

Parkinson Recreation Centre Redevelopment

Engagement summary report

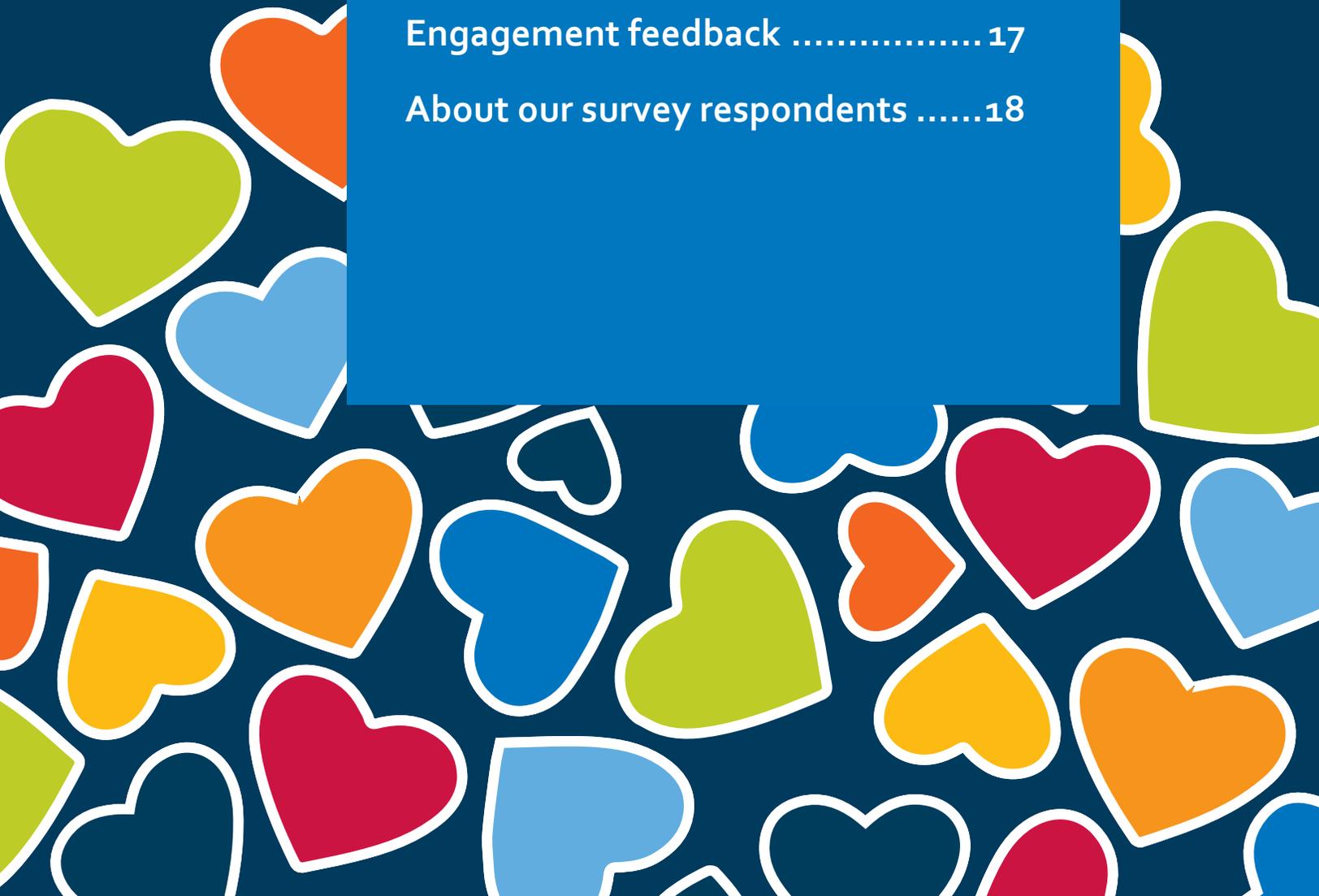
Purpose of engagement: To inform and consult with citizens and stakeholders on design considerations for the Parkinson Recreation Centre redevelopment plan.

Engagement timeline: June 2022



Table of contents

Executive Summary	1
Project background.....	2
2022 engagement overview	2
Ways we engaged	2
What we heard	3
Survey results	3
Information sessions.....	15
Interactive displays	15
Social media	16
Public outreach.....	17
Engagement feedback	17
About our survey respondents	18



Executive Summary

Parkinson Recreation Centre (PRC) is more than a building to so many people in our community— for decades, it's been a place for people to move, grow, thrive, learn and belong. Investing in the redevelopment of PRC is an investment in the wellbeing of our community.

The redevelopment of the PRC is a Council priority, identified in the 10-year Capital Plan, and is recognized as a unique opportunity for delivering a landmark wellness facility that will serve our community for generations to come.

Public engagement

Consultation in 2022 built upon a multi-year technical process, and aimed to understand the community's priorities and aspirations for future of this invaluable community asset. Residents were also given information to help illustrate the many possibilities for the new facility, as well as the benefits to the community.

This report provides an overview of 2022 engagement activities (page 2) and results, including: what we heard via survey participation (page 3), via information sessions, interactive displays and social media (page 15).

Next Steps

Public input will help inform the final campus design and help create an accessible, welcoming and inspiring facility that is of the community and serves as a source of pride for all.

Information will be made available to residents and stakeholders as the process unfolds.



Project background: how we got here

As far back as 2011, the Parkinson Recreation Redevelopment was identified as the City's top priority project.

In May 2013, City Council received the Sport and Recreation Infrastructure Report outlining Kelowna's sport and recreation facility requirements to 2031. The 18-month study resulted in a responsible and cost-effective development strategy that ensures the City's sport and recreation facility portfolio is able to meet current and future community needs for the next two decades. Further, it ensures the strategic development of the required facilities aligns with the vision, commitments, principles and strategic imperatives that guide the delivery of Kelowna's parks, recreation and cultural services. The report's evaluation analysis identified that the City's top priority project should be the redevelopment of the Parkinson Recreation Campus.

In 2015, a Space Feasibility Study was completed. Redevelopment options and building configuration were evaluated and identified. The initial functional programming analysis showed that a redeveloped recreation facility at Parkinson Recreation Park will provide more programmable space to increase user capacity beyond what is available in the existing facility.

In 2021, a Functional Program Update was completed and capacity and usage requirements were identified. A telephone survey was also conducted in order gauge the public's desire for replacing the Parkinson Recreation Centre. Participants were asked questions about current use and unmet needs, community benefits, and tax tolerance. Interviews were conducted between July 15 and 29, 2021.

Discussions with 13 stakeholder groups were also held in 2021, along with an online survey of potential user groups and stakeholders (45 organizations) to confirm demand for the types of spaces proposed in a revitalized PRC. Individual interviews were completed with representatives from six potential partners (Okanagan College, University of British Columbia Okanagan Campus, Interior Health Authority, Pacific Sport Okanagan, Tourism Kelowna, and the Kelowna Museum Society).

2022 engagement overview

This report focuses on feedback received through 2022 public engagement activities and includes brief summaries of engagement activities and results.

Engagement in 2022 set out to build upon technical analysis, stakeholder consultation, and earlier surveys, and sought to gain input on the overall objectives of the project as well as spatial and experiential elements of the site.

Ways we engaged

Engagement spanned approximately three weeks and included a variety of options for participation, both online and in-person.

Participation at a glance



Limitations

While a variety of tactics were used to reach a diverse range of citizens (see: Public outreach) , results from open surveys such as the one provided do not represent a statistically significant, random sample of all Kelowna citizens. Due to the opt-in and open nature of participation, results do not necessarily reflect the views of all Kelowna citizens. In addition, special interest groups are likely to be overrepresented in the results.

What we heard

In keeping with the feedback heard from previous public and stakeholders engagement in 2015 and 2021 that helped build the project’s foundation, the redevelopment of the PRC continues to see strong support by participants in the engagement process.

Survey results

The survey consisted of several multiple-choice options, with opportunities for qualitative input.

The survey sought to understand the public’s priorities and aspirations for indoor and outdoor spatial elements, including key amenity areas. Participants were also asked how they envisioned different spaces being used. Analysis took into account participants’ preferences based on whether they were existing PRC users or not, and found both groups’ responses to be closely aligned throughout.

Part 1: Principles & Priorities

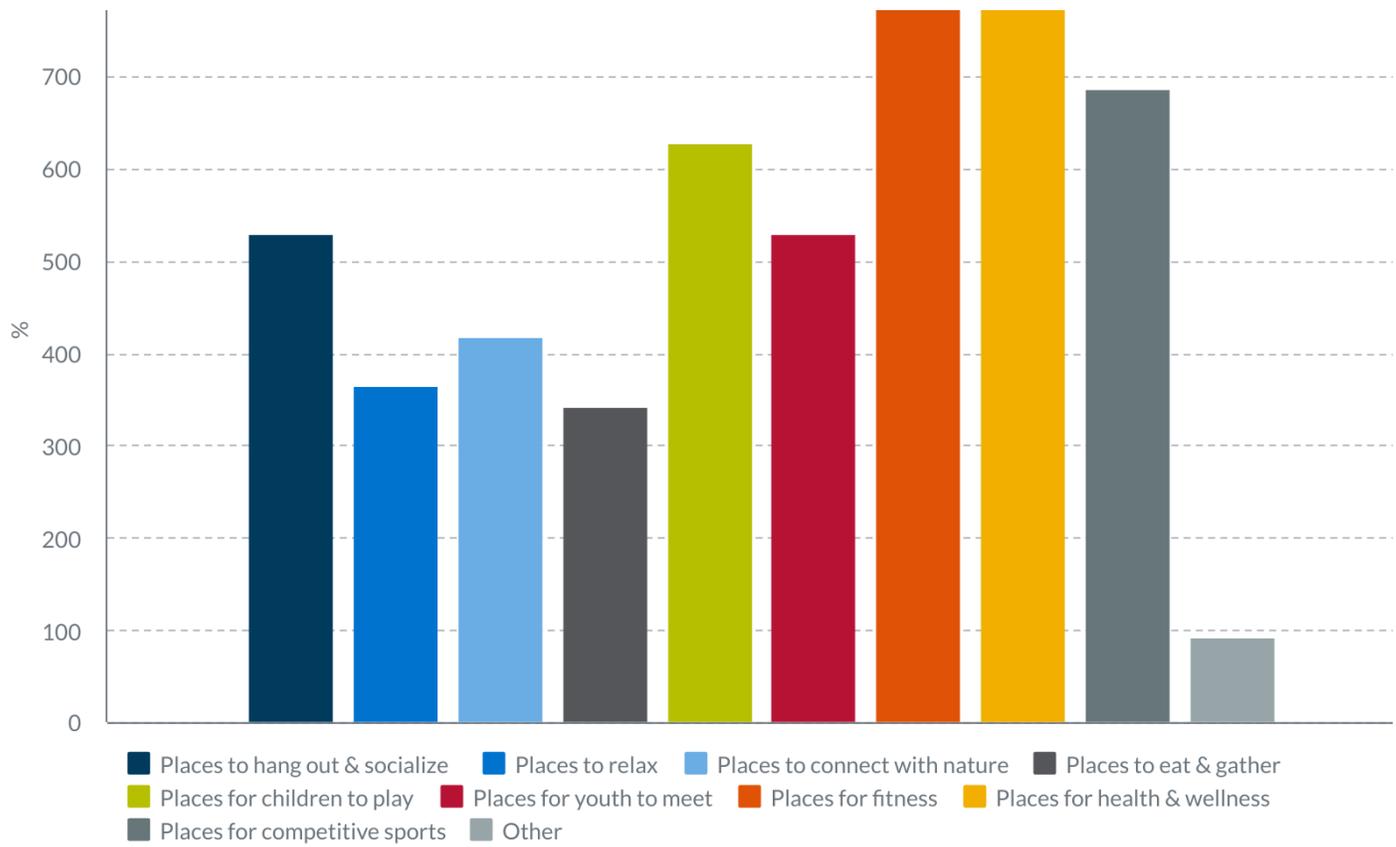
Asked to rank the project principles, participants said that ‘people-focused amenities’ was the most important.

	<p>People-focused amenities: health wellness and competitive opportunities; inclusive and multi-generational</p>	<p>1</p>
	<p>Sustainability: pedestrian campus feel that incorporates connectivity of multi-modal transportation; respect Mill Creek floodplain; commitment to reducing GHGs</p>	<p>2</p>
	<p>Good stewards of public resources: Optimizing amenities balanced with fiscal responsibility; considerate of operation through construction</p>	<p>3</p>
	<p>Cultivating partnership: Ensure opportunities to collaborate with partners including Indigenous communities, and school district</p>	<p>4</p>
	<p>Innovative leadership: design fosters community pride; sets bold sustainability targets</p>	<p>5</p>



The future site is being referred to as the Kelowna Community Campus and described as the “centre of the community.” Asked what this meant to individual participants, respondents said this meant the campus would offer places for fitness and health and wellness most of all.

The future Kelowna Community Campus has been described as the “Centre of the Community” where people come to socialize and recreate. What would this mean to you?



Responses in the “other” category included:

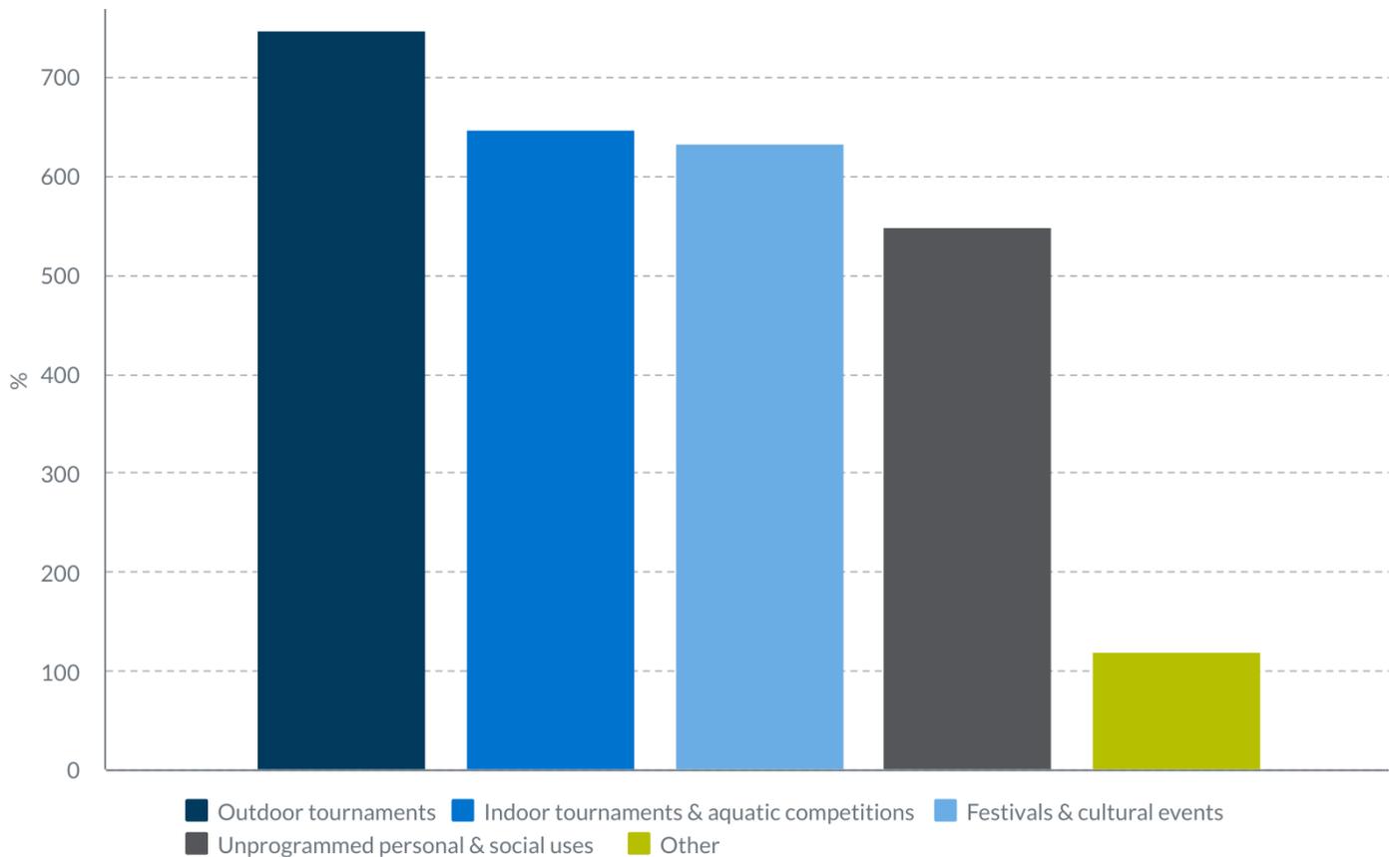
- Community and competitive sports spaces
- A place to learn new things
- Pickleball facilities
- Cultural experiences
- Accessibility
- Socialization and engagement
- Indoor/outdoor track and field

A few respondents asked for rugby and cricket clubhouses, while others emphasized wellness and fitness programs and events, stressed the importance of a good sense of safety and security measures, and various activities for citizens.



Next, participants were asked to consider what kinds of events they would like to see at the future facility – outdoor tournaments was the most popular option.

By being embedded in the park, the Kelowna Community Campus will have many spaces that can support many activities and events that occur both indoors and outdoors. What sorts of events would you like to see facilitated by the Community Centre?



Responses in the “other” category included:

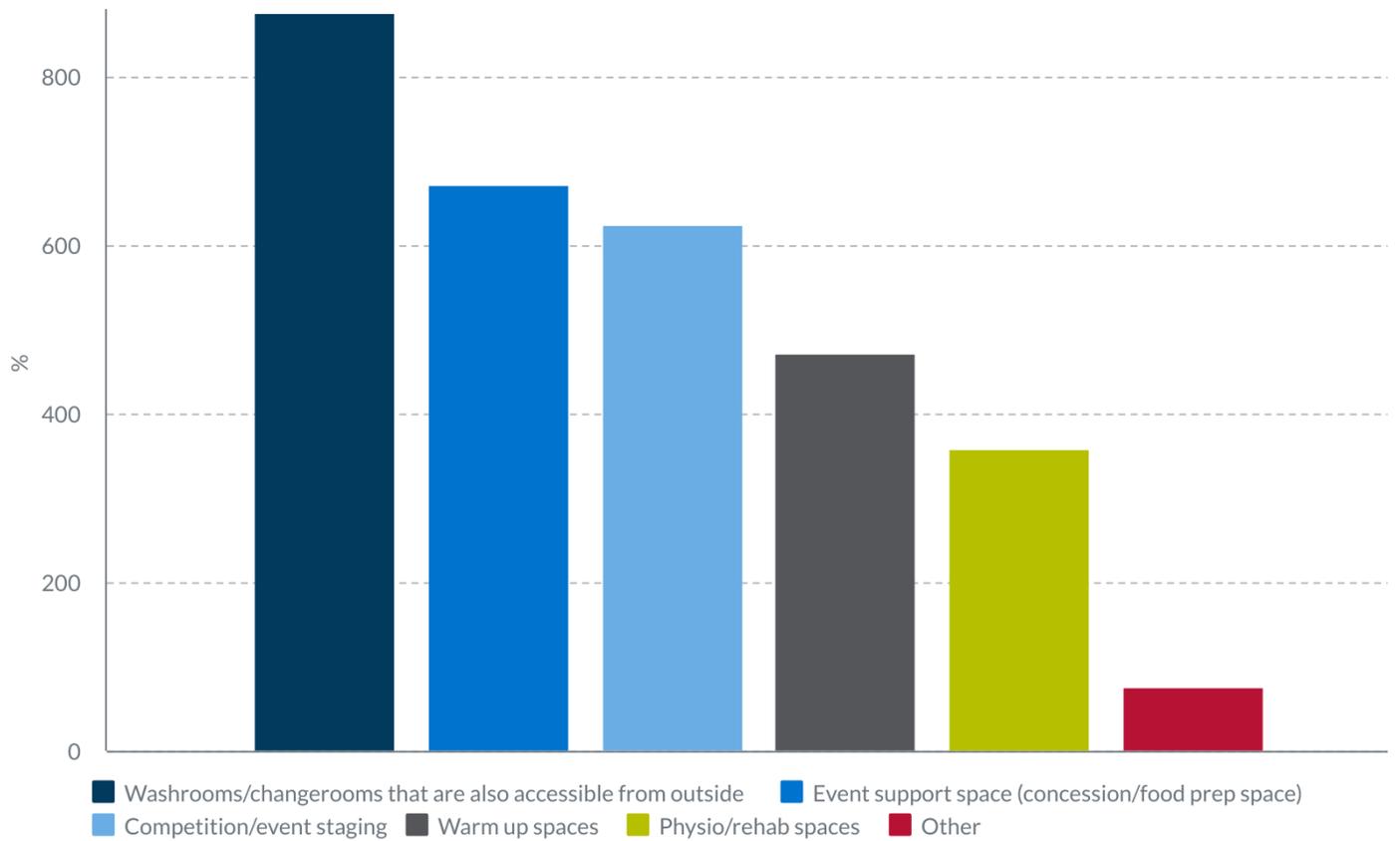
- Various ball games
- Track and field
- Educational and community events
- Rugby and cricket
- Gym and fitness classes
- Farmer’s market

A few respondents asked for indoor or outdoor pool and splash pads, family-centered events and activities, senior citizens’ programs, and events for people with disabilities / diverse abilities.



When asked to consider how the new building might support other areas of the co-located site, shared bathrooms that could be accessed from outdoors was the most common response.

The Kelowna Community Campus will have an opportunity to service the sports fields and courts, the multi-purpose stadium, and other site amenities. How do you see the building supporting outdoor space users?



Responses in the “other” category included:

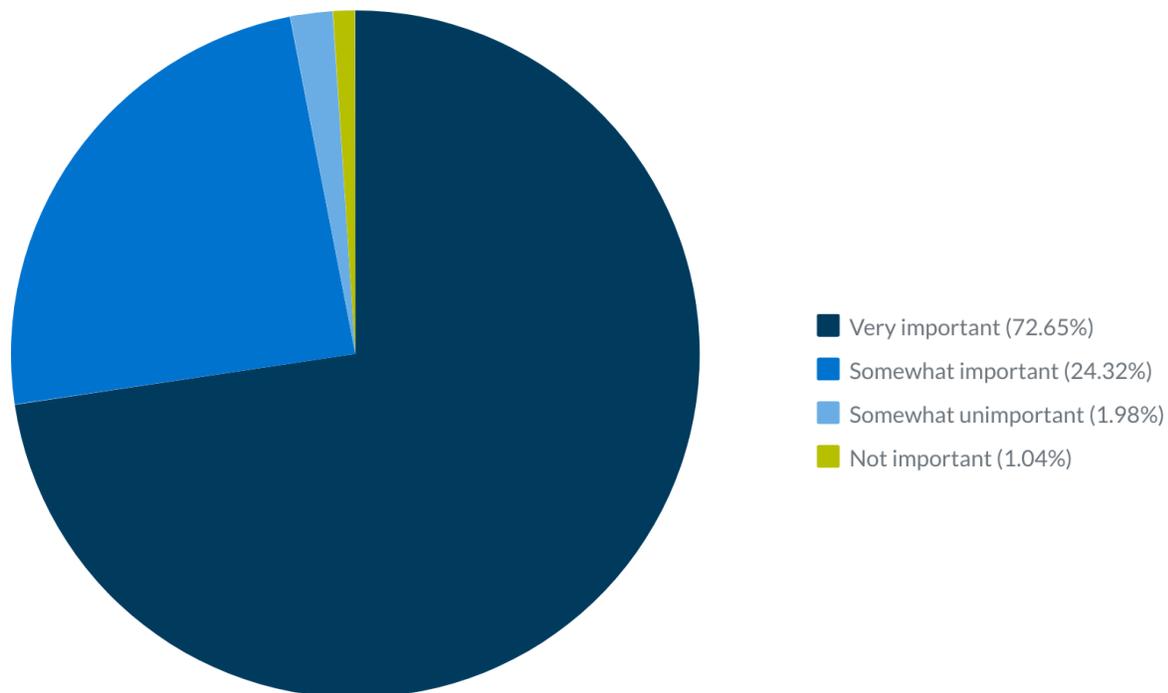
- Pickleball and tennis courts
- Separate outdoor washrooms
- Rugby clubhouse
- Bike wash station and lockers
- Benches and bleachers

A few respondents asked for: shaded and covered seating areas, food service like food trucks or a cafeteria, adequate meeting and socializing spaces, security, and a dog park.



Next, participants were asked what level of importance they placed on building design and durability. An overwhelming majority of participants said that design quality and durability were important considerations for a new building.

Different levels of investment yield facilities and amenities of varying quality. How important is design quality and building durability to you?



Participants were then asked to share what benefits might result from the co-located campus model, where the future community recreation centre shares space with a future school. Several themes emerged, the most common of which was increased access and use of the recreation facility.

1) Increased usage & access (359 responses)

Residents listed the shared use of the recreational centre by students and other residents as the main benefit of a community campus. Respondents noted mutually beneficial resources and amenities, consistent visitor traffic throughout the day, the ability to host various school events and activities in the centre, and students' ability to access to after-school programs.

2) Sport practices & competitions (213 responses)

Other benefits included freeing up valuable school space with shared sports facilities, athletic development for students interested in professional sports, and hosting school tournaments and matches.

3) Community engagement (146 responses)

Additional advantage of a shared facility were multicultural and generational socialization, especially among the elderly community, and student volunteering opportunities.

4) Student wellbeing (112 responses)

Respondents also cited health education, student fitness and promoting an active lifestyle as important benefits of the shared campus.

5) Shared costs (66 responses)

Some responses mentioned saving building expenses and added funding for the redevelopment by the school district.

6) Swimming lessons (47 responses)

A few respondents commented that access to the pool and swimming programs is a vital asset for the students.

Participants were invited to share what types of accessibility challenges should be resolved in the design and construction of the new facility and said that physical access for those with mobility challenges was paramount. Parking and access via public transportation were the next most common themes, with a near-equal number of comments.

1) Physical accessibility (186 responses)

Respondents primarily described a campus design and amenities considering residents with mobility challenges or who use assistive devices like wheelchairs—for example, wide, flat, paved passageways, ramps, elevators, and handrails.

2) Parking (50 responses)

Other respondents generally asked for more parking spaces, with some requesting more disability parking.

3) Public transportation (49 responses)

A similar number of respondents asked for improved transit options to the campus, mainly bus routes and stops, separate bicycle lanes, and walking paths.

4) Washrooms and changing rooms (40 responses)

Some responses mentioned accessible changing rooms. Others called for gender-neutral bathrooms and changing rooms or requested more washrooms throughout the campus.

5) Accessible pool (26 responses)

A few responses focused on an accessible pool with a chair lift, a sloped entrance to the pool, and rubberized floors to prevent slipping.

6) Special needs awareness (19 responses)

Individual respondents asked for an autism-friendly design, including fenced play areas and “quiet areas” for people with sensory sensitivities. Others described a need for Brailled signage and improved sound technology for those with impaired hearing.



Asked how the facility should look, feel and function, participants felt it should offer an open and welcoming interior space with green and natural design elements.

1) Open and welcoming (171 responses)

Residents mainly described a spacious, bright, and inviting space with a fun and colourful design.

2) Green and natural design (154 responses)

Respondents mentioned green spaces with many plants and trees. Others asked for a natural design mixing wood and other organic elements and one that reflects and respects the outdoor landscape.

3) Sports fields and amenities (146 responses)

Some respondents requested a campus that nurtures and highlights Kelowna’s sportive and active lifestyle, with various courts, a well-equipped gym, and fitness classes.

4) Modern and stylish (133 responses)

Other residents described an innovative, functional, practical facility. While some requested a bold and architecturally unique structure, others emphasized a timeless, classic design.

5) Representative and inclusive (119 responses)

Some respondents highlighted a multicultural and multi-generational facility, including all ages, races/ethnicities, and genders should be considered. Some requested to showcase Indigenous art and history.

6) Sustainable (54 responses)

A few respondents called for an environmentally-conscious campus that is energy-efficient and incorporates renewable and recycled elements.

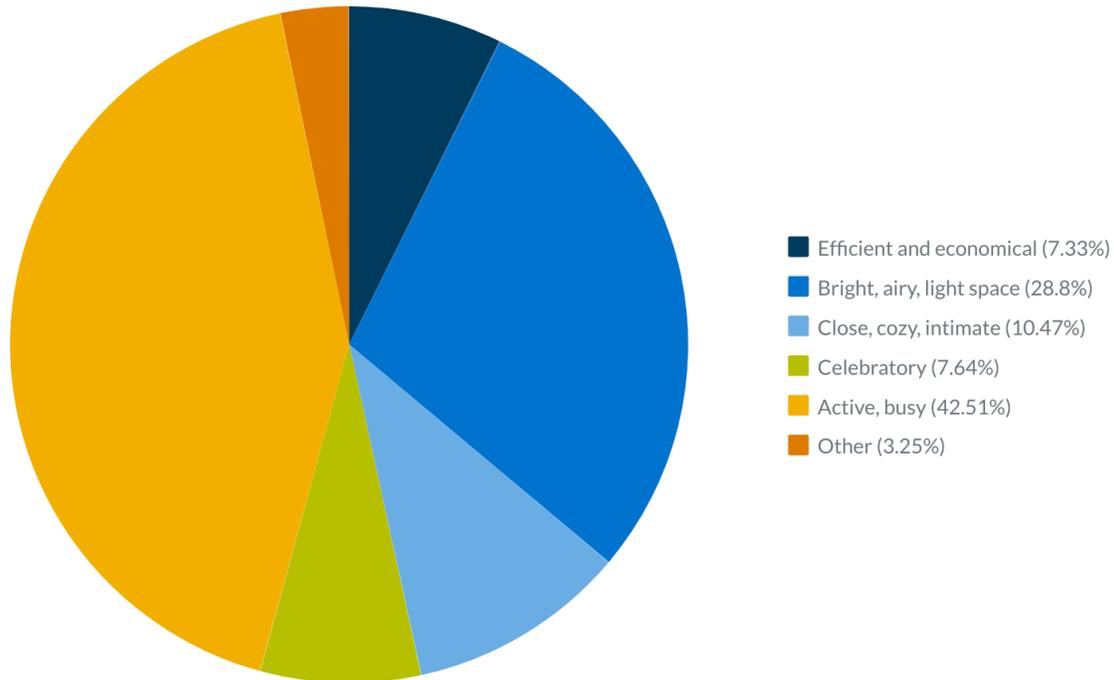
Other responses mentioned the following: cleanliness (30 responses), safe and secure atmosphere (26 responses), and sufficient parking spaces (23 responses).

Part 2: Picturing the Kelowna Community Campus

In this section, participants were shown several images containing examples of community recreation centres in other cities and asked to share which features they preferred most.

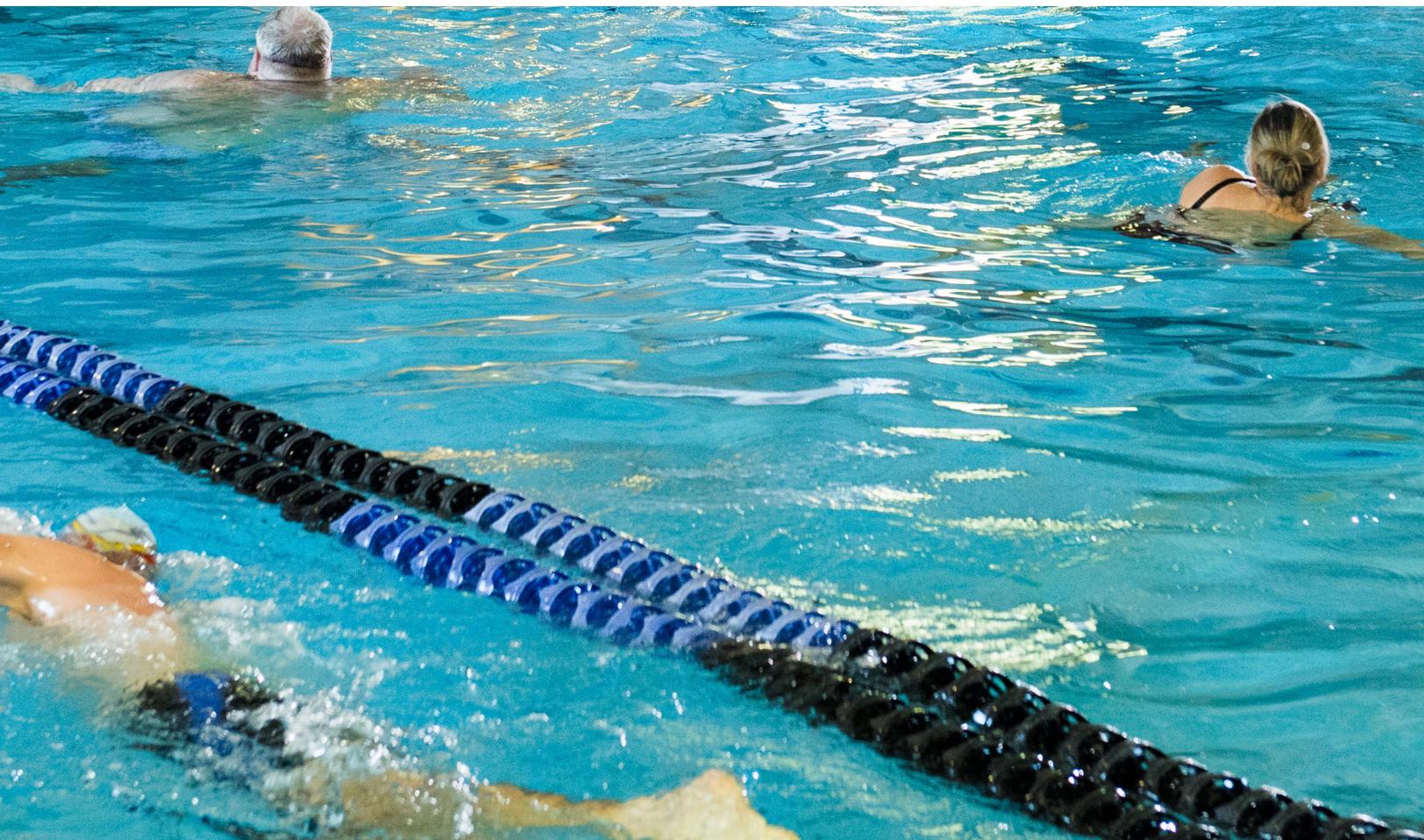
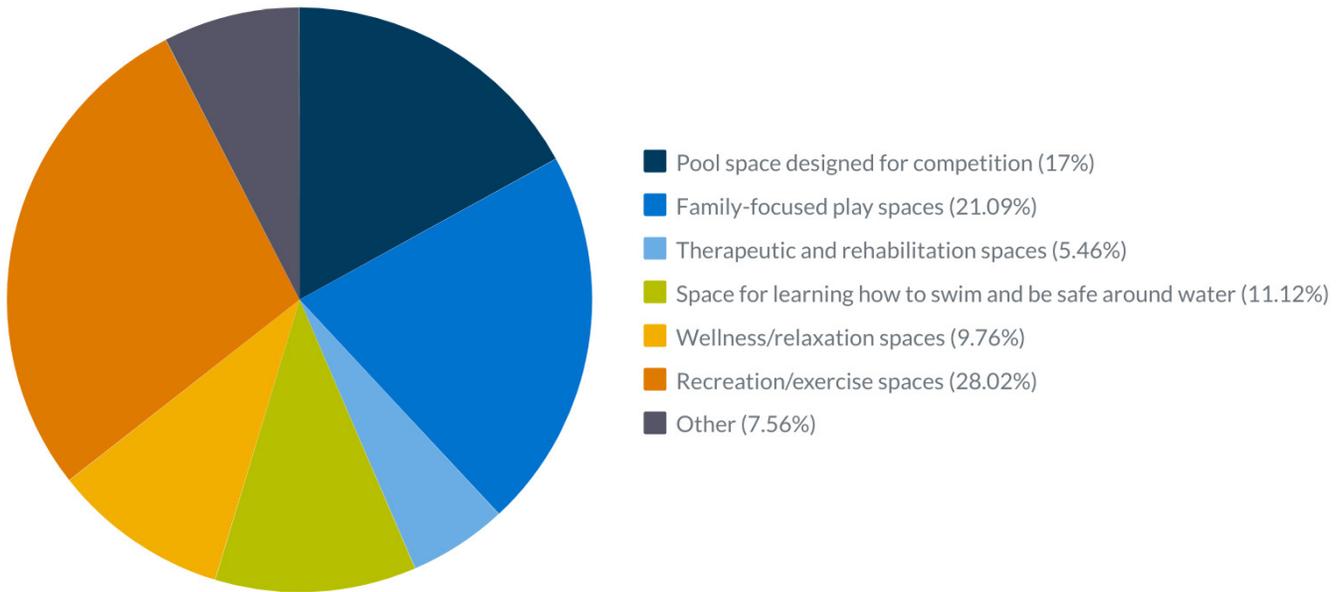
For the lobby/entrance area, participants were shown five images each depicting a different feeling. Of the options provided, the most popular among was an active, busy space with multipurpose options.

When you first enter the Kelowna Community Campus building, what sort of space should you be welcomed into?



Next, participants were shown images of different aquatic spaces. Of the six images provided, participants preferred recreation and exercise-focused spaces.

Which Aquatic Space feature or function is most important and should be considered in the new Kelowna Community Campus?



Seven images depicting different outdoor spaces were also provided. Participants indicated a preference for walking and cycling paths, followed closely by competition spaces for outdoor field sports.

Which Outdoor Space feature/function is most important and should be considered in the new Kelowna Community Campus?

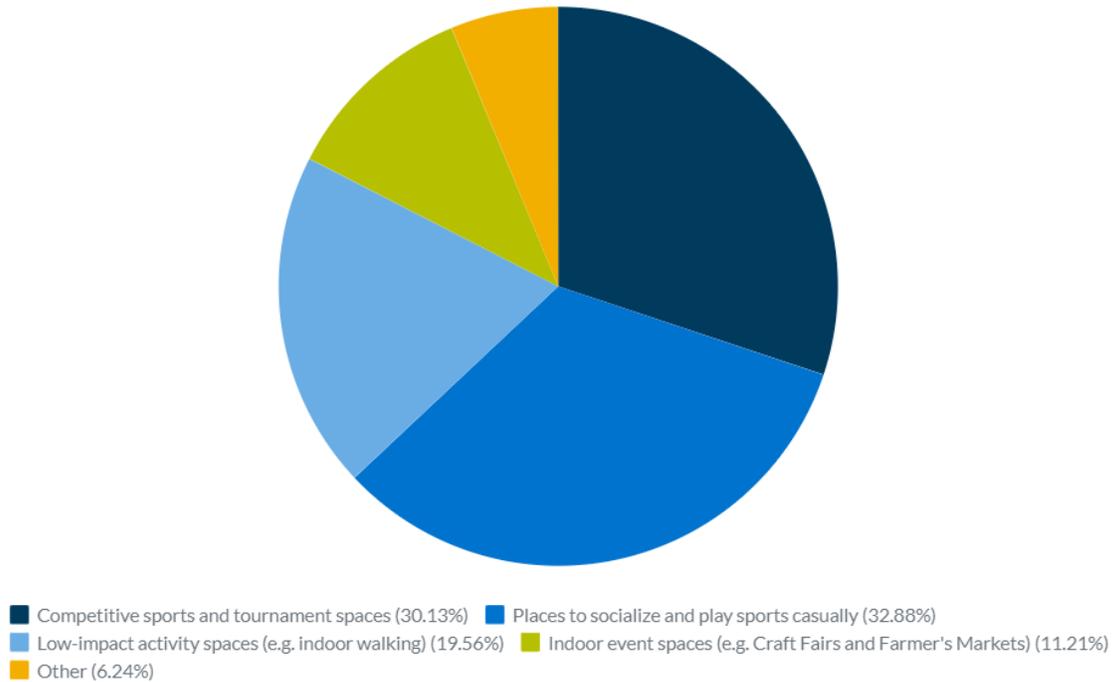


- Plaza spaces that support gathering and events/entertainment (9.48%) ■ Green space for relaxing/hanging out (5.83%)
- Competition space for field sports (22.29%) ■ Competition space for court sports (15.94%)
- Child-oriented play spaces & structures (10.1%)
- Walking / cycling paths that provide connections to other parts of the city (25.42%)
- Apartment in a building with <5 storeys (3.02%) ■ Structures and spaces for personal fitness (7.92%)



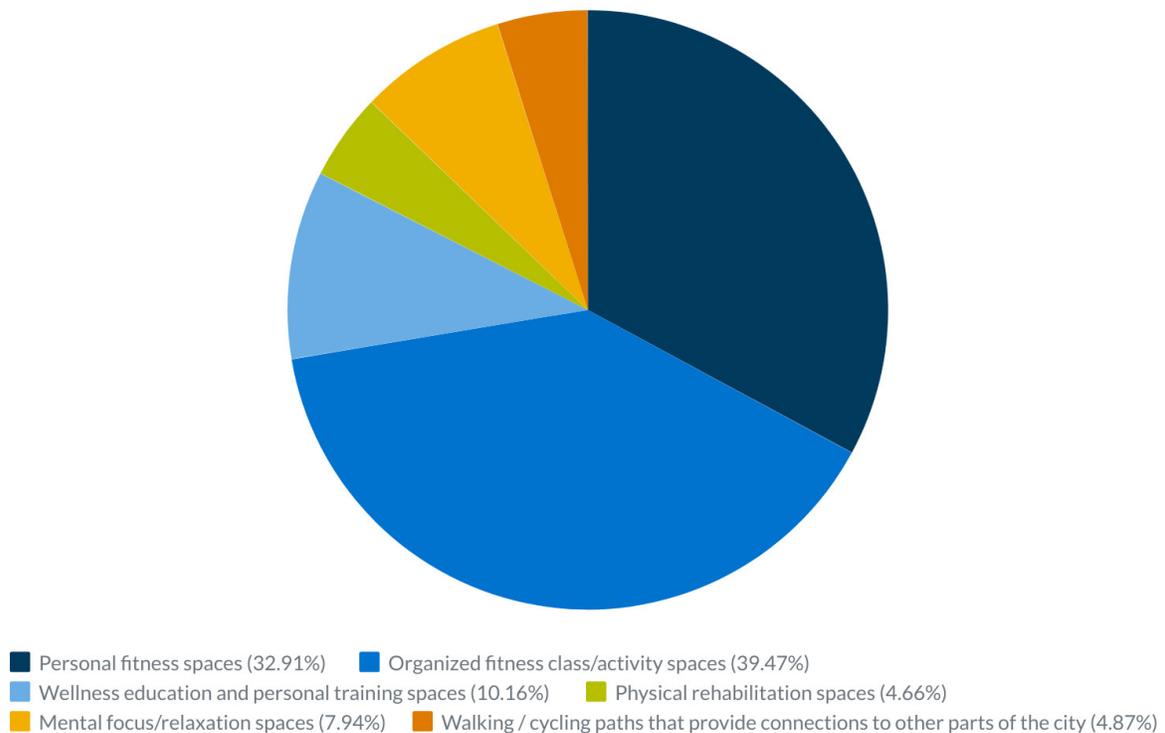
For gymnasium spaces, participants preferred places to play sports on a casual / social basis slightly more than spaces that supported competitive sports and tournament play.

Which Gymnasium Space feature or function is most important and should be considered in the new Kelowna Community Campus?



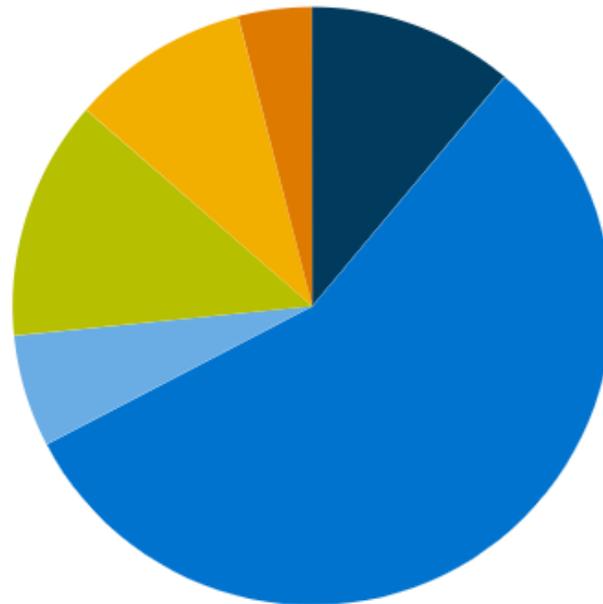
Participants were shown five images for different styles of fitness spaces, of which they indicated a preference for spaces that supported organized classes and activities.

Which Fitness Space feature or function is most important and should be considered in the new Kelowna Community Campus?



Five options for in-between spaces were shared and participants indicated a preference for spaces where they could watch people play sports. Spaces to connect with friends was the next most popular option.

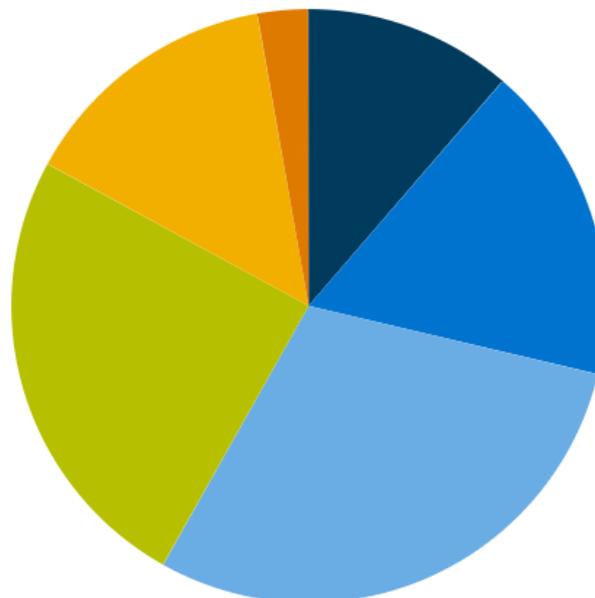
The “in between spaces” in the building can be used to go from place to place, for hanging out, or for activities. How do you picture the lobby and hallways in the new Kelowna Community Campus facility being used?



- Reading a book/doing homework (11.09%)
- Watching people play sports (56.28%)
- Getting to where I need to go only (6.07%)
- Connecting with a friend (12.97%)
- Playing table-top games (e.g. table tennis, foosball) (9.62%)
- Other (3.97%)

Asked how they pictured outdoor buffer spaces being used, participants said they imagined indoor / outdoor spaces with multipurpose options. Soft surfaces and casual spaces the second most pictured use.

The outdoor spaces close to the building will be used for additional outdoor programming. How do you picture these buffer spaces being used?



- Hard-surfaced gathering and play spaces (11.33%)
- Casual seating space/viewing of events (17.37%)
- Indoor/outdoor multipurpose spaces (29.45%)
- Soft surfaces for casual spaces for recreating/relaxing (24.79%)
- Covered spaces for socializing (14.3%)
- Other (2.75%)

Participants were asked whether there were other uses on the site or in the facility that should be considered. Additional sports fields and courts was the most common response.

1) Sports fields and courts (190 responses)

Residents mostly requested various sporting areas like pickleball and tennis courts, indoor track and field circuits, squash, and more. Others generally asked to support Kelowna's professional and competitive sporting skills.

2) Outdoor and green spaces (51 responses)

Respondents called for a green outdoor area with many trees, plants, and decorative elements like a fountain. Additional responses requested outdoor play areas for children like a splash park, picnic, and ping-pong tables.

3) Multi-use pool (41 responses)

Other respondents focused on the swimming pool. Some asked for a 50-meter competitive pool. Others requested an outdoor or saltwater pool.

Respondents also mentioned the following suggestions: cafes and retail stores (11 responses), skatepark (9 responses), a dog park, or a generally pet-friendly facility (7 responses).

Lastly, participants were asked whether there was any additional feedback that they would like to provide. The following themes emerged:

- **Sports fields and courts (103 responses):** Similar to previous questions, the leading suggestions included various sports facilities and courts.
- **Feedback on survey / process (83 responses):** Respondents mainly requested the option to choose multiple options in "Part 2: Picturing the new Kelowna Community Campus" instead of having to select their top-most preference. A few others expressed frustration over the registration process while some expressed skepticism regarding the City's consideration of their feedback.
- Furthermore, residents also reiterated their requests concerning the **swimming pool (32 responses)** and **cricket and rugby clubs (29 responses)**
- **Positive comments (59 responses):** Some respondents voiced excitement and anticipation toward the planned campus and were grateful that the city sought input
- **Sustainable and long-lasting (58 responses):** Lastly, additional responses centered on an environmentally and energy-efficient campus that considers the city's future expansion and population growth.

5) Rugby and cricket clubs (39 responses)

A similar number of respondents called to invest in a new or upgraded rugby and cricket pavilion.

6) Multipurpose rooms (25 responses)

Some respondents mentioned multi-functional spaces that can hold various activities. Residents cited private meetings and gathering for small groups and non-profits and non-sportive classes like board games or cards.

7) Car and bike parking (24 responses)

A few respondents mentioned sufficient car parking spaces. Others stressed secure and indoor bicycle racks.



Information sessions



Two information sessions were held at Parkinson Recreation Centre for the public to learn about the redevelopment project, meet with staff directly, ask questions and provide input – and for staff to connect with residents not easily reached by digital channels.

Feedback received at the events was diverse and often related to the site's ability to support specific user groups (e.g. desire for expansion of pickleball facilities, number of lanes needed for the future aquatic facility, desire for an indoor track, concerns about the future of rugby facilities). Feedback related to the redevelopment as a whole was generally favourable: residents acknowledged that the existing facility no longer meets demand; liked the central location of the existing and future facility as well as its natural surroundings; and appreciated the benefits of the co-located site model (i.e. convenience for families, numerous benefits for youth/students), citing specific examples of where this type of model works well. Some residents also wanted the site to support large-scale tournaments/events.

There was a large proportion of people with diverse abilities, in recovery or rehabilitating from an injury who expressed the sentiment that the existing PRC was a critical component to their everyday physical and mental health. Creating a facility with the same warm, welcoming, inclusive and affordable nature of the existing facility was of utmost importance to many. The desire to have a new facility that replicated the calm, regulating atmosphere of the PRC aquatic facility was frequently expressed with an emphasis placed on the need for saunas, varied temperature pools, and areas for water-based rehabilitation programs. Residents expressed a desire to see overall accessibility improvements in a future site, citing limitations of the existing site – particularly the pool, hallways and entrance ways.

Other themes included: concerns around traffic/ site access, concerns about whether programs/ facilities would be lost, a desire to have site amenities that support a range of needs and abilities, a desire for a site that supports all ages/life stages, the need to consider noise/acoustics to reflect the quiet experience at the current site; and various requests for programming.

Interactive displays

Through June, interactive displays made their way across the community. Mobile displays were placed at the downtown Sails, Capital News Centre, and Rutland Arena and a stationery display was placed at Parkinson Recreation Centre. Residents were invited to share what community centres mean to them.

Participants most commonly said that community centres offer a place to have fun, make friends, connect with others, feel included – and stay healthy/active. Some said community centres allow families spend quality time together while others referred to the role they play in equity through things like affordable and inclusive programming and access to washrooms.



Social media

An independent review of data collected from social media and news outlets showed that between January 1-June 30, online conversations about the Kelowna Community Campus elicited 849 interactions (interaction count consists of all social media engagements (posts, tweets, likes, comments, shares, retweets, etc). The analysis does not include sentiment and opinions expressed on private social media discussion boards and groups, only those expressed in fully public forums. Sources included: Facebook, Twitter, Instagram, Direct RSS and News Queries (which are collecting information from sites such as news outlets, non-profit organizations, citizen forums, local businesses, public figures or regional sources)

The city's social media accounts drove nearly half of the conversation (49%). Local news channel outlets led the remaining discussions. Updates of the PRC redevelopment plans and public invitations to attend information sessions and complete a survey about the facility led the online discourse.

Analysis reveals the following main themes in the commentary:

- Renovate existing facility (49 interactions): Residents primarily stated that the allocated funds for the redevelopment should be spent elsewhere, like investments in police and public safety or expanding the local hospital. Others called to update the existing facility rather than build a new one due either to concerns about the environmental footprint of a new building as opposed to retaining the existing facility or because they felt the City should build smaller community centres across different neighbourhoods as opposed to one large, 'flagship' centre. Others stated that the city recently invested in the facility's renovation.
- Programs' costs (23 interactions): A couple of other commenters requested more subsidized or low-cost programs and activities and stressed the importance of providing equal opportunities for all residents to enjoy the recreational centre.
- Sports fields and courts (18 interactions): Individual residents expressed concerns that the new facility would not include sufficient sports amenities, mainly tennis and pickleball courts.

Conclusion

Public engagement revealed enthusiasm for the redevelopment of Parkinson Recreation Centre. Residents place a great deal of value in the site today and recognize the role it plays in building a healthy, vibrant, connected community.

Ensuring that the future site is inclusive, accessible and fun – while serving a diverse range of needs and interests – is crucial and residents underscored the need for a multi-functional, flexible design that achieves this. Residents also place value on a sustainable campus that is welcoming to all and supports the wellbeing of our community for generations to come.

Public and stakeholder feedback, along with technical and financial considerations, will all inform the final design.



Public outreach

Channel	Reach
Direct Mail	~6200 addresses
Get Involved	Aware: 2.7K Informed: 1.6K Engaged: 971
Daily Courier ads x 2	Average 11,000 readers per ad
Organic Facebook posts	4096 impressions (organic) 14,915 impressions (boosted posts)
Instagram posts	3959 impressions
Twitter posts	2032 impressions /63,640 potential reach
Social media ads	147,078 impressions/46,155 reach
3x direct email bulletins	News release subscribers: 4279 delivered (x2) / ~52% open rate Get Involved subscribers: 5127 recipients / ~67% open rate
2x info sessions	~185 participants

Engagement feedback

Public engagement met objectives to inform and consult with interested members of the public on the various project topics.

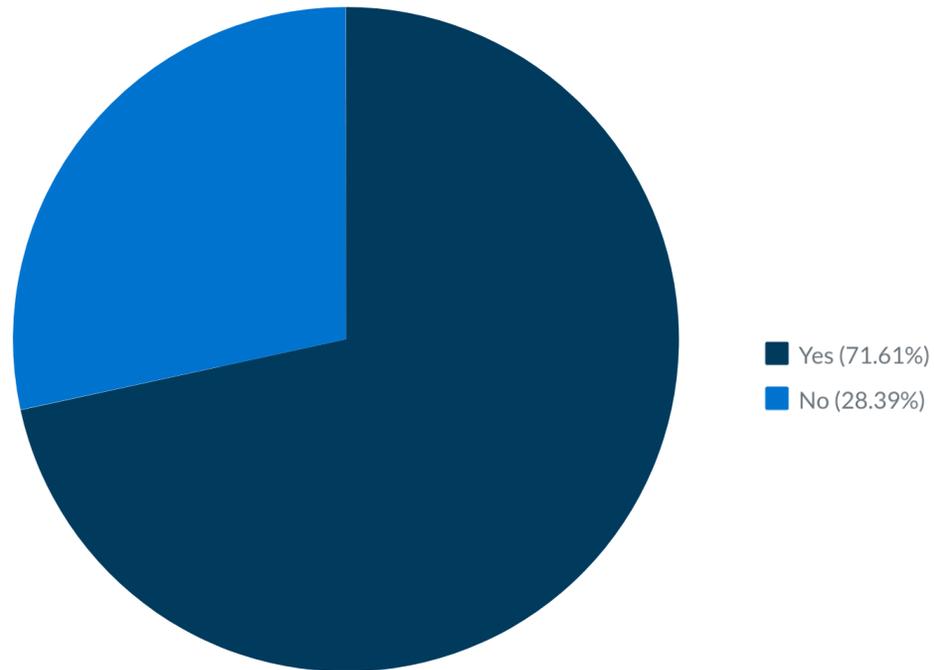
93%	of survey respondents said the information was clear / easy to understand (63% answered "yes" , 30% answered "mostly")
89%	said they had enough information to participate in a meaningful way (answered 58% "yes" and 31% answered "mostly")
80%	said they understood how their input was going to be used.



About our survey respondents

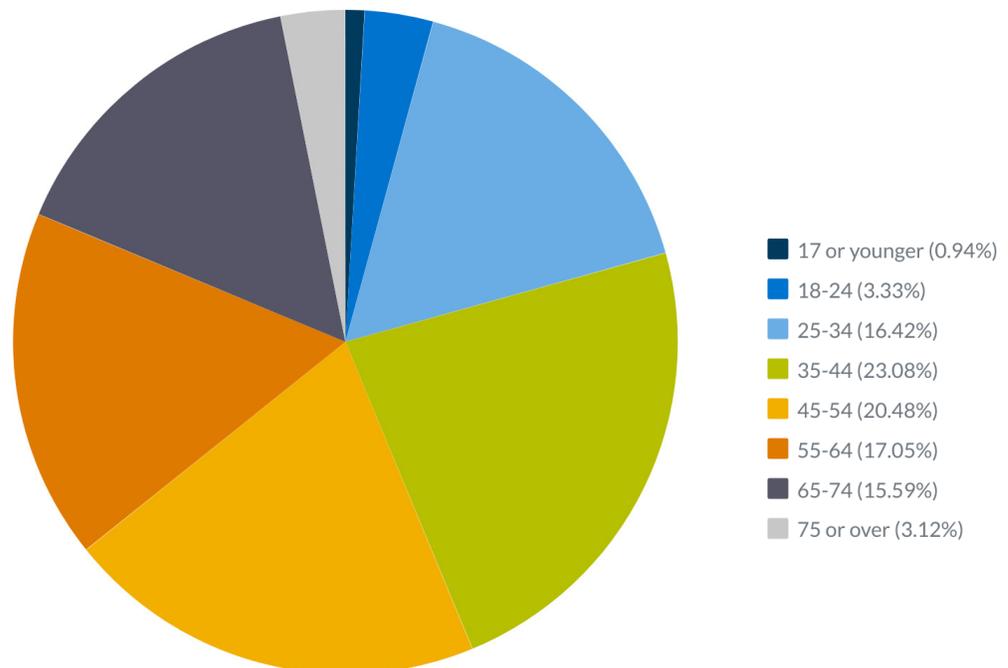
The majority of survey respondents said they use Parkinson Recreation Centre today.

Are you a current user of Parkinson Recreation Centre?



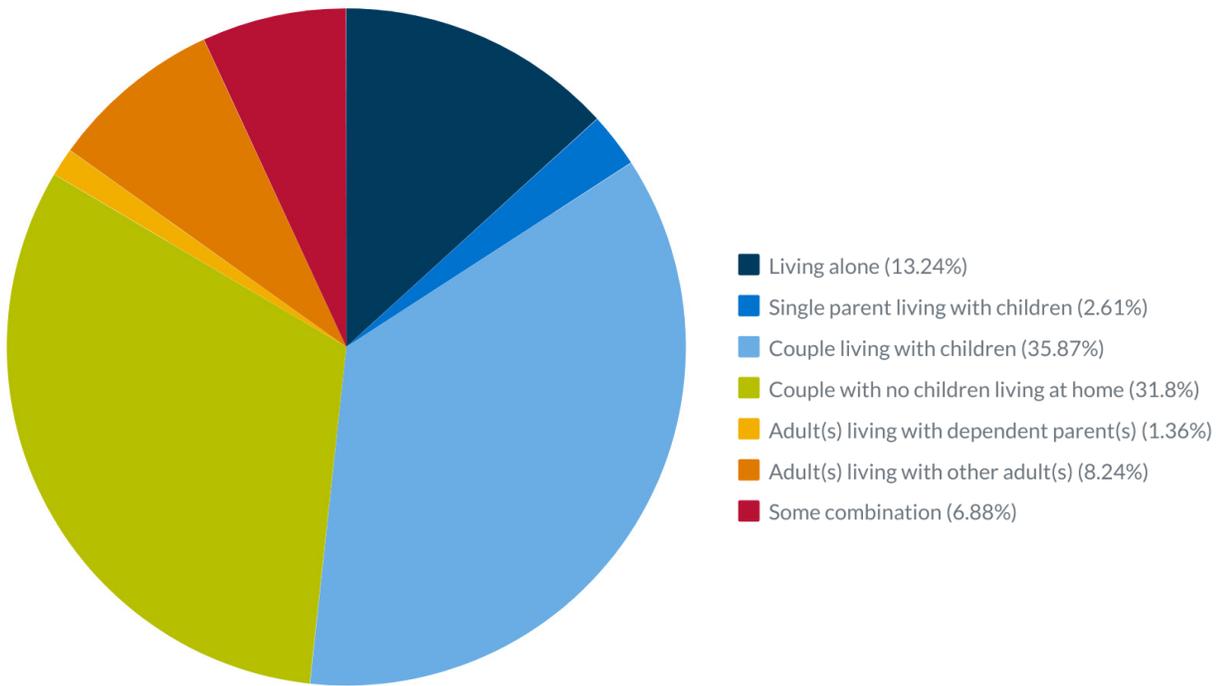
Approximately 23 per cent of respondents were aged 35-44. This represents the largest age group. The 18-34 age group and people aged 55+ were underrepresented by 8 and 6 per cent respectively.

How old are you?

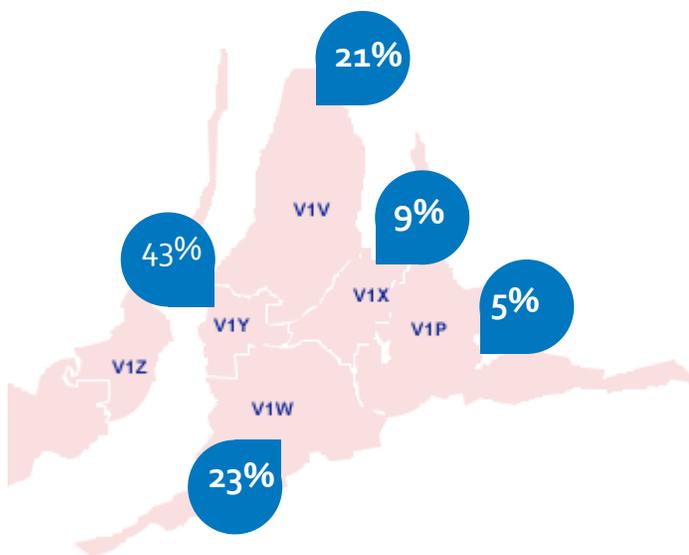


The most common household composition reflected among respondents was “couple with children living at home.” This is a departure from demographic data, however, where the largest segment of the local population is “couple living with no children at home.”

Which of the following best describes your household composition?



Consistent with the fact that most respondents were PRC users, North Kelowna and Central Kelowna residents made up a higher proportion of respondents compared to other areas of the city.



	% Population	% Respondents
V1V North Kelowna	16	21
V1Y Central Kelowna	26	43
V1W Southwest Kelowna	27	23
v1x/v1p East Central/ East Kelowna	31	14