Playground Project Plan
for Dr. R.E. McKechnie Elementary School

Overview

The Vancouver School Board (VSB) has notified the school that McKechnie's wooden playground needs to be replace by 2015. The McKechnie Parent Advisory Council (PAC) has started fundraising to purchase replacement playground equipment, expand the playground footprint, replace curbing and add new playground equipment. A group of parent volunteers are undertaking the tasks as outlined in this project plan.

Project Scope

The project has been broken down into the following areas of execution, details of which are explained within this document:

- Information Gathering – p 2 - 3
- Fundraising – p 3
- Communication – p 4 - 5
- Purchasing – p 5
- Installation & Maintenance – p 5
- Timeline – p 6

Contacts & Stakeholders

Those involved in this process are outlined below in no particular order of importance or authority:

**Dr. R.E. McKechnie School Administration**

- Mrs. Rosberg, Principal
- Mrs. Ferraro, School Secretary
- McKechnie Teachers & Maintenance Staff

**Parent Advisory Committee**

- PAC Executive
  - Sara Desbrisay
  - Jennifer Fotheringham
  - Mary Fry
  - Dilys Hanna
- Playground Committee Members
  - Dilys Hanna
  - Jazmin Holness
  - Janet Morris-Reade
  - Ellie Wong
- Parent/Caregiver School Community Students

**Vancouver School Board**

- Facilities Management
- Financial Administration

**Playground Equipment Suppliers**

- Habitat Systems
  - Jeff Musson
  - Henderson
  - Adam Walsh
- Blue Imp (Swingtime Distributors)
  - Tamy Rule

**Other PACs**

- District Parent Advisory Council
- Laura Secord Elementary
- Shaughnessy Elementary
- Dickenson Elementary
- Kerrisdale Annex
Information Gathering

The current school parents and school administration have no experience with playground projects; therefore, the committee is taking action to collect as much information as possible.

PRODUCT SUPPLIERS

We will meet with 3 suppliers of playground equipment that are approved vendors of the VSB. We will discuss with them criteria such as safety, age use of products, installation, fundraising, considerations, and maintenance. Each supplier will be asked to supply a quote with suggested components broken up into three phases (to accommodate ongoing fundraising) that include a general playground (40x40 space), a swing component, and a stand along climbing net structure. The quotes that include design layout will be in the following colours: blue for railings, green for slides, and red for moving components. This will allow all decision stakeholders to compare different quotes without being distracted by colour choices.

Action

• Habitat Systems
  Jeff Musson with Dilys, Karen, Jennifer, Ellie & Janet
  Met on December 13, quote was presented January 31st.

• Henderson
  Adam Walsh with Dilys, Karen, Jennifer, Ellie & Janet
  Met on January 22, quote to be presented February 26th

• Blue Imp
  Tammy Rule tammy@swingtimedistributors.com
  Meeting on January 28, quote was presented February 22nd.

Once the quotes and designs are received they will be presented to the PAC executive and school administration to make recommendations that will be presented at the April PAC meeting. An update of the project will be presented at the February PAC meeting.

OTHER PACs & DISTRICT PAC

The committee has created a survey to collect information from other schools that have undergone a playground project. The survey is set up in paper & web form (www.surveymonkey.com/s/TWSVFK7) and the questions on the survey are below: (See Appendix A for the draft of a cover email.)

1. What school are you answering these questions for?
2. When did your PAC last purchase playground equipment?
3. Who was your equipment supplier?
4. Approximately how long did the process take? Any concerns?
5. How was your playground project funded? Parent donations/ Vancouver School Board/ Corporate Sponsorship/ Other
6. In general, are you happy with your new playground?
7. If you were undertaking a playground project again tomorrow, what would you do the same?
8. If you were undertaking a playground project again tomorrow, what would you do differently?
9. Any additional advice?

We have contacted DPAC Communications Manager to ask for their help in distributing the survey.

Action

• Steve Baker - steve@vsbdpac.ca
  o Dec 19, 2012 – received email from Mr. Baker stating that they could send out a similar survey to their members at the end of January.
  o Jan 13, 2013 – sent a follow up request for help distributing the survey.
We are also collecting information about other VSB schools that have recently undergone a playground project. Admiral Seymour Elementary, Bayview Elementary, Bruce Elementary (3633 Tanner Street), Carleton Community Elementary, Hastings Elementary, Henderson Annex, Kerrisdale Annex, Kitchener Elementary, Laura Secord, McBride Elementary, Oppenheimer Elementary, Queen Elizabeth, Quilchena, Southlands.

**Action**
- Send the survey through these school’s PACs
- Set up a small group “coffee” meetings with other schools to collect information.

**Vancouver School Board**

We are unsure of when the old playground will be removed, but understand it will be before 2015. We also understand that the VSB will do the work and pay for the removal of the existing playground equipment, space curb, and wood chips.

**Action:**
- Mrs. Rosberg has contacted the VSB facilities department as has been told we will have a 2-month leeway and is closely monitoring the situation.

**Fundraising**

The parents of McKechnie have undertaken the job of raising funds to purchase playground equipment, install new curbing, install and expansion, as the VSB will not pay for replacement. A committee has been struck, which will grow as the fundraising tactics become more involved.

**Action:**
- The playground committee met on Nov 29, 2013 to plan tasks for the playground project – decided that a budget of $25,000 to $60,000 be used for planning and that the playground project be divided into three stages to accommodate different funding levels. Groups/sources for funds were identified:

  - Parents & families of students (Direct Drive & website)
  - Small corporate sponsors
  - Large corporate sponsors
  - Community at large (tactic to be discussed)
  - Grant Funding sources
  - Funds from Friday Night Fever initiative – ideas being considered are to sell front row seats to Christmas concert, flight simulator, bike & jersey raffle, principal for a day.

**Action:**
- Determine how sponsors will be acknowledged and set funding thresholds for levels of sponsorship acknowledgement.
  - Janet to get samples of photo tiles for photo wall
  - Mrs. Rosberg get permission from VSB to create an acknowledgement wall under the overhang – completed
  - Janet to take photos of Kerrisdale Annex mural
  - Jazmin to set funding thresholds levels for discussion at Committee meeting

- Determine how funds will be received and how tax receipts can be issued
  - Ellie will investigate with School & PAC & VSB
Ellie & Janet will investigate possibility of setting up a Pay Pal account on the Playground/PAC website

Assign responsibilities of how money will be handled without adding to work loads of Mrs. Ferraro and Mary Fry (PAC treasurer)

- Determine who is responsible for tracking funds and issuing receipts.

**Communication**

It is key to engage the school community and community at large in order to raise awareness and excitement for a new playground, garner valuable feedback, raise funds, and acknowledge those involved. We’ve identified the key audiences as:

- Parents & families of students (Direct Drive & website)
- Small corporate sponsors
- Large corporate sponsors
- Community at large

The following communications tactics will be used:

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Audience</th>
<th>Action</th>
<th>Responsibility</th>
<th>Cost</th>
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</thead>
</table>
| Website               | All                                | • Purchased [www.mckechniepac.ca](http://www.mckechniepac.ca) domain & hosting for 2 years  
  • Populate website with information about the playground project  
  • Set up a pay pal account to accept donations | Janet          | $90  |
| Fundraising Brochure  | All                                | • Establish funding thresholds  
  • Collect photos to include in the brochure  
  • Create brochure content & layout  
  • Identify funding prospects & email/mail out | Jazimin/Committee/ PAC Exec  
  • Janet  
  • Committee  
  • Committee | $100 |
| Direct Drive          | Parents & families                 | • Communicate need for new playground equipment and designate funds | PAC Exec       |      |
| Friday Night Fever    | Students Parents & families  
  Community at large | • Create a fundraising initiative that can be presented during Friday Night Fever such as a raffle or silent auction | To be determined |      |
| Bulletin Board        | Students Parents & families        | • Utilize bulletin board outside boys washroom to show drawings of playground equipment & fundraising initiatives  
  • Garner feedback for designs through stars or sticky notes | Committee      |      |

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<th>Tactic</th>
<th>Audience</th>
<th>Action</th>
<th>Responsibility</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>PAC Meeting</td>
<td>Parents &amp; Families</td>
<td>• Present proposals from different playground equipment suppliers</td>
<td>Committee/PAC Exec</td>
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<td></td>
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<td>• Distribute information about website &amp; copies of fundraising brochure</td>
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<td>• Ask for input on fundraising initiatives or sources</td>
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<td></td>
<td></td>
<td>• Ask for volunteers to take part in fundraising tactics</td>
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<tr>
<td>McKechnie Email</td>
<td>Students Parents &amp; Families</td>
<td>• Send out link to PAC website</td>
<td>Mrs. Rosberg/Mrs. Ferraro</td>
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<td></td>
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<td>• Send out PDF of brochure</td>
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<tr>
<td>Thank you notes &amp; tax receipts</td>
<td>All</td>
<td>• Send out thank you letters along with charitable tax receipts (if applicable). Include details of how their donation is acknowledged</td>
<td>Committee</td>
<td></td>
</tr>
</tbody>
</table>

**Purchasing**

After the quotes from 3 suppliers are received, PAC survey and information gathering is tabulated, the requisite funds raised, and the school community has been adequately informed, the school will be ready to purchase new playground equipment.

**Action:**
- Mrs. Rosberg will notify the VSB & clarify removal dates and areas of responsibility
- The funds will be released to the supplier through the VSB (?)
- Delivery, warranty and timelines to be confirmed

**Installation & Maintenance**

Depending on the response from the school, the PAC may decide to have the supplier, the VSB, or the community install the playground equipment, which needs to be coordinated with the existing playground removal and ground preparation.

**Action:**
- Get quotes from the suppliers for installation options
- Confirm with the VSB what part they will pay
- If choosing a community installation, consider hosting an event such as a BBQ
- Through a memorandum of understanding, determine responsibilities for playground maintenance
- Consider having a playground opening ceremony to acknowledge volunteers, donors, and stakeholders.
Of course this will be determined by our fundraising efforts and VSB removal of the existing playground, but an estimate for a timeline is below:
Appendix A - Draft cover email to PAC representatives at other schools to accompany our request for information survey:

Dear PAC Representative:

Our school, Dr. R.E. McKechnie Elementary, needs to replace our wooden playground by 2015. Since we are all novices at this endeavour, we hoped to get your advice about what we should do as we move forward through the process. If you've purchased playground equipment for your school in the past 5 years or are currently going through the process, then we would love to hear from you!

It is hoped that by learning from your experiences, we can save time and money. We will, of course, share what we learn with others.

Please take a moment to answer the questions on survey monkey at http://www.surveymonkey.com/s/TWSVFK7. If it’s more comfortable for you, I've also attached the survey in Word.

Thank you in advance for your help with this survey. If you are receiving this email in error, please forward it to the right person within your PAC.

Kind regards,
Janet Morris-Reade
Playground Project Committee

Janet Morris-Reade
C 604 818 8028
Playground Survey

Please return survey to janetmr@shaw.ca or take it online at http://www.surveymonkey.com/s/TWSVFK7

1. What school are you answering these questions for?
   ____________________________________________________

2. When did your PAC last purchase playground equipment?
   ____________________________________________________

3. Who was your equipment supplier? Why did you chose this supplier?
   ____________________________________________________

4. Approximately how long did the process take? Any concerns?
   ____________________________________________________

5. How was your playground project funded?
   % Parent donations
   % Vancouver School Board
   % Corporate Sponsorship
   % Other: ____________________

10. In general, are you happy with your new playground?
    □ Yes
    □ No

6. If you were undertaking a playground project again tomorrow, what would you do the same?
    ____________________________________________________
    ____________________________________________________

7. If you were undertaking a playground project again tomorrow, what would you do differently?
    ____________________________________________________
    ____________________________________________________

8. Any additional advice?
    ____________________________________________________
    ____________________________________________________

Thank you for taking the time to answer & return this survey! Please return to janetmr@shaw.ca.
Appendix B – Draft letter to request corporate sponsorship

We write to ask for your generous support for the McKechnie Elementary Playground Project. The school is well within the catchment of the "Shannon Wall Centre Kerrisdale" Development. McKechnie Elementary’s school playground for the primary children (kindergarten to grade 3) is a very old wooden structure, which has been deemed unsafe will be demolished sometime over the next 3-24 months. The Vancouver School Board will not be able to assist with funding for a roughly $40 - $50,000.00 playground.

The PAC (Parent Advisory Committee) is fundraising to build a new and exciting playground that will engage the children and provide a safe play and exercise area for the children in our community. Playgrounds are more than just for play but is a crucial part of child development. For many children, it is their favourite time of day when they get to be on the playground for free time or recess. It acts as a release for them from the pressures of learning during the day. They know that time on the playground is their own time.

We know this time of year is extremely busy for a lot of people. We are writing to let you know what is happening in the community that will serve the owners and residents of the Shannon Wall Centre. In the new year, we will be able to provide you with more details of the "Playground Project" and we will contact you to discuss the possibility of partnering with you in this opportunity to make an important contribution in developing our community.

We thank you for your time in reading this letter.

Yours truly,

Jazmin B. Holness

PAC member of McKechnie Elementary
Playground Project Corporate Sponsorship Committee