverty (S-CAP) be able to speak to these matters at this meeting. S-CAP is an activist anti-poverty organization that provides support work for people living in poverty who are having problems with Ontario Works, the Ontario Disability Support Program (ODSP), with homelessness, with landlords, and with employers. We also participate in campaigns against regressive policies on the part of the provincial government including the cutting of the Community Start Up and Maintenance Benefit (CSUMB) and proposals to merge ODSP with OW which would create even more difficulties for people on ODSP.

The two items we have asked to be placed on the agenda grow out of our day to day experiences of working with people living in poverty in this city. We are very concerned that some homeless people are being forced out into the cold since the Mission had to close as a winter time warming station and emergency shelter on those nights when there is not a cold weather alert and we are also very concerned that people on OW and ODSP are being denied the necessary funding for necessary household items like beds, washers and other needed appliances, and other items under the City interpretation of CHPI funding and associated discretionary benefits. Firstly we urge the Community Services Committee to ensure that a replacement space be provided by the City as soon as possible for the entire winter so that homeless people have a consistent and safe place out of the cold. Second the policies and rates that existed under the CSUMB need to be applied in relation to CHPI and associated discretionary benefits. Currently unless someone is being rendered homeless, is in an emergency situation, or is leaving an institution it is difficult to access CHPI funding. At the very least the inadequate amounts allowed for beds and appliances under discretionary benefits need to be raised and the blanket local prohibition against funding dryers as "not a necessity" needs to be lifted.

Our presentation will provide more detailed information in these two areas and we are also producing a report for the committee on these matters. The questions of shelter for homeless people and CHPI funding and associated discretionary benefits clearly fall under the mandate of the Community Services Committee and existing municipal policies and initiatives.

Yours sincerely,

Gary Kinsman and Clarissa Lassaline, for the Sudbury Coalition Against Poverty.

Request for Decision

Update regarding the Workplan for the Office of the Ontario Fire Marshal Review of Fire Protection Services

Presented To:	Community Services Committee
Presented:	Monday, Jan 20, 2014
Report Date	Wednesday, Jan 08, 2014
Type:	Presentations

Recommendation

THAT the City of Greater Sudbury accept the report dated January 8, 2014 from the Chief of Fire and Paramedic Services regarding "Update – Ontario Marshal (OFM) Review of Fire Protection (Prevention) Services in the City of Greater Sudbury,"

AND THAT the Chief of Fire and Paramedics Services report back to the Community Services Committee on the outcome of how the Department will manage its legislated Fire Prevention responsibilities within their approved 2014 operating budget and staffing complement.

Background

This report provides the Community Services Committee/Council an update on the status of the work undertaken originating from the twenty-five (25) OFM recommendations report "Review of Fire Protection (Prevention) Services in the City of Greater Sudbury" dated May 23, 2012.

Enclosed for the Committee members reference, is a copy of the report presented to the Community Services Committee on September 17, 2012. In addition, this report provides for an updated version of the Fire Prevention Suggested Going Forward Work Plan, dated December, 2013.

There were three (3) OFM Recommendations that required further corporate analysis with the findings presented back to the Community Services Committees by the Chief of Emergency Services.

OFM Recommendation #3

The Council of Greater Sudbury designates sufficient staff to ensure the enforcement of municipal By-laws on a 24-hour basis including municipal fire related By-laws.

Response

A By-law of the City of Greater Sudbury Respecting the Delegation of Authority to Various Officers of the City has been adjusted to reflect a larger group of Emergency Services, Fire Services personnel to support

Signed By

Report Prepared By

Trevor Bain
Deputy Chief of Fire and Paramedic Services
Digitally Signed Jan 8, 14

Recommended by the Department

Tim P. Beadman
Chief of Fire and Paramedic Services
Digitally Signed Jan 8, 14

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jan 15, 14

the municipal fire related By-law.

OFM Recommendation #20

The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and provides Fire Prevention staff with the required equipment for the performance of their duties.

Response

The Emergency Services Department has undertaken a review to leverage technology to improve the overall efficiency of the inspection process and to support to the community education program. The Department's 2014 Capital Budget, adopted by Council, provides for a funding envelope to begin to support a new model of enhancing systems for the Fire Prevention Officers to assist in the performance of their duties.

OFM Recommendation #22

The Council of Greater Sudbury considers a formal collaboration between the Fire Services and Building Services to clarify roles and responsibilities of municipal staff for the purpose of plan reviews to ensure a timely and effective delivery of services.

Response

Senior staff members from both Divisions have been engaged in sessions throughout 2013 to promote effective delivering of services and it is expected that a formal agreement will be in place within the first quarter of 2014.

Challenges

Given the volume of work to be undertaken in addressing the 24 OFM recommendations, during the 2013 budget deliberation, City Council approved the Emergency Services Department request for temporary (1,827) hours for the next five years (2013-17), funded from Building Services to conduct fire prevention inspections. Even with this welcome resource, the activities required to complete these recommendations will be extended out for the next several years creating some risk to the municipality.

Adding to this complexity of outstanding Fire Prevention work activities, the volume of work for the Fire Prevention Section will increased with the legislated changes to the Fire Code effective January 01, 2014. Ontario Regulation 150/13 made under the Fire Protection and Prevention Act, 1997, amends the current Fire Code with new provisions for Care Occupancies, Care and Treatment Occupancies and Retirement Homes. In addition to changes to individual articles throughout the Fire Code, there is a new Retrofit section requiring mandatory upgrading of buildings with Care Occupancies and Retirement Homes.

A Fire Marshal's directive will outline the requirement that the Fire Chief must ensure a fire inspection is completed annually in all Care Occupancies, Care and Treatment Occupancies, and Retirement Homes in accordance with OFM TG-01-2012 Fire Safety Inspections and Enforcement and PFGS 04-40D-03 Inspections upon Request or Complaint, as published on the OFMEM website. Previously, fire inspections would conduct by request or complaint; however, now under regulation it is estimated that fire inspections will include addition inspections annually for approximately 40-50 Care Occupancies, Care and Treatment Occupancies, and Retirement Homes in our community.

A team of the City's Fire experts and Fire Marshal's Office are now working on the details of how this legislated change will be implemented. Further, the City's team will conducting an assessment of the Fire Prevention activities to determine how the Fire Prevention Section can tackle the challenges outlined in this report within its current approved operating budget. This assessment will include a holistic model that will incorporate all frontline Fire Services resources toward a Fire Safe Community and will review the

prioritization and rationalization of the types of inspections the Prevention Section will conduct in the future.

Emergency Services will be returning to Community Services Committee in the first quarter of 2014 outlining how the Department will manage its legislated Fire Prevention responsibilities within their approved 2014 Operating Budget and staffing complement.

**FIRE PREVENTION SUGGESTED GOING FORWARD WORK PLAN
SEPTEMBER 2012, UPDATED JANUARY 2014**

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
1	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services completes a risk assessment utilizing the OFM Fire Risk Sub-Model to assist with the development and update of public education, fire safety inspection and investigation programs and services. Council then resubmits its Annual Compliance Declaration to the OFM.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4-2012 work to be part of Comprehensive Fire Review Q4 2013	Departmental Senior Management Q1-2013 Q1 2014
2	The Council of Greater Sudbury revises the Establishing and Regulating By-Law that defines core services and the level of fire protection services specific to fire prevention based on the completed risk assessment.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs	Q4 2012	1. Initial review completed – Q2 2012- Q3 2013 2. Revisit after completion of Comprehensive Review Q2-2013 Q2 2014	Community Services Committee 1.Q3 2013 2.Q1 2014
3	The Council of Greater Sudbury designates sufficient staff to ensure the enforcement of municipal By-laws on a 24-hour basis including municipal fire related By-laws.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services	Q3 2012	Q4 2012	Corporate Community Services Committee Q1 2013 completed
4	The Council of Greater Sudbury ensures a policy is developed and implemented to provide written delegation to the Chief Fire Prevention Officer as Chief Fire Official where referenced in the Ontario Fire Code for sections requiring "approved".	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services	Q3 2012	Q4 2012 completed	Departmental Senior Management Q4 2012 completed
5	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops, approves, implements and reviews on an annual schedule all fire prevention operating guidelines. Furthermore, all fire prevention staff is trained to the established operating guidelines.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q1-2013 Q2 2014	Departmental Senior Management
6	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services utilizes the OFM Fire Risk Sub-Model for prioritizing building stock to develop a routine fire safety inspection program to target extreme and high risk occupancies. The sub-model requires over and above the current Fire Prevention Officers' work load.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire	Q1 2013	Q3-2013 Q2 2014	Departmental Senior Management Q3-2013 Q3 2014

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
		Prevention Officer			
7	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and implements an operational guideline to ensure all fire prevention staff utilizes a method to ensure consistent municipal fire prevention files. The OFM is changing the reports Fire Prevention will be using. The Section will attend a seminar on the new technical guidelines in November.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2-2013 Q4 2013	Departmental Senior Management
8*	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services conducts a review of all property files to ascertain all outstanding fire code violations or fire hazards including the provision of an approved fire safety plan to ensure the building is compliant with the Ontario Fire Code. An operational guideline is to be developed to assist in choosing the most appropriate enforcement options pursuant to FPPA and <i>Provincial Offences Act</i> .	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012 Q4 2017	Departmental Senior Management Q2 2012 Q1 2018
9	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services considers integration and deployment options of fire prevention staff for all areas in the delivery of fire prevention services to improve efficiencies, reduce travel time and increase inspections. The Ward system has been implemented. It will take some time to work the bugs out.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q3-2013 Q3 2014	Departmental Senior Management Q3-2013 Q4 2014
10	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services reviews and revises Policy Fire-OP-206 G-PINP - Fire Company Inspection/Pre-Incident Plan into two separate operational guidelines for suppression staff. Develops a guideline for the purpose of pre-planning of high and extreme risk occupancies and other guidelines for the inspection of low risk occupancies. The OP is to be ready by summer 2013. It will be done in conjunction with the Platoon Chiefs and the Operation Procedure Committee.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q2-2013 Q4 2013	Departmental Senior Management Q2-2013 Q2 2014
11*	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services provides additional resources to conduct fire prevention inspections for all areas of Greater Sudbury in accordance with the risk assessment.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services	Q3 2012	Q4 2012	Corporate Community Services Committee Q4 2012
12	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services considers the merits of a formal partnership with media campaign stakeholders to maintain the public education and media program.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic	Q3 2012	Q4-2012 Q4 2013	Departmental Senior Management Q4-2012 Q1 2014

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
		Services Deputy Fire Chiefs Chief Fire Prevention Officer			
13	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an evaluation process for public education activities and programs for specific occupancies and demographics in accordance with the risk assessment. Target the beginning of the school year. The evaluation will include a questionnaire for participants, and a separate evaluation form for the person who invited the activity, to ensure we are delivering the points required.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q3-2013 Q4 2013	Departmental Senior Management Q3-2013 Q2 2014
14	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops operational guidelines for public education and addresses interaction between Sections for the transfer of information.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2-2013 Q2 2014	Departmental Senior Management Q2-2013 Q4 2014
15	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and implements a smoke alarm operational guideline and program to all areas of the municipality.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2-2013 Q2 2014	Departmental Senior Management Q2-2013 Q4 2014
16	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an operational guideline to provide the transfer of relevant fire scene assessment and investigation information to the Fire Prevention Section for the purposes of updating the risk assessment and relevant programs and activities.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2-2013 Q2 2014	Departmental Senior Management Q2-2013 Q4 2014
17	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services adheres to the <i>Occupational Health and Safety Act (OHSA)</i> for all staff conducting fire scene assessments and investigations. <i>A list is being created for a "field kit" and an "office kit." A review of pertinent OHSA guidelines will be conducted.</i>	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire	Q4 2012	Q1-2013 Q4 2013	Departmental Senior Management Q1-2013 Q1 2014

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
		Prevention Officer			
18	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services reports all fire incidents to the Office of the Fire Marshal that meets the criteria as stated in the Fire Marshal's <i>Directive 2011-01: OFM Notification of Fires and Explosions</i> .	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012 completed	Departmental Senior Management Q4 2012 completed
19	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops a formal indoctrination process and training program to ensure all fire prevention staff are trained as required to perform their municipal and legislative responsibilities and duties.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q2 2013 Q2 2014	Departmental Senior Management Q2 2013 Q4 2014
20	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and provides Fire Prevention staff with the required equipment for the performance of their duties.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q1 2013 Q2 2014	Corporate Community Services Committee Q1 2013 Departmental Senior Management Q4 2014
21	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an operating guideline to identify the duties and training requirements for Fire Suppression captains when conducting an inspection for compliance with the <i>Ontario Fire Code</i> . An OP for low and medium risk occupancies could be out in Q2 2012. The OP would be expanded on and the updates would be ongoing.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q4 2013 Q2 2014	Departmental Senior Management Q3 2013 Q3 2014
22	The Council of Greater Sudbury considers a formal collaboration between the City of Greater Sudbury Fire Services and Building Services to clarify roles and responsibilities of municipal staff for the purpose of plan reviews to ensure a timely and effective delivery of services.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services	Q3 2012	Q4 2012 Q1 2014	Departmental Senior Management Q1 2014
23	The Council of Greater Sudbury in consultation with their Legal Services develops a policy pertaining to the retention and purging of Fire Services Division records.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012 Q1 2014

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
		Services Deputy Fire Chiefs Chief Fire Prevention Officer			
24	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services consolidates paper and electronic resources into a records management system accessible to all Sections of the Fire Division.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs	Q1 2013	Q4 2013 Q4 2014	Corporate Community Services Committee Q4 2013
25	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services provides access to Citrix database to all Fire Prevention staff.	Chief of Fire and Paramedic Services Executive Deputy Chief of Fire and Paramedic Services Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q3 2012 completed	Departmental Senior Management Q3 2012 completed

Request for Decision

Update – Ontario Fire Marshal (OFM) Review of Fire Protection (Prevention) Services in the City of Greater Sudbury — Findings and Recommendations

Presented To:	Community Services Committee
Presented:	Monday, Sep 17, 2012
Report Date	Wednesday, Sep 05, 2012
Type:	Managers' Reports

Recommendation

THAT the City of Greater Sudbury accepts this report as the Chief of Emergency Services formal response to the twenty-five (25) recommendations contained in Ontario Fire Marshal (OFM) report dated May 23, 2012, “Review of Fire Protection (Prevention) Services in the City of Greater Sudbury”;

AND THAT, the OFM Report Recommendations #11 and 24 form part of the Emergency Services Department submission to the 2013 Budget Cycle;

AND THAT, the Chief of Emergency Services report back to the Committee on the outcomes of the OFM Report Recommendations #3, 20, and 22.

Finance Implications

If approved, a budget option for recommendations #11 and #24 will be developed for the Finance Committee for the 2013 budget deliberations.

The records management system will form part of the Emergency Services Department 2013 Capital Budget.

Background

At the invitation of the Emergency Services Department, Fire Services Division, the Ontario Fire Marshal’s Office (OFM) met on January 16, 2012, and agreed that the municipality would benefit from an external review. The OFM completed a review and presented their findings and recommendations in their report: “*Review of Fire Protection (Prevention) Services in the City of Greater Sudbury*”. The scope of the review evaluated the following:

- Establishing and Regulating By-law (determine the level of fire prevention services

Signed By

Report Prepared By

Graham Campbell
Deputy Fire Chief
Digitally Signed Sep 5, 12

Division Review

Danny Stack
Fire Chief
Digitally Signed Sep 5, 12

Recommended by the Department

Tim Beadman
Chief of Emergency Services
Digitally Signed Sep 5, 12

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Sep 5, 12

the City of Greater Sudbury provides).

- Risk Assessment (utilizing the OFM Fire Risk Sub-Model) to identify all high and extreme risks in the municipality.
- Fire Inspection practices and protocols (training, frequency, enforcement option, utilization of non-traditional staff).
- Public Education programs development and utilization.
- Fire Investigations to assist in improving fire service delivery gaps.
- Evaluate current pre-plans in place and identify any gaps. Developing pre-plans for all high and extreme risks (enhancing the health and safety for staff and residents/occupants).
- Interaction between various City services (improving response to various issues).

Further, under the *Fire Protection and Prevention Act, 1997, Clause 9. (1)* “*The Fire Marshal has the power (a) to monitor, review and advise municipalities respecting the provision of fire protection services and to make recommendation to municipal councils for improving the efficiency and effectiveness of those services.*”

Representatives from OFM attended the Community Services Community meeting on May 28, 2012, and outlined in detail, the OFM report dated May 23, 2012 which contained twenty-five (25) recommendations to assist the City of Greater Sudbury in meeting their responsibilities in accordance with fire prevention components of fire protection services provided as stated in *Clauses 2. (1) (a) and 2. (1) (b) of the Fire Protection and Prevention Act, 1997*.

As a result, the Recommendation approved by Committee, indicated “That Chief of Emergency Services be asked to return a formal response to those recommendations within 90 days and report back to the Community Services Committee at their meeting of September 24, 2012”.

The Emergency Services Department, Fire Services Division, has completed an internal review of all twenty-five (25) OFM recommendations presented in the report. The Division has accepted supporting twenty (20) of the OFM recommendations that are within its administrative and budgetary control for the delivery Fire Protection (Prevention) Services in the City of Greater Sudbury. Included in this report is a suggested ‘going forward’ work plan, time table and recommendations for resourcing these 20 recommendations. It is important to note that the implementation time frame, the quality of the work and the maintenance of the prevention program may be impacted by the Corporate direction in regards to the five (5) recommendations listed below.

There are five (5) recommendations that require a Corporate review and may require financial support.

OFM Recommendation # 3

- The Council of Greater Sudbury designates sufficient staff to ensure the enforcement of municipal By-laws on a 24-hour basis including municipal fire related By-laws.

Course of Action: Senior City Officials will analyze the merit of the recommendation.

OFM Recommendation # 11

- The Council of Greater Sudbury ensures the City of Greater Fire Services provide additional resources to conduct fire prevention inspections for all areas of Greater Sudbury in accordance with the risk assessment.

Course of Action: Chief of Emergency Services and Fire Chief through the CAO's office will prepare a hybrid model of career and volunteer (prevention) staffing enhancement option to support the mandated/legislated components of Fire Protection (Prevention) Services in the City of Greater Sudbury. The staffing enhancements model design must minimize the financial impact to the municipal levy and form part of the 2013 budget enhancement options.

OFM Recommendation # 20

- The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and provides Fire Prevention staff with the required equipment for the performance of their duties.

Course of Action: The Emergency Services Department will be exploring a new business model for the Fire Prevention Section that is intended to address the findings and recommendations of the OFM. The new model will leverage technology to improve the overall inspection process efficiency and support the community education program.

The strategy intends to: maximize resource (Fire Prevention Officer) efficiency by ensuring optimal scheduling of inspections and citizen contacts; ensure regulatory compliance through the use of information automation tools that are designed to ensure inspections are always compliant to standards; and improve the educational experience of our citizens by leveraging modern presentation tools and techniques that engage the audience.

The new business model is currently in the conceptual stage. The model intends to leverage a virtual office approach where Fire Prevention Officers can work completely in a mobile environment. By leveraging technology and adjusting our business practice, this approach can eliminate the need for unnecessary travel time to and from a central location to retrieve or file information. Regulatory compliance will be ensured through compliance checking during initial data entry, thus eliminating costly errors and rework. In addition to the virtual access to information, a scheduling optimization tool will optimize the order of inspections and citizen contacts. Optimized scheduling will ensure both full-time and part-time personnel are being fully utilized.

The combination of access to information coupled with efficient resource scheduling is expected to improve levels of effectiveness to meet our current and future needs while honouring our commitment to contain cost.

OFM Recommendation # 22

- The Council of Greater Sudbury considers a formal collaboration between the City of Greater Sudbury Fire Services and the Building Services Division to clarify roles and

responsibilities of municipal staff for the purpose of plan reviews to ensure a timely and effective delivery of services.

Course of Action: Senior City Officials will analyze the intent of the recommendation, and ensure a formal timely review of plans while ensuring effective delivery of services.

OFM Recommendation # 24

- The Council of Greater Sudbury ensures the City of Greater Fire Services consolidates paper and electronic resources into a records management system accessible to all Sections of the Fire Division.

Course of Action: Funding request will form part of the City's Emergency Services Department 2013 Capital Budget submission (estimated value of \$250,000 with identified funding source).

FIRE PREVENTION SUGGESTED GOING FORWARD WORK PLAN – 2012

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
1	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services completes a risk assessment utilizing the OFM Fire Risk Sub-Model to assist with the development and update of public education, fire safety inspection and investigation programs and services. Council then resubmits its Annual Compliance Declaration to the OFM.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012 work to be part of Comprehensive Fire Review	Departmental Senior Management Q1 2013
2	The Council of Greater Sudbury revises the Establishing and Regulating By-Law that defines core services and the level of fire protection services specific to fire prevention based on the completed risk assessment.	Chief of Emergency Services Fire Chief Deputy Fire Chiefs	Q4 2012	1. Initial review completed – Q2 2012 2. Revisit after completion of Comprehensive Review Q2 2013	Community Services Committee Q3 2013
3	The Council of Greater Sudbury designates sufficient staff to ensure the enforcement of municipal By-laws on a 24-hour basis including municipal fire related By-laws.	Chief of Emergency Services Fire Chief	Q3 2012	Q4 2012	Corporate Community Services Committee Q1 2013
4	The Council of Greater Sudbury ensures a policy is developed and implemented to provide written delegation to the Chief Fire Prevention Officer as Chief Fire Official where referenced in the Ontario Fire Code for sections requiring "approved".	Fire Chief	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012
5	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops, approves, implements and reviews on an annual schedule all fire prevention operating guidelines. Furthermore, all fire prevention staff is trained to the established operating guidelines.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q1 2013	Departmental Senior Management Q1 2012
6	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services utilizes the OFM Fire Risk Sub-Model for prioritizing building stock to develop a routine fire safety inspection program to target extreme and high risk occupancies. The sub-model requires over and above the current Fire Prevention Officers' work load.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q3 2013	Departmental Senior Management Q3 2013
7	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and implements an operational guideline to ensure all fire prevention staff utilizes a method to ensure consistent municipal fire prevention files. The OFM is changing the reports Fire Prevention will be using. The Section will attend a seminar on the new technical guidelines in November.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2 2013	Departmental Senior Management Q2 2013
8	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services conducts a review of all property files to ascertain all outstanding fire code violations or fire hazards including the provision of an approved fire	Fire Chief Deputy Fire Chiefs Chief Fire	Q3 2012	Q4 2012	Departmental Senior Management

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
	safety plan to ensure the building is compliant with the Ontario Fire Code. An operational guideline is to be developed to assist in choosing the most appropriate enforcement options pursuant to FPPA and <i>Provincial Offences Act</i> .	Prevention Officer			Q2 2012
9	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services considers integration and deployment options of fire prevention staff for all areas in the delivery of fire prevention services to improve efficiencies, reduce travel time and increase inspections. The Ward system has been implemented. It will take some time to work the bugs out.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q3 2013	Departmental Senior Management Q3 2013
10	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services reviews and revises Policy Fire-OP-206 G-PINP - Fire Company Inspection/Pre-Incident Plan into two separate operational guidelines for suppression staff. Develops a guideline for the purpose of pre-planning of high and extreme risk occupancies and other guidelines for the inspection of low risk occupancies. The OP is to be ready by summer 2013. It will be done in conjunction with the Platoon Chiefs and the Operation Procedure Committee.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q2 2013	Departmental Senior Management Q2 2013
11	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services provides additional resources to conduct fire prevention inspections for all areas of Greater Sudbury in accordance with the risk assessment.	Chief Emergency Services Fire Chief	Q3 2012	Q4 2012	Corporate Community Services Committee Q4 2012
12	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services considers the merits of a formal partnership with media campaign stakeholders to maintain the public education and media program.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012
13	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an evaluation process for public education activities and programs for specific occupancies and demographics in accordance with the risk assessment. Target the beginning of the school year. The evaluation will include a questionnaire for participants, and a separate evaluation form for the person who invited the activity, to ensure we are delivering the points required.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q3 2013	Departmental Senior Management Q3 2013
14	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops operational guidelines for public education and addresses interaction between Sections for the transfer of information.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2 2013	Departmental Senior Management Q2 2013
15	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and implements a smoke alarm operational guideline and program to all areas of the municipality.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2 2013	Departmental Senior Management Q2 2013

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
16	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an operational guideline to provide the transfer of relevant fire scene assessment and investigation information to the Fire Prevention Section for the purposes of updating the risk assessment and relevant programs and activities.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q2 2013	Departmental Senior Management Q2 2013
17	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services adheres to the <i>Occupational Health and Safety Act (OHSA)</i> for all staff conducting fire scene assessments and investigations. A list is being created for a "field kit" and an "office kit." A review of pertinent OHSA guidelines will be conducted.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q4 2012	Q1 2013	Departmental Senior Management Q1 2013
18	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services reports all fire incidents to the Office of the Fire Marshal that meets the criteria as stated in the Fire Marshal's <i>Directive 2011-01: OFM Notification of Fires and Explosions</i> .	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012
19	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops a formal indoctrination process and training program to ensure all fire prevention staff are trained as required to perform their municipal and legislative responsibilities and duties.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q2 2013	Departmental Senior Management Q2 2013
20	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops and provides Fire Prevention staff with the required equipment for the performance of their duties.	Chief of Emergency Services Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q1 2013	Corporate Community Services Committee Q1 2013
21	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services develops an operating guideline to identify the duties and training requirements for Fire Suppression captains when conducting an inspection for compliance with the <i>Ontario Fire Code</i> . An OP for low and medium risk occupancies could be out in Q2 2012. The OP would be expanded on and the updates would be ongoing.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q1 2013	Q4 2013	Departmental Senior Management Q3 2013
22	The Council of Greater Sudbury considers a formal collaboration between the City of Greater Sudbury Fire Services and Building Services to clarify roles and responsibilities of municipal staff for the purpose of plan reviews to ensure a timely and effective delivery of services.	Chief of Emergency Services Fire Chief	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012
23	The Council of Greater Sudbury in consultation with their Legal Services develops a policy pertaining to the retention and purging of Fire Services Division records.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q4 2012	Departmental Senior Management Q4 2012
24	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services	Chief of	Q1 2013	Q4 2013	Corporate

#	OFM RECOMMENDATION	RESOURCING	TARGET START	TARGET COMPLETION	APPROVAL
	consolidates paper and electronic resources into a records management system accessible to all Sections of the Fire Division.	Emergency Fire Chief Deputy Fire Chiefs			Community Services Committee Q4 2013
25	The Council of Greater Sudbury ensures the City of Greater Sudbury Fire Services provides access to Citrix database to all Fire Prevention staff.	Fire Chief Deputy Fire Chiefs Chief Fire Prevention Officer	Q3 2012	Q3 2012	Departmental Senior Management Q3 2012

For Information Only

Leisure Guide Survey

Presented To: Community Services Committee

Presented: Monday, Jan 20, 2014

Report Date: Wednesday, Jan 08, 2014

Type: Correspondence for Information Only

Recommendation

For Information Only

Background

This report was prepared by Corporate Communications in consultation with Leisure Services. As part of a service review and an effort to look at how the Leisure Guide is received by citizens, Corporate Communications and Leisure Services have conducted a review of the Guide, including its content, its delivery, its production, and possible changes to reflect trends in community guides.

The City's Leisure Guide

The City of Greater Sudbury issues the Leisure Guide twice annually: once in the spring/summer and once in the fall/winter. Guides are delivered to every household and apartment complex in the community in March and again in August. The Guides are delivered inside the Northern Life and Le Voyageur newspapers. Copies are also made available online on the City's website, and through Citizen Service Centres.

The Leisure Guide by the numbers:

- 69,000 English copies delivered into households
- 7,000 French copies delivered into households
- 5,000 copies (English and French combined) for distribution to 13 Citizen Service Centres and to Leisure Services
- Annual budget of approximately \$62,000 for the printing and distribution of the Guide

Signed By

Report Prepared By

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

Recommended by the Department

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

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jan 8, 14

- Each issue of the Guide requires the equivalent of approximately 1.5 to 2 months of full-time work from start to finish (from compilation of information through to design, translation, production and distribution)

- From November 3rd, 2012 to November 3rd, 2013, there were 15,389 page views to the Leisure Guide page on the www.greatersudbury.ca website, by 12,897 unique visitors. This represents an average of 42 page views per day. Traffic is fairly even throughout the year, with slightly more visits during the summer than the winter.

The Leisure Guide is designed to be an information tool for residents as well as a resource for schools, families, and citizens alike. It is also one of several community contact and event listings, although this is not its primary purpose and maintaining accuracy of that information poses a significant challenge. It should also be noted that the Leisure Guide is not currently intended as a marketing tool, although numerous marketing initiatives are undertaken separately to promote municipal recreation programs.

Each issue of the Leisure Guide provides space for paid advertising. Ads are purchased by community organizations, both for-profit and non-profit. A preferential rate is applied to non-profit groups. Rates are set through the user fee by-law and are updated annually. Groups contact the City throughout the year to be added to the list of advertising contacts; as well, the City proactively contacts organizations who may potentially be interested in purchasing advertising space in the Guide. Ad sales currently generate approximately \$11,500 per year, which is used to offset production and distribution costs for the Guide.

It is noted that many organizations are reducing their reliance on print advertising, and investing instead in non-traditional media for their marketing needs. Although it is possible that the City could include more advertising in the Leisure Guide, trends indicate that it would not be easy to fill that space. As well, it would result in an increased page count, and therefore higher production costs.

There will be a continued effort to develop creative solutions to attempt to increase revenue generation through Leisure Guide advertising. There is an opportunity to modify advertising in the Guide by creating a consistent layout for ads (a horizontal banner on the bottom of pages) in the Guide, in a semi- "sponsor this page" initiative, thereby increasing available space for advertising.

Council has previously inquired as to the feasibility of converting the Leisure Guide into a monthly publication sent to every household and containing all City-related information. Staff are still investigating this, taking into consideration a number of factors, including:

- Staff time required to compile, coordinate, write and/or edit information on a monthly basis;
- Costs associated with production and distribution of information on a monthly basis;
- Possible partnership with a third party to print and deliver information; - Significant costs associated with translation of a monthly publication, which may not be handled through a third party;
- Need to comply with legislation and by-laws related to the provision of public notice (e.g., Planning Act regulates how far in advance certain types of meetings must be advertised and accepted advertising venues).

Staff will continue to work collaboratively to determine the feasibility of this path.

Citizen Survey

Corporate Communications and Leisure Services conducted a citizen survey over the summer of 2013 to ask residents about their thoughts on the Leisure Guide. Specifically, a number of questions were asked

about:

- Satisfaction level with the current content of the Guide
- Retention rate of the Guide (whether residents keep a hard copy of the Guide in their home)
- Reading preference for the Guide (online or hard copy)
- Recall of advertisements in the Guide - Use or potential use of online registration services for recreation programs
- Comments on possible changes to be made to the Guide (open ended)

The survey was placed in the Leisure Guide itself, delivered to every household in August 2013. It was also made available on the City's website, and promoted by a news release as well as social media.

Ninety-two (92) residents responded to the survey: 82 people responded in English, and 9 in French. This is a low response rate, and lower than other surveys the City has conducted with the same promotion and distribution methodologies.

The small number of respondents does not provide a statistically significant representation of Greater Sudbury citizens. However, in 2012 Corporate Communications commissioned a resident survey on the topic of communications from the City. This telephone survey was conducted through a research company specializing in opinion polls, and the results were statistically significant. Staff have therefore looked at the Leisure Guide survey and the communications survey concurrently to identify trends and draw possible conclusions.

The 92 residents represented in a balanced way the demographics of the Greater Sudbury community. The results were split between male and female, younger and more senior residents, and there was an equal split between households with children and households with no children.

- The Leisure Guide is one of the City's most visible products, as it is delivered to every household. The 2012 communications survey indicated that the majority of residents prefer to receive their communications directly to their households.

- The Leisure Guide has a high recall rate (75% of respondents to the communications survey remembered receiving the Guide to their household, and rated it at 7.8 out of 10 in terms of usefulness).

- Citizens are interested in the information provided by the Leisure Guide. In the 2012 communications survey, residents said they wanted to know about leisure programs (18%), taxes, water and roads, transit and garbage, in order of priority.

Current & Future Marketing Initiatives for Leisure Services

A comprehensive communication strategy exists for the marketing of leisure and recreation services, and new initiatives are incorporated regularly based on feedback and corporate and Council priorities. For example, over winter 2013-2014, a new marketing initiative is being launched to actively promote the City's three ski hills and a new flex pass. As well, a communication strategy around the City's arenas and community halls is currently in development. All leisure-related communications work to support Council's strategic priority of creating a healthy community and focusing on opportunities to improve our City.

Going Forward

The Leisure Guide in its current format is working to meet the needs of Greater Sudbury residents. Adding to the scope of the Leisure Guide would decrease its effectiveness, and have a significant impact on production costs, as well as time, in preparing the Guide. However, more can be done to use the Guide more creatively to promote the City's recreation programs. Going forward, the City will undertake a number of changes to the Leisure Guide to address feedback received and implement best practices in terms of community guides.

1. Provide an email sign-up form for residents to register to receive an electronic version of the Guide as it becomes available.
2. Work with partners to develop a consistent advertising template to possibly increase ad space and therefore revenue generation. The proposed layout is a horizontal banner to be placed on the bottom of pages of the Guide. This consistent approach to advertising would have the additional benefit of providing a more consistent and aesthetically pleasing layout. This will be explored for the fall/winter 2014-2015 issue of the Guide.
3. Continue to maintain the community contacts and events on the City's website, where the information can be more easily updated to ensure accuracy, and remove those two sections from the hard copy. A number of comments have been received over the past years relating specifically to the accuracy of information in the contacts and events listing. The rapidly changing nature of that information means that it is very difficult to maintain accuracy over the Leisure Guide's six-month shelf life. Using an online format, changes can be made immediately, providing more timely and accurate information to the public. A note will also be included to ensure that those who wish to receive a printed version of this list can do so.
4. Work in a stronger marketing angle to better promote municipal leisure services and City initiatives. With a healthy community focus at all times, each issue of the Guide would speak to a specific theme, such as affordable access to recreation. This will allow the City to more strategically position its work in the area of recreation.
5. Leisure Services will continue to work towards an upgrade of the Class system, which is used for online registration. Additional functionalities within the Class system, allowing for greater flexibility and a more comprehensive user experience, are expected to be rolled into future years' operating budgets.
6. Staff will work with Supplies & Services to further explore the possibility of a third party taking on the development, translation, production, and distribution of a City guide.

Conclusion

The Guide is a comprehensive information tool for schools, families and residents across the city. Over two surveys, residents have expressed overall satisfaction with the City's Leisure Guide. Although some may wish to see a different format or different content, the Guide serves a specific and necessary purpose for Greater Sudbury residents. Adding content would dilute that purpose and render information more difficult to find in the Guide.

Request for Decision

Bicycle Path and Ontario Strategy

Presented To: Community Services Committee

Presented: Monday, Jan 20, 2014

Report Date Thursday, Dec 19, 2013

Type: Managers' Reports

Recommendation

WHEREAS the City of Greater Sudbury has identified the benefit of supporting the Sustainable Mobility Plan presented to Council in 2010 which was highlighted within the Corporate, Healthy Community and the Leisure Services Strategic Plan 2010-2014 and;

WHEREAS cycling is a recognized method of sustainable transportation which given the appropriate focus and investment can contribute to the quality of life within the community impacting on personal health, reducing health care costs, reducing traffic congestion and contributing to a cleaner environment, and;

WHEREAS the CycleON Strategy (2013) developed by the Ministry of Transportation identifies 5 strategic directions which support the priorities of the Sustainable Mobility Plan;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury support the cycling priorities as identified through the consultation process, and;

THAT cycling priority initiatives be considered as part of future funded capital projects.

Signed By

Report Prepared By

Chris Gore
Manager of Community Partnerships
Digitally Signed Dec 19, 13

Division Review

Real Carre
Director of Leisure Services
Digitally Signed Dec 19, 13

Recommended by the Department

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

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jan 8, 14

Finance Implications

Cycling priority projects will be identified in future capital budgets for Council's consideration.

Background

The Sustainable Mobility Plan (Plan) was presented to Council in 2010. The Plan contained recommendations and actions identified through a community wide consultation process. The consultation focused on what the needs of community residents were in regard to transit, walking and cycling within the City of Greater Sudbury. What did residents feel was required in order to enhance the existing sustainable transportation alternatives and to encourage more people to use the bus, walk or cycle as a regular means

of transportation. The Plan identified steps to help achieve the goals within the categories of Policy Development, Infrastructure Improvements and Educational requirements related to each of the modes of transportation including transit, walking and cycling.

Within the cycling component of the Plan some of the priorities identified included;

- Equitable consideration for cyclists within the Official Plan review.
- Review of appropriate cycling infrastructure on all new road developments.
- Enhancement of Bicycle parking facilities (bike racks and storage units) at identified locations.
- By-laws prohibiting motor vehicles within designated bicycle lanes or paths.
- Continuation of the installation of paved shoulders on major arterials.
- Expansion of the Rack and Roll program on CGS transit buses.

While most of these priorities have received some attention over the past few years continued focus is required to realize substantial improvements for cycling in Sudbury.

The Sustainable Mobility Plan also recommended the creation of a Sustainable Mobility Advisory Panel (SMAP) which was supported by Council and established in the spring of 2010. SMAP has provided input to the Active Transportation Study within the Official Plan review for the City of Greater Sudbury. SMAP continues to promote cycling as a healthy and environmentally friendly alternative to driving a car. Council has supported the enhancement of cycling opportunities through the development of a more comprehensive trail network within the City of Greater Sudbury and through the provision of capital funds to purchase bicycle racks for use at City facilities. In addition the requirements of cyclists within new site plan design and in road construction and road renewal are receiving greater consideration.

CycleON Strategy (Strategy)

The Strategy introduced this year by the Ministry of Transportation recognizes that more than 1.2 million Ontarians ride a bicycle daily during the spring, summer and fall - link to [CycleON Ontario's Cycling Strategy Report](#). Consistently with the Sustainable Mobility Plan, the Strategy recognizes the health care, environmental, social and tourism benefits which cycling as a mode of transportation and also as a recreational pastime hold for the province of Ontario and all Ontario municipalities.

The Strategy represents a compilation of ideas comments and suggestions drawn from across the province. A draft report was released for public consultation/review in 2012. Following the release of the draft report a one day workshop was convened with representatives from municipalities, cycling organizations, motor vehicle associations, public health units, the Ontario Provincial Police, infrastructure experts and cycling advocates. Among the top areas of concern identified from this diverse group was cycling safety, improvements to cycling infrastructure and road user education.

The Strategy is a long term (20 year) vision which sees cycling in Ontario being recognized, respected and valued as a core mode of transportation that provides individuals and communities with numerous health, economic, environmental and social benefits. The Strategy is based on 5 strategic directions each of which has an identified goal to be attained by 2033.

The 5 strategic directions and associated aspirations for the Strategy are;

- Healthy, Active and Prosperous Communities with a goal of Ontario being the best province in Canada for Cycling and at least one Ontario city being ranked among the 10 most bike friendly cities in the world.
- Improved Cycling Infrastructure with most Ontario communities supporting and promoting cycling for all trips under 5 km.

- Safer Highways and Streets which are safe for people of all ages with a goal of reaching zero fatalities and few serious injuries to cyclists.
- Awareness and Behavioural Shift seeing cities interconnected by safe cycling routes with a focus on better education and awareness for both cyclists and motorists.
- Increase in Cycling Tourism with an integrated province wide network of cycling routes promoting cycle tourism as a premier draw for Ontario communities.

Cycling in the City of Greater Sudbury is improving with more cyclists taking to the roads and trails each year however there is still much to do. In order to continue to develop cycling as a viable transportation alternative and as a safe mode of transportation for residents of all ages the priorities identified locally through the Sustainable Mobility plan and echoed by the 5 strategic directions contained within the provincial strategy need to be kept in the forefront. The strategies presented by the Province in the Strategy are based on collaboration and the development of strong partnerships between all the groups consulted in the development of the report. City of Greater Sudbury staff and council need to continue the dialogue with the community to make the most of partnerships within the community with groups such as Rainbow Routes and Connect the Creek and to look towards other partnerships to continue to make cycling in Sudbury a safer and more enjoyable experience.

Request for Decision

Corporate Sponsorship for Grace Hartman Amphitheatre

Presented To: Community Services Committee

Presented: Monday, Jan 20, 2014

Report Date Wednesday, Jan 08, 2014

Type: Managers' Reports

Recommendation

WHEREAS options are being considered for further investment into the Grace Hartman Amphitheatre, and;

WHEREAS there has been a recent interest in opportunities for corporate sponsorship of the facility;

THEREFORE BE IT RESOLVED THAT the City of Greater Sudbury issue an Expression of Interest to pursue the opportunity for corporate sponsorship for the Grace Hartman Amphitheatre.

Finance Implications

No financial implications at this time.

Background

The Original Project

In 2009 Council of the City of Greater Sudbury approved the application to the Infrastructure Stimulus Fund for the redevelopment of the Grace Hartman Amphitheatre (GHA). The application was successful, and in 2010 the project was initiated.

In September 2010 it was announced that the CGS had also been successful in securing a grant from the Northern Ontario Heritage Fund (NOHFC) providing \$835,000 in additional funding. The NOHFC grant was used to enhance the functionality and usability of the redeveloped amphitheatre. Council further approved the design and construction of foundation/footings to be integrated into the amphitheatre design to accept a future canopy roof, additional grass seating in the amphitheatre bowl, and additional hard seating. At that time the seating bowl was increased to 550 hard seats, 1400 grass seats (total capacity of 1950).

Signed By

Report Prepared By

Rob Blackwell
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Digitally Signed Jan 8, 14

Division Review

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

Recommended by the Department

Catherine Matheson
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Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jan 15, 14

Business Plans

As part of the design phase of the redevelopment a business plan study was commissioned. The study included:

- Interim (market) report
- Recommended mandate and seating capacity
- Role of GHA
- Anticipated uses (primary and secondary markets)
- Operations plan (budget, rate card)

The study suggested that the primary market for the GHA was community groups and smaller events/concerts. A follow up study was recently completed to review the efficacy and accuracy of the initial business plan given the completion of three operation seasons at the new venue. A report was submitted and a presentation was delivered to the Community Services Committee in October 2013 that provided the following:

"The review conducted by Yallowega Bélanger Architecture reaffirms the previously outlined collective decision concluded in the Business Plan (prepared by Novita, March 2010), which was to ensure the amphitheatre's mandate continues to serve the community first; while still being welcoming to commercial and touring attractions. This report further concludes that there should be a balance between the primary user group of community organizations, with the facility still being able to support larger scale, community festival productions. While the not-for-profit community use stakeholders are generally happy with the existing facility, a number of small scale improvements should be implemented to further enhance their use. Also, in order to fully support larger community festival type events, a recommended scope of work including a new roof structure and additional fixed seating is recommended."

Review of Options for Expansion/Enhancements

Based on the consultations completed in 2013, and as presented to Community Services Committee in October 2013, the following concepts/suggestions were presented:

Enhance Not-For-Profit Community Use of the Amphitheatre by completing the following (Estimated cost of improvements \$65,000):

- Purchase of additional in-house presentation and sound equipment to ensure community groups do not have to rent equipment and are fully equipped to host a production. Minor equipment upgrades include a microphone stand, a monitor, front row speakers, and additional cabling for lights and equipment.
- Install acoustical treatment at the stage area such as acoustic panels along the back of the stage and install a stage curtain.
- Improvements to the sound booth are required to make it a usable space for technicians.
- Upgrading to existing catwalk system is required to meet Health and Safety requirements, such as a new gridded cage/railing along front upper catwalk.

Enhance the facility for community festivals such as Northern Lights Festival Boreal and Summerfest by completing the following (Estimated cost of improvements \$6,070,000):

- Install 60 new fixed seats within the existing fixed seat area as well as converting grass seating to 600 fixed seats to create 1221 fixed seating capacity, keeping the remaining +/-700 informal grass seats in place.
- Construct a roof assembly over the existing and proposed fixed seating area, ensuring all fixed

seats have roof coverage. The remaining grass informal seating will be left uncovered.

- Increase back of stage area in the amphitheatre building to relieve congestion between musicians, event managers, City staff, promoters and sound crew.
- Increase the visual barriers from the park to the amphitheatre stage area by installing additional angular metal fencing.
- The following is a list of capital needs identified in order of priority:
 1. Construct roof assembly: \$ 3,500,000 to \$ 4,050,000
 2. Install new fixed hard seats: \$ 1,210,000
 3. Increase the visual barriers.: \$ 60,000
 4. Increase back of stage area.: \$ 750,000

As an option, increase frequency of high production/large scale promoted events at Grace Hartman Amphitheatre by completing the following:

- Increase fixed seating capacity.
- Create more roof area over fixed seating.
- Enhance vehicular access to the facility for deliveries, tour busses and emergency vehicles to relieve congestion and to ensure distinct areas for pedestrians and vehicles.
- Enhance pedestrian access between the York/Paris St parking areas and the amphitheatre.
- Increase the visual barriers from the park to the amphitheatre stage area by installing additional angular metal fencing.

The October 2013 report also resulted in two recommendations that were carried (CS2013-46 and CS2013-47), as cited below:

Recommendation CS2013-46

WHEREAS the mandate of the Grace Hartman Amphitheatre is to provide residents and visitors to Sudbury with a well-managed, well-designed and equipped outdoor venue in which a full and varied seasonal program of community and professional events takes place in the context of Bell Park and its uses

AND WHEREAS the findings of the Grace Hartman Amphitheatre post season review further concludes that there should be a balance between the primary user group of community organizations, with the facility still being able to support larger scale, community festival productions;

AND WHEREAS City Council has identified installing a roof on the Grace Hartman Amphitheatre as a priority project as part of the City of Greater Sudbury Strategic Plan 2012-2014;

THEREFORE BE IT RESOLVED THAT 2014 budget enhancement options be prepared for Council's consideration.

Recommendation CS2013-47

THAT the City of Greater Sudbury direct staff to explore further the user fees associated with the Grace Hartman Amphitheatre and the financial impact to the festival organizers such as Northern Lights Festival Boreal, Summerfest and other professionally promoted events with the aim of determining feasibility of further investments to the site;

AND THAT a per ticket fee be explored for future improvements to the site as well as fundraising opportunities including seat naming fundraising campaign as well as possible renaming of the amphitheatre.

This Report

The purpose of the current report is to request authorization from the City of Greater Sudbury Council to issue an Expression of Interest for organizations/businesses that might be interested in providing corporate sponsorship to the Grace Hartman Amphitheatre in exchange for promotion and marketing opportunities. Opportunities may include, but not be limited to:

- Naming rights
- Premier product placement
- Premier advertising consideration

The process will adhere to the existing CGS Corporate Sponsorship policy that provides guidance for securing corporate sponsors.