

# Health & Active Living Master Plan

RESIDENT  
REPORT



Highlights for Parks and  
Recreation Service Delivery  
over the next 10 years  
(2018 - 2028)



Town of  
East Gwillimbury

[eastgwillimbury.ca](http://eastgwillimbury.ca)



## Message from the Mayor & Council

As we look to the next 10 years in East Gwillimbury, the Town is guided by the commitment to build a complete community that provides healthy places to live, work, play and learn. This includes ensuring that residents have access to the proper facilities, programs and services that allow them to make healthy choices to enhance their physical, mental, social health, and wellness.

**Councillor James R. Young**  
**Councillor Tara Roy-DiClemente**  
**Councillor Marlene Johnston**  
**Councillor Joe Persechini**

In our role, Council often receives feedback from the public regarding the various needs in the community. As part of this process, the Town is committing to work with external partners to provide the programs and services needed in our community. Over the 10 year plan you will see a commitment to seniors living, youth programming, and outdoor spaces, to name just a few.

Your opportunity to provide feedback isn't over. As we move through this plan, we will continue to look to you, the residents, for your feedback, thoughts, and comments. If there is something you would like to see in the community, our door is always open.

Virginia Hackson, Mayor

The Town is working to create opportunities for health excellence, encourage a culture of collaboration, build on the strengths of the community and empower patrons and partners.

The Town's Health & Active Living Master Plan charts out the next ten years for Community, Parks, Recreation and Culture (CPRC) in East Gwillimbury. The Plan outlines how East Gwillimbury residents will enjoy parks, recreation, cultural activities, and connect with their environments. The Plan is built from public feedback and discussions with key user groups and stakeholders in 2017.

The Plan is based on the Town's Strategic Plan which guides all Town programs and services. Through the three main pillars of the Strategic Plan, the Town is committed to:

- **Providing balanced, quality, affordable programs and services and facilities in all areas of the municipality for a safe, accessible and liveable community.**
- **Building a complete community that provides healthy places to live, work, play and learn.**
- **Being a high performance municipal organization committed to service and excellence.**

Under the new Plan, the Town will provide a wide variety of recreation and cultural programs. It will also become a service arranger, by ensuring there are convenient and complementary services available through partnerships. The Town will work to ensure partnerships with community organizations, the private sector, not-for-profit agencies and other levels of government to further the health and overall quality of life for residents. This work will include eliminating duplication of services, maximizing resources, and ensuring financial and facility resources are used effectively, with the aim to provide one-stop access points in the community for residents.

## Why is the Town taking a more holistic health & active living approach to service delivery?

Only **10%** of people's time is spent outdoors.

Only **28%** of students walk to school.

**54%** of adults and **24%** of youth are overweight or obese.

## Why do Canadians think parks & recreation is important?

**93%** Say it improves health.

**98%** Say it benefits the community.

**89%** Say it creates opportunities to be more social.

**77%** Say it helps to reduce crime.

**75%** Say it helps children and youth lead healthy lifestyles.

**90%** Of children do not meet the Canadian Physical Activity Guidelines.



## How is East Gwillimbury going to change over the next ten years?

Based on development projections, East Gwillimbury's population will grow to over 45,000 by 2028.



Through Census Canada Research and comparing how other nearby communities developed during rapid population growth we can reasonably assume that:

 The number of people in all age groups will increase and there will be a **considerable increase in residents 55+ years of age.**

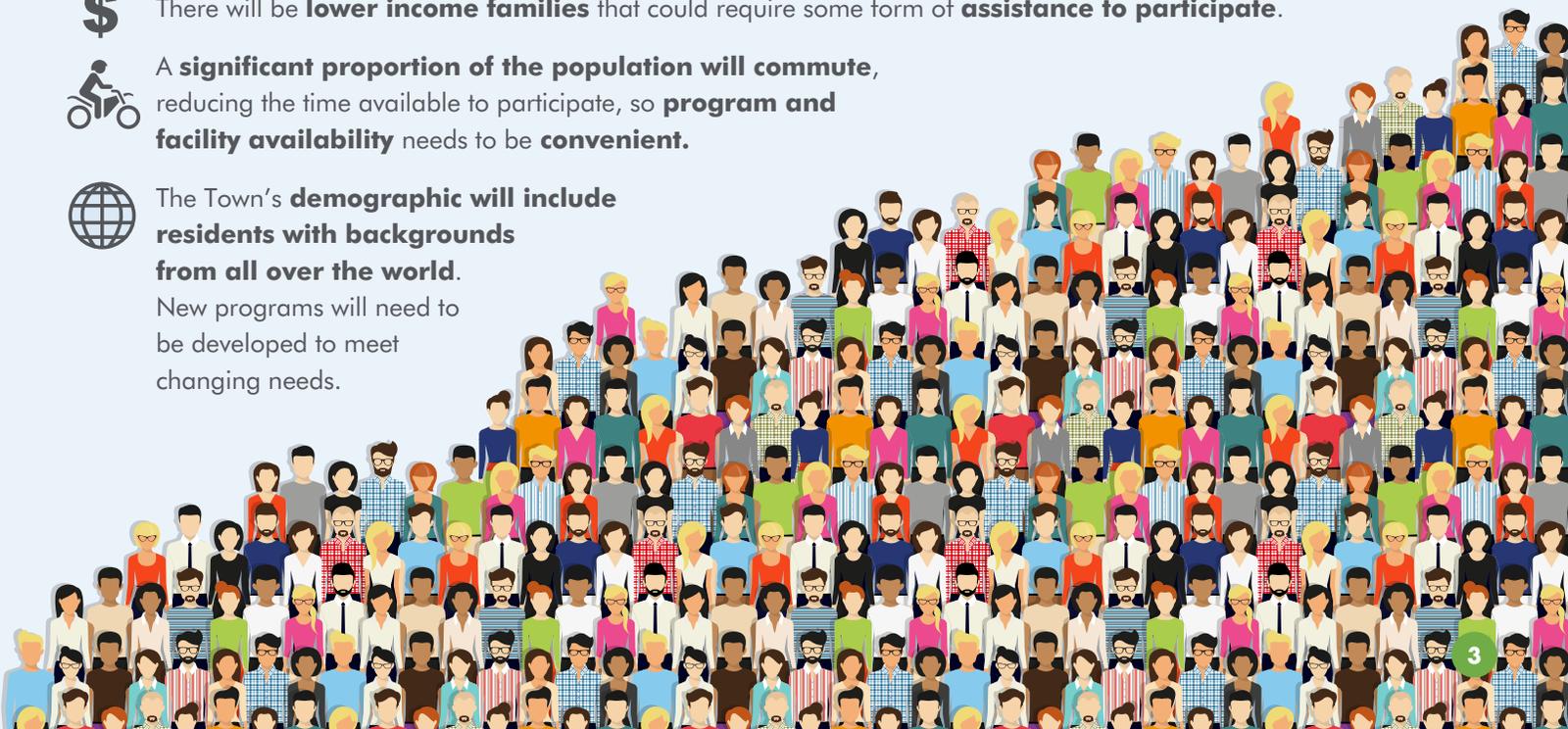
 **Residents will have limited disposable income, meaning programs need to be affordable.**

 There will be **lower income families** that could require some form of **assistance to participate.**

 A **significant proportion of the population will commute,** reducing the time available to participate, so **program and facility availability** needs to be **convenient.**

 The Town's **demographic will include residents with backgrounds from all over the world.**

New programs will need to be developed to meet changing needs.



# Health & Active Living Master Plan Outreach & Input

The Town received over 700 respondents from all communities to the online survey

Over 30 public meetings were held with community stakeholders

## Highlights of the survey results:

### How do residents spend their daily life

- ✓ 73% Watch TV or spend time on the computer
- ✓ 53% Plan healthy meals
- ✓ 44% Participate in 60 minutes of moderate exercise daily

### What activities were residents most interested in

- ✓ 91% Active outdoor activities
- ✓ 84% Trails
- ✓ 84% Fitness and exercise
- ✓ 68% Arts and culture activities and programs
- ✓ 65% Aquatics activities

### What type of indoor spaces do residents want to see

- ✓ 73% Library
- ✓ 57% Aquatics Centre
- ✓ 55% Arena

### What type of outdoor spaces do residents want to see

- ✓ 80% Trails
- ✓ 60% Parks, public gathering and picnic spaces
- ✓ 57% Playgrounds
- ✓ 52% Splash pads
- ✓ 51% Outdoor ice rink

### What type of programs do residents want to see

- ✓ Variety of fitness and wellness programs
- ✓ Swimming
- ✓ Hiking
- ✓ Sports
- ✓ Arts and culture programs



East Gwillimbury will remain over **70% green, agricultural, and rural** once fully developed

**Investing in Parks and Recreation and Health & Active Living =**  
A return on investment in the overall quality of life for East Gwillimbury residents

### What does a healthy & active East Gwillimbury look like?



**Healthy People:** Ensuring there are a variety of health and social services, as well as high quality sport, recreation and cultural programs and facilities.



**Engaged Citizens:** Ensuring there is a sense of community that welcomes people of different origins, and makes sure there are services for them.



**Vibrant Culture:** Ensuring past heritage and new cultures are respected and artistic and cultural expression are encouraged.



**Sustainable Environment:** Ensuring the Town protects the natural environment by managing trails and parks, and stewarding natural resources.



**Dynamic Economy:** Ensuring there are jobs, education opportunities, and affordable housing.

### How will Community Parks, Recreation and Culture help create a healthy Town?

The Town will act as a service arranger, making sure there are programs that meet the physical, social, emotional, and spiritual needs of a broad range of cultures by:

- ✓ Providing a wide range of services such as: fitness, learning programs, sports, social activities, arts, theatre and more for all ages in all parts of the Town.
- ✓ Working with other agencies, community organizations and governments to have convenient and complementary health, social and community support programs like nutrition, counselling, safety awareness, rehabilitation, etc. close to where people live.
- ✓ Making sure there are a variety of modern, recreation facilities and community halls where people can come and make choices about how they want to spend their leisure time.
- ✓ Having outdoor sport fields, tennis courts, basketball courts, skate parks, BMX and mountain bike parks, splash pads, playgrounds and trails where people of all ages can be active.
- ✓ Creating trails and parks where people feel safe and can enjoy nature, while at the same time do things to be active and healthy.

## How will the Town strive to make a difference in the day to day life of residents?

### Programs and services will be designed to encourage things such as:

- ✓ Decreased overall stress and anxiety levels.
- ✓ Participation in healthy choices such as eating better and decreased screen or stagnate leisure time.
- ✓ More socialization and gathering with other residents, friends, and family.
- ✓ More volunteer opportunities.
- ✓ Increased awareness of opportunities to interact with the community.
- ✓ Environmental stewardship which includes preserving water and air quality, wetlands and fostering environmental responsibility.
- ✓ Opportunities for all – Accessibility, equitability and affordability.
- ✓ Integration of health and active living principles and values with broader municipal decision-making.

### Measuring Progress

The Town will use surveys and standard metrics to monitor impacts of service delivery. For example, tracking the number of programs run, KM of trails, hectares of parkland, and satisfaction surveys for indoor and outdoor facility users.



# What should the Town Build, When, & Where?

## Key Guiding Principle for Infrastructure



The Town has adopted a “Just in Time” Funding and Resource Allocation strategy. This means that construction and operation of new facilities will be based on the population required to support the facility. This ensures that the Town only builds facilities it can afford to operate.



## Indoor Facilities

**Short-Term\* - 1 to 3 years**  
**Approximately 35,000 to 40,000 population**

Indoor Facility	Projected Capital Construction Costs
<p><b>Health &amp; Active Living Plaza</b></p> <ul style="list-style-type: none"> <li>• Aquatics Centre</li> <li>• Gymnasium with track</li> <li>• Youth space</li> <li>• Seniors space</li> <li>• Program space</li> <li>• Flexible arts and culture display and performance space</li> <li>• Contracted childcare</li> <li>• Administration offices</li> <li>• Centralized Customer Service</li> </ul>	<p><b>+/- \$30M</b></p>
<p><b>Library</b></p> <p>Provision for potential future phasing:</p> <ul style="list-style-type: none"> <li>• Potential for contract fitness provider with future phasing</li> <li>• Potential library expansion</li> </ul>	<p><b>+/- \$4 to 6M</b></p>

**Mid-Term - 4 to 6 years**  
**Approximately 40,000 population**

Indoor Facility	Projected Capital Construction Costs
<p><b>Holland Landing Community Centre</b></p> <p>Expansion and enhancement project:</p> <ul style="list-style-type: none"> <li>• Gymnasium</li> <li>• Program space</li> <li>• Youth space</li> <li>• Expanded and enhanced seniors space</li> </ul> <p>Library expansion</p> <p>Potential to include increased program space in partnership with Community Parks Recreation &amp; Culture</p>	<p><b>+/- 10M</b></p>
<p><b>Sports Complex</b></p> <p>Expansion and enhancement project:</p> <ul style="list-style-type: none"> <li>• Third ice pad</li> </ul> <p>Additional considerations:</p> <ul style="list-style-type: none"> <li>• Provision and rough-in for fourth ice pad</li> <li>• Practice/development pad potentially in partnership with other stakeholders</li> <li>• Stretching and dryland space</li> <li>• Sports Hall of Fame</li> </ul>	<p><b>+/- 12M</b></p>

\* Timeframes are contingent upon population thresholds and may be subject to change.  
 Timeframes include planning, design, and construction.

**Mid-Term - 4 to 6 years**  
**Approximately 40,000 to 45,000 population**

**Long-Term - 7 to 10 years**  
**Approximately 45,000 + population**

Indoor Facility	Projected Capital Construction Costs
<p><b>Mount Albert Community Centre</b></p> <p>Expansion and enhancement project</p> <ul style="list-style-type: none"> <li>• Program space including expanded and enhanced space for fitness instruction, child and youth programming</li> <li>• Dedicated youth space</li> </ul>	<p><b>+/-5 to 7M</b></p>

Indoor Facility	Projected Capital Construction Costs
<p><b>Ross Family Complex</b></p> <ul style="list-style-type: none"> <li>• Study for expansion and enhancement</li> </ul>	<p><b>N/A</b></p>
<p><b>Large Scale Multi Use Recreation Complex /Green Lane Secondary Plan</b></p> <ul style="list-style-type: none"> <li>• Develop initial facility fit and concept</li> <li>• Secure land</li> </ul>	<p><b>N/A</b></p>
<p><b>Future High School Partnership</b></p> <ul style="list-style-type: none"> <li>• Examine potential partnership opportunities for indoor and outdoor facilities</li> </ul>	<p><b>N/A</b></p>



# Parks & Trails<sup>+</sup>

**Short-Term\* - 1 to 3 years**

**Approximately 35,000 to 40,000 population**

Outdoor Facility	Projected Capital Construction Costs (2018)
<p><b>Mount Albert Park Re-Development (Phase 1)</b></p> <ul style="list-style-type: none"> <li>• Skate park</li> <li>• Junior and senior playground</li> <li>• Events pavilion</li> <li>• Services for natural outdoor skating</li> </ul>	<p><b>+/- \$750K</b> <b>Partial Development Charge eligible funding</b></p>
<p><b>Queensville Park Re-Development (Phase 1)</b></p> <ul style="list-style-type: none"> <li>• Tennis courts (replace two existing courts with three new courts) and shade structure</li> </ul>	<p><b>+/- 500K</b> <b>Partial Development Charge eligible funding</b></p>
<p><b>Anchor Park Field Lighting</b></p> <ul style="list-style-type: none"> <li>• Retro-fit lighting to soccer field</li> <li>• Retro-fit lighting to baseball diamond</li> </ul>	<p><b>+/- 280K</b> <b>Development Charge eligible funding</b></p>
<p><b>Health &amp; Active Living Plaza Park</b></p> <ul style="list-style-type: none"> <li>• Senior lit baseball</li> <li>• Senior lit artificial turf field and track</li> <li>• Skateboard park</li> <li>• Events space</li> <li>• Junior and senior playground</li> </ul>	<p><b>+/- 5-7M</b> <b>Development Charge eligible funding</b></p>
<p><b>Review Facility Fit and Phasing for Civic Centre Precinct Plan</b></p> <ul style="list-style-type: none"> <li>• Event and gathering space</li> <li>• Public performance space</li> </ul>	<p><b>N/A</b></p>
<p><b>Centralized Outdoor Skating</b> <b>Civic Centre Precinct or Queensville Health &amp; Active Living Plaza</b></p> <p>Considerations:</p> <ul style="list-style-type: none"> <li>• Full size covered refrigerated pad</li> <li>• Seasonal events space</li> <li>• Water feature</li> <li>• Temporary pilot natural outdoor skating could be provided at Civic Centre Lands</li> </ul>	<p><b>+/- 3-4M</b> <b>Development Charge eligible funding</b></p>
<p><b>Off-Leash Dog Zone</b></p> <ul style="list-style-type: none"> <li>• Establish first of two off-leash dog zones. One in Sharon, Queensville or Holland Landing and one in Mount Albert. Project could be incorporated into an existing park.</li> </ul>	<p><b>\$50K - Leverage sponsorship opportunities for capital construction</b></p>
<p><b>Trails</b></p> <ul style="list-style-type: none"> <li>• Continue implementation of Active Transportation &amp; Trails Master Plan priority projects (Oriole, Colony, Lake to Lake route, and Nokiidaa trails)</li> <li>• Develop and implement trails signage strategy</li> <li>• Continue implementation of Active Transportation &amp; Trails Master Plan priority projects</li> <li>• Conduct a refresh and revision to the Active Transportation &amp; Trails Master Plan</li> </ul>	<p>Project specific to each capital budget year. Development Charge eligible funding may apply to some projects. Partnership Funding (LSRCA and York Region) should be leveraged where possible for each project.</p>
<p><b>Potential Parks Land Assembly Strategy</b></p> <ul style="list-style-type: none"> <li>• Examine opportunity to build land inventory for future parks to support large-scale parks and sports field development</li> </ul>	

+ Includes large-scale new parks development and re-development projects, does not include neighbourhood parks development.

\* Timeframes are contingent upon population thresholds and may be subject to change. Timeframes include planning, design, and construction.

**Mid-Term - 4 to 6 years**  
**Approximately 40,000 population**

Outdoor Facility	Projected Capital Construction Costs (2018)
<p><b>Potential Implementation of Civic Centre Precinct Plan (Phase 1)</b>            Considerations:</p> <ul style="list-style-type: none"> <li>• Develop shovel ready drawings for potential grant intake</li> </ul> <p><b>Mount Albert Lions Park</b></p> <ul style="list-style-type: none"> <li>• Development of two senior lit soccer fields</li> <li>• Potential maintenance and field house partnership project with community stakeholder</li> </ul> <p><b>Sports Complex Park Re-Development</b></p> <ul style="list-style-type: none"> <li>• Feasibility study and implementation of outdoor space to support parks uses</li> <li>• Considerations for lit baseball</li> </ul> <p><b>Off-Leash Dog Zone</b></p> <ul style="list-style-type: none"> <li>• Establish second of two off-leash dog zones. One in Sharon, Queensville or Holland Landing and one in Mount Albert. Project could be incorporated into an existing park.</li> </ul> <p><b>Trails</b></p> <ul style="list-style-type: none"> <li>• Continue implementation of Active Transportation &amp; Trails Master Plan priority projects</li> <li>• Develop and implement trailhead improvement and enhancement strategy</li> </ul> <p><b>Potential Parks Land Assembly Strategy</b></p> <ul style="list-style-type: none"> <li>• Examine opportunity to build land inventory for future parks to support large-scale parks and sports field development</li> </ul>	<p style="text-align: center;"><b>N/A</b></p> <p style="text-align: center;"><b>\$1.5M - Development Charge eligible funding</b></p> <p style="text-align: center;"><b>N/A</b></p> <p style="text-align: center;"><b>\$50K - Leverage sponsorship opportunities for capital construction</b></p> <p style="text-align: center;">Project specific to each capital budget year.            Development Charge eligible funding may apply to some projects.            Partnership Funding (LSRCA and York Region) should be leveraged where possible for each project.</p> <p style="text-align: center;"><b>N/A</b></p>

**Long-Term - 7 to 10 years**  
**Approximately 45,000+ population**

Outdoor Facility	Projected Capital Construction Costs (2018)
<p><b>Planning for Large Scale Parks Development (Green Lane Secondary Plan)</b></p> <ul style="list-style-type: none"> <li>• Secure land</li> <li>• Initial parks facility fit and concepts</li> </ul> <p><b>Trails</b></p> <ul style="list-style-type: none"> <li>• Continue implementation of Active Transportation &amp; Trails Master Plan priority projects</li> </ul> <p><b>Partnership Opportunities with Future High School</b></p> <ul style="list-style-type: none"> <li>• Examine partnership opportunities for indoor and outdoor facilities</li> </ul>	<p style="text-align: center;"><b>N/A</b></p> <p style="text-align: center;">Project specific to each capital budget year.            Development Charge eligible funding may apply to some projects.            Partnership Funding (LSRCA and York Region) should be leveraged where possible for each project.</p> <p style="text-align: center;"><b>N/A</b></p>

**General Parks Upgrade Considerations**

Enhancements to existing parks to include additional amenities to support place making and community gathering (additional seating and tables, outdoor eating/picnic facilities).

## Current & Future Potential Partners

Community Parks Recreation and Culture will continue to leverage dynamic partnership relationships to further Health & Active Living opportunities, expanded services and a vibrant community. Potential partners and previous partnerships include:

### Health Services

#### York Region Community & Health Services

- Fair Access to Recreation Programs (Parks & Recreation Ontario Award of Excellence 2017)

### Public Community & Social Services

#### Neighbourhood Network

- Volunteer appreciation evening
- Future partner at the Health & Active Living Plaza
- Recreation subsidy program

#### Mount Albert Lions

- Nature Day environmental education and fun outdoors for children
- Mount Albert Skate Park

### Active Living

#### East Gwillimbury Soccer Club

- Soccer Centre for Excellence at Mount Albert Lions Hall and Park

### Camps & Partnership Programming

#### East Gwillimbury Minor Hockey Association

- Contributing partner to East Gwillimbury Sports Complex capital improvements
- Future partner for hockey development programming

#### York North Basketball Association

- Partnership with Town of East Gwillimbury & YNBA camps
- Future programming partner at the Health & Active Living Plaza

#### Seniors Task Force

- Partnership programming, walking group and day trips

### Learning Arts Culture & Diversity

#### East Gwillimbury Public Library

- Partnership programming

#### York Region District School Board

- Phoebe Gilman Public School with Harvest Hills Activity Centre and Park

#### Sharon Temple Museum Society

- Community events partner (Canada Day, Haunted Halloween Hike and Culture Days)
- Potential partner for visitors centre program space

#### Lake Simcoe Region Conservation Authority

- Civic Centre Accessibility Entrance Low Impact Development (Parks & Recreation Ontario Award of Excellence 2018) and Nokiidaa Trail project

#### Queensville Players

- Partnership programming

### Other possible future partners include:

#### Southlake Regional Health Centre Centre for Addiction and Mental Health

#### Canadian Mental Health Association Community and Home Assistance to Seniors (CHATS)

#### York Regional Police

#### YMCA Services (Childcare, Child and Youth Programs)

#### York Region Catholic District School Board

## Outreach, Advocacy & Involvement

The Town will continue to identify key areas where further outreach, advocacy and involvement could be developed with specialized representation. Potential areas that have been identified include:

- Formal Corporate Volunteer Program
- Arts and Cultural Advisory Committee
- Youth Advisory Committee
- Seniors Association
- Sports Advisory Committee

## The Town's commitment to promote overall quality of life in East Gwillimbury

The Town will continue to promote green, healthy and active lifestyle opportunities through new Health & Active Living events:

- **Annual Health & Active Living Fair** – The Town will host both a Spring/Summer and Fall/Winter Health & Active Living Fair with community sports, health, social services, learning arts, culture and diversity partners.
- **Health & Active Living Days** – The month of June is provincially known as Parks and Recreation Month. The Town will honour this theme by hosting a month of free activities and events with health, social services, learning, arts and cultural partners.



## Get Involved!

- ✓ Set healthy and active lifestyle goals for you and your family.
- ✓ Sign up for a program or drop in to a Town program or facility.
- ✓ Visit one of the Town's many parks, splash pads, sports fields or trails.
- ✓ Volunteer with a community organization to share your skills and learn new things.
- ✓ Connect with your neighbours at parks, special events and gatherings.
- ✓ Stay up to date on Town news and information by signing up for the Town's eNewsletter at [eastwillimbury.ca/eNews](http://eastwillimbury.ca/eNews).



This guide is available in alternative format by request.

### Provide your feedback:

📍 19000 Leslie Street  
Sharon, ON L0G 1V0

☎ (905) 478-4282

@ customerservice@eastwillimbury.ca

🌐 [eastwillimbury.ca](http://eastwillimbury.ca)

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Town of  
**East Gwillimbury**