

Squamish Parks and Recreation Master Plan 2012

Public Open House #2
Survey Results and Key Findings

Tonight's Agenda:

- Introduction and Work to Date
 - Discussion Table Sessions
 - Report back from each table
 - Next Steps
-

Introduction and Work to Date

- Project Timeline Update
 - Survey Results Summary
 - Open House #1 Summary
 - Key Findings
-

Project Timeline Update





Survey and Feedback Results Summary



Mustel Group Phone Survey:

- 300 interviews by phone
- Statistical sample of the community as a whole

Paper and Online Feedback:

- 198 responses total
- Self-selected respondents

	Phone	Paper/Online
Male	50%	50%
Female	50%	50%
Under 18	0%	1%
18-34	31%	25%
35-44	23%	35%
45-54	21%	25%
55-64	13%	9%
Over 65	12%	5%

What recreational activities do you participate in on a regular basis?

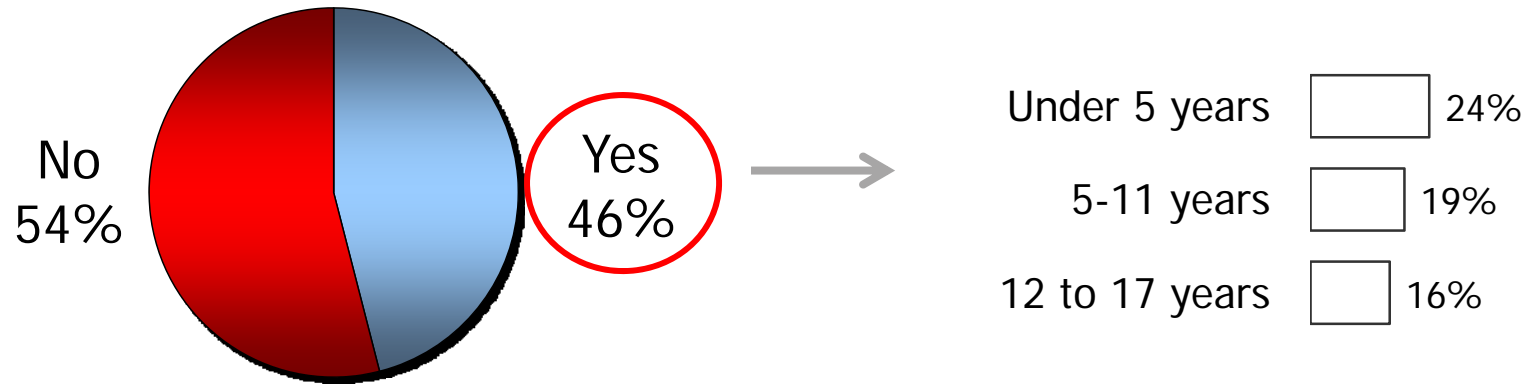
(phone survey - controlled)

1. Off-road cycling 42%
2. Hiking 41%
3. Swimming 35%
4. Walking 28%
5. Skiing/snowboarding 26%
6. Road cycling 20%
7. Ice sports 17% ←
8. Cross country skiing 16%
9. Boating/fishing 12%
10. Climbing 8% ←

(paper/online feedback)

1. Hiking 77%
2. Off-road cycling 73%
3. Skiing/snowboarding 60%
4. Walking 57%
5. Road cycling 50%
6. Running/jogging 50% ←
7. Swimming 47%
8. Cross country skiing 43%
9. Fitness workouts (cardio/weights) 42% ←
10. Water sports (kayak, etc) 40%

Households with Children



(phone survey - controlled)

CENSUS 2011

B.C. households with children = 35%

Canadian households with children = 37%

w/ children under 6 years = 10%

w/ children under 6 years = 11%

Activities of children 5-11 and 12-17 years old

5-11 year olds

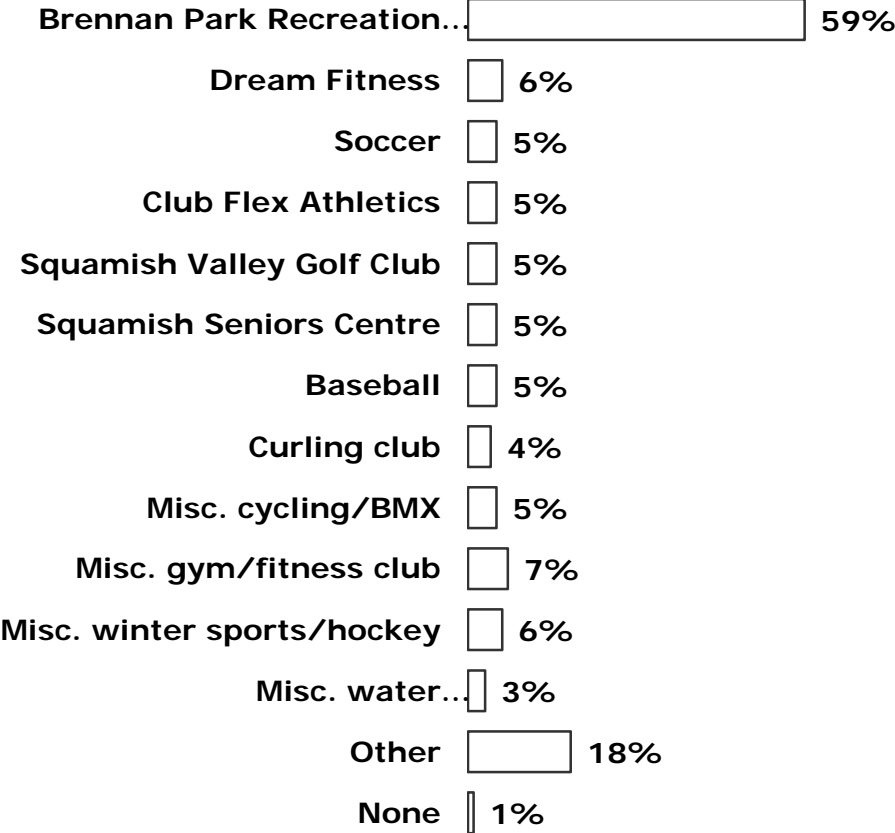
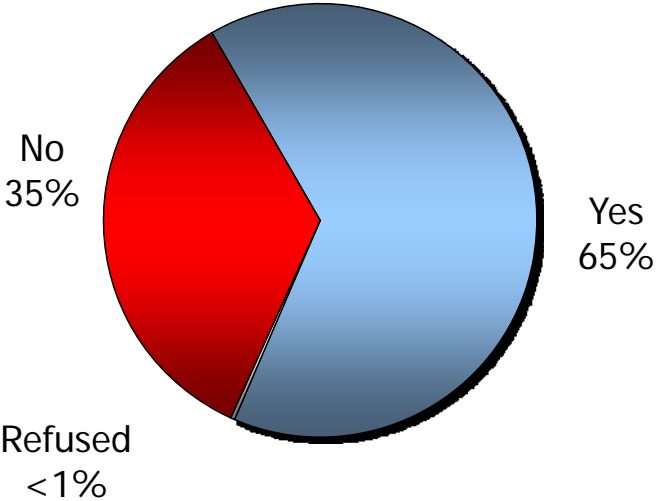
1. Swimming 61%
2. Soccer 46% ←
3. Skiing/snowboarding 34%
4. Ice sports 30%
5. Off-road cycling 28%
6. Road cycling 25%
7. Cross country skiing 22%
8. Hiking 22%
9. Dance 22% ←
10. Baseball 16% ←

12-17 year olds

1. Soccer 36% ←
2. Off-road cycling 31%
3. Skiing/snowboarding 29%
4. Ice sports 25%
5. Hiking 19%
6. Swimming 18%
7. Road cycling 18%
8. Baseball 14% ←
9. Gymnasium sports 13% ←
10. Cross country skiing 9%

(phone survey - controlled)

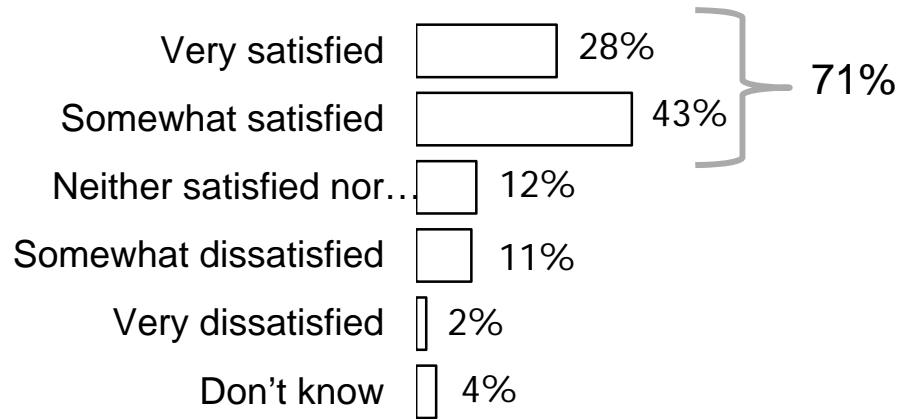
Are you a member of community centres, clubs, or organizations?



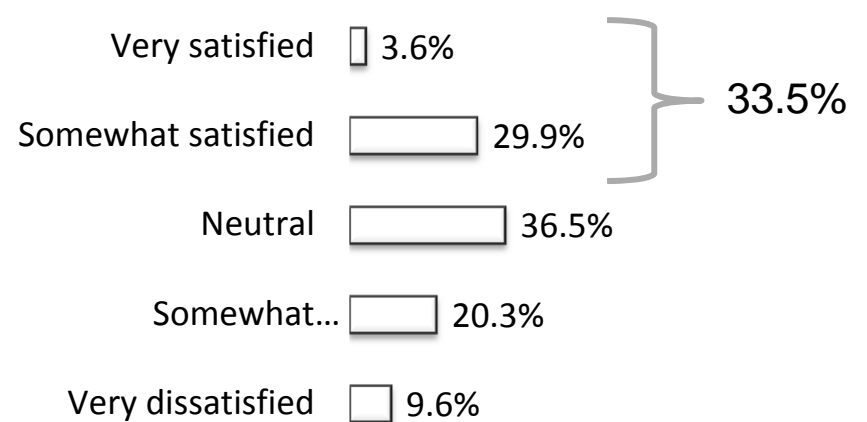
(phone survey - controlled)

Satisfaction with INDOOR opportunities

(phone survey - controlled)



(paper/online feedback)



(phone survey - controlled)

35% • Not enough programs

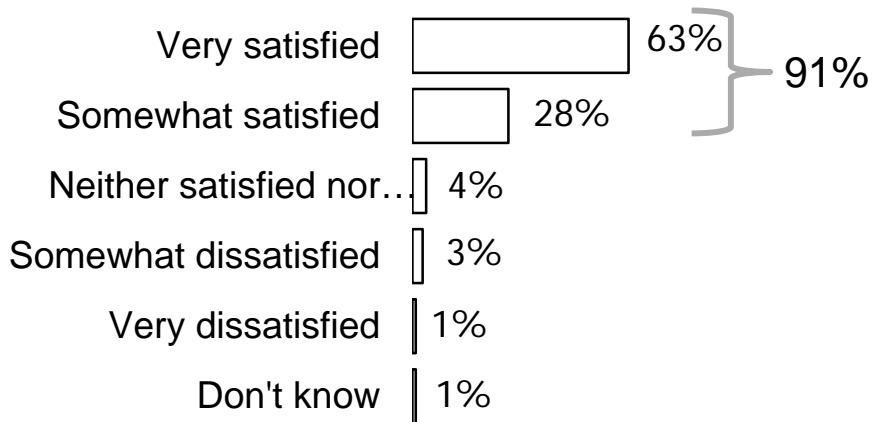
33% • Lack of public / recreation centre fitness/workout facilities

19% • Need a multiplex recreation centre (indoor)

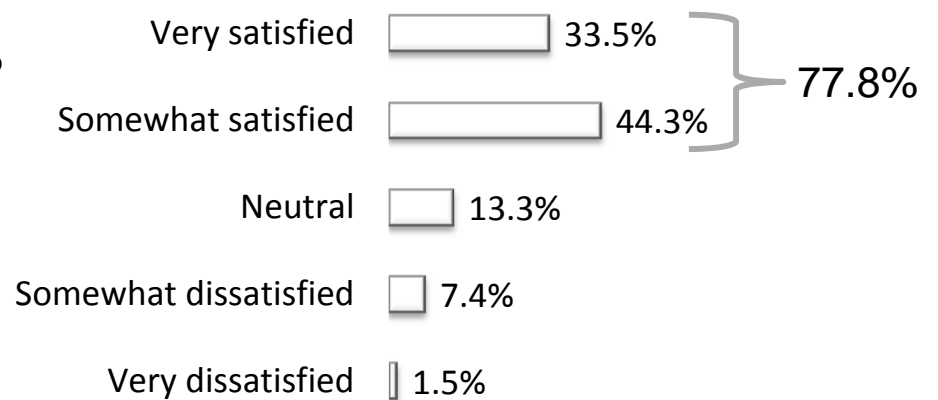
15% • More ice time / need another skating rink

Satisfaction with OUTDOOR opportunities

(phone survey - controlled)



(paper/online feedback)



MAIN IMPROVEMENT AREAS:

- 15% • Sports fields
- 11% • Trails (especially bike trails)
- 11% • Waterfront access and facilities
- 7% • Activities for children / youth

- 7% • More parks and hiking trails
- 5% • Playground improvements
- 4% • Tennis court improvements

(phone survey - controlled)

Natural Environment

Most Important Natural Areas and Areas to Protect

Alice Lake

Smoke Bluffs

The Chief

The Estuary

Lakes and Rivers

Provincial Parks

Brohm Lake

Trail system

Nexen Beach

Paradise Valley

Judd Beach

The Spit

Brackendale Eagles

Waterfront

Old Growth Forests / Forests

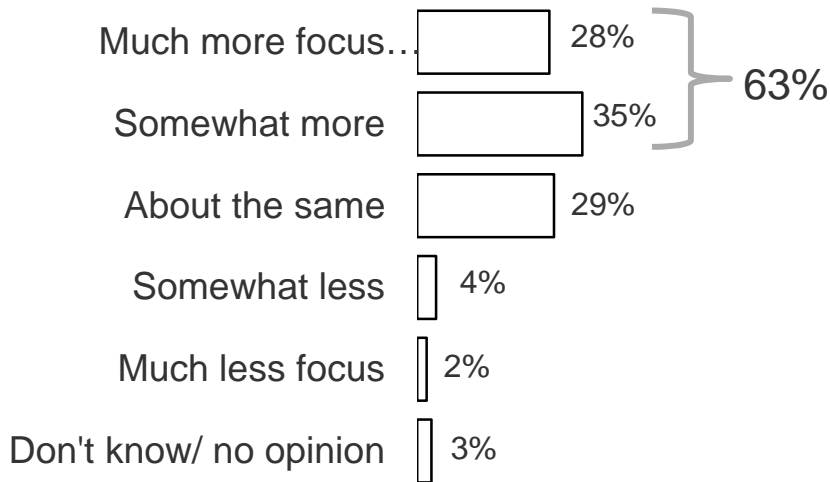
Garibaldi Springs

Coho Park

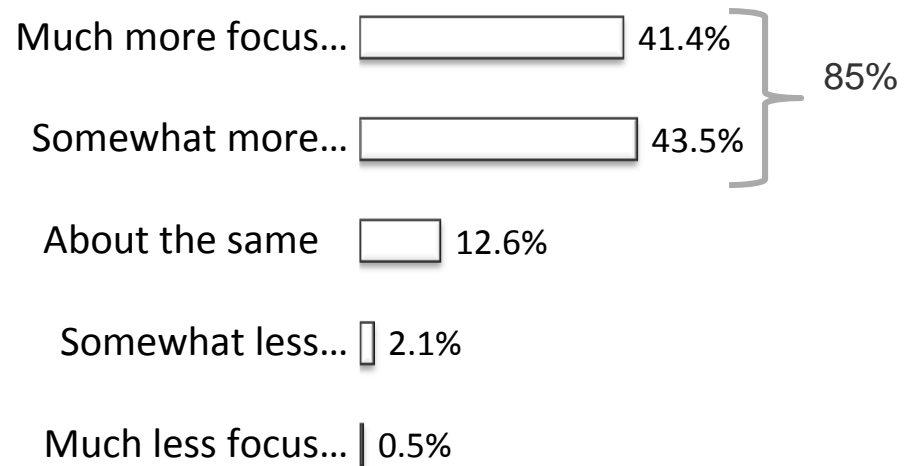
(paper/online feedback)

Strong support for the “Outdoor Recreation Capital”

(phone survey - controlled)



(paper/online feedback)



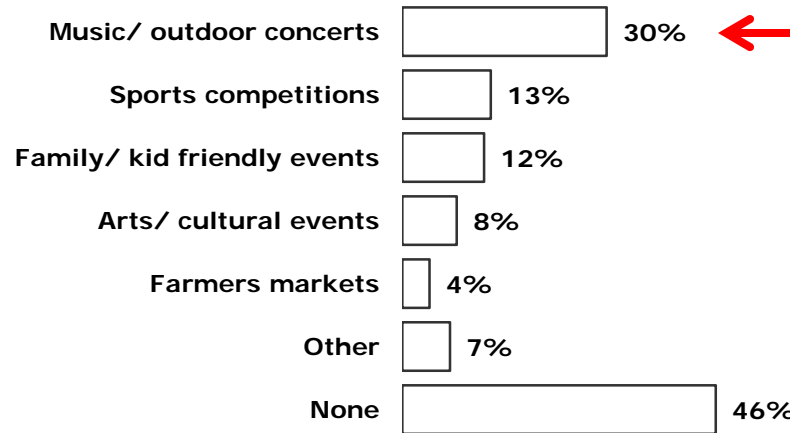
- Economic Benefits 57%
- Attracts people for outdoor recreation 26%
- Builds infrastructure / recreation facilities 23%
- Creates healthy lifestyle 22%
- Increases awareness of Squamish 10%
- Builds vibrant community/pride/quality of life 2%

- Increased tourism
- Economic benefits
- Creates healthy lifestyle
- Potential to provide activities for all levels
- Build stronger community / quality of life
- Connection to / protection of natural environment

Support for hosting large events

- 88% positive responses for both survey methods

(phone survey - controlled)



(paper/online feedback)



Arts + Culture

Most mentioned words:

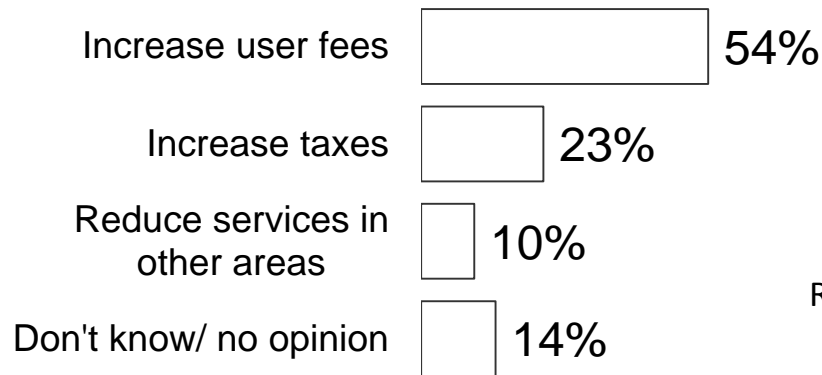
Music Theatre Art Events Dance Outdoor



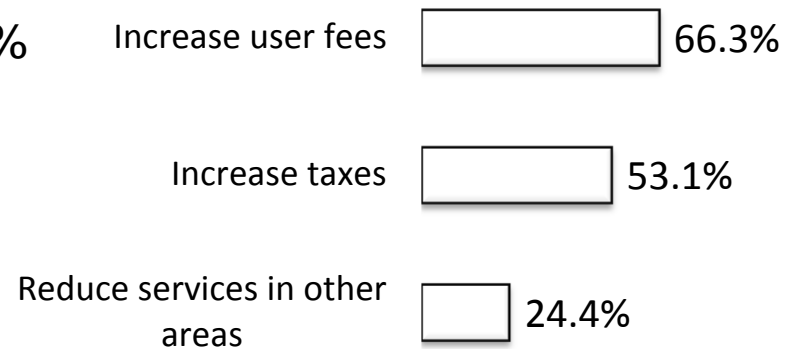
- Art galleries
- Basscoast Project
- Bigfoot Concert
- Brackendale Fall Fair
- Canada Day celebrations
- Children's art and theatre programs
- Family events and parades
- Eagle View Theatre
- Classes – dance, culinary, art
- Outdoor plays and concerts
- Outdoor art and sculpture
- First Nations art and events
- West Coast Railway Heritage Park
- Wild at Art
- Youth performances/productions
- Farmers' Market
- Environmental education
- Loggers Sports
- Film festival
- Crafts

Preferred method of payment for new or improved facilities

(phone survey - controlled)



(paper/online feedback)



Open House #1 Summary



Open House #1: March 28th, 2012

- Introduction to the Process
- Paper survey
- Table Topic Discussions



Outdoor
Recreation
+ Trails

Outdoor
Sports +
Athletics

Arts,
Culture +
Tourism

Indoor
Recreation

Parks

Highlights

Events

Improve facilities, coordination, and support

“Outdoor Rec”

Strategize to increase tourism and economic benefits
Create connections to recreation programs

Arts

Incorporate arts, culture + heritage throughout the community
Provide affordable access and opportunities for all ages

Highlights

- Indoor Rec** Improve or add multi-use indoor facilities, year-round training
- Sports/Athletics** Improve sports field condition and access
Provide programs that support popular outdoor activities
- Programs** Focus on improving programming for children and youth
More drop-in and flexible programming

Highlights

Parks

Create links to “outdoor recreation”, improve communication and maintenance

Trails

Access, maintenance, quantity, connections

Waterfront

Improve access and facilities, connect to downtown

Tonight's Agenda:

- Discussion Table Sessions
 - 6:30-7:00
 - 7:00-7:30

Events +
Economic
Development

Sport,
Health +
Wellness

Parks,
Trails +
Environment

Arts,
Culture +
Heritage

- Report back from each table
 - 7:30-7:45
 - Wrap-up and next steps
 - 7:45-8:00
-

Wrap-up + Next Steps

- Key Themes
- Next Steps



Key Themes

- Connect recreation programs with the most popular recreational activities
- Support the large number of children and youth in the community
- Connect recreation programs to the “Outdoor Recreation” brand
- Support events in the community, especially those that have economic benefits or fit with the Squamish lifestyle
- Create opportunities for athletic training / off-season training
- Develop partnerships (athletes, artists, Squamish Nation, schools...)

Key Themes

- Create a parks system linked with trails and greenways
- Support maintenance and access to the trails system
- Develop and implement long-term visions for:
 - Brennan Park
 - Smoke Bluff Park
 - Training Dyke
 - The Spit
 - The Estuary and Squamish River corridor
- Balance the desire for outdoor recreation with protection of sensitive environmental areas
- Develop additional waterfront recreation amenities

Next Steps:



**DRAFT
MASTER
PLAN**



**FINAL
MASTER
PLAN**
(November)



Thank you!

Additional feedback can be submitted to the
District of Squamish Planning Department

squamish.ca
