Agenda – Executive Policy Committee – June 13, 2007

REPORTS

Item No. 10 General Council of Winnipeg Community Centres - Plan 2025
File PR-2

GENERAL COUNCIL OF WINNIPEG COMMUNITY CENTES RECOMMENDATION:

The General Council of Winnipeg Community Centres, in conjunction with Urban Edge Consulting Inc. and KGM Consultants Inc., developed a twenty-year comprehensive strategy titled Plan 2025 for submission to the Executive Policy Committee.



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Plan 2025

General Council of Winnipeg Community Centres
For: Executive Policy Committee, May 2007

AGENDA

1. Project Overview
2. Project Structure
3. Process and Products
4. Organization
5. Communications

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1. PROJECT OVERVIEW

GCWCC Planning Framework

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SCOPE OF WORK

Develop a 20-year comprehensive strategy

- 1 overall plan providing long term direction (GCWCC)
- 5 supportive plans for district development (District Boards)
- Consistent with the Recreation Leisure and Libraries Facilities (RLLF) Policy (adopted by City Council May 2005)
- In keeping with GCWCC's Strategic Plan

Outcome

- Support and sustain a volunteer base
- Guide the delivery of recreational programs
- Direct facility development

…for this, and the next, generation of users

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PHASED APPROACH

Phase 1: GCWCC provides leadership and direction through an overall planning framework

Phase 2: Each District Board builds upon the framework providing long range plans for the district

Phase 3: GCWCC evaluates the recommendations and develops a short term implementation strategy

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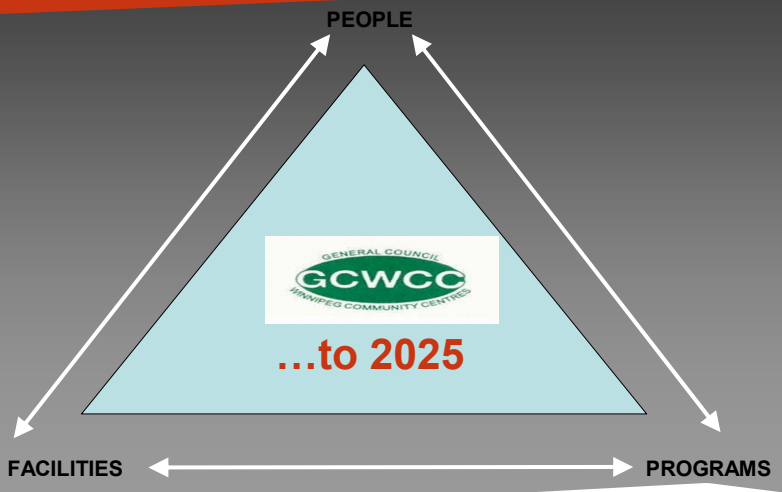
PLANNING MODEL



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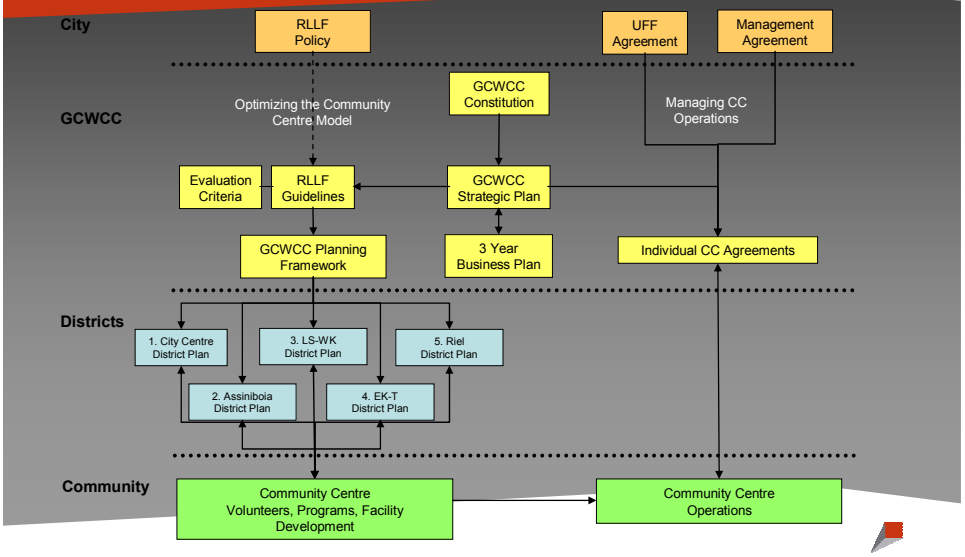
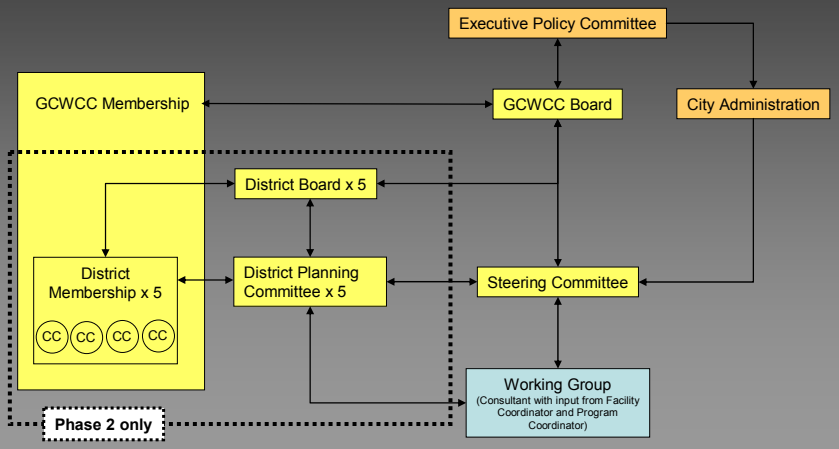
GOVERNANCE & MANAGEMENT





2. PROJECT STRUCTURE
GCWCC Planning Framework

PLANNING ORGANIZATION



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STEERING COMMITTEE

Name	Title	Organization
Steve Bemrose Chair	President	GCWCC
Pat O'Connor	Board Member	GCWCC
Marlene Amell	Executive Director	GCWCC
Clive Wightman	Director, Community Services Department	City of Winnipeg
Dan Prokopchuk	Manager, Community Development and Recreation Services	City of Winnipeg
Connie Walker	Manager, Strategic Management, CAO Secretariat	City of Winnipeg

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WORKING GROUP

Name	Title	Organization
Gerry Couture	President	Urban Edge Consulting
Gerald Mirecki	President	KGM Consultants
Cindy Fox	Facilities and Program Coordinator	GCWCC



3. PROCESS AND PRODUCTS
GCWCC Planning Framework

CONTENTS: Planning Framework

A. Purpose

- The RRLF policy and intent; the GCWCC's mandate; the role of district plans; intended outcomes

B. Context

- History; evolution; overview of facilities, programs, volunteers; boundaries and catchment areas; trends in recreation services; other service providers

C. Research and Analysis

- Demographics and Recreation
  Current demographics, programming, and volunteering; current strengths/weaknesses; demographic projections to 2025 and implications; opportunities and challenges
- Space Planning
  Current space by centre by district; current population; space to pop ratios; population projection to 2025; additional space needed

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CONTENTS: Planning Framework

D. Direction and Parameters

- Vision for recreation; allocating space to districts for planning purposes; expectations for district planning; GCWCC support

E. Decision-Making Model

- How plans will be adopted/implemented; process for funding; leveraging resources; political decision-making process

F. Plan Review and Evaluation

- How plans will be monitored/updated

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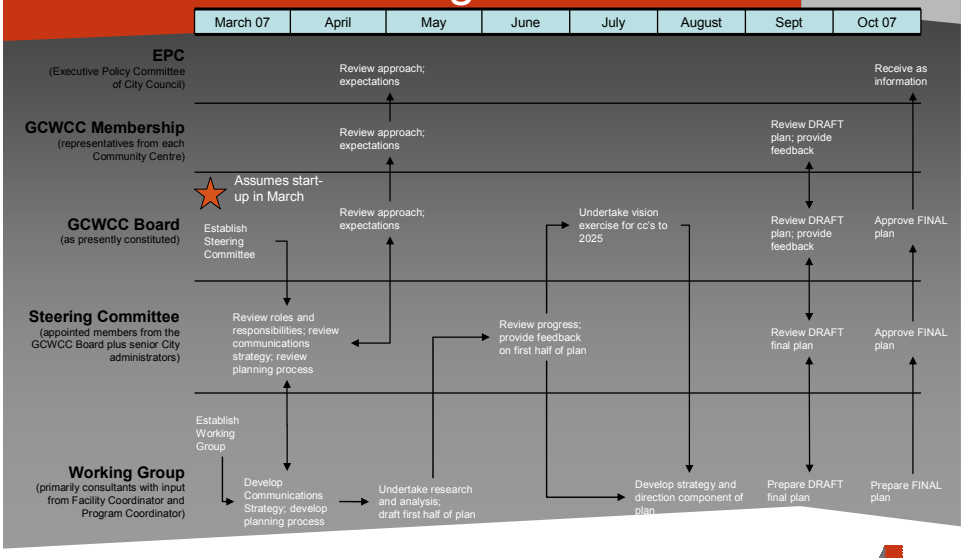
PROCESS: Planning Framework



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CONTENTS: District Plans (x 5)

A. Summary of GCWCC Direction
- From Phase 1 Planning Framework

B. Current Situation
- Programming review, volunteer base assessment, and facility review by centre and district overall

C. Needs Assessment
- Programming, volunteer, and facility needs to 2025

D. Moving Forward
- Opportunities and challenges; a strategy for program distribution, for volunteer retention and recruitment, and for facility development (potential mergers, rationalization)

E. Recommendations for Implementation
- Current projects; new project proposals; priorities

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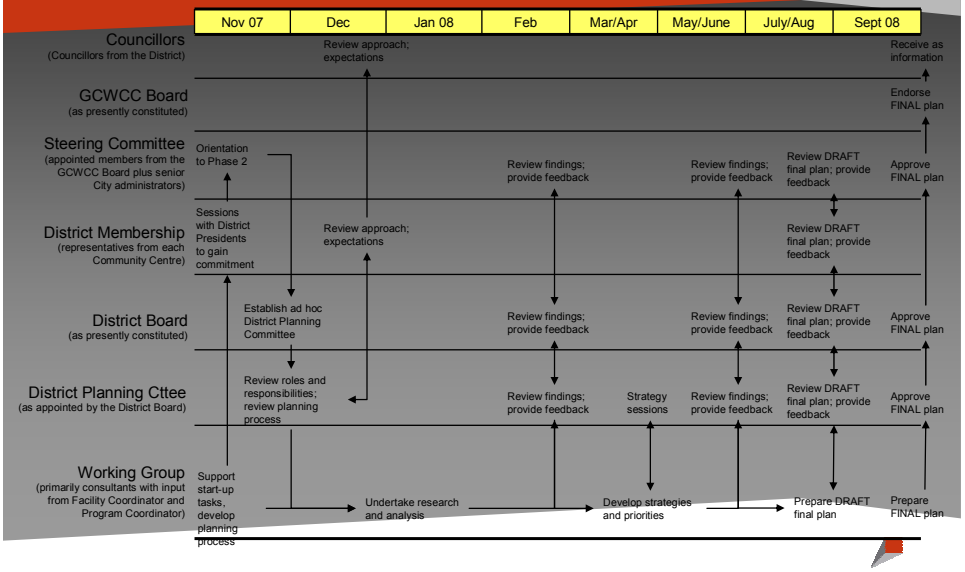
PROCESS: District Plans



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4. ORGANIZATION
GCWCC Planning Framework

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STEERING COMMITTEE

Composition

- 3 GCWCC representatives (Pres, ED, 1 non-exec)
- 3 members of the civic administration (2 CSD, 1 CAO Sec)
- Chaired by a GCWCC Board representative

Role/Responsibilities

- Guides development of Planning Framework
- Oversees development of 5 District Plans
- Provides insight and guidance into processes
- Provides insight and guidance into plan content
- Helps resolve issues that arise from planning processes
- Provides interface and liaison with respective organizations
- Provides guidance for communications

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STEERING COMMITTEE cont'd

Decision-Making Authority

- Reports to GCWCC Board in advisory capacity
- Endorses and recommends for approval an overall planning framework
- Endorses and recommends for approval five District Plans
- Endorses and recommends for approval capital project priorities
- Utilizes a consensus approach to decision-making

Time Commitment

- Phase 1: Monthly meetings 1.5 - 2.0 hours Mar 07 – fall 07
- Phase 2: Bi-monthly meetings 1.5 – 2.0 hours fall 07 – fall 08

Support

- Working Group will provide input into process
- Consultants will provide all logistic and content support

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DISTRICT COMMITTEE

Composition

- 2-3 District Board representatives
- 1 GCWCC Board representative
- 2-3 members of the civic administration (Rec Tech, CRC)
- Chaired by a District Board representative

Role/Responsibilities

- Oversee development of District Plan
- Provide insight and guidance into planning process
- Provide insight and guidance into plan content
- Help resolve issues that arise from planning process
- Provide interface and liaison with respective organizations
- Provide guidance for communications

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DISTRICT COMMITTEE cont'd

Decision-Making Authority

- Reports to District Board in advisory capacity
- Receives advise from Steering Committee
- Endorses and recommends for approval the District Plan
- Endorses and recommends for approval capital projects aligned with Plan
- Utilizes a consensus approach to decision-making

Time Commitment

- Monthly meetings 1.5 - 2.0 hours fall 07 – fall 08

Support

- Working Group will provide input into process
- Consultants will provide all logistic and content support

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WORKING GROUP

Composition

- Consultants: Urban Edge and KGM
- GCWCC Facilities and Program Coordinator

Role/Responsibilities

- Provides support to Steering Committee
- Provides support to District Planning Committee
- Develops and provides support to Communications Strategy
- Manages Phase 1 and Phase 2 planning processes
- Undertakes all work to produce the Planning Framework and 5 District Plans
- Ensures continuity with GCWCC Board and District Boards

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WORKING GROUP cont'd

Decision-Making Authority

- Makes day to-day decisions on process and content
- Reports to Steering Committee in advisory capacity
- Utilizes a consensus approach to decision-making

Time Commitment

- As required March 07 – fall 08

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5. COMMUNICATIONS
GCWCC Planning Framework

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OBJECTIVES

The Communications Strategy is intended:

- To manage expectations regarding the process and the products
- To share information and promote awareness of challenges and possible solutions
- To minimize issues and concerns through proactive communications
- To respond appropriately to issues and concerns that arise
- To build support for proposed plans

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TARGET AUDIENCES

The Communications Strategy is directed toward:

- Elected Officials
  - City Council, Executive Policy Committee, Community Committees, individual Councillors
  - Provincial MLAs
- Community Centre volunteers
  - GCWCC Board, District Boards, Community Centre Presidents, Community Centre Boards
- Civic Administration
  - CAO, Community Services, Public Works, Planning, Property and Dev't
- Provincial administration
  - Infrastructure secretariat, Intergovernmental Affairs
- General Public
- Media
- Other service providers, potential partners
  - School divisions, Sport Manitoba, Boys and Girls Clubs, etc.

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COMMUNICATION TOOLS

Primary forms of communication

	GCWCC web site	Fact/Info Sheets	Press Releases	Progress Reports	Face to face briefings
Elected officials (City/Prov)				✓	✓
Community centre volunteers	✓	✓			✓
Civic/Prov administration				✓	✓
General public	✓				
Media			✓		On Request
Other service providers					✓

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