

**ALTERNATIVE PARK MANAGEMENT MODELS
VAUGHAN METROPOLITAN CENTRE****Recommendation**

The Deputy City Manager of Planning and Growth Management and the Director of Parks Development, in consultation with the Chief of Corporate Initiatives and Intergovernmental Relations recommend:

1. That this report and the presentation by Tim Marshall from ETM Associates be received.

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means the City will make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations.

Economic Impact

There are no economic impacts resulting from this report. Significant financial considerations related to capital development, operations and maintenance of planned future parks and public realm areas in the VMC will require review to ensure a sustainable approach for the long-term provision of services. As the VMC continues to grow and consolidate into an urban centre through the next several decades, Vaughan will be challenged with securing additional resources that will be required to implement and manage the emerging parkland, programs and activities.

Communications Plan

The VMC Project Management Team (PMT) and Strategic Advisory Team (SAT) continue to provide regular development activity updates to the VMC Sub-Committee, with additional updates to Council and members of the Corporate Management Team (CMT) delivered through the regularly scheduled VMC *Moving Forward Newsletter*. Circulation of the newsletter has been broadened in 2016 to reach all City staff. Regular updates about VMC related projects continue to be posted on the City's website, www.vaughan.ca/vmc.

Purpose

The purpose of this report and accompanying presentation is to provide information regarding alternative park management models that have been successfully implemented in other North American cities for the development, renewal, programming and management of significant municipal parks as partnerships between the public and private sector stakeholders.

Background - Analysis and Options

The VMC Secondary Plan has set a remarkable goal to achieve 20 hectares of parkland within Vaughan's new downtown. In order to achieve this goal, it is important that implementation options are carefully considered to ensure the necessary resources are in place to achieve a successful and sustainable VMC parks and open space network.

In order to assist with better understanding opportunities and constraints associated with developing and activating significant parkland in urban centres, including the exploration of alternative park management models with both public and private sector involvement, Parks Development staff have retained the services of Tim Marshall from ETM Associates (ETM). ETM specializes in public space management, project management and public space design and have

assisted many municipalities in the United States with achieving successful park management structures involving public and private stakeholders.

Tim Marshall is the principal and owner of ETM and has been involved with public space management for over 30 years. Prior to establishing his firm, Tim served as the Deputy Administrator and Vice President for New York City's Central Park Conservancy. During his tenure with the Conservancy, he was involved in the development of the Central Park Restoration and Management Plan, and was directly responsible for its on-going implementation as well as of the day-to-day management of this iconic public space.

Since forming ETM, Tim has served as the driving force behind an impressive list of significant national and international public space projects. His extensive hands-on experience in the field has given him an intimate knowledge of park operations and management, and a robust approach to problem-solving, funding and public/private involvement.

Tim's philosophy is rooted in a belief that successful public spaces are achieved through deliberate and careful planning. His work is guided by the notion that parks and other public spaces that flourish are those that are not simply aesthetically pleasing, but those that rise above the commonplace in the quality of design, programming, facilities and maintenance.

Tim will provide a presentation to the VMC Sub-Committee regarding his experiences with various forms of public-private partnerships in order to help educate, inform and inspire the City of Vaughan as we begin to implement the vision established for our VMC parks and open space system.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

The matters referred to in this report support Council's priority of facilitating the development of the VMC.

Regional Implications

Building a downtown is an ambitious goal. Collaboration with broader Regional stakeholders continues to be an important factor in ensuring the success of the VMC.

Conclusion

The VMC Secondary Plan has set a remarkable goal for parkland within Vaughan's new downtown and consideration is required on how to effectively and sustainably approach the development, operations and maintenance of the VMC parks and open space system.

Attachments

None.

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Respectfully submitted,

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