

## Report to Council

**Report Title:** Ready. Set. Play. Summer Activity Passport Statistics  
**Prepared By:** Mark Coleman, Director of Community Services  
**Department:** Parks and Recreation  
**Date:** September 22, 2020  
**Report Number:** REC2020-16 **File Number:** C11REC

### Attachments:

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number REC2020-16 – Ready. Set. Play. Summer Activity Passport Statistics, prepared by Mark Coleman, Director of Community Services for information purposes.

### Report:

#### Background:

Staff presented Report Number REC2020-11 – Ready. Set. Play. Summer Activity Passport at the August 11, 2020 Council Meeting outlining the Parks and Recreation Department’s alternative summer programming opportunity for Brockton youth as a result of cancelled summer day camp programs due to the COVID-19 pandemic.

#### Analysis:

The Ready. Set. Play. Summer Activity Passport program ran for four (4) weeks from August 10 to September 4, 2020. The program was launched as a project on the Municipality’s Community Engagement Website, [www.BuildYourBrockton.ca](http://www.BuildYourBrockton.ca) and advertised through the Brockton Buzz Newsletter, and Municipality’s website and social media accounts.

The program received positive feedback from the community. Over 264 people viewed the project page on Build Your Brockton. A number of interactive methods were included on the page, such as:

- Activity Passport Materials, which were downloaded 67 times
- Key Dates which listed each individual activity for the four (4) week period, which were viewed 146 times
- Stories inviting residents to share their photos and participation which were completed twice
- Polls inquiring residents’ favourite activities each week which were completed three (3) times
- Ideas for future Summer Activity Passports

Residents participated through Build Your Brockton, and by emailing the Recreation Department. A total of six (6) coupons were distributed. However, a number of residents participated in the program for fun, without sharing their completion of the project.

Staff were pleased to offer alternative programming throughout the summer in accordance with COVID-19 restrictions.

### **Sustainability Checklist:**

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? No
- Do the recommendations contribute to Environmental Integrity? No
- Do the recommendations contribute to the Social Equity? Yes

### **Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

### **Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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### **Respectfully Submitted by:**



Mark Coleman, Director of Community Services

### **Reviewed By:**



**Sonya Watson, Chief Administrative Officer**