

North Cariboo Joint Planning Committee

Administration Report No. ##/2014
Original signed by:

Administration Report

Report Date: January 14, 2014
Meeting Date: January 14, 2014 Strategic Planning Workshop
To: City Manager
From: Director of Community Services
Subject: Community Survey Results

PURPOSE

To provide an overview and general analysis of the survey results of the Community Survey conducted January 2 – January 12, 2014.

GENERAL

- 1,000 North Cariboo residents were surveyed by telephone by Discovery Research January 2 – January 12, 2014.
- All those contacted live in the North Cariboo Recreation and Parks boundaries. Targets were set to ensure that the population sample reflected the community demographics.
- Residents were asked about their use and satisfaction with current North Cariboo Recreation and Parks Services and about their priorities for future recreation infrastructure planning.

SUMMARY

- Centrally located facilities are used most often by residents and are used relatively equally by City and Non-City residents.
- Facilities outside the City are used much less frequently and are used primarily by residents in the Electoral Area in which they are located.
- Residents who use North Cariboo Recreation and Parks facilities are satisfied with the services provided.
- The greatest level of dissatisfaction is at the Twin Arenas, likely a result of the facility's age and condition.
- More than 50% of residents feel that replacing Arena 1 and renovating the swimming pool at the Arts and Recreation Centre are important.
- Residents are divided regarding their willingness to increase taxes to build a new arena, indicating that a referendum for a new arena may or may not pass should one be held.
- Residents do not support a tax increase to construct a performing arts theatre.

FACILITY USE

- Centrally located facilities (Twin Arenas, Arts and Recreation and Centre, and Alex Fraser Park) are used most frequently. 65% of residents indicate they have used the Arts and Recreation Centre at least once in the past year, while 63% of residents have used the Alex Fraser Park and 57% of residents have used the Twin Arenas.

- Use of these facilities is relatively equal between City and Non-City residents.
- Area C residents are the most frequent users of the Arts and Recreation Centre while Area A residents are the most frequent users of the Twin Arenas and Alex Fraser Park.
- Area I residents are the least frequent users of the Arts and Recreation Centre and Twin Arenas. Area C residents are the least frequent users of Alex Fraser Park.
- The rural recreation sites (Bouchie Lake, Barlow Creek, and Parkland recreation properties and Pioneer Park) are used less frequently than centralized facilities. 87% of residents reported that they have not used Barlow Creek facilities in the past year, 86% have not used Pioneer Park, 83% have not used Parkland facilities and 72% have not used Bouchie Lake facilities.
- Use of these facilities is much more likely to be from the electoral area where the park/facility is located than from other electoral areas or the City.
- Area I residents were the least likely to use any of these facilities.

SATISFACTION LEVELS

- Satisfaction levels among those residents who reported using North Cariboo Recreation and Parks facilities is generally very high. Only 4% of users are dissatisfied with the Alex Fraser Park, 5% with the Arts and Recreation Centre, 6% with Bouchie Lake Hall and Park, 9% with Parkland Community Centre and Beach, 11% with Barlow Creek Hall and Park, and 15% with Pioneer Park.
- Dissatisfaction levels are highest at the Twin Arenas with 27% of users dissatisfied with the service.
- Satisfaction levels are generally consistent between City and Non-City residents; however City residents are much more satisfied with services at Barlow Creek and Bouchie Lake than non-City residents.
- On average, male respondents are generally more satisfied with services than female respondents. The exception to this trend is Parkland Community Centre and Beach where female respondents are significantly more satisfied than male respondents.
- On average, there was no significant variation in satisfaction levels based on age although younger respondents are generally more satisfied with services than older respondents.

INFRASTRUCTURE PRIORITIES

- With regard to priorities for future recreation infrastructure more than half of respondents feel it is important to replace Arena 1 (53%) and renovate the swimming pool at the Arts and Recreation Centre (51%).
- Significantly less than half of residents feel it is important to build a new performing arts centre (29%) or new gymnastics centre (16%).
- Overall, there isn't significant deviation between City and non-City residents with regard to infrastructure priorities although residents of Areas B and I are less likely to regard replacing Arena 1 as important. Area I residents are significantly less likely to regard building a new performing arts centre as important.
- Overall, women feel all of these capital projects are more important than men do.
- Overall, there isn't a significant deviation in attitudes regarding infrastructure priorities based on age with regard to the arena and performing arts centre however younger respondents are much more likely than older respondents to consider a new gymnastics centre and a renovation of the Arts and Recreation Centre to be important.

TAXATION

- When asked if residents support a tax increase to construct a new arena the results were evenly split. 43% of respondents said yes, while 43% said no.

- Area A residents (52%) are most supportive of taxation for a new arena. Areas B (33%) and I (35%) are least supportive.
- Females are more supportive of a tax increase to build an arena than males. Younger respondents are slightly more likely to support a tax increase to build a new arena.
- Only 27% of residents are willing to support a tax increase to build a theatre and 63% are opposed.
- City residents are least supportive of a tax increase to build a theatre. Younger residents are less supportive of an increase in taxes to construct a new theatre than older residents, especially middle aged residents.

DEMOGRAPHIC NOTES:

- Renters are more likely to think that recreation infrastructure improvements are important than home owners however they are not more supportive than home owners in increasing taxes to pay for these services.
- Larger households and households with more children are much more frequent users of centralized recreation facilities, particularly the Arts and Recreation Centre and Twin Arenas. Larger households and households with children think replacing Arena 1 and renovating the swimming pool at the Arts and Recreation Centre is more important than smaller households and households without children. This difference is not evident regarding the importance of a theatre.
- While larger households and households with more children are more likely to use recreation facilities and consider them to be important, they are not more willing to pay for these services through increases in taxation.