Appendix A: Community Survey Results and Focus Group Notes

Peachland Community Survey Report

Parks and Recreation Master Plan Update

Points of View Research 9/14/2017

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Household Participation in Outdoor Activities

1a. Do you or anyone in your household participate in any of these **outdoor** activities?

Survey respondents were asked if they or anyone in their households participated in any of 29 types of outdoor activities. For seasonal activities, they were told to answer for the time of year the activity is engaged in. The information obtained from this question provides a snapshot of how Peachland residents are recreating outdoors and the relative popularity of various outdoor activities. The District of Peachland does not provide facilities or support for many of these activities and wouldn't be expected to, but a comprehensive picture provides a context for those activities that are supported by facilities, programs, etc. and allows the tracking of changing trends in recreation.

As shown on the next chart, the top six outdoor activities of Peachland residents are:

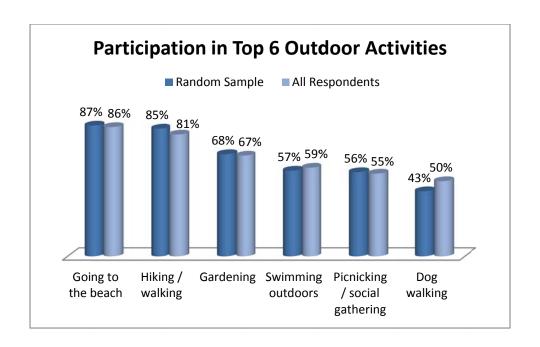
- going to the beach
- hiking or walking
- gardening
- swimming outdoors
- picnicking or social gatherings and
- dog walking.

Only 2% of random sample households and 5% of open access households reported no outdoor activities.

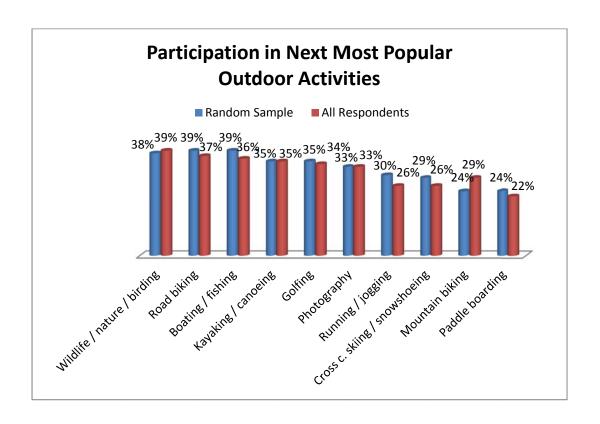
➤ There is a higher incidence of dog walking among open access participants (56%) than random survey respondents (43%), and also a higher incidence of mountain biking (35% and 24%) and other unspecified outdoor activities (11% and 3%).

Higher levels of participation were found for some activities for households with children. The results below are based on the random sample data, but generally held for open access households too.

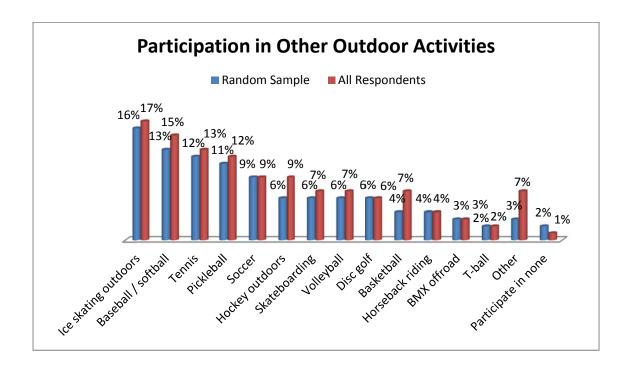
➤ In comparison with households without children, households with children were more likely to engage in swimming outdoors, picknicking / social gatherings, boating / fishing, road biking, running / jogging, cross country skiing \ snowshoeing, paddleboarding, mountain biking, ice skating outdoors, baseball / softball, soccer, skateboarding, outdoor hockey, volleyball and were the only participants in BMX off roading and T-ball.



The next chart shows outdoor activities that are popular with two in five to a quarter to Peachland households.



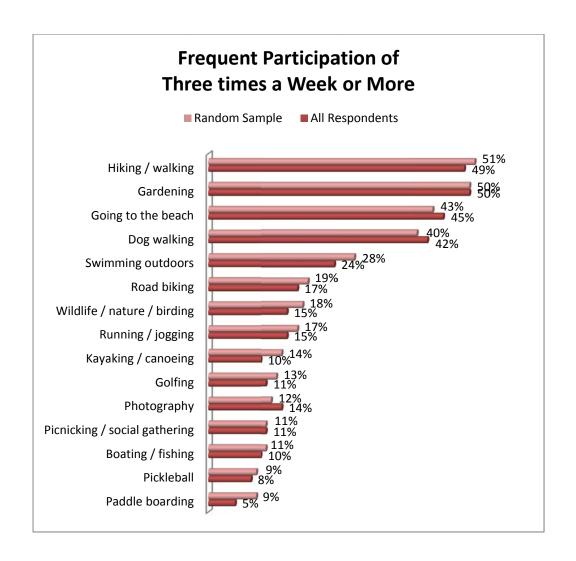
The next chart shows participation in other outdoor activities asked about in the survey.



1b. Do you or anyone in your household participate in this activity three times a week or more on average?

Shown in the next chart are frequently participated in outdoor activities indicated by at least one in ten of the random sample respondents. The four outdoor activities participated in frequently by the largest percentages of households, between half and two in five, are:

- hiking or walking
- gardening
- > going to the beach
- dog walking
- Random sample households were more likely than open access households to participate in kayaking or canoeing (14% and 6%) and boating or fishing (11% and 5%).



Household Use of Parks, Trails and Beaches

2. Do you or anyone in your household use any of these parks and trails in or near Peachland?

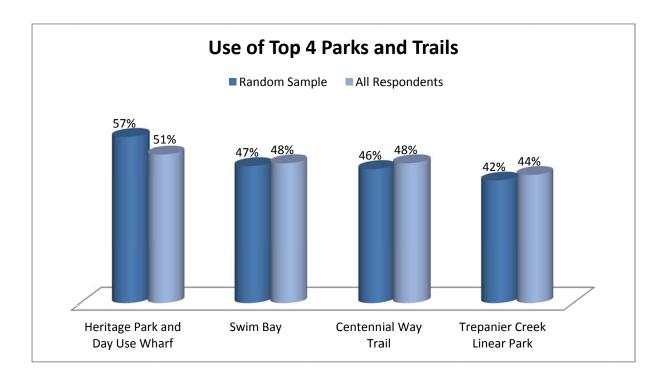
As shown on the next chart, the top four parks and trails used by Peachland residents, over half to two in five households, are:

- Heritage Park and Day Use Wharf
- Swim Bay
- Centennial Way Trail
- Trepanier Creek Linear Park

7% of random sample households and 5% of open access households reported no use of parks and trails.

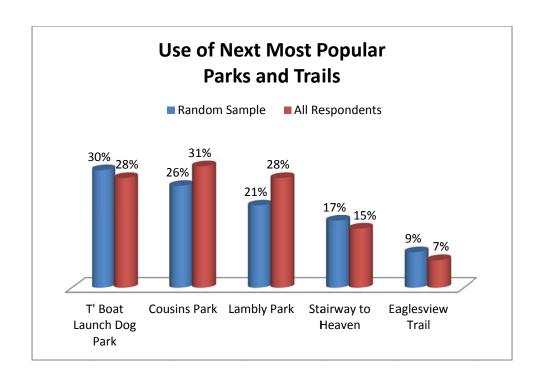
The results shown below are based on the random sample data, but generally describe open access households too.

- ➤ A significantly larger percentage of random sample respondents (57%) than open access participants (44%) indicated household use of Heritage Park and Day Use Wharf.
- ➤ Households with children (78%) were more likely than households without children (36%) to use Swim Bay.
- Childless households (48%) were more likely than households with children (23%) to use Trepanier Creek Linear Park and households without children were the only users of the least used parks and trails.

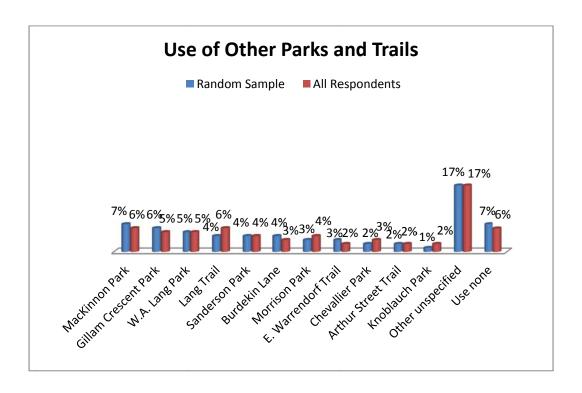


The next chart shows usage levels of the next most popular parks and trails. These five parks and trails are used by between three in ten to one in ten households.

A significantly larger percentage of open access participants than random sample respondents indicated household use of Cousins Park (38% of open access and 26% of random survey respondents) and Lamby Park (37% and 21%).



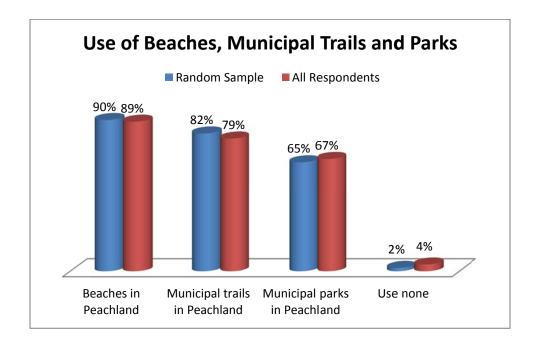
The remaining parks and trails asked about in the survey were used by between 7% and 1% of random sample households.



3a. Do you or anyone in your household use any of these municipal parks, trails and beaches?

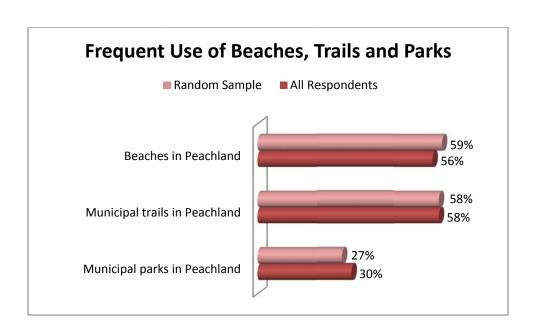
A very large majority of nine in ten households use beaches in Peachland, and eight in ten use trails in Peachland. Two-thirds use municipal parks.

Only 2% of random sample households and 5% of open access households use none.



3b. Do you or anyone in your household use these parks, trails or beaches three times a week or more on average?

Majorities of user households, over half, use beaches and trails frequently, and three in ten user households use parks frequently. High frequency was defined as three times a week or more.



Satisfaction with Parks, Trails and Beaches

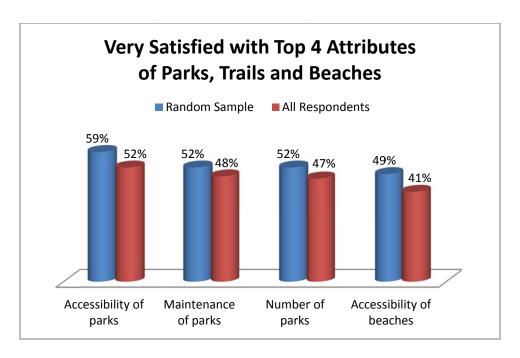
4. How would you rate your satisfaction with municipal parks, trails and beaches in Peachland?

Those who did not provide a rating were not included in (netted out of) the satisfaction analysis.

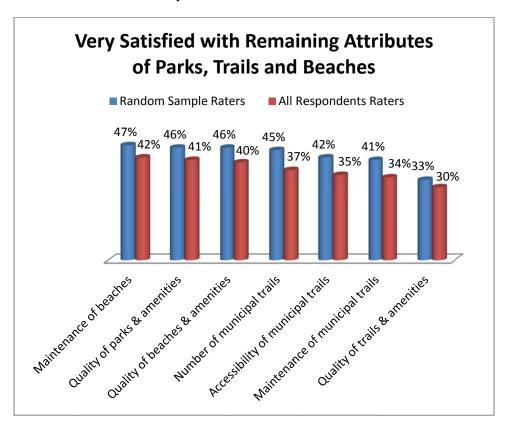
As shown in the next chart, half or more survey respondents who provided a rating for parks, trails and beaches said they are very satisfied with three attributes of parks and one attribute of beaches in Peachland. These are:

- physical accessibility of parks
- maintenance of parks
- > number of parks and
- physical accessibility of beaches.

A general pattern of larger percentages of very satisfied ratings was found for random sample raters in comparison with open access raters, and sometimes the differences were statistically significant.



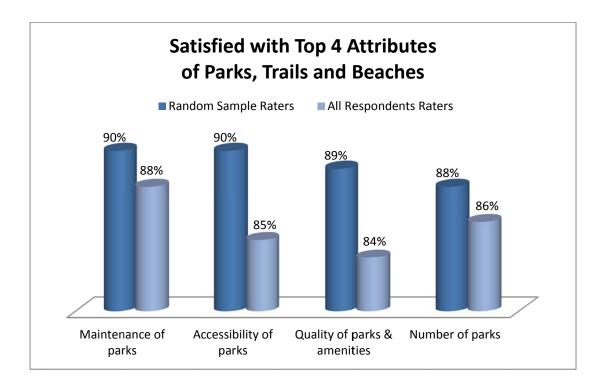
As shown in the next chart, over four in ten to three in ten survey respondents who provided a rating for parks, trails and beaches are very satisfied with the rest of the attributes asked about in the survey.



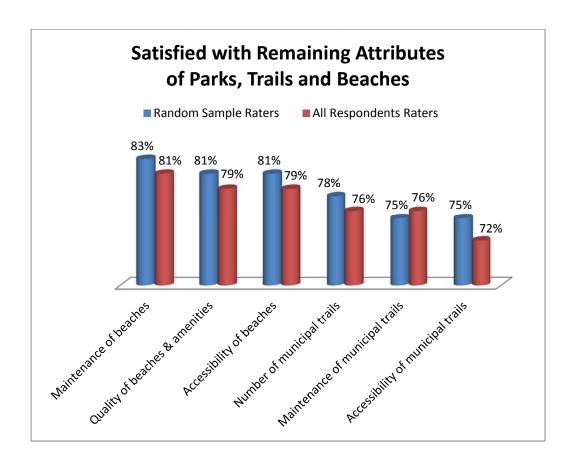
Another way of analyzing satisfaction levels is to combine very and somewhat satisfied ratings to produce "overall satisfied" levels. Overall satisfaction is shown in the next two charts.

About nine in ten of those who provided a rating for attributes of parks, trails and beaches indicated overall satisfaction with the parks attributes. These are:

- > maintenance of parks
- physical accessibility of parks
- quality of parks and parks amenities and
- > number of parks.

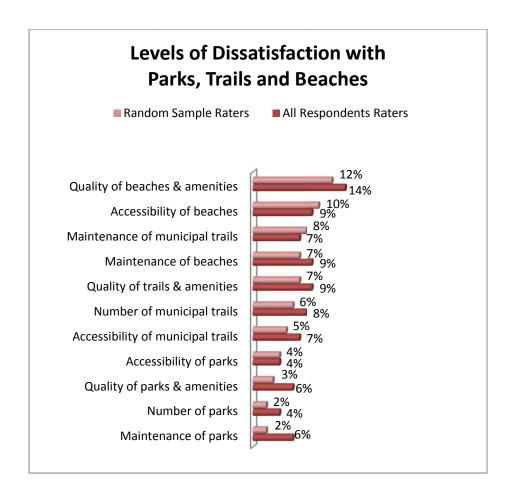


Eight in ten to three-quarters of survey respondents who provided a rating for parks, trails and beaches indicated overall satisfaction with the other attributes.



The next chart shows the levels of overall dissatisfaction with the attributes. Overall dissatisfaction is defined as a combination of very and somewhat dissatisfied ratings. Overall dissatisfaction levels were below one in ten of those who provided a rating for most of the attributes of parks, trails and beaches. The largest percentages of dissatisfied ratings were found for:

- > the quality of beaches and amenities and
- physical accessibility of beaches.



Importance of Replacing Turner Park Facilities and Constructing a Splash Park

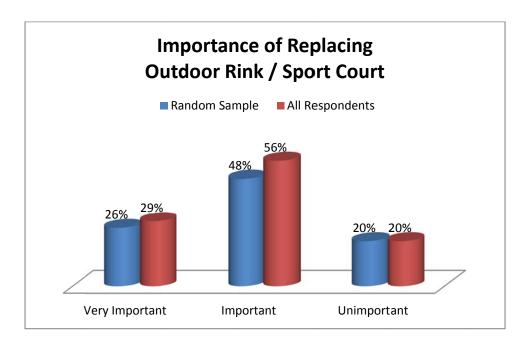
5a. The next two questions are about the recreation facilities located at Turner Park. Turner Park is a privately owned property that is leased by the District. It is unclear how long the District will be able to lease this land for public use.

- i. Do you feel it important or unimportant to build a new outdoor ice rink / sport court in a District-owned park to replace the ice rink / sport court at the current Turner Park?
- ii. Do you feel it important or unimportant to build new baseball fields in a Districtowned park to replace the baseball fields at the current Turner Park?

A quarter (26%) of the random sample answered that it is very important to replace the outdoor rink / sport court located at Turner Park, and about half (48%) said it is very or somewhat important. One in five (20%) said it is very or somewhat unimportant or not important at all.

The results for households with and without children summarized below are based on the random sample data. The results were even more divergent for open access households.

➤ Raters from households with children are more than twice as likely as raters in households without children to feel that replacing the Turner Park outdoor rink / sport court is very important (49% of raters in households with children and 23% of raters in households without children).



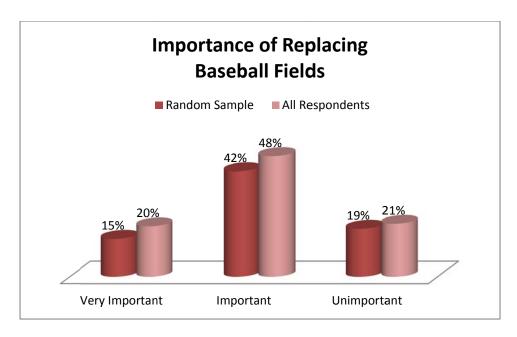
Please note: The percentages do not sum to 100% on this chart because the "Important" percentage includes both "very" and "somewhat important" ratings and the percentage that chose "don't know / no opinion" is not shown.

Somewhat more interest was expressed in replacing the outdoor rink/sport court than the baseball fields.

15% of the random sample raters answered that it is very important to replace the baseball fields located at Turner Park, and four in ten (42%) said it is important or somewhat important (overall importance).

Similar to the level of unimportant ratings for replacing the outdoor rink / sport court, one in five raters felt that it is unimportant to replace the baseball fields (combined somewhat unimportant and not important at all).

➤ Open access participants who provided a rating (61%) were more likely than random sample respondents who provided a rating (48%) to feel that replacing the baseball fields is very or somewhat important (overall importance).



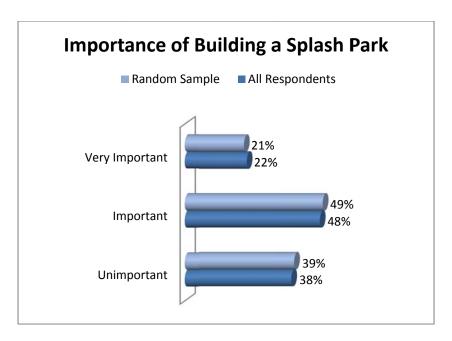
Please note: The percentages do not sum to 100% on this chart because the "Important" percentage includes both "very" and "somewhat important" ratings and the percentage that chose "don't know / no opinion" is not shown.

5b. A new splash park (sometimes called a water park) has been proposed for the District of Peachland. Do you feel it important or unimportant to construct a new splash park?

When asked the importance of constructing a splash park, one in five raters said it is very important to build a splash park, and half feel that it is very or somewhat important (overall importance). Two in five feel it is unimportant.

The results for households with and without children summarized below are based on the random sample data. The results were even more divergent for open access households.

➤ Raters from households with children are almost three times as likely as raters in households without children to feel that constructing a splash park is very important (41% of raters in households with children and 14% of raters in households without children). Raters from households with children were more likely (68%) than raters in households without children to feel that constructing a splash park is very or somewhat important (43%).



Please note: The percentages do not sum to 100% on this chart because the "Important" percentage includes both "very" and "somewhat important" ratings and the percentage that chose "don't know / no opinion" is not shown.

Household Participation in Indoor Activities

6a. What **indoor** recreation activities do you or any member of your household participate in?

Survey respondents were asked if they or anyone in their households participated in any of 11 types of indoor programs and activities. If participation is seasonal, they were told to answer for the time of year the activity is engaged in. As shown on the next chart, the top four programs and activities used by two in five Peachland households are:

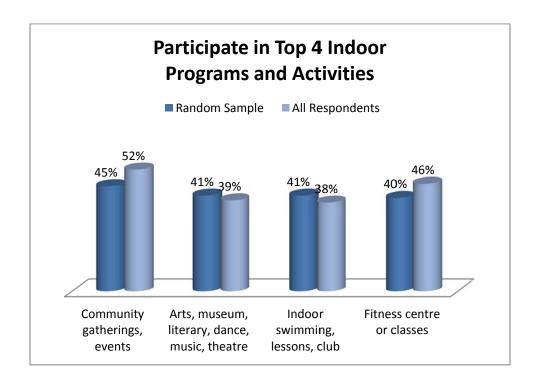
- community gatherings, cultural events, or special events
- rts, museum, literary, visual arts, dance, music, or theatre activities
- indoor public swimming, swimming lessons, swim club or other type of swim program and
- fitness centre or fitness classes.

14% of random sample households and 9% of open access households reported no use of recreation programs and activities.

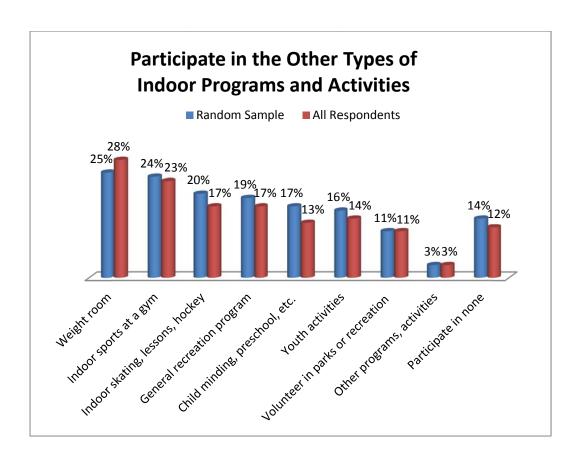
- Open access houdseholds are more likely to participate in community gatherings, cultural events, or special events (60%) than random sample households (45%). Likewise with fitness centre and fitness classes (52% and 40%).
- ➤ Higher levels of participation were found for some activities for households with children. Random sample households with children are more likely to participate in

- indoor public swimming, swimming lessons, swim club or other type of swim program (66%) than households without children (32%).
- ➤ Other differences between households with and without children in participation rates were found for indoor sports at a gym such as basketball, badminton, floor hockey, volleyball, indoor soccer, gymnastics, gym games, etc. (46% and 17%), indoor public skating, skating lessons, figure skating club, minor hockey or other type of skating activities (46% and 1%), child minding, parenting, family or preschool programs (52% and 4%) and youth activities (50% and 4%).

Similar differences were found for open access households that have and do not have children.



As shown in the next chart, between a quarter and one in ten survey participants indicated that their households are involved in the other indoor recreation programs and activities asked about in the survey.



General Location of Used Indoor Recreation Facilities

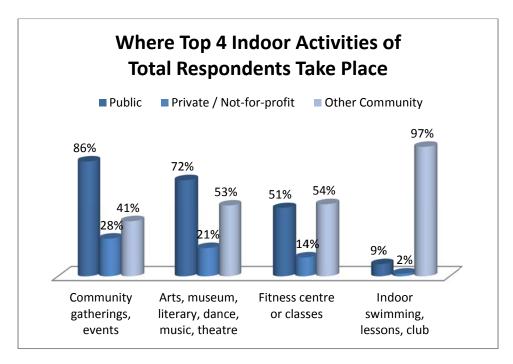
6b. Where are you doing these activities? In a public facility in the District of Peachland, in a private or not-for-profit facility in the District of Peachland or are you participating in these activities in some other community?

Participants in the types of activities asked about in the previous question were asked where their households are doing these activities – at a public facility in Peachland, at a private or not-for-profit facility in Peachland or in some other community.

The next chart indicates that where an activity is engaged in largely depends on the activity.

- ➤ A very large majority of participating households attend community gatherings, cultural and special events at public facilities in their own community.
- A majority of participants in arts, museum, literary, visual arts, dance, music, or theatre activities are using public facilities in Peachland, but half also use facilities in other communities.
- Fitness activities are split between Peachland public facilities and other communities.

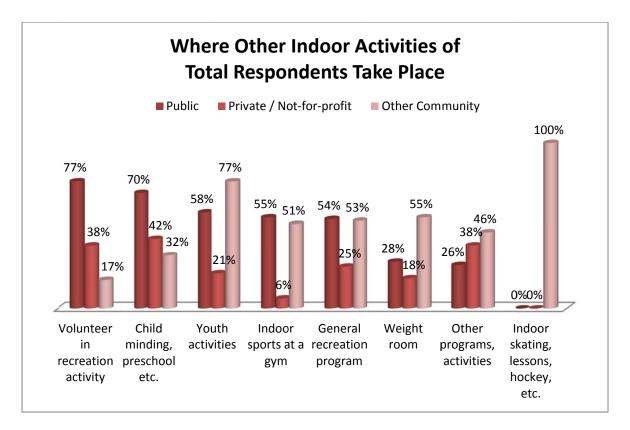
Nearly all households that participate in indoor swimming programs and activities are travelling to other communities for these programs and activities.



Please note that the percentages shown on this chart are the locations that participating respondents engage in their activities. Many respondents chose multiple locations for participating in their activity.

The next chart provides results for where each of the other types of activities asked about in the survey take place.

- The two types of activities for which large majorities of participants are engaging in the activity in the District of Peachland are volunteering in a parks or recreation activity and child minding, parenting, family or preschool programs.
- Majorities of over half of participating households engage in youth activities, indoor sports at a gym and general recreation programs and activities in the District of Peachland.
- Large percentages participating households go to other communities for youth activities, and all indoor skating activities and programs take place in other communities.



Please note that the percentages shown on this chart are the locations that participating respondents engage in their activities. Many respondents chose multiple locations for participating in their activity.

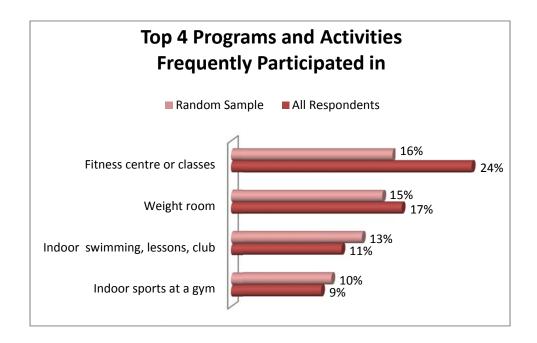
6c. Do you or anyone in your household participate in these programs three times a week or more on average?

The levels of frequent participation in indoor programs and activities are significantly lower than frequent participation in outdoor activities. High frequency was defined as three times a week or more.

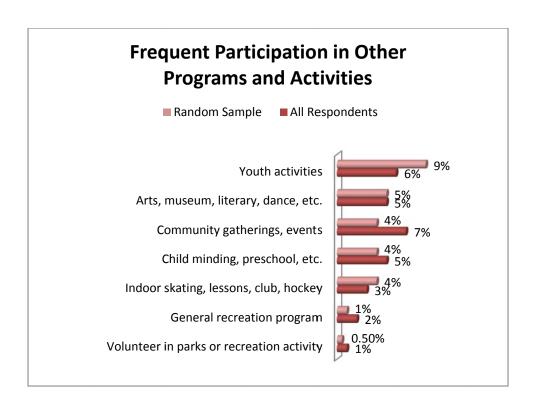
The next chart shows the top four frequently engaged in programs and activities. These are:

- fitness centre or classes for group fitness, Pilates, Yoga, Spin, Boot camp, Tai Chi, etc.
- weight room
- indoor public swimming, swimming lessons, swim club or other type of swim program and
- indoor sports at a gym such as basketball, badminton, floor hockey, volleyball, indoor soccer, gymnastics, gym games, pickleball, etc.
- Larger percentages of open access participants than random survey respondents frequently participated in fitness centre or classes for group fitness, etc. (33% and 16%) and community gatherings, cultural events or special events (11% and 4%).

A larger percentage of random sample households than open access households are frequent participants in youth activities (9% and 2%).



With the possible exception of youth activities, frequent participation levels are quite low for the other indoor programs and activities.



Household Use of Facilities in Peachland

7a. Do you or anyone in your household use any of these facilities in Peachland?

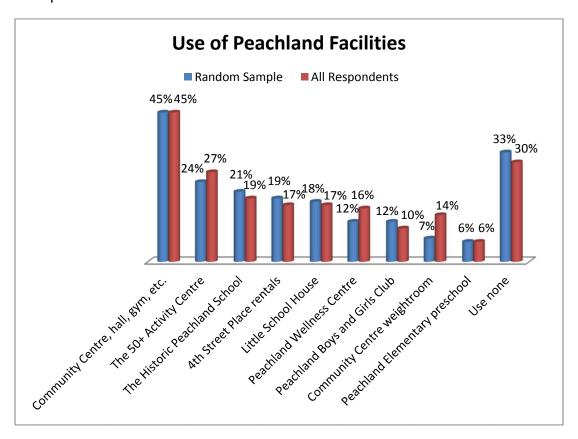
The Community Centre with its hall / gym and multi-purpose uses is the District of Peachland facility used by the largest percentage of households, 45%. The levels of household use of other facilities asked about in the survey are between a quarter and 6% of households.

33% of the random sample and 26% of open access participants reported no facility use by their households.

- ➤ Greater use was reported by open access households than random sample households of Peachland Wellness Centre (20% and 12%) and the Community Centre potable weight room (21% and 7%).
- Random sample households with children were more likely to use the Peachland Boys and Girls Club (38%) than households with no children (2%) and 4th Street rentals (35% and 13%), and households with children are the only users of Peachland Elementary School for Peachland Boys and Girls Club's preschool (22%).

Random sample households without children were more likely to use the 50+ Activity Centre (30%) than households with children (8%) and more likely to use none of the facilities (38% and 18%).

Roughly similar results for facility use among households with and without children were found for open access households.



7b. Do you or anyone in your household use the facility three times a week or more on average?

The level of frequent use of the Community Centre and its hall / gym and multi-purpose uses was 12%, which was at least twice the levels of frequent use of the other Peachland facilities asked about in the survey.

Frequent use of the Community Centre portable weight room was higher among open access households (13%) than random sample households (0.5%), and open access households reported the only frequent use of the Little School House (5%).

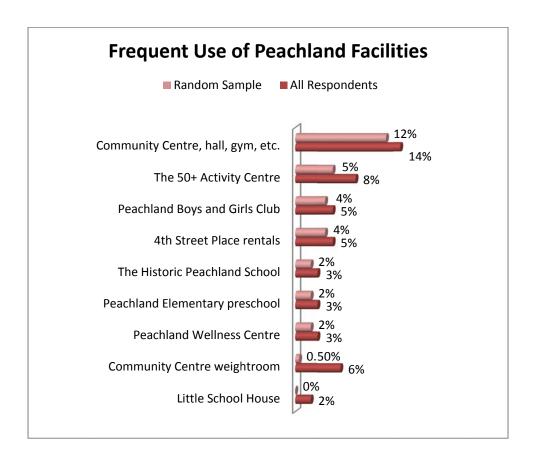
The following facilities are frequently used by larger percentages of random sample households with children than households with no children:

- Community Centre with its hall / gym and multi-purpose uses (24% of those with children and 7% of those without children use frequently) and
- ➤ Peachland Boys and Girls Club children and youth activities (15% of those with children and 0.6% of those without children use frequently).

Random sample households with children were the only households reporting frequent use of Peachland Elementary School for Peachland Boys and Girls Club's preschool (8% use frequently).

Random sample households without children were the only households reporting frequent use of the 50+ Activity Centre (7% use frequently), The Historic Peachland School Training Room and Art Gallery (3% use frequently) and Peachland Wellness Centre (2% use frequently).

The results were roughly similar for open access households with and without children.



Satisfaction with Current Peachland Recreation Facilities and Programs

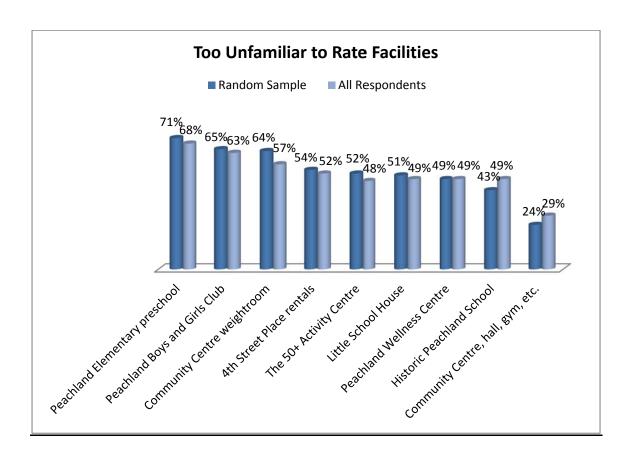
8. How would you rate your satisfaction with the following Peachland public facilities and types of programs that are available?

Those who did not provide a satisfaction rating were not included in (netted out of) the satisfaction analysis. The next chart indicates that large numbers of survey respondents felt

too unfamiliar with Peachland facilities to provide a rating. Two-thirds to seven in ten random sample respondents did not rate three facilities. These are:

- Peachland Elementary School's Boys & Girls Club's preschool
- Peachland Boys & Girls Club for children and youth and
- Community Centre portable weight room.

The facility that received the largest number of ratings was the Community Centre. Threequarters of survey respondents felt familiar enough with this facility to provide a satisfaction rating.

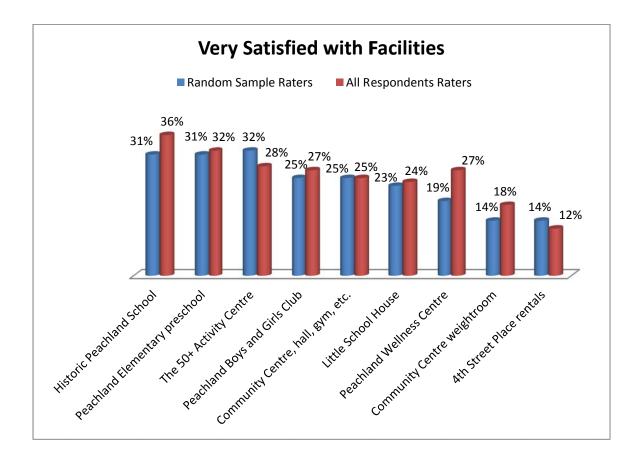


As shown in the next chart, three in ten survey respondents who provided a rating said they are very satisfied with three Peachland facilities. These are:

- ➤ The Historic Peachland School Training Room and Art Gallery
- Peachland Elementary School for Peachland Boys and Girl's Club preschool and
- ➤ The 50+ Activity Centre.

Three additional facilities were given very satisfied ratings by a quarter of survey participants who provided a rating. These are:

- Peachland Boys & Girls Club for children and youth
- Community Centre and its hall / gym and multi-purpose uses and
- Little School House.
- Larger percentages of the open access participants (37%) than the random sample respondents (19%) gave very satisfied ratings to Peachland Wellness Centre.



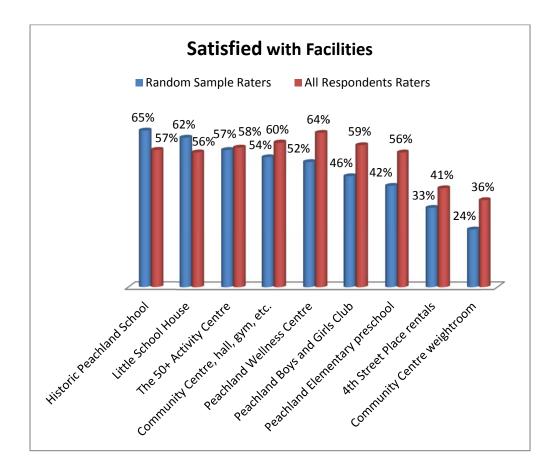
The next chart shows the results for overall satisfaction, which is defined as a combination of very satisfied and somewhat satisfied ratings.

Two-thirds to a quarter of survey respondents who provided a rating for facilities are satisfied with the rest of the Peachland facilities.

Larger percentages of the open access participants (76%) than the random sample respondents (57%) gave very or somewhat satisfied ratings to The Historic Peachland School Training Room and Art Gallery, Peachland Wellness Centre (78% and 52%), Peachland Boys & Girls Club for children and youth (74% and 46%) and

Peachland Elementary School for Peachland Boys and Girl's Club preschool (69% and 42%).

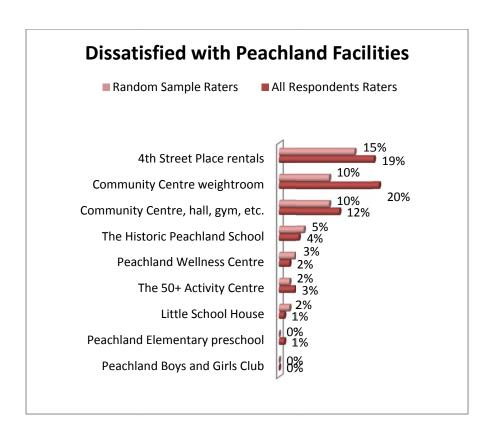
The opinions of open access participants were divided on satisfaction with the Community Centre portable weight room. Larger percentages gave satisfied (47%) and dissatisfied ratings (27%) with this facility in comparison with random sample respondents. 24% of random sample respondents gave satisfied ratings and 10% gave dissatisfied ratings to the Community Centre portable weight room.



Dissatisfaction is defined as a combination of very and somewhat dissatisfied ratings. The levels of overall dissatisfaction are at least one in ten raters for three facilities. These are:

- > 4th Street Place rentals
- Community Centre portable weight room and
- Community Centre hall / gym and multi-purpose uses.

The other facilities received low dissatisfied ratings, 5% or lower.



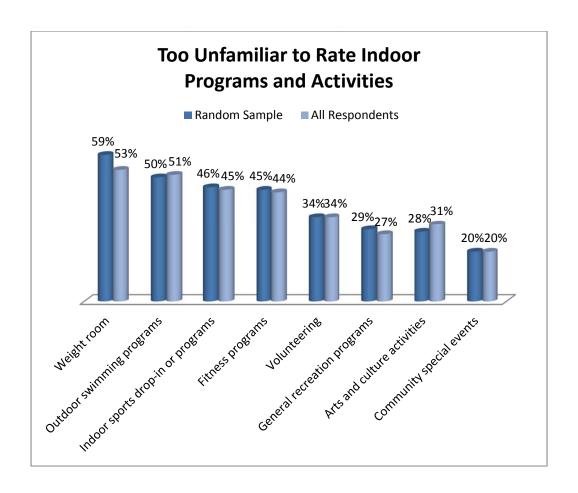
Those who did not provide a satisfaction rating were not included in (netted out of) the satisfaction analysis. As shown in the next chart, half or more respondents were unfamiliar and did not rate:

- weight room and
- outdoor swimming programs.

Just over two in five respondents felt too unfamiliar to provide a satisfaction rating for:

- indoor sports drop-in or programs and
- fitness classes or programs.

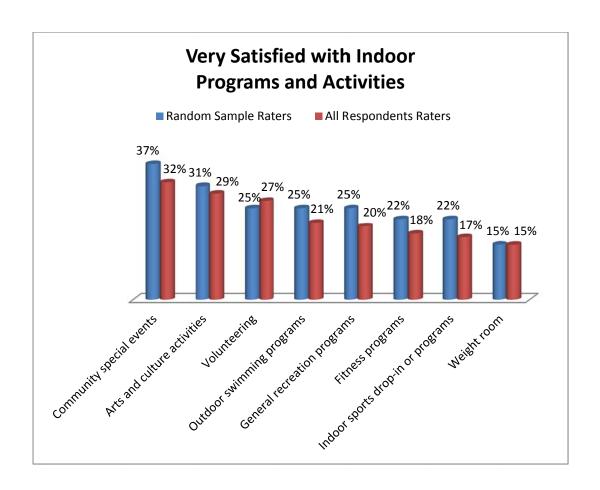
The type of activity that received the largest number of ratings was community gatherings, cultural or special events. Eight in ten survey respondents felt familiar enough with this type of activity to provide a satisfaction rating.



As shown in the next chart, a third of survey respondents who provided a rating for programs and activities said they are very satisfied with community gatherings, cultural and special events.

Four additional types of programs and activities were given very satisfied ratings by a quarter or more of survey participants who provided a rating for facilities. These are:

- arts and culture programs and activities
- volunteering
- outdoor swimming programs and
- > fitness centre or fitness classes.
- A larger percentage of households without children (30%) were very satisfied with volunteering than households with children (12%).



The highest levels of overall satisfaction were found for:

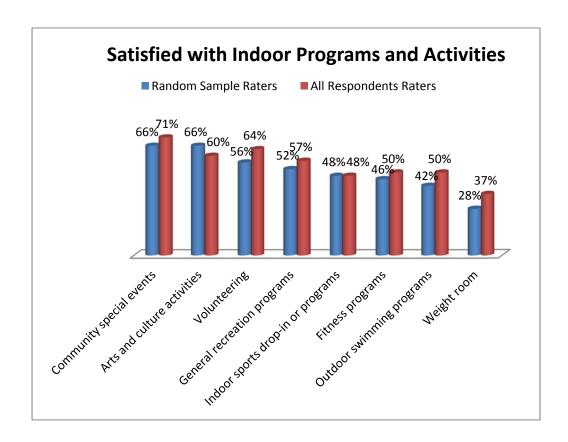
- community, cultural events and special events and
- > arts and culture programs and activities.

With only one exception, just over half to two in five raters gave all of the other types of programs and activities satisfied ratings (either very or somewhat satisfied).

- ➤ The exception receiving the lowest percentage of satisfied ratings (28%) from random sample respondents was the weight room.
- Larger percentages of open access participants (73%) were very or somewhat satisfied with volunteering than random sample respondents (56%). Similarly, the satisfied ratings differed between these groups for community gatherings, cultural and special events (78% and 66%), arts and culture activities (75% and 60%) and outdoor swimming programs (59% and 42%).
- ➤ A larger percentage of random sample households with children (57%) were satisfied with outdoor swimming programs than households without children (33%).

The results for open access participants in households with and without children were similar to random sample results but differed considerably for these types of programs and activities:

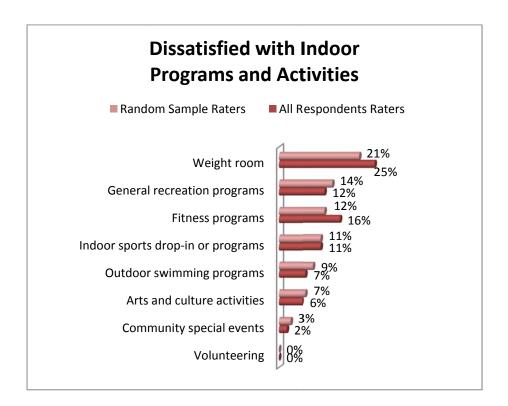
- ➤ A larger percentage of those in households without children (57%) gave very or somewhat satisfied ratings to indoor sports or drop-in than those in households with children (24%).
- A larger percentage of households without children (81%) were very or somewhat satisfied with volunteering than households with children (49%).



The next chart shows the levels of dissatisfaction with indoor programs and services. Dissatisfaction is defined as a combination of very dissatisfied and somewhat dissatisfied ratings. None of the raters gave dissatisfied ratings to volunteering.

- Dissatisfaction levels were quite high for the weight room, 21% are dissatisfied.
- Four additional types of programs and activities were given dissatisfaction ratings by one in ten or more raters. These are:
 - general recreation programs
 - fitness

- indoor sports drop-in or programs and
- outdoor swimming programs.
- A larger percentage of random sample households with children (39%) were dissatisfied with weight room than households without children (12%).



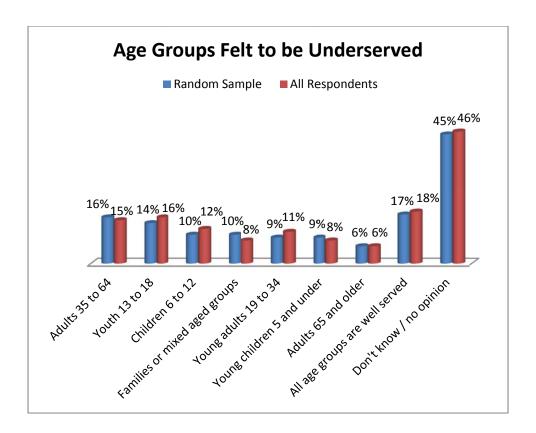
Identification of Age Groups with Unmet Needs and Barriers to Participation

9. Are there any age groups whose needs are not met?

Nearly half of survey participants, 45%, did not provide a substantive answer to this question. For those who identified a group whose needs are currently unmet, opinion was mixed and no single age group stood out from the others.

As shown in the next chart, the two age groups that received the largest percentages of responses from those who provided substantive responses were:

- adults 35 to 64 and
- youth 13 to 18.



10a. Certain barriers may limit or prevent participation in recreation programs and activities. Do any of the following potential difficulties affect the participation of yourself or another member of your household?

A quarter to three in ten survey households indicated the following four potential barriers as barriers to someone in their household. The most important barriers for Peachland residents are:

- no time, too busy with other things
- the timing of programs is inconvenient
- not interested in what is available or what I am interested in is not available and
- > can't commit to a program that runs for several weeks (e.g. 5 sessions).

Several barriers were said to impact proportionately more open access households than random sample households. These barriers are:

- concern with quality or condition of facilities (23% of open access and 11% of random sample households)
- what I / we want to do costs too much (17% of open access and 8% of random sample households)

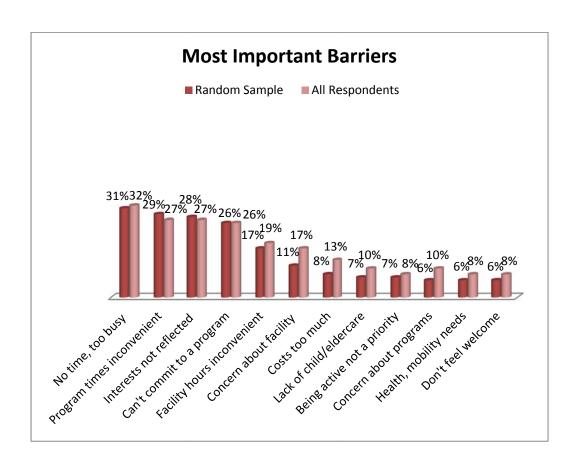
- concern with quality of programs (15% of open access and 6% of random sample households) and
- programs are full / can't get in (11% of open access and 3% of random sample households).
- ➤ Twice as many random sample households with children (46%) cite "timing of programs is inconvenient" as a barrier in comparison with households without children (23%).

"No time, too busy with other things" was a significantly greater barrier for open access households with children (55%) in comparison with households without children (27%).

Three survey respondents who said yes to feeling safe or secure as a barrier were asked a follow-up question asking where or when don't they feel safe.

10b. You mentioned you don't feel safe or secure. Where or when don't you feel safe?

Only one respondent provided a substantive answer, Stairway to Heaven Trail.



Priorities for Improvements to Indoor and Outdoor Recreation Facilities and Programs

11. Which of the following seven potential priorities for facility and program improvements are most important to you? Which of these is your first choice, second choice and third choice for improvement?

As shown in the next chart, the two first choice priorities of the largest percentages of random survey respondents were:

- improved trails and amenities and
- > improved parks and park amenities.

Next were:

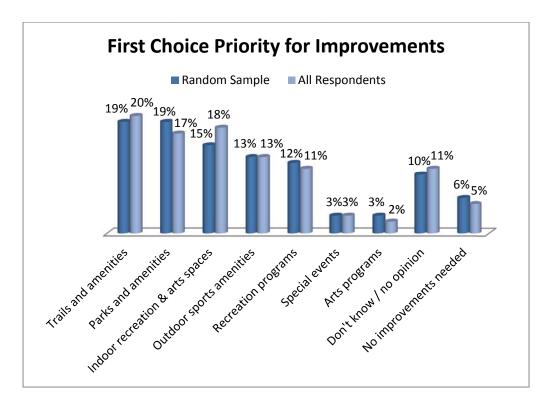
- improved indoor recreation and arts spaces
- > improved outdoor sports amenities and
- improved general recreation programs.

One in ten survey participants either had no opinion or did not know what to choose, and another one in twenty felt that no additional improvements are needed.

➤ Random sample households with children were more likely to choose improved outdoor sports amenities (25%) as their first choice for improvements as compared to households without children (8%).

Those without children were more likely to choose improved trails and amenities as their first choice for improvements (23%) as compared to households without children (8%).

Open access households with children were more likely to choose improved parks and park amenities (72%) as compared to households without children (42%). A difference was also found for improved outdoor sport amenities (chosen by 52% with children and by 28% without children).



The next chart shows the percentage of respondents that chose a particular option for improvement in their first, second or third choice.

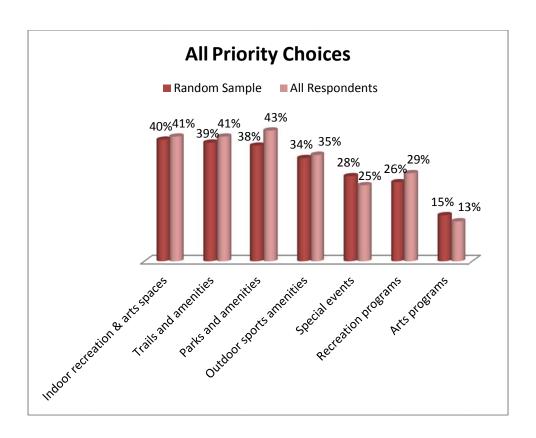
When all choices are taken into account, the relative order of improvements shifts somewhat in comparison with first choice improvements. There is not a statistical difference among the following improvements chosen by the largest percentages of respondents:

- > improved indoor multi-purpose recreation and arts spaces.
- improved trails and trail amenities and
- improved parks and park amenities.

The fourth priority is improved outdoor sports amenities.

➤ Random sample households with children were more likely to choose improved outdoor sports amenities (52%) in comparison with households without children (28%). This was also found for improved recreation programs (40% and 21%).

Open access households with children were more likely to choose improved parks and park amenities (72%) in comparison with households without children (42%). This was also found for improved outdoor sport amenities (52% and 28%).



Survey Methodology

Survey Design

The study design consisted of a survey of a random sample of adult residents of the District of Peachland. The random survey was supplemented by an open access link on the District website for any member of the community to access if he or she wished to answer the survey questions.

Letter and Questionnaire Development

The survey invitation letter was developed by the consultants with input provided by City staff. The letter stated the purpose of the survey, invited participation in a community survey, and was signed by the Mayor. A unique PIN printed in each letter ensured that only a resident of a household that received the letter could participate in the random survey and none could answer the survey questions multiple times.

Survey respondents read the following introduction to the survey, which describes the purpose of the survey and its role in the process of developing a renewed Master Plan for parks and recreation for the District of Peachland.

Survey Purpose

The District of Peachland has initiated an inclusive and far reaching public consultation process in conjunction with renewal of the Parks and Recreation Master Plan. The new Master Plan will provide direction over the next ten years to prepare our community for population growth, changing socio-demographics and meeting the current and future needs of residents. The availability of parks, recreation programs and special events contribute to our quality of life and play a key role in providing opportunities for residents to keep healthy and active, be socially connected and feel a sense of belonging.

Studies have shown that the size of the tax-base in Peachland has limited capacity to contribute to both the capital and operating costs of new aquatic or arena facilities. As such, because the feasibility of these types of facilities exceed the window of the current ten year Master Plan, arenas and pools are not being considered in the 2017 Parks and Recreation Master Plan.

This survey is an important part of the public consultation process. In appreciation for your time and interest, survey respondents will be invited to enter a draw for 4 prizes. The prizes are: 4 - \$20 Gift Certificates to the Community Centre and/or programs.

When a final paper version of the survey questions was approved, the questionnaire was programmed for online completion and tested for unambiguous language and instructions, proper programming of question skip patterns and easy navigability.

Survey Process

City staff compiled a spreadsheet of all residential addresses within the boundaries of the District of Peachland using the database of the B.C. Assessment Authority, which contains all properties. Once received by the consultants, the addresses were inspected and cleaned of any duplicates. A random sample of 1,200 addresses was selected to receive a survey invitation letter inviting a resident at that address who is 18 years or older to participate in the survey. To apply some control over selection of respondent within the household, the adult with the next birthday was requested to answer the survey questions. The web-based survey was accessed from the District website and completed online.

The survey invitation letters were mailed on May 8, 2017, and the deadline for completion of the survey was May 26, 2017. The web-based survey was no longer available for access after May 29, 2017.

Data Analysis

Prior to analysis, mathematical weights were applied to selected demographic variables to ensure that the sample is representative of the District's adult population. Using 2016 Census information for gender, adult age bracket and households with and without children,

weights were calculated and applied to the survey data of each of these three demographic variables.

Sample Size and Participation Rate

The total random sample is 112 respondents, and 98 residents answered the survey questions using the open access link. After running comparisons and tests of differences, it was determined that there were relatively few significant statistical differences between the main results of the two samples and so the two groups of survey participants were combined to produce a total sample of 210. Results are reported for random sample and total respondents in the charts, and statistically significant differences between the responses of the random sample and open access participants are identified in the written summary.

A sample of 112 provides reliable results that can be expected to be accurate at least plus or minus 9.1 percentage points 19 times out of 20. Another way of stating this is: a sample of 112 has a margin of error of 9.1 at the 95% level of confidence. The results for the combined sample of 210 has a margin of error of 6.6 at the 95% level of confidence. The reliability of results for demographic groups will be less reliable than the results for the total sample.

Undeliverable letters due to vacant premises, etc. were returned by Canada Post to District Hall. The undelivered letters totaled 113. Subtracting the 113 addresses of the undelivered letters from the total addresses of the mail-out sample of 1,200 yields 1,087 residential addresses where householders can be assumed to have received an invitation to participate in the survey. The random survey participation rate is 112 / 1087 = 10.3%.

Reporting of Results

The main findings of the survey are presented in a chart for each question and summary text. Statistically significant differences between the random sample and open access participants and households with and without children are identified and summarized.

Sample Characteristics

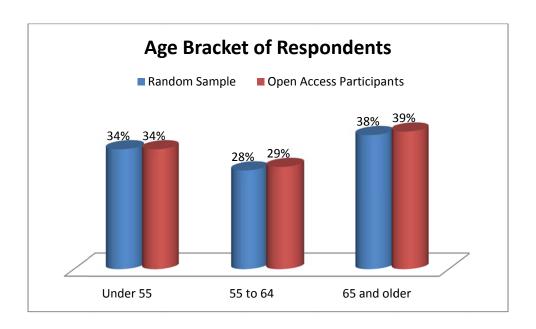
The characteristics of the survey participants after data weighting are summarized below.

Are you male or female?

52% of both the random sample and open access participants are female and 48% are male.

What is your age bracket?

A third of participants are under 55 years of age, and almost two in five are 65 and older.



Which best describes your household situation at this time?

If you have children living at home, do you have at least one child or youth living in your household who is:

26% of the random sample and 24% of open access households have children. Of random sample households with children, 34% have children 5 and under, 53% have children 6 to 12, 41% have children 13 to 18, and 6% have children at home that are 19 and older.

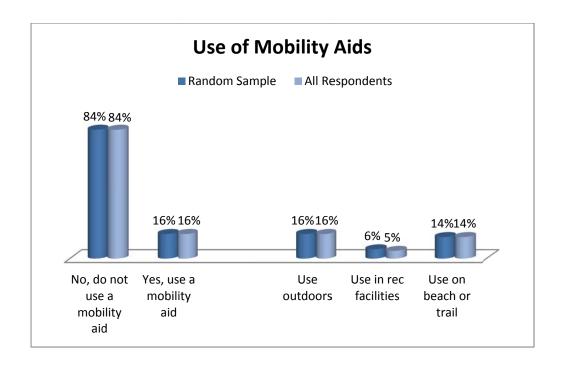
The comparable figures for the open access households are 17% have children 5 and under, 61% have children 6 to 12, 18% have children 13 to 18, and 17% have children at home that are 19 and older.

Do you live in Peachland full-time or seasonal?

94% of random sample respondents and 97% of open access participants are full-time residents of Peachland.

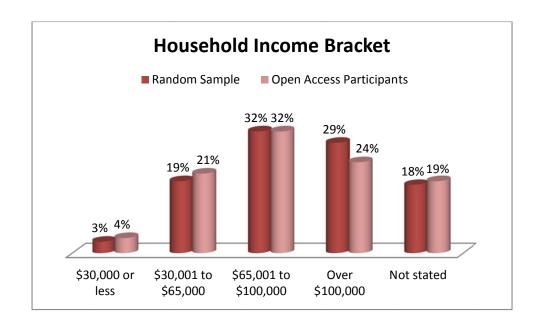
Do you or anyone in your household use a wheelchair, walker, cane, scooter or other mobility aid, or often push a baby stroller?

Mobility aids are used by residents in 16% of households and 16% use their aids outdoors on sidewalks and trails. 14% use mobility aids in parks or at beaches. Only about 6% use mobility aids indoors in a recreation centre.



Which of the following categories most closely represents your household's total income before taxes from all sources in 2016?

A third of survey participants have annual household incomes between \$65,001 and \$100,000, and about 80% of the random sample and 75% of open access participants have household incomes over \$65,000. Nearly one in five preferred not to state their incomes.



District of Peachland Parks & Recreation Focus Groups

July 4, 2017

Jennifer Wilson Consultants Ltd.

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¹ Pictures are taken by Jennifer Wilson

Community Round table – June 17, 2017

• 9 community members attended

Parks, Trails & Beaches

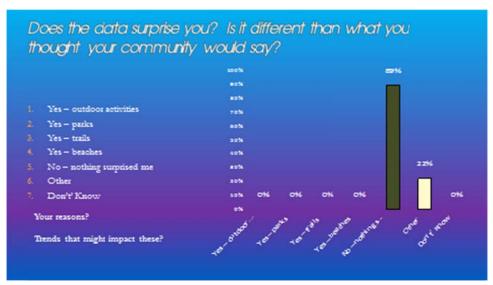
Beaches and Waterfront area

- Area North of Bliss should be left alone, better access, more trees, wider beach area
- Concerns with accessibility to beach both in terms of people using the beach but also in terms of boaters being able to come ashore and access restaurants and shops
- The waterfront adds a whole new dimension and niche to the Peachland experience. You can get exercise, you can use the trails, you can take an art program, then go to a restaurant, eat outside, and be on the waterfront. Important to increase awareness of this niche.

Outdoor Recreation

- People tend to do more things frequently than one thing frequently. Lots of choices
- Spray park design for multiple ages including adults and grandparents to play with their grandchildren

Survey Results



- More accessibility to the beach
- Don't urbanize all the waterfront

Indoor Recreation and Culture

Facilities

- 50+ facility is fully booked. It works because it is multi-purpose, lots of activities, kitchen, right size, and had dividable space
- Don't call us seniors
- Use technology to update the centre i.e. upgraded sound system (Cheryl: this has been done?)

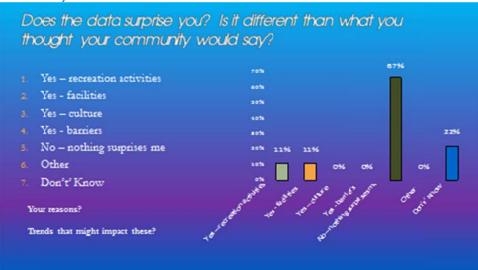
Programs and Services

- So much going on around us. People tend to do more things frequently than one thing frequently. Lots of choices
- So many neat "awesome" programs and special events for many generations
- Youth their main focus is in West Kelowna at the high school. Lots of services for them. Very hard to get them involved locally. Many ideas and approaches have been tried by the Boys & Girls Club including mobile youth programs, outreach, etc. *One approach that may work is to leverage skills or employment opportunities with recreation as an entry point to get them involved. Ambassador program is very successful. Maple Spring Camp is very popular. This also aligns with building a community with diverse age groups and young families which in turn creates vibrancy
- Skateboard park is popular and even draw youth from outside the community
- Registration community members tend to sign up last minute, by then the program is cancelled, and this creates a lack of confidence and motivation to sign up for programs.
- Community values outdoor recreation such as an outdoor ice rink because it provides a unique opportunity to connect with neighbours during the winter. Outdoor rinks offer a special experience versus an indoor rink where people go to programs and leave.
- Need more options in the winter such as walking and dinner clubs and do in combination with restaurants. Staff could facilitate or promote.

Special events

- Community values the bumping in opportunities for neighbours as a result of special events
- Need more options in the winter

Survey Results



Youth services (but recognize how difficult that is), opening hours, and condition of buildings

Service Delivery

- Need to keep track with population shifts and changes in demographics while at the same time
 offer activities that attract young adults and families. This is what makes a vibrant community
- Staff may have a role as a connector especially for new comers who don't seem to get plugged into what's happening

Community Round Table

- Not about new, single purpose facilities, and targeting specific age groups. It is about multipurpose spaces that provide options to change uses during the day, days of the week, seasons
 and as the community needs shift. Programs for multiple ages to come i.e. families to recreate
 together or multi-generations to participate in programs. In the summer this could be
 grandparents and grandkids
- Easy to get involved and improve what have
- Extend times and schedules
- Maximize the space we have
- May need to explore other sources of revenue to offset services that enhance quality of life i.e. pay parking in high season
- Don't try to compete with West Kelowna and we have our own niche in the arts and the extensive number of arts umbrella groups. Blending the arts with other dimensions is a niche i.e. sip and paint classes have been successful.
- Youth leverage relationships that exist with youth i.e. through the Ambassador's program. Go
 to school to animate what the opportunities are and build relationships between children and
 staff. Imprint being active and knowledge of services early in their life.
- Not only about children but in this community it means focusing on grandchildren and making it attractive for grandchildren to want to visit with their grandparents because there is lots to do.

Arts & Heritage – June 20, 2017

• 8 community members attended

Arts & Culture

- Arts and culture is a sign of being a civilized society
- Brings community together
- Reflects the human side
- The historic aspect of the arts & culture is important in terms of a sense of place. We are making history now for future generations
- Tourists really appreciated the history of Peachland. It reflects it soul

Parks, Trails & Beaches

Trails

- Lack of signage means people don't know about trails. Some members feel guilty because they know about a great experience that others don't.
- Need signage and a clean-up program
- A lot of debris in the interface area along hillside. Need to clean it up so available and reduces fire hazard.

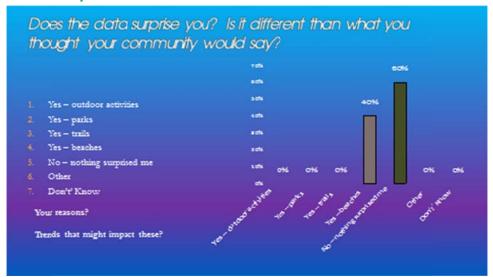
Beaches and Waterfront area

- Can't get access to them
- Need amenities such as a big handrail so can access
- Like area past the Bliss Bakery
- Too much foreshore development. Don't want the community to be "citified"
- What about a bandshell on the waterfront

Outdoor Recreation

There is a thriving riding club that operates both indoor and outdoor

Survey Results - Parks



Yes - Accessibility to beaches didn't raised

Indoor Recreation and Culture

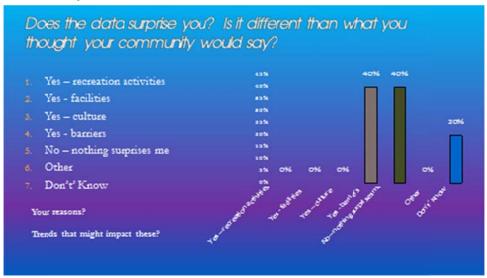
Facilities

- Explore school use
- Invest in renovating existing spaces. 4th Street Place is an old building but new lights, new curtains etc. make that space more usable.

Programs and Services

- "Indoor activities are an alternative to outdoors"
- Arts are a real niche
- 50% come from outside the community. Is a real draw.

Survey Results



 Surprised that accessibility didn't come up as an issue - transportation (getting around the community if don't drive) and accessible waterfront

Service Delivery

• The success of service delivery is tied to other factors such as free parking, outdoor walks, the views, and restaurants on the beach

Priorities

- This community does not get lured in by funding opportunities if it takes us off course with our priorities and depletes resources
- Funding such as 150th for pickleball and new tennis courts was money well spent
- Look at the options for the Developers to contribute

Preschool, Children, Youth & Family – June 19, 2017

• 4 community members contributed specifically to this topic; 3 people attended this particular session

Parks, Trails & Beaches

Outdoor Recreation

- It is a huge benefit to be able to walk out your door and be able to access the trails
- Community has a real preference for the outdoors
- More spontaneous softball games that promote multi-age so that whole family can play versus organized sport
- Need space for soccer; need joint use with SD and access to washrooms (even if have to be portable washrooms)

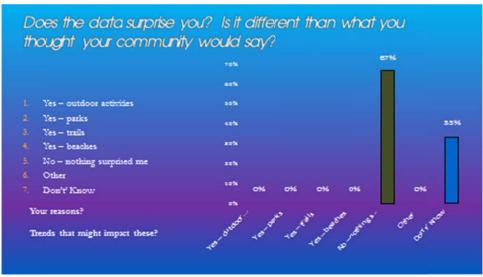
Turner Park

- Outdoor activities are really important there. For tweens and youth, it is almost a right of passage in that children can go there on their own and parents know they are safe. It is a hub for connecting with community and multigenerational
- With lessons there, you get to know people and build a social foundation for the community

Splash Park

- Would be great. Don't need to go to Summerland nor Kelowna
- Should be for all ages
- Can it or Pickleball courts be converted to an ice rink in the winter?

Survey Results



Indoor Recreation and Culture

Facilities

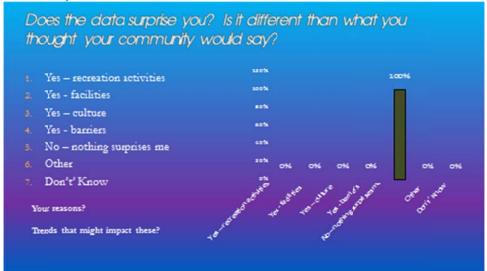
• Should have shared facilities such as Wellness Centre but not a lot of traction between youth, teen and families going there. Blending ages is tricky as it feel exclusive there (Wellness Centre and 50+)

- Keep weightroom open longer during the day and on weekends for working parents. After get kids fed, the time to start working out is around 6 8 pm
- Consider a weightroom pass
- Teens weightroom is daunting for them; don't know how to use. No supervisor so don't feel safe

Programs and Services

- Most youth activities are in Kelowna as that is where kids are bused to and from
- Activities they like to do are swimming and skating and this occupies their evenings and weekends
- Really value the swim lessons at Swim Bay
- Really value in having Swim Bay guarded
- Have multi-age activities and family fitness programs
- The Boys and Girls club provides excellent services esp the before and after care. It is wonderful and free.
- Multi-age would be great if could find one or two champions of pickleball to get families involved and host clinics
- Have some courses that build confidence and trust with teens so can use weightroom on their own.
- Don't want to invest in something that won't last; no one wants to commit to programs in Peachland; in West Kelowna people are required to register and pre-pay; we've had to be over accommodating ... is this the right approach?
- Advertise in local paper more so that newcomers can learn about opportunities
- Should invest in instructors and make sure the quality is consistent
- No spinning at time convenient for when people work. Currently only during the day
- Arts:
 - Language that is used to advertise is confusing; needs to be more straightforward and approachable
 - o Contact people are hard to reach. They are volunteers and often people get redirected and it takes a while for people to get back to the enquirer
 - o People tend to give up
- One stop shop calendar that has everything in it and try to get groups to work together

Survey Results



Barriers

- Time poor lives are very busy. Like that so much variety close to home
- Flexibility that's why snowshoeing, cross country biking, playgrounds, parks and trails are so important.
- Transportation bus system is good and safe
- Bandwagon mentality if one person in a social group says they are participating in a program, then
 others will follow. Often this happens too late and the programs are cancelled. Need to change the
 culture so that people lean in earlier.
- Kids age out a really good program can all of a sudden have poor registration because the children have aged beyond who the program is designed for.
- Newcomers don't know how to get plugged in.
- 50+ community not perceived as welcoming

Special events

- Community events are awesome
- Community values the bumping in opportunities for neighbours as a result of special events
- Need more options in the winter

Service Delivery

- Chaotic Lives So nice to not have to drive to participate in programs, events and outdoor recreation
- Flexibility is important because of time constraints
- Kids age out be watching the aging trends of children year to year.
- Design programs for multiple ages. For example floor hockey and soccer could be for parents, kids, kids of many ages, neighbourhoods, grandkids and grandparents.
- Don't design services for specific age groups
- Keep it appropriate for a community this size

Older adults and Seniors (or "recycled teenagers" as they would like to be called) – June 19, 2017

12 community members attended

Parks, Trails & Beaches

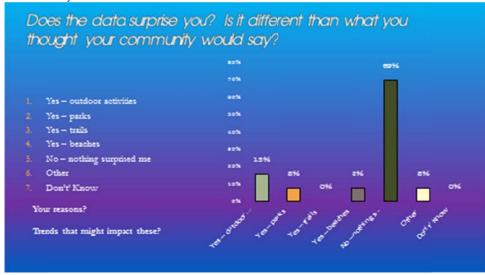
Beaches and Waterfront area

Would like a dog beach

Outdoor Recreation

- Older adults love the trails and it helps them to stay fit and healthy
- Like the new tennis courts/pickleball courts
- Nice places to cycle. Can get on bike and get anywhere.
- Easy to access the outdoors right from front door
- So many amenities can take advantage of at one time health, fitness, outdoors, waterfront, restaurants, etc.
- Poor access to beach and no sand beach

Survey Results



- Signage concerns
- Dog parks
- Beaches accessibility and not sandy

Indoor Recreation and Culture

Facilities

- Weightroom opening hours and days of the week needs to be expanded.
- Health club lot of competition and additional value add such as juice bar, smoothies, trainers
- Put in more windows in weightroom but it has what one needs
- Need to expand opening hours after 8 pm on weekdays, after 6 pm on Friday, and on weekends

 Consider closing on Mondays as is slower and have community centre/weightroom open Tuesday to Saturday

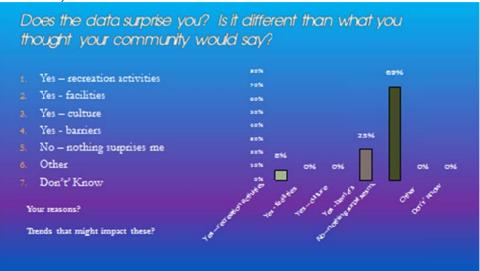
Programs and Services

Promote multi-generational such as older people teaching younger people how to play pickleball.

Barriers

- The highway is dangerous and hard to turn left when coming down the hill
- Beach is not accessible especially to those with mobility issues. Only place is Swim Bay
- Will only use Handidart for medical or essential reasons. Would not consider using it for leisure reasons
- Snowbirds makes it difficult to commit to services all year round

Survey Results



- Not aligned with when working families have leisure
- Transportation should have been a "barrier" option because there are many community members who are isolated. Public transportation is not adequate.

Service Delivery

- Must find ways to blend but it is tricky. Can't be exclusive.
- Multi-use
- Need to build a culture of sharing resources and spaces

Priorities

• Leverage funding from organizations such as Rick Hansen to help make the waterfront more accessible

Non-Users – June 19, 2017

5 community members attended*

Non-user group was identified through the random survey as those who had not attended a facility
or program recently. Those who attended were comprised of people who used to participate in
programs when they had children, those that do activities on their own, and those that liked a
particular instructor but didn't continue with classes after that instructor left.

Parks, Trails & Beaches

Parks

Protect green space

Trails

• Lack of signage means people don't know about trails. Some members feel guilty because they know about a great experience that others don't.

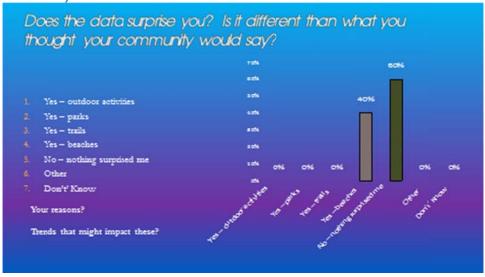
Beaches and Waterfront area

- Lack a dog beach
- Like new Centennial Trail
- Like wide roadway and parking but also brings people from outside the community

Outdoor Recreation

- Like the outdoor fitness equipment. Blend fitness with our greatest asset ... the outdoors
- Can be used by a lot of people of all ages
- Grandchildren like coming here
- Like accessibility to green space, easy to be physically active, beautiful and can go any time
- Kids can swim outside, stay outside and play
- Swim Bay attracts people from other communities. Because of the Lifeguards, parents feel like they can go to the beach and relax. Don't have to be concerned with the safety of their children.

Survey Results



Lack of a dog park

Indoor Recreation and Culture

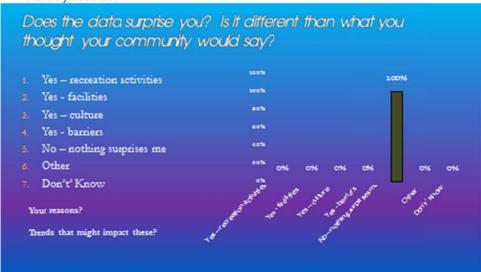
Facilities

- Should consider shifting from a seniors centre to a family centre as we need to maximize what we have.
 Promote families to come. Otherwise the community becomes only focused on the elderly. A healthy community has a mix of ages.
- Should not have the school and fields sitting empty. It is a community asset

Programs and Services

- Timing of programs don't fit into people's schedule during the day
- Explore corporate wellness program that promotes those who work in Peachland to also be able to workout before or after work or during lunch.

Survey Results



Special events

• Fireworks and special events are great ways to bring community together. The fireworks don't even have to be grandiose to attract our community members to come.

Service Delivery

- Maximize what we have
- Multi-use
- Family-based
- Promote outdoors
- More outdoor in winter
- Align with people who don't work
- Right size expectations

Parks and Open Space - June 12, 2017

11 attended

Parks Map Exercise

- 1. Which park do you and your family use the most? Please use a * to show us.
- 2. Which existing park do you think requires the most improvement? Please use a * to show us and use a post-it note to tell us why.
- 3. Which trails do you and your family use the most?
- 4. Which existing trails do you think requires the most improvement? Please use a * to show us and use a post-it note to tell us why.
- 5. Are there trail connections missing in Peachland? Please show us by drawing on the map.

Discussion of Survey Data

- 1. (Question #1) Do the outdoor activities/ participation rates reflect Peachland residents?
 - Yes, must consider age of residents
 - People were confused because "going to the beach" could also be mentioned in watersports (SUP, kayaking, swimming) so data should be combined. This highlights the importance of access to the waterfront
 - Biking, Mt biking seems low; but many people cycling could be non-residents coming to use facilities.
 - Many non- residents come here to use hiking trails great asset not captured here
- 2. Where do you "go to the beach" and what activities? Where do you go swimming outdoors? In Peachland? Other Places? Where most often?
 - General consensus is that residents use Peachland beaches because they are close to home
 even though they are not the best. They are rocky, weedy and have to wear shoes. That is why
 the swim docks are so important.
 - Swim Bay is great for kids only. Like having life guards. Other areas have steep drop-offs so caution needed.
 - Do go to other beaches in Summerland, Penticton for family outings. They have nice sandy beaches
- 3. Where do you go hiking or walking? In Peachland? Other Places?
 - Mostly around Peachland like: Beach avenue trail, Pincushion trail, Trepanier, X-cross country trails, Wilson lake (see map)
 - Club goes throughout the valley Kelowna and Summerland trails
- 4. Gardening is popular. Is this at home? Is there a need for more community gardens?
 - Yes please. New ones at the Wellness Centre are not enough

- Many people have showy gardens. Create a garden competition, give awards and host a tour to raise money for other events (i.e. greenstreets competition)
- 5. Where do you most like to walk your dog? In Peachland. In other Places?
 - Most common are; Beach Avenue, Turner Park; T launch dog park is a great spot, various hiking trails.
 - Dogs are not a problem and facilities are very good.
 - Mostly stay close to home on a daily basis.
- 6. (Question #2). Of the 4 most popular parks why are they most popular what is appealing about these? Any surprises?
 - **Heritage Park:** has all the events, community meeting place, start/end of trail, playground for families.
 - Swim Bay: easy swimming for families, life guards
 - Centennial Way: flat easy walking, community gathering (most people did not know this trail name)
 - Trepanier Creek: flat easy walking, community gathering
- 7. Why are your community parks, Cousin's Park and Lambly Park (and some of these other ones) not used more?
 - Cousin's Park only used for slo-pitch; needs other facilities. It is very underutilized
 - Lambly results are a surprise. Heavily used by youth who were not on the survey and by
 outsiders. Will be higher with tennis and pickellball courts. Traffic noise and air quality not a
 concern. Does not need fencing.
 - Neighbourhood parks are small and have very little amenities. Not great useable space
- 8. How often do you travel to other cities to use their parks and trails? Why?
 - Occasionally yes for variety, family visits.
 - Penticton, Summerland beaches, Kelowna outdoor rink,
 - Kaleden rail trail
 - Regional hiking/biking trails
 - Slo-pitch diamond better elsewhere
- 9. (Question #4) This is very high satisfaction rating for key factors of Peachland Parks. Does this represent your views? What is really good about Peachland Parks and trails

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- Department does a good job looking after us
- Well maintained parks with lots going on
- 10. (Question #4.) Let's look at the dissatisfaction ratings. Why? / How to improve on these?
 - Tourists, with motorhomes park on Main Street, set up for the day and take up all the parking.
 Develop more parking for motorhomes away from the beach
 - Need bigger parks with more amenities something for everyone. Heritage Park is too small. Change the agreement on Cousin's Park.
 - Improve maintenance of trails. Get volunteer groups to do more trail maintenance, especially Pincushion trail.
 - We do not know these official names of parks and trails. Need to change names and install more signs and maps for visitors
- 11. (Question #5). Explore the end of the Turner Park lease; why such strong support for rebuilding amenities. Where should they go? Do you support more sportfields?
 - Yes, rebuild, we need facilities for young people, tourism and community gathering spaces.
 - Yes and take the place of cousin's diamond. Slo-pitch only needs one diamond
 - Possible spots: MacKinnon Park
 - No, it is underutilized now.
- 12. (Question #5) Is everyone comfortable with these findings about building a Spray Park? Should it be a priority in future budgets?
 - Yes, we need facilities for young people, tourism and community gathering spaces.
 - No, concern for future operating cost if we have to pay for the use of water very limited
 - Build an multi-use court that can be an outdoor rink in the winter and spray park in the summer
- 13. (Question #11) First choice priorities for improvements. Specifically what are your preferred top priority park and trail improvements?
 - Fix all damages beaches
 - Continue the waterfront walk north of Bliss
 - Add amenities to Cousin's Park like spray pool, playground, something for everyone
 - Add proper washrooms at Lambly Park for skaters, tennis, pickleball
 - Add trail signs, park signage; do not know the "correct" names of these parks.

- Make the swim docks bigger
- Install the proposed fishing pier
- Add more bikeways, connect missing tail links, more running routes
- Close main street to traffic and make it all park.
- Get more volunteers to maintain trails
- Install lockers for SUP and kayaks at the beach so that we do not have to carry them
- 14. Thoughts/ support for draft Service Delivery Model
 - Yes. Agree, has to be. We are a small community and cannot afford everything (as long as they don't implement regional user fees)
- 15. What have we missed? What else is important to you that we have not talked open discussion
 - Convert the golf course to a park or have the city take over the golf course. Put walking trails through it.
 - Peachland should work with the province and regional district to get more trails in the backcountry for residents and is good for tourism
 - Publish maps of trails outside of city boundaries so more people are aware of them.
 - Not enough pickellball courts need 4.
 - Do not let Monaco remove the heritage trail below the highway (marked on map).
 - Build a trail to Goats Peak Regional Park
 - Build an overpass over the highway to shopping, school and trails
 - Make sure Trepanier Creek trail washrooms are open in the winter