

News Release

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For immediate release
14-11

Central Cariboo Pool Survey Results Announced

Central Cariboo - A survey of residents within the Central Cariboo recreation boundary shows a high level of awareness of the proposed project to renovate the Sam Ketcham Pool, and a high level of support in principle.

The survey of 400 residents in the City of Williams Lake and portions of the Cariboo Regional District (CRD) Electoral Areas D, E, F found that 75 per cent of people indicated they were familiar with the proposed project to renovate the pool, including the replacement of the main pool tank and the addition of a three-lane leisure pool featuring a lazy river and waterslide. Sixty-four per cent of respondents said they support major renovations to the pool.

The statistically valid survey, conducted by Discovery Research in late January, also found:

- Thirty-seven per cent of people were aware of the referendum on Nov. 15 to authorize the Cariboo Regional District to borrow up to \$10 million for the \$11.3 million project.
- Seventy-three per cent of respondents said they do not currently feel they have adequate information about the proposed renovations to make a decision.
- Forty-seven per cent of respondents indicated they need more information on renovation details, 45 per cent said they need more information on costs, and 31 per cent said they require additional information. Thirty per cent indicated they want more information on the project's effects on taxes.
- Fifty-five per cent of respondents indicated they will definitely vote in the referendum, with 28 per cent indicating they are somewhat likely to vote, 11 per cent somewhat unlikely to vote, 3 per cent definitely not voting, and 3 per cent unsure.

Fifty-eight per cent of respondents live in the City of Williams Lake, and 42 per cent in the Regional District. Thirty-four per cent of respondents were in the 19-39 age-group, 46 per cent were in the 40-65 age group, and 20 per cent were in the 66+ age group. Respondents were represented equally by gender.

"We are very encouraged by the high level of awareness in the pool project and the planned participation in the referendum," says Councillor Laurie Walters. "This is a very important project for our region, and we encourage everyone to learn about the pool renovations and make sure their voice is heard on Nov. 15 in the referendum."

"Clearly there is more work to be done in making sure we have all of the information available for the public," says CRD Electoral Area F Director Joan Sorley. "We have some great resources in place now, and there will be more opportunities for residents to obtain the information they require to help them make an informed decision on Nov. 15."

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A *Frequently Asked Questions* (FAQ) document about the proposed Sam Ketcham Pool renovation and upgrade is available through the CRD, the City of Williams Lake and the Cariboo Memorial Recreation Complex. Hard copies of the FAQ are available at these offices and will also be posted on the following websites:

Cariboo Regional District – cariboord.bc.ca
City of Williams Lake – williamslake.ca
Cariboo Memorial Complex - activewilliamslake.com

Information posters featuring the recommended design concept for the pool, a cost breakdown, and other details are located at the Williams Lake City Hall, the CRD offices, the Williams Lake Library, and the Cariboo Memorial Recreation Complex.

A Facebook page dedicated to helping provide information to residents and an opportunity for residents to ask questions can be found at facebook.com/SamKetchamPool. A Twitter feed can also be found at @SKPReferendum. Leading up to the Nov. 15 referendum, information will be distributed through various channels including the media, social media, the internet, the mail system and advertisements.

The referendum, which will be held on Nov. 15, 2014, will ask voters if they approve borrowing up to \$10 million over 20 years. The remainder of the cost of the approximately \$11.3 million project will need to be made up from grants, fundraising, and capital reserves. Proceeding with the project would result in a taxation increase for Central Cariboo Recreation services of approximately \$40/\$100,000 of residential assessment, including operating costs of the expanded facility.

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