

Cumberland Recreation Review



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Introduction

Public recreation services and facilities belong to residents. Creating and maintaining vibrant, relevant, and functional recreational spaces and opportunities relies on knowledgeable and inspired staff and engaged communities. Between August and November 2014, The Sociable Scientists facilitated the Cumberland Recreation Review with the aim of asking questions of residents, listening to their responses, creating the space and opportunity for meaningful dialogue on recreation in Cumberland amongst residents and with the Manager of Recreation for the Village of Cumberland. As the community continues to evolve, Village staff and elected officials are tasked with creating and sustaining strategic direction for the social, environmental, and economic prosperity of Cumberland. The process and results of the 2014 Recreation Review demonstrate the willingness of Cumberland residents to take an active role in all things Cumberland.

Objectives

1. To involve the community through a variety of engaging activities in reviewing current public recreation services and visioning how public recreation can be positioned to offer the most value to residents of Cumberland;
2. To identify what programs/events and services the community would like the Recreation Department to offer or be a part of;
3. To identify what parts of the facilities the public places value on (to determine the priority for renovations and upgrades e.g. squash courts, weight room, fitness equipment, etc.);
4. To evaluate the fees being charged for programs and rentals and to identify ways to increase revenues;
5. To provide direction on recreation staffing needs that will align with the results of the community engagement process; and
6. To create increased enthusiasm and commitment to public recreation in the Village of Cumberland.

Process

To successfully meet the objectives of the 2014 Recreation Review, The Sociable Scientists worked collaboratively with Leah Knutson, Manager of Recreation for the Village of Cumberland, as well as the residents of Cumberland.

“The voices of citizens are being recognized as increasingly important in decision-making and design processes. Participation has increased the pool of ideas, which in turn has increased the probability of finding transformative ideas. In this new context, it is no longer up to those regarded as ‘experts’ to prescribe the future. Rather, it is up to the collective to imagine what is possible.”

Source: MaRS, 2012

Relevant literature from the Village of Cumberland, various communities across the province of BC, and at a national level provided the framework for developing questions to pose to residents via a survey, focus groups, and a public community engagement session. Each phase of the process informed the next, with the aim of empowering Cumberland residents to be a part of public recreation in their own community through a variety of channels.

Guiding documents

The Canadian Parks and Recreation Association (CPRA) advocates for public recreation in Canada and provides a plethora of resources to students, practitioners, and academics. *Pathways to Wellbeing: A framework for Recreation in Canada* is a joint initiative of the CPRA and the Interprovincial Sport and Recreation Council designed to offer tools and strategic direction for public recreation in this country. With this as the primary guiding document for the 2014 Cumberland Recreation Review, a variety of methods were employed to actively engage residents of all ages, interests, and socio-economic backgrounds in generating ideas, and thinking through how those ideas could be practically implemented in Cumberland. A variety of other resources stored in the *Leisure Information Network* database were also used to inform the study process and results.

In addition, information was drawn from similar-sized communities in BC to inform recommendations for delivering vibrant, valuable, sustainable, and relevant public recreation in Cumberland. Pemberton, Rossland, Chemainus,

Golden, and Lake Cowichan were looked at for programming, marketing, staffing, facilities, funding models, and partnerships. While no one practice or policy can be precisely re-created in another community, there is much to be learned from communities that share the provincial and federal context in which Cumberland's staff and council operate.

Survey

A survey was created and administered through the online survey platform, FluidSurveys. The 27-question survey (see Appendix A) was available online from October 1st to October 27th 2014 and paper copies were printed out and distributed from the front desk of the Cumberland Recreation Institute (CRI), the Cumberland branch of Vancouver Island Regional Library, the Post Office, and several local businesses. Completed paper surveys were entered into the online survey tool by a CRI staff member. The survey was also promoted at the Foggy Mountain Fall Fair, via Twitter and Facebook, and the Village of Cumberland's website.

Focus groups

Two weeks after the survey closed, four focus groups were facilitated to explore more in-depth responses than what was provided in the surveys, and to target specific users (or potential users) of public recreation in Cumberland.

Informational posters for the focus groups were displayed at the CRI and a number of community bulletin boards in town; invitations were also spread through online and in-person social networks. Seniors, youth, active adults, and parents were each the target of one focus group. See Appendix B for one of the focus group recruitment posters.

Seniors

A total of seven seniors confirmed attendance for their respective focus group, however six of those seven people did not show up, and one unconfirmed participant did, so the total number was two for that particular target group. Those two people did provide valuable responses to the questions asked.

Parents

Three females represented parents' interests for this focus group. An engaging dialogue on the role of public recreation in the present and into the future of Cumberland's evolution allowed for creative ideas and candid information to be shared.

Active adults

With eleven participants, the active adults had much to contribute to this focus group on public recreation in Cumberland. Representing a diversity of ages and interests, there were fewer consensuses, and more differing of opinions than the other focus groups, however there was an overall passion for what Cumberland was and could be that was shared amongst the group.

Youth

Somewhat less focused; yet valuable nonetheless, the youth opinion was captured during a grade nine leadership class at Cumberland Community School. Cumberland youth had recently been invited to participate in a focus group for another Village project, so it was recommended that an alternative method for gathering their input be offered. This session resulted in an equal exchange of information, as concepts surrounding public recreation were fairly new to the majority of the youth involved. The format was adapted to collect relevant responses for the study.

RecJam

As the final opportunity for resident feedback within the 2014 Recreation Review, the RecJam was designed to be fun and interactive for participants, while challenging them to make informed and realistic suggestions as to how the Village of Cumberland can move forward with the results of this process. Referring back to the original objectives of the Recreation Review and incorporating responses to the surveys and discussions in the focus groups, led to four main themes for the RecJam: facility & design; programming; strategic partnerships & community involvement; and dialogue & action.

After an icebreaker activity, participants were directed to visit each topic station to brainstorm ideas and answer questions – people moved throughout the stations in differing orders to encourage greater exchange of ideas. Once each person had visited all four stations and had taken a nutrition/social break, participants were directed to choose the subject area they were most interested in for a more in-depth look at the information gathered to that point. More direction was provided to facilitate thinking on **how** to move from ideas into action.



Results

Participation by the numbers

Survey

- 115 total responses
- 83 completed surveys

Focus groups

- 33 people total
- Seniors (2)
- Youth (17)
- Active adults (11)
- Parents (3)

RecJam

- 17 – 29 active participants throughout the evening

Survey

The following survey results are a summary from the 83 completed surveys; the percentages are taken from the number of completed surveys. For a complete read of all responses, a PDF is attached as an additional document.

Demographics

- 70% of respondents were 30 – 54 years of age
- 25% were 55 – 74 years
- 77% were female; 23.1% male
- 46% had no children in the home
- 34% had 2 children
- 33% have lived in Cumberland 1 – 5 years
- 29% have lived in Cumberland 6 – 10 years
- 33% are employed in the Comox Valley
- 22% are employed in Cumberland

Visits to Cumberland Recreation Institute

Over the past 2 years, how many times have you been inside the CRI during the summer months?

- 38% once or twice
- 28% never

Over the past 2 years, how many times have you been inside the CRI during the winter months?

- 36% once or twice
- 24% weekly

Visits to other recreation facilities in the Valley

- 22% CVRD Aquatic Centre
- 15% City of Courtenay Lewis Centre
- 14% private recreation provider

Why other facilities?

- 27% pool not available in Cumberland
- 22% better program options
- 15% better facilities

Marketing and promotions

Where do you see, read and hear about Village recreation?

- 98% Currently Cumberland
- 74% word of mouth
- 62% Village of Cumberland website

What is priced right?

- 57% drop in gym
- 51% fitness studio
- 39% kids play

Programming

Which expanded programs and services would you like to see?

- 96% greater diversity of programming
- 96% special events
- 96% more partnerships with local organizations
- 93% subsidized programs for low-income residents
- 92% outdoor programs

Increased resources to which programs and services?

- 80% youth programs
- 75% special events
- 73% adult programs
- 72% child programs
- 71% fitness classes

Overall experience with programs and services

Top 3 excellent

- 22% friendliness of staff in person
- 18% availability of staff in person
- 16% availability of staff on the phone

Top 3 good

- 53% friendliness of staff on the phone
- 51% affordability of programs and services
- 48% friendliness of staff in person

Top 3 fair

- 50% cleanliness of facility
- 48% accessibility of Cultural Centre
- 46% hours of operation for Cumberland Recreation Institute

Top 3 poor

- 47% variety of programs and services
- 46% aesthetic appeal of CRI
- 35% aesthetic appeal of CC

Focus groups

Seniors

The main discussion points from the seniors' focus group were:

- Need for a tangible document listing all of the programs so people can use it as an ongoing reference
- Far too few seniors participating in recreation
- Feels good to be a part of something – recreation can provide that, but more encouragement and programming is needed for seniors
- Want to feel safe and respected when participating, yet some seniors don't get that feeling and may go elsewhere or nowhere
- Want some dedicated time for seniors as some may be intimidated to participate
- Want to be involved – monthly roundtable or recreation discussion group
- Focus on what is working – Pickleball is great activity for people of all ages and abilities
- Facility is not very welcoming – needs exterior aesthetics and signage

Parents

With an engaged and lively discussion from the relatively small parent group, a number of main talking points emerged:

- Organized sport, music, and outdoor recreation activities for children and youth are lacking and are needed within the Village of Cumberland
- Strong desire to participate in Cumberland-based programs; dislike travelling to access recreation programming
- Need for concurrent programming with adult programs
- Not certain how to bring ideas forward for recreation programs – wants to be involved
- Time new programs to coincide with end of other Valley programs so people don't have to cancel registrations elsewhere – launch a campaign to create excitement
- Promote and support programs for low-income families so everyone can play
- Promote general health and wellbeing by programming in the Village – people can walk to recreation as opposed to driving to participate

- Use lake for more summer aquatic programming – lifeguard training, swimming lessons, paddlesports
- Collaborate with and centralize promotion/registration of recreation within Village – become the hub

Active adults

The active adults focus group had the highest number of participants, which lead to a broad number of discussion points:

- Increased programming across the board so community members of all ages could recreate in their own Village
- A stronger sense of community could be developed if organized sports were programmed in Cumberland
- Need for programs that align with outdoor amenities – lake, trails
- Need for updated fitness equipment
- People will drive elsewhere in the community for higher quality experiences but they would rather have it in Cumberland
- Strong desire to support Cumberland initiatives, but not willing to compromise on quality
- Energy and resources of the community are not being used to their potential – residents want to be involved
- Varied levels of programs (introductory, recreational, competitive) allows more people to participate and to learn new skills/activities
- Active transportation corridors are lacking
- Create opportunities for self-organization – tournaments

Youth

The youth from the grade nine leadership class at Cumberland Community School shared a number of suggestions on recreation programs and services they would like to see in Cumberland:

- Special events for youth only
 - Movie nights (indoor and outdoor)
 - Dances
 - Board games and trivia
 - Eating competitions
- Girls-only programs
- Youth art, increased food service – ice cream stand run by youth adjacent to CRI, cooking classes, volunteer opportunities, Zumba, floor hockey, martial arts, trampoline, music festivals
- More promotion to youth – posters in school

Similar-sized communities

The Village of Cumberland is not unique in its challenge to provide quality recreation programming to its residents with a small number of staff. It is difficult to compare similar-sized communities across the province because each community is at a different phase in the evolution of its recreation programs, services, and facilities – Lake Cowichan’s main indoor recreation space is an ice rink, Rossland has an outdoor swimming pool (seasonal), Golden has a fairly new multi-purpose facility – yet ideas for strategic partnerships and community collaborations are what can be drawn from to creatively address programming needs within the community.

	Programs	Staff	Facilities	Other
Pemberton Population: 2,192	Pre-school, school-aged, youth centre, adult health & wellness, language;	Recreation programmer, youth programmer administered through the Regional District	Pemberton Community Centre; proposed multi-sport facility; separate children’s centre	Joint venture between Village and Regional District; printable program guide available
Rossland Pop: 3,557	Skating, pre-school, school-aged, language, martial arts, art, adult health & wellness, aquatics	Two recreation services staff – programming, managing, and front desk	Miner’s Hall, Rossland Arena, Rossland (outdoor, seasonal) pool, sports fields	Partnership with local college, area sports and arts organizations, youth club; printable program guide available
Chemainus Pop: 3,900	Skating, hockey, special events	Regional district staff	Fuller Lake Arena, other facilities in neighbouring communities	With Regional District
Lake Cowichan Pop: 2,974	Skating, hockey, curling, special events	Regional district staff	Cowichan Lake Sports Arena, Curling Rink	With Regional District
Golden Pop: 4,200	Aquatics, health & wellness, pre-school, school-aged, adults, arts, adventure	Staff of 12	Community Centre w/ 2 indoor pools, fitness rooms, climbing wall, social spaces, rental rooms	City of Golden

RecJam

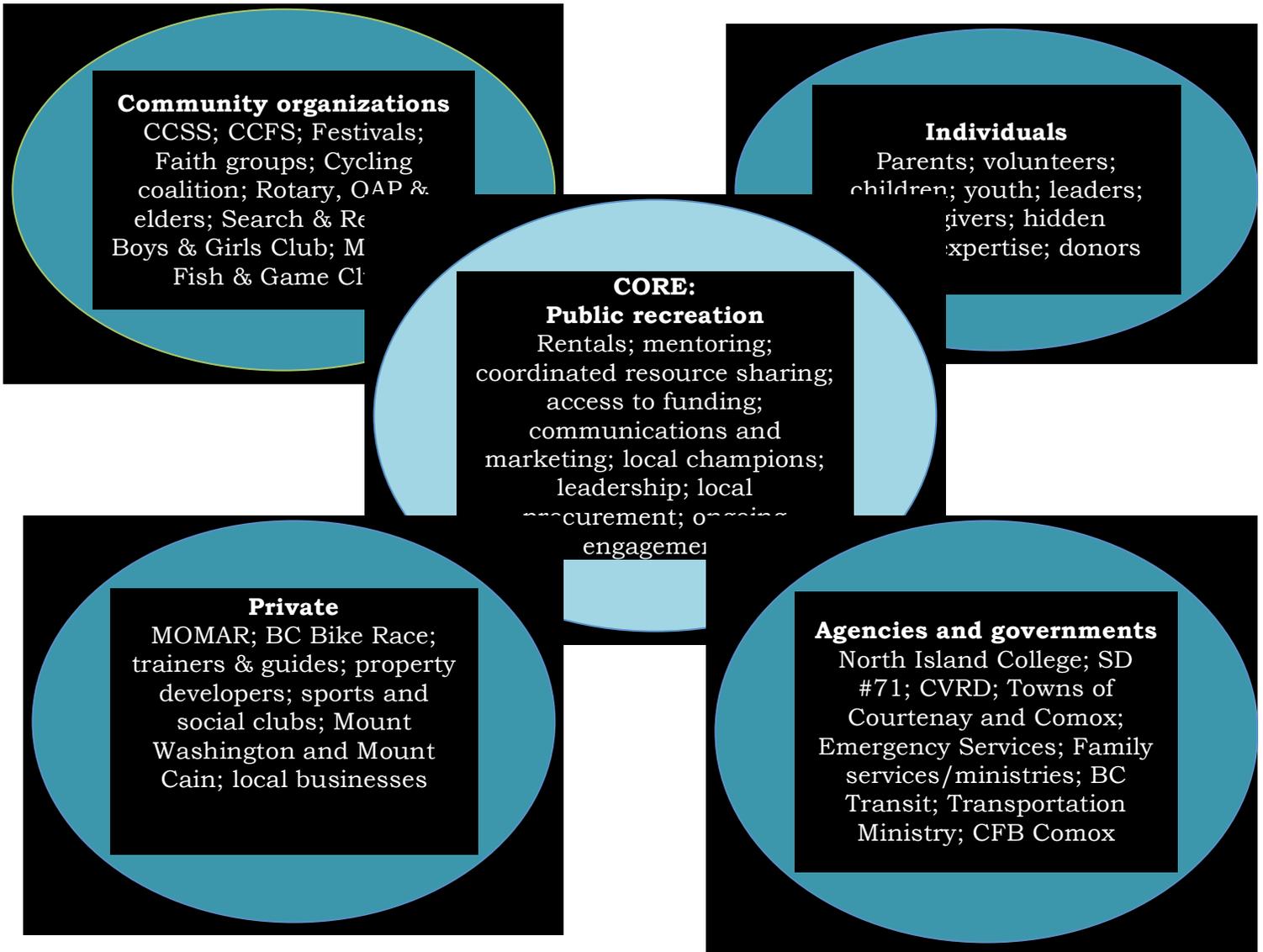


As the analysis of data evolved with each step in this study process, participants in the RecJam, had access to the ideas and suggestions generated from the survey and focus groups, thus providing an opportunity for creative discussions on how to contribute to the success of the vision being developed. The

RecJam was the culmination of all public input in the process, and therefore the information contained in the following section summarizes much of the information gathered throughout the review. The four focus areas – strategic partnerships & community collaboration, facility & design, programming, and dialogue & action – were predetermined to motivate participants to dig deep and discuss the practicalities of the data obtained thus far.

Within each of the focus areas, participants were each given direction and time to brainstorm and discuss ideas; after all participants had provided input at each station, they were asked to join one focus area, flush through all of the ideas generated, then provide detail on how best to turn the idea into action.

Strategic partnerships & community collaboration



Facility & design

Cumberland Recreation Institute

Exterior

- Improve signage on the building exterior; make it visible and recognizable to residents and visitors
- Creation of a community mural on the roof and/or exterior walls – partner with local art organizations and or school groups
- Potential slogan ‘Recreation Lives Here!’
- Use lighting to create a safer and more welcoming entrance
- Creation of a social and practical bike facility off the back/side parking lot; partner with United Riders of Cumberland (UROC) to monitor and maintain
 - Include washrooms, showers, bike wash area, tools, drinking water, picnic tables, tools, snack bar

Interior

- Improve accessibility throughout for people with mobility challenges
- Create a space in the front entrance in which community members can socialize in a non-commercial setting – encourage conversation and community building
 - Allow staff to see more of the facility, and facility users to see staff (windows instead of walls)
- Bring back windows on back of building to all for more natural light into gymnasium and views of the natural landscape surrounding Cumberland
- Make accommodations for multipurpose use of gymnasium
 - Use screens, curtains, and/or nets to divide up space
 - Install sound/acoustic baffles
 - Install adjustable lighting
 - Expand climbing wall – create a bouldering area
- De-clutter fitness room – create floor space for stretching
 - Update/purchase equipment including free weights, universal weights, squat rack, mats, stretching bands, stability balls, steps, spin bikes
 - Provide enough equipment for fitness classes
- Remove/repurpose hot tub and sauna

- Use space for stretching room and/or classes
- Install steam room and infrared sauna
- Rehabilitate squash courts
 - For safety and regulation play
- Enhance main kitchen to allow for larger-scale catering
- Plan for more showers and lockers as user numbers increase

Cultural Centre and other public recreation spaces

- Cultural Centre
 - Install more prominent signage on exterior
 - Take out drop ceiling
- Create a disc golf course
- Prioritize off-road, non-motorized paths for commuting and active transportation

Programming

The need for increased program development was cited numerous times in the survey, focus groups, and RecJam. Within the management and delivery of public recreation, participants in this review stressed the importance of accessibility being a key factor – that there be a diversity of skill levels being led, taught, and practiced. Many study participants were vocal in their desire for programs that introduce new activities and skills to their fellow residents, therefore leading to a healthier, more sustainable community.

This word cloud illustrates the diversity of programs that residents would like to see in Cumberland:



Community development was thought to be enhanced through residents' participation in public recreation activities. Increased social connections for children and adults of all ages, more localized spending, better use of time, and decreased vehicle use were all discussed as reasons for wanting more programs being delivered in Cumberland. With the tremendous community resources in Cumberland (people, outdoor amenities, geographical features), there was a sense throughout this entire process that the programs being suggested can be successfully achieved.

Dialogue & action

- Support and attend opportunities for public input
- Participate in programs and special events
- Write letters in support of public recreation initiatives
- Share messages from public recreation – online and in-person
- Provide constructive criticism to management and offering solutions
- Volunteer to coach, mentor younger and lesser experienced recreation participants and/or organize special events
- Make use of current facilities

Recommendations

The Recreation Department for the Village of Cumberland undertook the 2014 Recreation Review at an opportune time – the participants in the process expressed enthusiasm and interest in the Village renewing programs, services, and facilities and providing a leadership role for the community’s overall health and wellbeing. Taking examples and direction from the Canadian Parks and Recreation Association will allow Cumberland to align itself with the research and resources provided by the national organization, while customizing programs to meet the needs of their own residents.

Pathways to Wellbeing – A national framework for recreation in Canada

The five goals of the national framework are:

1. Foster active, healthy living through recreation.
2. Increase inclusion and access to recreation for populations that face constraints to participation.
3. Help people connect to nature through recreation.
4. Ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities.
5. Ensure the continued growth and sustainability of the recreation field.

Source: Canadian Parks and Recreation Association, 2014

Actions

1. Strategic partnerships & community collaborations

Brand and market your organization as the hub for recreation in Cumberland

- Develop a strategy that develops and maintains relationships with the organizations identified from the RecJam
- Create a community contest to design a logo/branding image that visually identifies Village Recreation as the hub

Create a monthly or bi-monthly roundtable on recreation, in which the public can sit down with recreation staff and discuss ideas, concerns, and all things recreation

- Assign one elected official to be a part of the roundtable to provide greater accountability and flow of information on all sides

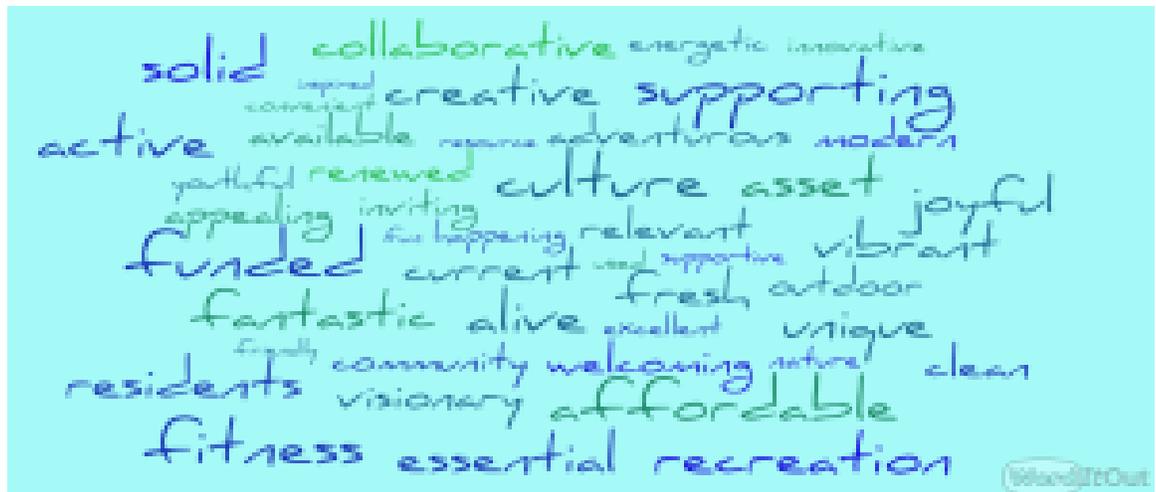
Involve community more directly in marketing and promotions of recreation programs

- Creative storytelling/writing on recreation adventures
- Plan a recreation photo contest on your social media channels
- Offer recreation passes as an incentive to participate

2. Marketing

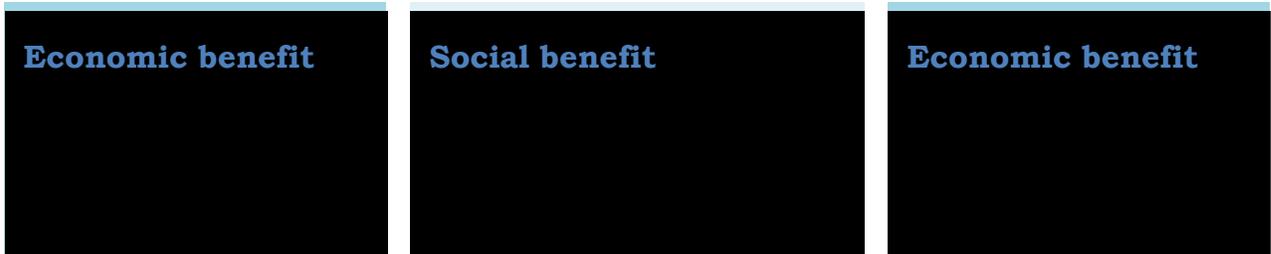
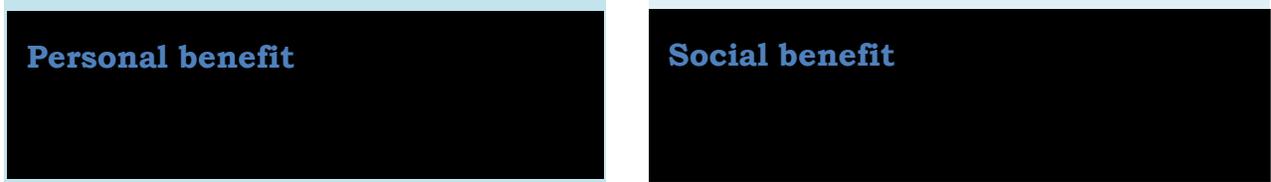
The initiative taken by the Village of Cumberland to complete a recreation review is part of an effective marketing plan for public recreation in the Village. As residents became more involved in the study process, they became a bigger part of the creating and sustaining a greater diversity of recreation programming and service delivery in the Village of Cumberland. Within the surveys, focus groups, and RecJam, a consistent message came through from participants – information and details about recreation programming need to be provided over a variety of platforms.

- Have a presence in the Recreation Reporter – a tangible guide to be used as a planning tool and reference throughout a season would increase the presence of Cumberland recreation programs – the Recreation Reporter was cited numerous times as a valuable source of information for residents across the Comox Valley and would be a great way to let the broader valley know about what Cumberland has to offer
- Posters around the school, at the post office, and up on community bulletin boards in the Village would help spread the message of public recreation to those who may not frequent the CRI
- Currently Cumberland (print and online) is a worthwhile place to promote recreation programs
- Capitalize on the potential – use words residents would like to use to describe public recreation in Cumberland



- Ensure timing of programs and information about those programs aligns with other Comox Valley recreation programs so that Cumberland residents can switch from outside offerings to local opportunities without penalty
- Word of mouth continues to be a powerful tool for marketing within Cumberland
- Offer membership incentives
- Offer free introductory courses – i.e. try out classes for a week
- Plan and promote tournaments and contests for different age groups
- Program for concurrent parent & child participation
- Provide leisure education and sharing information and resources on recreation from outside sources
- Expand the definition of recreation to include health, wellness, art, education, and music
- Create a volunteer/mentorship program for residents to be more actively involved in promoting and maintaining public recreation in Cumberland
- Promote and foster open door policy to encourage continued dialogue on public recreation
- Involve the entire Village of Cumberland recreation department, Village staff, and elected officials' actions as promoters of public recreation
 - Lead by example by participating in public recreation programs
 - Facilitate a broader exchange of information on 'how things work' within the municipality

- Create a newsletter/weekly blast of current initiatives and actions
- Host a recreation roundtable monthly or bimonthly
- Co-promote programs and services related to recreation in Cumberland – include private, municipal, and other community-based organizations
- Host an annual community recognition/awards evening to celebrate the breadth and depth of community resources in Cumberland
- Use messaging and language consistent with Canadian Parks and Recreation Association



3. Programming

A plethora of programming suggestions came out of the surveys, focus groups, and RecJam. To coincide with strategic partnerships & community collaborations, marketing, staffing, and facility & design strategies, programming needs not only a skilled professional in the position of programmer, but also a team environment that supports and promotes public recreation as a whole.

Host professional development workshops for staff and interested residents on recreation at your facility

- Foster an environment of participatory learning to promote *Pathways to Wellbeing: A National Framework for Recreation in Canada*
- Require all recreation staff to participate in one – two recreation focused workshops per year
- Create a system to share that information back to the entire recreation team, other Village staff, elected officials, your recreation roundtable, and the residents of Cumberland.

As detailed in the table below, outdoor programs are categorized according to the physical space in which the program could be hosted – seasonality is noted where necessary. The second table related to programming details various types of desired indoor programming – seasonality is also a factor to consider with indoor programming as a large number of participants cited their connection to the outdoors, and consequently were more interested in outdoor recreational activities and/or complementary programs to individual and private leisure pursuits.

Outdoor programs				
Lakes (seasonal)	Swimming	Lifeguard training	Kayaking	Paddle boarding
Parks	Farmers' markets	Outdoor education	Art in the park	Bootcamp
Trails	Nordic pole walking	Trail biking	Trail running	Nature walks
Fields	Soccer	Ultimate Frisbee	Yoga	Pilates
Forest	Climbing	Foraging	Forest education	Wilderness first aid
Other	Archery	Wildlife rescue	Summer camps	Firearm skills

Indoor programs				

Additional programming suggestions included:

- Snack bar as a social enterprise, and/or partnership with local youth
 - Provide employment skills training;
 - Develop food preparation skills;
 - Foster entrepreneurship and business skills;
 - Increase face to face community connections
- Partner with local mental health and rehabilitation practitioners to provide accessible, affordable, and restorative recreation opportunities.
- Creation of a drop in daycare that offers children’s recreation programs on a complementary schedule to adult recreation programs.

4. Facility & design

Creating a more inviting atmosphere for public recreation in Cumberland will require varying levels of investment into the physical spaces (CRI and CC) that host programs. Numerous suggestions detailed in the results of the RecJam provide direction for what they community would like to see in the coming years. In the more immediate future, low cost/high community involvement projects can be applied resulting in changes that residents can see.

- Host an all-sports tournament as a fundraiser for new fitness equipment
- Create workshops focused on the simple improvements – i.e. mural design, container gardening – build community projects that address aesthetic needs of CRI and CC while fostering social and personal health of the community.

5. Staffing

To successfully implement the recommended actions detailed above (strategic partnerships & community collaborations, marketing, programming, and facility & design), at least one additional staff member with academic and/or practical experience in recreation programming and marketing is needed. The skills required for this position include, but are not limited to, leadership, strategic planning, time management, knowledge and understanding of the impacts of public recreation, financial literacy, event planning, communication, and marketing. As part of the recreation team, a programmer would help redistribute the current workload of the existing staff to capitalize of their strengths and focus their respective tasks, while enhancing the expertise of the team to create greater efficiency and strategic direction for the recreation department.

Conclusions

Public recreation provides personal, social, economic, and environmental benefits. The Village of Cumberland is home to a vibrant mix of residents who see the potential for enhanced recreation services within their walkable community. The residents who participated in the 2014 Recreation Review through the survey, focus groups, and/or RecJam are to be commended for their creativity and willingness to be a part of positive and strategic decision-making. Continuing to create opportunities for residents to be involved in public recreation beyond simply registering for and participating in a program will foster an environment in which the Village of Cumberland Recreation is a central hub for recreation, health, and wellbeing within the community.

Creating welcoming physical spaces for recreation to thrive relies on all staff being a part of that experience; providing resources and requiring staff to model healthy behaviours within the workplace demonstrates a commitment to the goals and objectives of the Village of Cumberland Recreation and *Pathways to Wellbeing: a national framework for recreation in Canada*. With all recommendations, it is necessary to remember that each action is part of an overall agenda, and the context of the entire process must be considered. Marketing supports community collaborations; programming requires staff resources and public participation; facility improvements enhance recreation experiences; and enhanced recreation experiences lead to program promotion by participants. Apathy is a challenge many communities face, yet participants in this review repeatedly spoke of the need for two-way communication with the recreation team, to be a part of the decision making process through formalized and less-formalized channels, to participate in renewing and enhancing the physical spaces that house recreation in Cumberland, and to be active participants in public recreation programs and events. The participants of the 2014 Recreation Review demonstrated interest in, and commitment to the community through their input and sharing of ideas; it is now up to the Village to demonstrate its commitment to the community through hearing what participants said, and responding to their participation and the recommendations contained within this report.

A recreation review is one part of the process; feedback will continue to come in, circumstances within the community will change, timely opportunities for funding will come up. Framing the strategies from the 2014 Recreation Review for the Village of Cumberland within *Pathways to Wellbeing: A national framework for recreation in Canada* aligns the Village of Cumberland with a continuing body of knowledge and research, while allowing staff to respond and adapt where necessary. With such an appetite for enhanced public recreation services in Cumberland, the 2014 Recreation Review was well timed to capitalize on the opportunities available for enhancement and creation.

Appendix A - Survey

Please note formatting is not matched to actual survey

Page #1

Welcome to the Village of Cumberland 2014 Recreation Review

Thank you for participating in this survey. We encourage you to answer every question and to share the survey link (<http://fluidsurveys.com/s/cumberlandrecreationreview2014/>) with your neighbours and friends in the Village of Cumberland, and with others in the region who use our recreation facilities. We want your feedback about Village Recreation facilities, services, fees, programs, and how we can be more connected to the community.

Between now and the end of November, you will see us out and about collecting data and asking for participation in the recreation review. This survey is one way you can provide feedback (responses due by October 26th) - you will also see us at the Foggy Mountain Fall Fair on October 4th, a Recreation Jam on November 19th, Village Council meetings, and focus groups in the community. If you would like to be involved in the process beyond the survey, please email Leah Knutson, Manager of Recreation for the Village of Cumberland - lknutson@cumberland.ca or Laurel Sliskovic, Researcher for The Sociable Scientists - laurel@thesociablescientists.ca. Thanks again for participating!

Question 1

During the past two summers (June thru August), approximately how many times have you been inside the Cumberland Recreation Institute (CRI)?

- Daily
- Weekly
- Monthly
- Once or twice over the summer
- Never
- Other, please specify

Question 2

What are the reasons for your visits in the summer months (June thru August)? Please check all that apply.

- | | |
|--|--------------------------|
| Registered programs | Private function/rental |
| Drop-in programs | Community information |
| Information and/or to register for a program | Fitness/weight rooms |
| Special events (public, community) | Squash courts |
| | N/A |
| | Other, please specify... |

Question 3

During the past two winters (September thru May), approximately how many times have you been inside the Cumberland Recreation Institute (CRI)?

- Daily
- Weekly
- Monthly
- Once or twice over the winter
- Never
- Other, please specify... _____

Question 4

What are the reasons for your visits during the winter months (September thru May)? Please check all that apply.

- | | |
|--|-----------------------|
| Registered programs | Fitness/weight rooms |
| Drop-in programs | Squash courts |
| Information and/or to register for a program | N/A |
| Special events (public, community) | Other, please specify |
| Private function/rental | |
| Community information | |

Page #2

Question 5

In the past two years, which recreation facilities (other than CRI) have you frequented in Cumberland and the Comox Valley to meet your recreation needs? Please check all that apply.

- | | |
|--|-------------------------|
| Cumberland Community Schools | Evergreen Club (55+) |
| Private recreation provider (i.e. Yoga studio, boot camp, running clinic) - please specify | CVRD Aquatic Centre |
| City of Courtenay Lewis Centre | CVRD Sports Centre |
| City of Courtenay Outdoor Pool | Comox Recreation Centre |
| LINC Youth Centre | None |
| | Other, please specify |

Question 6

What factors influence you to frequent those other facilities (from question 5)? Please check all that apply, and add details if you would like to.

More program options
Better schedules
Affordability
Better location
Better instructors
Friendlier staff

Better facilities
Facility not available in Cumberland (pool)
Facility not available in Cumberland (arena)
Other, please specify

Question 7

When considering potential physical improvements and/or renovations to Village Recreation facilities (CRI and the Cultural Centre [CC]), rank the following spaces and/or considerations in order of priority, with 1 being the highest, and 10 being the lowest.

Weight room - layout, access
Cultural Centre hall upgrades
CRI gym
CRI Kitchen
More space for programs

Fitness equipment
Squash courts
Washrooms and change rooms
Accessibility
Outdoor enhancements (paint, signage, landscaping, windows, etc.)

Page #3

Marketing

Question 8

In the past 6 months, have you seen, read, or heard about Village recreation programs, services, facilities, and/or events in any of the following ways:

Village of Cumberland website
Currently Cumberland (Facebook and newsletter) Posters
Word of mouth
Recreation staff at CRI
Recreation staff at community events
Other

Question 9

Where would you like to see information about Village recreation programs, services, facilities, and/or events? Yes/no

- | | |
|---------------------------------|--------------------------------------|
| Facebook | Recreation staff at CRI |
| Village of Cumberland website | Recreation staff at community events |
| Currently Cumberland newsletter | Comox Valley Recreation Reporter |
| Twitter | Other, please specify |
| Posters | |

Page #4

Access, affordability, and services

Question 10

Have you ever registered for or participated in a recreation program through the Village of Cumberland?

- Yes
- No

Question 11

How do you currently register for Village recreation programs?

- On the phone
- In person

Question 12

What is your preferred method for registering for Village recreation programs?

- On the phone
- In person
- Online

Question 13

Please rate the cost (underpriced/priced just right/overpriced/not applicable) of each of the following Village recreation programs and services offered at CRI and/or CC:

- | | | |
|--------------------|----------------------|-------------------------|
| Climbing wall | Fitness studio | Not-for-profit facility |
| Drop in gym | Strength and stretch | rental |
| Pickleball | 50 + weights | Commercial facility |
| Floor hockey | Zumba | rental |
| Cooking | Family boot camp | Private facility rental |
| Kids play | RecED | Squash courts |
| Parent and tot gym | | |

Page #5

Question 14

To encourage greater participation in Village recreation, we are considering expanding how we offer programs and services. Please indicate whether you would like to see each of the following programs and services offered:

Volunteer opportunities	One-on-one service delivery	Intergenerational programming
Special events i.e. Hallowe'en, Easter, bike to work week	More partnerships with local organizations	Age specific programming
Contests and challenges	Group discounts	Packaging - i.e. nutrition and fitness programs, family programs
Greater diversity of programming	Subsidized programming for low-income residents	Outdoor programming
More specialized services	Inclusive/special needs programming	

Question 15

For each of the following current recreation programs, services, and special events, please indicate if you think the Village should boost resources, continue as is, or stop supporting.

Fitness classes	Senior specific programming
Weight room	Summer camps
Racquetball and squash courts	Cooking classes
Climbing wall	Special events i.e. Hallowe'en, Easter, bike to work week
Child specific programming	Specialized programming (roller derby, advanced pickleball)
Youth specific programming	
Adult specific programming	

Page #6

Question 16

For each of the following potential programs and/or community events, please indicate if you think the Village should increase its involvement/contribution with resources (staff, finances, facilities).

After-school programming
Food-based programming
Environmental programming
Skateboard park programming
Jump park programming
Community-based partnership development

Knowledge-based programming
Outdoor recreation programming
Organized sports for children
Arts & culture programming
Tourist activities

Question 17

Please evaluate (excellent/good/fair/poor/unacceptable) each of the following aspects of your overall experiences with the Village of Cumberland Recreation Department (CRI and CC).

Promotion of programs and services	Availability of staff in-person	Overall atmosphere of CRI
Depth of information available about Village Recreation	Availability of staff on the phone	Overall atmosphere of CC
Friendliness and helpfulness of staff in-person	Cleanliness of facility	Aesthetic appeal of CRI
Friendliness and helpfulness of staff on the phone	CRI hours of operation	Aesthetic appeal of CC
	Variety of programs and services	Accessibility of CRI
	Affordability of programs and services	Accessibility of CC
	Timing of programs	Overall satisfaction with Village Recreation

Question 18

What ideas do you have for how the Village of Cumberland could increase its revenues, therefore leading to increased services and upgraded facilities?

Question 19

If the Village of Cumberland Recreation Department received a \$100,000 grant for upgrading its facilities and services, how would you like to see the money distributed? Please put a check beside each item you support and assign a percentage to each. The money can be distributed at your discretion, but please ensure the total percentage equals 100%.

- | | |
|--|--|
| Program and special event development | Program equipment upgrades (balls, toys, mats, etc.) |
| Fitness and weight room upgrades (including equipment) | Climbing wall expansion and enhancement |
| Gymnasium upgrades | Youth centre |
| Multi media (television, sound, wifi) system for CRI | CRI facility upgrades (washrooms, kitchen, change rooms, facade) |
| Addition of useable/rentable space in CRI | CC facility upgrades (washrooms, kitchen, facade) |
| | Other, please specify |

Question 20

What three words would you use to describe Village recreation currently?

Question 21

What three words would you ideally like to use to describe Village Recreation?

Page #7

A few questions about who you are...

Question 22

Which age category best describes you?

- | | |
|-------------|---------|
| 18 or under | 30 - 54 |
| 19 - 29 | 55 - 74 |
| | 75+ |

Question 23

What is your relationship status?

- | | |
|------------------------------------|-------------------------|
| Single | Married with child(ren) |
| In a relationship, living apart | Married, no children |
| In a relationship, living together | Empty nester |
| | Other, please specify |

Question 24

What is your current employment situation?

- Employed in Cumberland
- Employed in the Comox Valley
- Employed in or around Vancouver Island
- Employed off Vancouver Island
- Full time student
- Retired
- Stay at home parent
- Unable to work
- Other, please specify

Question 25

What is your gender?

- Female
- Male
- Other

Question 26

How many children (18 years and younger) live in your home as dependents?

- None
- 1
- 2
- 3
- 4 or more

Question 27

How long have you been living in Cumberland?

- Less than one year
- 1 - 5 years
- 6 - 10 years
- 11 - 25 years
- 25+ years
- I don't live in Cumberland

Question 28

If you do not live in Cumberland, which community do you call home?

- Royston
- Courtenay
- Comox
- Other, please specify

Question 29

Do you have any other feedback for the Village of Cumberland Recreation department? Please use the space below.

Thank you for your responses. Please share the survey link with your neighbours and friends in the Village of Cumberland, and others in the region who use our recreation facilities. This survey is one way you can provide feedback (responses due by October 26th) - you will also see us at the Foggy Mountain Fall Fair on October 4th, a Recreation Jam on November 19th, Village Council meetings, and focus groups in the community. If you would like to be involved in the process beyond the survey, please email Leah Knutson, Manager of Recreation for the Village of Cumberland - lknutson@cumberland.ca or Laurel Sliskovic, Researcher for The Sociable Scientists - laurel@thesociablescientists.ca.

Appendix B – Focus group recruitment poster



Are you a senior who participates or wants to participate in recreation in Cumberland?



If so, please join in a focus group to discuss recreation in your community.

The Sociable Scientists are working with the Village of Cumberland Recreation Department on a Recreation Review. We'd love input from seniors on programs and services, so we're hosting a focus group on Thursday, November 13th at the CRI. Please contact me before Friday, November 7th if you are interested or have any questions. Thank you!

laurel@TheSociableScientists.ca

250.204.2564



Appendix C – RecJam poster



If you are interested in public recreation in Cumberland, you are invited to our RecJam!



A RecJam is a fun and engaging way to learn about and help shape public recreation in your community

Join Village recreation staff, your community, and The Sociable Scientists on **Wednesday, November 17th** from 5:30 – 7:30pm at the CRI. Everyone aged 12 years and older is invited so bring your friends, neighbours, enthusiasm and wits, wear comfortable clothes, and be ready to play! We are providing free childcare for kids 3 – 11 years at the Cultural Centre across the street from the CR. Public recreation is an asset for a healthy community, so please join us for this fun and engaging evening!



For more info contact
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