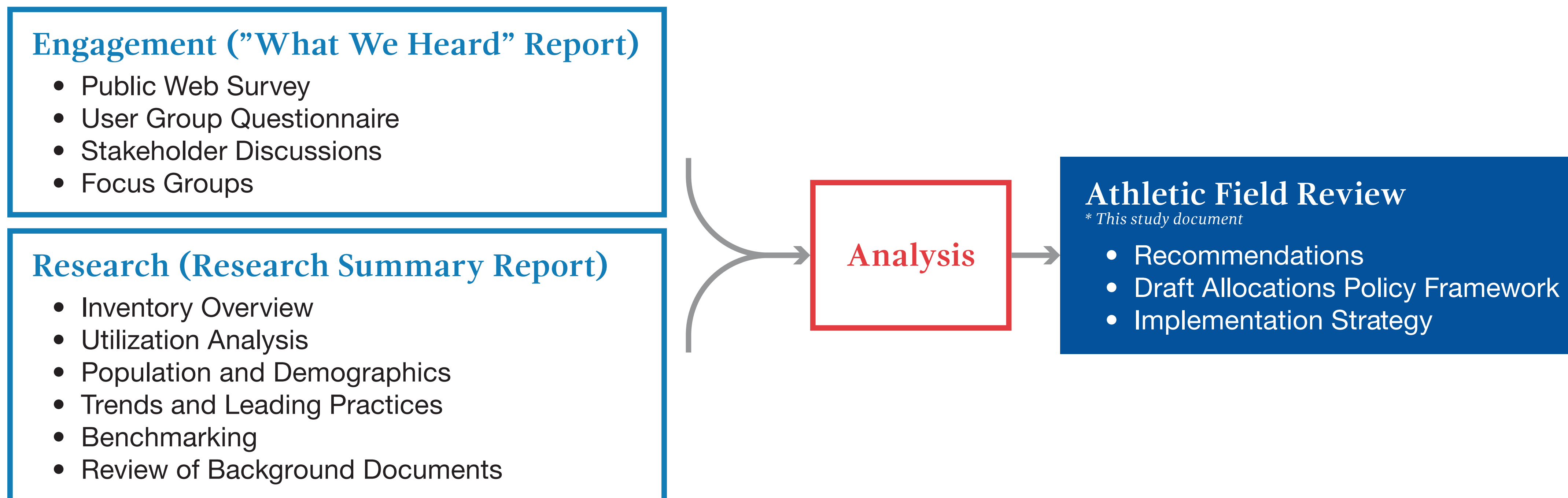


Welcome!

**Draft Athletic Field Review:
Public and Stakeholder Review**

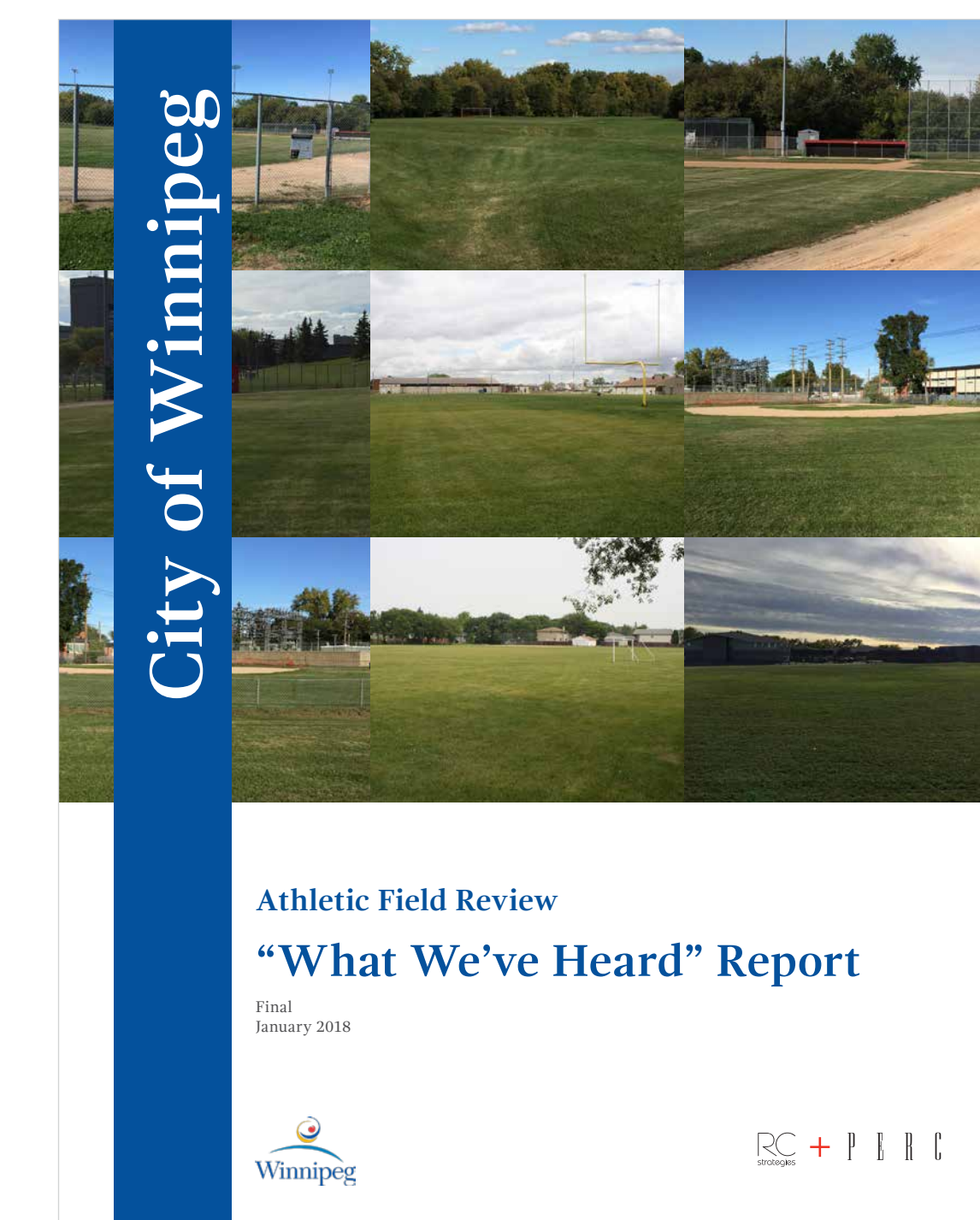
Please review the display materials and provide your feedback.

Project Process and Inputs



Project Engagement

Engagement Mechanism	Responses/Participation Levels
User Group Questionnaire	31
Public Web Survey	814
Stakeholder Discussions	17 sessions
Focus Groups	4 sessions



What is the purpose of the project?

- Assess the current situation (What works well? What potential issues exist?)
- Provide the City with a strategic point of reference to inform future decision making and actions.
- Identify opportunities to better align resources and ensure that athletic fields can be sustainably provided.
- Outline recommended enhancements and tools in the following areas:
 - » **Inventory Management:** The overall approach to managing the current athletic field inventory.
 - » **Allocations and Fees:** The manner in which the City provides users with access to athletic fields.
 - » **Communication and Customer Service:** The methods and processes by which the City communicates and interacts with athletic field users (groups and the public).
 - » **Future Planning and Partnerships:** Processes and protocols used by the City to plan future athletic field development and undertake partnership identification, formation and evaluation.



Research and Engagement: Key Findings

Analysis of Current Practices

- A number of unique practices exist in Winnipeg (Community Centre “Blanket Booking”, 3 hour time slot, per head youth fee).
- The City does not currently have a classification system for the athletic field inventory (i.e. a system such as Class A for premium fields, Class B for mid-level fields, Class C for community fields, etc.)
- Athletic field revenues collected by the City have generally declined over the past five years.
- While many user groups indicated that they are experiencing growth, youth participation numbers reported to the City reflect a decline (this may be the result of youth user groups shifting their field use away from Community Centre fields to leased sites).
- The City currently recovers approximately 15% of athletic field expenditures from user fees (the remaining 85% is subsidized through general revenues).

Stakeholder and User Group Perspectives

- Field quality is an issue for many groups. However, there is limited desire to pay more to access better fields.
- Varying perspectives exist on the current Community Centre “blanket booking” system. This system works well for many established groups, but presents a challenge for other new or growing groups.
- There is a need to balance sustaining stand-alone athletic fields in mature communities with the demand for more multi-field “hub” sites.
- Interactions with the City are generally positive. However, many groups would like to see a more timely response to inquiries and issues.
- Many stakeholders believe that the City needs more clarity as to the “actual” inventory of fields (those fields that are of sustainable quality to support safe and regular use).

Research and Engagement: Key Findings

Trends and Leading Practices

- User preference for multi-field “hub” sites with shared support amenities (e.g. washrooms/change rooms, parking, warm-up areas). Many urban municipalities are moving away from developing stand-alone fields.
- Emergence and growth of athletic field activities such as cricket and ultimate.
- Increasing demand for artificial (synthetic) turf.
- Integration of athletic fields with indoor recreation facilities and other community amenities and spaces.
- Alignment with Canadian Sport for Life (CS4L) and the Long Term Athlete Development model (LTAD).
 - » Increasing awareness and integration of fundamental movement skills based programming at all levels of sport.
- Participation in soccer remains strong at the national level.
- Participation numbers in youth baseball have experienced a resurgence nationally over the past 3 years.
- Sport tourism continues to be a driver of many major athletic field capital projects in large urban centres.

Inventory Management Recommendations

1. The City should develop a classification system for athletic fields that is based on quality and amenity standards.
2. The current athletic field inventory should be aligned with a classification system.

Example Classification System * Naming, amenities, and site characteristics will require further refinement.

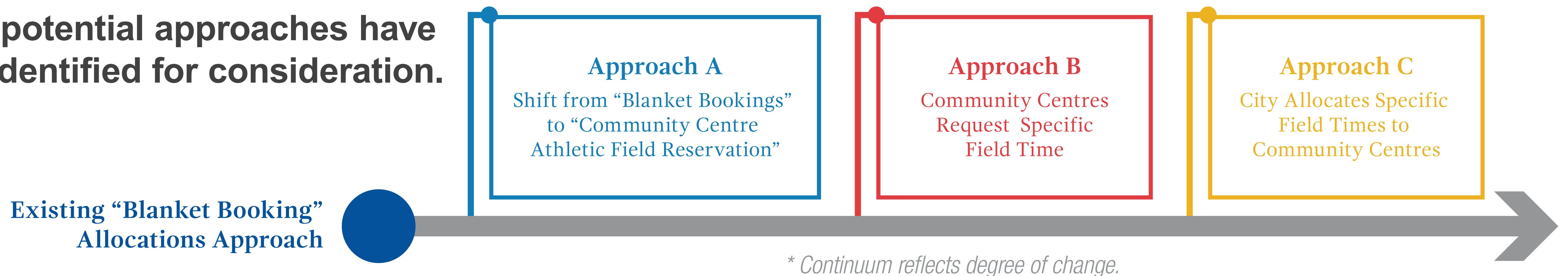
Athletic Field Class <i>Potential naming protocol.</i>	Characteristics/Description <i>Examples of distinguishing features that could be used to classify the inventory.</i>	Types of Fields <i>Based on the current inventory and categorization, potential types of fields that would fit into the class.</i>
Premier (A)	<ul style="list-style-type: none"> • Multi-field “hub” site, artificial turf field or premier natural surface field. • Includes high level of on-site support amenities (e.g. washrooms, grandstand spectator seating, change facilities, lights, scoreboard, irrigation, portable nets, storage, dugouts). 	<ul style="list-style-type: none"> • Partner/lease sites. • Selected premier fields and multi-field sites within the City’s inventory.
Community (B)	<ul style="list-style-type: none"> • Regularly maintained field with basic functional amenities. • Likely to be located on a community park site. 	<ul style="list-style-type: none"> • Athletic fields that are currently blanket booked by Community Centres and maintained through the Sweat Equity Maintenance Program. • Athletic fields within the City’s inventory with regular levels of use.
Neighborhood (C)	<ul style="list-style-type: none"> • Basic “playfield” spaces with reduced levels of maintenance and amenities. • Likely to have some barriers that impact playability for programmed use (e.g. quality of turf, size, lack of amenities, size of backstop, overlap, and field orientation). 	<ul style="list-style-type: none"> • Many school sites. • “Walk on” fields. • Selected fields in the City’s inventory that do not receive enhanced maintenance and have reduced levels of use.

3. The City should invest in the enhanced collection and analysis of athletic field data (including: expenditures to provide athletic fields, utilization data from groups, data from field inspections).

Allocations and Fees Recommendations

4. The City should adopt a new process for the allocations of athletic fields. Key aspects of this process should include:
 - » Community Centres should continue to be provided with the opportunity to have prioritized access to athletic fields for youth sports programs, however the existing practice of “blanket booking” should be modified.
 - » The allocations of athletic fields should be aligned with clear and transparent rationale (demonstrated user need that is supported by data).
 - » Allocations practices should focus on making the most efficient and effective use of the athletic field inventory.
 - » Allocations practices should be aligned with Canadian Sport for Life (CS4L) and the Long Term Athlete Development framework (LTAD).
 - » Youth should continue to be prioritized in the allocations process

Three potential approaches have been identified for consideration.



Allocations and Fees Recommendations (Continued)

Potential Allocation Approaches for Consideration

Approach	Potential Benefits	Potential Limitations
A: Shift from Blanket Bookings to Community Centre Athletic Field Reservation.	<ul style="list-style-type: none"> • Continues to provide Community Centres and their youth user organizations with flexibility during the season of play. • Will moderately increase the City’s inventory of bookable field time that can be made available to new and emerging groups. • Utilization requirements (>75% of prime time) will place increased focus on ensuring fields that are booked are actually being used. 	<ul style="list-style-type: none"> • Field time will not be available for the City to book during the identified season of play. • This model will require the City to implement a system or process to track actual field utilization which could be challenging for the City and Community Centres.
B: Community Centres request specific field time from the City.	<ul style="list-style-type: none"> • Potential to more significantly (in comparison to Approach A) increase the City’s inventory of bookable field time that is made available to new and emerging groups. • Further aligns bookings with actual demand. 	<ul style="list-style-type: none"> • Likely to require increased human resource requirements (staff and/or volunteers) for Community Centres. • Likely to require increased human resource requirements for City bookings staff and field inspections. • The nature of athletic field use requires a degree of flexibility (e.g. to account for rainouts and rescheduling).
C: The City allocates field time to Community Centres.	<ul style="list-style-type: none"> • Of the approaches presented, likely to most precisely align actual field needs with fields booked/allocated. • Aligns allocations with clear and transparent standards of play. 	<ul style="list-style-type: none"> • Establishing standards of play can be labour intensive and will require ongoing refinement (will require significant ongoing City human resource attention and collaboration with user groups).

Allocations and Fees Recommendations (Continued)

5. Develop and implement a user friendly process and tools for user groups to return unused time during their season of play to the overall City inventory.
6. The City should set annual cost recovery targets for athletic fields and link these targets directly with fees.



7. If a classification system is implemented (see Recommendation #1), the City should consider multiple price points for athletic fields that remain in its inventory. *E.g. Class A, B, C fields have tiered pricing that reflects quality and amenity availability.
8. The City should adjust the three hour booking block to one hour.



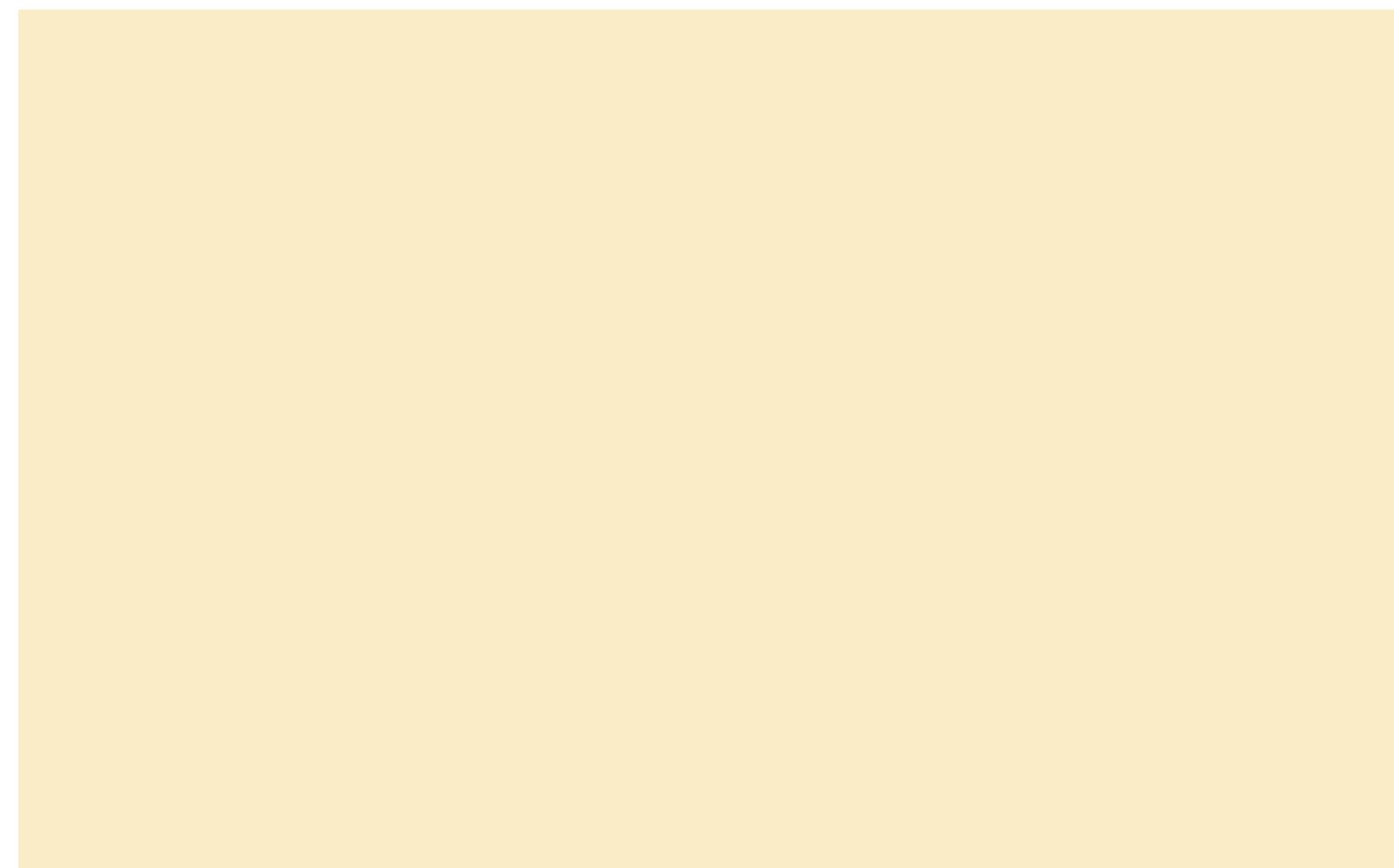
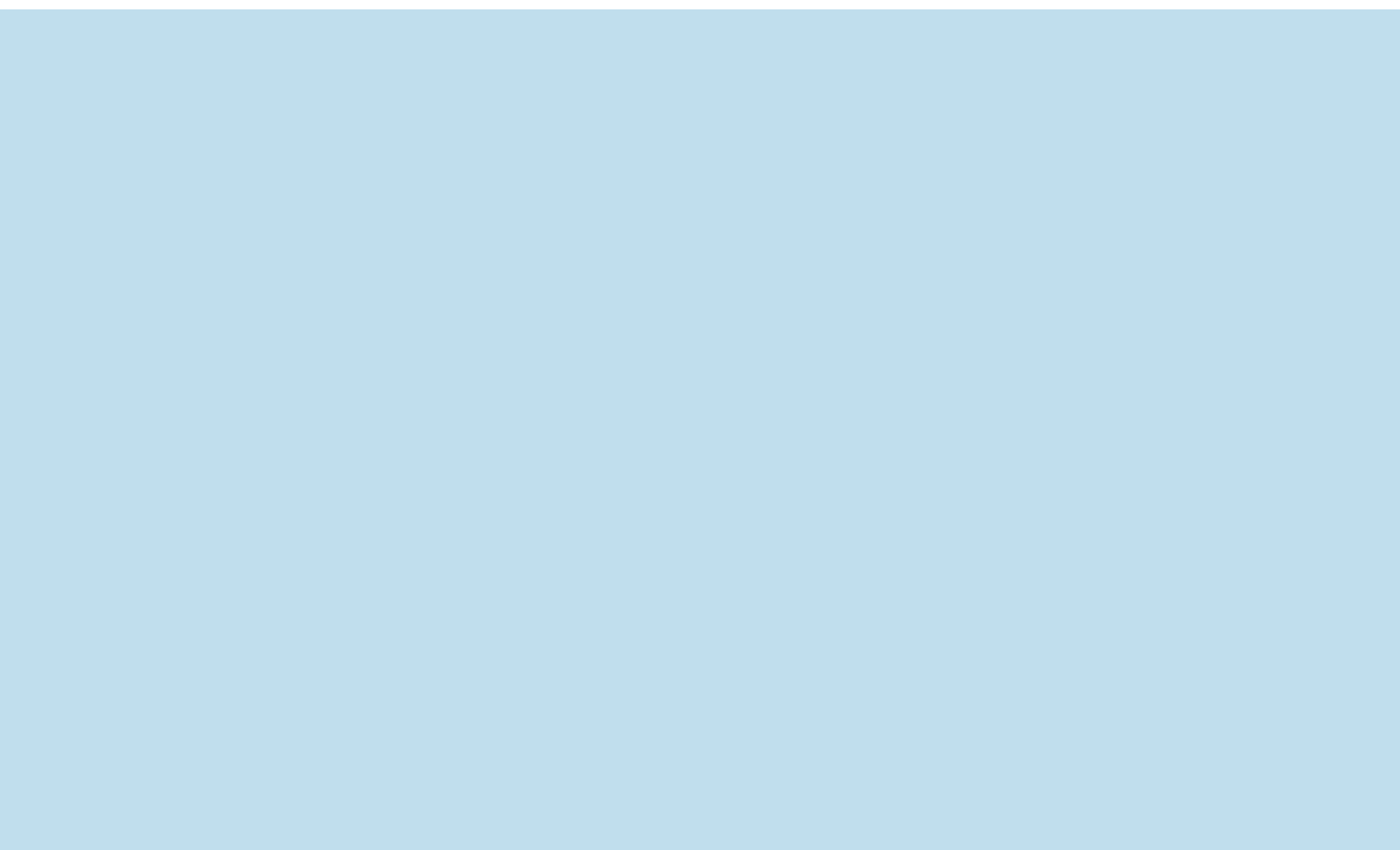
Communications and Customer Service Recommendations

9. The City should invest in additional resources to support bookings functions, customer service, and optimize all aspects of athletic field provision.
10. The City should invest in web based and mobile tools that allow users to submit inquiries and issues, view field amenities, check field status and schedules and provide information on how to book fields.
11. The City should promote opportunities for unstructured/non-organized play on athletic fields in the city (e.g. increase the promotion of walk-on field locations, ensure that fields are available for spontaneous use across the city, promote day-time use, encourage Community Centres to promote spontaneous use of their fields).



Future Planning and Partnerships Recommendations

12. The City should aim to link future athletic field development with targeted provision levels based on a classification system (i.e. % of the overall inventory that are Class A fields, % of the overall inventory that are Class B fields, etc.).
13. The City should implement a more rigorous impact assessment of potential athletic field capital partnerships. This assessment should include:
 - » Impacts on the existing field inventory.
 - » User Group and Public Benefit.
 - » Alignment with trends.
 - » Alignment with City planning and priorities.
 - » Public access.



Future Planning and Partnerships Recommendations (Continued)

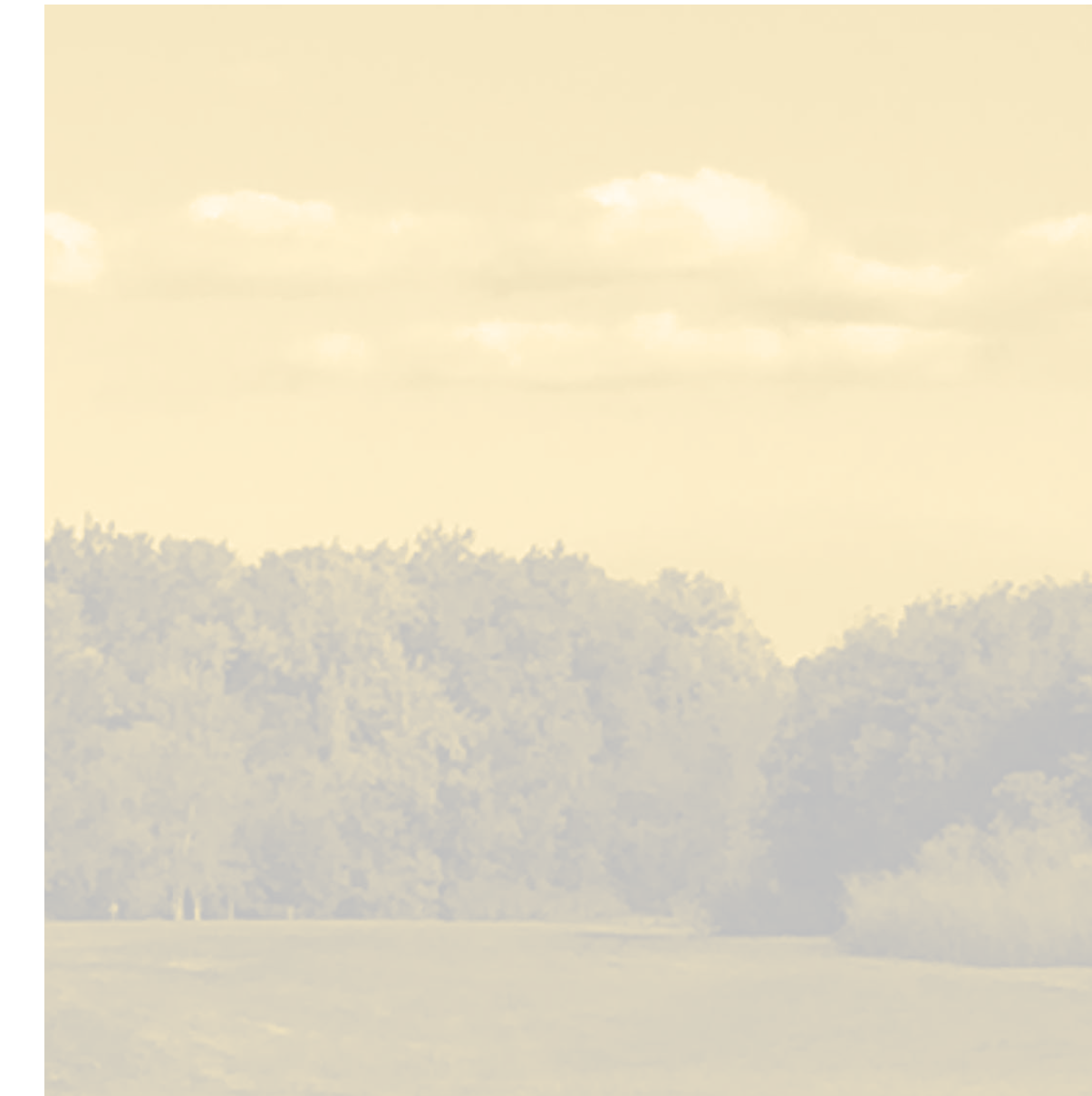
14. Future City-led capital athletic field projects should focus on the development of multi-field “hub” sites.

- » The City will need to ensure sufficient land exists to support future projects.
- » Where possible, the City should focus on addressing geographic gaps (including new neighborhoods that are growing and may not have the same level of field availability as existing neighborhoods).
- » Multi-field projects that can achieve higher levels of cost recovery should be prioritized.
- » The impact(s) on existing fields in a catchment area should be fully analyzed before new multi-field sites are developed.



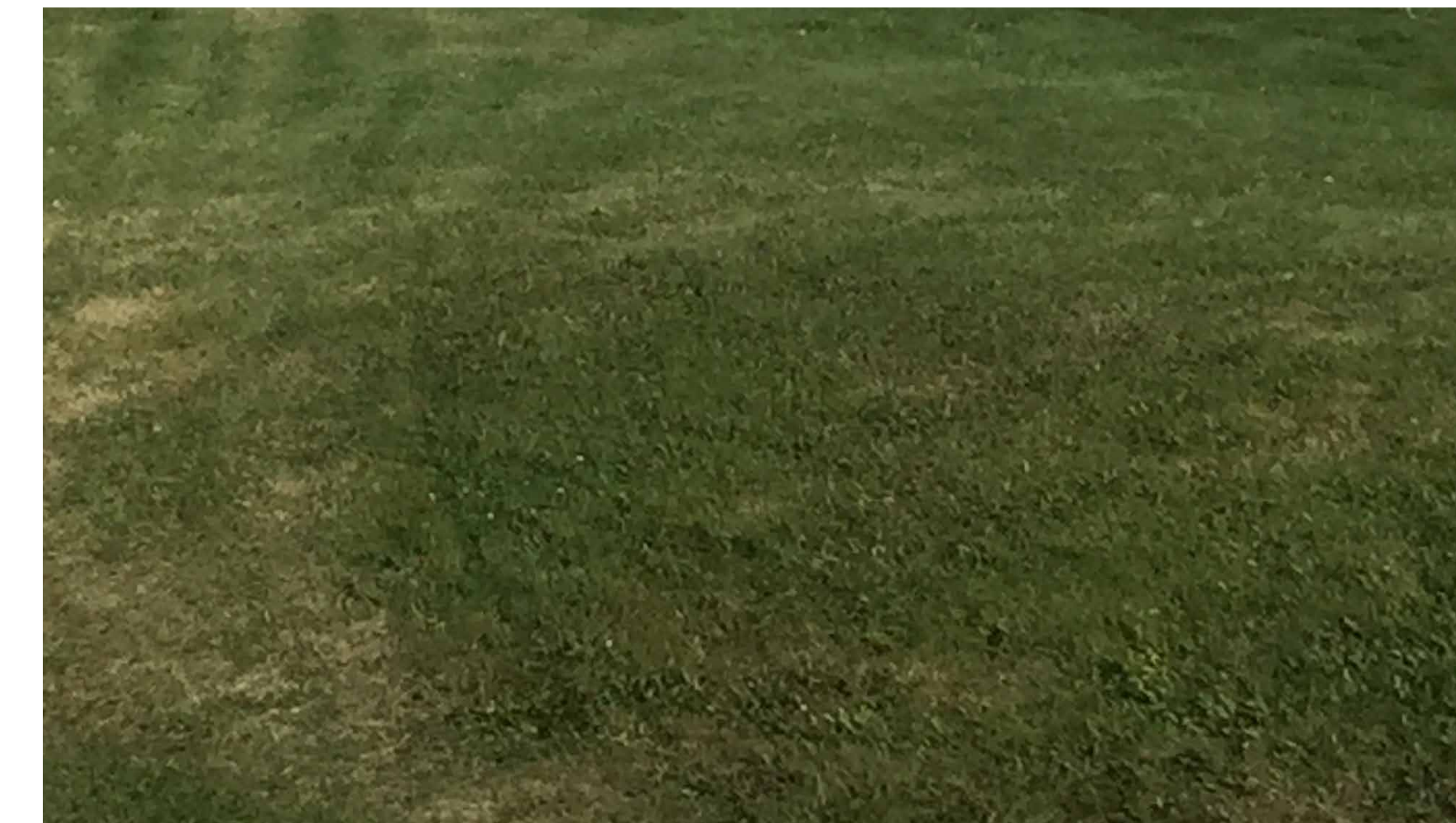
Next Steps

- Public and stakeholder review and feedback.
- Finalization of the Athletic Field Review document.
- Implementation (in collaboration with stakeholders and user groups).



Thank You!

Your attendance at this event
and input is very important.



Please don't forget to complete a feedback questionnaire.

winnipeg.ca/AthleticFieldReview

For more information, contact:

Stephen Slawuta (Project Consultant)

Phone: (780) 441 – 4267

Email: slawuta@rcstrategies.ca