

Attachment B

What We Heard Report

(Round 1 Engagement) Visual Summary

People, parks, and play!

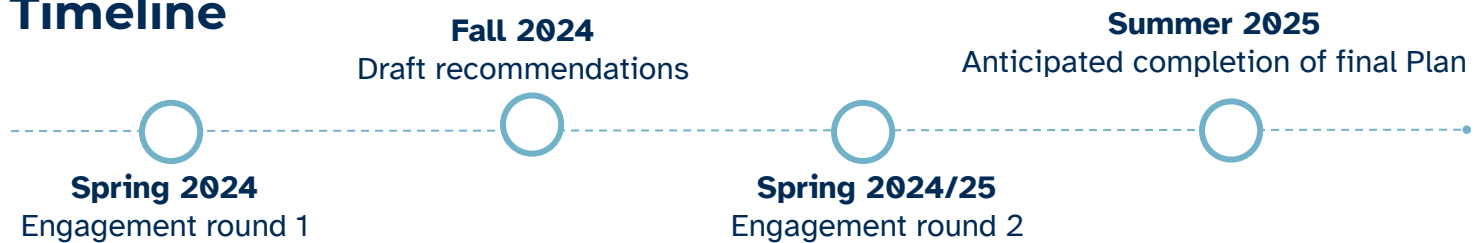
Parks and Recreation Plan Update
What we heard summary
Engagement round 1, September 2024



Project overview

The City of New Westminster is updating its Parks and Recreation Plan! The renewed Plan is named *People, Parks and Play: Connections for All*, highlighting the essential role that parks and recreation play in building connected, healthy, resilient communities. To guide development of the Plan, the City conducted a comprehensive engagement process from April to June 2024. The plan will guide future priorities and investments in parks and recreation facilities, services, and programs for the next 10 years, while also describing a future vision to 2050.

Timeline



Promotion and outreach:



Web page

Survey promoted to 4,075 [Be Heard New West](#) subscribers



Press release

Press release circulated local media and featured in six *New West Record* articles



Email

Project promotion included in weekly Citypage e-newsletter to 1,700 subscribers



Interactive signage

Signage installed in key community locations with QR codes



E-receipts

and staff email signatures - included the link to the project Be Heard page



Social media

10 social media posts, receiving 29,333 impressions

What we did



Indigenous engagement

26 Engagement Invites
2 Soup & Bannock sessions
10 participants



Youth drop-ins

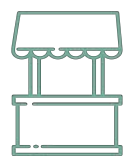
6 locations
376 participants



Workshops

5 sessions
27 individuals and organizations

Engagement activities



Pop-ups

8 pop-ups
1,237 participants



Survey

612 respondents

People, parks, and play!

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Learnings summary - Indigenous engagement



Indigenous engagement consisted of two Soup and Bannock sessions, with 10 participants. Invites were sent to 26 Indigenous organizations and representatives, as well as six local First Nations. Invitations were also extended to the 95 registered users on Be Heard New West who self-identify as Indigenous.

Themes and opportunities

Cultural representation and inclusion



Including greater awareness raising and education around First Nations, as well as spaces for Indigenous practices and ceremonies.

Accessibility, engagement, and education



Including outreach with Indigenous Peoples, and financial support for Indigenous people to participate in parks and recreation activities.

Collaboration and support



Including greater focus on traditional ecological knowledge, and involving Indigenous people in planning, decision making, and program delivery.

Five ideas from participants to advance reconciliation

1. Create opportunities for Indigenous people to steward a food forest area
2. Create Indigenous medicine spaces
3. Local parks as storytelling place to serve the Indigenous population
4. Offer free passes to Indigenous students to access park and recreation services.
5. Collaborate with schools on offering a local Nation language program.



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Learnings summary - youth drop-ins



What youth like



- Parks and recreation facilities (including sports fields, skateparks, play areas, natural spaces and the tēmāsewtx^w Aquatic and Community Centre)
- Community and social spaces
- Activities and programs

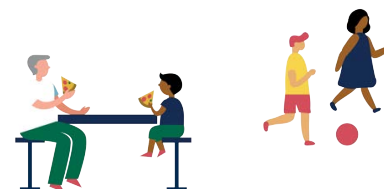
What youth dislike



- Parks and recreation facilities (lack of youth-specific facilities, overcrowding)
- Maintenance and cleanliness

What to add in the future...

- Courts and fields
- Play features
- Enhanced social spaces, indoors and outdoors
- Youth programming and events



Learnings summary - workshops

The project team hosted five workshops, inviting interested groups and organizations to take part in facilitated discussions. A total of 147 individuals participated.



Strengths

- Parks and natural spaces
- tēmāsewtx^w Aquatic and Community Centre
- High-quality facilities
- Diverse sports uses and recreation amenities
- Inclusivity
- Staff responsiveness and willingness to collaborate

Challenges

- Lack of all-weather spaces
- Competing uses and high demand for courts and fields
- Drug use and homelessness
- Equity in outreach and programming
- Affordability

Vision: Top five priorities

1. Welcome people of all cultures, ages, and abilities
2. Offer affordable and accessible options
3. Provide multi-use and flexible indoor and outdoor spaces
4. Keep up with population growth and community demand
5. Increase number and diversity of programs

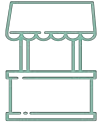


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Learnings summary - pop-ups



Outdoor parks and recreation

What people like: People shared general satisfaction with outdoor parks and recreation. Additional “likes” include:

- Walkability, access and accessibility of Quayside waterfront
- Family- and child-friendly spaces
- Tree and green spaces
- Sports and outdoor amenities

What people dislike:

- Limited walkability on trail networks
- Outdated playgrounds and recreation equipment
- Cleanliness and safety
- Lack of year-round outdoor spaces
- Lack of accessible, inclusive spaces

Indoor recreation

What people like: People shared general satisfaction with indoor recreation. Additional “likes” include:

- t̄m̄əsewtx^w Aquatic and Community Centre
- Diverse programming
- Youth programming
- Century House

What people dislike:

- Not enough dedicated courts for sports (e.g. pickleball, tennis, badminton, basketball, and soccer)
- Recreation program registration
- High program costs
- Limited youth and children's activities
- Limited seniors facilities

POP-UP PHOTOS



Barriers to parks and recreation

Information (e.g. not knowing about programs or events)

Physical barriers (e.g. facilities are inaccessible for all ages and abilities)

Technology (e.g. limited offline registration options)

Geography (e.g. living too far away from facilities)

Ideas for the future

Expanded programming

Recreation facility improvements

Cultural and educational opportunities

Accessibility and maintenance

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Learnings summary - survey



Outdoor parks and recreation

90% Run, jog, or walk on park trails or paths

90% Visit parks to eat, sit, play, or otherwise

70% Attend outdoor festivals or special events

Indoor recreation

60% Do swimming lessons and/or drop-in

46% Do fitness programs and/or drop-in

30% Do skating lessons and/or drop-in

Respondents are most **satisfied** with...

- Major parks (68%)
- Garden displays and maintenance (68%)
- Hanging basket displays and programs (63%)

Respondents are most **dissatisfied** with...

- Public washrooms and change rooms in parks (32%)
- Concessions (25%)
- Safe places to bike or wheel off roads (20%)

Respondents are most **satisfied** with...

- Swimming drop-in (31%)
- Fitness programs (28%)
- Skating drop-in (27%)

Respondents are most **dissatisfied** with...

- Swimming lessons (26%)
- Swimming drop-in (16%)
- Fitness programs (15%)

Barriers to accessing parks and recreation:

- Public washroom access (30%)
- Parking access (26%)
- Not enough waste receptacles (26%)

- Timing of programs is inconvenient (23%)
- Not enough time available to participate (21%)
- Insufficient vehicle parking nearby (19%)



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Administration services

Participants shared their satisfaction and dissatisfaction on six areas:

Satisfied	Response	Dissatisfied
53%	Customer service	5%
44%	Communications	13%
35%	Fees and charges	13%
32%	Registration processes	22%
23%	Booking processes	9%
20%	Financial assistance program and participation support services	6%

Top five ideas and desires for the future

1. New, varied, or updated sports facilities
2. Green spaces and non-sports park space
3. Community and gathering spaces
4. All-weather and covered facilities
5. Accessibility



1. Sports programs and facilities
2. Swimming facilities and programs
3. Fitness classes and programs
4. Recreation and community centres
5. Accessible schedules and programs

