

Former Bateman High School Engagement Plan

All communications and engagement tactics and strategies in this plan are subject to change based on council direction, new opportunities, and potential changes to budget, timelines and priorities

# Redevelopment of former Bateman Property Public Engagement and Communications Plan

Revised April 25, 2023

## Background

The City of Burlington has purchased the former Robert Bateman Highschool building and site. With sustainability and community-building in mind, the City of Burlington is repurposing the existing Robert Bateman High School into a City-owned multi-purpose community-focused asset that will align with the City's objective of being net-zero carbon by 2040. The reuse and conversion of the former secondary school will have extensive interior renovations including renewal of all major building systems and exterior site and building modifications required to support the intended community uses.

When the renovation is complete, tenants including Brock University, Burlington Public Library, Halton District School Board, Tech Place and City of Burlington will move into the building and begin offering services. There is currently parking, a small woodlot associated with the adjacent Appleby Creek Valley and a track with a football field (inside the track) located on the site. The building and property will remain in public ownership. In addition to the existing pool and gymnasiums and the new enhanced common areas of the building there will be approximately 21,000 square feet of new dedicated community recreation space and approximately 9,000 square feet of temporary recreation space that do not have defined uses at this time and that would form part of Phase 2 of the project. The community will be able to use the track until the end of 2023.

Engaging people on issues that affect their lives and their city is a key component of democratic society. Public involvement encourages participation, actions, and personal responsibility. Burlington's commitment to public engagement is reflected in its [Community Engagement Charter](#), adopted by City Council. The Charter establishes the commitments, responsibilities, and concepts of the relationship between the City of Burlington and the residents of Burlington related to public engagement. The goal of community engagement is to lead to more informed and, therefore, better decision-making.

The following plan provides a roadmap of the engagement and communication activities that will take place, highlighting at which points in the process engagement will occur, who will be engaged and the level of engagement. The plan also clearly defines which aspects of the process the City and public can influence throughout the engagement.

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## Project Overview

- In June 2021, HDSB trustees approved a plan to declare the former Robert Bateman High School facility surplus to its needs and retain an interest in a portion of the facility to relocate the Burlington Gary Allan Learning Centre.
- [In June 2021, the City of Burlington announced that an expression of interest would be submitted to the HDSB to purchase the Robert Bateman site through a partnership with Brock University.](#)
- In Dec. 2021, Council provided direction to staff to submit a formal offer to purchase the Robert Bateman High School site.
- [In Feb. 2022, the HDSB accepted the City's offer to purchase the Robert Bateman High School site.](#)
- [June 24, 2022, Burlington City Council gives go-ahead to purchase Robert Bateman High School site](#)
- [Nov. 1, 2022, City of Burlington purchases the former Bateman High School](#)
- Dec. 8, 2022, A comprehensive [staff report](#) for the redesign of the adaptive reuse of the recently acquired Robert Bateman High School (RBHS) incorporating the results of a recent cost estimate, prepared by a third-party cost surveyor, along with a multi-year capital financing plan was presented to the [City's Environment, Infrastructure and Community Services \(EICS\) committee.](#)
- March 2, 2023, [Update report](#) was presented to the Environment, Infrastructure and Community Services Committee.
- April 18, 2023, [Tender approval report](#) was presented to Council.

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## Decision Statement

At the beginning of an engagement process, it is helpful to know, “what is the decision to be made?” The decision statement clearly identifies:

- What decision needs to be made
- Who is the decision maker
- When the decision is required

**Decisions Statements** – When looking at deciding what recreation programming and uses will occur in both the interior and exterior space, there will be significant engagement which includes stakeholders, feedback/results from engagement projects such as the Parks, Recreation, Cultural Asset Master Plan (PRCAMP), Direct Delivery Review, and the Request for Expressions of Interest, Council, room size/availability and guidance from the previously Council approved recreation framework and space allocation plan. All these inputs will influence staff recommendations to Council.

- The Design of the facility will be influenced by the outcome of the community visioning exercises, the PRCAMP, Direct Delivery Review and Request for Expressions of Interest. The use of space and program mix will be determined Recreation, Community and Culture staff using the Recreation Framework and will be reflective of city-wide recreational facilities and service delivery.
- The renewal of the outdoor greenspace will be influenced by the outcome of the PRCAMP and the parking options review that has been directed by council, then prioritized in the Parks Capital program for Council approval. There may be a future opportunity to reimagine Frontenac Park as part of the renewal process of the outdoor greenspace.

## Summary of Stakeholders

A stakeholder is anyone who has an interest or concern about a specific topic. In determining who the stakeholders are, a mapping process will occur to capture all the people who will be affected by the work, those who have influence or power over the work and those that have an interest in its outcome. Some individuals or groups who staff will be connected with are:

- Burlington Residents (city-wide)
- Neighbouring residential and school properties
- Community organizations that offer recreation, community, and cultural programs
- Indigenous communities

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- Newcomers
- Youth
- Young families
- Seniors
- Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)
- Arts and Culture Council of Burlington
- Joint venture groups as required
- Businesses and business groups
- Site lease holders
- City staff
- Elected officials
- Media

## Engagement and Communications Goal

Inform and engage residents and community partners on the community uses of the former Robert Bateman High School and greenspace.

## Objectives of Engagement and Communications

The following objectives provide a clear understanding of what the public engagement will strive to achieve through the community discussion and communications about the Former Bateman High School property and open space.

- Provide relevant information about the project, decision-making process and how the public can provide input and feedback;
- Provide multiple channels for people to provide meaningful input, both online and in person, at appropriate decision points;
- Create an ongoing record of what is said during engagements and make it available to the public throughout the process, so they can track the progress of the project, including reports back to the community to highlight how feedback was or was not incorporated into the final recommendation to Council;
- Gather meaningful input from members of the community whose voices are historically underrepresented in conversations about city issues;
- Establish [www.getinvolvedburlington.ca](http://www.getinvolvedburlington.ca) as the main online platform for up-to-date information about the project and upcoming engagement opportunities;
- Keep all residents and stakeholders informed of key decisions, milestones and final outcomes;
- Use clear, plain language to inform the public about which aspects of the process are out of our control and cannot be influenced.
- Inform and engage residents and community partners on the final uses of the former Robert Bateman High School and greenspace.

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## Project Milestones and Engagement Level

The key milestones for the project are presented below. For each milestone, the engagement plan identifies where public input will take place, who will be involved in the engagement and what level of engagement will occur. The different levels of engagement are based on the [International Association of Public Participation \(IAP2\)'s Public Participation Spectrum](#), which is also a component of Burlington's [Community Engagement Charter](#).

<b>Timing (WHEN)</b>	<b>Milestone</b>	<b>Message (WHAT)</b>	<b>Stakeholders (WHO)</b>	<b>Level of Engagement</b>
Spring 2022	Project page on the City's engagement portal – Get Involved Burlington	The online space for the public to learn about the project, find engagement opportunities and progress of the project.	<ul style="list-style-type: none"> <li>• All</li> </ul>	Inform, Consult, Involve
Summer 2023- Winter 2024	Parks, Recreation and Cultural Assets Master Plan (PRCAMP)	Long term city wide strategic framework for the development and enhancement of parks, recreation, cultural assets, and facilities in Burlington. The plan will be driven by existing and forecasted data, influenced by community needs and informed by industry leading best practices.	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• Joint venture groups as required</li> <li>• Businesses and business groups</li> <li>• Site lease holders</li> <li>• City staff</li> <li>• Elected officials</li> </ul>	Inform, Consult, Involve

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<b>Timing (WHEN)</b>	<b>Milestone</b>	<b>Message (WHAT)</b>	<b>Stakeholders (WHO)</b>	<b>Level of Engagement</b>
Spring/Summer 2023	Ad hoc meetings with agencies, businesses, and community partners	<p>Create awareness of the project and processes for providing input or expressing interest with participating in the future services delivered at this location</p> <p>Inform stakeholders about the project, timelines and current studies being done, how they are linked and how stakeholders can engage in those projects</p> <p>Consult with stakeholders on their vision for the new community centre, including the community space, lobby, etc.</p>	<ul style="list-style-type: none"> <li>• Businesses and business groups</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Joint venture groups</li> <li>• Site lease holders</li> </ul>	Inform, Consult, Involve
Spring 2023	Direct delivery program review	This is a city-wide review of programs directly delivered by the City’s changing community interest and need. Outcomes from this review may lead to changes and/or an evolution to program variety and quantity throughout the city, including at the Bateman location.	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility,</li> </ul>	Inform, Consult, Involve

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Timing (WHEN)	Milestone	Message (WHAT)	Stakeholders (WHO)	Level of Engagement
		Identification of community needs through recreation and how the city meets those needs.	Inclusivity, Seniors, Cycling etc.) <ul style="list-style-type: none"> <li>• Joint venture groups as required</li> <li>• Businesses and business groups</li> <li>• City staff</li> <li>• Elected officials</li> </ul>	
June 2023	Share information to Advisory committees of Council	Inform about the project, timelines, and opportunities to engage.	<ul style="list-style-type: none"> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> </ul>	Inform
Summer/Fall 2023	<b>Public</b> -Virtual and In-person Information and visioning sessions	Inform residents about the project, timelines and current studies being done, how they are linked and how residents can engage in those projects.  Consult with residents on their vision for the new community centre, including the community space, lobby, etc.	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Neighbouring residential and school properties</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• City staff</li> <li>• Elected officials</li> </ul>	Inform, Consult, Involve

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<b>Timing (WHEN)</b>	<b>Milestone</b>	<b>Message (WHAT)</b>	<b>Stakeholders (WHO)</b>	<b>Level of Engagement</b>
Fall 2023	Request for Expressions of Interest (RFEI)	Expressions of interest from individuals and community groups for space or exclusive use at Bateman.	<ul style="list-style-type: none"> <li>Community organizations that offer recreation, community, and cultural programs</li> </ul>	Consult, Involve
Spring and Summer 2023	Pop-up engagement at existing events – such as at Movies in the Park, neighborhood parks etc.	Inform residents about the project, timelines and current studies being done, how they are linked and how residents can engage in those projects	<ul style="list-style-type: none"> <li>Burlington Residents (city-wide) with particular focus on newcomers, young families, youth and seniors</li> </ul>	Inform
Sept 16, 2023	Food for Feedback event – engagement with residents city-wide	Inform residents about the project, timelines and current studies being done, how they are linked and how residents can engage in those projects	<ul style="list-style-type: none"> <li>Burlington Residents (city-wide)</li> <li>Indigenous Communities</li> <li>Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc)</li> <li>City staff</li> <li>Elected officials</li> <li>Newcomers</li> </ul>	Inform
Various dates	Recommendations to Council through reports	Evaluation of public engagement – information sessions, surveys, PRCAMP, Direct Delivery Review, RFEI, Reports to Council	Staff and Consultants	N/A
Winter/Spring 2024		Engagement on RFEI results Present the results of the RFEI to the community and ask the community to prioritize these		Inform, Consult

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Timing (WHEN)	Milestone	Message (WHAT)	Stakeholders (WHO)	Level of Engagement
		activities/uses to best meet the needs of residents today and tomorrow.		
<b>Outdoor Space</b>				
Summer 2023- Winter 2024	Parks, Recreation and Cultural Assets Master Plan (PRCAMP)	<p>Long term strategic framework for the development and enhancement of parks, recreation, cultural assets, and facilities in Burlington.</p> <p>The PRCAMP to identify emerging outdoor recreation needs and how they might be accommodated at the Bateman site</p>	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Community organizations that offer recreation, community and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• Joint venture groups as required</li> <li>• Businesses and business groups</li> <li>• Site lease holders</li> <li>• City staff</li> <li>• Elected officials</li> </ul>	Inform, Consult, Involve
Spring 2024	Visioning Exercise – Survey	Visioning and use of outdoor space	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> </ul>	Inform, Consult, Involve

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Timing (WHEN)	Milestone	Message (WHAT)	Stakeholders (WHO)	Level of Engagement
			<ul style="list-style-type: none"> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• Joint venture groups as required</li> <li>• City staff</li> </ul>	
Spring 2024	Visioning Exercise – in-person opportunities	Visioning and influence design and use of outdoor space	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• Joint venture groups as required</li> <li>• City staff</li> </ul>	Inform, Consult, Involve
Fall 2024	Evaluation of public engagement (visioning)	Evaluation of public engagement – surveys, workshops, followed by creation of design concepts	Staff	N/A
Winter 2025	Design Concepts	Design Concepts presented to stakeholders for feedback	<ul style="list-style-type: none"> <li>• Burlington Residents (city-wide)</li> </ul>	Inform, Consult, Involve

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<b>Timing (WHEN)</b>	<b>Milestone</b>	<b>Message (WHAT)</b>	<b>Stakeholders (WHO)</b>	<b>Level of Engagement</b>
			<ul style="list-style-type: none"> <li>• Community organizations that offer recreation, community, and cultural programs</li> <li>• Indigenous Communities</li> <li>• Advisory Committees of Council (Accessibility, Inclusivity, Seniors, Cycling etc.)</li> <li>• Joint venture groups as required</li> <li>• City staff</li> </ul>	
Spring 2025	Evaluation of public engagement (design concepts)	Evaluation of public engagement on the design concepts	Staff	
Spring 2025	Recommendation report	Recommendation report to Committee and Council outlining recommended design and uses of the outdoor space	Staff, Council and the public (delegation)	Inform, Consult, Involve

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## Policies and Factors That Cannot be Influenced

In every public engagement process, it is important to be aware of the things that cannot be influenced: either because they are beyond the City's control (for example things that are required by regional or provincial policy or law), or because they are outside the scope of the project as set out in the Council-approved terms of reference. The following aspects of the project are considered 'givens' and will not be included in engagement activities:

1. The property has been purchased by the City of Burlington and lease agreements have been signed. Major tenants have been confirmed, namely, Brock University, Halton District School Board, Burlington Public Library and TechPlace.
2. Due to the expanded use of the facility, it is anticipated that additional parking will be required, which may result in some loss of greenspace.
3. The gyms, pool, and other additional new space totaling 21,000 square feet will stay as City of Burlington recreational space. In addition to this, there may be opportunity for the community to leverage an additional 9000 square feet earmarked for tenant expansion.
4. **Large structural changes to the existing building cannot be done to accommodate all types of recreational services.** Although design is influenced by this engagement, the following activities will not be included, ice pad, indoor walking track, additional pool.

## Communication Tactics for Indoor Uses and Parking

Strategy	Audience	Tactic	Timing
Engage residents on the indoor uses of the space	All	Media release <ul style="list-style-type: none"> <li>• Engagement opportunities</li> <li>• Significant updates/milestones</li> </ul>	
Inform residents and stakeholders of parking space updates		Social media <ul style="list-style-type: none"> <li>• Engagement opportunities (paid)</li> <li>• General updates/milestones</li> </ul>	
		Get Involved updates	As needed
		Get Involved newsletters	As needed
		Signs on hoarding fence	
		City-wide mailer	
		City Update ad (for engagement opportunities)	

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		RCC Digital screens	
		Mayor's Insauga interview	
		Google adwords	
		Food for Feedback	September
		Event activations <ul style="list-style-type: none"> <li>• Movies in the Park, schools, events, etc.</li> </ul>	Summer
		Timeline graphic <ul style="list-style-type: none"> <li>• Large format printing for presentations</li> <li>• Electronic format for web and other electronic distributions</li> </ul>	
	Area residents	Postcard	
		Ward Councillor newsletter	
		Roadside mobile sign at Bateman	
	Recreation program providers	Email updates	As needed
	Bateman lease-holders	Email updates and meetings	As needed
	Council	In-person updates or briefings	As needed
		Email updates	As needed
		Report to Council	As required
		Pre-written content for newsletters or websites	As needed
		Photos and graphics to support pre-written content	As needed
	Staff	Regular meetings and emails	
		360 Updates	
		TV Burlington	

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## Communications Tactics for Outdoor Greenspace Planning

Strategy	Audience	Tactic	Timing
Engage residents on the future use of the greenspace	All	Media release <ul style="list-style-type: none"> <li>Engagement opportunities</li> <li>Significant milestones</li> </ul>	
		Social media <ul style="list-style-type: none"> <li>Engagement opportunities (paid)</li> <li>General updates and milestones</li> </ul>	
		Get Involved update	
		Get Involved newsletters	
		City Update ad (for engagement opportunities)	
		Google adwords	
		Area residents	Postcard
	Ward Councillor meeting		
	Park Ambassadors in Frontenac Park and outdoor greenspace		
	Signs in Frontenac Park (election style)		
	Roadside mobile sign at Bateman		
	Hoarding signs		
	Request to schools for a notice sent home through Frontenac PS, Ascension Catholic Elementary School, Mohawk Gardens PS, St. Patrick Catholic Elementary School. Paper or electronic		
	Council	In-person updates, briefings	
		Email updates	
		Report to Council	
		Pre-written content for newsletters or websites	
		Photos and graphics to support pre-written content	
	Staff	Regular meetings and emails (for project team)	
		360 Updates (all staff)	

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### Key Messages: Indoor Space and Parking

- The former Robert Bateman High School building and greenspace will be a public site and asset to the community.
- The City of Burlington is looking to add recreational programs to the former Bateman High School site. Residents are invited to provide feedback on the long-term framework for the development and enhancement of parks, recreation, cultural assets, and facilities in Burlington. This city-wide initiative will influence the Bateman location.
- More parking spaces are needed at the former Robert Bateman High School. When it was a high school, there were a limited number of cars coming to the site. With six different businesses and organizations coming to the site, there is a much greater need for parking.
- Council has directed staff to report back by Fall 2023 on parking alternatives, so during this time there will be no impact to the track. All options will be considered, including street parking in the neighbourhood, on-site parking, off-site parking and building a parking structure.
- Each parking option comes with its own challenges, costs and effectiveness.
- Supporting and encouraging active transportation to the site – transit, bike, walk
- Trees on the property will be protected as much as possible.
- The high school's triple gyms, pool, and 21,000 square feet of other space, will stay as City of Burlington recreational space.
- Residents both local and city-wide will have opportunities to provide feedback through the Get Involved Burlington page, public meetings, through the mayor or their councillor and through committee or council delegations.
- Visit [www.getinvolvedburlington.ca/bateman-highschool](http://www.getinvolvedburlington.ca/bateman-highschool) to provide your input or participate in a public information session, DATE/TIME/LOCATION.
- Stay informed of upcoming engagement opportunities by subscribing to updates on [getinvolvedburlington.ca/bateman-highschool](http://getinvolvedburlington.ca/bateman-highschool).

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### Key Messages: Outdoor Greenspace Planning

- Residents both local and city-wide will have opportunities to provide feedback through the Get Involved Burlington page, public meetings, through the mayor or their councillor and through committee or council delegations.
- Stay informed of upcoming engagement opportunities by subscribing to updates on [getinvolvedburlington.ca/bateman-highschool](http://getinvolvedburlington.ca/bateman-highschool).
- We have an opportunity to redesign the greenspace behind the former Bateman High School to make it an open, public space for recreation, leisure and enjoyment. Residents are asked to provide their thoughts on what should be done with the space available, within the limits of budget and services.
- Trees will be protected as much as possible and there will be a walking path through the greenspace.
- Visit [www.getinvolvedburlington.ca/bateman-highschool](http://www.getinvolvedburlington.ca/bateman-highschool) to provide your input or participate in a public information session, DATE/TIME/LOCATION.



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### Evaluating the Public Engagement Process and Communications

To assist in measuring how the public participation and communications contributed to the project decision to be made, the following will be used to evaluate the public participation process and communications.

1. Once the project is complete, measure the degree to which community members felt they:
  - a. Understood the project's process and its limitations
  - b. Understood how the feedback they provided influenced the outcome
2. Evaluate each form of engagement. How did each of the engagement approaches used help to achieve the engagement objectives?
3. Analyze how the feedback received about the forms of engagement impacted the overall public participation process as the project moved forward
4. Media summary reports – number of articles, reach and sentiment
5. Social media reports – number of posts, engagement and reach