

Community Activity Centres in Mission and Glenmore

Engagement Summary

Purpose of engagement: To obtain public input, sentiment, priorities, and expectations for the function of two new all-ages activity centres in Kelowna.

Engagement timeline: November - December 2023





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Introduction + Background

On May 15, 2023, Council approved a financial strategy for the largest infrastructure project ever proposed in Kelowna’s history. A collection of the City’s highest-priority infrastructure initiatives including the redevelopment of Parkinson Recreation Centre (PRC), new activity centres for all-ages in Mission and Glenmore, optimization of the sports fields in Rutland, and advancement of key partnerships were elevated to a public vote for funding as the Building a Stronger Kelowna initiative. Funding was approved in October 2023.

The activity centres, to be designed for all-ages and abilities, will include 91 childcare spaces each, will be built within Mission Recreation Park, between H2O Adventure + Fitness Centre and MNP Place (formerly Capital News Centre); and Glenmore Recreation Park, a newer park nestled between orchards and Glenmore’s retail area.



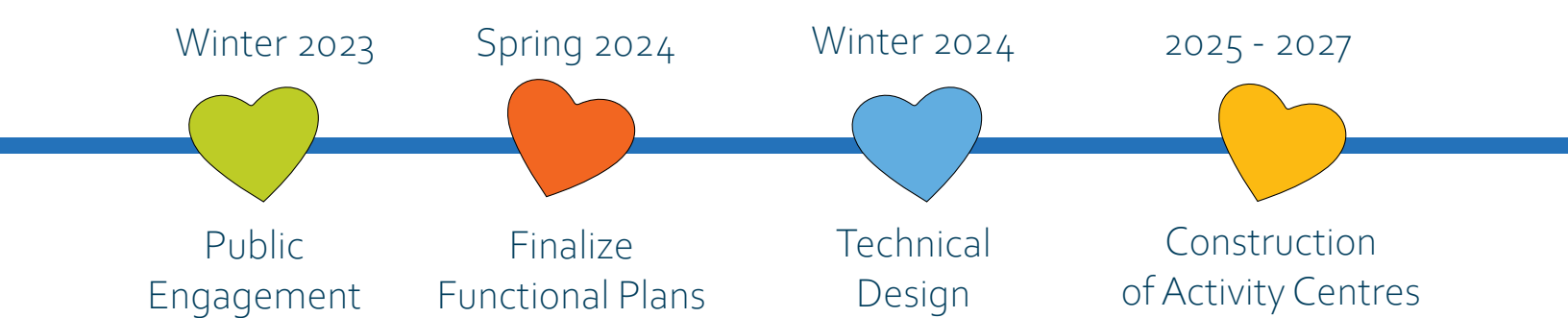
Public engagement

The City of Kelowna is developing a shared vision for the future of two neighbourhood-based community, sport, and wellness facilities. Listening and learning about what matters to residents in each respective neighbourhood where these future facilities will be built is a vital step as functional plans for these two spaces are finalized. This report outlines engagement and findings specific to how residents see themselves using these future spaces, what perceived service gaps may exist in the area, and understanding what residents appreciate about their neighbourhood today.

Next Steps

Public input will help inform final facility designs to create welcoming community spaces for all ages and abilities that support neighbourhood service needs and enhance what residents already love about where they live.

A general timeline of next steps for development of the activity centres includes:



The journey to date: building a stronger Kelowna

Engagement on neighbourhood activity centres builds upon 2022 City-wide engagement for the development of [Kelowna's Indoor Recreation Facilities Strategy \(IRFS\)](#), endorsed by Council in April 2023. The Indoor Recreation Facilities Strategy guides prioritization of the City's facility investment and development of indoor sport and recreation infrastructure in the face of the City's growth and change over the next 10-20 years. Data captured through the IRFS engagement process, which featured a postcard survey, sent to all residents in Kelowna, highlighted resident values and considerations, community need, priority of public investment and public sentiment specific to funding. The IRFS supported and built upon findings from previous City infrastructure studies and plans including an Infrastructure Planning study in 2011 and Sport and Recreation Infrastructure Plan developed in 2013 where the redevelopment of Parkinson Recreation Centre was identified as the City's top priority project.

During review of both the Indoor Recreation Facilities Strategy and 10-year Capital Plan Workshops in spring 2023 - the planning and delivery of the Glenmore and Mission activity centers and sport field enhancements in Rutland were identified as additional priorities by Kelowna City Council. These collective projects, along with intent to advance key facility-based partnerships were presented in May 2023 as part of a holistic strategy to develop and enhance community, sport and wellness sites across Kelowna, now known as the Building a Stronger Kelowna initiative.

A city-wide approach

Enhancement of priority recreation spaces and facilities across Kelowna has been holistically planned to support key priorities outlined in Kelowna's long-term strategies & Capital plans:



PRC Redevelopment:

The redeveloped facility becomes the "jewel" at the centre of our city for major sports and events while preserving PRC's tradition of offering a warm, welcoming and safe environment for all.



Activity Centres in Mission & Glenmore:

Activity centres connect neighbourhoods through accessible programs and spaces and can host a variety of events and activities, depending on their size, location, and the needs of the community.



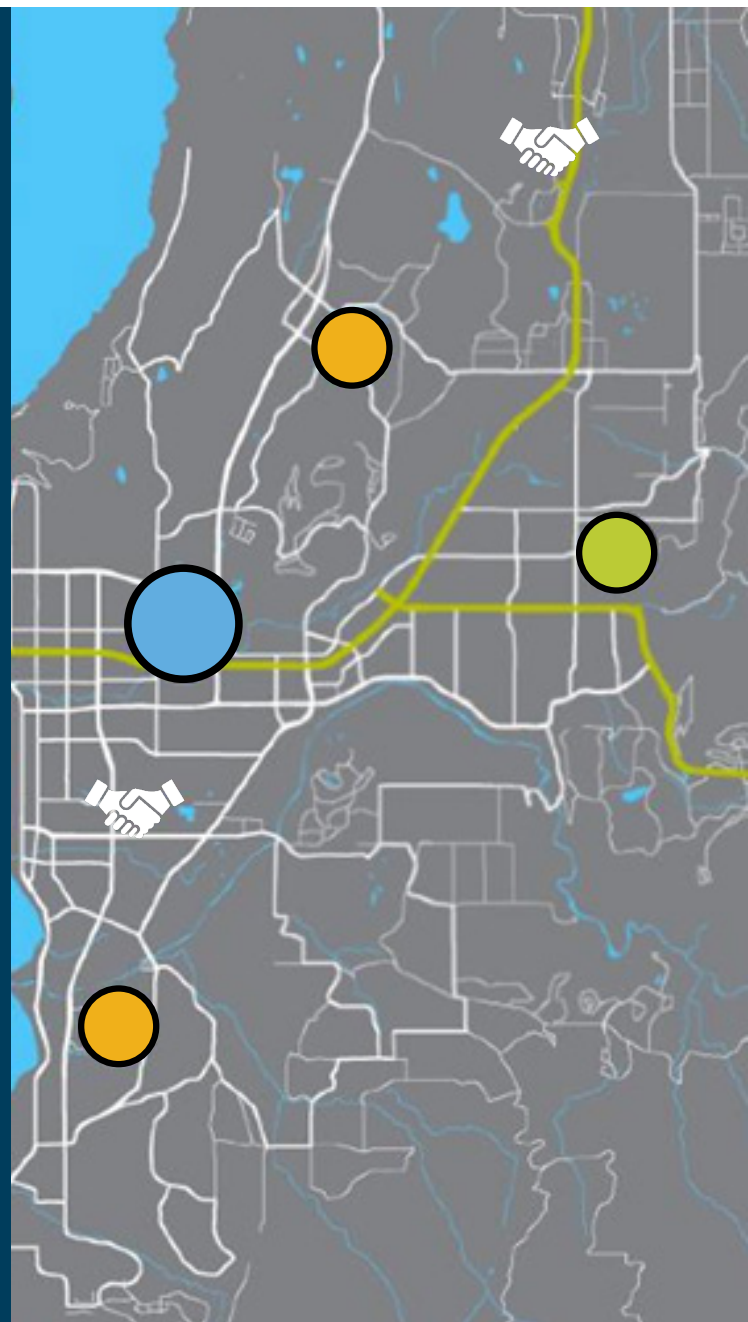
Optimization of Rutland Sports Fields:

This includes consideration of a new grass field and a potential second in the future at Rutland Recreation Park, in addition to converting the central field to artificial turf with lighting.



Community Partnership Advancement:

Furthering collaborative development and shared use of facilities with key partners such as Okanagan College and UBCO to provide the highest level of service to the overall community.



Engagement Overview

This report focuses on feedback received through fall and winter 2023 public engagement activities and includes brief summaries of engagement activities and results. Recognizing these spaces are intended as neighbourhood-based activity centres, targeting residents who live, work and play in the Mission and Glenmore areas was a priority focus.



Ways we engaged

Engagement spanned approximately four weeks and included a variety of options to provide input, with both online and in-person formats available for participation. Separate project pages, surveys and activities were conducted for each of the two activity centres to ensure neighbourhood residents could engage specifically on the future facility that they most see themselves using. Understanding area sentiment specific to existing service gaps in the neighbourhood and positive elements to build upon through project delivery, relied on the engagements to be conducted separately. Despite the separate project pages and surveys, the methodology was consistent across both the Mission and Glenmore Activity Centre engagements.

In addition to the overarching question of "Why active space matters to you", three engagement activities were conducted specific to each activity centre to garner feedback specific to:

Preferred use of space



Neighbourhood needs / gaps



Neighbourhood character



Activity 1: Dream It

What would you use most in Glenmore or Mission’s future activity centre?

Typically used as a budgeting exercise, the “Fund It” tool was used to help garner an understanding of neighbourhood spatial priority. Essentially, how residents see themselves using these future facilities. Using a ‘point system,’ participants were given up to 40 points to use toward the types of spaces they’d most like to see in an activity centre in their neighbourhood - whether it be space to perform, relax, create, compete, or something else they’d prefer.

Online participants could use the sliding point scale to a maximum of 10 points for each of the ten types of space typically provided within activity centres including:



Space to Learn/Grow



Space to Celebrate/Gather



Space to Play



Space to Create



Space to Move/Sweat



Space to Relax



Space to Connect



Space to Cook



Space to Perform



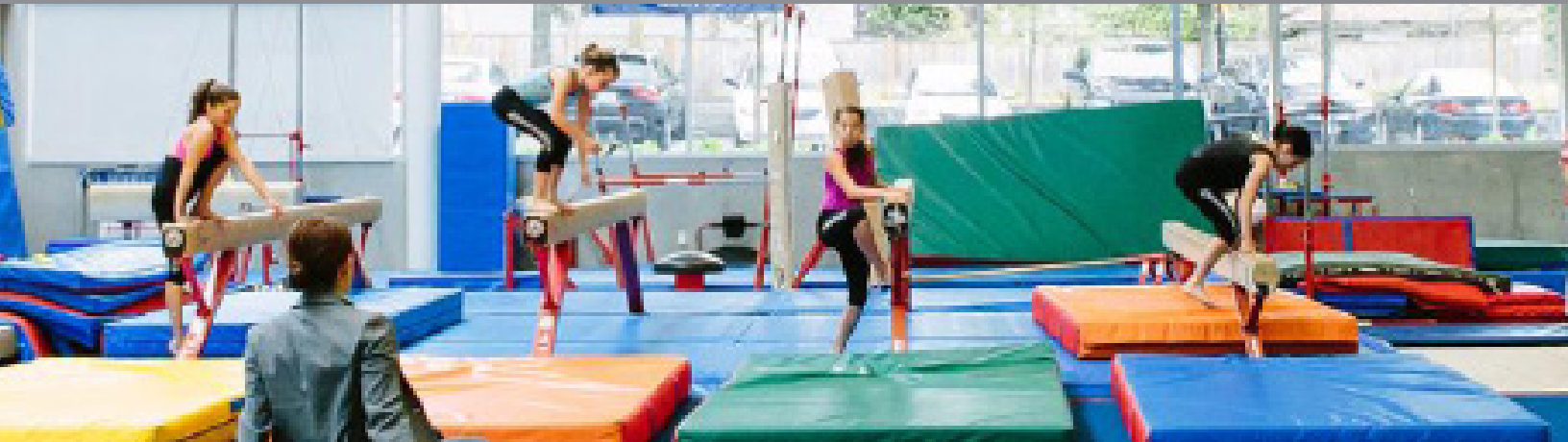
Space to Compete*

**Due to the nature of competition space (i.e. requirement of a gymnasium) this option was all-in and required 10 points*

Tool Participation

Mission:
328 online participants
26 in person participants

Glenmore:
443 online participants
15 in person participants



Activity 2: Neighbourhood Survey

A more expansive survey to dig in further to priorities and preferences was provided both online and on site at two in-person information sessions. The surveys – one specific to Mission and one to Glenmore - served to validate foundational findings related to the Indoor Recreation Facilities Strategy completed in 2022, while honing in further to hear from residents at a neighbourhood level. Survey questions focused on: existing use of facilities, motivations in attending community, sport and wellness spaces, perceived neighbourhood service gaps and opportunities, overall aesthetic preference as well as open ended questions to share further ideas for the future facilities.

Tool Participation

Mission:
142 surveys completed

Glenmore:
219 surveys completed



Activity 3: Tell us about your Neighbourhood

Recognizing that those who live, work and play within Glenmore and Mission would know best what kind of characteristics and identity exist within these neighbourhoods today, we asked the question:

“What do you love about **Glenmore**?”

“What do you love about **Mission**?”

This tactic focuses understanding on what residents appreciate most about these areas, to preserve and build upon through the delivery of new spaces.

Tool Participation

Mission:
32 contributions

Glenmore:
41 contributions

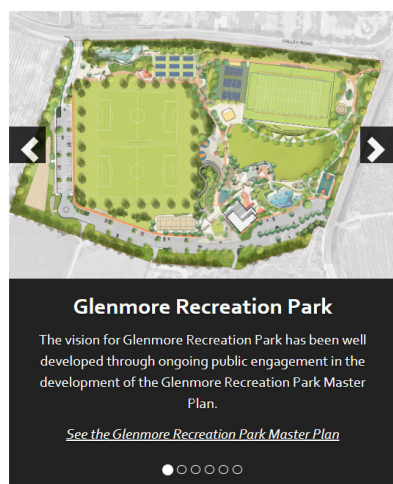


Recreation Park context

The two new activity centres will be positioned within two of Kelowna's largest recreation parks – one that is well-established in Mission Recreation Park and the other is a brand-new park space, Glenmore Recreation Park, being developed through a multi-phased, multi-year approach. Both Recreation Parks have a future vision as defined through a Master Plan, which was important and relevant information to understand the broader context of how these indoor and outdoor recreation sites will operate in the future. The delivery of a community activity centre, for example, is part of phase six (2025-2026) of the Glenmore Recreation Park Master Plan which includes plans for a skate park, splash/water park, sport courts and fields and more.

A piece of the broader plan for Glenmore Recreation Park

A new all-ages activity centre is just one of the exciting features to look forward to at Glenmore Recreation Park which is being developed through a multi-year, multi-phased approach.



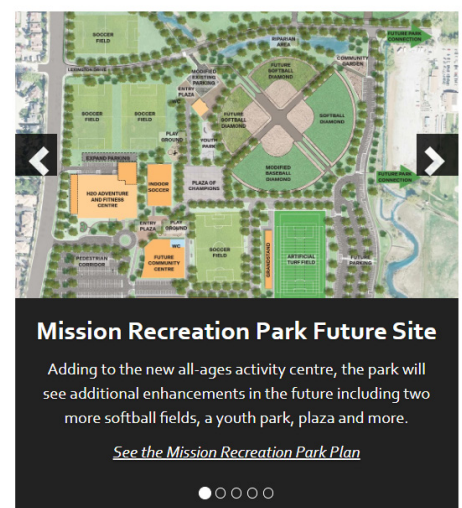
Glenmore Recreation Park

A new all-ages activity centre is just one of the exciting features to look forward to at Glenmore Recreation Park which is being developed through a multi-year, multi-phased approach. Phases 1 through 3 were built from 2017 to 2021, including two sports fields and a fenced off-leash dog park - with much more to come for this park in the future!



An exciting addition to Mission Recreation Park

A new all-ages community activity centre is just one piece of future plans for Mission Recreation Park.



This information was presented both online and through in person display panels to highlight the overall vision of each recreation park, including future site maps with project staff available for questions both online and on site.

Information Sessions and On Site Activities

Two information sessions were held within the Glenmore and Mission areas, geographically located as close to the future activity centres as possible. For Glenmore, Green Gables Daycare (228 Valley Road), located directly across from Glenmore Recreation Park is one of the few rentable spaces in Glenmore currently, and was an ideal location to host an information session. The lobby of the MNP Place (formerly Capital News Centre) was used for the Mission session, located beside the future Mission Activity Centre site.

The information sessions were available for the public to learn more about the various components of the building a stronger Kelowna initiative, see future site maps for the two recreation parks, explore ideas for future activity centres, 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, as were the participants themselves with 248 attendees across the two sessions, ranging across a variety of age and interest groups. Visual display boards to understand key aspects of the plans, surrounding park contexts and possibilities within future Activity Centres.

All engagement activities available online were also made available on site including the dream it tool, survey and ability to share what residents love about their neighbourhood.



Audience

A priority focus in the promotion of this engagement opportunity was to target residents who live, work, and play in the Mission and Glenmore areas, as these spaces are intended to serve as neighborhood-based activity centers. In person opportunities were planned and held directly within the communities, as close to the future facility as possible. Additionally, all households and businesses within the two areas were sent a postcard highlighting the opportunity to engage and social media advertising was geo-targeted specifically to the Mission and Glenmore neighbourhoods.

This reflected in the results with 72 per cent of respondents indicating they live in the Glenmore or Mission areas.

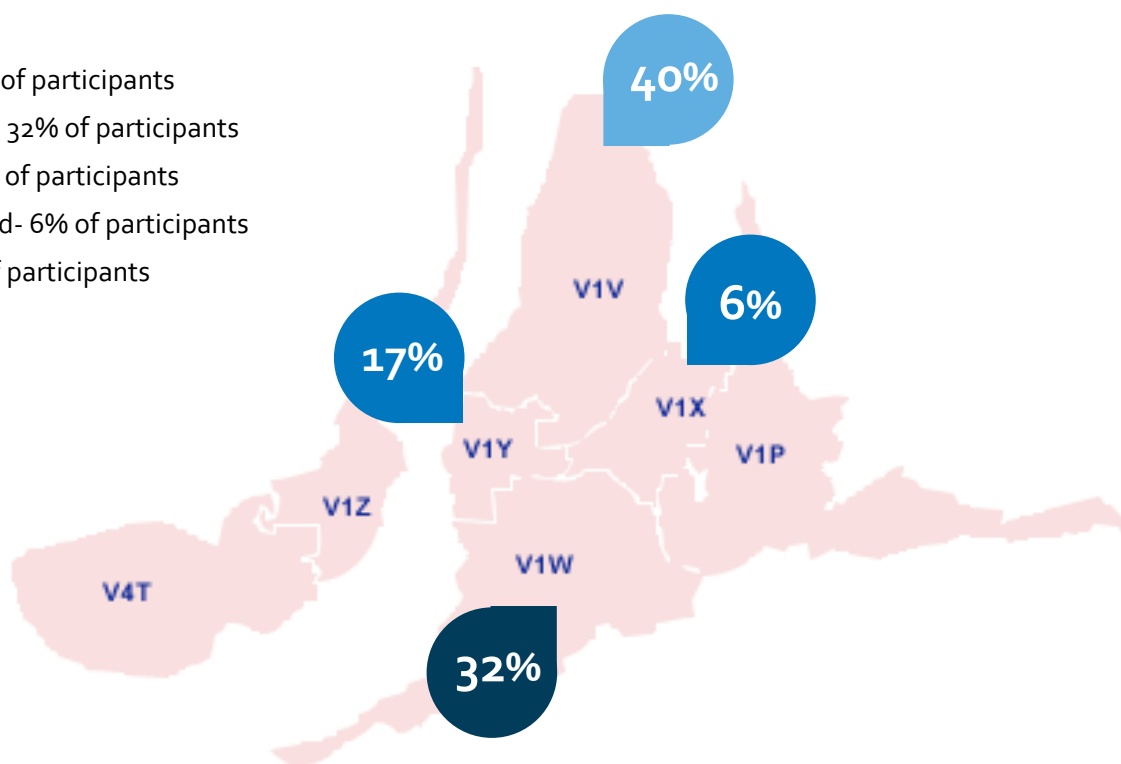
V1V North Kelowna - 40% of participants

V1W Southwest Kelowna - 32% of participants

V1Y Central Kelowna- 17% of participants

V1X East Kelowna / Rutland- 6% of participants

Other postal codes - 5% of participants



About Glenmore

Predominantly middle-aged families and couples (35-64)

Total Households = 10,926

70% of homes built after 1991

predominantly single-detached homes, row houses and semi-detached homes

47% of the North area travel to work by car as a driver

About Mission

Predominantly middle-aged and older families and couples (45-74)

Total Households = 10,413

83% own single-detached homes

45% of the South area travel to work by car as a driver

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 over-represented in the results.



What we heard: Big Themes

With multiple engagement phases running currently to support the Building a Stronger Kelowna initiative from fall 2023 to spring 2024 including engaging on plans for facilities and sportsfields, an overarching engagement and information campaign was launched in tandem to span all engagements across the initiative. The purpose of this overarching engagement was to better understand the 'why', or the motivations of Kelowna residents in attending and valuing spaces for activity, both indoor and outdoor.

Visioning question: why do active spaces matter to you?

3,357 visits, 150 contributions. This engagement tactic is ongoing until April 2024, below are summarized responses to date.

Some of the common themes and requests that emerged from the responses are:

- the importance of active spaces for optimal physical, social and mental health
- the need for more facilities and program opportunities for seniors, children, and families
- the popularity of pickleball and need to accommodate the growing sport
- the importance of low-barrier, welcoming spaces for gathering and community connection

It's so important to create memories around active lifestyle so it can be a regular part of everyone's life as they grow up.
— Michael S.

Affordable active sport is super important in our community. The more community spaces we have the less wait lists we will have. — Laura B.

An active space is an engaged space. It will offer the community a place to connect, experience and grow together.
— Tanya O.

Sport has always been a cornerstone of my well-being and social connection, we hope to give our kids the same opportunities.
— Toni O.

It is so important for people to be connected. Community spaces provide environments for healthy, social activities. — Allison C.

Additional feedback:

Diversity and inclusion: Some responses also highlighted the need for diversity and inclusion within the active spaces, such as accommodating people with disabilities, different languages, and cultural backgrounds.

Challenges and opportunities: Some responses also expressed challenges about the current active spaces, such as long wait lists, lack of accessibility, insufficient parking, high fees, and distance from their homes along with ideas or suggestions to better accommodate these needs.



What we heard: Mission

Community Activity Centre Engagement



Activity 1: What we Heard

Dream It: What would you use most in Mission's future activity centre?

The first activity for participants asked them to use up to 40 'points' to use toward the types of spaces they'd most like to see in an activity centre in their neighbourhood. Online participants could use the sliding point scale to a maximum of 10 points for each of the ten types of space typically provided within activity centres.

Respondent results: Top five preferences for space in Mission Activity Centre



Space to Play



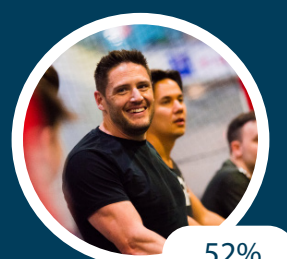
Space to
Move & Sweat



Space to Create



Space to
Learn & Grow



Space to Connect

Space Type	Percentage (%) of total points received
Space to Play	79.32%
Space to Move / Sweat	73.22%
Space to Create	67.12%
Space to Learn / Grow	66.78%
Space to Connect	51.86%

Space Type	Percentage (%) of total points received
Space to Cook	51.19%
Space to Compete*	50.17%
Space to Celebrate / Gather	50.17%
Space to Relax	48.47%
Space to Perform	45.08%

**Space to Compete required 10 points to select due to the nature of competition space (ie. gymnasium), some respondent may have opted not to select due to the highest 'cost' to select this option.*

With space to play, move & sweat, create, learn & grow and connect emerging as the top results in this activity, this supports the concept of this space as a connecting point for all ages within the Mission neighbourhood. During in person engagement on site in Mission, this echoed what we heard from many respondents across all age demographics, that the Mission area needs more space specifically to support drop in activities for kids, teens and growing families. Despite requiring 10 points to select, space to compete was still chosen by over 50 per cent of respondents, signaling this to be an importance consideration as well.



Activity 2: What we Heard

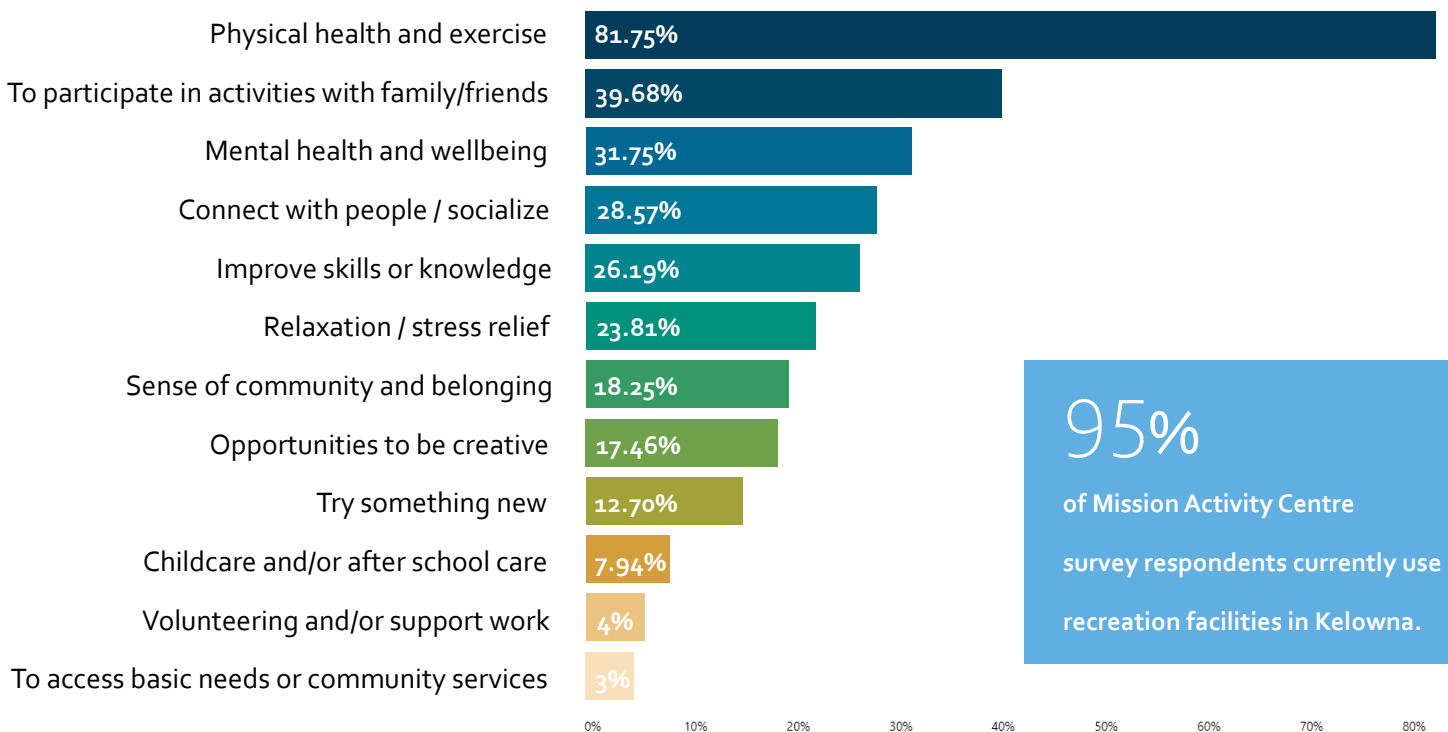
Mission Activity Centre Survey

The second tool used specifically for activity centre engagement was a deeper dive survey consisting of several multiple-choice options, with opportunities for qualitative input and ideas. The survey sought to understand residents priorities, preferences and aspirations for indoor amenities including perceived service gaps within the neighbourhood.

Part 1: Principles & Priorities

Asked to rank which aspects motivate residents to attend recreation facilities or activity centres, **physical health and exercise** emerged as one of the top three reasons for over 80 per cent of respondents.

How important are the following aspects in motivating your household to attend recreation facilities or activity centres?



95%

of Mission Activity Centre
survey respondents currently use
recreation facilities in Kelowna.

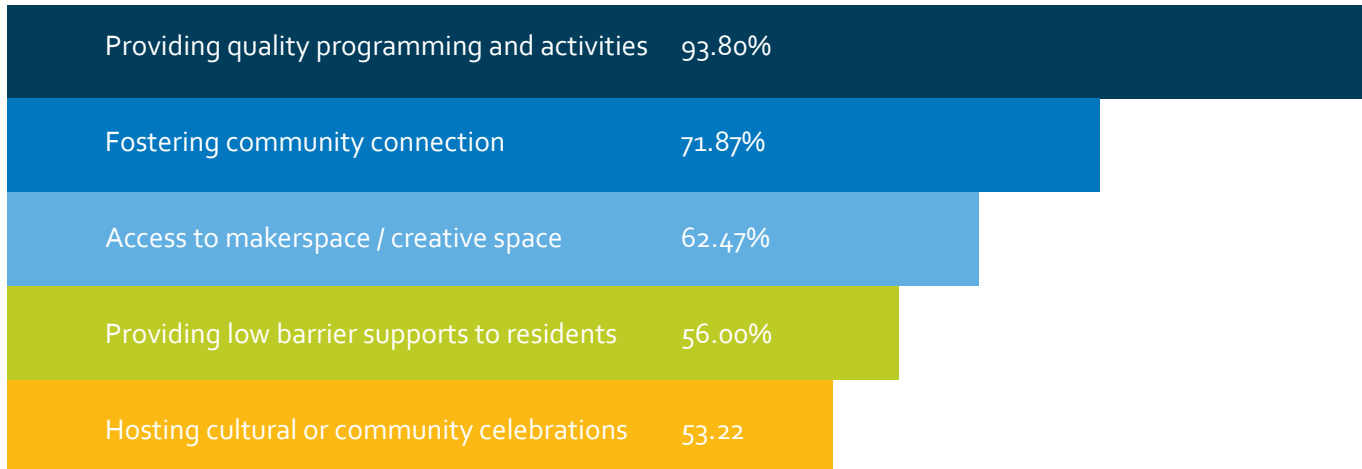
What type of event or opportunity would you most like to see more of within **Mission Recreation Park** by adding indoor space?



How important are the following **services** in your neighbourhood to address with the addition of a new Activity Centre

When asked to consider how important the following **services** would be to address with the addition of a new activity centre - providing **quality programming and activities** was the top response with 67% of respondents considering this to be 'very important'. Services specific to the Mission Activity Centre ranked in order of importance to survey respondents:

Percent of respondents who ranked this service as "somewhat" or "very" important to the Mission area.



Are there any other service gaps in Mission you feel need to be addressed?

Main themes from "other" category:

- **Desire for specific sports and activities catering to specific age groups in Kelowna:** the bulk of responses in the 'other' category were specific to wanting to see more facilitation of specialty activities for certain age groups with specific mention of teens and seniors. Additionally, social space to support swim, soccer, baseball tournaments was felt to be lacking.
- **Demand for indoor facilities:** Many respondents expressed a need for more indoor facilities for various sports such as pickleball, tennis, volleyball, gymnastics, and climbing. They also mentioned the lack of gym space for youth sports and desire for more washroom access for outdoor needs.
- **Inclusive and diverse programs:** Some respondents suggested that there should be more inclusive and diverse programs that cater to different age groups, abilities, and interests. They mentioned examples such as parkour, dodgeball, childcare, and fitness oriented to older adults or teens.
- **Transportation and accessibility issues:** A few respondents highlighted the challenges of accessing the existing facilities due to public transportation barriers, traffic congestion, or distance. They also expressed concerns about the environmental impact of expanding facilities in the Mission area.
- **Multi-use and flexible space:** To accommodate different events and activities, respondents appreciated the concept of space for multi-purpose use, such as a commercial kitchen for teaching and event hosting. Additionally, within the Mission area, space for people to hangout in between programs that are hosted at the nearby H2o and MNP facilities was important, as was space for events connected to the Mission ORL branch to be hosted or expanded into, such as book readings.

Kelowna's new Activity Centres will be reflective of our local history with consultation underway specific to Indigenous design. When you enter a future Activity Centre in the Mission, what words best describe what you think the space should be?

Thematic mood boards were provided to help visual demonstrate these types of atmosphere within a community activity centre context. Just over half of Mission Activity Centre respondents preferred the idea of a **bright, airy and light** atmosphere.

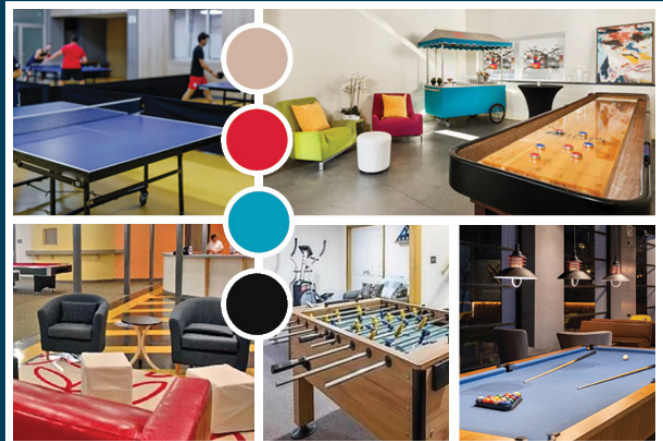
Bright, airy, light

52.8%



Active, busy

27.2%



Close, cozy, intimate

6.4%



Efficient, functional

12.8%



Guiding the Path - Indigenous Design

The City has engaged the Indigenous Design Studio (IDS) to facilitate collaboration with syilx/Okanagan and urban Indigenous people so that local representatives are key participants in ensuring these facilities reflect the unique living history of this region. IDS looks to create spaces that resonate with the Indigenous communities through a collaborative process that integrates co-design and engagement strategies to highlight local Indigenous voices and participation.

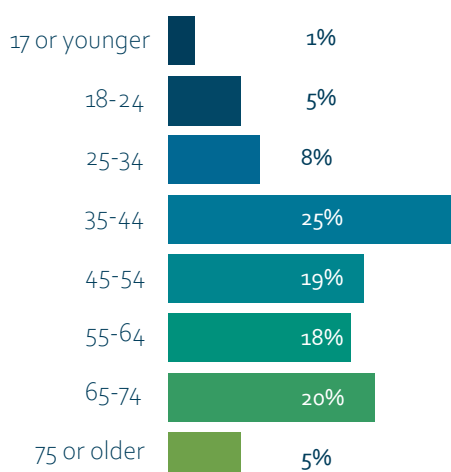
Is there anything else you would like to see, or would like to do in an Activity Centre in your neighbourhood?

- **Coffee shop / gathering space:** Many respondents like the idea of having a coffee shop or social gathering place within an activity centre in Mission.
- **Skill development beyond sport:** There is a high demand for various educational activities, such as cooking classes, photography, creative arts, music, dance, and workshops.
- **Accessible and low-barrier:** Some respondents emphasize the importance of accessibility and low-barrier for older adults and people with disabilities.
- **Pickleball:** A sport growing in popularity, especially among older adults, several respondents mentioned pickleball specifically as a desired activity within these future spaces, both in Glenmore and Mission.
- **Budget, size, and prudent planning:** some respondents expressed concern about the budget or size of the future facility, feeling it will either be too big, or too small, encouraging the city to be practical and forward-thinking in their planning.

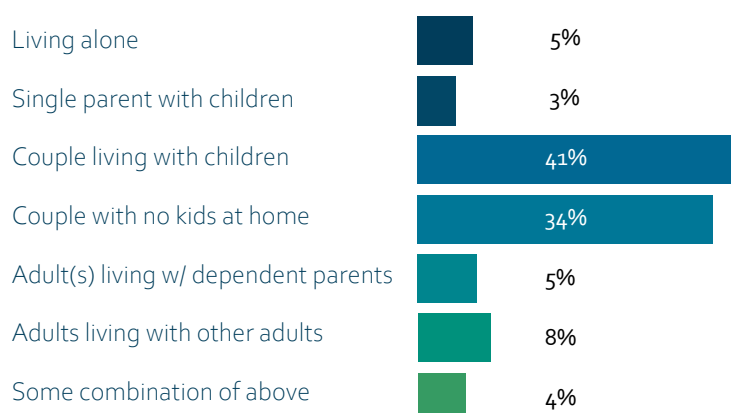
Part 2: About You

This section highlights the sample of respondents who engaged both online and in person specific to the Mission Activity Centre survey.

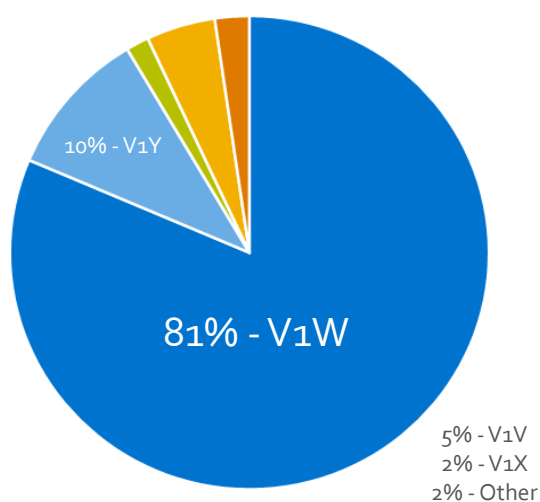
Age of Respondents:



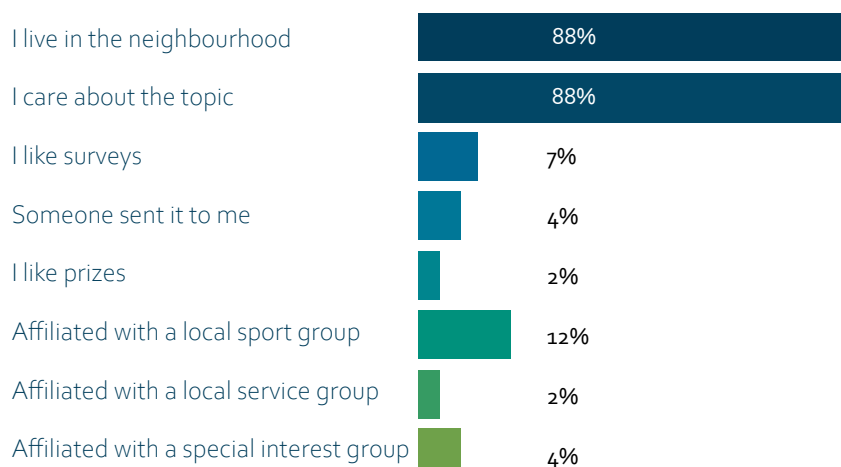
Household Composition:



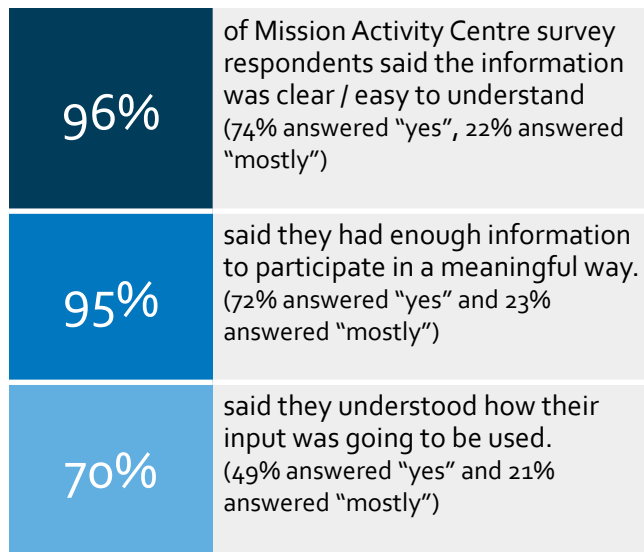
Location (Postal Code):



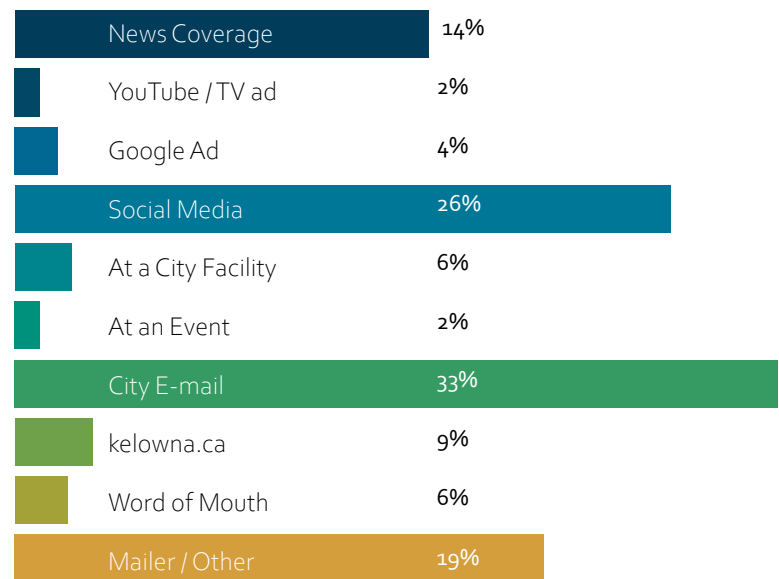
Reason for Participation:



Part 3: Participation Feedback



How did you hear about this engagement opportunity?



Activity Centre conceptual image from Airway Heights Community Recreation Centre in Washington (US) - ASLC Architects

Activity 3: What we Heard

Tell us about the Mission Neighbourhood

The concept of "neighbourhood identity" was a common theme mentioned especially during the in-person engagement session in Mission. Through comments and conversations specific to the Mission area, several residents in attendance expressed the value and importance of reflecting our history and who we are through these spaces which are intended to be welcoming and inclusive while serving to enhance what residents already appreciate about the surrounding area.

What do you love about Mission?

A sample of feedback and common themes heard online:

I like the lake and beaches but feel there are so few opportunities for youth to be involved in activities that are open to all. - dneer

Many indoor and outdoor spaces to be active and we need more! Lots of people are active and seeking to be healthier. - Dani

The upper mission is close to everything whether downtown or trails, but is missing a facility to use in the cold months. - Trenton

The school catchment, the sense of new community. The great views you can have of the lake. - Katia



Top five words / terms used when describing the Mission area

What we heard: Glenmore

Community Activity Centre Engagement



Activity 1: What we Heard

Dream It: What would you use most in Glenmore's future activity centre?

The first activity for participants asked them to use up to 40 'points' to use toward the types of spaces they'd most like to see in an activity centre in their neighbourhood. Online participants could use the sliding point scale to a maximum of 10 points for each of the ten types of space typically provided within activity centres.

Respondent results: Top five preferences for space in Glenmore Activity Centre



Space to
Play



Space to
Move & Sweat



Space to
Learn & Grow



Space to
Create



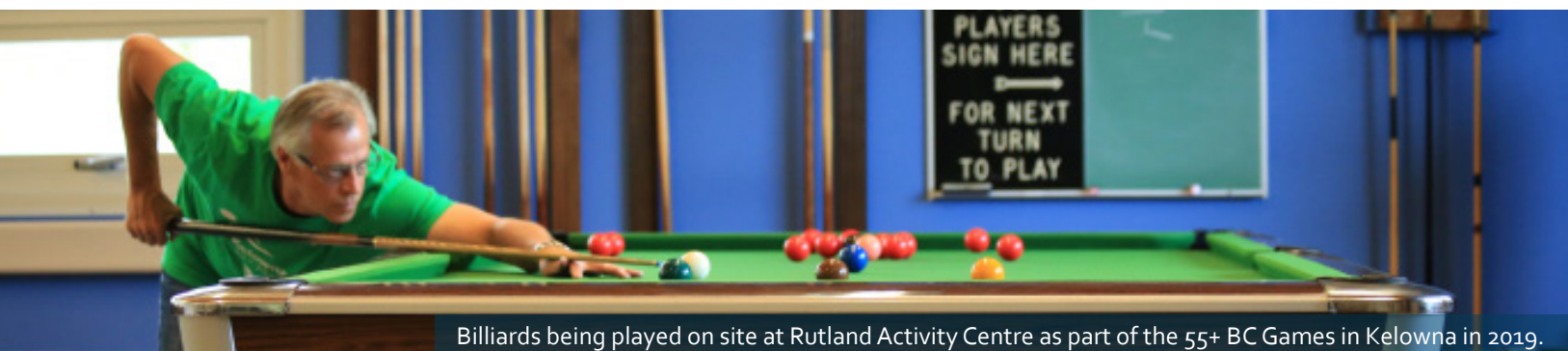
Space to
Compete

Space Type	Percentage (%) of total points received
Space to Play	85.95%
Space to Move / Sweat	83.65%
Space to Learn / Grow	75.05%
Space to Create	64.99%
Space to Compete*	48.22%

Space Type	Percentage (%) of total points received
Space to Perform	47.80%
Space to Connect	44.86%
Space to Celebrate / Gather	43.82%
Space to Relax	41.93%
Space to Cook	41.30%

*Space to Compete required 10 points to select due to the nature of competition space (ie. gymnasium), some respondent may have opted not to select due to the highest 'cost' to select this option.

Results for this activity expressed a wide range of needs within the Glenmore area, with space to play, move & sweat, learn & grow, create and compete emerging as the top results. This supports the notion that an activity centre in Glenmore needs to be more things to more people with very few facilities serving the Glenmore area currently. Despite requiring 1/4 of total points allocated to select, nearly half of all respondents (48%), would like to access space to compete in a future activity centre, such as a gymnasium.



Billiards being played on site at Rutland Activity Centre as part of the 55+ BC Games in Kelowna in 2019.

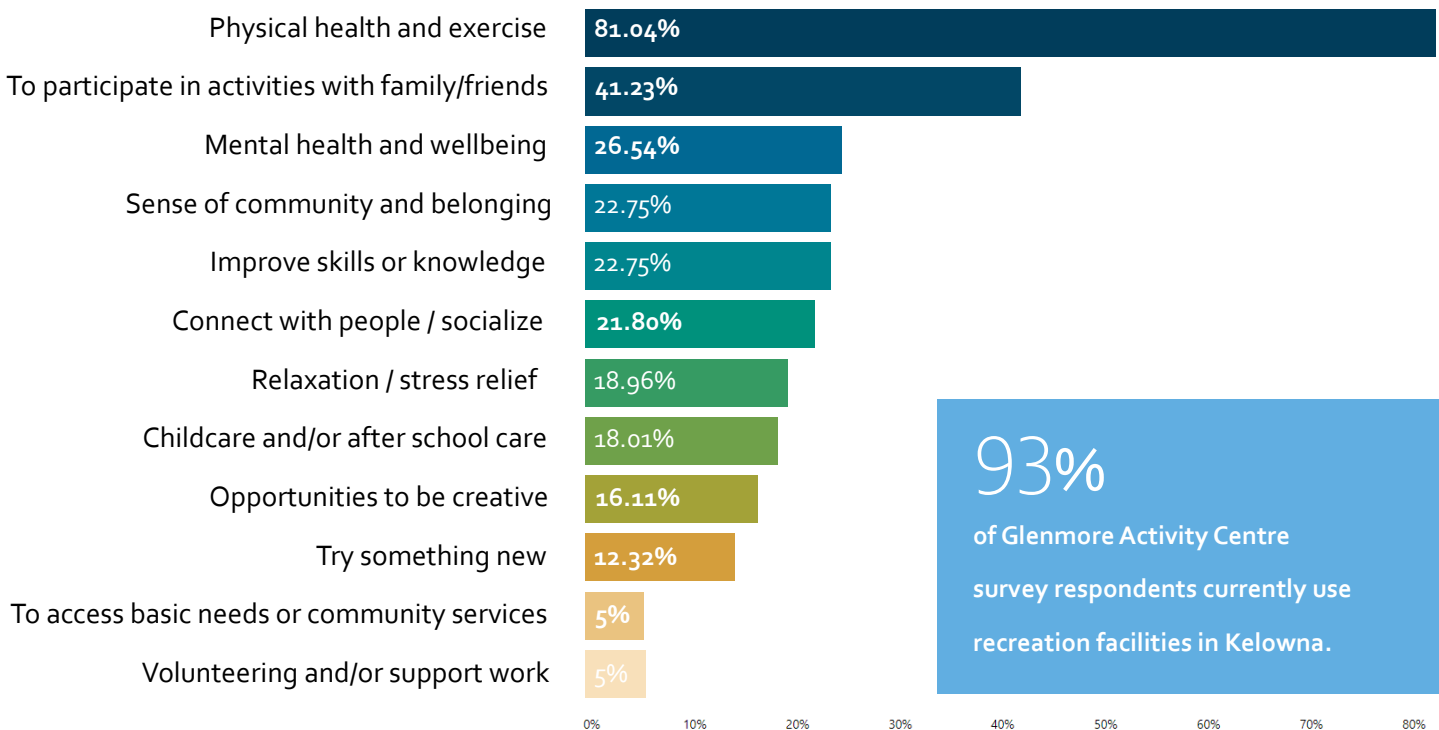
Activity 2: What we Heard Glenmore Activity Centre Survey

The second tool used specifically for activity centre engagement was a deeper dive survey consisting of several multiple-choice options, with opportunities for qualitative input and ideas. The survey sought to understand residents priorities, preferences and aspirations for indoor amenities including perceived service gaps within the neighbourhood.

Part 1: Principles & Priorities

Asked to rank which aspects motivate residents to attend recreation facilities or activity centres, **physical health and exercise** emerged as one of the top three reasons for over 80 per cent of respondents.

How important are the following aspects in motivating your household to attend recreation facilities or activity centres?



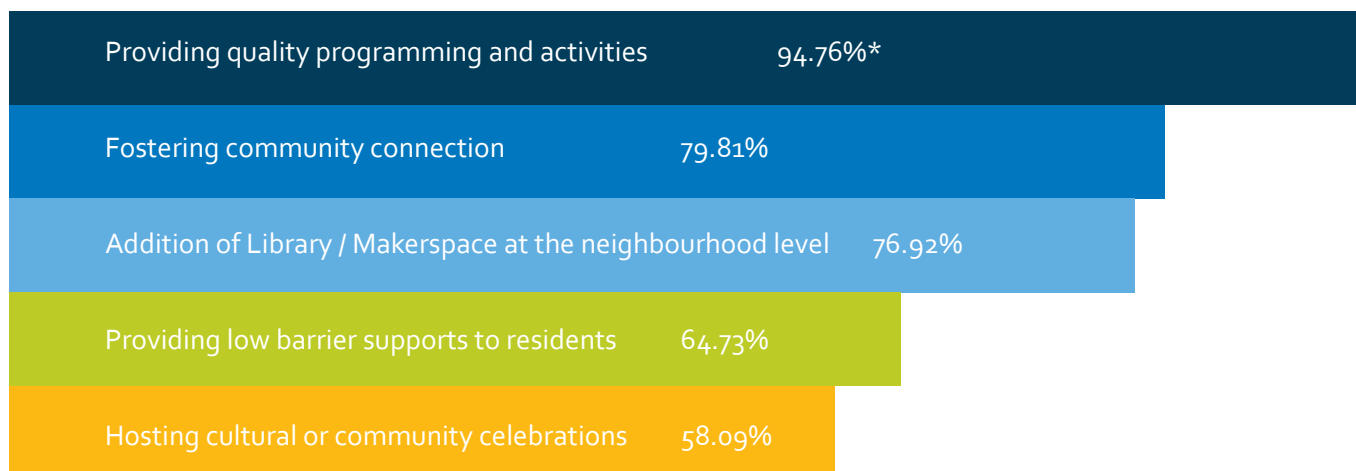
What type of event or opportunity would you most like to see more of within **Glenmore Recreation Park** by adding indoor space?



How important are the following **services** in your neighbourhood to address with the addition of a new Activity Centre

When asked to consider how important the following **services** would be to address with the addition of a new activity centre in the Glenmore area - providing **quality programming and activities** was the top response with 64% of respondents considering this to be 'very important'. Services specific to the Glenmore Activity Centre ranked in order of importance to survey respondents:

Percent of respondents who ranked this service as "somewhat" or "very" important to the Glenmore area.



Are there any other service gaps in Glenmore you feel need to be addressed?

Main themes from "other" category:

- **Community needs within Glenmore Recreation Park:** There is clear excitement from the Glenmore community not only about the indoor space, but about future phases of Glenmore Recreation Park. In addition to ideas about the activity centre, many residents expressed ideas or anticipation of outdoor services including a splash park, a skate park, sports fields, and courts – validating many of the amenities proposed within future phases of the Glenmore Recreation Park Master Plan.
- **Indoor service gaps:** The most common mentions specific to indoor services lacking in the Glenmore area include a swimming pool, a gym or fitness centre, a library, an ice rink, a youth area, a childcare centre, and meeting / rentable space for events or special interest groups.
- **Pedestrian and transportation safety:** Some mentioned the lack of parking for the existing site as an existing and potential future challenge. Other safety considerations were mentioned including more protected crosswalks across Valley Road as well as the distance and accessibility of other facilities in Kelowna to the Glenmore area.

Is there anything else you would like to see, or would like to do in an Activity Centre in your neighbourhood?

- **Fitness and wellness programs:** Many respondents express a desire for fitness and wellness programs for different age groups and activity levels, such as pilates, yoga, pickleball, walking, dance, and martial arts.
- **Community space and events:** Some respondents suggest having a community space that can host events, meetings, classes, and celebrations for various groups and interests, such as art, cooking, music, and dog training.
- **Childcare and youth programs:** Several respondents mention the need for childcare and youth programs, such as drop-in childcare, after-school care, sports, games, and activities for children, teens and pre-teens in the area.
- **Library services:** while a number of indoor amenities were mentioned, both online and in person engagement heard a prominent focus on the provision of library services within the Glenmore area.
- **Aquatic and ice facilities:** A number of respondents requested aquatic and ice facilities, such as a swimming pool (9 mentions), a hot tub (2 mentions), a sauna (3 mentions), or an ice rink (11 mentions).
- **Other suggestions and concerns:** Some respondents offer other suggestions for community services outside amenities traditionally seen within a neighbourhood activity centre, such as a climbing wall, food court, security desk, or coffee shop.

Kelowna's new Activity Centres will be reflective of our local history with consultation underway specific to Indigenous design (see more info on pg. 14). When you enter a future Activity Centre in Glenmore what words best describe what you think the space should be?

Thematic mood boards were provided to help visual demonstrate these types of atmosphere within a community activity centre context. Just over half of Glenmore Activity Centre respondents preferred the idea of a **bright, airy and light** atmosphere.

Bright, airy, light

53.6%



Active, busy

25.1%



Close, cozy, intimate

5.3%



Efficient, functional

15.5%



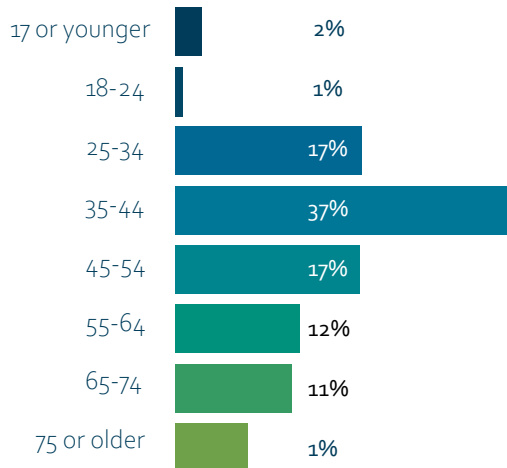
Activity Centre childcare spaces confirmed

Intent to include childcare as a future service within the new activity centres was confirmed on December 1, 2023 during ongoing public engagement. Kelowna families will be able to access 273 additional childcare spaces in the future with the City receiving three successful ChildCareBC New Spaces Fund grants totaling \$25.1 million.

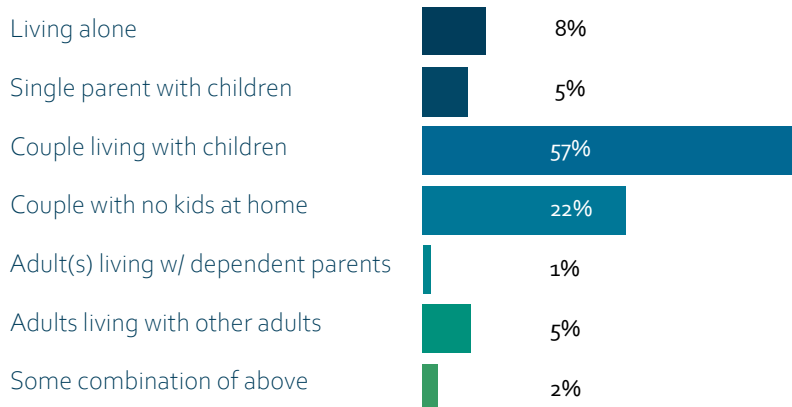
The embedded childcare spaces will add to the footprint of three projects being delivered as part of plans to build a stronger Kelowna including 91 spaces at each of the new activity centres for all-ages planned for Glenmore and Mission, and 91 spaces at the redevelopment of Parkinson Recreation Centre (PRC).

This section highlights the sample of respondents who engaged both online and in person specific to the Glenmore Activity Centre survey.

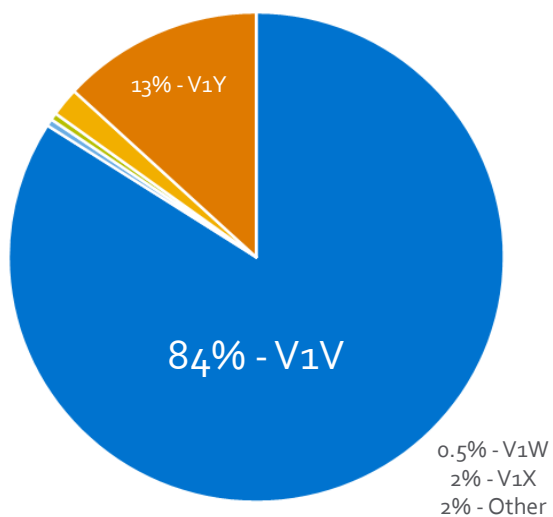
Age of Respondents:



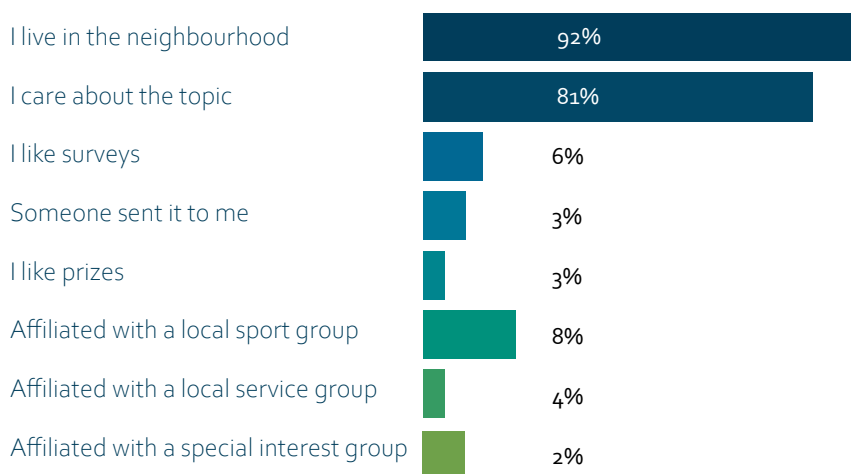
Household Composition:



Location (Postal Code):

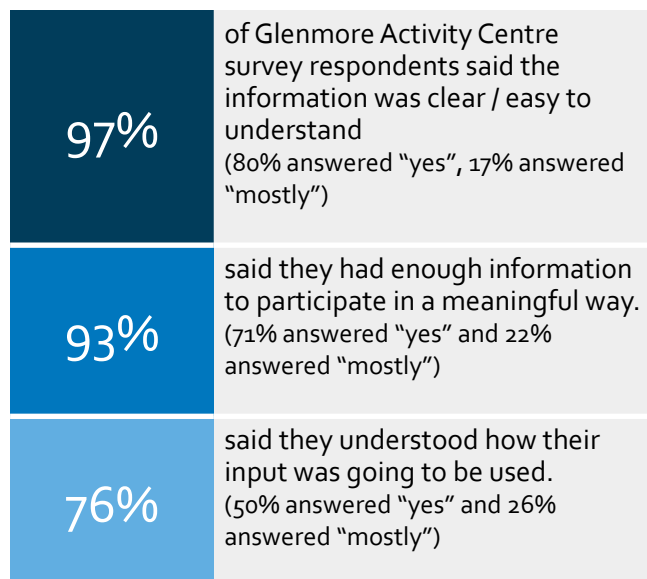


Reason for Participation:

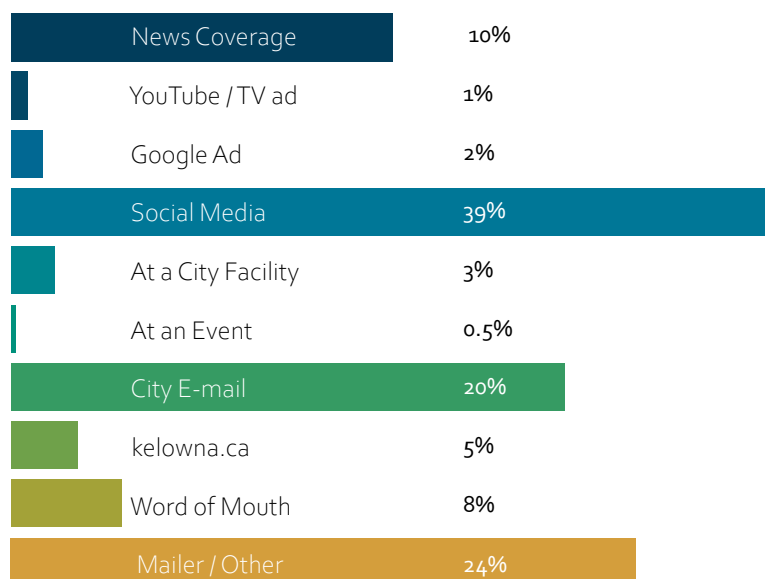


Part 3: Participation Feedback

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



How did you hear about this engagement opportunity?



Activity 3: What we Heard

Tell us about the Glenmore Neighbourhood

Growth was a common theme at the Glenmore information session held on November 29, 2023. Residents of all ages including young families and retirees attended, but many with the same perspective that Glenmore is overdue for a facility with the pace of growth in the area. Many older adults mentioned they had hoped to see something sooner but were pleased to see that future generations would have a space in Glenmore of their own. We heard that residents of all ages were lacking a welcoming space both indoor and outdoor in the area with hopes that the space would have high indoor/outdoor considerations including views and access considering the beautiful setting of the surrounding Glenmore Recreation Park.

Top five words / terms used when describing Glenmore:



What do you love about Glenmore?

A sample of feedback and common themes heard online:

I love that it's a place where lots of young, active families live. We are right beside beautiful orchards and lots of trails.

- Bea

I love Brandt's Linear park, the shoppes and stores, sense of community, walkability, schools, landscape, fruit stands.

- Chea

Lovely area, many schools and families as well as seniors. A library and community space are essential.

- AH

I love the location, close stores and not too far to downtown. Also, lots of families makes me feel welcome.

- Patricia

It is a growing community where everyone is friendly and cares about where we live.

- Tess

Location! Away from the tourist crowds in summer. Good bicycle access to the rest of the city and the Okanagan Rail Trail.

- BMardon77

Like minded people, lots of families, location, walking distance to schools and stores.

- bornlippy

I love how cozy it feels. We just need a gym and library and I would never leave!

- Bluethecat

*The Glenmore area does not currently include a library, but the term still showed up prominently throughout open responses as represented in some of the sampling of comments received above.

Public outreach

Channel	Reach
Get Involved – Active Facilities Main Page	Aware: 3.8K Informed: 3.4K Engaged: 142
Get Involved – Glenmore Activity Centre	Aware: 1.6K Informed: 1.4K Engaged: 497
Get Involved – Mission Activity Centre	Aware: 1.2K Informed: 1K Engaged: 328
Postcard Mailer	Mission: est. 5,980 households/businesses Glenmore: est. 9,492 households/businesses
YouTube Video Campaign	75,729 impressions, 3,239 completed views, 3.978% video completion rate
Facebook posts	14,915 impressions (boosted posts)
Display Advertising – multi-site	96,500 impressions, 167 clicks
Facebook/Instagram posts – organic	1882 impressions, 63 clicks, 29 video views, 81 likes
LinkedIn posts – organic	53 clicks, 1861 impressions
Twitter posts - organic	4 likes, 1 reply, 2 retweets
Social media ads - paid	Citywide Ads: Impressions – 12,065 (FB/Insta), 210 clicks Mission-targeted ads: Impressions – 3,357 (FB/Insta), 98 clicks Glenmore-targeted ads: Impressions – 10,150 (FB/Insta), 205 clicks Video Campaign: Impressions – 10,077, 66 clicks
Featured in 4x e-bulletins to residents City Views, Recreation & Sport, News Releases & Building a stronger Kelowna 2x News Releases 2x Get Involved e-bulletins School District 23 PAC and student bulletins	ALC Winter #1 – 6,567 impressions, 45 clicks to project ALC Winter #2 – 5,358 impressions, 16 clicks to project City Views December – 5,048 impressions, 10 clicks Media release: 4,257 impressions, 89 clicks to project Building a Stronger Kelowna project update – 1,144 recipients, 802 impressions, 357 clicks to project Get Involved newsletter – 5,243 impressions, 548 clicks
In-community signage	Various locations including City Hall, Parkinson Activity Centre, Parkinson Recreation Centre, Rutland Arena, H2O Adventure + Fitness Centre, Capital News Centre, Sarsons Activity Centre, within Glenmore Village Shoppes on Kane Rd, Little Owls Nursery Green Gables Daycare
2x info sessions	~248 participants



Activity Centre conceptual example from Oak Bay High Replacement Project, District of Oak Bay (BC) - HCMA

Public outreach, cont.

Mailers

With a goal of ensuring all Glenmore and Mission residents are aware of the opportunity to engage on the functionality of the new all-ages neighbourhood spaces, approximately 15,000 postcards were sent to households and businesses within those neighbourhoods.

Approximately 72 per cent of respondents indicated they live or work within the areas, with 40 per cent of respondents from North Kelowna (V1V postal code) and 32 per cent of respondents from Southwest Kelowna (V1W postal code).

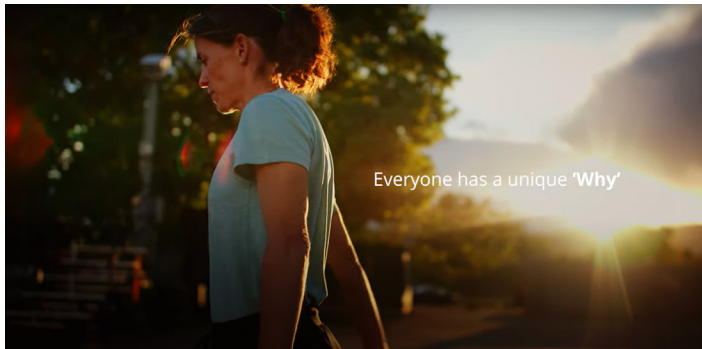


Video Series: The Importance of Active Spaces

A video series was developed 'The Importance of Active Spaces' featuring three Kelowna residents with three very different perspectives on why community, sport and wellness spaces matter to them.

Video # 1: Jay's Why

In the first of the three-part series, we hear from Jay Christensen, former BC Lions football player and Okanagan Sun Hall of Famer about the importance of these spaces in making lifelong memories and connections. Recalling the Okanagan Sun 2000 Championship Series held in Kelowna at the Apple Bowl, Jay speaks to the desire for traveling teams to come to Kelowna to play and compete but are currently lacking the facilities to support these types of events.



Video #2: Malindi's Why

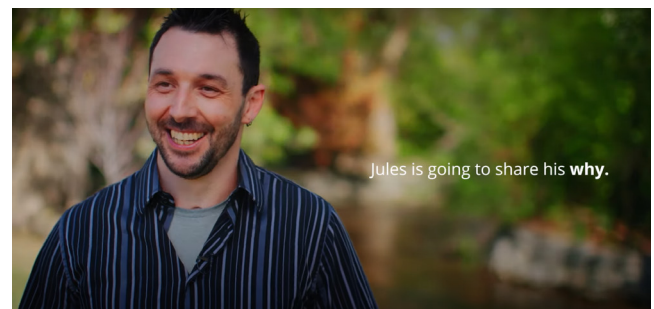
In the second video in the series, Canadian Marathon Runner and Olympian, Malindi Elmore, shares her perspective as a mom raising her children, wanting them to be able to explore every opportunity. She speaks to the supply and demand challenges in accessing programs like swimming lessons which she feels are essential to support our growing, active city.

Video # 3: Jules' Why

In the final video of the series, we hear Jules Delorme's story, a local father who experienced an ATV accident in 2017 which left him in a coma for five months, needing to learn to walk and talk again.

Jules speaks to the impact that Parkinson Recreation Centre (PRC) has had on both his life and recovery over the past five years.

Collectively across the video series, we spoke to 18 residents about why active space is important to them. Everyone had a different perspective to share, but one theme was consistent - as Kelowna grows, so does the need for these vital indoor and outdoor spaces to help us stay healthy and connected.



Conclusion

Public engagement revealed enthusiasm for new facilities to support residents' community, sport and wellness needs directly within their community. Residents place a great deal of value in existing sites today, recognizing the role these spaces play in their overall quality of life.

Through the course of engagement with the community on activity centres, key themes and feedback emerged, such as the importance of these spaces for not only physical health but for mental and social health as well. Overwhelmingly, participants expressed a desire for more amenities closer to home.

With an appreciation for the value of both indoor and outdoor active spaces, participants highlighted aspects of existing facilities and parks across Kelowna that they appreciate most. We also heard the need for spaces to be flexible to host a variety of activities, age groups and skill levels.

The construction of Glenmore Activity Centre will be a standalone building within a park surrounded by orchards, agriculture and retail, and will be the first significant infrastructure project to be delivered in Glenmore in many years. As such, it needs to be more things to more people. Participants made clear that Glenmore is lacking a welcoming hub for all ages, a place where kids can be kids, social and drop in events are frequent, and everyone can feel part of a community.

Mission Activity Centre is a connector. It is a final puzzle piece in the vision for the Mission Recreation Park campus. The facility, to be strategically located among new outdoor enhancements such as a youth zone and plaza, has the opportunity to make the campus feel more complete, welcoming, and whole.



Public input is among several considerations that will go into finalizing functional plans for these two community activity centres in addition to current and future facility demand, organized user group input and internal workshops, trends and best practices, regional supply, and related engagement data, such as recent engagement through the Indoor Recreation Facilities Strategy and Glenmore Recreation Park.