

The Cowichan Valley Regional District is Developing a Regional Recreation Master Plan



Master Plan Purpose & Objectives

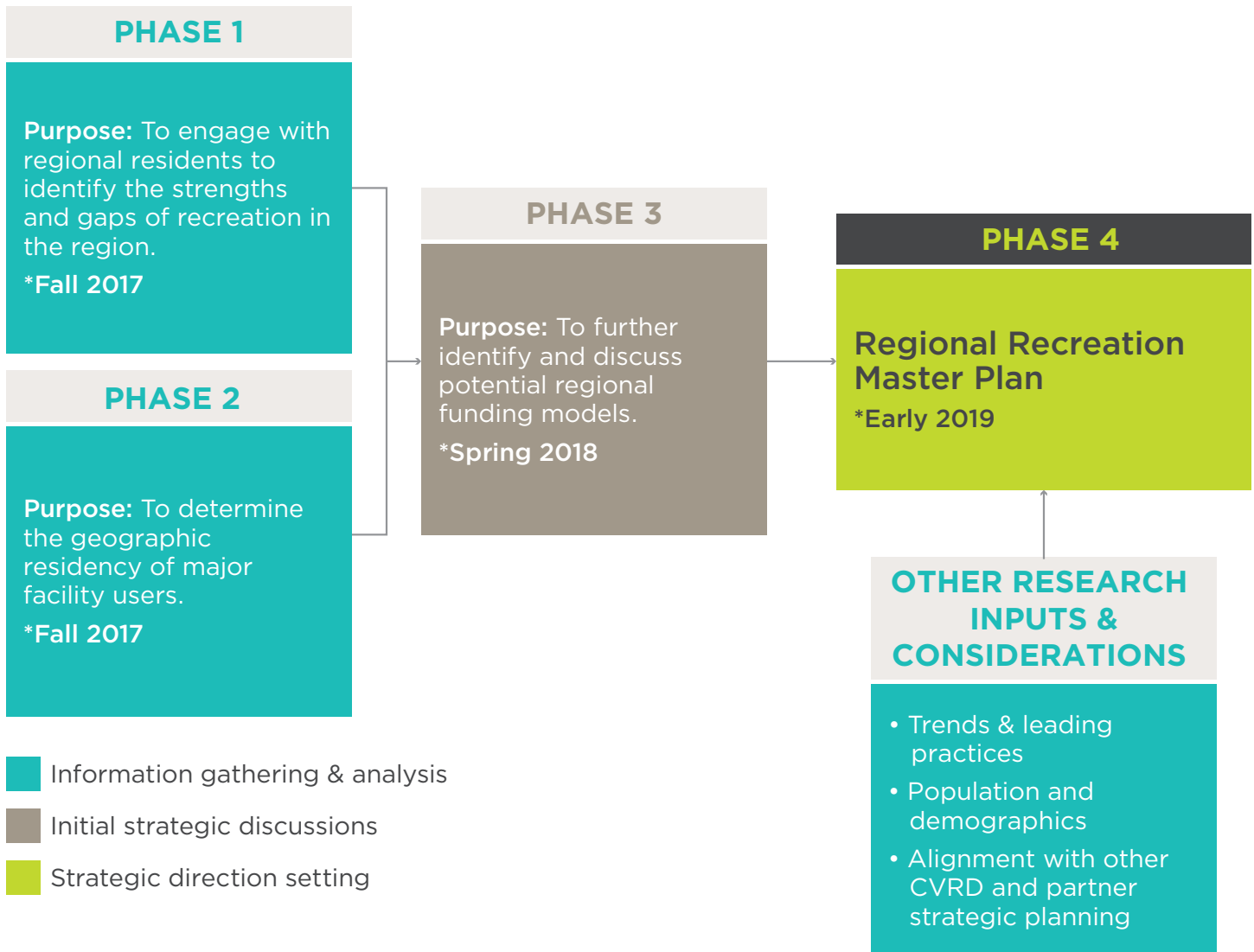
The Master Plan will provide the CVRD and its partners in the region with a strategic “roadmap” that can help inform future decision making. The Master Plan will endeavor to answer the following key questions related to recreation services in the region:

- What opportunities exist to increase collaborations in order to make the most efficient and effective use of available resources?
- What future facility projects should be a priority in the region?
- What types of programming should be a priority?
- How can the CVRD and its partners best support community organizations?



Master Plan Process and Timing

The development of the Master Plan is the final phase of recreation planning that has been ongoing over the past year and a half. The following graphic illustrates how these previous phases will inform the development of the Master Plan. ****Please see the next 2 pages for a summary of key findings from Phases 1 and 2.***



Public and Stakeholder Review

Residents and stakeholder groups will have an opportunity to review and provide feedback on a Draft Master Plan in early 2019. Please visit www.cvrld.bc.ca/2926/Regional-Recreation-Planning to stay updated on the project. Details on the Draft Master Plan Review will be posted on this website later in 2018.

KEY FINDINGS SUMMARY

Overview of Previous Engagement Activities



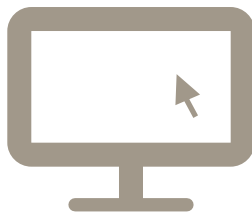
Resident Survey

1,410 responses



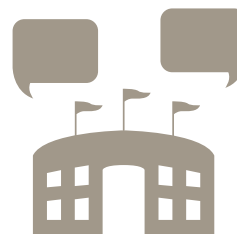
Focus Group Sessions

4 sessions
(~90 participants)



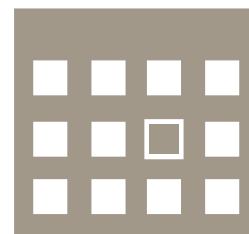
Online Engagement through PlaceSpeak

128 connected
residents



Facility Displays

Residents provided
comments on facility
displays that were
set-up at 10 regional
facilities



Pop-Up Events

Members of the
consulting team visited
various locations in
communities throughout
the CVRD (e.g.
community facilities,
retail locations,
community markets).



The Importance of Recreation

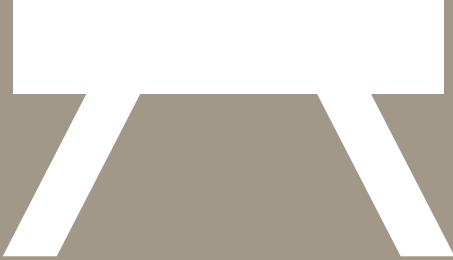
- **Recreation is important for CVRD residents.** 92% of Resident Survey respondents indicated that recreation is important to their household's quality of life while 93% of residents indicated that recreation is important to the community in which they live. A similarly high proportion of residents (92%) indicated that recreation is an important factor in making the region appealing to live.
- **Recreation creates community vibrancy.** Focus group participants and residents engaged at pop-up events commonly expressed that recreation helps bring their communities to life and connect residents.



Recreation Activities Preferences

- **Spontaneous / unstructured recreation is important for regional residents.** The majority of activity preferences identified by Resident Survey respondents reflect those that can be done without the need to join a league/team/program.
 - » Favourite Indoor Recreational Activities (Top 5 identified by Resident Survey respondents): walking, theatre performances, arts and crafts, swimming, fitness classes
 - » Favourite Outdoor Activities (Top 5 identified by Resident Survey respondents): hiking/walking, gardening, BBQ/picnic/social gathering, community events, activities at the beach

KEY FINDINGS SUMMARY



Barriers to Participation

- **A number of factors prevent some residents from participating in recreation.**
 - » The top five barriers to participation in recreation pursuits identified by Resident Survey respondents were: age/health issues, cost of programs, inconvenient times, location of facilities, and lack of time.
- **Affordable access to recreation is important to regional residents.** The importance of ensuring affordable access to recreation was commonly mentioned during the Focus Group sessions and on the facility display panels set-up in community facilities. Many residents believe that future facility development needs to keep affordability top of mind.
- **Residents believe opportunities exist to improve the promotions and marketing of recreation.** Resident Survey respondents identified “improvements to the marketing and promotions of existing recreational opportunities” as the top way that the CVRD and its partners can improve recreation participation in the region.



The Current State of Recreation Services in the Region

- **Resident satisfaction with recreation opportunities is relatively strong.** 80% of Resident Survey respondents indicated satisfaction with the overall availability of recreation opportunities in the region (37% were “very satisfied” and 43% were “somewhat satisfied”).
- **Residents are using facilities across the region.** Utilization data collected through Phases 1 and 2 indicate that many residents use facilities across the region. The data also suggests that in some instances there is not alignment between funding contributions and facility user’s location of residency.



Future Needs, Demands and Opportunities for Recreation

- **Mixed viewpoints exist on the need for new and/or enhanced facilities.** 35% of Resident Survey respondents believe new and/or enhanced facilities are needed in the region while 40% of respondents do not believe new and/or enhanced facilities are needed (20% were unsure).
- **Residents would like to see expanded programming made available.** Findings from the Resident Survey and Focus Group sessions indicated that there is likely a demand for more outdoor education and skill development programming, arts and cultural programming and fitness/wellness opportunities.
- **Residents would like to see increased regional collaboration.** A significant proportion of Resident Survey respondents favour increased levels of regional collaboration
 - » 49% of Resident Survey respondents would like to increased cost sharing to enhance the operations or capacity of existing facilities.
 - » 40% of Resident Survey respondents would like to see increased cost sharing to undertake major capital facility projects.
 - » 34% indicated that they do not favour any type of increased regional collaboration.