

# *Community Needs Assessment Recommendations*

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These recommendations will be incorporated into future Parks, Recreation and Cultural Services staff work plans, and will be shared with partner organisations and stakeholders.

Schedule 1 to the Minutes of the Parks, Recreation and Cultural Services Committee meeting held on Tuesday, June 23, 2009.

## **Overarching Recommendation**

- Maintain current levels of service offering

## **Parks and Trails**

- Foster neighbourhood parks
- Showcase major parks and Richmond's Nature Park
- Review transportation options from Richmond Nature Park
- Review "dog on leash" areas and policies. This may include adding off-leash areas as well as increased enforcement
- Monitor and review trail use
- Creation of culturally relevant opportunities for groups to meet, exercise and socialise in neighbourhood parks

## **Aquatics**

- Length versus public swim space to be evaluated and the ratio between lane versus public swim to be evaluated
- Public aquatic facility cleanliness, or the perception of it, needs to be addressed
- Perception of inadequate aquatic facility security to be addressed

## **Community Centres/Facilities**

- Address perceived differences in how different community centres are operated

## **Arts & Cultural Programs and Facilities**

- Carry out a marketing and branding campaign for each of the Richmond Art Gallery and the Richmond Art Centre
- Address public confusion over identify and roles of Richmond Main Library and other facilities within Richmond Cultural Centre
- Showcase the work of Richmond Arts Centre and Richmond Art Gallery in other public facilities, such as Community Centres, to raise the profile of both facilities
- Carry out an awareness campaign for Richmond's Museum and heritage facilities
- Carry out an awareness campaign for Gateway Theatre which addresses issues such as the perception that its programs are too expensive and to raise awareness of available culturally relevant programming
- Carry out an evaluation of communication of pricing for Gateway Theatre programs
- Evaluate the impact of pay parking on affordability of Gateway Theatre programs

## **Programming and Registration**

- Implement scheduling of more varied programming including programming involving less time commitment, more drop-ins, more informally structured opportunities.
- Ensure communication around a programs time commitment is accurate and complete

- Supply a computer terminal or telephone at community centres that can be used by clients to register for programs and activities not offered at the centre they are visiting to remove some of the frustrations around registration
- Carry out an overall evaluations of registration

#### **Information**

- Provide fuller and more accurate information online for PRCS programs and services
- Leverage positive results in marketing and communication
- Evaluate the continued role of the PRCS Guide and adjust this role accordingly over time
- Make information, both offline and online, available in several languages of choice

#### **Ethnic Diversity and New Immigrants**

- Continue to partner with non-profit partners to reach ethnic minorities and immigrant groups
- Expand community partnerships to develop culturally relevant services and needs, such as aquatic facility changing room issues around privacy
- Expand and foster culturally relevant programming
- Have staff wear name tags that include languages which are not as well represented in Richmond
- Review and establish guidelines around translation, in-language printed materials, use of ethnic media
- Work with new immigrants to Canada and the other agencies that serve them to built and expand awareness of PRCS programs, facilities and services

#### **Volunteerism**

- Promote benefits of volunteering and accurately convey the time commitments involved in these opportunities
- Create a greater range of volunteering opportunities including opportunities in languages other than English, and volunteer opportunities for new immigrants

#### **Other Recommendations**

- Address the fact that many Hamilton residents feel their region is under-serviced
- Evaluate all aspects of the PRCS Recreation Fee Subsidy Program
- Initiate initiatives to increase youth engagement focussing on referral and/or mentoring programs
- Conduct an evaluation of the name and branding of the Minoru Place Activity Centre

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