

Vision: *The City of Greater Sudbury is a growing, world-class community bringing talent, technology and a great northern lifestyle together.*

Vision: *La Ville du Grand Sudbury est une communauté croissante de calibre international qui rassemble les talents, les technologies et le style de vie exceptionnel du Nord.*

Agenda

Ordre du jour

Councillor / Conseiller
Doug Craig

Chair / Président(e)

Councillor / Conseiller
Jacques Barbeau

Vice-Chair / Vice-président(e)



For the **Priorities Committee** meeting to be held
Pour la réunion du **Comité des priorités** qui aura lieu

Wednesday, August 12th, 2009 mercredi 12^e août 2009

at 12:30 pm à 12h 30

Council Chamber, Tom Davies Square dans la Salle du Conseil, Place Tom Davies



PRIORITIES COMMITTEE AGENDA

For the 47th Priorities Committee Meeting
to be held on **Wednesday, August 12, 2009**
Council Chamber, Tom Davies Square at 12:30 pm

COUNCILLOR DOUG CRAIG, CHAIR

Jacques Barbeau, Vice-Chair

(PLEASE ENSURE CELL PHONES AND PAGERS ARE TURNED OFF)

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DECLARATIONS OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

CITIZEN DELEGATIONS

1. New Three Year Strategic Plan, Art Gallery of Sudbury
(ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- Alan Nursall, Chair, Art Gallery of Sudbury

COUNCILLOR BRIEFING SESSIONS

2. Grace Hartman Amphitheatre Rebuild
(ELECTRONIC PRESENTATION) (FOR INFORMATION ONLY)

- Dennis Castellan, Castellan James & Partners Architects Inc. and City staff

(The Grace Hartman Amphitheatre has been granted \$5 million through the Infrastructure Stimulus Fund. This fund is equally supported through Provincial, Federal and Municipal contributions. The RFP for preparing the conceptual and detailed design was awarded to Castellan James and Partners Architects Inc. The resulting design will reflect input received during a community consultation process involving amphitheatre users, community members, City Council and staff. The consultation process which is being proposed will be outlined by the consultant represented by Dennis Castellan and City staff.)

POLICY DISCUSSION PAPERS - PRELIMINARY DISCUSSION

POLICY DISCUSSION PAPERS - DECISION REQUESTED

CORRESPONDENCE FOR INFORMATION ONLY

3. Report dated July 24, 2009 from the Acting General Manager of Growth & Development/Planning Director regarding Coalition for a Liveable Sudbury and Smart Growth.

8 - 9

(FOR INFORMATION ONLY)

(This report is in response to a presentation made to the Priorities Committee by the Coalition for a Liveable Sudbury, regarding Smart Growth, on May 20, 2009.)

MANAGERS' REPORTS

4. Report dated June 17, 2009 from the General Manager of Community Development regarding Feel Free to Feel Fit/ À votre santé, sans rien dépenser!.

10 - 14

(RECOMMENDATION PREPARED)

(The Community Development Department is proposing to implement a five month pilot project offering free weekly swimming at five pools located throughout the City of Greater Sudbury.)

ADDENDUM

CITIZEN PETITIONS

MOTIONS

ADJOURNMENT (RECOMMENDATION PREPARED)

Councillor Craig
Chair

Franca Bortolussi
Council Secretary

COMITÉ DES PRIORITÉS ORDRE DU JOUR

Pour la 47^e réunion du Comité des priorités
qui aura lieu le **12 août 2009**
dans la **Salle du Conseil, Place Tom Davies, à 12h 30**

CONSEILLER DOUG CRAIG, PRÉSIDENT(E)

Jacques Barbeau, Vice-président(e)

VEUILLEZ ÉTEINDRE LES TÉLÉPHONES CELLULAIRES ET LES TÉLÉAVERTISSEURS)
La salle du Conseil de la Place Tom Davies est accessible en fauteuil roulant. Si vous désirez obtenir un appareil auditif, veuillez communiquer avec la greffière municipale, avant la réunion. Les personnes qui prévoient avoir besoin d'aide doivent s'adresser au bureau du greffier municipal au moins 24 heures avant la réunion aux fins de dispositions spéciales. Veuillez composer le 705-674-4455, poste 2471; appareils de télécommunications pour les malentendants (ATS) 705-688-3919. Vous pouvez consulter l'ordre du jour à l'adresse www.greatersudbury.ca/agendas/.

DÉCLARATION D'INTÉRÊTS PÉCUNIAIRES ET LEUR NATURE GÉNÉRALES

DÉLÉGATIONS DE CITOYENS

1. Nouveau plan stratégique triennal, La Galerie d'art de Sudbury
(PRÉSENTATION ÉLECTRONIQUE) (A TITRE D'INFORMATION)

- Alan Nursall, président, La Galerie d'art de Sudbury

SÉANCES D'INFORMATION DES CONSEILLERS

2. Reconstruction de l'amphithéâtre Grace Hartman
(PRÉSENTATION ÉLECTRONIQUE) (A TITRE D'INFORMATION)

- Dennis Castellan, Castellan James & Partners Architects Inc. et personnel municipal

(L'amphithéâtre Grace Hartman a reçu une subvention de 5 millions de dollars par l'entremise du Fonds de stimulation de l'infrastructure. Ce fonds est soutenu à parts égales par des contributions provinciales, fédérales et municipales. Le contrat de l'étude de définition et de la conception détaillée a été attribué à la firme Castellan James and Partners Architects Inc. La conception résultante reflétera les commentaires et suggestions reçus pendant une démarche de consultation communautaire mobilisant des utilisatrices et utilisateurs de l'amphithéâtre, des membres de la communauté, le Conseil municipal et des membres du personnel municipal. Le consultant représenté par la firme Dennis Castellan et le personnel municipal donnera les grandes lignes de la démarche de consultation qui est proposée.)

DOCUMENTS DE TRAVAIL SUR LES POLITIQUES – DISCUSSION PRÉLIMINAIRE

DOCUMENTS DE TRAVAIL SUR LES POLITIQUES – DEMANDE DE DÉCISION

CORRESPONDANCE À TITRE DE RENSEIGNEMENTS SEULEMENT

3. Rapport du directeur général intérimaire de la croissance et du développement / directeur de la planification, daté du 24 juillet 2009 portant sur Coalition for a Liveable Sudbury et la croissance intelligente. **8 - 9**
(A TITRE D'INFORMATION)

(Ce rapport est en réponse à la présentation faite au Comité des priorités par la Coalition for a Liveable Sudbury, au sujet de la croissance intelligente, le 20 mai 2009.)

RAPPORTS DES GESTIONNAIRES

4. Rapport de la directrice générale des Services de développement communautaire, daté du 17 juin 2009 portant sur À votre santé, sans rien dépenser! / Feel Free to Feel Fit.

10 - 14

(RECOMMANDATION PRÉPARÉE)

(Les Services de développement communautaire proposent de mettre en oeuvre un projet pilote de cinq mois offrant la baignade hebdomadaire gratuite à cinq piscines situées dans tous les coins de la Ville du Grand Sudbury.)

ADDENDA

PÉTITIONS DE CITOYENS

MOTIONS

LEVÉE DE LA SÉANCE (RECOMMANDATION PRÉPARÉE)

Le Conseiller Craig
Présidente

Franca Bortolussi,
Secrétaire du conseil

Correspondence for Information Only



For Information Only

Coalition for a Liveable Sudbury and Smart Growth

Presented To:	Priorities Committee
Presented:	Wednesday, Aug 12, 2009
Report Date	Friday, Jul 24, 2009
Type:	Correspondence for Information Only

Recommendation

For Information Only

Background

At the Priorities Committee meeting of May 20, 2009 representatives from the Coalition for a Liveable Sudbury made an electronic presentation regarding the Coalition and Smart Growth. The Coalition reviewed the benefits of embedding sustainability in municipal decision making, and recommended to the Committee that the City should proceed with the development of an Integrated Community Sustainability Plan (ICSP) with a focus on action plans and implementation. In addition, they advised that an Advisory Panel or working group of the Healthy Community Cabinet (HCC) should be struck to assess and implement land-use planning tools that best support sustainability and Smart Growth. This work would complement and provide direction for an ICSP appropriate for Greater Sudbury. The Priorities Committee referred this matter to staff to review the materials and provide recommendations on the best way to proceed.

With this in mind, staff have met with this group for further discussion. In general terms there was agreement that an association with the HCC appears to make most sense. This work will contribute to the mandate of the HCC. As well, the HCC is an established body appointed by Council and is viewed as providing an effective vehicle to develop this type of sustainability plan.

Signed By

Report Prepared By

Mark Simeoni
Senior Planner
Digitally Signed Jul 30, 09

Division Review

Paul Baskcomb
Manager of Community and Strategic Planning
Digitally Signed Jul 30, 09

Recommended by the Department

Bill Lautenbach
Acting General Manager of Growth and Development / Planning Director
Digitally Signed Jul 30, 09

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Jul 30, 09

In the discussion with staff it was also agreed that the City has in place many documents that speak to the goals of an ICSP. These include such things as the Official Plan, the EarthCare Sudbury Local Action Plan, and the Healthy Community Strategy among others.

The Coalition has identified a mandate to “fill in the gaps, remove barriers, accelerate implementation and embed sustainability”, with respect to municipal decision making that best supports environmental, social, and economic sustainability. In order to explore this opportunity, staff is proposing that an informal working group under the EarthCare Sudbury umbrella be struck to examine this proposal. Initially this group will consist of Planning Services Division and Community Development staff and representatives from a Coalition for a Liveable Sudbury. Once formed, this group will look to further expand membership in order to obtain a balanced community perspective on the issue of sustainability and municipal decision making.

EarthCare Sudbury represents the environmental pillar under the Healthy Community Strategy. This is an appropriate vehicle for these types of discussion to occur. At this time we are not recommending that the City of Greater Sudbury apply for funding from the Federation of Canadian Municipalities for an ICSP. Rather, we are recommending that informal discussion occur with the focus being to clearly identify the gaps and the appropriate process to follow and what might be developed by this group. It is felt that the notion of using an informal group will allow a free flowing discussion around this issue, that can best identify the most appropriate structure and most effective outputs for the goals identified. In short we do not want to presuppose what this process might develop into, leaving this to be identified by the group as part of its mandate.

We expect that EarthCare Sudbury will report to the HCC the results of these discussion in the near future.



Request for Recommendation

Feel Free to Feel Fit/ À votre santé, sans rien dépenser!

Presented To: Priorities Committee

Presented: Wednesday, Aug 12, 2009

Report Date Wednesday, Jun 17, 2009

Type: Managers' Reports

Recommendation

Whereas members of the May 20th, 2009 Priorities Committee recommended that the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" initiative be brought forward for consideration with a September start date, thereby concluding in February 2010; and

Whereas members of the May 20th, 2009 Priorities Committee recommended that public transportation be considered as part of the initiative; and

Whereas funding continues to be available from the Social Services Division for free weekly swimming during a pilot period; and

Whereas the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" pilot project supports local strategies as well as the efforts of the Canadian Parks and Recreation Association and Parks and Recreation Ontario to establish a National Policy on Access to Recreation for Low Income Families.

Therefore, be it resolved that the Community Development Department implements a "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" pilot program offering free weekly swimming at all five municipally owned pools starting Friday September 18th, 2009 for a 22 week pilot period ending Sunday February 14th, 2010; and

That Transit Services provide a "two ride" pass for the pilot period, enabling participants to ride the

Signed By

Report Prepared By

Bernadette Walicki
Program Co-ordinator of Community Initiatives

Digitally Signed Aug 6, 09

Division Review

Tony Parmar
Manager of Quality, Administrative and Financial Services

Digitally Signed Aug 6, 09

Recommended by the Department

Catherine Matheson
General Manager of Community Development

Digitally Signed Aug 6, 09

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer

Digitally Signed Aug 6, 09

bus home for free and return to the pool again the following week; and

That the success of the program be evaluated by the Healthy Community Cabinet Research Committee to determine the merits of continuing, expanding or terminating the program after the initial pilot phase; and

That the results of the evaluations be brought forward to Council for information.

Finance Implications

There is no budget impact as incremental costs and lost revenues will be funded from the Social Assistance Restructuring Fund.

Policy Implications

The "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program will provide an opportunity for the Community Development Department to evaluate the need for expanded recreation activities that are offered at no cost. Increased physical activity promotes healthy living, personal growth and skill development. Likewise, free recreation opportunities which offer free transportation function to reduce inequality and isolation, encourage participation, improve self-esteem, instill a sense of belonging and eliminate embarrassment created by subsidy applications.

Background

Part of the corporate mission of the City of Greater Sudbury is to "provide excellent access to quality municipal services". As a means of bringing families and friends together regardless of socioeconomic status, the Community Development Department is proposing to implement a "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" five month pilot project offering free weekly swimming and public transportation. The motivation for this policy is to provide individuals and families with an activity whereby no application, no means testing, and no proof of income are required.

Aside from supporting the *Human Services Strategy* and the *Community Strategy to Reduce Poverty*, which stress the importance of social inclusion and the determinants of health, the initiative also strengthens the Healthy Community Strategy by recognizing the Healthy Community Charter's pledge to create "a community that encourages individuals to take ownership of their health and well being; supports individual and family wellness and safety programs; and assigns appropriate resources to build capacity and equitable access for all".

The "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" initiative is also in keeping with the Canadian Parks and Recreation Association (CPRA) and Parks and Recreation Ontario's (PRO) efforts to develop a national Policy on Access to Recreation for Low Income Families. PRO has developed a seven-point action plan, supported by a myriad of evidence, highlighting the health, social and economic benefits of inclusive recreation.

A 2007 survey* completed for PRO and funded by the Ministry of Health Promotion revealed that:

- 35% of municipalities have a Council-approved and published policy dealing with equity of access to recreation for all residents or have one in development;
- 77% of municipalities reduce or remove fees for at least some recreation facilities or programs. This includes 91% of municipalities with an equity of access to recreation policy and 70% of those without such a policy; and
- a majority of municipalities identified limited transportation and equipment (62%) and the social stigma associated with asking for financial assistance (52%) as important non-financial barriers that limit the effectiveness of fee supports.

*Every Child Plays: Access to Recreation for Low-Income Families in Ontario, Report Survey Findings, David Redmond and Associates, November 2007

Currently, the City of Greater Sudbury Leisure Services Division works with community agencies, such as the Sudbury Manitoulin Children's Foundation and the Human League to ensure that underprivileged children in the community have the opportunity to participate in municipal programs.

Program Description

The "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" initiative will include:

- A set schedule of free weekly swimming at all five municipally owned pools for a five month pilot period starting on September 18th, 2009 and finishing on February 14th, 2010.
- A free "two ride" pass, which provides participants a ride home from the pool and return transportation for the next visit.

"Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" Swim Schedule

Dow Pool	Sundays	2:30pm to 4:00pm
Gatchell Pool	Saturdays	3:00pm to 4:30pm
Howard Armstrong Centre	Fridays	6:00pm to 7:00pm
Nickel District Pool	Fridays	6:30pm to 8:00pm
Onaping Pool	Saturdays	1:00pm to 3:00pm

Swim times were scheduled based on availability and the people patterns experienced at each of the different facilities; the mix of dates and times provides participants flexibility.

"Two Ride" Pass

Passes for patrons who require transportation in order to participate in the program will be provided with "two ride" passes. This option for participants will require that they make transportation arrangements for the first swim since vouchers will only be available at the pool sites on the dates and times of the free swim - this process ensures that participants will

use the passes for the program and not for alternate reasons. Once at the pool for the free swim, patrons will receive the transportation pass for the return trip home and a second ride back to the program the following week.

The "two ride" pass system has a serial number printed on each ticket; serial numbers can then be tracked and usage can be monitored and recorded. The "two ride" passes will be programmed to expire at the end of the pilot period.

The swimming and transit schedules were reviewed in order to ensure that public transportation is available during the dates and times of the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program.

Program Costs

The total estimated program costs (comprised of estimated lost revenues associated with existing public swims, transit passes, promotion and the need for additional lifeguards) is \$25,000.

Program funding for this initiative will be provided by the Social Services Division through the Social Assistance Restructuring (SAR) fund, which was formerly known as the Ontario Child Benefit and the National Child Benefit. The SAR fund is provided by the Ministry of Community and Social Services on an annual basis.

The SAR reinvestment objectives include: helping to prevent and reduce the depth of child poverty; promoting attachment to the labour market; and reducing overlap and duplication of government programs. The SAR reinvestment is expected to enhance programs and benefits geared to low income families with children and create new programs or enhance existing programs that meet the SAR objectives, rather than replacing or offsetting current program spending. Correspondence with the Ministry of Community and Social Services confirmed that this funding source is appropriate for the program.

Promotion

The Corporate Communications and French-Language Services Section will be responsible for creating promotion material for the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" initiative. All promotion material will be available in French and English. The start date of the pilot program was decided as mid-September to allow sufficient time for printing and distribution.

Details of the program will be advertised to the public in the following ways:

- posters will be placed at all 13 libraries, 5 community pools, 14 arenas, the Social Services office and the Citizen Services Centre at Tom Davies Square;
- information flyers will be mailed to Ontario Works recipients through the monthly cheque-stub mailout;
- Best Start Hubs will be given information sheets to distribute to parents and Best Start Hubs will also be asked to include the swim times and locations on their monthly activity calendars;
- daycare providers throughout the City of Greater Sudbury will also be given information sheets through the Supervisor's Network Meeting to distribute;

- advertisements will be posted on the City of Greater Sudbury website; and
- information postcards will be distributed to elementary school students through the individual School Boards.

Evaluation

An evaluation tool to measure the success of the "Feel Free to Feel Fit/ À votre santé, sans rien dépenser!" program will be developed in consultation with the Healthy Community Cabinet Research Committee. Indicators will include the number of visits over the five month period, the effectiveness of the advertising campaign, the reasons for attending and satisfaction with the program. Evaluations will be conducted at three different intervals during the program (weeks 5, 11 and 22). Statistics will also be collected by Transit Services to determine usage over the course of the pilot period. Evaluations and data collection pertaining to the program will be summarized at the end of the pilot period to determine the feasibility of continuing, expanding or terminating the initiative.