

PEACE RIVER REGIONAL DISTRICT





Jump in!

North Peace Leisure Pool Replacement Study

Engagement Summary Report Issued January 2019



Jump In North Peace.

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1.0 Summary

HCMA Architecture + Design was contracted by the Peace River Regional District (PRRD) to conduct a feasibility study on the aging North Peace Leisure Pool. The feasibility study currently underway from Spring 2018 – 2019 is exploring ideas about where a future facility could be located, and what spaces and features could be included within it. As part of the feasibility study, the Peace River Regional District, City of Fort St. John, and District of Taylor want to understand the interests and preferences of residents and users of the current facility.

During Phase 1 of the engagement, from June to October, 2018 HCMA and its project partners:

- + met with**18** stakeholder groups including aquatic, recreation and community and business organizations
- + received 1,455 online survey responses from area residents of all ages
- + hosted **17** community pop-up events, including the North Peace Fall Fair, Rotary Spray Park opening and the Fort St. John Rodeo making approximately **1,365** community contacts
- + hosted an Ideas Fair making approximately 300 community contacts

Engagement and outreach activities were customized based on the group(s) from whom input was being sought. All activities were led by HCMA and/or their delivery partners RC Strategies and Urban Systems in collaboration with PRRD, City of Fort St. John and District of Taylor staff.

Engagement and communication activities included: website, advertising, social media, posters/postcards, graffiti wall, stakeholder interviews/meetings, workshop, online survey, pop-up events and an Ideas Fair.

A number of general themes have emerged during Phase 1 of the engagement from both the public and stakeholders including:

- + Recreation and active living opportunities are important to the region and the people who live and work here
- + The public and stakeholders feel the current facility is not sufficient to meet the community's needs now or in the future, and are generally supportive of a new bigger facility
- + There is general support that if a new facility is built that that it should include both aquatic and recreation facilities
- + Aquatics should be the core, with leisure/ family/ play aquatics making up a significant component

There is some variation in the specific interests for future aquatic and recreation facilities from stakeholder groups, however there is strong support for both poolbased and land-based leisure activities that provide year-round indoor spaces for people of all ages and abilities.

The input received to date will be used to inform space planning and concept designs, which will be presented back to the public and stakeholders in Spring 2019.

2.0 Engagement Strategy

HCMA Architecture + Design was contracted by the Peace River Regional District (PRRD) to conduct a feasibility study on the aging North Peace Leisure Pool. The feasibility study currently underway is exploring ideas about where a future facility could be located, and what spaces and features could be included within it.

Engagement with stakeholder groups and the wider public is a key part of the feasibility study. The Peace River Regional District, City of Fort St. John, and District of Taylor want to understand the interests and preferences of residents and users of the current facility. Comprehensive engagement will help to ensure future decisions reflect the needs, values, and identity of the region.

The engagement and communications activities for the North Peace Leisure Pool are being conducted in two phases:

+ Phase 1 (Spring 2018 – Fall 2018)

o Define the community values and needs associated with the regional facility

+ Phase 2 (Spring 2019)

o Report back on how community input has informed a recommended conceptual design

The overall engagement approach is guided by the following principles:

- + Offer multiple ways to provide input
- + Communicate information and input opportunities through multiple channels to reach as many community members as possible
- Methods selected focus on increasing potential reach, not on achieving a statistically representative sample of the population
- + Go to locations where the community is, rather than asking them to come to us
- + Encourage a range of community members to get involved, including those who are often hard to reach
- Provide a range of 'inform' to 'involve' opportunities per the International Association of Public Participation (IAP2) Spectrum of Public Participation
- Follow the IAP2 principles of inclusiveness, clarity, flexibility, honesty, respect, and integrity

2.1 Engagement and Communication Methods

Engagement and outreach activities were customized based on the group(s) from whom input was being sought. All activities were led by HCMA and/or their delivery partners RC Strategies and Urban Systems in collaboration with PRRD, City of Fort St. John and District of Taylor staff.

Activities included:

- + Website
- + Advertising
- + Social media
- + Posters/postcards
- + Graffiti wall
- + Stakeholder interviews/meetings
- + Workshop
- + Online survey
- + Pop-up events
- + Ideas Fair

Website

Online information was made available on the PRRD Engage! portal accessible via http://prrd.bc.ca/engage. During Phase 1, content included information about the project, details of upcoming engagement events, a timeline of the study, and a link to participate in the online survey.

Advertising

Ads promoting engagement opportunities were placed on radio as well as online and print publications including Energetic City, Taylor Times, Alaska Highway News and Northern Horizon.

2.1.1 Summary of Online and Print Ad Reach

Publication	Distribution / Circulation	Format / Publication Dates	
Energetic City	Peace Region + (97,300 displays; 124 click throughs)	Online	
		July 27 - September 7, 2018	
Taylor Times	Residents of Taylor (Total 400 printed copies, with 100 of those mailed out locally)	Half page ad in print and online PDF	
		August, September issues	
Alaska Highway News	Ft.St. John 7106, Apartments 180, RR#1 SS#2 170, Hotel / Motels 129, Fort Nelson 875 Taylor 480, Hudson's Hope 350, Charlie Lake 340, Prespatou 129, Rose Prairie 111, Baldonnel 75, Montney 67, Cecil Lake 63, Buick Creek 60, Altona 55, Wonowon 31, Good- low 27, Pink Mountain 12, North Pine 11, Clayhurst 8 (Total:10,391)	online 129, _ake August 9, 23, 30 and d- September 6	
Northern HorizonVia Canada Post and Carrier drop-offs to area retail outlets Altona, Arras, Baldonnel, Buick, Cecil Lake, Charlie Lake, Chetwynd, Clayhurst, Dawson Creek, Farmington, Fort Nelson,Fort St. John, Goodlow, Groundbirch, Hud- son's Hope, Montney, North Pine, Pink Mountain, Pouce Coupe, Progress, Rolla, Rose Prairie, Sunset Prairie, Taylor, Toad River, Tomslake, Wonowon (Total:16,500)		¹ /4 page print ad August 3, 17, 31 and September 14	

Social media

Information on the online survey and Ideas Fair was delivered through regular updates to the PRRD Facebook account during August and September.

Posters/postcards

During the month of August, postcards were distributed at the North Peace Leisure Pool, all municipal facilities, transfer station, and throughout Area B. Posters were hung up at the NPLP and various public locations in Fort St. John. Large window decals were installed on the entry doors to the NPLP in August.

Graffiti wall

From August 7 to September 30, 2018, there was a "graffiti wall" interactive display in the lobby of the NPLP. Feedback forms in the shape of pool flags were available for visitors and users to fill out and display.

Stakeholder group interviews

A series of three meetings with key users and stakeholder groups were held to engage in meaningful dialogue to better understand user needs. Meetings took place in May, June and October 2018. A follow-up online survey was sent to all stakeholder groups.

Aquatics	Recreation	Community and Business
Inconnu Swim Club Stingrays Swim Club	Fort St. John Soccer North Peace Family	Chamber of Commerce
Special Olympics Seniors Aqua-size Users Staff - North Peace Leisure Pool	Super Park Society North Peace Sport Council KidSport Physiotherapy	Rotary Club School District B.C. Oil & Gas Commission Child Development Centre Society of Fort
		St. John & District Fort St. John Public Library Northern Health Northern Lights College Pomeroy Group Elected Officials

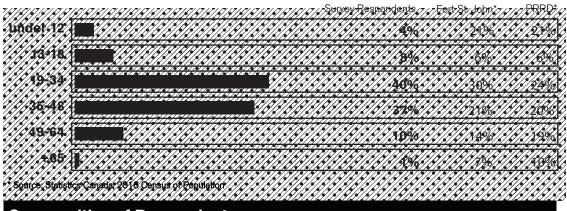
Workshop

An Aquatics Workshop was held to establish vision, priorities, program needs as well as aquatic tank and facility options. Participants included elected officials and key staff members from PRRD, City of Fort St. John and District of Taylor.

Online survey

An online survey was available from July 1 to September 30, 2018 via an open access link from the PRRD Engage! portal. The survey included questions about how the community uses the existing facility, reasons why they might not use it, and what they would value in a future facility. The survey was anonymous, with participants able to opt-in to provide their email address if they wished to be entered into a weekly draw to win a free pass to the NPLP. Participants also had the option to provide basic demographic information (age and location) should they wish. There were 1,455 responses to the survey. 1,084 participants provided their age, 1,054 provided location information and 615 people provided their email addresses.

Age of Respondents



Communities of Respondents

	Survey Respondants	PRRD Population	
Fort St. John	76 %	59 %	
Taylor	3%	4%	
Electoral Area B	6 %	16%	
Electoral Area C	14%	19 %	The breakdown of responses by community broadly reflects the
Other	1%	n/a	makeup of municipalities and electoral areas within the Peace River Regional District.

Pop-up events

Seventeen pop-up sessions were held between June and September, 2018 at well-attended community events in Fort St. John, Taylor and North Pine. The intent of the pop-up events was to reach people where they are, to let them know about the project and allow them to provide high-level input. Each pop-up event consisted of activity boards where people could add comments on sticky notes and/or feedback forms in the shape of pool flags. The sticky notes on the activity boards facilitated the collection of information on what kinds of aquatic and other indoor recreational activities are important to the PRRD community. The pool flags asked the community to imagine their future facility. At a number of events, people were also asked to indicate on a map where they live in the region.

2.1.2. List of Pop-Up Events

Date	Event	Location
June 8	School District #60 Track Meet	Fort St. John
June 9	Big Bam Vertical Slam	Taylor
June 9	World Fair	Fort St. John
June 15	Movie in the Park	Fort St. John
June 16	North Peace Museum Yard Sale	Fort St. John
July 1	Canada Day	Fort St. John
July 6	Rotary Spray Park Grand Opening	Fort St. John
July 6	TGIFSJ - Summer Carnival	Fort St. John
July 14	"Girls Just Wanna Have Fun" Golf Tournament	Taylor
July 21	Fort St. John Rodeo	Fort St. John
July 22	Rotary Club Colour Run	Fort St. John
August 4	International Gold Panning	Taylor
August 17	TGISFJ - Teddy Bear Picnic	Fort St. John
August 18 & 19	North Peace Fall Fair	North Pine
September 31	TGISFJ - Party in the Park	Fort St. John
September 8	Community One Stop	Fort St. John
September 22	YAC Archery Tag Night	Fort St. John

Ideas fair

An interactive open house event was held on September 8, 2018 at the Moose FM Block Party in Fort St. John. In addition to providing general information about the project similar to the pop-up events, participants had an opportunity to rank their aquatic and recreation priorities for a new or upgraded facility.

Correspondence

To advise local First Nations of the project and offer an opportunity to meet at their discretion, introductory letters were sent from the PRRD to the Blueberry River First Nations, Doig River, and Halfway River First Nation.

Other communication

An email communication outlining opportunities to engage was distributed by the school district to its students. Additionally, PRRD staff appended a project-related email footer from mid-July to end September.

Target	Local Communities	Stakeholder Groups	Elected Officials/Staff	First Nations
Website	+	+		
Advertising	+			
Social media	+			
Posters / postcards	+	+		
Graffiti wall	+	+		
Online surveys	+	+		
Interviews / meetings		+	+	
Workshop		+	+	
Pop-up events	+			
Ideas Fair	+			
Correspondence				+
Other communication	+	+	+	

2.1.3 Summary of Target Audience by Method

3.0 What We Heard

Through the various public and stakeholder engagement activities conducted during Phase 1, a number of general themes have emerged including:

- + Recreation and active living opportunities are important to the region and the people who live and work here
- + The public and stakeholders feel the current facility is not sufficient to meet the community's needs now or in the future, and are generally supportive of a new bigger facility
- + There is general support that if a new facility is built that it should include both aquatic and recreation facilities
- + Aquatics should be the core, with leisure/ family/ play aquatics making up a significant component

A breakdown of input received from the public and stakeholder groups is provided in the following sections.



North Peace Fall Fair / Jump In North Peace 2018

3.1 Public Engagement

The most commonly cited **priorities for a future facility**, based on input from the Ideas Fair, Pop-Up Events, and Online Survey were:

1. Enhanced leisure pool facilities to accommodate play for children of all ages

Specific activities highlighted most often include indoor slides, lazy river and wave/surf pools, and hot tubs. Other priorities noted include family-friendly change rooms, warmer water temperature and soft material at bottom of pool.

- 2. Enhanced aquatic fitness and skills facilities Lane swimming, swimming lessons
- 3. Additional land-based recreational facilities (multiplex) Specific activities most often highlighted include indoor play area for families, fitness room, indoor courts, climbing wall, jump yard and soccer.

General **principles** that are broadly supported include:

Bigger

Increased capacity to reflect the needs of the community and allow for simultaneous activities

Multi-use

A multi-use family friendly facility for all ages and abilities

Designed for the climate

Winter climate considerations, access to year-round natural light, indoor recreation space during winter months, high quality materials and design

Enhanced programming

Additional swimming lesson capacity, operating hours

"A positive, healthy place for children, youth, and adults to gather all the time for various activities!"

-From Jump In North Peace 2018

+ **BIGGER**

- + MULTI-USE
- + DESIGNED FOR THE CLIMATE
 + ENHANCED PROGRAMMING

General principles derived from Public + Stakeholder Engagement Phase 1

3.1.1 Defining Priorities for Aquatic Space

The first two priorities for a future facility of the most commonly cited priorities pertain to aquatic space:

1. Enhanced leisure pool facilities

2. Enhanced aquatic fitness and skills facilities

From the Survey

We asked:

In terms of relative importance, where a ranking of 1 is the most important aquatic activity and 6 is the least important aquatic activity, I rank:

- + Competitive sport/training
- + Swimming for personal fitness
- + Skill development (including swimming lessons)
- + Leisure and recreational swimming
- + Rehabilitation and therapy
- + Socializing

We heard:

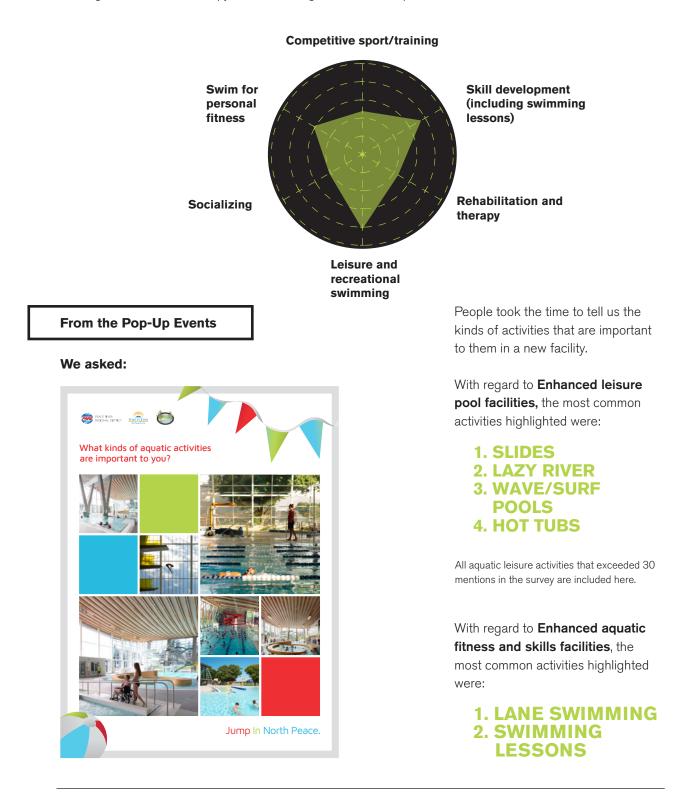
- 1. Leisure and recreational swimming
- 2. Skill development (including swimming lessons)
- 3. Swimming for personal fitness
- 4. Competitive sport / training
- 5. Rehabilitation and therapy
- 6. Socializing

What We Heard

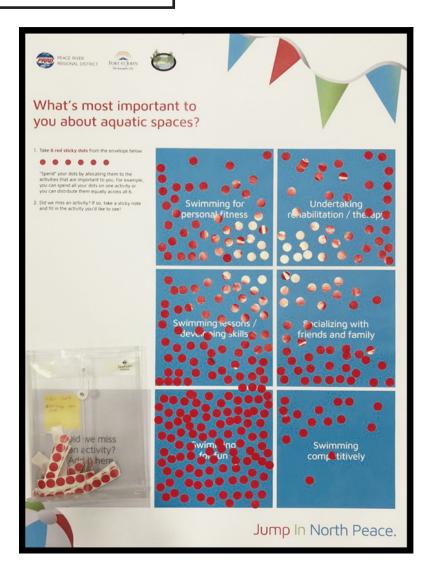
"Because of our long winters, a new pool needs to be an absolute priority for the city."

-From Jump In North Peace 2018

Each aquatic activity was given an overall score, based on the cumulative ranking of the participants. This diagram shows the weighted preferences of the PRRD community, the majority of respondents indicated a need for leisure, skill development and fitness activities, and a notable group indicated a need for competitive training. Rehabilitation, therapy, and socializing, are the lowest priorities.



From the Ideas Fair



We asked:

What's most important to you about aquatic spaces?

Your answers largely coincided with what we heard from the online survey. A new facility should include the appropriate spaces to Swim for Fun and take Swimming Lessons. Responses from the survey and Ideas Fair differed in their preference for spaces to socialize, ranked higher here.

- 1. Swimming for fun
- 2. Swimming lessons/ developing skills
- 3. Swimming for personal fitness
- 4. Undertaking rehabilitation/therapy
- 5. Socializing with friends and family
- 6. Swimming competitively



We asked:

What kinds of aquatic activities are important to you?

You asked for more leisure aquatic features such as waterslides and lazy rivers.

You asked for more capacity. In particular, a bigger facility including more than one pool for simulataneous activities and warm water.

3.1.2 Defining Priorities for Recreation Space

The third **priority for a future facility** of the most commonly cited priorities pertain to recreational space:

3. Additional land-based recreational facilities (multiplex)

From the Survey

We asked:

In terms of relative importance, where a ranking of 1 is the most important recreation activity and 6 is the least important recration activity, I rank:

- + Train for competitive sports
- + Group activities
- + Relax
- + Play
- + Socialize with friends + family
- + Play sports for fun

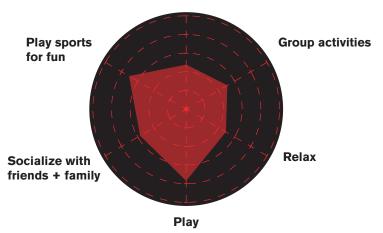
We heard:

- Play 1.
- Play sports for fun
 Socialize with friends + family
- 4. Group activities
- 5. Relax
- Train for competitive sports 6.

"Should have a multi complex where we have more than just a pool. It would be nice to get other sports back: rock climbing, squash, etc."

-From Jump In North Peace 2018

Each recreation activity was given an overall score, based on the cumulative ranking of the participants. This diagram shows the weighted preferences of the PRRD community, The majority of respondents indicated a need for spaces for the community to play and to play leisure sports. A notable group ranked spaces to socialize with friends + family relatively important to include in a new facility. Spaces to train competitively was indicated as the lowest priority.



Train for competitive sports

From the Pop-Up Events

We asked:



People took the time to tell us the kinds of activities that are important to them in a new facility. With regard to **Additional land-based recreational facilities (multiplex),** the most common activities that people highlighted were:

1. INDOOR PLAY AREA FOR FAMILIES 2. FITNESS ROOM 3. INDOOR COURTS 4. CLIMBING WALL 5. JUMP YARD* 6. SOCCER

All activities that exceeded 30 mentions in the survey are included here. *Jump yard did not exceed the threshold in the survey but did so in the pop-up sticky note responses.

From the Ideas Fair



We asked:

What's most important to you about recreation spaces?

Answers largely coincided with what we heard from the online survey. A new facility should include the appropriate spaces to Play and Enjoy sport for recreation.

Responses from the survey and Ideas Fair trended differently in their preference for spaces to train for competitive sports, which ranked somewhat higher here.

- 1. Play
- 2. Enjoy sport for recreation
- 3. Train for competitive sports
- 4. Socialize
- 5. Do group activities
- 6. Relax



We asked:

What other indoor recreational activities are important to you?

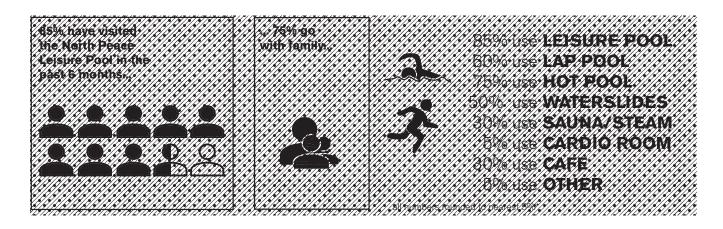
Comments focused on more indoor space for group activities and more spaces that accommodate working family households.

"More play structures and activities in a pool. More room for community sports in one place."

-From Jump In North Peace 2018

3.1.3 About the Existing Facility

From the Survey

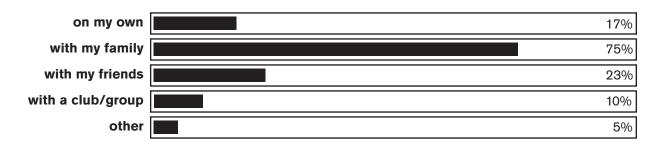






the facility more frequently than twice/week, and once every few months





NPLP NON-USERS: I don't use the facilities at the North Peace Leisure Pool because:

30%	lack of lane swimming capacity	
30%	pool temperature	
25%	inadequate washroom / change room facilities	
15%	operating hours	
15%	inadequate fitness / training spaces	
10%	spectator viewing areas	
55%	other: inadequate facilities	
	maintenance issues	
	prefer other facilities	

*all numbers rounded to nearest 5%

NPLP USERS: Over the past six months, there have been times when I don't use the facilities at the North Peace Leisure Pool because:

30%	lack of lane swimming capacity
30%	pool temperature
25%	inadequate washroom / change room facilities
25%	operating hours
10%	inadequate fitness / training spaces
10%	spectator viewing areas
30%	not applicable: I have not had any of these challenges
20%	other: pool and building condition
	overcrowded
	overlapping programs

*all numbers rounded to nearest 5%

"It needs to be larger, more inclusive, and geared towards the many, many children in this community. Ability to have more lessons, since there is always a wait."

-From Jump In North Peace 2018

3.2 Stakeholder Feedback Sessions

The findings from the stakeholder sessions will, along with other research and engagement being conducted, help inform the development of potential facility options and operating approaches. It was communicated to representatives from the participating organizations that more detailed discussions will occur later in the study process once more details are known.

In general, stakeholders:

- + feel the community and region have outgrown the current facility
- + agree the importance of recreation facilities as a key part of community life, especially in a winter climate
- + support the idea of a multi-purpose facility with aquatics at the core
- + feel other newer facilities in the region provide more appealing/ better services

Some community stakeholders indicated interest in exploring retrofit opportunities and also commented on the need to carefully measure costs and benefits when considering a new facility.

A summary of specific aquatic and recreation priorities is provided below.

Aquatics

- Stakeholders indicated that the change room and shower facilities need to be improved and supported the idea they should include universal. Additional features requested include blowdryers, shoe racks and suit/towel spinners.
- + Other areas for improvement that were generally supported include:
 - o additional space for lessons
 - o increased storage space
 - o increased deck space
 - zero entry hot tub/sloped pool access and other accessibility features including access to slide, handrails, larger showers/benches
 - o acoustic improvements
 - o improved temperature control

Aquatic Stakeholders

Inconnu Swim Club Stingrays Swim Club Special Olympics Seniors Aqua-size Users Staff - North Peace Leisure Pool

Recreation Stakeholders

Fort St. John Soccer North Peace Family Super Park Society North Peace Sport Council KidSport Physiotherapy

Community & Business Stakeholders

Chamber of Commerce B.C. Oil and Gas Commission Child Development Centre Society of Fort St. John & District Fort St. John Public Library Northern Health Northern Lights College Pomeroy Group Rotary Club School District Elected Officials

- o automatic lighting
- o increase/improvement in lounge and food service space
- o fitness facilities
- o design for northern climate
- + To support competitive swimming activities, some stakeholders indicated an interest in:
 - o 50m pool with moveable bulkhead
 - o improved seating/viewing areas
 - o more/regulation width lanes
 - o rubber matting for people swimming back stroke
 - o non-slip decks
 - o other supporting features (whiteboard, towel hooks, drinking water, microphones, podiums)
- + From a design and maintenance perspective, additional stakeholder input included:
 - o enclosed waterslides
 - o multipurpose rooms
 - o larger staffroom connected to deck, dedicate guardroom
 - o temperature and environmental separation between entry area and changerooms/deck area
 - o tile basins and decks
 - o hose bibs
 - o on deck showers and seating near hot spots (sauna, steam, hot pools)
 - o consider site lines for guards
 - o accessible mechanical spaces (i.e., pumps and boilers on ground floor) and chemical rooms
 - o good ventilation/exhaust, air handling unit within facility not on roof
 - o underwater led lighting
 - o consider glare and direct sunlight impact on chlorine from glazing
 - o covered drop off area

Recreation

- + Recreation stakeholders generally support the concept of multipurpose facility that includes a pool and other land-based recreation activities
- + Key considerations for recreation facilities include:
 - o accessibility, including financial and physical
 - o year-round access based on winter climate considerations
 - o spaces for different age groups (e.g., youth, seniors)
 - o a variety of indoor recreation activities (e.g., soccer, gymnasium, play area, court-based sports, lawn bowling, dance)

4.0 Engagement Materials

Jump In North Peace!' aimed to provide ample opportunity for community input on the future of the North Peace Leisure Pool replacement facility. This section illustrates a few examples of the materials used to reach community members across the Peace River Regional District.

Jump In North Peace.

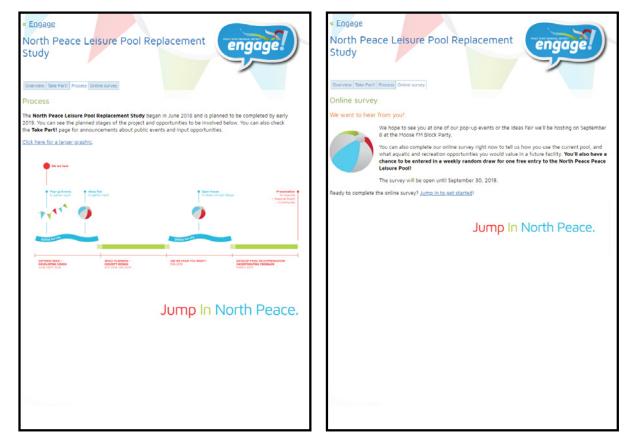
Engagement Slogan

Website



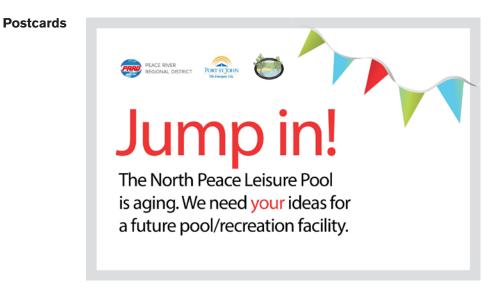
Overview/ prrd.bc.ca/engage

Take Part/ prrd.bc.ca/engage



Process/ prrd.bc.ca/engage

Online Survey/ prrd.bc.ca/engage



Postcard (FRONT)/ Jump In North Peace 2018

Get involved

Online Survey prrd.bc.ca/engage Until September 30th Ideas Fair Moose FM Block Party September 8th

Fill out the Online Survey or check out the Ideas Fair to learn more about the project and share your ideas.

For more info visit the Peace River Regional District website at prrd.bc.ca/engage



Jump In North Peace.

Postcard (BACK)/ Jump In North Peace 2018

Engagement Materials

Window Decals

Graffiti Wall



North Peace Leisure Pool Entry Doors/ Jump In North Peace 2018



North Peace Leisure Pool Lobby/ Jump In North Peace 2018

Engagement Materials

Pop-Up Events



/ Activity Boards Jump In North Peace 2018



Canada Day/ Jump In North Peace 2018



/ Pool Flags Jump In North Peace 2018



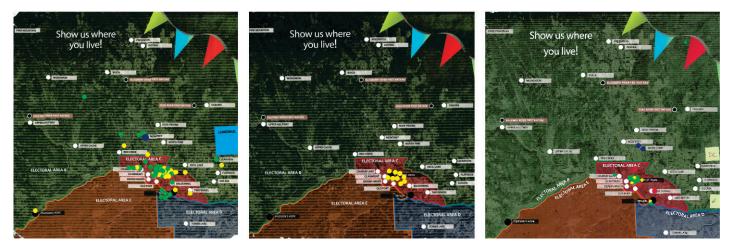
Big Bam Vertical Slam / Jump In North Peace 2018



Taylor Gold Panning

Rotary Colour Run

Fort St. John Rodeo



North Peace Fall Fair

TGISFJ Teddy Bear Picnic

"Girls Just Wanna Have Fun" Golf Tournament

Engagement Materials

Collecting this information at the pop-up events ensured that community input was being provided from a broad range of communities. In particular, the Fall Fair, the Fort St. John Rodeo, and Taylor Gold Panning pop-ups, were most successful in reaching community members from Electoral Area C and some of Area B.

Map Data Collection/ Jump In North Peace 2018

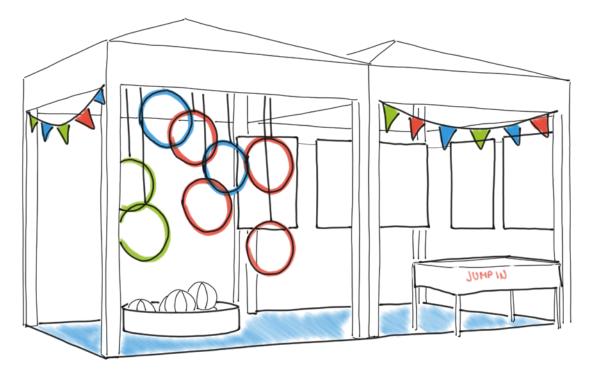


Rotary Spray Park Opening/ Jump In North Peace 2018



Movie in the Park/ Jump In North Peace 2018

Ideas Fair



Ideas Fair Setup/ Jump In North Peace 2018



/Ideas Fair Jump In North Peace 2018



Activity Boards / Ideas Fair Jump In North Peace 2018



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