



**RECREATION, CULTURE & WELLNESS DEPARTMENT**

Monday, May 03, 2021

**Subject:** Proposed purchase and installation of video streaming equipment for MCC

**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2021-0088 "Proposed Purchase and Installation of Video Streaming Equipment for MCC";**

**AND THAT Council approved the purchase and installation of video streaming equipment for the Accursi Room in the Meridian Community Centre;**

**AND THAT \$51,000 be funded from the new 2021 COVID-19 Recovery Funding for Municipal Programs; and \$32,000 be funded from the carryforward capital funds in IT-01-20.**

**Background:**

COVID-19 has severely restricted participation in recreation programming for all ages. This is especially the case with seniors and persons with disabilities in the educational, social, health and wellness, fitness, cultural activities and information programming at the Meridian Community Centre (MCC), a designated Senior Active Living Centre. The 2016 Census Data indicates that 41% of Pelham's population are 55 years of age or older, residing in 5 rural and semi-rural Villages.

In an effort to break down barriers and increase access the installation of video-streaming equipment in the Accursi Room at the MCC would be very beneficial. This equipment will enable both live-streaming of activities on multiple social media platforms and recording of activities for access at any time using the Town of Pelham's YouTube channel. This will reach seniors, persons with disabilities and other residents who cannot access in-person programs, reducing social isolation and improving inclusion and opportunities for participation. Participants will be able to view the events and programs (both livestreamed and recorded) from the comfort of their individual or congregate residences. The Pelham Seniors Advisory Committee and its volunteers are directly involved in recommending and supporting

programming and activities.

### **Analysis:**

By installing video equipment, programming will permanently be available live streamed on multiple social media platforms or as a recording, making it accessible 24/7 for those who cannot participate in person. Live streamed and recorded programs are expected to at least double participation in current programming and support program expansion. This significant increase in participation is expected based on a recent experience with a planned in-person Coffee House series at the MCC which pivoted to a virtual activity due to the pandemic restrictions. The redesigned virtual 4-part series was viewed by a total audience of 5,170 on Facebook and YouTube, far surpassing the maximum 600 persons anticipated for an in-person series. The popular Big Band series and informational activities such as the Fraud seminar and the Seniors Fair, both co-hosted by the Pelham Seniors Advisory Committee, will be available live or as a recording.

The proposed video streaming equipment will be well utilized during the pandemic and after increase use of the MCC for private rentals and Council public meetings, to name a few.

### **Financial Considerations:**

The total cost of purchase and installation of the video streaming equipment is estimated at \$83,000. This request was submitted as a grant application under the Ministry for Seniors and Accessibility's Inclusive Community Grants Program on December 18, 2020. The Town received notification on April 6, 2021 that due to the competitive nature of this program and the very high demand, they were not able to fund the Town's application. Being that the equipment will be used to provide live video streaming of activities to reach seniors, persons with disabilities and other residents who cannot access in person programming due to the COVID pandemic, Staff is requesting \$51,000 to be funded from the new COVID funding for 2021. On March 4, 2021, the Ministry of Municipal Affairs and Housing announced additional COVID funding to the Town in the amount of \$347,890. This funding is part of the Province's 2021 COVID-19 Recovery Funding for Municipal Programs. This new funding was not part of the Approved 2021 Operating Budget. The remaining \$32,000 will be funded from the 2020 carryforward capital funds in IT-01-20 for capital projects.

### **Alternatives Reviewed:**

Not proceeding with the acquisition of this equipment.

**Strategic Plan Relationship: Communication and Engagement**

Installation of equipment will give an immediate opportunity to reduce social isolation, improve inclusion and opportunities for participation. After the pandemic use will continue with private rentals and public meetings.

**Consultation:**

Pelham Senior Advisory Committee

**Other Pertinent Reports/Attachments:**

None.

**Prepared and Recommended by:**

Vickie vanRavenswaay, RRFA  
Director of Recreation, Culture and Wellness

Teresa Quinlin, MBA, CPA, CA  
Treasurer and Director of Corporate Services

**Prepared and Submitted by:**

David Cribbs, BA, MA, JD, MPA  
Chief Administrative Officer