SUNSHINE COAST REGIONAL DISTRICT

RECREATION SERVICES PROGRAMMING REVIEW

September 2023

EXECUTIVE SUMMARY

The Sunshine Coast Regional District (SCRD) conducted the Recreation Programming Review to review the current state of its recreation programming and identify potential areas of future focus and improvement.

The Recreation Programming Review was informed by the following research inputs:

- Engagement with residents, including 435 survey responses from the public.
- Focused engagement with youth, stakeholders and community organization representatives.
- Analysis of the current programming mix.
- Identification of key trends and best practices in recreation programming.
- Review and analysis of key demographics indicators.
- Analysis of the current recreation program delivery model.

The detailed findings from the research are contained in the "What We Learned" report and summarized in Section 3 of this document and the complete report is available in the appendices.

Outlined as follows is an overview of the strategic content and recommended guidance provided by this Recreation Programming Review document. Utilizing the contents of this document on an ongoing basis will support the SCRD with effective decision making and resource allocation pertaining to recreation services and related programming.

- Section 4 provides overall, high level **Goals for Recreation Programming**. These Goals provide a foundation from which to guide resource allocation and measure the effectiveness of recreation programming investment.
- Section 5 introduces a framework to guide service levels and resource allocation, focused around a set of **Key Benefits Objectives**. The Key Benefits Objectives provide specific programming focus areas and a potential basis from which to set cost recovery targets (acceptable subsidy levels) and service standards / targets.
- Section 6 provides a number of **tools** that can be used to support decision making on program delivery (e.g. which programs should or shouldn't be offered) and implement the recommended Key Benefits Objectives based approach to recreation programming.
- Section 7 provides a number of **additional recommendations** that are intended to optimize programming in the SCRD, address identified gaps, and capitalize on potential opportunities identified through the research and analysis undertaken as part of the Recreation Programming Review process.

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INTRODUCTION

STUDY CONTEXT

The Sunshine Coast Regional District (SCRD) undertook the development of this study document to review the current state of recreation programming and create a resource that can be used on an ongoing basis to ensure that the SCRD's investment in recreation programming is optimized and aligned with resident needs. Recreation needs, preferences and trends are constantly evolving and require public sector providers to continually assess and adjust accordingly. With that said, recreation programming delivery should also be anchored in a solid and consistent philosophical basis that clearly articulates the key benefits that the SCRD is looking to achieve through its significant and ongoing investment in recreation programming.

This study document provides overarching foundations for recreation programming delivery (value based goals that should remain consistent) as well as tools that can be used to evaluate and adapt program offerings as needs, preferences and trends change.

The development of this study document also provided the opportunity to review and further the guidance provided by the SCRD's 2014 Parks and Recreation Master Plan. The Master Plan includes a continuum that provides a basis for local and regional service delivery.

STUDY PROCESS

The following graphic illustrates the process that was used to develop the study.

RESEARCH AND ENGAGEMENT

ANALYSIS AND STRATEGIC DIRECTION SETTING

RECREATION PROGRAMMING REVIEW

- Review of pertinent background planning and policy
- Public and stakeholder engagement
- Review of bookings, registration and utilization data
- Populations and demographics analysis
- Review of the current program "mix"

- Identifying strengths, gaps and opportunities

- Developing and refining the study document

THE CURRENT RECREATION SERVICE DELIVERY CONTEXT
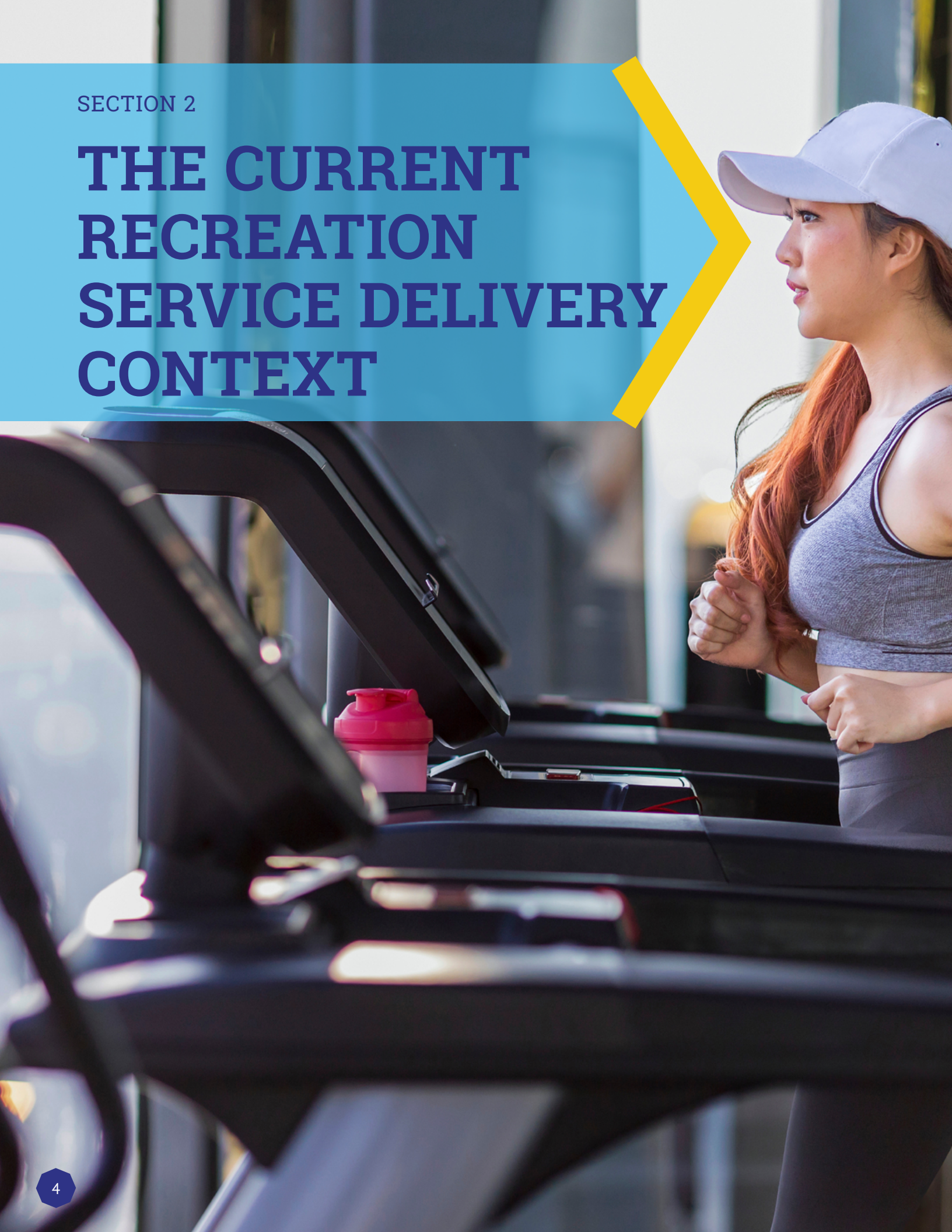
DELIVERY METHODS AND HISTORY

The SCRD is the primary operator of major recreation infrastructure on the Sunshine Coast and delivers recreation programming using a combination of direct and indirect delivery methods (as described below).

Direct Delivery: SCRD staff and contractors operate facilities and offer programming at these facilities and others (e.g. school gymnasiums).

Indirect Delivery: The SCRD supports community organizations that offer programming by providing subsidized space and other supports.

The following graphic illustrates the SCRD's Recreation Services Division staffing model that is used to support both direct and indirect delivery.
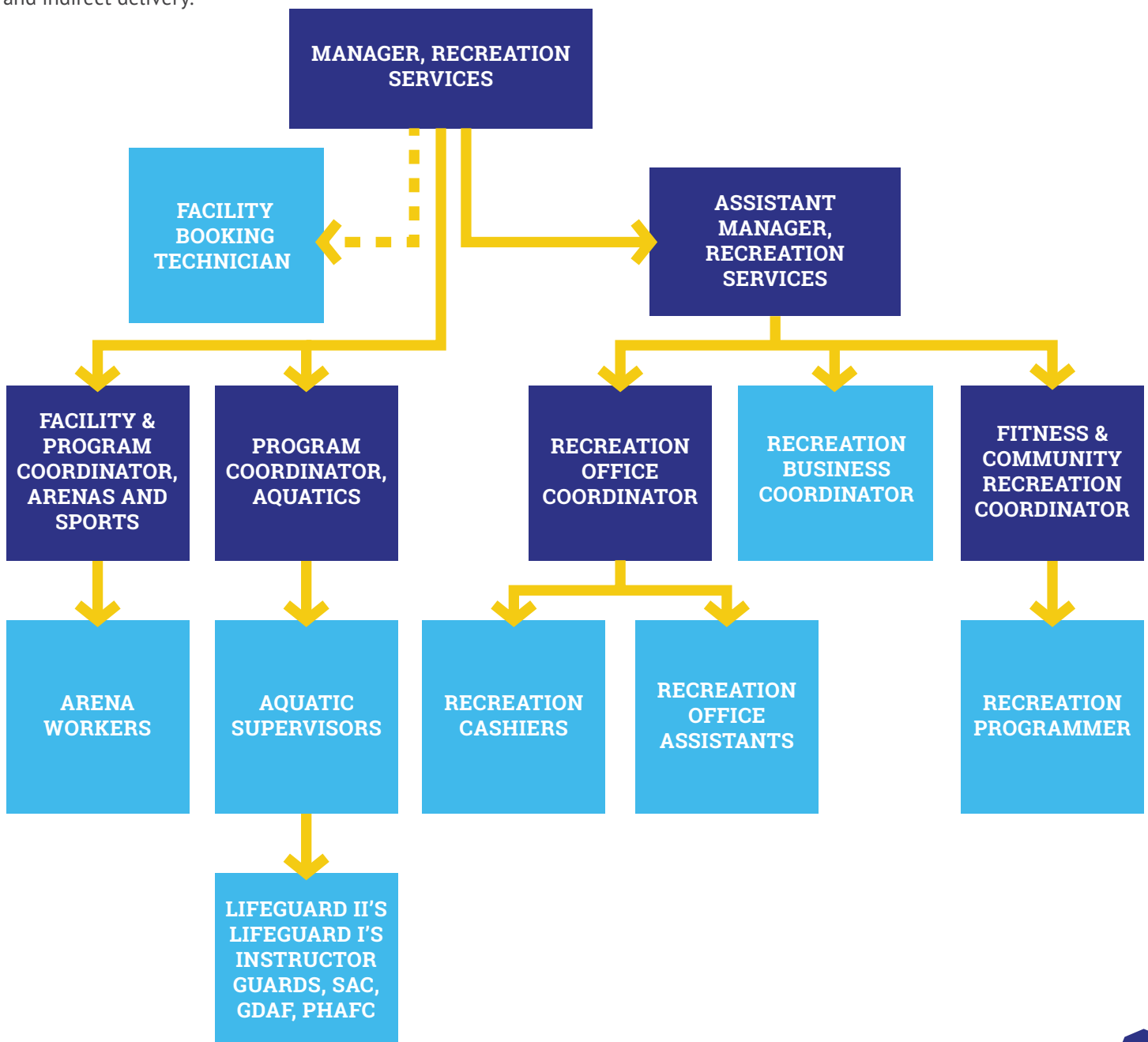
HISTORICAL CONTEXT

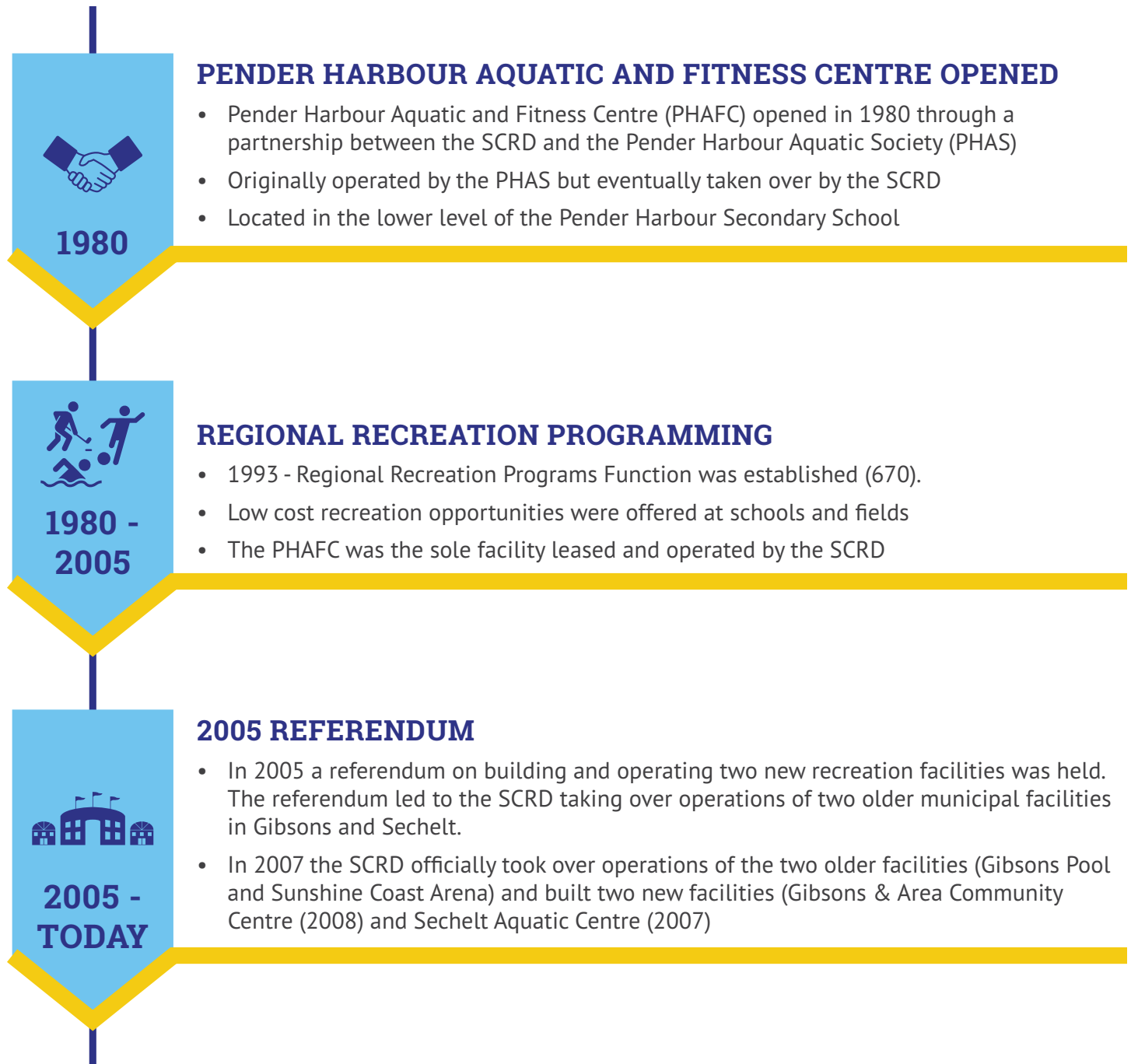The SCRD's significant role in providing recreation and related opportunities has evolved over time. The following graphic illustrates how the SCRD's role and portfolio of facilities has grown over the previous decades.

1980

PENDER HARBOUR AQUATIC AND FITNESS CENTRE OPENED

- Pender Harbour Aquatic and Fitness Centre (PHAFC) opened in 1980 through a partnership between the SCRD and the Pender Harbour Aquatic Society (PHAS)
- Originally operated by the PHAS but eventually taken over by the SCRD
- Located in the lower level of the Pender Harbour Secondary School

1980 - 2005

REGIONAL RECREATION PROGRAMMING

- 1993 - Regional Recreation Programs Function was established (670).
- Low cost recreation opportunities were offered at schools and fields
- The PHAFC was the sole facility leased and operated by the SCRD

2005 - TODAY

2005 REFERENDUM

- In 2005 a referendum on building and operating two new recreation facilities was held. The referendum led to the SCRD taking over operations of two older municipal facilities in Gibsons and Sechelt.
- In 2007 the SCRD officially took over operations of the two older facilities (Gibsons Pool and Sunshine Coast Arena) and built two new facilities (Gibsons & Area Community Centre (2008) and Sechelt Aquatic Centre (2007)

OVERVIEW OF CURRENT RECREATION INFRASTRUCTURE

The following tables and map provide an overview of the current recreation infrastructure on the Sunshine Coast.

SCRD OPERATED INDOOR FACILITIES

Facility	Address	Amenities
Gibsons & Area Community Centre	700 Park Road, Gibsons B.C.	• NHL-size ice or dry floor arena • Weight room • Two large multi-purpose spaces • Two large age-focused spaces (preschool age and youth centre) • Outdoor basketball court • Two courts (one squash, one convertible squash and racquetball) • Large lobby space
Gibsons & District Aquatic Facility	953 Gibsons Way, Gibsons B.C.	• 20 m lap pool • Shallow pool • Tot pool with water feature • Hot tub • Small lobby
Sunshine Coast Arena	5982 Shoal Way, Sechelt B.C.	• NHL-size ice or dry floor arena • One multi-purpose space • One lounge space • Small lobby
Sechelt Aquatic Centre	5500 Shorncliffe Avenue, Sechelt B.C.	• 25m lap pool • Leisure (shallow) pool with water features • Lazy river • Climbing wall and rope swing • Water slide • Hot tub • Sauna steam room • Two small multipurpose rooms • Weight room • Small lobby
Pender Harbour Aquatic & Fitness Centre	13639 Sunshine Coast Hwy, Maderia Park B.C.	• 20m lap pool • Hot tub • Sauna • Weight room with open space for classes

OTHER FACILITIES AND SPACES

The following parks and facilities are not operated by Recreation Services but are booked using Recreation Services bookings system (ActiveNet).

Facility / Park Location	Address	Amenities
Brothers Park	Park Rd, Gibsons	• Three overlapping ball diamonds and grass sport fields. » The outfields of the ball diamonds function as grass sport fields. The fields can't be used independently. • Skateboard park
Lions Park	13776 Sunshine Coast Hwy, Madeira Park	• One grass sport field • Two ball diamonds • Washrooms • Walking trails
Connor Park	8108 Northwood Rd, Halfmoon Bay	• One sport field with partial outdoor lighting. • Two ball diamonds • Washrooms • Walking trails
Cliff Gilker Park	3110 Sunshine Coast Hwy, Roberts Creek	• One lighted grass sport field • Two ball diamonds • Washroom • Walking trails
Maryanne West Park	1224 Chaster Rd, Gibsons	• One lighted all weather (gravel) sport field
Shirley Macey Park	930 Chamberlin Rd, Gibsons	• Two grass sports fields • Disc golf course • Walking path • Off leash dog area • Washrooms • Playground • Spray park
Chaster House Hall	1549 Ocean Beach Esplanade, Elphinstone	• Multipurpose space • Food prep area (no oven)
Coopers Green Hall	5500 Fisherman Road, Halfmoon Bay	• Multipurpose space • Kitchen • Boat ramp
Eric Cardinall Hall	930 Chamberlin Road, West Howe Sound	• Multipurpose space • Kitchen • Changerooms
Frank West Hall	1224 Chaster Road, Elphinstone	• Multipurpose space • Kitchen
Granthams Hall	846 Church Road, Gibsons	• Multipurpose space • Kitchen

FACILITIES MAP AND APPROXIMATE DRIVE TIME CATCHMENT

Legend

- Sunshine Coast Regional District (SCRD)
- Ferry Route
- Highway
- Waterbody
- Provincial Park / Protected Area

Drive Time a to Park, Arena, Hall, Aquatic or Fitness Centres:
- 5 minutes
- 10 minutes
- 15 minutes

- Aquatic / Fitness Centre
- Aquatic Centre
- Arena
- Arena / Fitness Centre
- Hall
- Park

Notes:
-Facility locations have been adjusted for visualization purposes

Map Extent
Not to Scale

0   1.75   3.5   7   Kilometers

RESEARCH AND ENGAGEMENT SUMMARY

OVERVIEW

Research and engagement was a key aspect of developing the study, enabling the project team to assess the current state of programming (strengths, gaps, and opportunities) and identify key focus areas for the future. A variety of methods were used to ensure a comprehensive understanding of programming delivery and needs on the Sunshine Coast across all ages, interests and demographics.

RESEARCH AND ENGAGEMENT METHODS

Public Survey (435 responses)

Youth Survey (34 responses)

Stakeholder Interviews (13 community organizations; 8 staff)

Analysis of the Program Mix and Levels of Participation

Analysis of the Current Program Delivery Model

Review of Key Population and Demographics Indicators
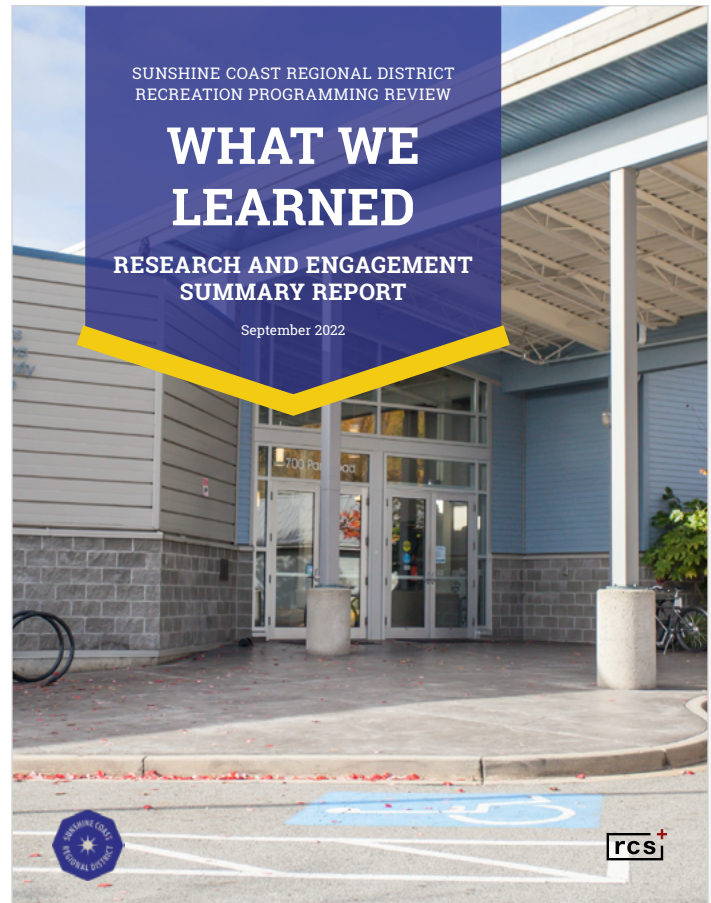
Trends and Best Practices

Review of Other Jurisdictions

KEY FINDINGS

Highlighted below are key findings and themes from the research and engagement. **The detailed findings are contained in the** *What We Learned Research and Engagement Summary Report (see the* Appendices*).*

- The Coast has high populations of both youth and seniors The benefits provided by recreation to these age cohorts are important and activity preferences are continually evolving.

- Analysis of program provision suggests that the programming mix offered by the SCRD may not be aligned with demographics and is overly concentrated on a few specific population segments. However, improved programming data collection is required to further explore this topic and better track programs that serve multiple age cohorts. It is also important to recognize that some demographics have a higher need for programming than others.

- Staffing is an issue for both the SCRD and partner program providers. Aquatics and children's programs are areas of particular need.

- Demand for aquatics activities are high, however challenges exist in meeting these demands (including staffing and facility closures). Communicating these limitations to patrons while also identifying opportunities to increase aquatics capacity will be important moving forward.

- There is a relatively strong level of satisfaction with the current programming and facility quality.

- Opportunities exist to continue advancing the convenience of program registrations and space bookings, ensuring that recreation customers have a great experience from the point of purchase onwards.

- Like many public sector providers of recreation services in Canada, opportunities exist to improve data collection processes and use these insights to inform programming decision making and scheduling (e.g. investing resources to track real-time trends, access analytics, etc.).

- Proximity is a key driver of programming participation and overall perspectives on service levels. Many residents have a strong preference for locally delivered programming and are often not willing to travel outside of their immediate community. Demographics and the nature of the roadway system are likely contributing factors to this dynamic.

- Demographics of the area suggest that some residents have limited capacity to pay for programming. Programs do currently exist to increase access to facilities for those with limited capacity to pay.

SUNSHINE COAST REGIONAL DISTRICT
RECREATION PROGRAMMING REVIEW

WHAT WE LEARNED

RESEARCH AND ENGAGEMENT SUMMARY REPORT

September 2022

- Sport organizations in the area are growing and it is likely that there will be competition for available space. The SCRD will need to balance the needs of spontaneous use and structured / bookable use.

- The SCRD relies heavily on community organizations and contractors to provide programming and related activities. This indirect service delivery approach has many positive attributes (e.g. community development, cost efficiency, etc.) but may not be able to quickly react to emerging trends. This study provides further guidance on potential and specific areas where direct delivery may be needed.

OVERALL VALUES & GOALS FOR RECREATION PROGRAMMING

PROGRAMMING VALUES STATEMENT

The following Values Statement articulates standards and rationale for recreation programming. This statement is an overall, philosophical basis for the provision of recreation programming that should be internally 'truth tested' on a regular basis.

The SCRD invests in and delivers recreation and related programming opportunities that are available to all residents, delivered in a quality manner, and aligned with community need.

GOALS FOR RECREATION PROGRAMMING

The table below identified 5 Goals that build upon the Value Statement and reflect additional core elements of programming identified through the study, research, engagement, and review of the 2014 Parks and Recreation Master Plan. The Goals should be used in a number of ways, including:

- As 'goal posts' (key performance indicators) to assess success and identify gaps; and
- As a point of reference for ongoing business and strategic planning. For example, annual planning should identify how recreation services can continue to advance these Goals through programming.

Programming Goal	Description (What does this mean?)	Potential Methods to Assess Whether the Goal is Being Achieved / Advanced
Inclusive Program Offerings	Residents of all ages, ability levels and demographics are able to access and benefit from recreation programming.	• Ongoing program audits. • Uptake for the LIFE program.
Aligned Program Offerings	The SCRD will need to balance targeting key population cohorts that benefit the most from services with overall demographics alignment.	• Comparison of the programming mix vs key population and demographics indicators (including age, presence of children in households, etc.). • Working with community partners to assess if key population cohorts are adequately benefiting from recreational opportunities.
Flexibility and Adaptability	The SCRD recognizes the fluid and continuously evolving nature of recreation programming trends and needs. Tools and mechanisms are in place and used to assess new programming ideas/ opportunities and adapt as needed on an ongoing basis.	• Evaluation of how the SCRD uses the tools provided in this study document. • Ongoing assessment and comparison of programming with regional and provincial trends.
Benefits Driven	Program planning and delivery is based on leveraging available resources to create as many positive outcomes as possible that benefit local communities and the entire region.	• Shift to a focus on measuring outcomes such as the number of residents that participate, available metrics / data from the public health, etc. • Public perceptions on the importance of recreation services (explored through ongoing engagement with residents).
Customer Focused and Convenient	The culture of recreation programming at the SCRD is focused on creating positive experiences. These experiences start with informing residents about programming through registration, participation and follow-up.	• Satisfaction levels (explored through ongoing engagement with residents and participants).

A SERVICE LEVEL FRAMEWORK FOR RECREATION PROGRAMMING

A BENEFITS BASED APPROACH TO DELIVERING RECREATION PROGRAMMING

It is recommended that the SCRD base key elements of programming provision around a set of **Key Benefits Objectives**. These objectives advance the overall goals outlined in Section 4 and are intended to provide a basis for determining:

- The programming mix
- Resource allocation
- Gaps

Based on the research, engagement and staff dialogue, the Key Benefits Objectives have been organized into primary and secondary groupings. It is important to note that these objectives should be considered to have some level of adaptability / fluidity and evolve over-time. For example, the SCRD may develop so much capacity in a primary objective that the objective requires less focus in the future (therefore becoming secondary) while a secondary objective may emerge as a more significant need. **As such, it is recommended that the SCRD re-visit the Key Benefits Objectives for programming every 3 - 5 years.**

The programs achieve all or most of the Key Benefits Objectives within each category

There are some situations in which the SCRD is justified in providing programming that does not meet all or most objectives:

- A specific population is underserved or has special needs (e.g. equity deserving groups).
- An opportunity exists to generate net positive revenue that can offset highvalue programming (without negatively impacting the private sector).

PRIMARY KEY BENEFITS OBJECTIVES

These objectives reflect the most important focus areas for recreation programming.

- Developing physical literacy that can support lifetime participation and wellness.
- Developing creative skills that can foster cognitive development and lifelong participation and/or enjoyment of the arts.
- Social opportunities for teens.
- Quality fitness and wellbeing opportunities for all ages.
- Opportunities for older adults to be active, social, and healthy.
- Fostering of social interactions and connections, including those between sub-groups.
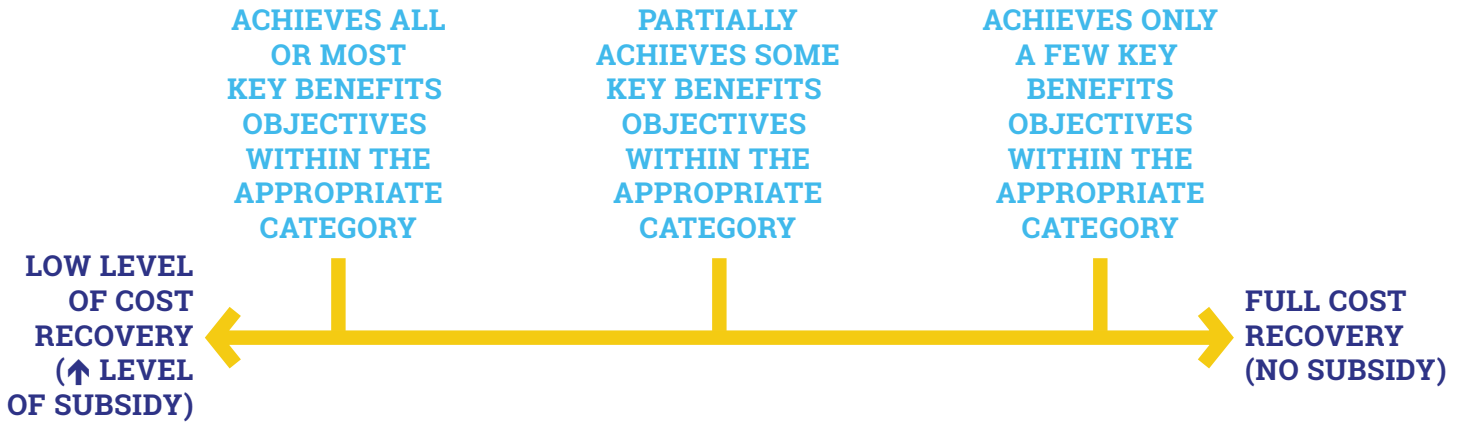
SECONDARY KEY BENEFITS OBJECTIVES

Achieving these objectives also has positive benefits and should be considered after the primary objectives are sufficiently met.

- Advanced skill development for children, youth, and teens.
- Advanced skill development for adults.
- Facilitating special events, tournaments, and competitions.
- Leisure education.

APPLYING THE KEY BENEFITS OBJECTIVES TO POTENTIAL COST RECOVERY TARGETS

The Key Benefits Objectives additionally provide a basis for the SCRD to determine appropriate levels of cost recovery (program subsidy). Conceptually, programs that achieve a higher level of alignment with the objectives are justified to receive a high level of subsidization. The application of this model should consider financial sustainability and, as such, have some flexibility to allow the SCRD to make decisions on the programming mix that takes into account resource realities and revenue opportunities.

ACHIEVES ALL OR MOST KEY BENEFITS OBJECTIVES WITHIN THE APPROPRIATE CATEGORY

PARTIALLY ACHIEVES SOME KEY BENEFITS OBJECTIVES WITHIN THE APPROPRIATE CATEGORY

ACHIEVES ONLY A FEW KEY BENEFITS OBJECTIVES WITHIN THE APPROPRIATE CATEGORY

LOW LEVEL OF COST RECOVERY (↑ LEVEL OF SUBSIDY) ⟵ ⟶ **FULL COST RECOVERY (NO SUBSIDY)**

PROGRAMMING FOCUS AREAS

The following table translates the Key Benefits Considerations presented earlier in this section into a recommended approach for the delivery recreation of programming over the next five years. This approach as outlined in the table should be used as guideline for resource and space allocation but is not intended to be absolute. Recreation programming is dynamic and trends, community need, and alignment with broader recreation service goals and objectives (including those identified or referenced in this document) require ongoing assessment.

DESCRIPTION OF KEY TERMS IN THE TABLE

Preferred Delivery Approach: Direct delivery in this context refers to programming offered by the SCRD or its contractors. Indirect delivery refers to programming offered by community groups or individuals that rent space from the SCRD or entities supported by the SCRD. Tool #4 in Section 6 can be used to help further identify whether direct or indirect delivery is most appropriate for specific programs.

Primary or Secondary Service Level Focus: Those programming types identified as "Primary" focus are most aligned with the Primary Key Benefits Objectives identified earlier in this section. Therefore, we recommend that they warrant a higher level of both resource and space priority. The programming types identified as being a "Secondary" focus are important and highly valuable activities that should receive some support or resource focus – but may not fully fall within the core programming mandate of the SCRD.

Programming Type	Preferred Delivery Approach	Primary or Secondary Service Level Focus	Service Level Considerations
Advanced Fitness Programming	Direct or Indirect	Secondary or not at all	• Ideally, this type of program offering should be left to the private sector. The SCRD may consider supporting more advanced types of fitness programming if significant gaps and demands are identified.
Introductory to Moderate Fitness Programming	Direct or Indirect	Primary	• Fitness programming that is inclusive to all levels and focused on full body wellness should be a primary focus area for the SCRD. • Depending on the specific type of program offering and available instructor skill sets, the SCRD should consider the realm of delivery approaches (direct via contractors or indirect via making space available to third party providers that sufficiently demonstrate quality and safety).
Aquatics and Water Safety Skills	Direct	Primary	• Critical programming type given the geographic context of the region. • Direct delivery is most appropriate.

Programming Type	Preferred Delivery Approach	Primary or Secondary Service Level Focus	Service Level Considerations
Aquatics Training	Direct or Indirect	Primary	• The need to develop advanced swimmers to meet lifeguarding and instructor roles is one important reason for a primary focus on this programming type. • Swim club personnel is most appropriate to directly deliver sport swimming, while the SCRD has a direct role in aquatics leadership training.
Advanced Arts and Cultural Programming	Indirect	Secondary	• Subject matter experts and groups within the community are best suited to delivering this type of programming. • The SCRD's role is to help identify and (where possible) provide groups with space.
Introductory Arts and Cultural Programming	Indirect	Primary	• The SCRD's focus as it pertains to this type of programming should be to support arts and cultural capacity building in the community (provide "gateway" or introductory programs that create interest and basic skills). However, in some instances the SCRD may need to step in to provide activities to meet gaps. • Indirect delivery is most appropriate and leverages existing subject matter expertise and skill sets of community groups and individuals.
Recreational Sport	Indirect	Primary	• Providing recreational sport (organized and unstructured) helps develop basic physical literacy skill sets and provides physical and social opportunities for individuals across the age spectrum. • The expertise and capacity of existing community sport groups should be leveraged wherever possible with the SCRD facilitating access to facilities. However, in some instances the SCRD may need to step in to provide the program (e.g. spontaneous and drop-in sports).
Competitive Sport	Indirect	Secondary	• The SCRD's role should be to help facilitate access to space where appropriate. • A specific sport may warrant additional focus (primary focus) in some circumstances (e.g. if significant community benefits are demonstrated, its participants are comprised of a targeted population for recreation services, etc.).
Programming Focused on Targeted Populations and Community Needs	Direct or Indirect	Primary	• Includes programming focused on preventing social isolation, skill development for youth during non-school hours and seasons, programming for higher risk populations, etc. • The decision on whether to directly or indirectly provide this type of programming should be based on factors like available resources, existing community groups and/or SCRD staff capacity and expertise, and financial considerations (using Tool #4 in Section 6).

SPORT FOR LIFE LONG TERM DEVELOPMENT (LTD) STAGES

Sport for Life's Long-Term Development (LTD) model is a best practice for ensuring sport programming is appropriately delivered and focused on achieving the outcomes of lifelong participation and physical literacy. Local governments can play a number of roles as it pertains to advancing LTD, including:

- Ensuring local sport groups are compliant with the LTD guidance provided by their National Sport Organizations;
- Basing space allocation policies and procedures on LTD (e.g. permitting / allocating facility time to groups as per the game and practice specifications of their National Sport Organization's Long Term Development document); and
- Educating groups on LTD and the importance of physical literacy based program delivery for children and youth.

THE EIGHT STAGES OF LTD

Awareness and First Involvement

To engage in sport and physical activity, individuals must be aware of what opportunities exist for them, and when they try an activity for the first time, it is critical that the experience is positive. That is why Sport for Life emphasizes the two stages of Awareness and First Involvement.

Active Start

From 0-6 years, boys and girls need to be engaged in daily active play. Through play and movement, they develop the fundamental movement skills and learn how to link them together. At this stage developmentally appropriate activities will help participants feel competent and comfortable participating in a variety of fun and challenging activities and games.

FUNdamentals

In the FUNdamentals stage, participants develop fundamental movement skills in structured and unstructured environments for play. The focus is on providing fun, inclusive, multisport, and developmentally appropriate sport and physical activity. These experiences will result in the participant developing a wide range of movement skills along with the confidence and desire to participate.

Learn to Train

Once a wide range of fundamental movement skills have been acquired, participants progress into the Learn to Train stage leading to understanding basic rules, tactics, and strategy in games and refinement of sport specific skills. There are opportunities to participate in multiple sports with competitions focused on skill development and retention. Games and activities are inclusive, fun, and skill based. At the end of the Learn to Train stage, participants grow (or progress) towards sport excellence in the Train to Train stage or being Active for Life, either by being Competitive for Life or Fit for Life.

Train to Train

Athletes enter the Train to Train stage when they have developed proficiency in the athlete development performance components (physical, technical-tactical, mental, and emotional). Rapid physical growth, the development of sporting capability, and commitment occurs in this stage. Athletes will generally specialize in one sport towards the end of the stage. A progression from local to provincial competition occurs over the course of the stage.

Train to Compete

Athletes enter the Train to Compete stage when they are proficient in sport-specific Train to Train athlete development components (physical, technical-tactical, mental, and emotional). Athletes are training nearly full-time and competing at the national level while being introduced to international competition.

Train to Win

Athletes in the Train to Win stage are world class competitors who are competing at the highest level of competition in the world (e.g. Olympics, Paralympics, World Championships, World Cups).

Active for Life

Individuals who have a desire to be physically active are in the Active for Life stage. A participant may choose to be Competitive for Life or Fit for Life and, if inclined, give back as a sport or physical activity leader. Competitive for Life includes those who compete in any organized sport recreation leagues to Master Games. Fit for Life includes active people who participate in non-competitive physical activity.

POTENTIAL IMPACTS OF APPLYING THE NEW FRAMEWORK

In broad terms, applying the Key Benefits Objectives on an ongoing basis should impact the ongoing evaluation of the programming and associated resource allocations (e.g. staff and space). The following table provides additional guidance on how recreation programming supported by the SCRD can help achieve the Key Benefits Objectives.

Key Benefits Objective	Alignment Approaches
Primary	
Developing physical literacy that can support lifetime participation and wellness.	• Regularly audit the programming mix to assess alignment with best practices. (e.g. the introductory and participation focused development stages of Long Term Development as provided on the previous page). • Ensure programming delivery staff are sufficiently trained on physical literacy and design programs that are aligned with best practices.
Developing creative skills that can foster cognitive development and lifelong participation and/or enjoyment of the arts.	• Regularly audit the programming mix to assess that program offerings provide sufficient options for residents to learn basic creative skills. • Continually identify opportunities to combine physical and creative learning opportunities.
Social opportunities for teens.	• Work with community partners to identify, develop and design recreation experiences that provide positive social opportunities for teens. • Engage with teens on an ongoing basis to monitor trends, evaluate program offerings, and identify new opportunities.
Quality fitness and wellbeing opportunities for all ages.	• Assess market conditions for fitness and wellbeing programming on a regular basis to identify gaps. • Focus SCRD supported fitness and wellness programming on addressing gaps and programming that is inclusive across a wide range of ages and skill levels.
Opportunities for older adults to be active, social, and healthy.	• Focus on utilizing recreation programming as a mechanism to address social isolation. • Ensure program staff and organizations accessing SCRD supported space for programming are aligned with the appropriate quality standards pertaining to their activity (e.g. community sport group alignment with Long Term Development and their provincial and national sport organizations, fitness contractor alignment with best practice training and standards respective to their programming type, etc.). • Measure perceptions of quality through engagement and dialogue with program participants. • Work with public health and other community partners to develop preventative programming that aligns with best practice and keeps older adults moving and engaged in physical activity.
Fostering of social interactions and connections, including those between sub-groups.	• Design programming that allows for positive social interactions. • Audit the programming mix on a regular basis and ensure that a sufficient proportion of programming provides opportunities for multi-generational interactions.

Secondary	

Advanced skill development for children, youth, and teens.	• Strategic opportunities to support or partner on advance skill development should be considered based on the following considerations:
	  » Gap identification
	  » Equity and opportunity for key populations (e.g. youth and teens, equity deserving groups, etc.)
	  » Opportunities to develop individuals and leadership capacity that can help support the primary objectives (e.g. coaches, instructors and mentors)

Advanced skill development for adults.	• Same as above
Facilitating special events, tournaments, and competitions.	• Programming resources are appropriate to allocate to special events, tournaments and competitions in instances where they support other objectives and foster community spirit and connectedness.
Leisure education.	• Leisure education should be an embedded, secondary objective of all programming.

TOOLS TO SUPPORT DECISION MAKING AND ONGOING EVALUATION

The provision of recreation programming is dynamic and requires continual assessment of the programming mix and approaches used to provide programming (e.g. direct delivery, contracted services, indirect delivery via community partners, etc.). The tools provided in this section are intended to provide the SCRD with easy to use supports that can be used by staff to inform program planning and evaluation. These tools should continue to be revisited and updated every three to five years to ensure they remain relevant and applicable.

TOOL #1: KEY BENEFITS OBJECTIVES VALUE SCORING

Purpose of this tool: Public sector providers of recreation services need to continually determine how to make the best use of available resources. As it specifically pertains to recreation programming, this means that there may be a need to prioritize program offerings or, in other words, determine which programs are most important to offer. This tool provides a checklist for the SCRD to use when assessing programs based on their alignment with the primary Key Benefits Objectives identified in Section 5. This tool can also be adapted to help evaluate existing programs. The number of "Yes" checks required to justify offering a program has not been specifically identified and should be considered on a program-by-program basis. For example, a program may only receive a "Yes" across two of the objectives but significantly advances these objectives to justify its offering. This tool is simply intended to provide an initial basis for further conversation into whether a program is sufficiently aligned with the objectives.

Key Benefits Objective	Consideration	Yes/No
Primary		
Developing physical literacy that can support lifetime participation and wellness.	Research supports that children and youth that develop "physical literacy" have a much higher probability of being active throughout their lifespan (which results in better health and wellness outcomes). **Does the program provide children and youth with the opportunity to activate and develop multiple facets of their body?** **Does the program, if sport based, align with the five participation focused development stages of LTD (Long Term Development)? (Awareness and First Involvement, Active Start, FUNdamentals, Learn to Train, Active for Life)** Potential Resources: » **https://activeforlife.com/fundamental-movement-skills/** » **https://sportforlife.ca**	
Developing creative skills that can foster cognitive development and lifelong participation and/or enjoyment of the arts.	Just like physical literacy, creative literacy in children and youth supports positive development and increases the likelihood of participation later in life. **Does the program foster creative thinking and develop basic skill sets in children and youth?**	
Social opportunities for teens.	The impacts of bullying and evolving societal pressures affects the mental and physical health of teenage cohorts. Providing recreation experiences that foster physical and social interactions can have significantly positive long-term impacts. **Does the program design and delivery support positive and inclusive recreation experiences for teens that foster social skill development?**	

Key Benefits Objective	Consideration	Yes/No
Quality fitness and wellbeing opportunities for all ages.	Fitness and related programming (dry land and aquatic based) has historically been a significant component of the SCRD programming mix and in high demand. Moving forward, it will be important for the SCRD to be focused yet flexible with its delivery of programming in this realm. **Does the program meet a gap for which the private sector cannot offer in an inclusive, accessible or quality manner?** **Is the program accessible by a wide array of skill and ability levels?**	
Opportunities for older adults to be active, social, and healthy.	Demographics in the SCRD, broader societal trends, and health data all support the importance of engaging older adults in activity that supports physical health and reduces social isolation. **Does the program offering provide opportunities for older adults to remain physically and socially active?**	
Fostering of social interactions and connections, including those between sub-groups.	Creating opportunities for residents from different age, demographic and social backgrounds to connect helps build better communities. **Does the program foster social connections between resident cohorts from different ages, demographics or social backgrounds?**	

TOOL #2: TRIGGERS TO REVIEW AND ADJUST PROGRAMMING

Purpose of this tool: This tool provides criteria that the SCRD can use to inform further discussions and decision making on whether service levels for a program or program type should be adjusted.

A program type should be considered for expansion (increased provision) if it meets at least two of the following three triggers.

Trigger	Description
The current programming mix is deficient in one of the key benefits outcomes.	The Framework presented in Section 5 and Tool #1 in this section will require the SCRD to continually assess alignment of programming with Key Benefits Objectives. If this ongoing analysis reflects that the SCRD is deficient in meeting one of these objectives it is a clear indicator that a programming gap exists.
Programming is not well aligned with demographics.	The analysis of the current programming mix contained in the *What We Learned Research and Engagement Summary Report* provides a basis for ongoing assessment of whether programming is aligned with demographics in the SCRD. While perfect alignment is likely challenging and some population groups require higher service levels than others, new programming should be introduced if there are significant discrepancies between the programming mix and the SCRD's age demographics.
Geographic Service Gaps	The *2014 Parks and Recreation Master Plan* provides a valuable service level continuum using the following hierarchy: "small community service level", "medium catchment service level", and "regional service level". The SCRD should use this continuum to assess its service levels on an ongoing basis and identify potential gaps.

TOOL #3: POTENTIAL PROGRAM RETIREMENT ASSESSMENT

Purpose of this tool: Retiring (no longer offering) a program, especially tenured ones, are often difficult and unpopular decisions. This tool provides a clear and transparent mechanism that the SCRD can use to assess programs that are identified as candidates for retirement.

STEP 1: BENEFITS OBJECTIVES ALIGNMENT

- The program does not sufficiently align with the Key Benefits Objectives or serve a specific population (as per Section 5).
- The program is operated at a loss that cannot be justified based on the Key Benefits Objectives cost-recovery model identified in Section 5.

STEP 2: ADDITIONAL CONSIDERATIONS

Programs that pass Step 1 could still be considered for retirement if they trigger two of the following three Criteria:

Additional Retirement Criteria	Description
Resource Allocation	The program is taking away resources that can be redirected for a higher value use.
Participation Levels	The programs or program types has seen participation levels decrease by over 50% in the last 3 programming seasons / sessions.
Infrastructure Suitability	The infrastructure being used to facilitate the program is no longer available or deemed suitable (e.g. safe, appropriate, etc.).

TOOL #4: DELIVERY APPROACHES

Purpose of this tool: The SCRD must determine the best way to provide recreation programming that considers a multitude of factors, including available resources, quality, and community development opportunities. The following graphic provides a decision-making tree that can help the SCRD determine whether direct or indirect delivery is the best approach.

POTENTIAL PROGRAM

↓

STEP 1: PROGRAM EVALUATION

Does the program achieve enough of the Key Benefits Objectives to warrant SCRD support/provision?

↓ **IF "YES", PROCEED TO STEP 2.**
IF "NO" DO NOT CONSIDER OFFERING THE PROGRAM

STEP 2: WHO IS BEST TO PROVIDE THE PROGRAM?

↓ ↓

THE SCRD MAY BE BEST SUITED TO DELIVERING THE ACTIVITY IF...

- There is not a local or regional organization with the capacity, willingness or skill sets required.
- The SCRD can best ensure accessibility and inclusivity.
- There are synergies with other SCRD-offered program activities.
- The SCRD can provide the program in a more cost-effective manner.

COMMUNITY ORGANIZATIONS MAY BE BEST SUITED TO DELIVERING THE ACTIVITY IF...

- They have the required skill sets and expertise.
- They can offer the activity in a more cost effective manner.
- They have a track record of success delivering similar activities.

If the SCRD determines that direct delivery is the best approach the subsequent step will be to determine whether staff or contracted resources should be used. These decisions should be guided by a number of key factors, including:

- Available skill sets and capacity. Are there staff that can deliver the programming or is there a need to procure contracted program delivery personnel?
- Are the program skill sets transferable if the specific program does not have "staying power"? E.g. if the program does not last long-term, can staff hired for the program shift to other related or different types of programming?
- Geographic considerations. Is the program being delivered at an SCRD facility or non-SCRD facility.

ADDITIONAL RECOMMENDATIONS

Through the research and engagement a number of other opportunities for the optimization of recreation programming delivery were identified. The following recommendations include those that suggest a shift in current practices as well as other recommendations that are simply intended to re-embed or further advance existing practices. These recommendations additionally help achieve the Overall Goals for Recreation Programming identified in Section 4.

Recommendation	Rationale (Why is this being recommended?)
Improve data collection, management, and ongoing use to inform program planning.	• Like many public sector providers of recreation services, data collection and management practices have been inconsistent. • Having the ability to easily extrapolate and analyze bookings and registration data can help ensure program planning is informed and aligned with trends, demands and resident demographics. • The public recreation sector is increasingly using data analytics tools and approaches.
Develop a communications strategy that focuses on providing residents and user groups with increased insights into the key factors that drive (and in some cases limit) recreation programming.	• Some user groups expressed that they are unclear on how decisions are made and the limiting factors that impact service delivery. • Sharing information on cost recovery, staff challenges (e.g. the ability to find instructors and lifeguards), and facility availability can help create realistic expectations for service delivery.
Consider developing refreshed allocations and fees / charges policies.	• These policies are due for refreshment. • These policies should be aligned with the Framework and tools identified in this study document.
Plan to update the Parks and Recreation Master Plan within two to three years (~2024).	• The Master Plan is approaching 10 years. • The COVID-19 pandemic, changing population characteristics and demographics, and the cost structures to deliver services are all factors that have changed the recreation landscape and needs over the past decade. • This study document was limited in scope to fully assess the current state of recreation services (beyond programming). Updating the Parks and Recreation Master Plan presents an opportunity to undertake a comprehensive review and build upon the direction provided in this document and the previous Master Plan.
Continue to develop and improve creative mentorship programs aimed at building the talent pool of recreation programming and operations staff and contractors.	• Staffing facilities and meeting resident expectations for recreation programming will require a sufficient staff and contractor pool. • The SCRD faces a number of challenges with recruiting and retaining staff (including access from Metro Vancouver, transit, housing, and demographics). • Recreation provides employment opportunities that can improve lives and have broader societal benefits.
Allocate budget resources to programming innovation that can help staff creatively address gaps and challenges.	• Aquatics recruitment and retention is a significant challenge faced across the public recreation sector. Examples exist of local and regional governments that have successfully undertaken creative initiatives to develop aquatics staff capacity. • Programming is continuously evolving and can benefit from resources available to pilot new programs and train staff.

APPENDICES

SUNSHINE COAST REGIONAL DISTRICT
RECREATION PROGRAMMING REVIEW

WHAT WE LEARNED

RESEARCH AND ENGAGEMENT SUMMARY REPORT

September 2022

TABLE OF CONTENTS

INTRODUCTION

INCLUDED IN THIS SECTION:

- Overview of the project.
- The purpose of this report document.

The Sunshine Coast Regional District (SCRD) is reviewing its delivery of recreation programming. The Recreation Programming Review study document will outline recommendations on how the SCRD should deliver programming to achieve maximum public benefit and provide tools that can be used on a move-forward basis to help inform decisions on the programming mix, delivery methods, and resource allocation.

This "What We Learned" Research and Engagement Summary Report contains the background findings from the research and engagement undertaken by the project team. The findings contained in this document provide a basis of information from which the study document will be developed. The specific information contained in this report document includes:

- Key population and demographics characteristics
- Overview of how programs and services are currently being delivered
- Engagement findings from the Public Survey, Youth Survey and Stakeholder Interviews
- Trends and best practices insights

SCRD PROFILE

INCLUDED IN THIS SECTION:

- Key population and demographics characteristics.
- The current supply of recreation facilities.

POPULATION AND DEMOGRAPHICS PROFILE

The Sunshine Coast Regional District (SCRD) is made up of small communities within the territories of the shíshálh and Skwxwú7mesh Nations, each with their own identity and values (SCRD Strategic Plan 2019-2023)[1]. The electoral areas and main settlement areas are as follows:

- Egmont/Pender Harbour
- Halfmoon Bay
- shíshálh Nation Government District (sNGD)
- District of Sechelt
- Roberts Creek
- Elphinstone
- Gibsons
- West Howe Sound

The following map illustrates the population density by depicting the person/ha on a colour scale. The SCRD is a large area with few areas of high density; the Town of Gibsons, Sechelt and area around Davis Bay are the most populated settlement areas of the region.

POPULATION DENSITY MAP

Legend

- Sunshine Coast Regional District (SCRD)
- Ferry Route
- Highway
- Waterbody
- Provincial Park / Protected Area

Population Density (person / ha):

- 0 - 2.0
- 2.0 - 7.0
- 7.0 - 13.0
- 13.0 - 25.0
- 25+

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1   https://www.scrd.ca/wp-content/uploads/2023/01/2021-SCRD-Strategic-Plan-2019-2023.pdf
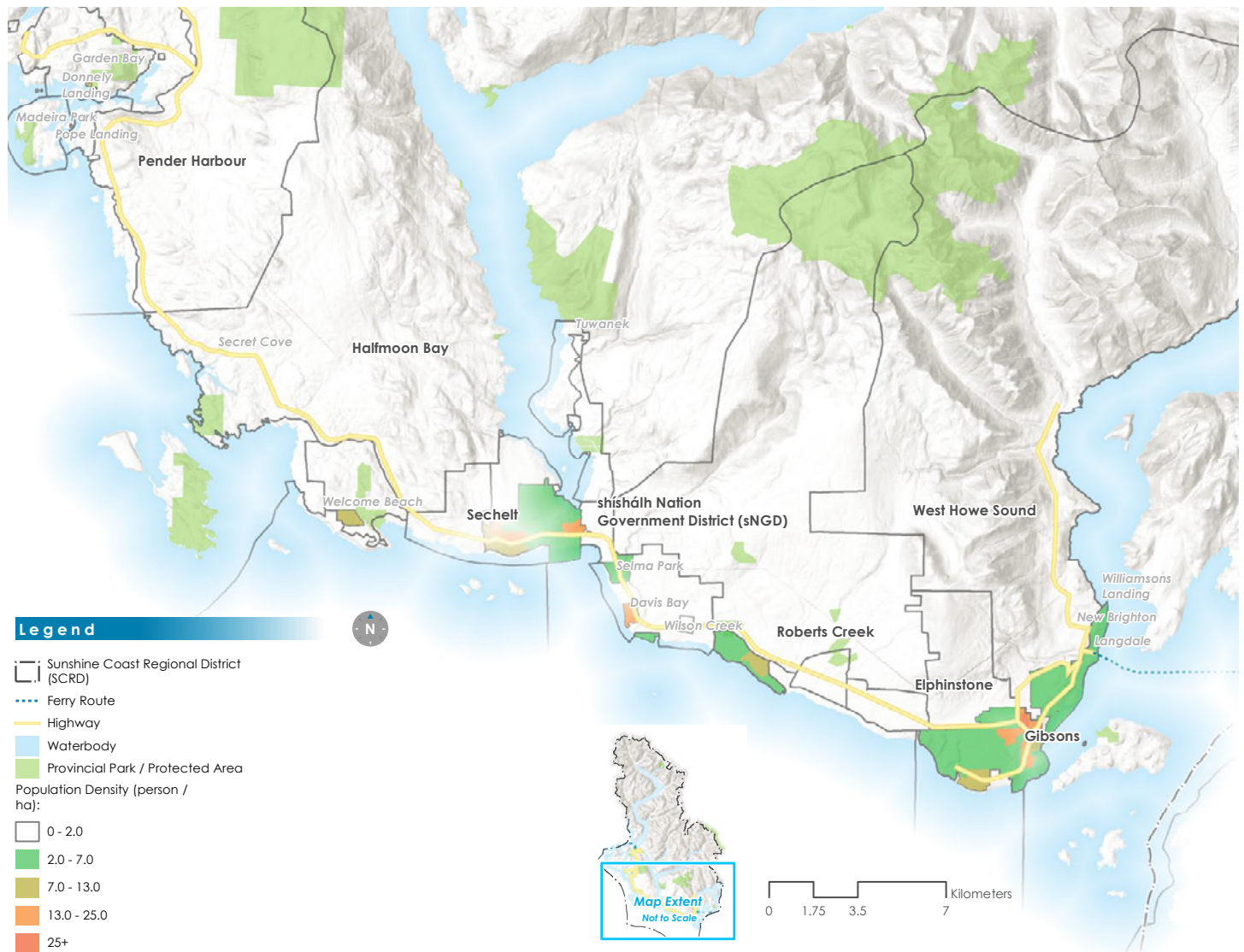
The infographic below illustrates some key facts about the demographics of the SCRD.

KEY FACTS

POPULATION
32,170

Growth of 7.3% since 2016, the population is expected to reach 32,989 by 2025.

UNIVERSITY DEGREE OR HIGHER
6,828

3,319 have not completed high school, 8,090 are high school graduates, and 5,799 have college education.

LABOUR FORCE
16,128

There are 5,306 self-employed individuals, and 2,688 working from home.

HOUSEHOLDS
14,468

An estimated 3,580 households live below the poverty line, while 1,215 households have an income over $200,000.

VISIBILE MINORITY
2,089

First generation immigrants represent 6,129 of the population while 466 have immigrated to Canada since 2017.

MEDIAN HOUSEHOLD INCOME
$72,885

With an average of 2.2 people per household, the average household income is $94,352.52.

MEDIAN AGE
55.5

15.5% (4,981) are under 19 years of age, 33% (16,494) are ages 20 to 64, while 51.5% (10,638) are 65 years and older.

Data sourced from Esri Business Analyst and Statistics Canada

The Youth & Seniors Bivariate Population Map below illustrates the areas of the Sunshine Coast where youth and senior populations are highest. Sechelt, the area around Selma Park, Davis Bay, Roberts Creek and the area surrounding Gibsons have a high concentration of seniors and youth per population.

YOUTH & SENIORS BIVARIATE POPULATION MAP
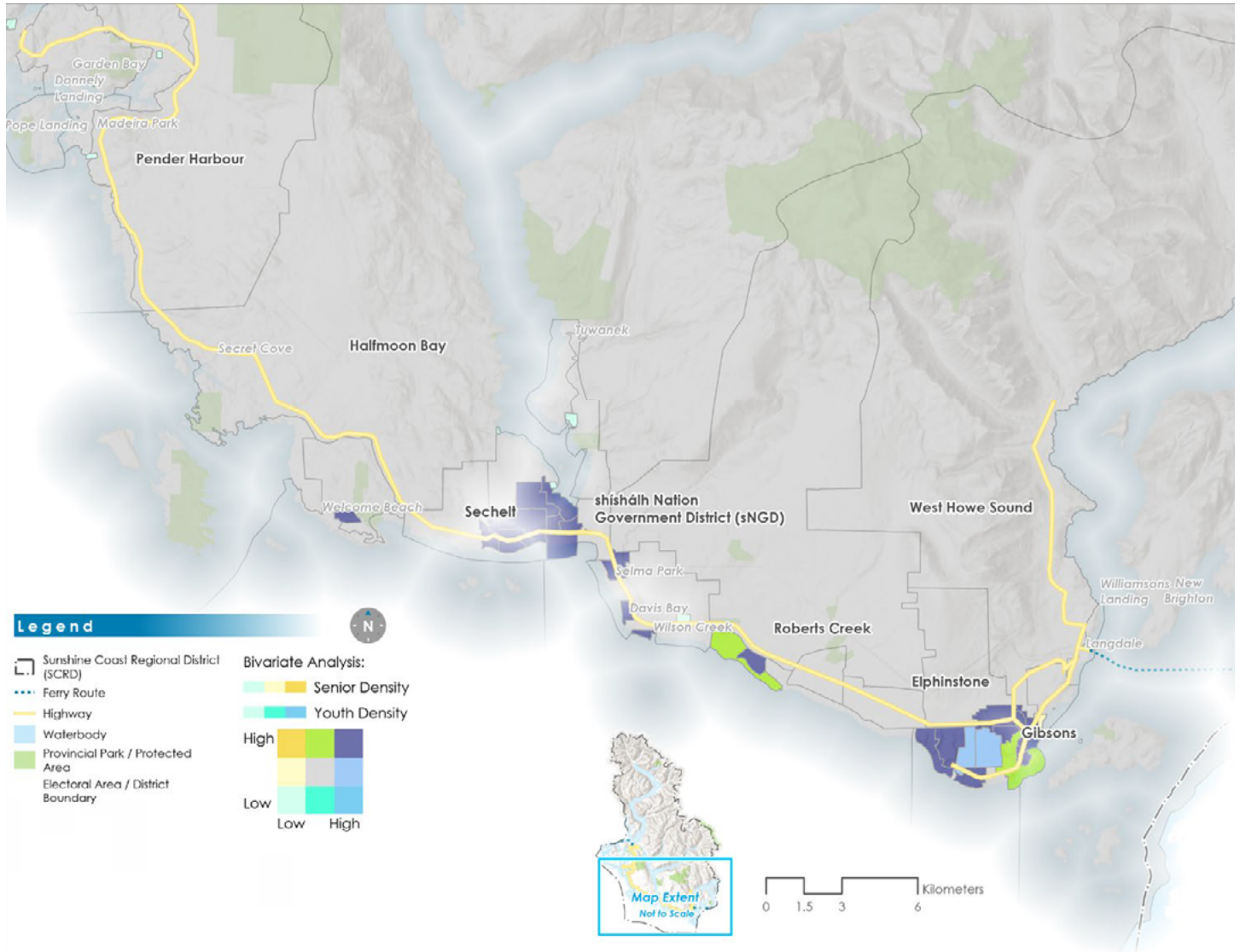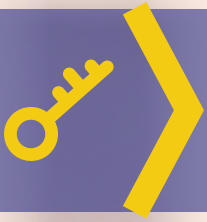
KEY TAKEAWAYS:

- Youth under 14 have lower independence and accessibility to recreation amenities.

- The Sunshine Coast has a higher median age than the provincial average. Research has shown that physical activity, green space, and social connections can reduce risks of all chronic illness and mental health incidences for seniors.

Unemployment density on the Sunshine Coast is illustrated on the following map. Areas with high density are indicated in red, while low density areas are indicated in white. Sechelt, Town of Gibsons, and the Davis Bay area have higher unemployment densities. What also should be noted, as demonstrated on the earlier Population Map, is that these are high population areas. While the Sunshine Coast has a lower proportion of residents meeting LICO[2] criteria (7.4% vs the provincial average of 11%), the average household income is lower than provincial averages ($78,400 vs $91,100). As previously noted on page 5, there is also a significant disparity in income levels on the Sunshine Coast with 8% of households earning more than $200,000 per year and approximately 25% of households living below the poverty line.

UNEMPLOYMENT DENSITY MAP

THE CURRENT SUPPLY OF RECREATION FACILITIES

The SCRD Recreation Services operates five recreations facilities along the Sunshine Coast. The table below provides the locations and amenities of each facility. There are two arenas and three aquatic centres that service the area.

INDOOR FACILITIES

Facility	Address	Amenities
Gibsons & Area Community Centre	700 Park Road, Gibsons B.C.	• NHL-size ice or dry floor arena • Weight room • Two large multi-purpose spaces • Two large age-focused spaces (preschool age and youth centre) • Two courts (One squash, One convertible squash and racquetball) • Outdoor basketball court • Large lobby space
Gibsons & District Aquatic Facility	953 Gibsons Way, Gibsons B.C.	• 20 m lap pool • Shallow pool • Tot pool with water feature • Hot tub • Small lobby
Sunshine Coast Arena	5982 Shoal Way, Sechelt B.C.	• NHL-size ice or dry floor arena • One multi-purpose space • One lounge space • Small lobby
Sechelt Aquatic Centre	5500 Shorncliffe Avenue, Sechelt B.C.	• 25m lap pool • Leisure (shallow) pool with water features • Lazy river • Water slide • Hot tub • Sauna steam room • Two small multipurpose rooms • Weight room • Small lobby
Pender Harbour Aquatic & Fitness Centre	13639 Sunshine Coast Hwy, Maderia Park B.C.	• 20m lap pool • Hot tub • Sauna • Weight room with open space for classes

The following Indoor Facility Map provides a spatial overview of the main recreation facilities located on the Sunshine Coast highlighting areas within a 20-minute walking distance and 5, 10, and 15 minute driving radius of recreation facilities.

INDOOR FACILITY MAP

Legend

- ⌐¬ Sunshine Coast Regional District (SCRD)
- ⋯ Ferry Route
- — Highway
- Waterbody
- Provincial Park / Protected Area
- Aquatic / Fitness Centre
- Aquatic Centre
- Arena
- Arena / Fitness Centre

- ⌐¬ 20 minute walk time to an Arena, Aquatic Centre or Fitness Centre

Drive Time a to an Arena, Aquatic or Fitness Centres:
- 5 minutes
- 10 minutes
- 15 minutes

Notes:
-Facility locations have been adjusted for visualization purposes

Map Extent
Not to Scale

Kilometers
0   1.75   3.5   7

OTHER FACILITIES

The following parks and facilities are not operated by Recreation Services but are booked using their booking system (ActiveNet).

Facility / Park Location	Address	Amenities
Brothers Park	Park Rd, Gibsons	• Three overlapping ball diamonds and grass sports fields. » The outfields of the ball diamonds function as grass sport fields. The fields can't be used independently. • Skateboard park
Lions Park	13776 Sunshine Coast Hwy, Madeira Park	• One grass sport field • Two ball diamonds • Washrooms • Walking trails
Connor Park	8108 Northwood Rd, Halfmoon Bay	• One Sport field with partial outdoor lighting. • Two ball diamonds • Washrooms • Walking trails
Cliff Gilker Park	3110 Sunshine Coast Hwy, Roberts Creek	• One lighted grass sport field • Two ball diamonds • Washroom • Walking trails
Maryanne West	1224 Chaster Rd, Gibsons	• One lighted all weather (gravel) sport field
Shirley Macey Park	930 Chamberlin Rd, Gibsons	• Two grass sports fields • Disc golf course • Walking path • Off leash dog area • Washrooms • Playground • Spray park
Chaster House Hall	1549 Ocean Beach Esplanade, Elphinstone	• Multipurpose space • Food prep area (no oven)
Coopers Green Hall	5500 Fisherman Road, Halfmoon Bay	• Multipurpose space • Kitchen • Boat ramp
Eric Cardinall Hall	930 Chamberlin Road, West Howe Sound	• Multipurpose space • Kitchen • Changerooms
Frank West Hall	1224 Chaster Road, Elphinstone	• Multipurpose space • Kitchen
Granthams Hall	846 Church Road, Gibsons	• Multipurpose space • Kitchen

The following SCRD All Facilities Map provides a spatial overview of the recreation facilities, parks and halls booked through the SCRD. The SCRD manages more parks than is indicated on the below map. This map is intended to illustrate the bookable spaces managed by the SCRD.

SCRD ALL FACILITIES MAP

Legend

- Sunshine Coast Regional District (SCRD)
- Ferry Route
- Highway
- Waterbody
- Provincial Park / Protected Area

Drive Time a to Park, Arena, Hall, Aquatic or Fitness Centres:
- 5 minutes
- 10 minutes
- 15 minutes

- Aquatic / Fitness Centre
- Aquatic Centre
- Arena
- Arena / Fitness Centre
- Hall
- Park

Notes:
-Facility locations have been adjusted for visualization purposes
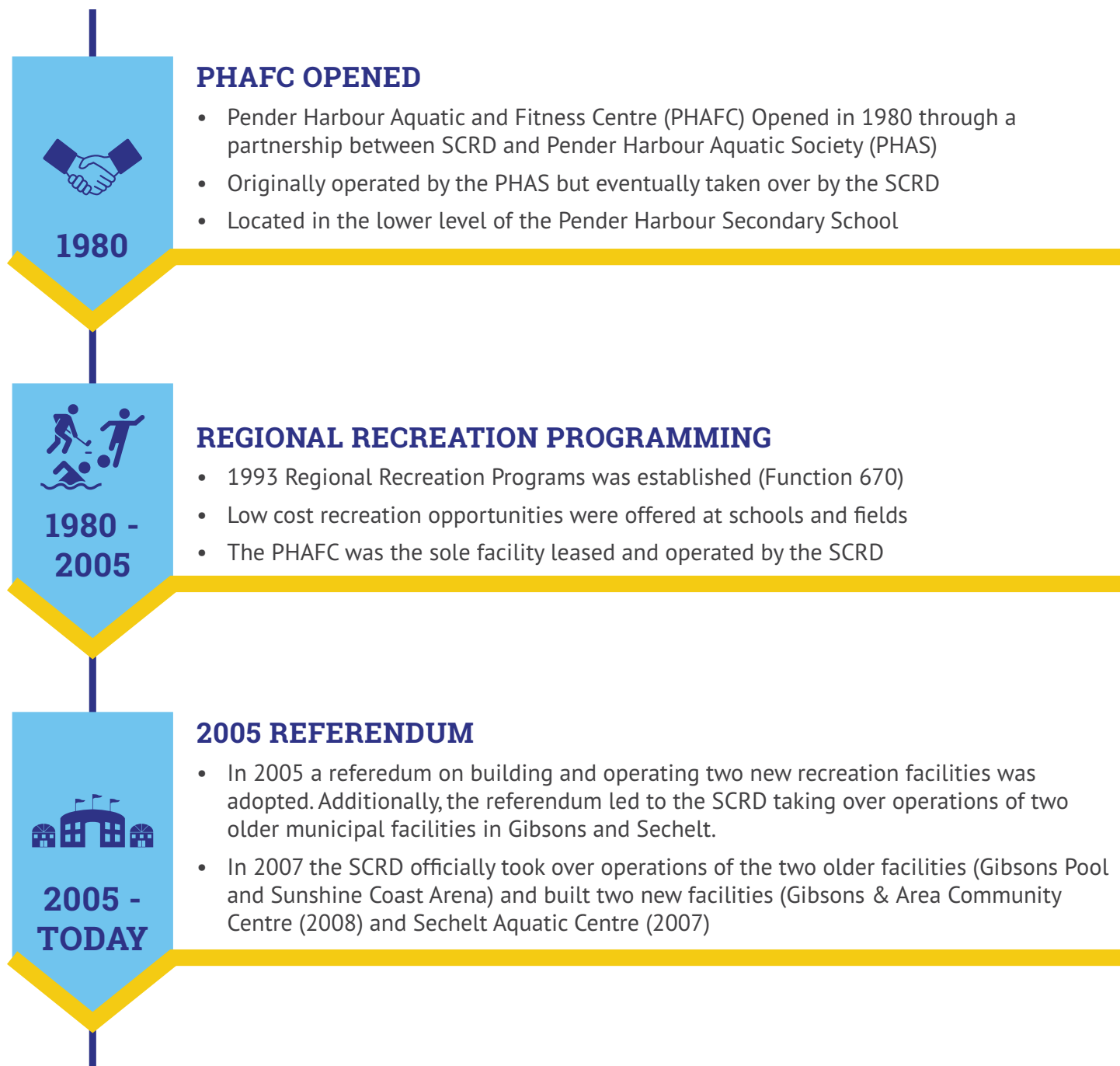
Map Extent
Not to Scale

0   1.75   3.5   7   Kilometers

THE RECREATION DELIVERY CONTEXT

INCLUDED IN THIS SECTION:

- Overview of how services are currently provided.
- The current programming mix.
- Utilization and space analysis.

The Sunshine Coast Regional District currently operates all five recreation centres outlined in the previous section of this report, however, this was not always the case. Below is a timeline demonstrating the evolving role the SCRD has taken with facility operations and management over the last 30 years. Through the 2005 Referendum, the SCRD Recreation Services Division experienced exponential growth, going from operating one facility in 2005 to operating five facilities by 2008. In addition to the five facilities that are operated and staffed by the SCRD Recreation Services Division, the staff are responsible for booking the sport fields, parks spaces, and halls for community use.

PHAFC OPENED

1980

- Pender Harbour Aquatic and Fitness Centre (PHAFC) Opened in 1980 through a partnership between SCRD and Pender Harbour Aquatic Society (PHAS)
- Originally operated by the PHAS but eventually taken over by the SCRD
- Located in the lower level of the Pender Harbour Secondary School

REGIONAL RECREATION PROGRAMMING

1980 - 2005

- 1993 Regional Recreation Programs was established (Function 670)
- Low cost recreation opportunities were offered at schools and fields
- The PHAFC was the sole facility leased and operated by the SCRD

2005 REFERENDUM

2005 - TODAY

- In 2005 a referedum on building and operating two new recreation facilities was adopted. Additionally, the referendum led to the SCRD taking over operations of two older municipal facilities in Gibsons and Sechelt.
- In 2007 the SCRD officially took over operations of the two older facilities (Gibsons Pool and Sunshine Coast Arena) and built two new facilities (Gibsons & Area Community Centre (2008) and Sechelt Aquatic Centre (2007)

The 2014 Master Plan recommended that decisions regarding service levels be made based on a continuum of service levels: Small Community Service Level, Medium Catchment Service Level, and Regional Service Level. The following table describes each level's characteristics, target groups, and facility characteristics.

	Small Community Service Level	Medium Catchment Service Level	Regional Service Level
Benefits	Services at this end of the continuum provide direct and indirect benefits to individuals and groups within a neighbourhood or small community. Services are not focused on drawing people from the region as a whole.	Services provide direct benefits to the community as well as an option for people from other areas in the region to participate.	Services at this end of the continuum provide broad benefits both directly and indirectly to residents throughout the region by contributing to the health and vitality of the region as a whole. These services also directly benefit those in the immediate catchment area.
Threshold Population	Population base of 3,000–5,000. Serves the immediate neighbourhood or small community. Local residents can connect with each other at the same elementary schools their children go to. Reflects the specific interests of local residents.	Population base of approximately 20,000. Residents relate to each other in terms of major shopping areas, municipal and social services, and a common secondary school. Draws people from adjacent small communities and neighbourhoods. Reflects the priority interests of the entire community.	Population base of 20,000–40,000. Accessible by several communities.

	Small Community Service Level	Medium Catchment Service Level	Regional Service Level
General Characteristics	Must be viable for low participation rates, i.e., can't be dependent on high numbers of participants because of the small number of residents (even fewer when broken down by segments).	Contributes to community cohesion. Multi-generational and multi-interest. Larger tax base enables more market segmentation, as well as specialized spaces, instructors, and equipment. Services that can be replicated in each community. Primary level for delivering the greatest variety of activities to the most people. Can accommodate local competition but designed with recreation use in mind.	Larger facilities or specialized services that require a larger population base and more visits per day to support capital and operating costs. Services that can't be provided in each community. Provides a unique (extended or daylong) destination or a place where all age groups can recreate at the same time.
Access	Easy to walk or cycle to. Usually within a five-minute walking distance.	Accessible by walking and biking as well as by private vehicles and public transit.	Outdoor recreation experiences for all age groups, with multiple options. Major hiking and biking excursions. Sports tournaments. Highly specialized and competitive activities that appeal to a relatively low proportion of the population but that draw users and participants from across the region and beyond. Serves the entire region. Formalized and organized activities such as squash, badminton, and tennis. May include major special or cultural events.

|	Small Community Service Level	Medium Catchment Service Level	Regional Service Level
Activities	Offers general activities designed to appeal to a broad range of local residents. Activities cannot require specialized space, instructors, or equipment due to limited catchment area and low numbers of participants. Outdoor play. Walking, dog walking, and biking. Local use of community schools, churches, and community halls as hubs for special events, social gatherings, and staging areas for outdoor activities, and as meeting spaces for local groups and organizations to plan and deliver leisure services, afterschool programs, and general recreation programs. Local outdoor education and summer programs.	Gathering places and spaces for community events to foster a sense of community across neighbourhoods. Spaces that host a broad range of local user-groups. Activities that focus on beginner to intermediate skill-levels. Programs and activities include arts and crafts, appreciation of heritage assets, outdoor recreation, education, and skills development, indoor and outdoor sports, ice-based and aquatic sports, fitness, general recreation and summer camps, and adaptive spaces and equipment for people with special needs. Community sports. Play opportunities for multiple age groups. Hiking and biking (typically up to a few hours).	Outdoor-recreation experiences for all age groups, with multiple options. Major hiking and biking excursions. Sports tournaments. Highly specialized and competitive activities that appeal to a relatively low proportion of the population but that draw users and participants from across the region and beyond. Serves the entire region. Formalized and organized activities such as squash, badminton, and tennis. May include major special or cultural events.
Target Groups	Local residents Families A mix of different age groups, cultures, abilities, and life experiences. Groups—including children, youth, and seniors—with transportation barriers.	Newborn and preschool children. Children Youth Young adults and older adults. Seniors People with special needs. Families	Segments of the population with specialized, advanced, or highly competitive skills.

	Small Community Service Level	Medium Catchment Service Level	Regional Service Level
Facility Characteristics	Local community spaces such as community schools, churches, or community halls, which are conducive to community use and offer multi-purpose and shared spaces. Local neighbourhood parks with play areas. Local trails.	Principal spaces are found in aquatic/community centres. Other examples: kitchens to support large events, middle and secondary school gymnasiums, libraries, skateboard parks, smaller off-leash dog parks, unlighted sports fields. Community parks. Community-level trails and bikeways.	Destination parks that include forests, beaches, and parks, with major and multiple outdoor facilities. Major trails and bikeways. Larger spaces with specialized instructors and equipment.
Service Provision/ Funding	The limited size of this market (number of people and the fees that can be charged) makes provision of programs and services difficult at this level. Services are offered in each community through local volunteers and grants-in-aid, providing support services (such as marketing and programming expertise) to local groups, or—when that is not possible— through direct provision.	This is the level where resources are used most efficiently, where most SCRD indoor facilities exist, and where SCRD should therefore focus the greatest attention. Services and activities should be offered in each community by facilitating the success of local groups, coordinating service delivery with those who provide the same or similar services, partnering with local groups, and through direct provision.	Multi-level government funding. Corporate sponsorship or other funding sources. Service provision by SCRD and partnerships with other senior levels of government and service providers.

CURRENT STAFFING MODEL OVERVIEW

The Recreation Services Division of the SCRD falls within the Community Services Department. The Manger of Recreation Services reports to the General Manager of Community Services. The Recreation Services Division encompasses the staff who coordinate the bookings of all the recreation spaces, provide and coordinate direct programming, as well as direct customer service in recreation facilities. Staff that operate the facilities such as maintenance staff fall under the Facility Services Division and staff that maintain parks fall under the Parks Services Division.

FIGURE 1.1: COMMUNITY SERVICES DEPARTMENT
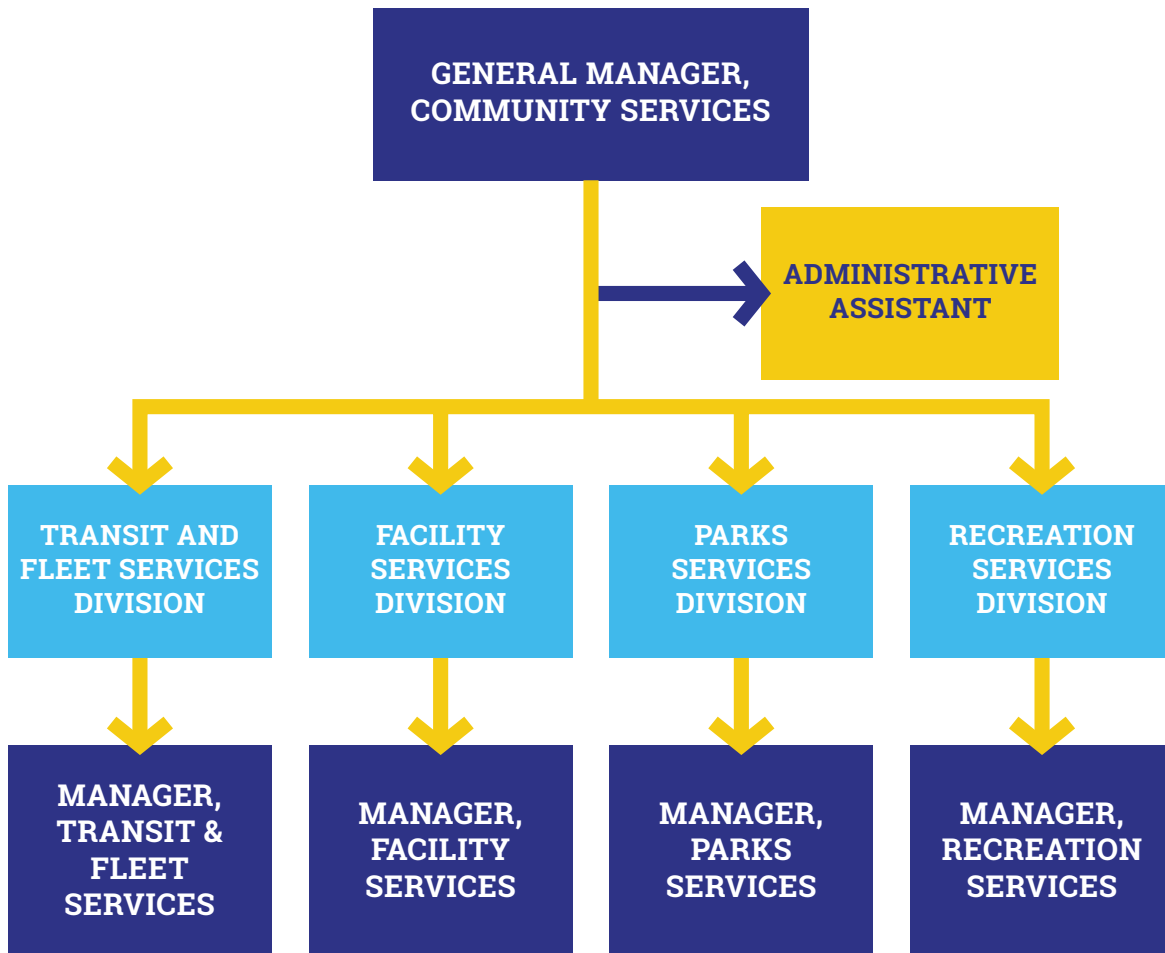
The Recreation Services Division is organized into the following areas: Facility Programming for Arenas and Sports, Aquatic Programming and Fitness and Recreation Programming. The Manager oversees Facility Booking Technician and Assistant Mgr. Assistant Mgr oversees the Business Coordinator. The Facility and Program Coordinator for Arenas and Sports and the Program Coordinator, Aquatics report directly to the Manger of Recreation Services.

FIGURE 1.2: RECREATION SERVICES DIVISION
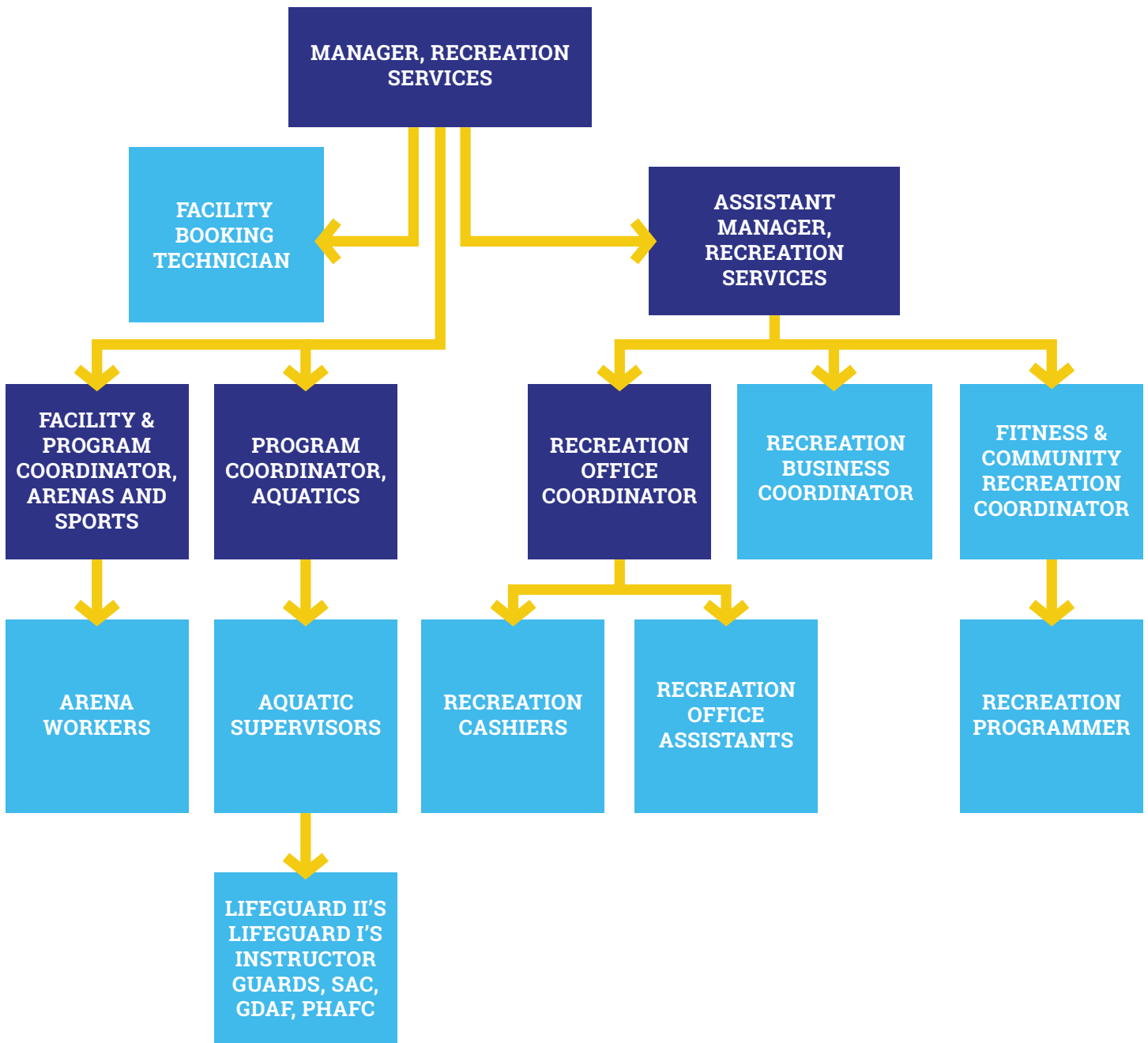
The Recreation Services Department has two categories of employees: Regular and Casual. These employees are scheduled to work based on their category and whether they work in the Aquatics area, the Arena, or for Programming. Currently, Aquatics is the only program area that employs staff to instruct their programming; Arena and Fitness and Community Programming areas contract instructors to run specific programming or work with partner organizations to provide programming.

Area	Staff Programming Role	Notes on Current Status
Aquatics	Public swimming – Lifeguarding Rentals/special events - Lifeguarding Swim lesson instruction Aquafit instruction Aquatic leadership courses	Aquatics was short-staffed prior to the pandemic and is still challenged with having enough staff to maintain full operating hours at all three aquatic facilities. GDAF – Operating hours were reduced by 3 from optimal (47.5 hours per week) not including swimming lessons or rentals hours. SAC – Operating hours were reduced by 14 hours from optimal (90.5 hours per week)*. PHAFC – operating hours reduced by 6.5 from optimal (51 hours per week) not including swim lessons or rental hours. *SAC Waterslide requires a dedicated staff to operate.
Arena	Public arena programs – customer service and skate host	All casual staff Hours are season dependent Difficult to retain staff due to the inconsistency of hours provided
Programming	Plans and coordinates programs and facilities for public use	Prior to 2013 there were 3.6 full-time equivalency (FTE) staff responsible for programming. • 2013 it was increased to 4.0 FTE • 2014 it was increased to 5.0 FTE • 2018 it was decreased to 4.6 FTE • 2019 it was decreased to 4.0 FTE • 2020 restructured to include PHAFC programming within this 4.0 FTE count With the exception of Aquatics, all program instructors are contracted for specific programs and are not SCRD employees.

Below is an overview of the partner-provided programming and locations. Notes in the table (right column) are additional characteristics of the programming, including levels of attendance and insights from staff on the successes, challenges and other factors pertaining to each program.

Partner Program	Programming Location			Staff Observations and Notes:
	SAC	GACC	Off site	
Happy Hearts Plus – Cardiac Rehabilitation	X	X		• VCH provides Nurse, SCRD provides fitness instructor for program • **Well attended and often has a wait list**
Preschool programs (Bellies and Babies, Parent and Tot drop-in)		X		• SC Community Services has various locations on the Coast offering this program. SC Community Services provide staff and SCRD provides the space at a low cost. • **Well attended**
Youth Centre		X		• Under a service agreement with the YMCA to provide the service. On pause since March 2020 due to pandemic and restarted in Spring 2022. • There is a Sechelt youth centre run by Community School. • Participation is historically low (For example in 2019 attendance averaged less than three youth per hour open). • **Low attendance (3 participants per hour average in 2019)**
Adapted Nia Fitness		X		• SC Association for Community Living pays for the room, SCRD contracts the fitness instructor and takes registration. The program stopped in March 2020 due to the pandemic and has struggled to restart. Staff are trying a new date and time. • **Program runs when minimum participation numbers for cost recovery are met.**
Adapted Music		X		• SC Association for Community Living rents space and provides instructor. SCRD provides promotion. • **Well attended**
Adapted Fitness Circuit		X		• VCH pays for space and instructor to make program free for participants. SCRD handles promotion and attendance/Par-Q. • **Well attended**
Minds in Motion	X			• Alzheimer Society provides facilitator and volunteers, SCRD provides Instructor and registration. Program has not restarted since it stopped due to the pandemic in March of 2020. • **Program runs when minimum participation numbers for cost recovery are met.**

Partner Program	Programming Location			Staff Observations and Notes:
	SAC	GACC	Off site	
Elder College			X	• Elder College used SCRD recreation's software, for a fee, to provide registration services for their established programming. • The Elder College Society no longer requires the assistance of the SCRD in taking registration for programs as they have acquired their own booking software/program. • **Well attended**
HMB Tween night			X	• HMB Community Schools helped coordinate, promote and support this program. SCRD provided instructor. Program has not restarted since it stopped due to the pandemic in March of 2020. • **Moderately attended (12 youth per session average)**
Childminding	Ended in 2015	Contract ended during the pandemic		• A loss leader program with community benefit. Success is dependent on time of day and programming offered for parent participant. • SAC childminding ended after a review of space needs and fit. • There were staffing challenges for the service provider. • GACC childminding contract expired in 2020. • **Low attendance (1 child per hour average in 2019)**

KEY TAKEAWAYS:

- As programming staff decreased after 2014, a formal review of program offerings did not occur.

- Casual employees are intended to be backfill for regular employees but currently are used to staff entire program areas. Casual employees are not guaranteed hours but must work one shift in a four-month period.

- Aquatics staffing is a challenge and limits programming.

- The SCRD and partners have struggled to staff drop-in programs.

- Outside of Aquatics, all fitness and community recreation programs are taught by contractors.

- Many partner programs were established without agreements or identified measurable outcomes which makes it difficult to assess the value to community. This is not to say that no benefit was provided to community and participants.

CURRENT PROGRAMMING OVERVIEW

At each of its five facilities, SCRD Recreation focuses on providing programming which is led by both partner-provided instructors and staff. As discussed in the previous section, contracted instructors and partner program providers provide the majority of instructor-led programming. Aquatics is an exception in that the SCRD largely offers staff-instructed programs other than aquatic leadership certifications and specialty aquatic fitness programs. This section looks at 2017 – 2019 drop-in and registered programming hours provided.

REGISTERED PROGRAMMING PROVIDERS

The graph on the right shows the breakdown of programming by the type of provider for that program. Data is segmented by programming area. The majority of Arena and Sports programs are not staffed (74%), while the majority of aquatic programs are provided by staff (87%). Fitness and Community Recreation programs are predominately offered by contracted instructors (76%).

REGISTERED PROGRAM SERVICE PROVIDERS

■ Partner ■ Not Staffed ■ Staff ■ Contractor

Fitness and Community Recreation
- 21%
- 2%
- 1%
- 76%

Arena and Sports
- 74%
- 14%
- 24%

Aquatics
- 6%
- 87%
- 7%
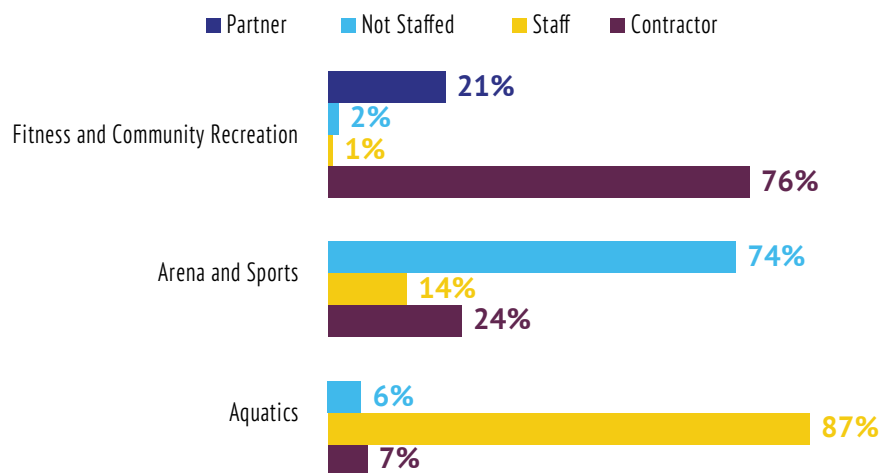
DROP IN PROGRAMMING PROVIDERS

Similar to the graphic above, the graph on the right shows the breakdown of drop-in programming by the type of provider for that program. Once again, data is segmented by programming area. Drop-in programming is mainly provided by staff at arenas (52%) and pools (91%). While Some aquatics programs are not staffed such as lane swims (5%) and leadership courses (3%). Fitness and Community Recreation programs are entirely provided by partner organizations (57%) or contract instructors (43%).

DROP-IN PROGRAM SERVICE PROVIDERS

■ Partner ■ Not Staffed ■ Staffed ■ Contractor

Fitness and Community Recreation Programs
- 57%
- 0%
- 0%
- 43%

Aquatics
- 0%
- 5%
- 91%
- 3%

Arena and Sport Programs
- 0%
- 44%
- 52%
- 4%
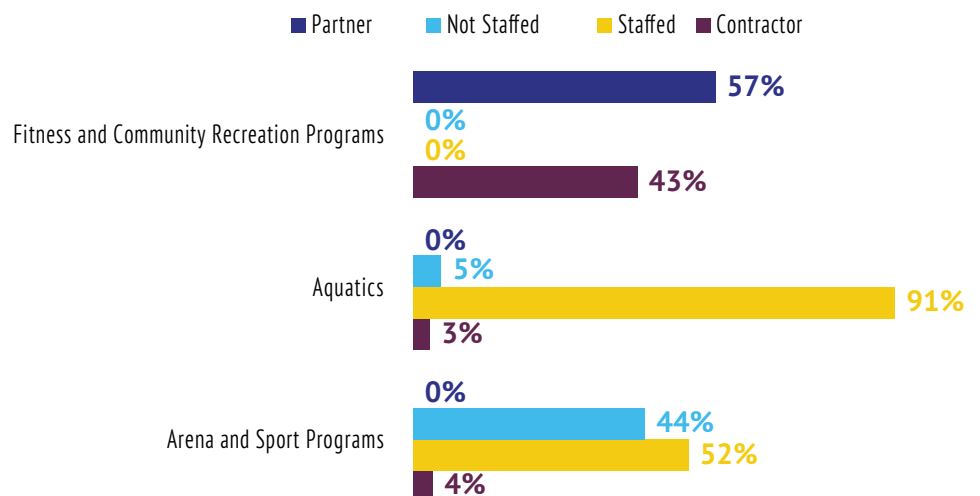
REGISTERED PROGRAMMING BY ACTIVITY TYPE

The chart on the right illustrates the type of activities by the percentage of the total hours of registered programming provided. Aquatic programs encompasses swim lessons, aquafit classes, and Aquatic Leadership programs including Bronze Medallion and lifeguard certification courses. Aquatic-based programs make up 54% of all registered programs. Exercise classes on dry land make up 26% of all registered programs.

REGISTERED PROGRAMMING ACTIVITIES BY % OF TOTAL REGISTERED PROGRAM HOURS

Activity	%
Aquatics	54%
Exercise	26%
Aquatic Leadership	7%
Elder College	3%
Sport	2%
Arts & Culture	2%
Arena Ice	2%
Other	1%
Day Camps	1%
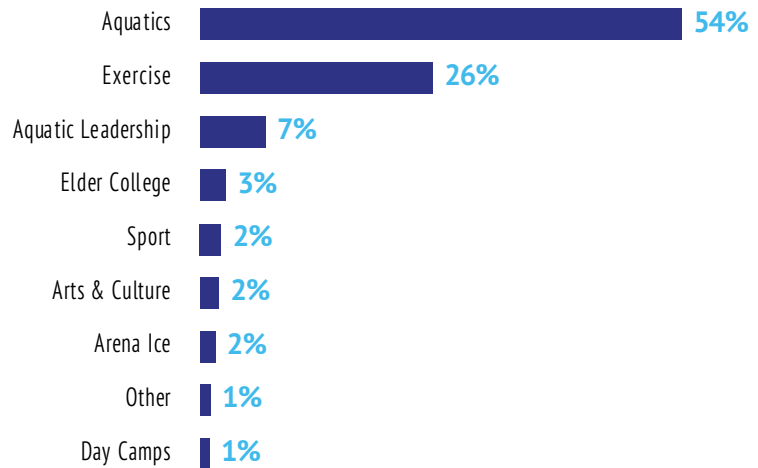
DROP-IN PROGRAMMING BY ACTIVITY TYPE

The chart on the right illustrates the type of drop-in activities by the percentage of the total hours of drop-in programming provided. Exercise programs make up 25% of all drop-in classes. Aquatic drop-in programs make up 23% of all drop- in programs and encompass lane swim and drop-in aquafit classes. The youth centre drop-in activities made up 17% of all drop-in activities but the data did not distinguish what type of activity is provided in this program (e.g. sports or arts-based programming).

DROP- IN PROGRAMMING ACTIVITIES BY % OF TOTAL DROP- IN PROGRAM HOURS

Activity	%
Exercise	25%
Aquatics	23%
Youth Centre	17%
Arena Ice	14%
Childminding	7%
Arena Dryfloor	6%
Parent and Infant	4%
Arts & Culture	3%
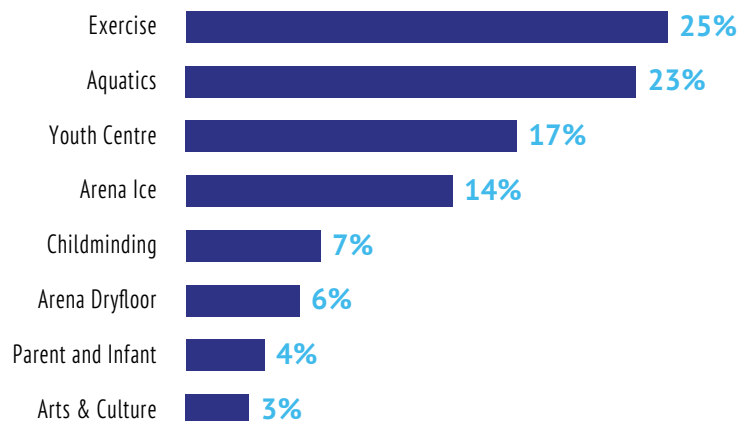
REGISTERED PROGRAMMING AGE RANGE

The chart to the right breaks down the percentage of programming by the intended age range of the program. Registered programs for children ages 6 to 12 represent the majority of programming (37%). Registered programs specific to seniors (60+) are not offered. Instead, seniors are welcome to join any adult-aged program. For this reason, there are two categories of adult programming: Adult (13+) and Adult (19-59). Collectively these two categories represent 41% of progamming.

REGISTERED PROGRAMMING BY AGE RANGE

- All ages — 3%
- Adult (19-59) — 27%
- Adult (13+) — 14%
- Teen (13-18) — 1%
- Pre-teen (10-13) — 3%
- Children (6-12) — 37%
- Pre-school (3-5) — 12%
- Infant (0-3) — 3%
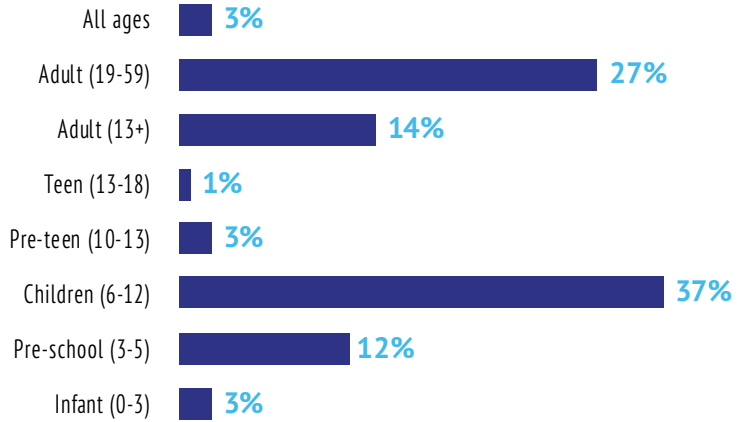
DROP-IN PROGRAMMING BY AGE RANGE

The majority (59%) of drop-in programs are intended for adults (13+), followed by teens (17%) and parents and infants (9%). All of the programs intended for children and teens were offered by partner program providers. Childminding made up all of the children's drop-in programming (7%). Drop-in programs for seniors are exclusively ice programs in the arenas.

DROP-IN PROGRAMMING % BY AGE RANGE

- All ages — 4%
- Senior (60+) — 3%
- Adults Only (19-59) — 1%
- Adult (13+) — 59%
- Teen (13-18) — 17%
- Children (6-12) — 7%
- Parent and Infant — 9%
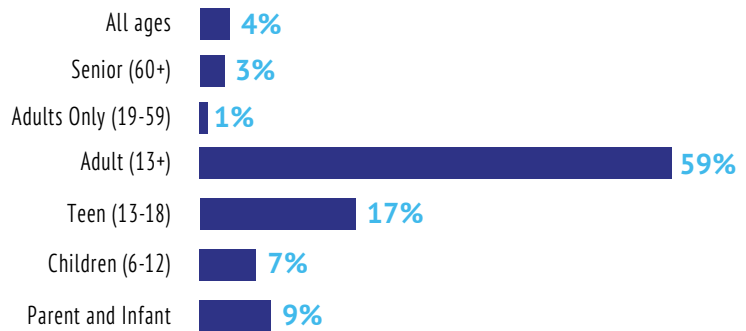
ACTIVITY TYPE BY TIME OF DAY OFFERED

Activities were broken down into the following three time-of-day categories:

- Morning (6:00AM - 12:00 PM)
- Afternoon (12:00PM - 5:00 PM)
- Evening (5:00PM - Onwards)

REGISTERED PROGRAMMING BY TIME OF DAY

The majority of aquatic programs are offered in the afternoon (51%) (in this case aquatic leadership and other aquatic programs were combined together). 51% of all registered exercise programs are offered in the morning and only 14% are offered in the evening. Arena and sport-based programs primarily happen during the afternoon. Both programs take place on the arena floor (arena programs with ice and sport without).

REGISTERED PROGRAMMING BY TIME OF DAY

■ Morning ■ Afternoon ■ Evening

Activity	Morning	Afternoon	Evening
Sport	14%	82%	4%
Learn for life	51%	23%	26%
Excersise	51%	36%	14%
Elder College	50%	50%	
Day Camps	57%	43%	
Arts & Culture	14%	60%	26%
Arena	13%	79%	7%
Aquatics	36%	51%	13%
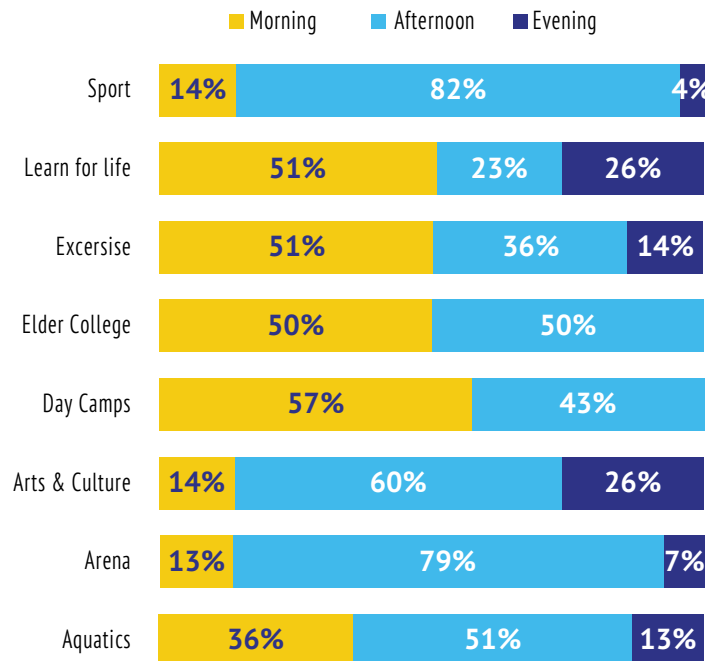
DROP- IN PROGRAMMING BY TIME OF DAY

The majority of drop-in programming takes place in the morning with the exception of Elder College, Childminding, Arena Ice and Dry Floor programs, and Youth Centre programs which all primarily take place in the afternoon. Aquatics (91%), exercise-based (70%), Parent and Infant, Learn for Life, Arts and Culture drop-in activities take place primarily in the morning time period.

DROP-IN PROGRAMMING BY TIME OF DAY

■ Morning   ■ Afternoon   ■ Evening

Program	Morning	Afternoon	Evening
Youth Centre		100%	
Parent and Infant	100%		
Learn for Life	98%		2%
Exercise	70%	3%	26%
Elder College		100%	
Childminding	20%	74%	6%
Arts and Culture	100%		
Arena Ice	37%	62%	1%
Arena Dry Floor	28%	70%	1%
Aquatics	91%	5%	4%
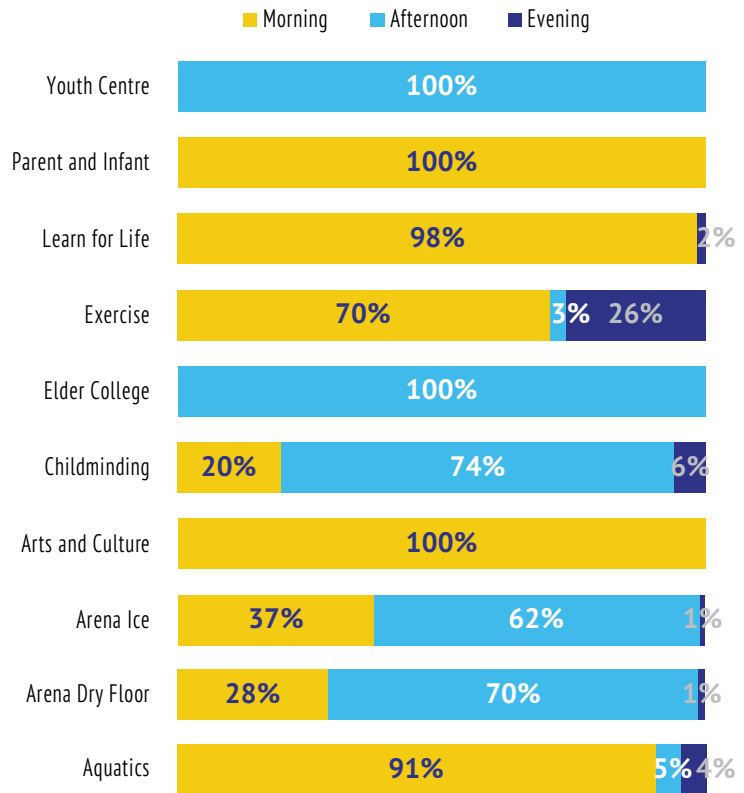
FACILITY MEMBERSHIP

Passes sold may be used at specific recreation facilities (Facility-specific) or at all five facilities (MYPASS). Both 10-visit and one month passes are available. MYPASS sales make up the greatest percentage of sales each year with monthly MYPASS being the most popular choice overall. Only Teen/Child passes are available for one year and have been separated out for analysis. Adult passes (19-59 years) and senior passes (60+) are almost equally sold. Together the two age categories make up more than 80% of passes purchased. The first two quarters of 2022 are included in the table to show the impact of public health measures being lifted. The reduction in children's pass sales in 2021 and 2022 was impacted by a number factors, including disruptions as a result of the COVID-19 pandemic and associated provincial health orders.

Percentage of Passes Sold						
Year	Child	Youth	Adult	Senior	Family	Parent and Tot
2017	7%	7%	44%	42%	0%	0%
2018	7%	6%	42%	43%	1%	0%
2019	7%	6%	42%	43%	1%	1%
2020	9%	7%	41%	43%	0%	0%
2021	5%	3%	48%	43%	0%	0%
2022 (Q1 & Q2)	4%	3%	53%	39%	1%	0%

KEY TAKEAWAYS:

- Children's programs (ages 6-12 and 3-5 years) make up nearly 50% of all registered programs offered, while programs for pre-teens and teens (programs indicated for ages 10–18) make up less than 5%. The majority of children's programs are aquatics-based.

- A minimal amount of programs are designated specifically for seniors (60+). While the median age on the Sunshine Coast is 55.5 years, adults around that age have expressed that they do not wish to participate in programming specifically designated for older adults.

- The program times associated with aquatic and arena-based programs align with user group bookings that take place in those spaces during the prime hours of 5:00 PM – 11:00 PM.

- All drop-in programming specific to youth and children was offered by partner organizations and noted as not well attended. was offered by a partner organization and was not noted as highly attended.

- Outdoor programming made up less than 1% of all programming but has been noted as an area that staff and the public are interested in exploring more.

- The majority of facility passes sold are Adult and Seniors passes (>80%). In the first two quarters of 2022, passes sold for Adults increased compared to previous years and Child/Youth passes decreased. Further analysis could be done to compare quarterly sales to determine if any promotions or program registration has impact on these numbers. Public Health policies likely had an impact on the children and youth pass sales, as they became eligible for vaccines later in 2021 than adults and seniors.

- Most SCRD and partner programming provides the Medium Catchment Service level outlined in the recommended 2014 Master Plan Service Level Continuum. The SCRD works with community groups to provide activities that are more Small Community Service Level, but may need to play a larger role in providing programming that appears to be important around each recreation facility such as children's programs, and senior specific activities.

FACILITY BOOKINGS

A high-level analysis of facility bookings was undertaken to get a sense of the types of uses at each facility type; Aquatic Facilities, Arena Facilities, Community Halls. Data from the year prior to the COVID pandemic (2019) was used. The table below shows facility use by booking type. Ongoing use requests are guided by the Allocation Procedure.

AQUATIC FACILITY BOOKINGS

The SCRD operates three aquatic facilities noted under the facility column in the table below. SCRD programming constitutes the majority of programmable hours in the pool, followed by sports clubs in the SAC and GDAF facilities. Each pool closes for approximately one month each year for maintenance.

Percentage of Hours Booked						
Facility	SCRD Programming	Birthday Parties	Joint Use Booking	Community Programs	Aquatic Sports Clubs	Other Programs
SAC	46%	7%	3%	4%	36%	3%
GDAF	64%	0%	11%	5%	19%	1%
PHAFC	91%	0%	9%	0%	0%	0%

Not included in the chart above are hours the hours available for Public swims. The Public Swim hours are significantly higher than any other booking type as they are consistently made available during pool operating hours.

ARENA FACILITY BOOKINGS

The SCRD operates two arenas in the community. In both facilities, sports clubs book the majority of hours followed by SCRD programming.

Percentage of Hours Booked					
Facility	SCRD Programming	Joint Use Booking	Community Programs	Sports Clubs	Other Programs
GACC	28%	1%	1%	69%	1%
SCA	24%	1%	2%	71%	1%

COMMUNITY HALL BOOKINGS

Overall community halls have a good mix of bookings. Chaster House is booked the most often and Coopers Green is booked the least often. Granthams Hall was closed for maintenance in 2019 and thus no bookings took place and was not considered during this revision period. All the Community Halls have a greater capacity to be booked. All time booked for programming was booked by community program providers.

Percentage of Hours Booked					
Facility	SCRD Internal Use	Community Organizations & School Use	Based Programming	Based Programming	Private Events
Coopers Green	15%	45%	18%	1%	22%
Eric Cardinall	13%	12%	11%	42%	22%
Frank West	17%	28%	8%	39%	8%
Chaster House	11%	19%	23%	1%	46%

OVERALL COMMUNITY HALL BOOKING CAPACITY

Facility	Hours Booked Total	Capacity*	% Booked of Capacity
Coopers Green	556	3,942	14%
Eric Cardinall	754	3,942	19%
Frank West	589.25	3,942	15%
Chaster House	925.25	3,942	23%

Capacity is estimated at 12 hours per day, 365 days per year, with a margin of error for maintenance and/or holidays of 10%.

SPORTS FIELDS BOOKINGS

Recreation manages bookings for four SCRD fields (Cliff Gilker, Connor, Lions, Maryanne West and Shirley Macey) and one Town of Gibsons field (Brothers). Fields are booked at no cost to user groups. Shirley Macey is large and is sometimes considered two fields. Two fields have ball diamonds (Cliff Gilker and Connor). Maryanne West is gravel and considered all-season. Brothers Park is Town of Gibsons property and is booked through SCRD Recreation. It has three ball diamonds and a grassy field. From 2017 to 2019 there has been a 9% increase in rectangular field bookings while baseball diamond bookings increased by 8%. Fields are booked on an ongoing schedule and the SCRD is not always notified when a permit holder does not use their booked time. The information below reflects booked time and not actual utilization.

Rectangular Fields	Hours Booked 2017	% Booked 2017	Hours Booked 2018	% Booked 2018	Hours Booked 2019	% Booked 2019
Shirley Macey	1,429	62%	1,709	74%	1,950	85%
Maryanne West	284	25%	370	32%	630	55%
Lions	298	26%	209	18%	229	20%
Connor Park	881	77%	605	53%	505	44%
Cliff Gilker	1,471	128%	1,545	134%	1,453	126%
Brothers Park	883	77%	1,037	90%	1,088	95%
Total Hours	5,246		5,474		5,855	
% Utilized	76%		79%		85%	

A maximum booking capacity of 25 hours per week was used based on industry best practices for rectangular grass fields.

Ball Diamonds	Hours Booked 2017	% Booked 2017	Hours Booked 2018	% Booked 2018	Hours Booked 2019	% Booked 2019
Connor Park	1,560	87%	1,446	81%	1,428	80%
Cliff Gilker	517	29%	908	51%	1,076	60%
Brothers Park	1,469	82%	1,002	56%	1,596	89%
Total Hours	3,546		3,356		4,100	
% Utilized	57%		54%		65%	

Ball diamond capacity is calculated as 56 hours per week per diamond for 16 weeks with a 10% buffer for weather and cancellations.

Based on the average percentage of sports field time booked from 2017 to 2019, the top five activities were: soccer (56%), slo-pitch (23%), baseball (17%), ultimate (2%), and school activities (1%).

TOP FIVE SPORTS FIELD ACTIVITIES BY PERCENTAGE OF TOTAL FIELD TIME BOOKED (2017 TO 2019)

Soccer 56%
Slo-pitch 23%
Baseball 17%
Ultimate 2%
School 1%
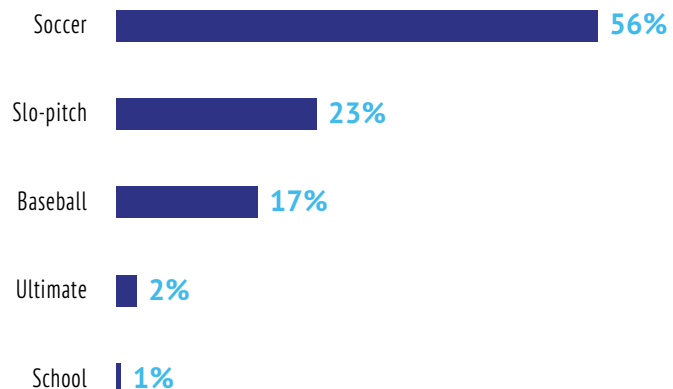
KEY TAKEAWAYS:

- Swim clubs and groups prefer to book at SAC and GDAF. PHAFC is not preferred due to its location.

- Public swim times were not noted in the activities booked charts as they overlap with other programming occurring in the pool most of the time.

- There is capacity at Community Halls to accommodate additional bookings at the Small Community Service level on the Master Plan 2014 Continuum of Service Recommendations.

- Sport field bookings have increased almost 10% or more over the last several years, there may be a future need for a more formal processes around field capacity to maintain quality and to ensure an equitable allocation process is in place.

- Services pertaining to sport fields falls in the Regional Catchment Service Level of the 2014 Master Plan Service Level Continuum. As field sports grow in the community, the desire to host events will likely grow as well, at this point the SCRD will need to be prepared to support and coordinate the fields more strategically.

TRENDS AND LEADING PRACTICES

INCLUDED IN THIS SECTION:

- Trends in recreation programming.
- Trends and leading practices in the delivery of recreation programming.
- Examples of delivery models from other jurisdictions.

This section presents trends and leading practices with the parks and recreation sector that may help to inform the development of the Service Delivery Framework for recreation. Trends and leading practices presented below may be of value to decision-makers and leadership when considering program, and service delivery investments or changes. This section does not encompass recommendations specific to the SCRD programming and service delivery which will be included in the completed framework.

RECREATION PROGRAMMING TRENDS

PICKLEBALL

Pickleball is currently one of Canada's fastest growing sports, with "membership in Pickleball Canada has grown from 5,000 to 22,000 players in just five years, and a pre-pandemic Ipsos poll put the number of Canadians playing pickleball at 350,000."[1] The rapid ascent of this sport can be tied to the sociability, accessibility, and lower learning curve of the game as people are able to pick it up in their community easily and socialize with various people.[2,3] This simplicity while engaging people in physical activity helped to drive its popularity through covid, with an estimated participation of 900,000 in 2021.[4]

SOCCER

Soccer is the largest participatory sport in Canada and is considered the fastest growing sport in the country. There are nearly 1,000,000 registered Canada Soccer active participants in Canada within 1,200 clubs that operate in 13 provincial/territorial member associations.[5]

In 2019, 55% of all sport field bookings on the Sunshine Coast were for soccer games or practices.

44% of the SCRD Programming Review Resident Survey respondents indicated that they do more activities at home that they used to do in facilities pre-pandemic (e.g. virtual fitness classes, backyard play, etc.) than prior to the pandemic.

VIRTUAL FITNESS

While much of the data comes from a variety of industry sources, it is apparent that Canadians and others across the world are turning to online forms of workouts, whether it be Peloton or other at home workout platforms, workout subscriptions, home gyms, or utilizing the urban space to meet their fitness goals.[6,7,8,9] Many people are still timid from COVID-19 and wish to continue saving time not commuting, which industry professionals believe will continue. Additionally, polls have indicated that people feel more comfortable working out away from others, and online workouts let them connect with their friends virtually in safe atmosphere.[6,7,8,9] Continuing with technology, wearable watches and other motion/health monitoring devices are a major trend, as millennials and others want to monitor their health.[6,7,8,9] This may indicate the importance of providing information that is digital at recreation spaces, or the creation of apps etc. that help with health or amenity tracking.

PARKS AND TRAILS USE

Parks were an important component to recreation programming for cities across Canada, with the pandemic restrictions reduced access to other spaces. In 2021, 90% of cities stated an increase in parks interest, 84% increase in off leash dog parks, 74% increase in adventure play spaces, 94% increase in parks use, and thus 84% of cities had initiated a new park program in the past year.[10] However, while these are extremely strong gains, 94% of cities have stated asset management as a challenge, 89% say funding is a challenge, and 83% saying collecting data is a challenge.[10]

48% of the SCRD Programming Review Resident Survey respondents indicated that they use trails and pathways more than prior to the pandemic.

KEY FINDINGS FROM THE CANADIAN YOUTH SPORT REPORT (2014):

- 84% of Canadian youth in the 3 – 17 age range participate in sports of some kind and 60% do it on an organized basis. *Similar participation rate to the previously noted data from the Canadian Fitness and Lifestyle Research Institute.

- Youth sports represent a $5.7B market with families spending nearly $1,000 annually per child on sports.

- Fifty-five percent (55%) of new Canadian youth aged 3–17 participate in organized sports but they are slightly less likely to be in organized team sports (24% vs. 30% average).

- Top team sports for New Canadian youth were soccer, basketball, hockey and volleyball.

- Participation decreased substantially with age; 83% of 5-to 10-year-olds participated in sport compared to 61% of 15- to 19-year-olds. More recent studies suggest that up to 70% of youth leave organized sport by age 14, due to time, cost, or performance pressures. As the levels grow more competitive and specialized, some youth become overwhelmed or discouraged, especially if cut from a team or separated from friends.

- Recommendations in the literature for teen and adult participation include greater emphasis on enjoyment and providing more recreational-level opportunities.

SPONTANEOUS RECREATION

There is growing demand for more flexibility in timing and activity for leisure pursuits. People are now seeking individualized informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This trend does not eliminate the need for structured activities but suggests that planning for the general population is as important as planning for more traditional structured-use environments. Spontaneous recreation is broadly characterized as physical activities in which the activities, nature of participation and timing of participation are freely chosen and do not require registration for programs or leagues.

EVOLVING OLDER ADULT ACTIVITY PREFERENCES

Although many "traditional" activities remain popular among older adult populations, demands and references are evolving. Many younger cohorts of older adults (often termed the "baby boom" generation) have differing preferences than previous generations and are increasingly looking for moderately vigorous forms of physical activity and multi-generational programs. The rapid emergence of pickleball and the popularity of aqua fitness and lane swimming are examples of activities whose popularity is often driven by older adult populations.

COVID-19 HAS CHANGED RECREATION AND LEISURE PURSUITS

COVID-19 has changed recreation participation and the important role that parks, trails and recreation play in strengthening mental health has become clear. Visitation to parks and trails has grown significantly including significant increases by those who are new to outdoor recreation. 94% of cities reported increased use of parks during COVID-19 while 66% of Canadians said they spent more time in parks compared to pre-pandemic.[11] 82% of Canadians expect their post pandemic use of parks to continue or increase. In addition to increasing volumes of use, the temporal patterns of recreation visitation have also shifted. Greater visitation is occurring during previously less busy times (e.g., mid-week, early morning, later evening). Increased visitation and untraditional visitor patterns are expected to continue and could be compounded further with the return of visitors from long-haul and international destinations. More structured indoor recreation and sport has experienced declines in participation. Ongoing COVID-19 health and safety measures continue to create uncertainty for organized sport and recreation providers and uncertainty and greater costs for facility operators.

OTHER CANADIAN TRENDS IN RECREATION

- Health, gym, and fitness clubs and industry are ranked first in the Arts, Recreation, and entertainment sector in Canada.[12]
- Canadian Youth and Recreational Sports Activities have returned to 65% of Pre-COVID Levels[13] Only 16% of people 65 over participate in sport.[14]
- 44% of men and 26.6% of women from households that reported annual earnings of $125,000 or more participated in sport, versus only 23.6% of men and 12.6% of women from households that reported earning $25–49,000 annually in 2016.[15]
- In a global survey, outdoor activities were ranked 3rd in the world in 2022, but were ranked 27th in 2011.[16]
- In the USA boutique studios grew by 121% between 2013 to 2017, as they offer intimate courses.[17]

CanFit Pro reached out to 54,000 fitness professionals and 3,500 business owners from across Canada in late 2021 to participate in their Fitness Trends survey. From that, they discovered some new trends, coming out of a pandemic and into 2022.

GREATEST DEMAND FOR FITNESS PROGRAMMING

1. High Intensity Interval Training (54%)
2. Bodyweight-based strength and/or functional training (49%)
3. Dance, pre-choreographed classes (44%)
4. Outdoor conditioning (37%)
5. Strength training with equipment (35%)
6. Circuit training (31%)
7. Functional resistance training (31%)
8. Indoor cycling classes (26%)

WELLNESS

Mindbody is company that provides cloud-based online scheduling and other business management software for the wellness services industry. Mindbody completes a comprehensive study each year called their Wellness Index, where they ask 16,000 Americans about their wellness habits. The 2022 Fitness Trends Report is the result of that research, produced to take a closer look at fitness trends and why they matter for fitness businesses. Some key findings of that report include the following:

- How the rationale for exercise has changed since pre-pandemic to today:

Top reasons people exercise pre-pandemic:

1. Control weight **(35%)**
2. Feel good **(33%)**
3. Live a long and healthy life **(32%)**

Top reasons people exercise today:

1. Reduce stress **(43%)**
2. Feel better mentally **(43%)**
3. Look better physically **(39%)**

- The changing definition of wellness:
    » Reducing stress, finding a sense of community and belonging are key indicators for wellness.
    » Wellness now is larger look at quality of life, rather than just physical fitness.
    » Respondents of the Wellness Index indicated that mental wellness, physical wellness and spiritual wellness were the most important dimensions of their overall wellness routine.
- Consumers seek variety in their fitness and wellness routines:
    » Almost half of respondents **(46%)** of the Wellness Index are interested in trying new services or treatments that support immune health.
    » People are becoming increasingly interested in intellectual wellness.
    » Majority of respondents prefer a fitness studio or gym that offers a variety of workouts and equipment options.
- Recovery services are increasing in popularity:
    » Services such as post workout massages, compression, ice bath, sauna etc. are increasing in popularity with **32%** of men and **24%** of women respondents indicating that they regularly engage in those recovery activities/services.
    » The "after workout" is becoming important enough to build a regular routine around.

To read the full report visit: **https://brand.mindbodyonline.com/m/2c7fa5c599cf1079/original/2022-MWI-Fitness-Report.pdf**

Wearable Technology

- The Mindbody 2023 Predictions Report indicates that the American College of Sports Medicine, has identified wearable technology as a top fitness trend. The report describes the benefits of boutique studios offering wearable technology as a tool for improving fitness accessibility and providing clients with more information to keep them engaged in their health.
- As personalization expectations is also listed a trend prediction from the Mindbody 2023 Predictions Report, it can go hand in hand with wearable technology. Having clients either use provided wearable technology or use their own fitness trackers (e.g. apple watch, fitbit, etc.) will help personal training services personalize plans for clients.

To read the full 2023 Prediction report visit: **https://brand.mindbodyonline.com/m/7c98c85466ad37/original/Predictions-Report.pdf**

SCHOOL DISTRICT 46 SUNSHINE COAST – SCHOOL DISTRICT AND COMMUNITY MDI REPORTS

The Middle Years Development Instrument (MDI) is a self-report questionnaire completed by children in Grades 4 through 8. It asks them about their experiences both inside and outside of school related to the five areas of development that are strongly linked to well-being, health and academic achievement: Physical Health & Wellbeing, Connectedness, Social and Emotional Development, School Experiences, Use of After-School Time.

KEY TAKEAWAYS:

- Sunshine Coast Youth has poorer self-reported wellbeing levels compared to the rest of B.C. 26% of youth on the Sunshine Coast are considered thriving on the well-being index compared to 34% for all of B.C. The children were asked to self report the presence of adult relationships, peer relationship, nutrition and sleep, and after school activities. These assets make up the well-being index.

- Sunshine Coast Youth has above average self-reported levels of sports time compared to the rest of B.C.

- Sunshine Coast Youth desire more outdoor recreation amenities than any other amenity.

RECREATION SERVICE DELIVERY TRENDS

SPACE ALLOCATIONS

Public Sector recreation facility and service providers implement a variety of strategies to allocate their spaces to best serve the community. While some shifts are occurring, the majority of municipalities and other public sector facility providers continue to allocate space based on historical precedent. In other words, tenured user group's historical access to a space has favorably positioned that group's within the priority ranking at the expense of groups that are new, emerging, smaller, or have less leverage within the allocation process. This dynamic has advantageously positioned some groups to grow and have success while other groups are not able to access sufficient space to reap the same level of benefit. Leading practices, including many of those presented in this section, would suggest that municipalities and other service providers need to consider the following questions as they ponder future approaches to the allocation of space:

- Are primary users of facility space truly inclusive and provide ample opportunities for all individuals, including those that are likely to face barriers to participation?

- Does the allocation process determine priority based on achieving the highest possible degree of public benefit?

- How can the allocation process help facilitate success for groups that focus on providing opportunities to individuals that face systemic barriers to participation? (e.g. individuals from the LGBTQI2S Community, new Canadians, marginalized populations, etc.).

- Is the administrative complexity of the allocation and booking process itself a barrier? If yes, how can the process be adapted for individuals and groups that may not be predisposed to navigating through systems or that face language barriers?

- Are the barriers to accessing space a product of the allocation policy itself, staff training and understanding of inclusivity, or both?

Sport for Life (S4L) has also developed a series of best practices and recommended principles for the allocation of facility time to user groups.

- Allocation practices are based on "standards of play" principles in terms of the time and space required by each group.

- Allocation policies are transparent and reviewed with the groups. Allocation is not done by tradition, but rather on actual requirements of all groups, including the needs of emerging sports.

- Seasonal allocation meetings are held with common users' groups to review their requests and try to achieve consensus on sharing available spaces and times.

- As seasons progress, groups are encouraged to be flexible in the reallocation of spaces with other groups when no longer needed, either temporarily or for longer periods.

- User fees and subsidies need to reflect community taxpayer support, and the rationale should be shared with sport organizations.

THE EVOLVING NATURE OF VOLUNTEERISM

Contrary to popular belief, overall volunteer participation rates are not rapidly declining – but the nature of volunteerism is changing. The "modern volunteer" is more selective of the organizations they commit their time to, desires clarity on roles and tenure / term for their involvement, and often prefers shorter duration commitments (e.g. event focused volunteerism) over ongoing and indefinite volunteer positions. Younger volunteers are also often motivated by the opportunity to gain new skills, make connections, and align themselves with organizations that are working to address key societal issues. Changes in volunteerism are also having an impact on the service delivery of public sector recreation, sport and culture facilities and programming. Volunteer fatigue is becoming a serious issue for many organizations who are being increasingly challenged to fulfill important volunteers roles, often resulting in the need to pay individuals or alter program offerings.

SPORT AND SOCIAL CLUBS

For sports such as pickleball, soccer, softball, or any other sport is typically delivered by official sports organizations/leagues, where an entire league is dedicated to a sport. Another major way these recreation opportunities are delivered are through for-profit organizations, such as Edmonton Social Club and Urban Rec in Vancouver, who organize and deliver sports programming for multiple sports through city and other sites of play. Both of these options are delivered through the accumulation of registration fees, where the fees cover facility rentals. Users are typically providing their own gear. Furthermore, there are community groups or groups who have a target membership such as a senior club who may organize recreation programs. Lastly, there are forms of play that are just pick up games for citizens.

PRIVATE FITNESS CENTRES/ STUDIOS

Fitness centres are commonly delivered through either private sector firms such as Goodlife Fitness or municipal recreation centres. Within these spaces, service delivery can be provided through on site fitness specialists both at municipal or private locations, or through privately hired fitness trainers who accompany the visitor in person or digitally. Many of these fitness training sessions or other training is done on a per session cost, per month/ year, subscription, or time frame-based fee. This includes boutique and other fitness classes.

SCRD ELECTORAL AREAS' GRANT-IN-AID

Each year the Sunshine Coast Regional District distributes grants to recreation, educational social, environmental, arts, and cultural organizations located throughout the region (scrd.ca/Grants-in-Aid). These funds are granted by the SCRD Board.

Relevant Criteria and Information:

- Organizations must be servicing unincorporated areas such as Egmont/Pender Harbour (Area A), Halfmoon Bay (Area B), Roberts Creek (Area D), Elphinstone (Area E), and West Howe Sound and Islands (Area F).
- Must be volunteer operated and managed organizations
- Must be non-profit groups
- Funds can't be used for remuneration (wages, salaries, other fees)
- There must be evidence of community need or desire for proposed program, project, service or event

Recreation Services has no oversight in the process of review and issuing of these grants.

Past Recipients for sports and recreation funding include:

- BC Special Olympics Society
- Coast Mountain Bike Trail Association
- Sunshine Coast Trails Society
- Daniel Kingsbury Memorial 3-on-3 Basketball Tournament

COMMUNITY-BASED ORGANIZATIONS

Community-based organizations and groups are often on the front-line for program and service delivery, outreach, and data collection within the parks and recreation sector. They are critical partners for municipalities looking to drive positive change at the local and regional level. Community-based organizations and groups actively deliver programs, events, and other opportunities within parks, recreation, leisure, and culture in communities across Canada. To foster and support community relationships, several tactics are being utilized by municipalities, including:

- Providing subsidized access to municipal facilities and spaces, particularly to those groups whose mandates are well-aligned with high level planning strategies, or tax relief on municipally assessed properties

- Providing grant and other funding directly to organizations offering programs or other services

- Providing staff support with tasks such as grant writing, strategic planning, and so forth

- Organizing workshops and training opportunities to build capacity within volunteer organizations in areas such as board development and financial planning

- Facilitating engagement between community groups to break down silos and promote new collaborations

- Creating recognitions and awards acknowledging resident and group contributions to the community

- Developing partnership frameworks that establish clear criteria on how the municipality develops and supports partnerships

- Developing on-line volunteer registries to connect community groups with community members interested in contributing their time and efforts

DATA COLLECTION

Parks and recreation departments are increasingly utilizing data to understand user behaviors, needs, preferences, and desires. According to an **NRPA survey** of parks and recreation professionals, more than 90% of respondents (in leadership roles) identified data collection and analysis as important or very important for activities such as master planning, capital investments, programming, and to support staff. However, not every municipality is collecting data and no two municipalities collect data using the same methods. Respondents identified facility usage data, program utilization data, demographic trends, crime data, and school enrolment as important data sources for decision-making.

In terms of methods for collecting data, surveying residents and users is the most common approach. For facility usage, some municipalities have staff manually count visitors and others use automated methods such as scanning user cards. Other departments that may be collecting useful data include public works or utilities, police and fire departments, and transportation departments. Geographic Information Systems (GIS) are also becoming frequently used within the sector to understand where users live, what amenities are available to whom, and to identify gaps and opportunities geospatially.

PERFORMANCE MEASUREMENT

Related to data collection, municipalities are increasingly utilizing key performance indicators to measure success, efficiency, and outcomes of investments. Measuring the performance of recreation, parks, and cultural assets can prove challenging, but is also important – performance is often tied to funding and budgetary considerations. Demonstrating accountability and strategic alignment between investment in recreation, parks, and culture is key to building trust and support. To fully measure the impact of investment within the sector, the focus needs to shift from measuring outputs such as revenues or registration numbers to broader outcomes such as healthy people, healthy communities, and healthy environments. Measurement should focus on a small number of key metrics and focus on change internal to the organization or community over time versus comparisons with other organizations or communities.

EXAMPLES FROM OTHER JURISDICTIONS

REGIONAL DISTRICT OF NANAIMO

POPULATION: 170,367 (90,505 RESIDENT WITHIN THE CITY OF NANAIMO)

CONTEXT:

The Regional District of Nanaimo (RDN) utilizes a number of different approaches to provide recreation services to residents living within its electoral areas as well as residents in municipalities for which the RDN has struck formal partnership agreements to provide services.

KEY FINDINGS:

- Through "District 69 (Oceanside) Recreation Services", the RDN directly provides recreation services to Electoral Areas E,F, G, and H as well as the Town of Qualicum Beach and City of Parksville through funding agreements with those municipalities. Through this arrangement, the RDN operates major facilities (Oceanside Place and the Ravensong Aquatic Centre) and also does outreach programming at a number of smaller community centre facilities.

- The RDN uses primarily indirect delivery approaches in its other electoral areas (A,B,C, and D). These approaches differ slightly from electoral area to electoral area, but typically involve a local recreation advisory committee and support for the community operations of a local, smaller scale facility. In some cases, RDN staff run programming out of these facilities, however the majority of programming, events and other activities are delivery locally by community groups and contractors.

- The decommissioning and consolidation of schools in the RDN has provided opportunities for the establishment of more local community centres. The RDN has a variety of agreements in place to secure space and/or facilitate sub-leases between the property owner (School District) and local community groups.

PENINSULA RECREATION (ALSO COMMONLY REFERRED TO AS PANORAMA RECREATION)

POPULATION: 40,000 (APPROXIMATE SERVICE AREA POPULATION)

CONTEXT:

Peninsula Recreation presents one of the more unique service delivery models in British Columbia. Peninsula Recreation is funded by the municipalities of Sidney, North Saanich and Central Saanich and also has a mandate to provide services to residents living within the three First Nations on the Peninsula.

KEY FINDINGS:

- Funding for the service is determined on a per population basis. As all three municipalities have a generally similar population, the funding model is practically 1/3 from each municipality.

- The service is governed by a Commission which includes elected officials from each municipality and members at large. The Commission develops a new strategic plan every 5 years.

- Peninsula Recreation operates the Panorama Recreation Centre and Greenglade Community Centre (former school). Most fitness, aquatics, wellness, and community skills development program delivery is direct, however like most recreation facilities space is also booked to community sport and recreation groups.

- Peninsula Recreation places an emphasis on inclusion and access in program delivery and has prioritized initiatives aimed at continuing to build upon past successes in this area (example: a new, fully accessible sport court is currently being developed outside of the Panorama Recreation Centre which will enable increased spontaneous / unstructured recreation opportunity and provide some space for new types of programming).

ALBERNI–CLAYOQUOT REGIONAL DISTRICT OF BRITISH COLUMBIA

POPULATION: 33, 531

CONTEXT:

The Alberni-Clayoquot Regional District is a federation consisting of member municipalities; Port Alberni, Tofino, Ucluelet, Treaty First Nations; Huu-ay-aht, Yuułuʔiłʔatḥ, Uchucklesaht Tribe Government and Toquaht Nation and six electoral areas.

KEY FINDINGS:

- Recreation Facilities are provided as part of the member municipalities recreation service delivery while the regional district focuses on outdoor recreation opportunities and regional approaches to active transportation

- The ACRD is developing a 25km cycling network between Tofino and Ucuelet for active transportation, sustainability, and recreation.

- In 2017 the ACRD fielded a survey to guage interest in building a multiplex near the Tofino airport. The survey found that 49% of respondents did not support building the multiplex and 51% did not support higher taxes to cover the cost of the facility.

- In July 2021, the West Coast Multiplex Society and Tla-o-qui-aht First Nations applied for the "Green and Inclusive Community Buildings Program" grant which could provide up to $19 million for the construction of the Multiplex Phase 1 – Arena. The results of the application have not been made public.

SECTION 5

ENGAGEMENT

INCLUDED IN THIS SECTION:

- Key findings from the Public Survey.
- Themes from the stakeholder discussion sessions.
- Key findings from the Youth Survey.

OVERVIEW AND METHODOLOGY

Two surveys and several stakeholder interviews were utilized to garner input and perspectives from the community. Interviews were conducted with internal and external stakeholders who have an interest in the provision of recreation services in the SCRD and a public and youth survey were fielded online to learn the thoughts of residents and gain some insight into the perspective of youth in the community. Engagement took place throughout the months of May and June 2022. The Public and Youth Surveys were promoted on the SCRD website, posters in the community and through word of mouth. Paper copies were available for residents to complete the survey if needed.

YOUTH SURVEY
34 Responses

PUBLIC SURVEY
435 Responses

STAKEHOLDER INTERVIEWS
Internal Stakeholder Sessions (8 staff participants)
External Stakeholder Sessions (13 stakeholder participants)

PUBLIC SURVEY

FINDINGS

To begin the survey respondents were asked to provide the main reasons members of their household participate in recreation programming and activities. Physical health and exercise (93%) is the most popular motivation to participate in recreation programming and activities by a significant amount, followed by mental health and wellbeing (59%), and pleasure/entertainment (51%).

MOTIVATION TO PARTICIPATE IN RECREATION PROGRAMMING AND ACTIVITIES

Motivation	Percentage
Physical health and exercise	93%
Mental health and wellbeing	59%
Pleasure / entertainment	51%
To be with family / friends	47%
To enjoy nature	38%
Improve skills or knowledge	36%
Meet new people	30%
Relaxation	30%
Enjoy a challenge	23%
Help the community	12%
To be creative	11%
Something different than work	11%
Satisfy curiosity	5%
Other	4%
Don't participate in any activities parks or recreation	2%
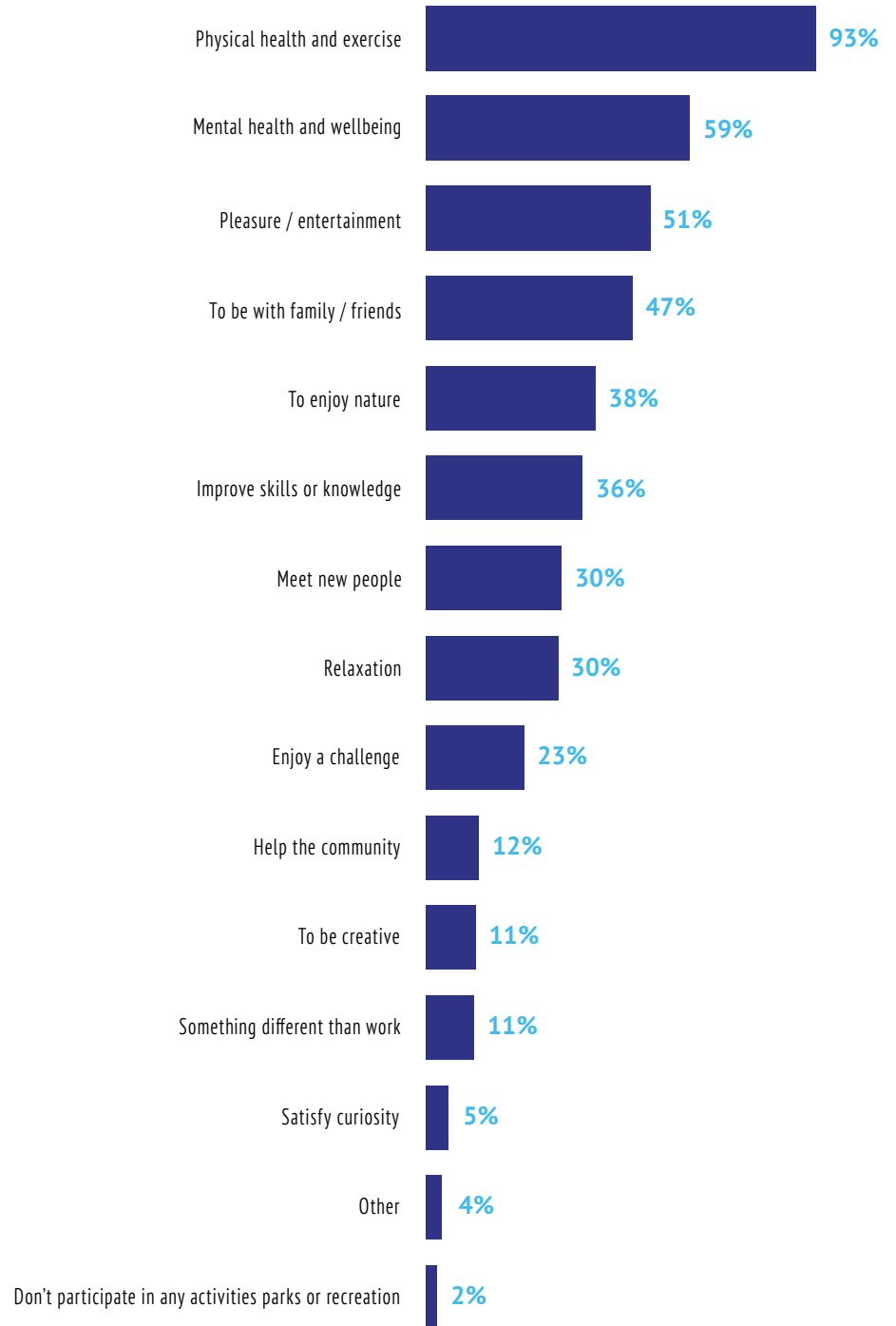
RECREATION PARTICIPATION

Subsequently, respondents were asked about how often they participate in indoor recreation activities and outdoor recreation activities. Respondents were asked to indicate whether they participate in an activity daily or almost daily (4 or more times per week), weekly (1 to 3 times per week), monthly (1 or 2 times per month), a few times per year, or never/infrequently. Below are the top activities that respondents indicated they participate in daily or weekly.

TOP INDOOR RECREATION ACTIVITIES

- Fitness and wellness classes (43%)
- Fitness centre activities (e.g. weight room) (34%)
- Casual swimming (19%)

TOP OUTDOOR RECREATION ACTIVITIES

- Hiking/walking/running (on a trail or pathway) (84%)
- Gardening (61%)
- Outdoor swimming drop-in at a beach or waterfront (39%)

Respondents were given the opportunity to describe their recreation participation, 214 respondents provided descriptions of their recreation activities. Many respondents gave specific fitness classes or locations they would like to explore on their hikes, or walks. Yoga, dog walking, and cross-country skiing were some of the top activities that respondents listed.

Indoor Recreation Activity	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Fitness and Wellness Classes	14%	29%	7%	14%	36%
Fitness Centre activities (e.g. weight room)	11%	23%	6%	17%	44%
Arena programs (e.g. hockey or skating as part of an organized program)	8%	11%	3%	12%	65%
Casual swimming	6%	22%	22%	20%	30%
Swim Club	4%	9%	1%	3%	84%
Gymnasium programs (e.g. basketball, volleyball badminton, etc. as part of a club or team)	3%	10%	5%	10%	71%
Aquatics classes (e.g. aqua-fit)	3%	14%	6%	14%	63%
Pickleball (as part of a club or program)	3%	6%	2%	3%	85%
Arena casual use (e.g. drop-in hockey, public skating, etc.)	3%	10%	12%	25%	50%
Pickleball (casual / unstructured)	3%	9%	3%	5%	80%

Indoor Recreation Activity	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Swim Lessons	3%	11%	5%	11%	71%
Dance programs or classes	2%	11%	2%	10%	75%
Seniors drop-in programs	2%	3%	5%	8%	82%
Visual arts classes (e.g. painting, photography, other art creation)	1%	4%	3%	17%	75%
Learning programs (e.g. second language classes, computer skills programs, etc.)	1%	2%	4%	12%	81%
Youth drop-in programs	1%	2%	4%	7%	87%
Martial Arts or Mixed Martial Arts	1%	4%	1%	2%	92%
Gymnastics	1%	5%	1%	5%	88%
Theatre or other performing arts programs or classes	1%	2%	4%	11%	82%

Outdoor Recreation Activity	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Hiking / walking / running (on a trail or pathway)	53%	31%	10%	4%	2%
Gardening	32%	29%	10%	7%	23%
Playgrounds	14%	17%	9%	17%	44%
Outdoor swimming drop-in at a beach or waterfront	10%	29%	18%	26%	17%
Cycling / Mountain Biking / BMX	10%	26%	17%	15%	31%
Disc Golf	5%	3%	5%	14%	73%
Paddling (kayaking, canoeing, SUP)	5%	18%	27%	28%	22%
Casual sports field activities (e.g. pick-up soccer, ball, frisbee, etc.)	4%	12%	11%	18%	55%
"Rectangular" Field Sports (e.g. soccer, football, rugby as part of a club or team)	4%	17%	4%	10%	66%
Outdoor paved sport court activities (e.g. basketball, ball hockey, roller skating)	3%	9%	14%	16%	58%
Pickleball (as part of a club or program)	2%	4%	3%	3%	88%

Outdoor Recreation Activity	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Baseball/softball/slo-pitch (as part of a club or team)	2%	12%	2%	7%	77%
Golf	2%	5%	10%	21%	62%
Rollerblading / inline skating/ skateboarding	2%	5%	5%	13%	76%
Pickleball (casual)	2%	6%	6%	5%	80%
Outdoor education and related classes (e.g. foraging, scouting, survival skills training, etc.)	2%	5%	5%	18%	71%
Outdoor Group Fitness Programs	1%	6%	4%	18%	71%
Tennis	1%	4%	5%	14%	76%
Community Events	1%	8%	31%	44%	17%
Sand Volleyball	0%	1%	2%	10%	86%

To get a sense of where respondents participate in recreation activities, respondents were asked how frequently they and/or members of their household visit indoor and outdoor facilities in the SCRD. The table on the next page shows how often respondents indicated that they visit specific recreation facilities. The bullet points below summarize some key findings from the table.

- 30% of respondents visit the Sechelt Aquatic Centre (SAC) and 25% of respondents visit the Gibsons and Area Community Centre (GACC) daily or weekly.
- 48% of respondents visit at least one of the three aquatic facilities daily or weekly.
- The majority of respondents never or infrequently visit halls on the Sunshine Coast.
- Shirley Macey Park was the most visited park indicated by respondents.
- Walking trails (77%), swimming beaches (49%), mountain biking trails (31%) are the most visited outdoor amenities indicated by respondents.

Respondents were given the opportunity to describe other locations where they participate in recreation activities; 97 respondents indicated additional or specific places that they enjoy visiting on the Sunshine Coast. Piccadilly Park, Dakota Ridge, Kinnikinnick, Hackett Park, Hidden Grove were among the additional parks and trails those respondents noted in their comments.

Indoor Recreation Facility	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Gibsons and Area Community Centre (GACC)	7%	18%	13%	21%	40%
Sechelt Aquatic Centre (SAC)	9%	21%	17%	21%	31%
Sunshine Coast Arena (SCA)	4%	9%	10%	20%	57%
Gibsons and District Aquatic Facility (GDAF)	3%	8%	9%	18%	62%
Pender Harbour Aquatic and Fitness Centre (PHAFC)	2%	5%	2%	9%	83%
Chaster House Hall	0%	0%	2%	18%	80%
Coopers Green Hall	0%	1%	4%	15%	80%
Eric Cardinall Hall	0%	0%	4%	13%	83%
Frank West Hall	0%	1%	1%	12%	86%
Granthams Hall	0%	0%	1%	4%	95%
School District Facilities	11%	12%	7%	12%	57%
Private Fitness Facilities	6%	15%	8%	8%	63%

Outdoor Recreation Facility	Daily or Almost Daily (4 or more times per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 times per month)	A few times per year	Never or Infrequently
Walking Trails	43%	34%	13%	6%	4%
Playgrounds / Play Structures	18%	11%	11%	20%	41%
Swimming Beaches	16%	33%	22%	22%	8%
Mountain Biking Trails	13%	18%	14%	14%	41%
Shirley Macey Park	7%	10%	17%	24%	41%
Sport Courts (basketball, pickleball, ice or ball hockey)	5%	12%	12%	16%	55%
Cliff Gilker Park	5%	14%	29%	32%	21%
Disc Golf Course	5%	4%	4%	14%	73%
Soccer Fields	4%	15%	7%	13%	60%
Day Use / Picnic Areas	4%	20%	28%	30%	18%
Baseball/Softball Fields	4%	10%	6%	11%	69%
Brothers Park	3%	6%	10%	15%	66%
Tennis Courts	2%	3%	7%	19%	69%
Connor Park	1%	3%	9%	18%	69%
Maryanne West Park	1%	3%	4%	8%	84%
Motor Sport Trails (ATV, etc.)	1%	3%	5%	7%	85%
Lions Park	0%	2%	4%	13%	82%

BARRIER TO RECREATION PROGRAM PARTICIPATION

When asked about what prevents them and members of their household from participating in recreation programming the most indicated response is that the programming their interested in isn't available (17%), followed by the cost/ affordability (12%) of programming and lack of interest in what is available (12%). Of the responses that selected "other", lack of facilities for activities that interest respondents such as pickleball was referenced the most, followed by respondents indicating that there is a lack of swimming lessons available or that the ongoing COVID- 19 pandemic has impacted their participation.

BARRIERS THAT PREVENT RECREATION PARTICIPATION

Barrier	Percentage
The programming you're interested in isn't available	17%
Cost / affordability (programming fees)	12%
Not interested in what is available	12%
Don't know about programming and activities	11%
Other	10%
Nothing prevents your participation	10%
Cost / affordability (equipment)	6%
Lack of interest	5%
Can't find child care	4%
Time of day programming is offered	4%
Program quality isn't sufficient	3%
Transportation	3%
Poor health	2%
Physical accessibility barriers	1%

THE IMPACT OF COVID- 19

Respondents were asked to indicate how the COVID -19 Pandemic has altered their household's participation in recreation activities. Respondents indicated that they use trails and pathways more than prior to the pandemic (48%), do more activities at home (44%), and that they do more outside in community parks (39%). 32% indicated that COVID- 19 did not impact how they participate in recreation activities.

THE IMPACT OF COVID-19 ON HOUSEHOLD PARTICIPATION IN RECREATION ACTIVITIES

Activity	Percentage
We use trails and pathways more than prior to the pandemic	48%
We do more activities at home that we used to do in facilities (e.g. virtual fitness classes, backyard play, art)	44%
We do more outside in community park spaces than prior to the pandemic	39%
Nothing / no changes	32%
We visit regional parks more now than prior to the pandemic	26%
We organize games with family, neighbours, or cohort families more than prior to the pandemic	12%

SATISFACTION WITH RECREATION OPPORTUNITIES

Respondents were asked to indicate how satisfied they are with aspects of recreation and sport programming opportunities and arts, culture and community learning programming opportunities on the Sunshine Coast. The highest level of satisfaction was indicated for recreation and sport program quality; 55% of respondents were either very satisfied (19%) or somewhat satisfied (36%). 54% of respondents are either very satisfied (17%) or somewhat satisfied (37%) with the facilities where recreation and sport programming is offered, and 52% of respondents are either very satisfied (10%) or somewhat satisfied (42%) with the overall availability of recreation and sport programming. The highest level of dissatisfaction was expressed for the mix/ diversity of sport and recreation programming available in the area (24%). The most prevalent response when asked about arts, culture and community learning was that respondents were unsure or had no opinion; 55% of respondents indicated that were unsure or had no opinion on program quality, and 51% had no opinion on the facilities where programs are offered.

Respondents were given the opportunity to explain their level of satisfaction with programing opportunities. Some key themes from the 119 comments provided are summarized below:

- There is a desire for more swim lesson availability.
- Pickleball is gaining popularity and there is some desire for dedicated indoor space to play.
- There is a desire for more fitness classes during the after-work time period.
- More arts programming is desired.
- There is some desire to have a sheet of ice available in the summer months.

SATISFACTION WITH RECREATION AND SPORT PROGRAMMING ON THE SUNSHINE COAST

	Very Satisfied	Somewhat Satisfied	Unsure / No Opinion	Dissatisfied
Program quality	**19%**	36%	**35%**	10%
The facilities where programming is offered	**17%**	**37%**	30%	15%
Promotions / communications about available program offerings	10%	36%	**35%**	19%
Overall availability of programming	10%	**42%**	26%	**23%**
Proximity of interesting and appealing programming to where you live	**11%**	**40%**	26%	**23%**
The mix / diversity of programming available in the area	9%	34%	**34%**	**24%**

SATISFACTION WITH ARTS, CULTURE, AND COMMUNITY LEARNING PROGRAMMING ON THE SUNSHINE COAST

	Very Satisfied	Somewhat Satisfied	Unsure / No Opinion	Dissatisfied
Program quality	**12%**	27%	**55%**	6%
The facilities where programming is offered	**12%**	**29%**	**51%**	8%
Proximity of interesting and appealing programming to where you live	9%	**29%**	47%	14%
Overall availability of programming	8%	**29%**	48%	15%
The mix / diversity of programming available in the area	8%	**29%**	48%	15%
Promotions / communications about available program offerings	9%	28%	48%	**16%**

Next, respondents were asked to indicate which of the types of recreation and related programming needs to be more readily available or improved in the Sunshine Coast Regional District for the specific age groups. Nature/ outdoor education programming (40%) and water education and safety (44%) were indicated as being programming types that should be more readily available or improved upon for children, youth and teen age groups. Respondents indicated dryland fitness and wellness programming (24%) and programs that encourage self sufficiency (22%) are the top programming types that should be improved or more readily available for adults ages 19-59 years. Aquatic fitness and wellness programming (20%) and casual recreation programming (19%) were the top program types that should be improved or more readily available for older adults ages 60+.

Programming	Children and Youth (12 and under)	Teens (ages 13-18 Years)	Adults (ages 19-59 years)	Older Adults (ages 60+)	Current programming is sufficient	Not aware of what is currently available or needed
Nature / outdoor education programming	21%	19%	18%	15%	5%	21%
Casual recreation programming ("drop-in" and unstructured types of programs)	14%	15%	19%	19%	11%	22%
Dry land fitness and wellness programming (e.g. bootcamp, yoga, etc.)	8%	13%	24%	16%	14%	25%
Outdoor recreation programming (e.g. paddleboarding, kayaking, geocaching)	17%	19%	19%	15%	5%	25%
Aquatic fitness and wellness programming (e.g. aquafit, aqua aerobics, aqua yoga, etc.)	9%	8%	17%	20%	18%	28%

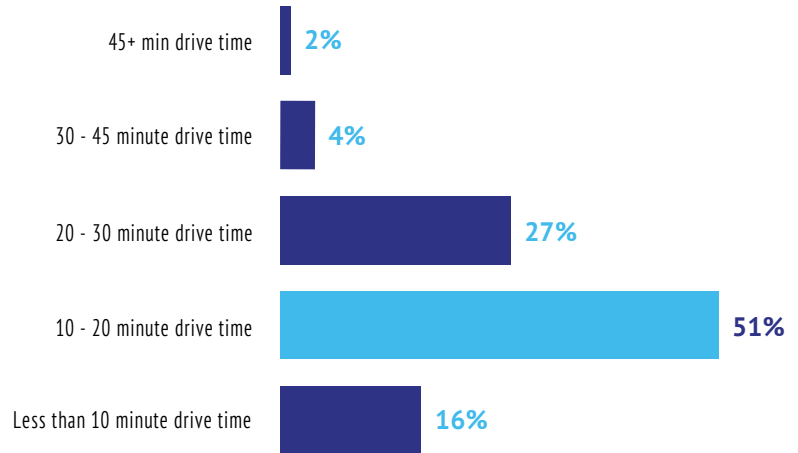| Programming	Children and Youth (12 and under)	Teens (ages 13-18 Years)	Adults (ages 19-59 years)	Older Adults (ages 60+)	Current programming is sufficient	Not aware of what is currently available or needed
Programs that encourage socialization	15%	19%	15%	17%	6%	29%
Organized sports teams, leagues, and clubs	15%	16%	15%	7%	17%	29%
Water education and safety	25%	19%	10%	7%	9%	30%
Programs that encourage self sufficiency (e.g. gardening, canning, sewing)	11%	15%	22%	15%	6%	31%
Visual arts programming (e.g. arts and crafts, photographing, art creation, etc.)	14%	15%	15%	14%	8%	34%
Performing arts programming (e.g. dance, theatre, etc.)	15%	15%	13%	9%	10%	38%
Programs for individuals facing social, physical, or cognitive barriers to participation (e.g. adapted fitness circuit, adapted music exploration, etc.)	10%	12%	11%	12%	7%	48%

RESPONDENT PROFILE

95% of the survey respondents indicated that they live on the Sunshine Coast full time. When asked where they live, the top 3 responses were the District of Sechelt (30%), Elphinstone (21%), and Town of Gibsons (12%).

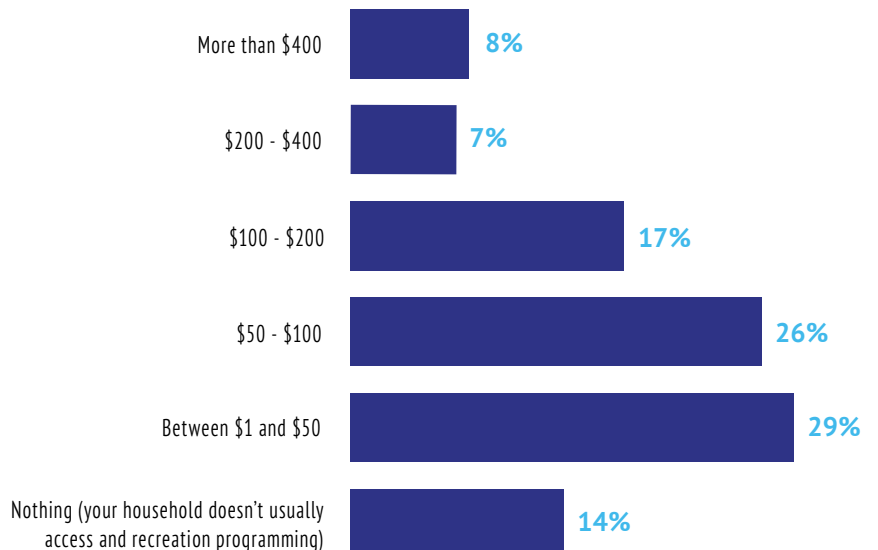| Electoral Area	% of Respondents	Census Distribution 2020
District of Sechelt	30%	34%
Electoral Area A: Pender Harbour & Egmont	9%	9%
Electoral Area B: Halfmoon Bay	12%	9%
Electoral Area D: Roberts Creek	10%	11%
Electoral Area E: Elphinstone	21%	12%
Electoral Area F: West Howe Sound	6%	7%
shíshálh Nation Government District (sNGD).	1%	2%
Town of Gibsons	12%	15%

When asked about willingness to drive to access recreation programming, 51% of respondents indicated that they would drive between 10 to 20 minutes, 27% were will to drive up to 30 minutes and 16% indicated that they would drive less than 10 minutes to access programming.

HOW LONG ARE YOU WILLING TO DRIVE TO ACCESS RECREATION PROGRAMMING?

Category	Percentage
45+ min drive time	2%
30 - 45 minute drive time	4%
20 - 30 minute drive time	27%
10 - 20 minute drive time	51%
Less than 10 minute drive time	16%

29% of respondents indicated that their household spends up to $50 a month to access recreation opportunities, 26% indicated that they spend up to $100 a month and 17% of respondents spend up to $200 monthly.

HOW MUCH DOES YOUR HOUSEHOLD PAY MONTHLY TO ACCESS RECREATION OPPORTUNITIES?

Category	Percentage
More than $400	8%
$200 - $400	7%
$100 - $200	17%
$50 - $100	26%
Between $1 and $50	29%
Nothing (your household doesn't usually access and recreation programming)	14%

HOUSEHOLD COMPOSITION

Age Range	Survey Respondents	Statistics Canada for Sunshine Coast 2020
Age 0 – 4 Years	8%	4%
Age 5 – 9 Years	9%	4%
Age 10 – 19 Years	12%	8%
Age 20 – 29 Years	4%	7%
Age 30 - 39 Years	10%	9%
Age 40 – 49 Years	16%	11%
Age 50 – 59 Years	11%	17%
Age 60 – 69 Years	17%	21%
Age 70 – 79 Years	10%	12%
Age 80+ Years	2%	7%

GENERAL COMMENTS

To complete the survey, respondents were given the opportunity to provide any final comments about recreation programming on the Sunshine Coast. The bullets below represent some themes that came from the 166 comments provided.

- A desire for more areas to play pickleball and opportunities to learn to play pickleball.
- Many respondents indicated that they appreciate the high quality of programs and facilities.
- Spin class locations could be improved at SAC.
- More options for swimming lessons are desired.
- There is a desire for more connection between communities through active transportation such as bike and walking trails that are accessible for everyone.
- There is a desire for both a greater mix of programming and availability of programming for adults ages 19 – 65.
- There a desire for more programs in neighbourhoods as some people do not drive a vehicle and want to connect more locally.
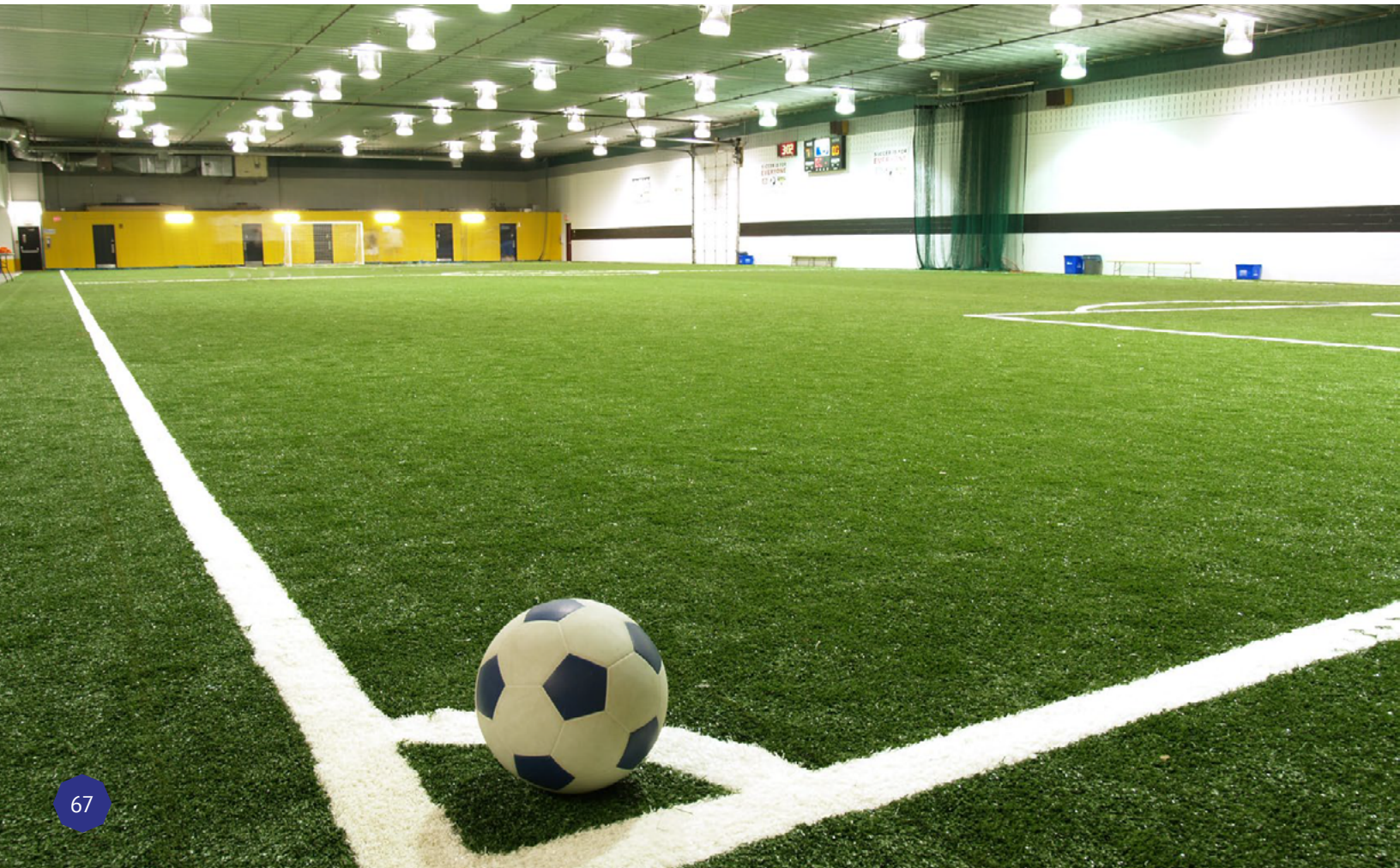
STAKEHOLDER DISCUSSIONS

OVERVIEW

The project team conducted several discussion sessions with both staff and external stakeholders. Eight staff and thirteen stakeholders participated.

The staff discussions were conducted via Zoom, while the external stakeholder sessions were conducted in person; both provided the project team the opportunity to learn more about the SCRD and how specific organizations deliver programming in the area. Perspectives on current trends and future programming needs were explored. The staff discussions were helpful in gathering some contextual information about the data provided for the recreation delivery context section of this report. Below are a few additional points of interest that came up during the discussions related to some of the discussions with external groups.

KEY POINTS OF INTEREST FROM STAFF STAKEHOLDER DISCUSSIONS

- Residents stay within their community for recreation for a variety of reasons but mainly transportation related, such as lack of timely transit, fuel prices, etc.
- Community is keen to be creative and the SCRD attempts to be responsive to emerging groups and identified gaps, however they are not without limitations (staff, budget, etc.).
- Some program areas are challenged with a high demand for programming (ex. swim lessons and aquatics fitness programming) but are limited with staff, and other resources (storage, adequate programming space).
- There has been a lot of work done to improve internal processes for service delivery but there is an acknowledgment that more can be done and some of this work will be informed by the programming review.
- Each community has distinct reaction needs. Within the current model there are some programs that are equally available at each centre but aren't always appropriate for the community context and continue because of historical precedent.

EXTERNAL STAKEHOLDER DISCUSSION KEY POINTS OF INTEREST

While the discussions were wide-ranging and unique to each type of group, some common themes emerged. These themes and other notable points of interest are summarized as follows. ***Please refer to Appendix A for a list of organizations that participated in the sessions.***

EXISTING FACILITY PERSPECTIVES AND DESIRED IMPROVEMENTS

- Several community halls that are operated by SCRD are underutilized and alternative uses need to be considered.
- Facilities need to be better coordinated and managed holistically instead of separately. For example, the three pools each have unique traits that are not exploited on a coordinated regional basis. The warm water at the Gibsons pool would be ideal for water orientation and swim lessons for young patrons and also for seniors' socialization and fitness, but these services are spread over three pools.
- Ice users are frustrated and believe that the arenas are underutilized and far too rigid in how they are operated. Spring ice times were noted as an area of high concern.
- Some groups said they needed on site storage for the equipment they use while in the facility (e.g. Lacrosse).
- Swim Club representatives indicated that there is some frustration with the current allocation of pool time for swim meets. The club indicated that they were told that there must always be two lanes for public swimming and could not have a one day rental of the entire tank.

PROGRAMMING AND BOOKING SYSTEM PERSPECTIVES

- The groups interviewed indicated that they felt that the Recreation Department seems to provide a very narrow range of services that fit specifically into the spaces in the five main facilities (i.e. aquatics, fitness, ice activity and squash courts). Other than that it relies too much on 3rd party agencies and contractors to do all programming whereas it needs the capability to offer programs that it runs itself in order to better manage and coordinate in a way that meets all needs.

- There was some concern around the support that contractors receive in running "try it" programming.

- A few groups had processes/policies that ensured that someone that wanted to participate, but couldn't afford to, got to play, but they all said that the means testing of the SCRD's LIFE program put up too many barriers for low income people to participate.

- Stakeholder groups believe that the Recreation Department is too bureaucratic and needs to have more of a community development culture instead of a "rules based" culture. Some groups provided examples of situations where they would have appreciated some flexibility with booking procedures or rules and were met with hesitation from staff that claimed that someone in a management position had instructed them that the suggestion or request was not possible because it would break a rule that the staff was not able to explain the purpose of.

OTHER NOTABLE COMMENTS AND POINT OF INTEREST FROM THE DISCUSSIONS

- The front-line staff are generally good to work with. However, groups feel like staff aren't well positioned to help solve problems.

- The SCRD requires that its swim instructors have all lifeguarding qualifications in addition to WSI certification. That limits the number of staff they can recruit.

- The SCRD should put together a community directory listing all community organizations and their preferred contact information.

YOUTH SURVEY

OVERVIEW:

It was important to gather perspectives on parks, recreation, and arts programming activities from youth in the community. A brief online survey was fielded and SCRD staff worked to promote the survey at their facilities through word of mouth and poster promotion. In total 34 youth participated in the survey. The following charts reflect the grades of youth that participated in the survey and where they live in SCRD.

GRADE OF RESPONDENTS

Grade	% of Respondents
Grade 1	9%
Grade 2	3%
Grade 3	9%
Grade 4	6%
Grade 6	6%
Grade 7	6%
Grade 8	3%
Grade 9	**15%**
Grade 10	**29%**
Grade 12	**12%**
Other	3%

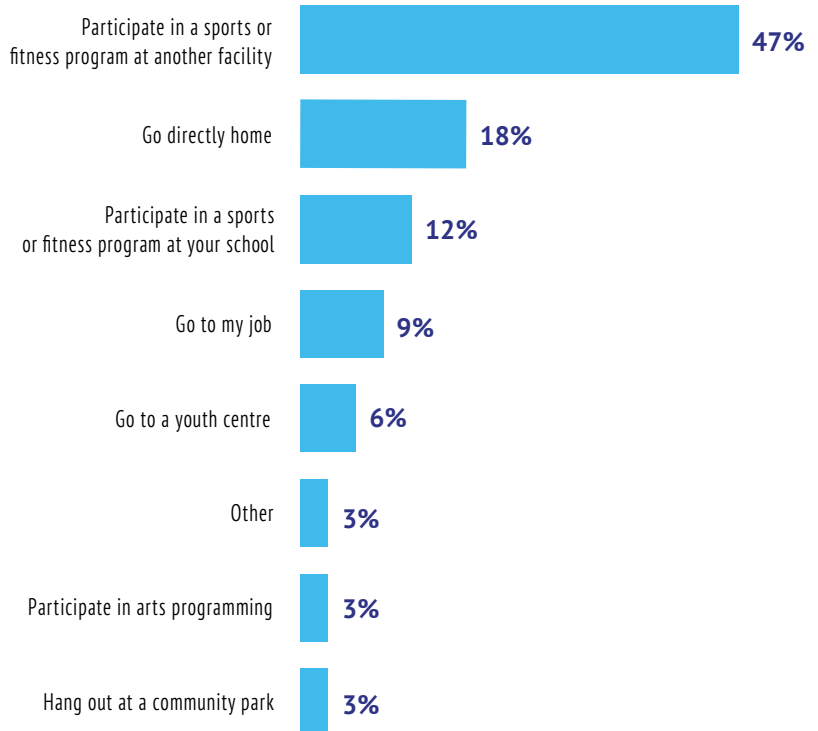| Location of Residence	
Town of Gibsons	36%
District of Sechelt	27%
Electoral Area B: Halfmoon Bay	12%
Electoral Area D: Roberts Creek	9%
Electoral Area E: Elphinstone	12%
Electoral Area F: West Howe Sound	3%

FINDINGS

Youth were asked what their three favourite parks, recreation and arts programs or activities were. The top three responses were:

- Biking (mountain biking, cycling, BMX) (22%)
- Hockey (14%)
- Swimming (9%)

Youth were asked about what they do after school. 47% of youth that they participated in sports or fitness programs at a recreation facility, 18% go directly home, and 12% participate in sports or fitness programs at their school.

WHAT DO YOU NORMALLY DO AFTER SCHOOL?

Participate in a sports or fitness program at another facility	47%
Go directly home	18%
Participate in a sports or fitness program at your school	12%
Go to my job	9%
Go to a youth centre	6%
Other	3%
Participate in arts programming	3%
Hang out at a community park	3%

Youth were then asked to indicate how often they visit specific indoor and outdoor facilities after school and on weekends. GACC was the most visited indoor facility with 54% of respondents indicating that they visit this facility on daily (19%) or weekly basis (35%), followed by SCA with 37% indicating that they visit the facility either daily (10%) or weekly (27%). The halls were the least visited indoor facilities with the majority of youth indicating that they never visit these facilities. The most visited outdoor facility are swimming beaches and mountain biking trails with 67% of youth indicating that they visit a swimming beach on daily (10%) or weekly (57%) basis and 67% of youth indicated that they visit a mountain biking trail either daily (37%) or weekly (30%).

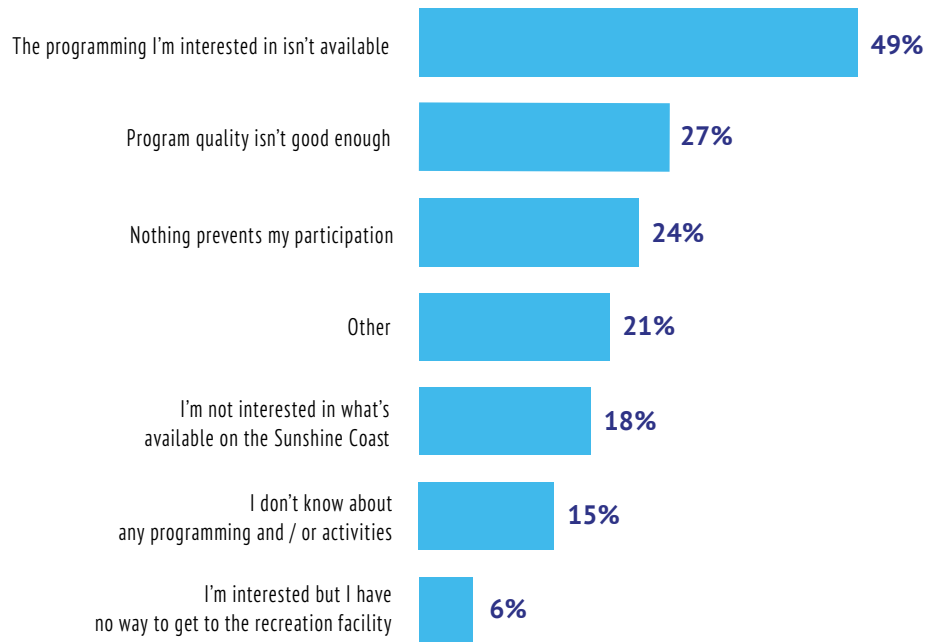| Indoor Facilities	Daily or Almost Daily (4 or more visits per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 visits per month)	A few times per year	Never
Gibsons and Area Community Centre (GACC)	19%	35%	13%	26%	6%
Gibsons YMCA Youth Centre	0%	3%	6%	13%	77%
Sechelt Aquatic Centre (SAC)	3%	28%	19%	38%	13%
Sunshine Coast Arena (SCA)	10%	27%	17%	33%	13%
Gibsons and District Aquatic Facility (GDAF)	0%	10%	10%	43%	37%
Pender Harbour Aquatic and Fitness Centre (PHAFC)	3%	0%	3%	13%	81%
Chaster House Hall	0%	0%	3%	20%	77%
Coopers Green Hall	0%	3%	3%	17%	77%
Eric Cardinall Hall	0%	0%	0%	10%	90%
Frank West Hall	0%	3%	0%	3%	93%
Granthams Hall	0%	0%	3%	7%	90%
School District Facilities	16%	23%	10%	29%	23%
Private Fitness Facilities	10%	30%	20%	10%	30%

Outdoor Facilities	Daily or Almost Daily (4 or more visits per week)	Weekly (1 to 3 times per week)	Monthly (1 or 2 visits per month)	A few times per year	Never
Playgrounds / Play Structures	19%	13%	10%	26%	32%
Sport Courts (basketball, pickleball, ice or ball hockey)	30%	6%	21%	39%	3%
Tennis Courts	0%	0%	3%	43%	53%
Baseball/ Softball Fields	7%	13%	20%	27%	33%
Soccer Fields	9%	19%	22%	34%	16%
Walking Trails	16%	38%	25%	16%	6%
Mountain Biking Trails	37%	30%	17%	13%	3%
Motor Sport Trails (ATV, etc.)	10%	16%	10%	16%	48%
Swimming Beaches	10%	57%	10%	20%	3%
Day Use / Picnic Areas	0%	28%	21%	28%	24%
Disc Golf Course	3%	3%	3%	31%	59%
Brothers Park	0%	24%	14%	31%	31%
Lions Park	0%	3%	3%	24%	69%
Connor Park	10%	3%	7%	21%	59%
Cliff Gilker Park	3%	17%	34%	34%	10%
Maryanne West	0%	0%	3%	21%	76%
Shirley Macey Park	10%	13%	20%	30%	27%

When youth were asked, what, if anything, prevents them from participating in recreation programs, the most common (49%) answer was that programming they are interested in isn't available, followed by the program quality isn't good enough (27%) and that nothing prevents their participation (24%). Youth that indicated the option of 'other' were given the opportunity to write in another reason not listed. The lack of year-round ice, the sign up procedure for programming and facility shut downs were listed as barriers to their participation.

BARRIERS TO PARTICIPATION

Barrier	Percentage
The programming I'm interested in isn't available	49%
Program quality isn't good enough	27%
Nothing prevents my participation	24%
Other	21%
I'm not interested in what's available on the Sunshine Coast	18%
I don't know about any programming and / or activities	15%
I'm interested but I have no way to get to the recreation facility	6%

The final question of the survey asked youth to describe any types of recreation, sport, or cultural programs/events that they would like to see more of. The most common themes from the 27 comments provided were that they would like to see more bike parks with jumps and interesting features, more trails for mountain biking and some youth would like to play hockey year-round.

SUMMARY OF KEY FINDINGS

The information gathered through the research and input provided through the three engagement mechanisms – public survey, stakeholder discussions, and youth survey – is broad. This "What We Learned" Research and Engagement Summary Report document provides and initial point of reference to guide the next steps in developing a recreation service delivery framework. Highlighted below are some key findings and prevalent themes from the research and engagement that will be important to consider as the study is being developed.

KEY FINDINGS FROM RESEARCH AND ENGAGEMENT

- The SCRD has a high concentration of youth and seniors. The benefits provided by recreation to these age cohorts are important and activity preferences are evolving.

- The historical and current programming mix do not align with demographics within the SCRD. Recognizing that some demographics have a higher demand and need for programming, opportunities may exist to create more alignment.

- Staffing is an issue for both the SCRD and partner program providers. Aquatics and children's programs are areas of particular need.

- There is a high demand for aquatics opportunities and challenges in meeting these demands (staffing and facility closures, etc.). A long-term strategy will be needed to help alleviate staffing challenges and communicate both opportunities and limitations to the public.

- There is a relatively strong level of satisfaction with the current programming and facility quality.

- Opportunities exist to continue advancing the convenience of bookings (e.g. use of new and improved platforms) and the tracking of programming data.

- Proximity to recreation program is a key driver of programming participation and overall perspectives on service levels. Many residents have a strong preference for locally delivered programming and are often not willing to travel outside of their immediate community. Demographics and the nature of the roadway system are likely contributing factors to this dynamic.

- Demographics characteristics of the area suggest that some residents have limited capacity to pay for programming. Programs exist to increase access to facilities for those with limited capacity to pay.

- Sport organizations are growing in the area and it is likely that there will be competition for available space. The SCRD will need to balance the needs of spontaneous use and structured / bookable use.

- The SCRD relies heavily on community organizations and contractors to provide programming and related activities. This indirect service delivery approach has many positive attributes (e.g. community development, cost efficiency, etc.) but may not be able to quickly react to emerging trends. The study will need to provide further guidance on potential and specific areas where direct delivery may be needed.

APPENDICES

APPENDIX A: STAKEHOLDER AND COMMUNITY GROUP CONSULTATION – PARTICIPATING ORGANIZATIONS

- Sunshine Coast Community Services Society
- Vancouver Coastal Health Happy Hearts
- Chinook Swim Club
- Special Olympics - Sunshine Coast BC
- Sunshine Coast Association of Community Living
- Metro Vancouver YMCA Children and Youth Programs
- Sechelt Community Schools Society
- Sunshine Coast Quilters' Guild
- Sunshine Coast Roller Girls
- Senior Mens Hockey
- Men's Hockey League
- Sunshine Coast Skating Club
- Sunshine Coast Lacrosse Association
- Independent Program Contractors (three reps)

APPENDIX B: RESEARCH SOURCES

1   *https://montrealgazette.com/health/diet-fitness/fitness-canadians-cant-get-enough-of-pickleball*

2   *https://vancouverisland.ctvnews.ca/pickleball-s-growth-raises-a-racket-in-victoria-amid-bans-over-noise-complaints-1.5883854*

3   *https://www.cbc.ca/news/canada/nova-scotia/nova-scotia-pickleball-rise-popularity-1.6176847*

4   *https://www.cbc.ca/news/canada/british-columbia/pickleball-noise-complaints-1.6357053*

5   *https://www.wellnesscreatives.com/fitness-industry-statistics-growth/*

6   *https://www.noobgains.com/gym-membership-statistics-canada/*

7   *https://www.ibisworld.com/canada/market-size/gym-health-fitness-clubs/*

8   *https://www.glofox.com/blog/10-fitness-industry-trends-that-could-define-2020/*

9   *https://ccpr.parkpeople.ca/2021/overview/trends-challenges*

10   *https://sirc.ca/news/canadian-youth-and-recreational-sports-activities-have-returned-to-65-of-pre-covid-levels-according-to-new-industry-data/*

11   *Park People. (2021). The Canadian City Parks Report: Centring Equity & Resilience.*

12   *https://cflri.ca/participation-sport*

13   *https://cces.ca/sites/default/files/content/docs/pdf/cces-true-sport-report-2022-acc-eng.pdf*

14   *https://journals.lww.com/acsm-healthfitness/fulltext/2022/01000/worldwide_survey_of_fitness_trends_for_2022.6.aspx*

15   *https://insider.fitt.co/boutique-fitness-boom-numbers-statistics/*

16   *https://www.canadasoccer.com/about-landing-page/#:~:text=Soccer%20is%20the%20largest%20participatory,13%20provincial%2Fterritorial%20 member%20associations.*

17   *https://tctrail.ca/news/national-leger-survey-finds-trail-use-has-increased-40-in-2021/*

18   *https://www.natureconservancy.ca/en/search.jsp?query=poll&folderID=242923296&includeSubfolders=true*