

# CITY OF KAMLOOPS PARKS MASTER PLAN

## Web Survey Summary

A Web survey was implemented to provide data for the Parks Master Plan. The survey was posted on the City of Kamloops Website for approximately 8 weeks in March and April, 2011. City Parks staff sent an invitation to participate in the survey to all interest groups and to all who attended focus groups. The survey had 234 respondents.

As noted in the demographic section, question 9 in particular, the respondents do not accurately reflect the age groups of the City's population. Those under 29 and over 70 are significantly under-represented, while those between 30 and 69 are over-represented, with the highest over-representation in the 30 to 39 year age group. Because of this skew and the fact that the sample was not randomly selected, the responses cannot be viewed as an accurate representation of the entire population. That being said, the results provide helpful information on participation by "participants", and useful qualitative data on barriers, satisfaction, importance, and priorities for improvement. The analysis by area of the City also provides information on areas most in need of certain improvements.

In addition to this summary, the City has the raw response data available, as well as the verbatim comments to open-ended questions.

### 1. In the last 12 months, please indicate your participation in the following outdoor recreation activities.

Responses are provided for the most frequent levels of participation as well as total participation (anyone participating at least once within the past year).

Recreation Activity	5 times a week or more	1-4 times a week	Participation Total
Running, jogging, or walking	41%	42%	99%
Nature appreciation/ wildlife viewing	21%	41%	97%
Going to the beach	5%	20%	95%
Hiking	10%	32%	92%
Picnicking	0%	8%	84%
Water activities in the City, e.g., swimming, kayaking, fishing	5%	20%	83%
Visiting a playground	7%	24%	71%
Winter sports in the City, e.g., skating, cross-country skiing	3%	17%	70%
Cycling	8%	21%	67%
Dog walking	31%	13%	61%
Mountain biking	2%	20%	56%

Field Sports, e.g., soccer, football, baseball	3%	16%	51%
Volunteering for sports	4%	9%	43%
Tennis	0%	5%	36%
Use of community gardens	1%	5%	37%
Involvement in park stewardship	1%	4%	28%
Basketball	0%	3%	25%
In-line skating	1%	2%	24%
BMX biking	1%	4%	14%
Skateboarding	1%	2%	12%

- Numbers are likely higher than for other surveys due to the self-selecting survey approach
- Activities with the highest numbers of participants per Web Survey are (in order of % participating within the past year): running/jogging/walking (99%), nature appreciation/wildlife viewing (97%), going to the beach (95%), hiking (92%), picnicking (84%), water activities such as swimming, kayaking, fishing (83%),
- Activities with the most frequent participation per Web Survey are (in order of % of those participating at least once per week within the past year): running/jogging/walking (83%), nature appreciation/wildlife viewing (62%), dog walking (44%), hiking (42%), visiting a playground (31%), cycling (29%),
- Extremely high participation for many activities
- Particularly high for nature appreciation/wildlife viewing
- Unexpectedly high, especially in relation to other communities for certain activities (in order of % participating within the past year): beach and water activities (95 and 93% respectively), winter sports (70%), cycling/mountain biking (67 and 56% respectively), field sports and sports volunteering (51 and 43% respectively), involvement in park stewardship (28%)
- Other activities mentioned: volunteer work, visiting water park, geo-caching, horseback riding, hang-gliding, golf, kayaking, rock climbing, spectator, meditation

## 2. In the last 12 months, how often have you visited the following parks?

Responses are provided for the most frequent levels of participation as well as total participation (anyone participating at least once within the past year).

Parks Visited	5 times a week or more	1-4 times a week	Participation Total
Riverside Park	5%	25%	98%
McArthur Island Park	5%	18%	94%
Rivers Trails	6%	24%	90%
Park in my neighbourhood	18%	32%	89%
Peterson Creek Park	6%	14%	79%
Kenna Cartwright Park	5%	17%	76%
B.C. Wildlife Park	0%	2%	75%
Westsyde Centennial Park	3%	5%	53%
Dallas/Barnhartvale Park	2%	3%	28%

- Many parks have extremely high visitation (in order of % participating within the past year): Riverside Park (98%), McArthur Island Park (94%), Rivers Trails (90%), Peterson Creek (79%), Kenna Cartwright (76%), BC Wildlife Park (75%); also 89% visited a park in their neighbourhood within the past year

**3. If you have not visited a park in the city in the last 12 months or if you don't go as often as you might like to, why is that (please click on as many as apply)?**

The response percent reflects the percent of respondents who answered this question (104 only). Therefore the percent of total respondents indicating barriers is closer to 20% at the most.

Barrier to Participation	Number	Response%
Too busy	49	47%
None within walking distance	34	33%
Other (please specify)	27	26%
Safety and security concerns	26	25%
Parks do not meet my needs	21	20%
Lack of information	10	10%
Not interested	8	8%
Lack of reliable transportation	6	6%
Personal mobility or health issues	5	5%

- Barriers to visiting park (in order of number expressing each reason): too busy (49), none within walking distance (34), safety and security (26), parks do not meet my needs (21)
- Most of the comments related to dogs – can only visit parks where dogs are allowed, avoid parks with dog feces on trails; other comments are about certain parks feeling unsafe, lack of parks within walking distance, and lack of parking at major parks

**4. What is your level of satisfaction with each of the following in Kamloops?**

The percent satisfied includes those somewhat satisfied or very satisfied. Percent dissatisfied includes those somewhat dissatisfied or very dissatisfied.

Parks Characteristics	Percent Satisfied	Percent Dissatisfied	Don't Know / No Experience
Accessibility of parks	89%	10%	1%
Path and trails for walking	81%	16%	3%
Neighbourhood parkland close to home	79%	19%	1%
Natural parkland	79%	18%	4%
Nature trails	78%	17%	5%
Destination parkland with major natural or built features	77%	17%	6%
Special events in parks	77%	12%	12%
Maintenance of parks and trails	68%	25%	6%

Sports fields	66%	8%	26%
Playgrounds	66%	9%	25%
Outdoor areas for social and cultural gatherings	61%	22%	17%
Water parks	56%	18%	27%
Information on parks and trails	55%	34%	11%
Water activity options	53%	24%	23%
Winter activity options	50%	24%	25%
Sustainability of operations	45%	26%	30%
Safe places to ride a bicycle	41%	39%	20%
Mountain biking areas	40%	14%	46%
Community gardens	39%	17%	45%
Tennis courts	38%	14%	49%
Environmental stewardship	38%	27%	36%
Youth spaces such as skateboard park/bike skills	37%	15%	48%
Dog off-leash areas	35%	25%	40%
Dog walking options	33%	28%	39%
Outdoor exercise equipment	31%	23%	46%
Basketball courts	19%	16%	65%

- Highest levels of satisfaction with parks are (in order of % of those somewhat satisfied or very satisfied): accessibility of parks (89%), paths and trails for walking (81%), neighbourhood parkland close to home (79%), natural parkland (79%), nature trails (78%), destination parkland and special events (both 77%)
- Highest levels of dissatisfaction with parks are (in order of % of those somewhat dissatisfied or very dissatisfied): safe places to ride a bicycle (39%), information on parks and trails (34%), dog walking options (28%), environmental stewardship (27%), sustainability of operations (26%), dog off-leash areas and maintenances of parks and trails (both 25%)
- Most of the comments related to dogs – desire for more off-leash areas and fewer parks where dogs are not allowed; many comments about the need for more/ better/ better maintained paths and bike routes; other comments are about boat launch/kayak feature needs, need for better maps and signs, interests in protecting the values of natural areas, and needs to offer more to children and youth

**What is your level of satisfaction with Neighbourhood Parkland Close to Home (cross-referenced with respondents' area of the City)?**

Area of City	Percent Satisfied	Percent Dissatisfied	Don't Know / No Experience
City Centre, West End	86%	12%	2%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	80%	16%	4%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	76%	24%	0%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	75%	25%	0%
<b>City Average</b>	<b>79%</b>	<b>19%</b>	<b>1%</b>

- Many comments (almost 15 pages) were received regarding priorities. Largest number of comments related to walkways, trails and bike routes; next most number of comments about the need to protect more parkland, then dog-related needs, improving maintenance, improving natural areas, and upgrading parks

**5. Given that the City will be unable to make all improvements right way, please indicate how important each of the following is to you:**

Importance ratings reflect those who said the option is somewhat important or very important; unimportance ratings indicate somewhat unimportant or very unimportant.

Potential Improvements	Important Percent	Unimportant Percent	Don't Know / No Experience
Build more walkways or trails	74%	20%	6%
Acquire more parkland	72%	21%	6%
Upgrade existing parks	69%	25%	5%
Make improvements related to park use	57%	28%	15%
Improve maintenance	50%	36%	14%
Provide more recreation facilities	40%	47%	13%
Develop new or upgrade outdoor sports fields	30%	52%	17%

The following tables show the results for each potential improvement cross-referenced with respondents' area of the City:

**Build more walkways or trails?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	85%	10%	5%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	66%	21%	14%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	74%	19%	7%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	73%	23%	5%
<b>City Average</b>	<b>74%</b>	<b>19%</b>	<b>7%</b>

**Acquire more parkland?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	76%	17%	7%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	62%	31%	7%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	80%	13%	7%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	72%	22%	6%
<b>City Average</b>	<b>73%</b>	<b>21%</b>	<b>7%</b>

**Upgrade existing parks?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	69%	28%	3%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	46%	36%	18%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	66%	27%	7%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	79%	19%	2%
<b>City Average</b>	<b>69%</b>	<b>25%</b>	<b>6%</b>

**Make improvements related to park use?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	57%	24%	19%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	46%	36%	18%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	55%	40%	5%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	61%	23%	17%
<b>City Average</b>	<b>56%</b>	<b>29%</b>	<b>15%</b>

**Improve maintenance?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	36%	41%	23%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	39%	36%	25%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	47%	47%	7%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	59%	31%	10%
<b>City Average</b>	<b>49%</b>	<b>37%</b>	<b>14%</b>

**Provide more recreation facilities?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	38%	43%	20%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	28%	45%	28%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	47%	44%	9%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	41%	51%	9%
<b>City Average</b>	<b>39%</b>	<b>47%</b>	<b>14%</b>

**Develop new or upgrade outdoor sports fields?**

Area of City	Important Percent	Unimportant Percent	Don't Know / No Experience
City Centre, West End	28%	43%	30%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	19%	56%	26%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	39%	50%	11%
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	31%	55%	13%
<b>City Average</b>	<b>30%</b>	<b>52%</b>	<b>18%</b>

**6. It is a challenge for the City to keep parks and facilities to the standard desired by the community. To what degree would you support the following as a way of raising funds for park improvements?**

Potential Funding Tool	Support Percent	Don't Support Percent	Unsure / Don't Know Percent
Private rentals, e.g. weddings	86%	8%	7%
Concessions/cafes	74%	18%	8%
Fees for commercial uses e.g., commercial dog walking, private boot camps	67%	23%	9%
Review fees and charges	42%	40%	18%
Selling small under-utilized parks in exchange for better parkland elsewhere	24%	59%	17%
Pay Parking	18%	75%	7%

- Most of the comments related to this question were negative in terms of the options presented, noting that commercial uses are generally not desirable in parks, that parks should be welcoming to all without needing to pay, and that the City should adapt and make use of all parkland for the benefit of the community, etc.

**7. Do you have any other comments or suggestions regarding the Parks Master Plan?**

- The largest number of comments related opposition to the parkade on Lorne Street. Many positive comments about the parks were provided. There were several positive and negative comments about the survey. Other comments covered a wide range of topics.

**8. In which area of the City do you live?**

Area of City	Response Percent
Upper and Lower Sahali, Aberdeen, South Gate, Mount Dufferin, Pineview Valley, Versatile	41%
North Shore, Brocklehurst, Batchelor Heights, Westsyde	24%
City Centre, West End	20%
East of City Centre (Valleyview, Barnhartvale, Dallas, Rose Hill, Campbell Creek, Juniper)	15%

**9. What is your age bracket?**

Age Bracket	Response Percent	Demographic Percent
19 or younger	1%	21%
20-29	9%	14%
30-39	28%	12%
40-59	42%	30%
60-69	16%	12%
70 or over	3%	11%

Age Bracket Summary	Response Percent
Under 40	38%
Over 40	62%

**10. Which best describes your household situation at this time?**

Household Situation	Response Percent
Couple with dependent children at home	40%
Couple with no dependent children at home	38%
Person living alone	9%
Live with other related or unrelated adults	9%
Other living situation (please describe)	2%
Single parent with child/children at home	1%

**11. Do you own one or more dogs?**

Dog Ownership	Response Percent
Yes	42.0%
No	58.0%