

# Parks and Culture

## Senior Management Team Update

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# Parks and Culture – Priorities

## Black Creek Strategic Plan Update

- Focus on four key areas:
  1. Telling the Story of the Toronto Region
  2. Engaging with Communities
  3. Enhancing the Visitor Experience
  4. Building Partnerships & New Business Models



# Parks and Culture – Challenges

Being inclusive of diverse user groups and promoting inclusion, access and equitable participation for all

- Accessible, Family, and Gender-Neutral Restrooms
- Have taken steps toward adaptation of existing facilities
- All current facilities will be updated to have at least one Gender Neutral Restroom by year end



# Parks and Culture – Required Cooperation

- Utilizing Environics software to influence marketing
- Partnership with IT, GIS and Marketing teams
- Influence Tourism strategies, adapt program planning and increase visitor engagement across various demographics



# Parks and Culture – Heads Up

## Outdoor Smoke-Free Policy Development

- Include tobacco, cannabis and vaping devices
- Reduce sustained close contact second-hand smoke exposure to patrons
- Align with our mission, i.e. health and wellness
- Ensure compliance with municipal bylaws



# Thank you!

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