























OUR FUTURE LEISURE: A RECREATION MASTER PLAN FOR MD OF PEACE NO. 135

SUMMARY FOR OPEN HOUSE

■ Background

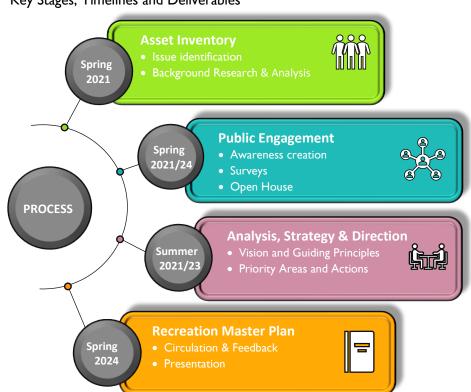
- Recreation provides many personal and community benefits, contributing to health, social and economic wellbeing.
- Recreation Master Plan commenced in 2021, at the request of MD Council.
- The project was overseen by a Sterring Committee, comprised of 3 Councillors, 2 residents, 2 MD staff and a Planner from Macenzie Municipal Services Agency.

Plan Purpose and Aims

- To provide a clear, cohesive community vision for recreation within the MD;
- To identify priority areas and gaps, and set meaningful targets for improving both the quantity and quality of recreation services in the community;
- To position the MD to address the changing recreation needs of residents;
- To provide strategic direction to Council and staff regarding recreation decision-making and investments;
- To strengthen existing partnerships, while forging new strategic partnerships, for recreation development; and
- To foster a regional lens to recreation planning and development.

□ Plan Process

Key Stages, Timelines and Deliverables



































The Recreation Master Plan is in alignment with the following important documents:



























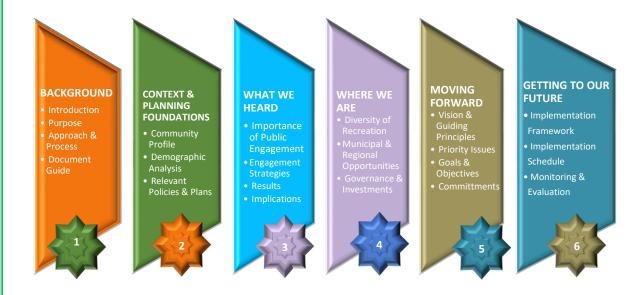






Plan Structure

Following is the layout of the Recreation Master Plan































What we Heard

- Recreation is highly valued by residents as an important community service.
- 77% of surveyed residents visited a municipal recreation site in the past year.
- 48% of the respondents are satisfied with the current level of recreation services in the MD
- The three most popular recreation sites in the MD are Lac Cardinal Recreation lease; Wilderness Park and Strong Creek Park.
- In addition to recreation sites in the MD, many residents also visit recreation sites in neighbouring communities, including Berwyn, Grimshaw and Peace River.
- Residents want more and diverse recreation opportunities to be provided within the MD:
- Residents want the MD to focus both on improving existing recreation sites, while at the same time expanding or creating new recreation opportunities.
- Residents want the MD to prioritize local recreation opportunities over recreation facilities in neigbouring municipalities.
- Residents want to see additional recreational opportunities being developed along the Peace River, including river access points and campgrounds.
- Residents want improved vehicular access to Elk Island Park.
- Residents want recreation opportunities in the MD to be unique and suited to the needs of residents.
- The MD can better market local recreation opportunities to residents.
- 50% of residents who completed the survey are willing to pay user fees, if need be, for better recreation services within the MD.
- Both residents and stakeholders support greater involvement of community groups in the management of recreation sites, including the use of financial and other incentives.
- Both residents and stakeholders support private sector participation in the provision of recreation services, although residents prefer a limited private sector role.





































































Important Factors and Trends

Changing community demographics

- Growing presence of seniors:
 7% in 2001 to 19% in 2021
- Growing presence of Indigenous residents: 4% in 2001 to 14.2% in 2021
- Growing presence of new immigrants and visible minorities: 0. % in 2001 to 1.6% in 2021







- Financial benchmarking suggests that the MD invests more in recreation than some neighbouring rural municipalities.
- Facility benchmarking suggest that the MD operates more recreation sites than neighbouring rural municipalities
- Over 70% of current recreation spending is paid as cost-sharing contribution to neighbouring communities, especially Peace River.

☐ Challenges and Opportunities

Challenges

- Funding constraints
- Ageing infrastructure
- Large size of the MD vs population distribution
- Vandalism
- Regional cooperation

Opportunities

- Abundant land resources
- Unique geographic advantages/features
 - Rivers, Creeks, Lakes (e.g., Peace River, Lac Cardinal)
 - Wildlife
 - Heritage sites/resources
- Community support
- Major transportation access (highways, airport, etc)
- Proximity to service centres (e.g., Peace River, Grimshaw, Fairview)







































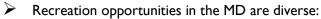












- Municipal (4 sites)
- Provincial (1 site)
- Not for profit organizations (2 sites)
- Private recreation sites (4+).
- Municipal Recreation sites include:
 - Parks & Open Spaces
 - Playgrounds
 - Campgrounds, etc

Recreation Inventory (Public Sites) within the \mbox{MD}

Recreation Site	Location	Ownership/ Management	Components	Amenities	Activities Supported
Lac Cardinal Recreation Lease	Adjacent to Lac Cardinal	MD Managed; Provincially owned land	 Playground Campgrounds Open space Museum Lake access Rodeo grounds 	 Playground equipment Campsites (18) Beach Hall (with washroom facilities and kitchen) Benches Kitchen structure (1) Fire pits (24) Garbage bins (11) Outhouses (2) Parking 	 Pond hockey Museum touring Social events Kids play Picnicking Camping Boating Swimming Water skiing Rodeo sports/events
Strong Creek Park	Off Highway 684	MD owned and managed	 Playground Campgrounds Open space Walking trail Burial memorial site 	 Signage Playground equipment Campsites (18) Outhouses (3) Kitchen Picnic tables (9) Garbage bins (9) Dog waste station (1) Wood logs River access point 	 Social events Kids play Picnicking Camping
Elk Island Park	Southwest ern part of the MD, adjacent to the Peace River at the	MD Managed; Provincially owned land	CampgroundsPlaygroundWalking	 Signage Campsites (12) Garbage bins (3) Outhouses (4) 	Picnicking Camping























































Recreation Inventory (Public Sites) within the MD (continued)

Recreation Site	Location	Ownership/ Management	Components	Amenities	Activities Supported
Wilderness Park	Adjacent to Range Rd 233, off Highway 2	Managed by a non-profit; Provincially owned land leased to the MD	Fish pondsDay use areaWalking trail	 Signage Site map Fire pits (9) Picnic tables (8) Garbage bins (3) Outhouses (4) Fishing docks (9) Firewood 	FishingRelaxationPicnickingSnowshoeing
Brownvale Park	Brownvale	MD owned and managed	Playground Open space	Playground equipmentPicnic tables (2)	Kids play Picnicking
Brownvale Ball Diamonds/ Recreation Area	I mile west and I/2 mile north of the Hamlet of Brownvale (SW30-82- 25-W5)	MD owned and managed	CampgroundsBall DiamondsDay use area	 Signage Campsites (10) Picnic tables (4) Garbage bins (3) Fire pits (4) Horseshoe pits (2) 	CampingBaseballPicnicking
Queen Elizabeth Park	Adjacent to Lac Cardinal	Province	Campgrounds Day use area Lake access	 Signage Campsites Parking Picnic tables Fire pits Boat launch Walking trail Ski trail 	 Powerboating Camping Kids play Picnicking Snowshoeing Swimming Volleyball Cross-country skiing Horseshoes Water skiing Canoeing/Kay aking

□ Key Issues

- Accessibility (physical, economic, cultural) to recreation to opportunities
- > Removal of barriers
- Diversity of opportunities for all age groups
- Funding stability and diversification
- Greater community involvement in recreation planning and management



























Moving Forward







"Municipal District of Peace No. 135 is a livable community that inspires and supports active and healthy living by directly and indirectly offering a wide variety of recreation opportunities that meets the changing needs of the

community".

Six Guiding Principles





Health-focused Recreation must demonstrably contribute to the physical, mental, emotional health and well-being of residents.



Partnershipcentered **Partnerships** leverage opportunities for recreation



Proactiveness Identify and address issues in advance





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Inclusive and Equitable

> Nobody must be left out



Sustainability **Future** generations must be not be disadvantaged by today's decisions



Culture of Excellence Maintain high standards













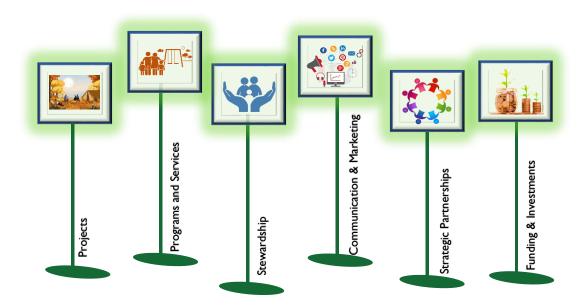








Six Priority Areas



















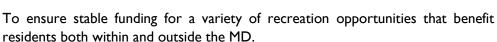
PRIORITY AREA: FUNDING AND INVESTMENTS







Goal:





Objective:

1. To maintain consistent levels of funding and investments for enhanced recreation services.



Strategic Commitments:

- 1. Council shall maintain and seek to increase annual funding for the development and maintenance of recreation areas within the MD.
- 2. The MD shall continue to respect and honour its cost-sharing agreements with the Village of Berwyn, the Town of Grimshaw and the Town of Peace River, to provide access to and expand the range of recreation opportunities available to residents, in accordance with their respective Intermunicipal Collaborative Framework (ICF).



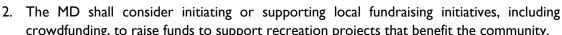


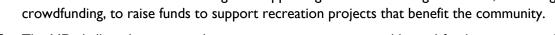
2. To strengthen and diversify funding sources for improved recreation services.

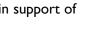


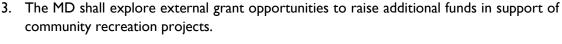
Strategic Commitments:

1. The MD shall revisit its policies on reserve requirements regarding land development process, to ensure a proper balance between land dedication and money in lieu of land dedication for recreation development, within the framework of the Municipal Government Act.









- 4. The MD shall consider accepting in-kind contributions and donations, including but not limited to materials, machinery and equipment, towards local recreation initiatives.
- 5. The MD shall annually review the current fee schedule for municipal campgrounds and other facilities sites. If needed, the necessary adjustments shall be made to the rates to reflect operational and maintenance costs as well as required improvements.
- 6. The MD may, in future, consider charging user fees at certain recreation sites, to bolster local revenue mobilization for recreation development.



























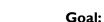
















To forge innovative and meaningful partnerships to enhance recreation opportunities for residents.



Objective:

PRIORITY AREA: PARTNERSHIPS

To improve and expand on the range of partnerships with relevant stakeholders, including but not limited to neighbouring municipalities, regional organizations, educational institutions, registered charities, funders, community volunteers and the private sector, to improve the quality and diversity of recreation opportunities available to residents.



Strategic Commitments:

- 1. The MD shall remain a regional player, and maintain active involvement in beneficial regional associations and causes, in order to leverage recreation opportunities for the benefit of residents.
- 2. The MD shall collaborate with neighbouring municipalities on recreation through their respective ICFs.
- 3. The MD shall continue to support regional recreation facilities, such as the Baytex Energy Centre, Peace Regional Pool and Mile Zero Regional Multiplex, that provide valuable recreation opportunities to residents.
- 4. The MD shall collaborate with the Peace River School Division No. 10, including completing any agreement if necessary or required by the Province, to promote and address shared access to recreation resources and opportunities for the mutual benefit of residents and students.
- 5. The MD shall maintain open and transparent communication with residents, and consult them on an ongoing basis, to identify opportunities for stronger collaboration and engagement regarding recreation.
- 6. The MD shall promote a sense of pride in community volunteering, and create volunteer opportunities for residents to participate in the development, operations and maintenance of recreation sites.
- 7. The MD shall consider establishing a monthly volunteer recognition program to acknowledge and honour the contributions of community volunteers toward recreation and other community endeavours.
- 8. The MD shall maintain and potentially increase the existing recreation fund available to registered community groups and organizations to undertake viable recreation projects consistent with the vision of this Recreation Master Plan.
- 9. The MD may consider providing matching grants to support successful fundraising initiatives organized by community groups to undertake viable recreation projects consistent with the vision of this Recreation Master Plan.
- 10. The MD shall explore ways to build and strengthen its relationship with surrounding First Nations and Metis communities, including in areas of recreation.
- 11. The MD shall promote dialogue with existing private recreation service providers, to foster communication, collaboration and complimentary support.
- 12. The MD shall explore, encourage and, where appropriate, facilitate private sector participation in the development of new recreation sites, in order to diversify and enrich the recreation experience of residents and visitors.



















































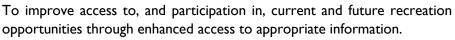
PRIORITY AREA: COMMUNICATION AND MARKETING







Goal:





Objective:

To enhance effective communication and marketing of recreation opportunities through the utilization of diverse and effective communication and marketing tools and technologies.



Strategic Commitments:

1. The MD shall employ a range of communication tools, including the use of traditional platforms and emerging technologies, such as social media, to advertise and promote greater awareness about recreation opportunities within the MD and the wider region among residents.



2. The MD may create a dedicated recreation page on social media platforms, such as Facebook, to showcase and market the diversity of recreation opportunities within the municipality. Such information may include recreation sites, amenities, upcoming events, testimonials, recent actions, contact information, and links to other relevant organizations and information sources.



3. The MD may develop an interactive map and/or educative videoclips of public recreation areas within the MD, including trails, cultural and historic sites, to share pertinent, sitespecific information that would increase awareness and use of current and future recreation opportunities among residents and the public.



4. The MD may sponsor a photo context to obtain high quality photos of recreation sites within the MD for advertising purposes.



5. The MD shall work with regional partners, such as the Peace Valley Conservation, Recreation and Tourism Society, Mighty Peace Tourism Association, and Lac Cardinal Economic Development Board, to market recreation opportunities within the MD to the region and outside world to boost tourism and investments.



6. The MD shall share the Recreation Master Plan with local and external partners to improve coordination, alignment and implementation.



PRIORITY AREA: STEWARDSHIP





Goal:

To promote good stewardship of recreation assets in the MD.



Objective:

To incentivize and create a system for effective management of community recreation and cultural assets.



Strategic Commitments:

1. The MD shall promote a sense of community pride and ownership of community recreation assets.

















































- 2. The MD shall develop and deploy a system for public reporting of issues and problems associated with recreation facilities and amenities, and communicate initiated actions and solutions.
- 3. The MD shall conduct periodic review of all recreation assets and sites to ensure that all facilities are in good state of repair.
- 4. The MD shall maintain and enhance its asset management system for municipal recreation assets for ongoing maintenance and long-term replacement.
- 5. The MD shall collaborate with the appropriate provincial government department(s) and local stakeholders, including First Nations, to identify, document and preserve local heritage resources.
- 6. The MD shall conduct a comprehensive inventory of heritage resources, including both tangible and intangible assets (ideas, stories, music, etc) within the municipality.
- 7. The MD shall support the formation of local heritage groups or societies for heritage preservation.
- 8. The MD should work with heritage groups to establish heritage interpretive centres at appropriate locations within the municipality.
- 9. In accordance with provincial legislation, the MD shall require future developments and subdivisions to obtain the necessary approval and/or conduct historical resources impact assessment, and comply with any conditions or restrictions imposed on the development, where applicable, on lands that contain or are likely to contain significant historic resources.
- 10. The MD shall work with relevant partners to develop and adopt best practices for the management and maintenance of recreation and cultural assets in the community.
- 11. The MD shall incorporate and encourage private developers to recognize and incorporate *FireSmart: Protecting Your community from Wildfires* design principles when developing recreation sites and facilities, including but not limited to campgrounds and parks.
- 12. The MD shall maintain collaboration with and support existing stewardship groups, such as the Grimshaw Agricultural Society, for effective management of community recreation sites.
- 13. The MD shall encourage and support the creation of other community stewardship groups around other recreation and heritage sites to provide additional layer of supervision, management and support.
- 14. The MD shall collaborate with law enforcement agencies to ensure better security around recreation sites and amenities.





























PRIORITY AREA: PROGRAMS AND SERVICES







To ensure high-quality recreation programs and services are available to residents.



Objective:

To work with relevant stakeholders in order to improve the quality of recreation program and service delivery to residents.



Strategic Commitments:

- 1. The MD may conduct periodic survey of residents to ascertain the level of use and obtain feedback regarding the quality of recreation programs and services in Berwyn, Grimshaw and Peace River.
- 2. The MD shall conduct periodic review of its cost-sharing agreements with the Village of Berwyn, the Town of Grimshaw and the Town of Peace River, to ensure value for money.
- 3. The MD shall use joint Council sessions to communicate feedback and suggestions from residents regarding recreation programs and services to the Village of Berwyn, the Town of Grimshaw and the Town of Peace River, within their respective intermunicipal Collaborative Framework (ICFs).
- 4. The MD shall collaborate with events organizers, such as North Peace Stampede organizers and the Peace River Boating Association, to ensure programs remain relevant.
- 5. MD shall collaborate with neighbouring municipalities and other stakeholders to lobby or bid for provincial, national and international games and events that benefit and showcase the recreation potentials and assets of the MD and wider region.
- 6. Through outreach, advocacy, and consultations, the MD shall promote age and culturally diverse recreation programs and events to encourage participation and inclusivity for all residents, including visible minority and vulnerable populations.



PRIORITY AREA: PROJECTS



Goal:

To attract and sustain interest in municipal recreation sites.



Objective:

To improve the quality of existing recreation sites.

Strategic Commitments:

- 1. The MD hereby designates the following as priority recreation areas to meet the changing needs and preferences of the community:
 - (a) Strong Creek Park
 - (b) Around Lac Cardinal
 - (c) Brownvale
 - (d) along the Peace River







































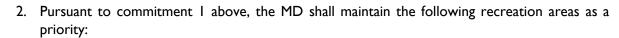












- (a) Strong Creek Park
- (b) Lac Cardinal Recreation Area
- (c) Brownvale Playground
- 3. Pursuant to commitment I, the MD may formally designate Strong Creek Park as a non-motorized river access point and implement any upgrades required, in accordance with the Recreation and Tourism Strategy for the Upper Peace River.
- 4. Pursuant to commitment I, the MD shall consult with ratepayers to redevelop Brownvale Ball Diamond Park and Campground to better serve the needs of the community.
- 5. Pursuant to commitment I above, the MD shall explore and consider formally designating Shaftesbury North and South as formal boat launch sites and implement any upgrades required, in accordance with the Recreation and Tourism Strategy for the Upper Peace River.
- 6. Pursuant to commitment I above, the MD shall continue to employ a range of tools at its disposal, such as Environmental Reserve, Environmental Reserve Easement and Conservation Reserve, to protect environmentally sensitive lands and features adjacent to the Peace River and Lac Cardinal as well as provide public access to these water bodies and features for recreation.
- 7. Pursuant to commitment I above, and subject to the relevant policies in the MDP, the MD shall preserve existing municipal reserve lands adjacent to the Peace River for future recreation opportunities.
- 8. Pursuant to section commitment I above, and subject to the relevant policies in the MDP, the MD shall, through the subdivision process, obtain lands for municipal reserve along Lac Cardinal for future recreation opportunities for residents.
- 9. Pursuant to commitment I above, the MD shall collaborate with relevant stakeholders to develop additional recreation opportunities along the Peace River, in order to expand and enrich visitor experience.
- 10. Subject to the relevant policies in the MDP, the MD shall require new multi-lot residential subdivisions to dedicate lands for future recreation and other community facilities.
- II. Subject to the relevant policies in the applicable IDPs and the MDP, the MD may defer or require dedication of municipal reserve lands in fringe areas adjacent to neighbouring urban municipalities to meet the recreational needs of future growth areas.
- 12. Subject to the relevant policies in the MDP, the MD shall consider the following general principles regarding the development of new recreation opportunities in the MD:
 - (a) playgrounds shall be developed in close proximity to residential areas in order to provide convenient and safe access to them for children.
 - (a) community parks, playgrounds and facilities shall be encouraged on municipal reserve parcels in compact country residential developments or hamlets, which are physically suited and/or of sufficient size to accommodate such developments.
 - (b) trails shall be prioritized in areas where they connections to other recreation sites within and outside the MD.
- 13. The MD shall review and update its policies regarding the rental of recreation sites managed by the municipality from time to time.
- 14. The MD may conduct periodic recreation survey to gather residents feedback on the quality of existing recreation sites.











































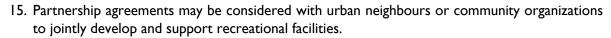


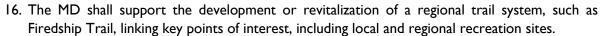












- 17. The MD shall conduct an evaluation of all existing municipal reserve lands. Lands that serve no existing or potential recreation or open space value may be sold. Revenue from such sales shall be used to develop new recreation sites that benefits residents.
- 18. The MD shall develop standard signage design for all municipally-owned recreation sites to provide consistent and powerful visual aesthetic to enhance visitor experience.
- 19. The MD shall work with residents and other stakeholders to determine the future of Elk Island Park.
- 20. The MD may approve private recreation developments that are consistent with the vision and direction of this Plan.

Objective:

1. To improve access to municipal recreation sites.

Strategic Commitments:

- I. The MD shall conduct a comprehensive accessibility audit of all municipal recreation sites and facilities, and develop a plan to improve their accessibility.
- 2. The MD shall identify and implement appropriate measures to remove or reduce other physical and socio-economic barriers to the use of recreation sites for all residents.
- 3. The MD may consider providing seasonal passes to low-income residents to certain municipal recreation sites.























































☐ FIVE YEAR IMPLEMENTATION PLAN

Yey actions to be taken within the next five years and beyond to achieve Plan aims

ķ				Timeframe			
Priority Area	Action	2024 2025 2026 2027		2027	2028	Beyond 2028	
S	Review and update current policies on reserves as part of the Municipal Development Plan Refresh						
nents	Increase awareness of existing municipal recreation fund						
estn	Maintain and enhance existing municipal recreation fund						
Funding & Investments	Update 2022-2030 Capital Plan to incorporate priority recreation projects and actions in accordance with this Plan						
Fundi	Incorporate recreation spending into annual municipal budget						
	Conduct feasibility on the introduction of user fees at community recreation sites						
	Present copies of the Recreation Master Plan to relevant stakeholders						
	Publish Recreation Master Plan on municipal website						
ting	Revamp recreation page on the MD website						
Marke	Develop and implement a social media strategy for communicating the Recreation Master Plan						
n &	Create a dedicated Recreation Facebook Page for the MD						
Communication & Marketing	Develop and mail quarterly recreation brochures/flyers to residents						
	Lunch annual recreation photo contest for residents and announce winner(s)						
	Create a recreation photo gallery on MD website						
	Collect public testimonials for recreation marketing						
	Develop and launch an interactive recreation map for the MD						































☐ FIVE YEAR IMPLEMENTATION PLAN

























ty			Timeframe				
Priority Area	Action	2024	2025	2026	2027	2028	Beyond 2028
	Hold biannual community meeting to provide update on the Recreation Master Plan						
	Meet with local stakeholders to identify and discuss areas of cooperation						
hips	Identify opportunities for community volunteering in recreation services						
ners	Launch community volunteer initiative on recreation services						
Partnerships	Explore the establishment of a community recreation grant						
	Develop grant criteria, eligibility requirement, application process and reporting						
	Lunch a recreation grant program for community groups						
	Meet with private recreation services providers to discuss areas of collaboration and support.						
	Identify recreation sites that could benefit from local stewardship groups						
	Develop terms of reference for local stewardship of community recreation sites						
	Meet with interested groups to discuss recreation site management and transfer						
dia	Develop site maps for all municipal recreation sites.						
ewardship	Develop an interactive recreation web map.						
	Conduct periodic audit of all recreation sites and assets						
St	Maintain and enhance asset management program for recreation assets						
	Educate the public on channels for reporting issues at recreation sites						
	Evaluate staffing capacity and needs for recreation						
	Invite or meet with the Royal Canadian Mounted Police to discuss security concerns around recreation sites						































☐ FIVE YEAR IMPLEMENTATION PLAN

























ity a		Timeframe	е				
Priorit) Area	Action	2024	2025	2025 2026 2027 2028		2028	Beyond 2028
% S	Conduct annual survey of residents on recreation programs and services in nearby communities						
rogram: Service	Compile and share feedback from survey with the Village of Berwyn, Town of Peace Rive and Town of Grimshaw during Inter-municipal Collaborative Framework meetings						
<u> </u>	Meet or consult with event organizers to discuss municipal support for proposed recreation events						
	Implement maintenance schedule for recreation sites						
	Conduct accessibility audit at municipal recreation sites						
	Develop and implement an action strategy for retrofitting municipal recreation sites for improved accessibility for persons with special needs						
	Designate Strong Creek Park as a formal non-motorized river access point						
	Develop Action Plan for upgrading Strong Creek Park into a formal river access point based on standards established in the River Study						
	Implement Strong Creek Park River Access Point Action Plan						
Projects	Explore designating Shaftesbury North and South as formal boat launch sites and implement any upgrades required						
	Develop action plan for upgrading Shaftesbury North and South into a formal river access points based on standards established in the River Study						
	Implement Shaftesbury North and South River Access Point Action Plan						
	Consult residents on redeveloping Brownvale Ball Diamonds and Campsite						
	Develop concept and action plan for Brownvale Ball Diamonds and Campsite redevelopment						
	Implement Brownvale Ball Diamonds and Campsite redevelopment plan						
	Consult with stakeholders to determine the future of Elk Island Park						
	Implement or support the implementation of final plan for Elk Island Park						









































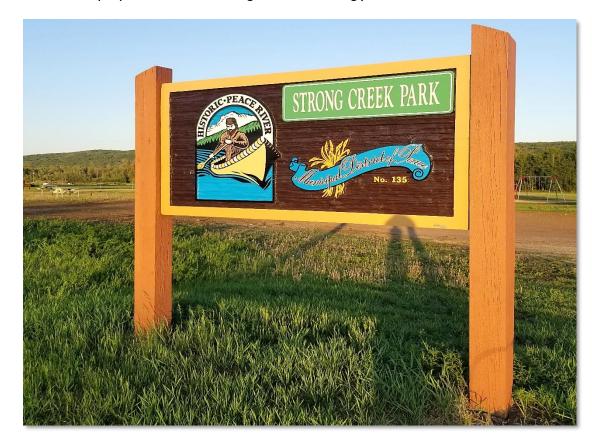






PLAN MONITORING AND EVALUATION

- MD Administration shall be responsible for ongoing monitoring and reporting of the Plan.
- Annual review of the Plan, involving Administration and Council, shall take place during organizational or special meeting of Council. The meeting shall occur prior to any scheduled joint Council meeting with neighbouring municipalities as per each ICF, and be used to:
 - ✓ Review priority commitments and identify any corresponding actions (not included in the Plan document) for implementation by Administration.
 - ✓ Review the status of identified priority actions for the given year, including related results or outcomes.
 - ✓ Identify priority actions for each given year after 2028 for implementation.
 - ✓ Review the status of all maintenance tasks for the given year, as per Schedule I, and update, if necessary.
 - ✓ Review the outcome of any recreation survey conducted, and develop or initiate appropriate responses.
 - ✓ Identify key issues, including concerns, feedback, suggestions or potential joint new recreation initiatives, as applicable, for discussion at upcoming joint Council sessions, subject to each ICF.
 - ✓ Discuss proposed recreation budget for the coming year.



Thank you!























