

PARKINSON RECREATION FACILITY SURVEY

Draft Report

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Parkinson
Recreation Centre



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INTRODUCTION

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Objectives and Methodology

This report presents the findings of a telephone survey conducted on behalf of the City of Kelowna. The primary objective of the research was to gauge public appetite for replacing the Parkinson Recreation Centre, including tax tolerance.

Ipsos conducted a total of 300 telephone interviews with a randomly selected representative sample of Kelowna residents aged 18 years or older, broken out by FSA (first three postal code digits) as follows: V1W (n82), V1Y (n79), V1V (n63), V1X/V1P (n76).

Interviewing was conducted on both cellphones and landlines. A screening question was included at the start of the survey to confirm residency in Kelowna.

Interviews were conducted between July 15 and 29, 2021.

Overall results are accurate to within $\pm 5.7\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.

The final data has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in Kelowna according to the most recent Census data.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total important) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.



EXECUTIVE SUMMARY

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Executive Summary

FACILITY USE (CURRENT)

Not surprisingly, visits (overall and frequency) to the Parkinson Recreation Centre dropped during the COVID-19 pandemic. Yearly visitors have fallen by 19 percentage points since prior to COVID (45% to 26%). Drops are also seen in monthly visitors (down 13 points) and weekly visitors (down 6 points).

- In a typical year pre-COVID, the percentage saying they visit at least yearly is higher among those who are 35-54 years of age (60% versus 35% of 55+ years, 44% of 18-34 years), those living in North Kelowna (60% versus 35% of South West Kelowna, 43% of East Central/East Kelowna, 49% of Central Kelowna), and those living in households with children under the age of 18 (58% versus 40% of those without children at home).

Most of those who visit the Parkinson Recreation Centre in a typical year anticipate resuming their pre-pandemic visitation patterns as restrictions ease.

Overall, 79% of those who visited the Parkinson Recreation Centre at least yearly pre-COVID say they will likely begin visiting the facility as they did before the pandemic as the spread of COVID-19 declines and public health officials lift restrictions. However, this only includes one-in-five (21%) saying 'definitely will'; the majority are more tempered in their expectations, with 35% saying 'very likely' and 23% saying 'somewhat likely'. Moreover, another 21% say they are unlikely to resume visiting as they did pre-pandemic (10% 'not very likely' and 11% 'not at all likely'), suggesting that while the City can expect to see some uptick in usage as restrictions ease, a full return to normalcy is unlikely at this time.

Those who use the Parkinson Recreation Centre are largely satisfied with the facility. Overall, 91% of PRC users (defined as those who visited the facility at least yearly either pre-COVID or within the past 12 months) say they are satisfied with the services and amenities available (42% 'very satisfied', 49% 'somewhat satisfied').

Those who do not use the Parkinson Recreation Centre mainly prefer other facilities. Nearly three-in-ten (28%) non-PRC users explain that they "use other facilities/go elsewhere" (coded open-ends). Other leading mentions include "not interested (no reason/need to visit)" (20%), "inconvenient location/distance" (12%), and "prefer/participate in other types of activities" (10%).

Executive Summary

COMMUNITY BENEFITS

Residents generally support building a new publicly owned recreation facility to replace the Parkinson Recreation Centre. More than four-in-five (82%) residents say they support this initiative, including 51% saying 'support strongly' and 31% saying 'support somewhat'. Only 15% are opposed (9% 'oppose somewhat' and 6% 'oppose strongly').

- Support (combined 'strongly/somewhat support' responses) is higher among those living in North Kelowna and South West Kelowna (90% and 87% versus 73% of East Central/East Kelowna, 82% of Central Kelowna).

Support is largely based on the age of the current facility and the belief that a new facility will benefit the community. Those who support building a new publicly owned recreation facility to replace the Parkinson Recreation Centre attribute this to the "age/condition of PRC (need new/upgraded facility)" (23%) and believe a new facility is "needed/important/good for the community" (21%) (coded open-ends). Other frequently mentioned reasons behind support include "growing population/need bigger space" (13%) and "more programs/variety of activities" (11%).

A perceived lack of need is the main reason behind opposition. Nearly three-in-ten (27%) of those who oppose building a new publicly owned recreation facility to replace the Parkinson Recreation Centre say it is "not needed" (coded open-ends). Another 11% say "should renovate (not replace) current facility" and 10% say "expensive/costly".

Overall, residents agree that a new recreation facility will provide a number of important community benefits. More than nine-in-ten residents say a new recreation facility is important in *providing inclusive recreation opportunities that appeal to a diverse range of people (94%), meeting the recreation demands of the city's growing population (94%), expanding the types of recreation services and amenities available in Kelowna, including those for both personal recreation and organized sports (94%), and offering more opportunities for community connection (92%).* Many (89%) also say a new recreation facility is important in *improving Kelowna's quality of life.* The one benefit that is rated relatively lower is *promoting tourism and sports tourism in Kelowna (74%),* although this is still important to a majority of residents.

- Those who support building a new publicly owned recreation facility to replace the Parkinson Recreation Centre are generally more likely to say all these benefits are important.

Executive Summary

UNMET NEEDS AND BARRIERS TO ACCESS

All the evaluated services and amenities are important to residents. Overall, residents place the greatest emphasis (combined 'very/somewhat important' responses) on *change rooms and showers* (90%), followed by *improved accessibility and inclusiveness in design and amenities* (88%), *aquatic facility that includes a pool for aquatic programming and competitive swim meets* (86%), *multi-purpose program rooms* (86%), *multi-purpose gymnasium* (84%), *aquatic facility that includes a therapeutic pool which is smaller and shallower with warmer water* (83%), *fitness centre* (81%), and *walking and running track* (81%). In comparison, slightly less emphasis is placed on *foyer and public gathering space* (75%).

Residents offer few suggestions for other types of services and amenity spaces. Overall, 60% of residents are unable to think of any other types of services and amenity spaces that they would like to see included in a new recreation facility (includes 59% saying "none/nothing" and 1% saying "don't know"). Of the suggestions that are provided, "childcare/daycare" tops the list, mentioned by 3% of residents.

TAX TOLERANCE

Most residents support a property tax increase to help fund the construction of a new recreation facility to replace the Parkinson Recreation Centre, with the overall preference being for a smaller tax increase for a facility which can meet current needs. Overall, 79% of residents express support for a property tax increase to help fund the construction of a new recreation facility to replace the Parkinson Recreation Centre. Of this, 45% say *I support a smaller tax increase for a facility which can meet current needs* and 34% say *I support a larger tax increase for a facility which can provide greater services and amenities over the longer term*. One-in-five (19%) say *I oppose any tax increase for a replacement recreation facility*.

- Support for a larger tax increase is higher among those living in North Kelowna (43% versus 27% of East Central/East Kelowna, 31% of Central Kelowna, 39% of South West Kelowna).
- Those who are 55+ years of age are more likely to oppose any tax increase (24% versus 12% of 35-54 years, 19% of 18-34 years).

There is support for an annual property tax increase of \$102 for the next 25 years. To help pay for a new recreation facility, a majority (62%) of residents say they would support an annual property tax increase of \$102 for an average single family residential home for the next 25 years. This includes 24% saying 'support strongly' and 38% saying 'support somewhat'. A total of 36% are opposed (15% 'oppose somewhat' and 21% 'oppose strongly').

- Overall support (combined 'strongly/somewhat support' responses) is higher among women (69% versus 54% of men) and those living in households with children under the age of 18 (73% versus 58% of those without children at home).

DETAILED RESULTS

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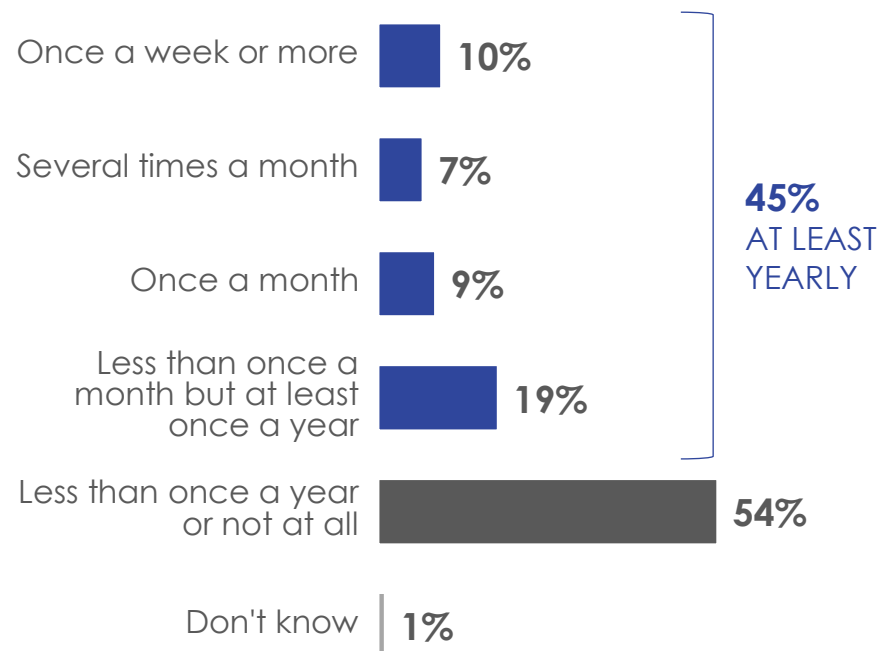
FACILITY USE (CURRENT)

Introduction read to respondents:

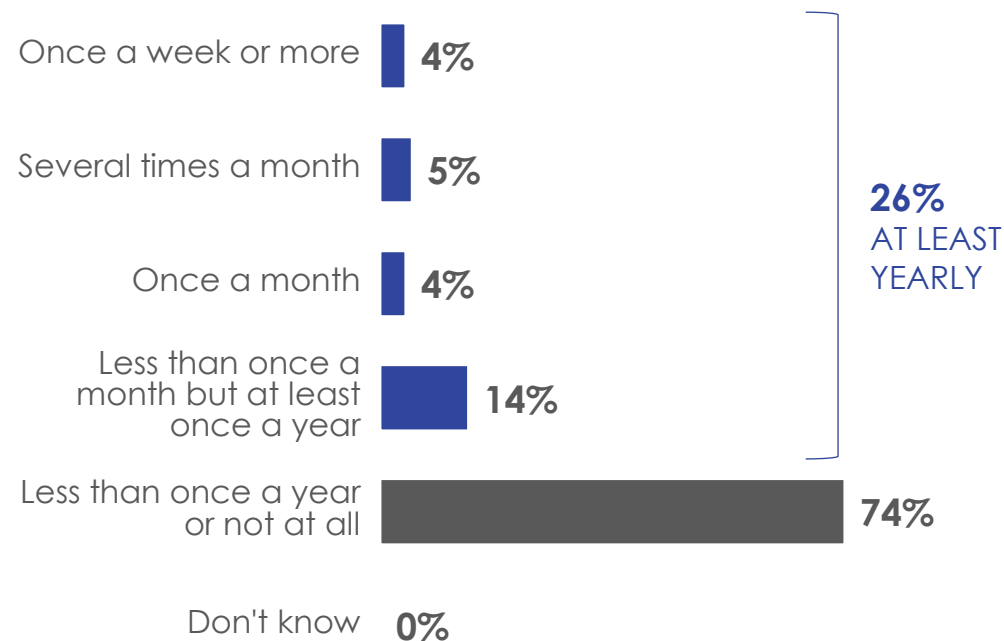
This survey is about the Parkinson Recreation Centre, which includes the main building with the pool and aquatics centre, fitness centre and gymnasium, as well as the adjacent sports fields and ball courts.

Frequency of Visiting Parkinson Recreation Centre

IN TYPICAL YEAR PRE-COVID



IN PAST 12 MONTHS



Base: All respondents (n=300)

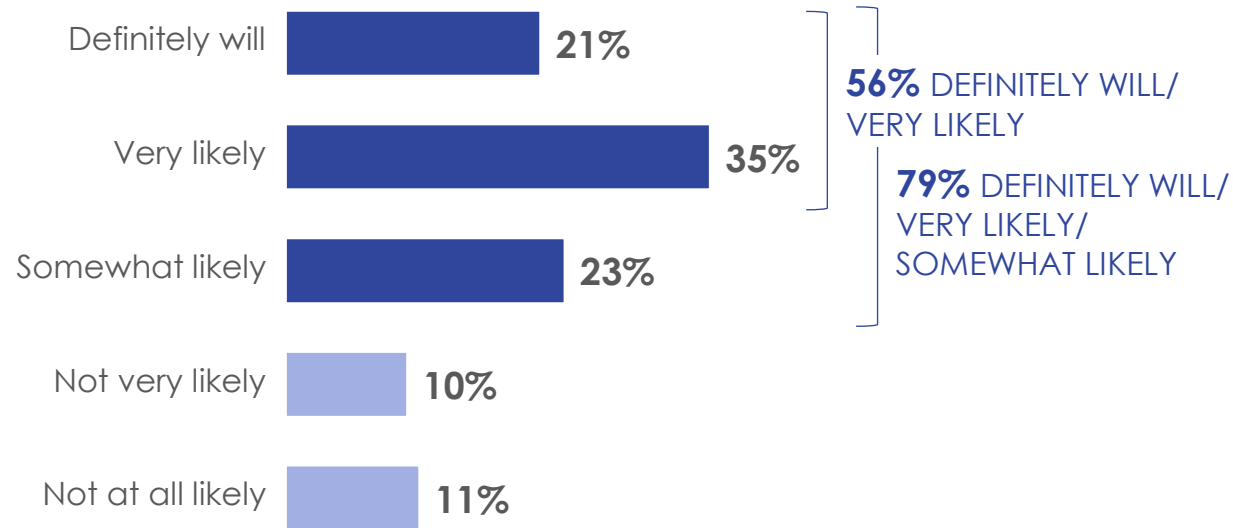
Q2. Prior to the COVID-19 pandemic, that is before March 2020, how often [did you/did you and other members of your household] visit the Parkinson Recreation Centre in a typical year?

Base: All respondents (n=300)

Q3. Over the last 12 months, how often [did you/did you and other members of your household] visit the Parkinson Recreation Centre?

Likelihood of Returning to Pre-COVID Visitation

(among those who visited Parkinson Recreation Centre at least yearly pre-COVID)



LIKELIHOOD BY TYPICAL YEAR USAGE (PRE-COVID)

	Once a week or more (n=29)*	Several times a month (n=20)*	Once a month (n=30)*	Less than once a month but at least yearly (n=59)*
	36%	34%	19%	11%
	62%	92%	53%	42%
	26%	57%	34%	31%
	82%	100%	85%	66%
	21%	8%	32%	24%
	9%	0%	6%	16%
	8%	0%	9%	18%

*Small base size (<100), interpret with caution.

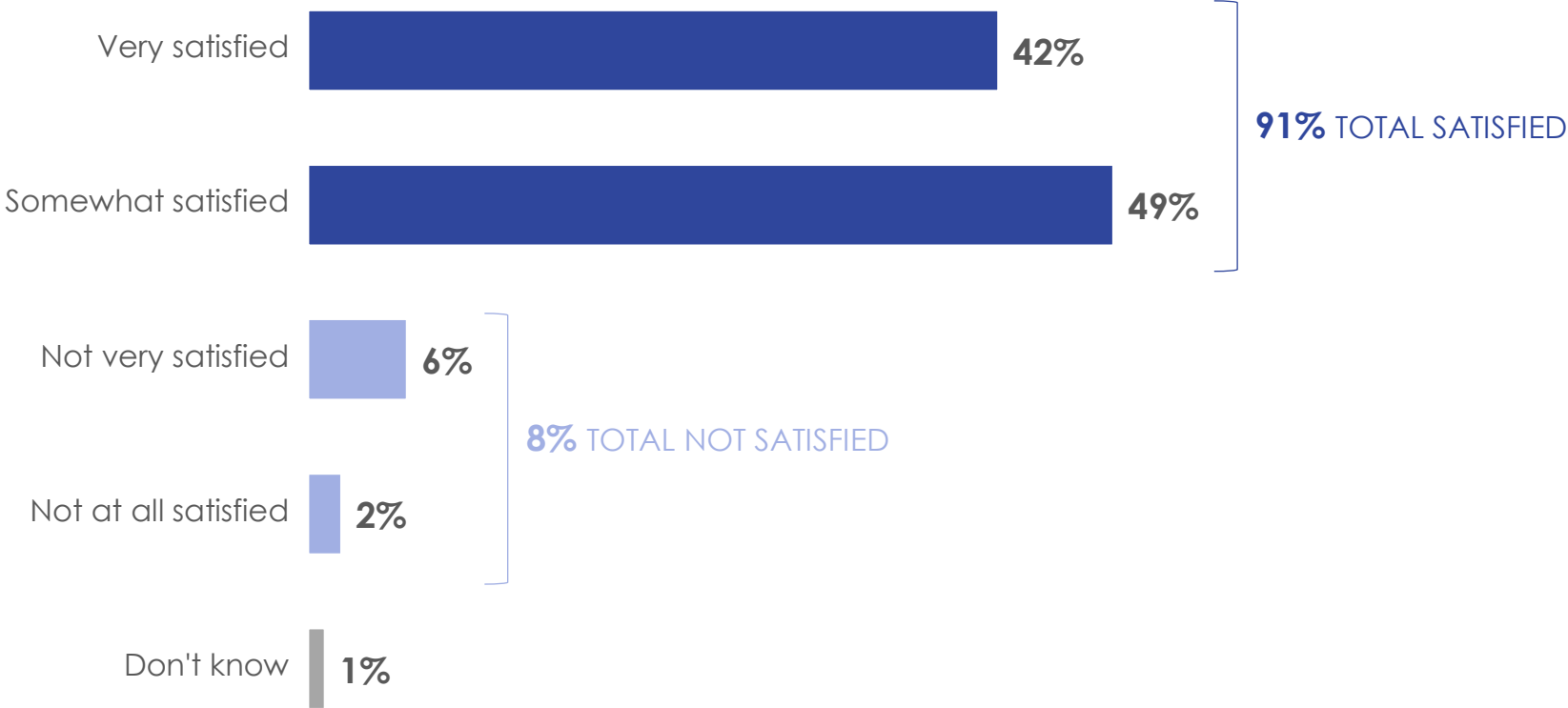
**Very small base size (<50), interpret with extreme caution.

Base: Visited Parkinson Recreation Centre at least yearly pre-COVID (n=138)

Q4. Now that the spread of COVID-19 is declining and public health officials are lifting restrictions, how likely will you be to begin visiting the Parkinson Recreation Centre like you did before the pandemic?

Satisfaction with Parkinson Recreation Centre

(among PRC-users, defined as those who visited Parkinson Recreation Centre at least yearly either pre-COVID or past 12 months)




Base: Visited Parkinson Recreation Centre at least yearly either pre-COVID or past 12 months (n=148)
Q5. Overall, how satisfied are you with the services and amenities available at the Parkinson Recreation Centre?




Main Reason for Not Being Satisfied with Parkinson Recreation Centre


(among PRC-users not satisfied with Parkinson Recreation Centre)


Verbatim Responses (with only 11 answering, coding of open-ended responses is not recommended)


 *It is outdated.*


 *It's old.*


 *The swimming pool was too cold.*


 *They have no programs that I am interested in.*


 *Mostly amenities, and the pool is too small.*

 *Disgusting change rooms and the cave-like feel of the building.*

 *Diversity of different cultural activities.*

 *Its age is a problem. An old building with bad change rooms. I find it not attract a good group of people.*

 *They are too stuck up.*

 *There is no parking to park your vehicle.*

 *It's a good facility but there's way too many people in it. They've got everything but not for as many people use it.*

**Very small base size (<50), interpret with extreme caution.

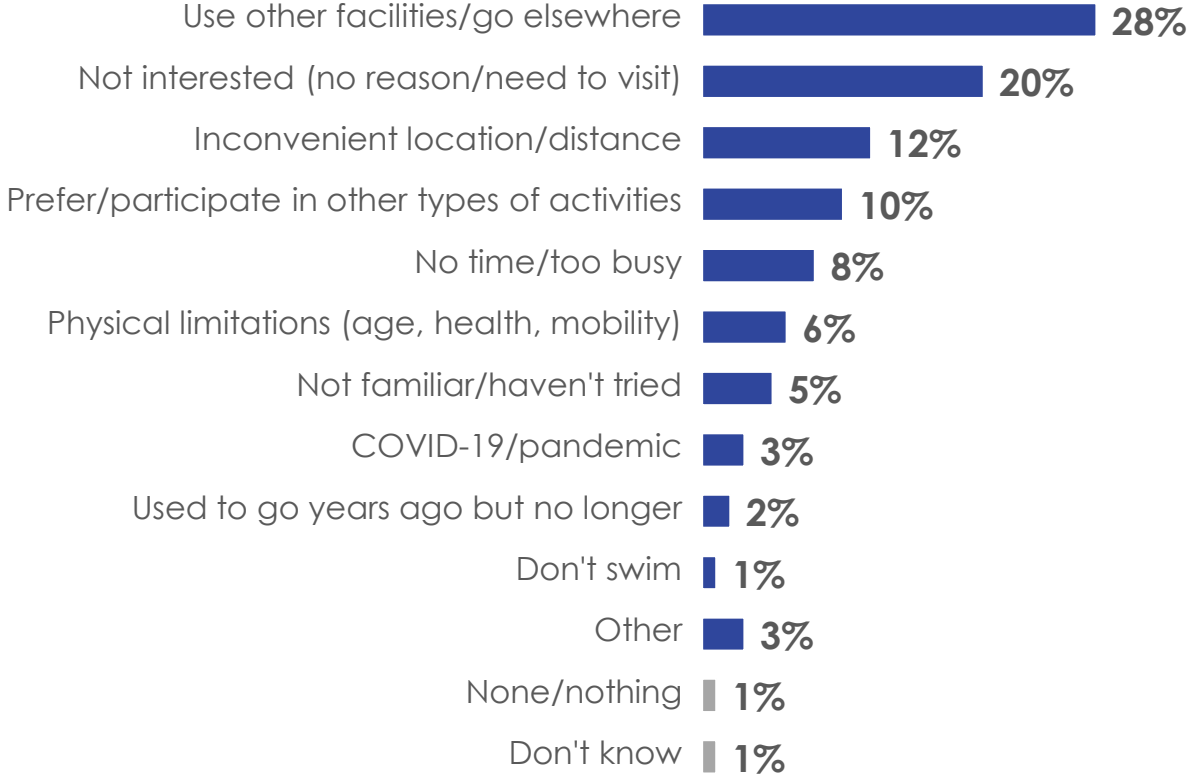
Base: PRC-users not satisfied with Parkinson Recreation Centre (n=11)**

Q6. What is the main reason why you are not satisfied with the services and amenities available at the Parkinson Recreation Centre?

Main Reason for Not Visiting Parkinson Recreation Centre

(among non-PRC users, defined as those who visited Parkinson Recreation Centre less than once a year or not at all)

Coded Open-Ends



Base: Visited PRC less than once a year or not at all (n=150)
Q7. What is the main reason why [you/ you and other members of your household] do not visit the Parkinson Recreation Centre?

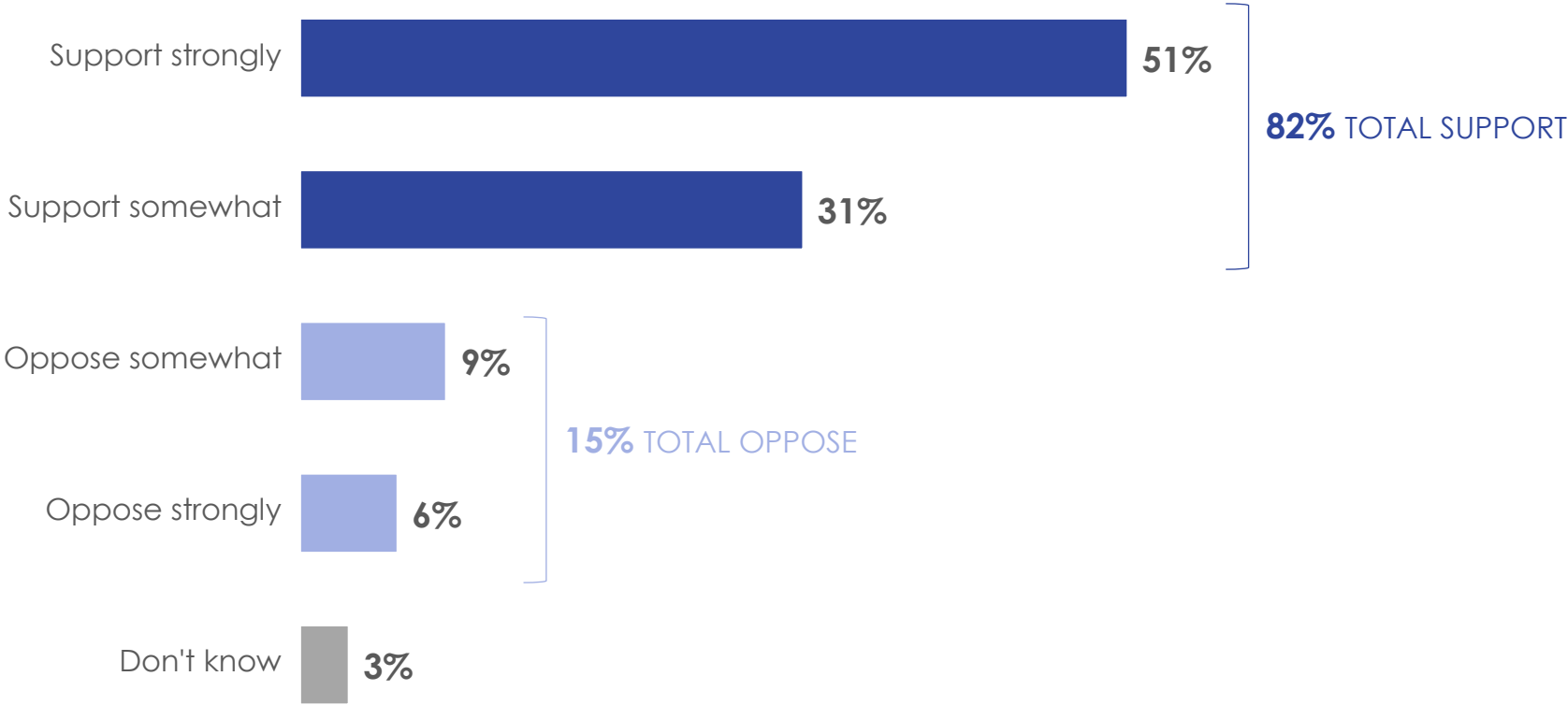


COMMUNITY BENEFITS

Introduction read to respondents:

Originally constructed in 1972, the Parkinson Recreation Centre is now operating at capacity, with limited ability to offer increased levels of services or programs. Additionally, the age of the facility requires more frequent and costly investment to keep it operating, and its replacement has been identified as a priority in the City's 2030 Infrastructure Plan.

Support for Building New Recreation Facility to Replace Parkinson Recreation Centre

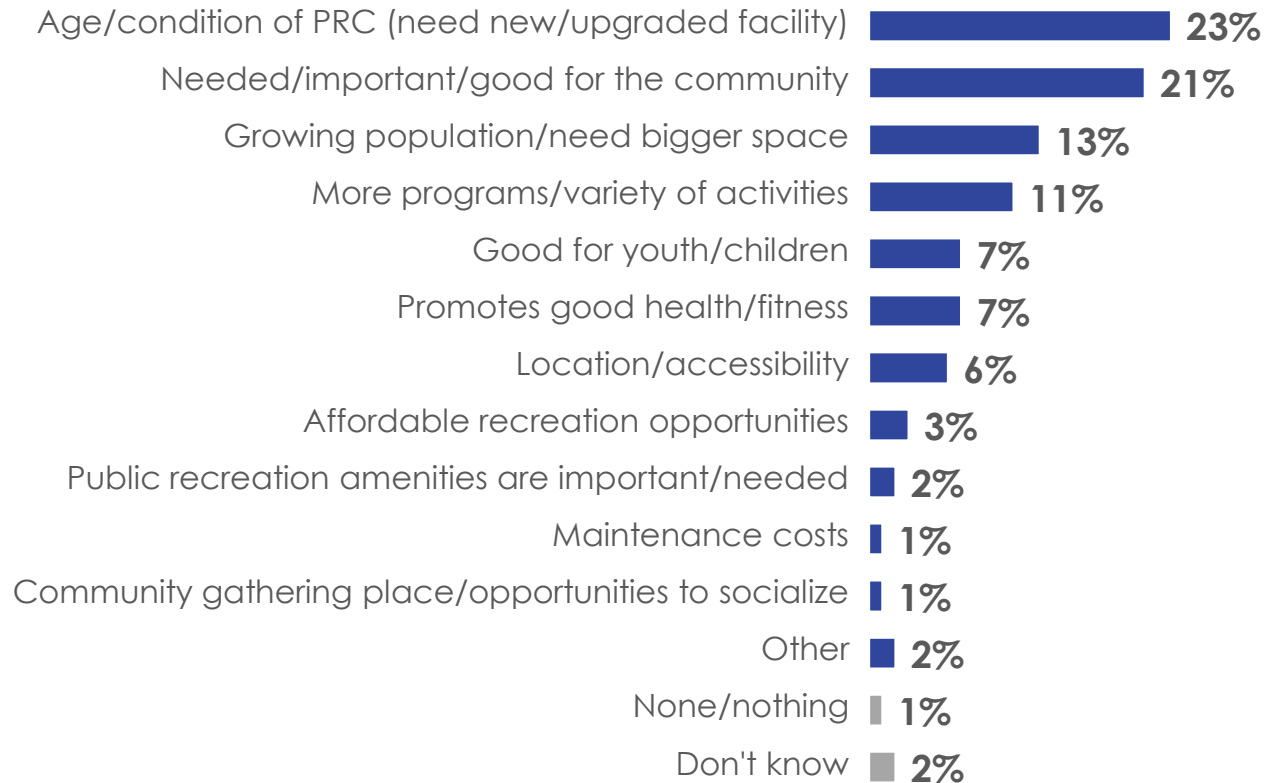


Base: All respondents (n=300)
Q8. In general, do you support or oppose building a new publicly owned recreation facility in Kelowna that would replace the Parkinson Recreation Centre? (Is that strongly or somewhat support/oppose?)

Main Reason for Supporting

(among those who support building a new publicly owned recreation facility to replace Parkinson Recreation Centre)

Coded Open-Ends



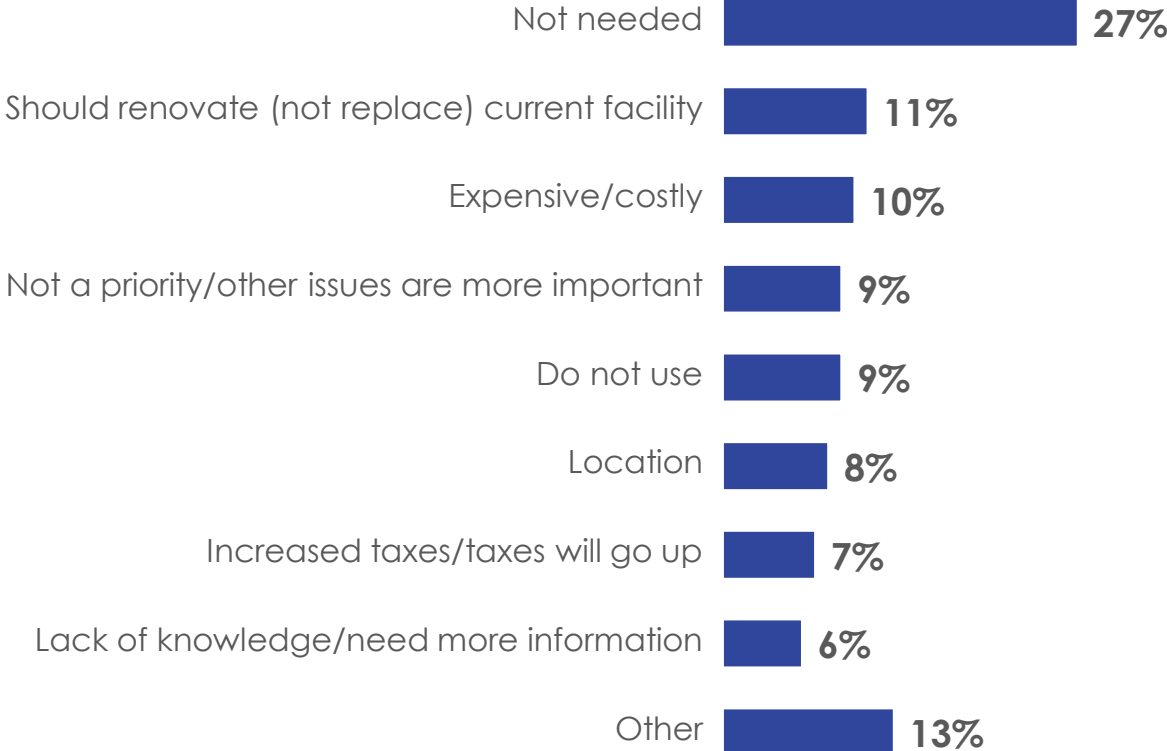
Base: Support building a new publicly owned recreation facility to replace Parkinson Recreation Centre (n=249)

Q9. What is the main reason why you support building a new publicly owned recreation facility in Kelowna that would replace the Parkinson Recreation Centre?

Main Reason for Opposing

(among those who oppose building a new publicly owned recreation facility to replace Parkinson Recreation Centre)

Coded Open-Ends



**Very small sample size (<50), interpret with extreme caution.

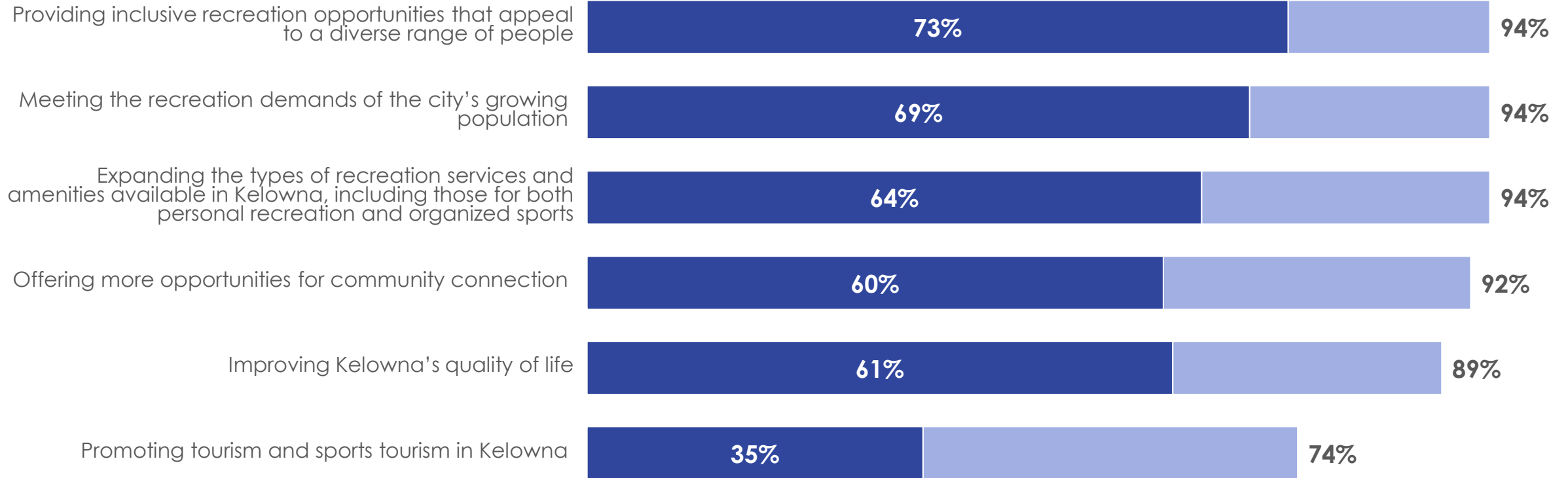
Base: Oppose building a new publicly owned recreation facility to replace Parkinson Recreation Centre (n=41)**

Q10. What is the main reason why you oppose building a new publicly owned recreation facility in Kelowna that would replace the Parkinson Recreation Centre?



Importance of Community Benefits

■ VERY IMPORTANT ■ SOMEWHAT IMPORTANT ■ TOTAL IMPORTANT



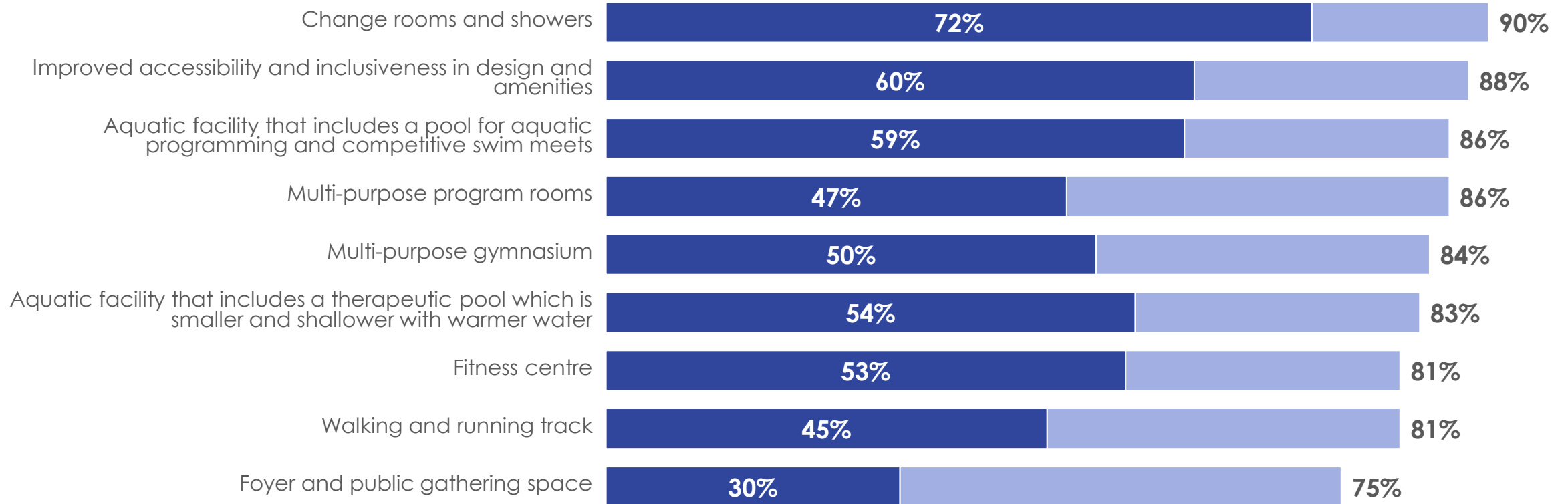
Base: All respondents (n=300)

Q11. How important would you say a new recreation facility is to each of the following? (scale: very important, somewhat important, not very important, not at all important)

UNMET NEEDS AND BARRIERS TO ACCESS

Importance of Services and Amenities

■ VERY IMPORTANT ■ SOMEWHAT IMPORTANT TOTAL IMPORTANT

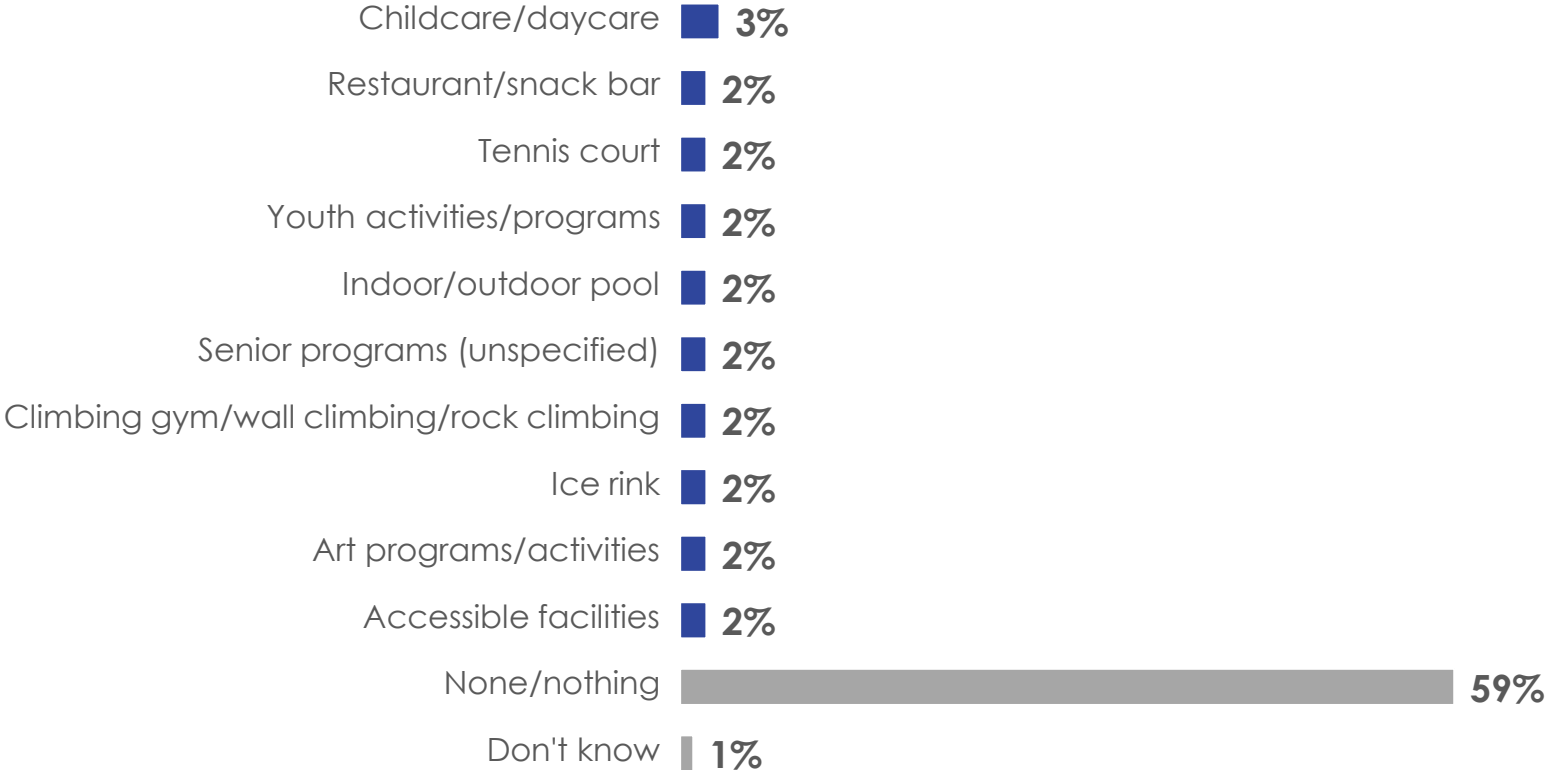


Base: All respondents (n=300)

Q12. How important is it to [you/you and other members of your household] for a new recreation facility to include each of the following services and amenities? (scale: very important, somewhat important, not very important, not at all important)

Suggestions for Other Types of Services and Amenity Spaces

Coded Open-Ends



Mentions <2% not shown.
Base: All respondents (n=300)
Q13. Are there any other types of services and amenity spaces that you would like to see included in a new recreation facility?

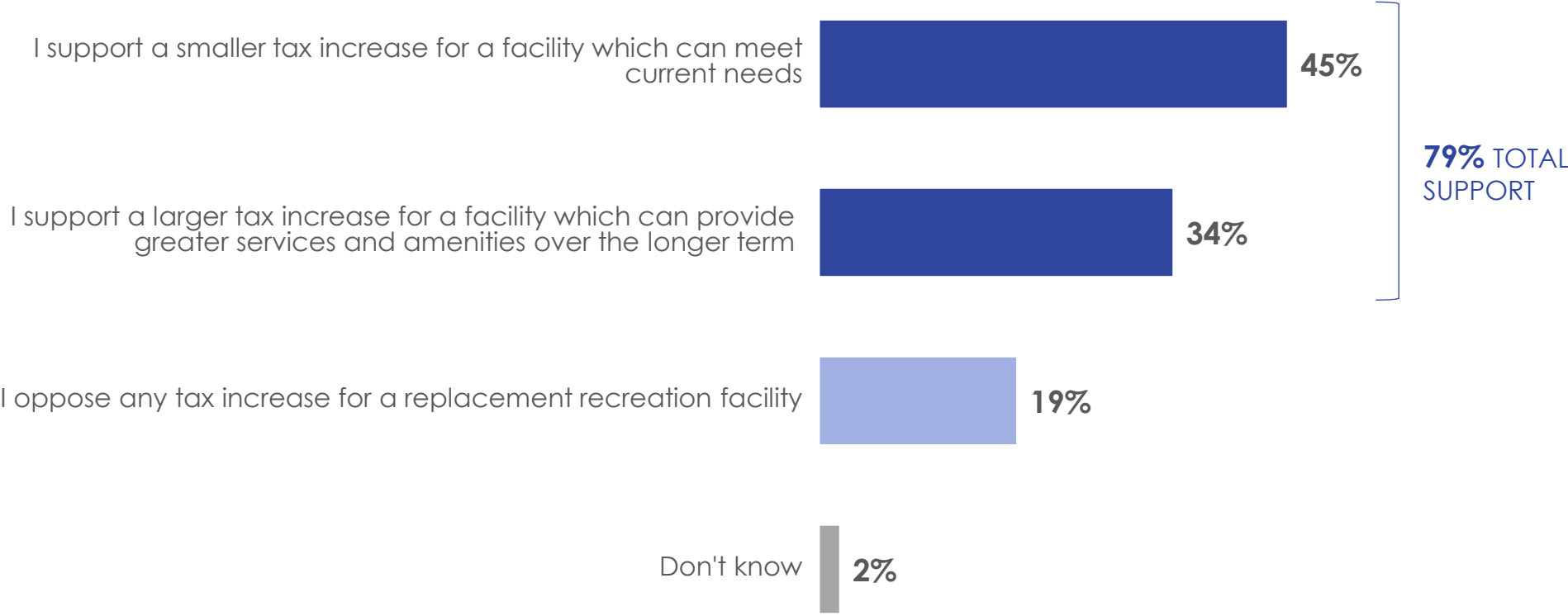
TAX TOLERANCE

Introduction read to respondents:

While the cost of building a new recreation facility is unknown at this time, there will likely be some associated tax impact. The next few questions ask about options that affect the costs.

When answering these questions, please keep in mind that your property tax bill includes the taxes you pay to the City as well as the Province, the Regional District, school and library levies. The tax increases being referred to in this survey would only be for funding a new recreation facility. They do not include any other property tax increases for other municipal or regional services and priorities.

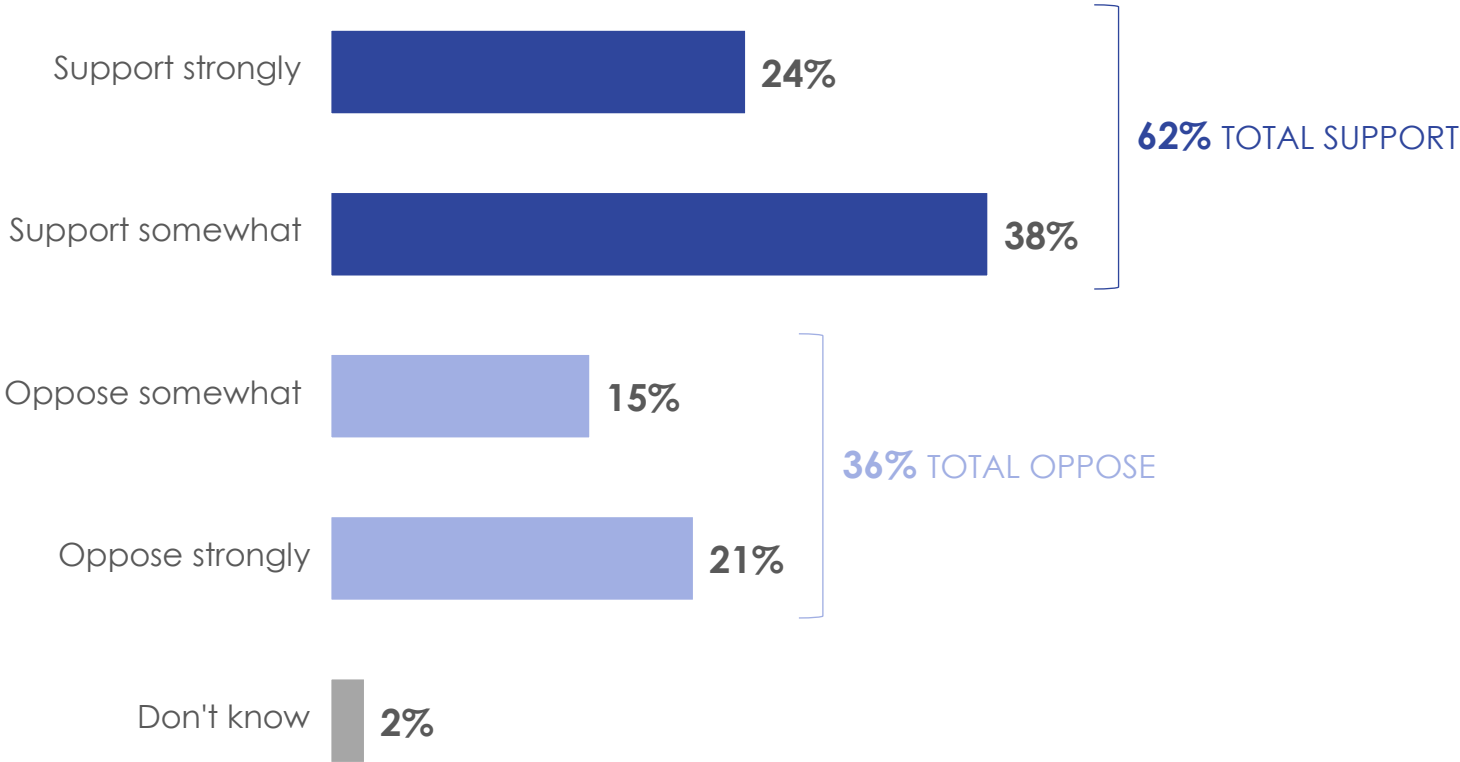
Support for Property Tax Increase to Help Fund Construction of New Recreation Facility to Replace Parkinson Recreation Centre



Base: All respondents (n=300)
Q14. Which one of the following statements best represents your view towards a property tax increase to help fund the construction of a new recreation facility to replace the Parkinson Recreation Centre?



Support for Annual Property Tax Increase of \$102 For Next 25 Years



Base: All respondents (n=300)
Q15. To help pay for a new recreation facility, would you support or oppose an annual property tax increase of \$102 for an average single family residential home for the next 25 years? (Is that strongly or somewhat support/oppose?) (IF NECESSARY: This would be an approximate total of \$2,550 over the 25-year period.)

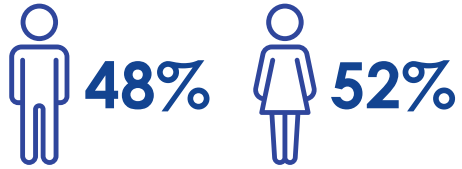


WEIGHTED SAMPLE CHARACTERISTICS

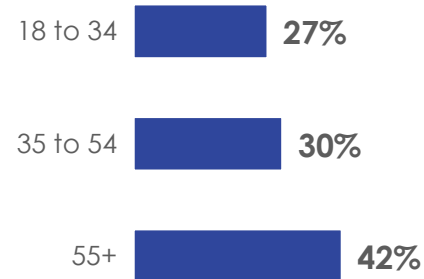
4

Weighted Sample Characteristics

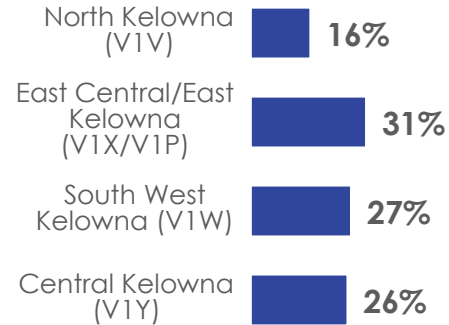
GENDER



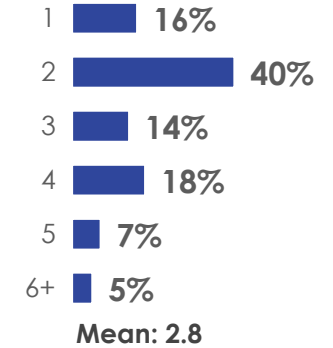
AGE



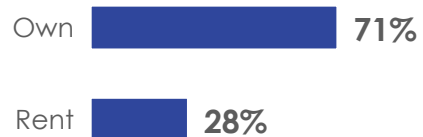
NEIGHBOURHOOD



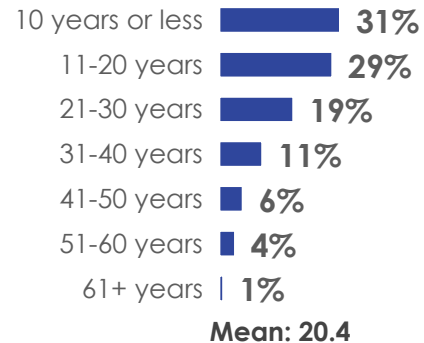
HOUSEHOLD SIZE



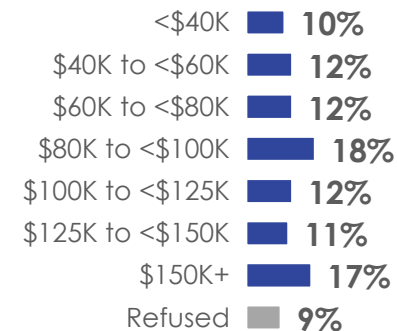
OWN OR RENT



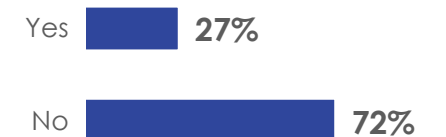
YEARS LEAVING IN KELOWNA



INCOME



CHILDREN IN HOUSEHOLD



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Game Changers

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