What We Heard Report

Summary of Key Engagement Findings

April 2019
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The following graphic illustrates the process being used to develop the Master Plan. The Final Master Plan document is scheduled for completion later this spring (May / June 2019).

**Research Inputs**
- Public and stakeholder engagement
- Trends and leading practices
- Population and demographics
- Current utilization data
- Benchmarking

**Analysis & Strategic Direction Setting**
- Identification of the strengths and gaps of recreation in the community
- Identification of potential focus areas and priorities for the Master Plan to address

**City of Kamloops Recreation Master Plan**
- Draft Master Plan
- Public and stakeholder review
- Final Master Plan

Once complete, the Master Plan will...
- Provide the City with a strategic roadmap to guide the delivery of recreation services.
- Identify priorities for recreation infrastructure and programming.
- Provided City staff and Council with a point of reference that can guide future decision making.
- Guide future partnerships and collaborations.

*The City last developed a Recreation Master Plan in 2003.*
A variety of different engagement methods were used to gather feedback, perspectives and opinion from residents and user groups.

**Other Research Methods**
- Population & demographics analysis.
- Benchmarking.
- Review of current utilization data.
- Recreation trends and leading practices analysis.
- Review of previous City planning.

- Resident Survey (Coded Access) 1,316 Responses*
- Resident Survey (Open Access) 281 Responses
- Stakeholder Discussions 17 Discussion Sessions (56 Organizations Represented)
- Community Group Questionnaire 50 Responses
- Open Houses 2 Events (~80 Attendees)
- Let’s Talk Kamloops Online Engagement 815 Site Visits (37 Engaged Visitors)

*Provides a margin of error of +/- 2.7%
SECTION 3
Resident Survey
Key Findings

*The following graphs reflect findings from the “Coded” version of the Resident Survey.

Favourite Indoor Activities

- Swimming drop-in: 48%
- Fitness training at a gym: 47%
- Fitness classes: 41%
- Social events: 38%
- Creative arts: 33%
- Indoor walking: 30%
- Performing arts: 28%
- Ice skating: 23%
- Swimming program: 23%
- Hockey: 15%

Favourite Outdoor Activities

- Hiking/walking for leisure: 83%
- Community events: 64%
- Gardening: 57%
- BBQ/picnic/social gathering: 52%
- Swimming (local lake or river): 46%
- Paddling (kayaking, canoeing, rowing): 40%
- Golf: 33%
- Skiing/snowboarding: 33%
- Street/road cycling: 32%
- Running (outdoors on a trail or pathway): 28%
- Mountain biking: 28%
- Swimming (outdoor pool): 24%
- Field sports: 22%
Overall, how important are recreation activities to...

- **...your household’s quality of life.**
  - Very Important: 79%
  - Somewhat Important: 20%
  - Not Important: 1%

- **...the local neighbourhood or community in which you live.**
  - Very Important: 77%
  - Somewhat Important: 21%
  - Not Important: 2%

- **...the appeal of the city for potential new residents and visitors.**
  - Very Important: 76%
  - Somewhat Important: 21%
  - Not Important: 3%

### Main Reasons for Participation in Recreation

- Physical health/exercise: 96%
- Fun/entertainment: 85%
- To enjoy nature: 76%
- To spend time with friends and family: 73%
- Relaxation/to unwind: 72%
- Meet new people: 46%
- Improve skills or knowledge: 45%
- Experience a challenge: 35%
- Help the community: 22%
- Competition: 18%
How do you currently find out about recreational opportunities?

- Word of mouth: 72%
- City of Kamloops Activity Guide: 66%
- Social media: 52%
- Local newspapers: 51%
- Local radio: 37%
- Posters in community facilities and spaces: 27%
- Outdoor signage: 27%
- Television: 16%

Levels of Satisfaction

- Very Satisfied
- Somewhat Satisfied
- Dissatisfied

...the overall state of recreation in the area.

- Very Satisfied: 40%
- Somewhat Satisfied: 54%
- Dissatisfied: 6%

...your household’s ability to access the recreation facilities and spaces you want to use.

- Very Satisfied: 42%
- Somewhat Satisfied: 52%
- Dissatisfied: 6%

...your household’s ability to access the recreation programming and activities you want to participate in.

- Very Satisfied: 37%
- Somewhat Satisfied: 57%
- Dissatisfied: 7%
Barriers to Recreation Participation

- Inconvenient times/scheduling: 38%
- Lack of time: 33%
- Cost of participating: 31%
- Age/health issues: 28%
- Lack of facilities/insufficient facility time available: 19%
- Unaware of what is available: 17%
- Lack of programming options: 11%
- Transportation barriers: 9%
- Lack of interest: 9%
- Nothing: 11%

Is there a need for new and/or enhanced recreation facilities to be developed in Kamloops?

- Yes: 47%
- No: 14%
- Not Sure: 39%

Top 5 Facilities Mentioned

**Top 5 INDOOR Facility Types that Respondents Identified as Being Needed**
- Performing arts venues
- Seniors centres
- Aquatics
- Indoor child play spaces
- Arts and crafts spaces

**Top 5 OUTDOOR Facility Types that Respondents Identified as Being Needed**
- Natural surface trails
- Parks
- Paved trails
- Campgrounds
- Community gardens
Would your household be willing to pay increased taxes to enhance recreation opportunities (facilities and programs) in the city?

- Yes: 36%
- No: 35%
- Not Sure: 29%

Further Perspectives & Insight

Of the respondents that indicated that “Yes” they would support a tax increase or were “Not Sure”, 77% indicated that they would support an increase up to $100 per year.
*The following bullet points reflect key findings from the Stakeholder Discussion Sessions and User Group Questionnaire.*

- The majority of user groups expect to grow in upcoming years.
- A number of groups expressed the need (or want) to have access to more and better spaces for their programs and activities.
- The majority of user groups and stakeholder expressed positive sentiments towards the Tournament Capital Program, and believe that it has been successful at raising the communities profile and helping leverage capital funding for facility projects.
- There exists some belief that the arts and culture have not received adequate (or equitable) attention or investment.
- Some stakeholders believe that the City should be more aggressive in re-purposing older and underutilized facilities and spaces.
- User groups appreciate being consulted for the Master Plan and would like more ongoing opportunities for inputs, especially as new infrastructure projects are being planned.
- Groups identified a number of facility priorities and projects that they’d like to see developed. These projects included:
  - Hard surface event and multi-purpose space
  - Pickleball courts (tournament caliber facility)
  - Indoor field house (non-boarded field space)
  - Disc golf courses
  - Trails and river access
  - Sport field enhancements (artificial turf, lighting, support amenity additions)
Section 5

Open House Events and Let’s Talk Online Engagement

*The following bullet points reflect key themes and points of interest from the Open House events and Let’s Talk online engagement comments.*

- High level of passion for recreation and active living.
- Emerging groups are keen to expand programs and have more or better space.
- Having a variety and diversity of recreational opportunities is important.
- Important to focus on ensuring that new residents are engaged in recreation.
- Affordability is an important aspect of participation and a barrier for some residents.
- The City needs to be creative and look at partnerships, alternative delivery methods, and other opportunities to make the most effective use of available resources.
- Residents place a high value on trails, parks, and other outdoor spaces.
- The City will need to identify creative solutions to addressing space needs.
- Kamloops has a strong regional and provincial reputation as an event hosting centre.
- Recreation is highly beneficial and important to quality of life.
- The Master Plan process was generally viewed as a positive, and Open House attendees reiterated that they would like ongoing opportunities to provide feedback on the future of recreation in the community.
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