

Consultation, Engagement & Needs Assessment for Summerland Community Recreation & Health Centre

Public Engagement Strategy Draft V5 - July 30, 2020

Engagement Vision

The consultation and engagement process will create a community-supported vision and goals for a future Community Recreation & Health Centre facility by exploring community needs, clarifying people's values and priorities, and identifying opportunities for improvement and collaboration. The consultation and engagement results will support the development of an actionable functional program and conceptual options to guide the next phases of the facility design process.

Project Description

The District of Summerland has identified the need for the replacement of the Summerland Aquatic & Fitness Centre and are exploring the inclusion of a Primary Care Health Centre as part of Council's Strategic Priority.

This study will provide a summary of community needs and priorities for recreation and health services and associated spaces. It will serve as an important first step towards the goal of replacing the Summerland Aquatic & Fitness Centre.

During the development of the study, residents, facility users, and stakeholders can provide input on:

- The community's vision for the project;
- The community's needs and barriers around aquatics, indoor recreation, health care services, wellness services, and other services for children, seniors, and youth;
- Partnership opportunities within the community and stakeholders, and
- Willingness and methods to pay for new facilities.

Project Details

Project Name:	Consultation, Engagement & Needs Assessment for Summerland Community Recreation & Health Centre
Description:	The District of Summerland is assessing the community's needs and expectations for a new community recreation and health centre. This study will provide a summary of community needs and priorities for recreation and health services and associated spaces.
Website URL:	www.summerland.ca/rec-and-health-centre
Summerland Project Manager:	Lori Mullin, Recreation Manager, DoS
Project Manager:	Glen Stokes, Carscadden; Megan Turnock, LEES
Engagement:	Eileen Finn, LEES
Planning Timeline:	Summer 2020 to Winter 2020-2021

Desired Engagement Outputs

Public and stakeholder engagement is crucial to understanding the needs for the new Summerland Community Recreation and Health Centre, clarifying people's values and priorities, and identifying opportunities for improvement and collaboration. This input will inform a Needs Assessment and subsequent project milestones. The Consultation and Engagement Report will be presented to Council along with the Needs Assessment in early 2021.

Outputs:

- One full consultation summary report, detailing how the input provided has informed the Needs Assessment Report. The summary will be appended to the final report so the public can see how their input influenced the way forward.

Policy Context

The Needs Assessment relates to several existing policies and initiatives, including:

- Summerland Parks and Recreation Master Plan (2018)
- Summerland Community Recreation & Health Centre Memorandum of Understanding (2020)
- South Okanagan-Similkameen Community Child Care Planning (forthcoming, 2021)
- District of Summerland Official Community Plan (2015, updated 2018)
- District of Summerland Bylaws and Policies
- Summerland Aquatic Centre Facility Condition Assessment (2018)
- District of Summerland Community Energy and Emissions Reduction Plan (2020)
- District of Summerland Cultural Plan (2016)

Project Management + Partners

Council Involvement

Council will be involved and updated by the consulting team at key milestones including:

- 1) Prior to the start of engagement;
- 2) To review the summary of engagement results, and
- 3) To present the draft and final needs assessment report.

Additional interim staff updates will be provided, as needed.

Committees of Council will also be engaged on topics including climate action, arts and culture, partnerships, and future trends through email updates and meetings with District of Summerland staff, as needed.

Project Steering Committee

The project will be guided by a Steering Committee that was established specifically for this project and includes:

- Lori Mullin, DoS Recreation Manager
- Anthony Haddad, DoS CAO
- Susan Brown, Director Primary Care, Clinical Operations, IHA
- Dr. Sue Pollock, Interim Chief Medical Health Officer, IHA
- Dr. Murali Venkataraman, local physician
- Dr. Driaan van der Vyver, local physician
- Dr. Margie Krabbe, local physician, Okanagan South Family Practice Residency
- Tracy St. Claire, Executive Director, SOS Division of Family Practice
- Riley Gettens, Recruitment, SOS Division of Family Practice
- Tanya Osborne, Healthy Communities, Population Health, IHA
- Doug Gorcak, Director of Facilities, School District 67

We will be meeting with the Steering Committee at several points in the project process, including a Vision workshop (already complete) and a Program and Space Needs workshop, and a review of concept options. The Steering Committee will also provide input and project guidance throughout the project, as needed.

The Project Steering Committee is a collaborative partnership between the District of Summerland, School District 67, Interior Health, and the South Okanagan Similkameen Division of Family Practice. The partner organizations agree that this process is a way to fulfill many community needs including the replacement of the Summerland Aquatic & Fitness Centre, a new high school gymnasium, clinic space for primary health care as well as emerging needs such as child care spaces, youth services, and other health care related needs.

Penticton Indian Band

We will be supporting District Staff in consultation with the Penticton Indian Band on a Government-to-Government and Staff-to-Staff level. The Penticton Indian Band is a supporter of this project and dedicated engagement with the Band is important and will happen throughout the project. The first step will be to invite input and participation, with the specific consultation approach to be developed collaboratively.

Stakeholder Groups

The planning team needs to hear from the following list of stakeholders who we believe will be affected by the project. A detailed list of stakeholders is attached to this document and will continue to be updated throughout the project. Stakeholders will be engaged through the following methods:

- Three workshops will be held with a combination of different user groups invited;
- All stakeholders will receive a stakeholder questionnaire;
- All stakeholders will receive project updates and engagement opportunity notices via email, and
- All stakeholders will receive invitations to complete the online survey and attend the public workshop, along with requests to distribute these invitations to their networks.

Stakeholder group	Interests
District of Summerland Parks & Recreation Commission	<ul style="list-style-type: none">• Aquatic facilities, services, and programs• Indoor recreation facilities, services, and programs• Current gaps, growth potential and future trends• Meeting community needs
Aquatic Facility Users & Staff	<ul style="list-style-type: none">• Limitations of current aquatic facilities, services, and programs• Current gaps, growth potential and future trends• Partnership potential
Indoor Sports & Recreation Facility Users	<ul style="list-style-type: none">• Limitations of current indoor recreation facilities, services, and programs• Use of the school gymnasium – current & future• Current gaps, growth potential and future trends• Partnership potential
Community Organizations and Service Clubs	<ul style="list-style-type: none">• Limitations of current community services, programs and facilities• Needs of underserved communities• Needs of youth• Needs of seniors• Partnership potential
Health & Medical	<ul style="list-style-type: none">• Partnership potential• Desired spaces, uses, & needs• Other opportunities in the community• Current gaps and future trends

	<ul style="list-style-type: none"> • Recruitment
Tourism, Business, Private Sector Partners	<ul style="list-style-type: none"> • Partnership potential • Other opportunities in the community • Attracting visitors • Attracting and retaining businesses

Opportunity for Public Influence


Using the IAP2 spectrum of public participation as a guide, the consultation and engagement as part of this component of the overall project will aim to 'Involve' the public. Involving the public means working directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. The planning team will then incorporate these ideas into the Consultation, Engagement & Needs Assessment, and outline how the public's input influenced the outcomes.

This project will set the stage for future work which will include detailed design and costing of a replacement/new Recreation and Health Centre, including additional engagement. Ultimately, the public will be Empowered to make the final decision when a proposal for a new Recreation and Health Centre comes to the community as a referendum.

IAP2 Spectrum of Public Participation



IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PROMISE TO THE PUBLIC	PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Project Steps

Decision Step		Public?		Objectives	Outputs	Potential Techniques
		Yes	No			
Phase 1: Project Start-up and Background Research	What is the vision for the project ?		✓	<ul style="list-style-type: none"> Understand current usage and preferences for Summerland aquatics, indoor recreation, and primary care facilities Understand existing operational issues & challenges Understand existing internal policies and budgets 	<ul style="list-style-type: none"> Remote visioning workshop memo 	<ul style="list-style-type: none"> Steering Committee remote visioning & key issues workshop
Phase 2: Comprehensive Consultation and Engagement and Community Visioning Process	What are the needs and priorities for a new facility?	✓		<ul style="list-style-type: none"> Understand current stakeholder usage and preferences for Summerland aquatics, indoor recreation, and primary care facilities Understand community needs Present clear options to gauge public needs and expectations for a recreation and health facility Parks and Recreation Advisory Commission: Identify gaps where existing community organizations may be missing 	<ul style="list-style-type: none"> Stakeholder workshop summaries Steering Committee workshop summary Remote Open House summaries Survey results analysis 	<ul style="list-style-type: none"> 3 Stakeholder workshops Stakeholder questionnaires Parks and Recreation Advisory Commission remote workshop (1) Remote public workshop Online survey
Phase 3: Needs Assessment and Recommendations	Confirm needs, priorities, and spaces.	✓		<ul style="list-style-type: none"> Space Needs Assessment: Capture and itemize desired spaces, functions, and activities for recreation, healthcare, and secondary school gymnasium Understand desired design elements, functions, and ideal outcomes Public and stakeholder follow up/confirmation of priorities Build on public & stakeholder input to develop a well-supported Needs Assessment 	<ul style="list-style-type: none"> Space Needs Assessment Engagement summary Draft Illustrated Report Final Illustrated Report 	<ul style="list-style-type: none"> Internal Program workshop Video presentation/FAQ Remote Council presentation

Engagement & Outreach Tactics

The table below describes how we will reach out to our target audiences.

Tactic	Details (i.e. purpose, approach)	Phase and audience	Resource Needs
Stakeholder Workshop	<ul style="list-style-type: none"> In-depth understanding of current and future needs and preferences for Summerland aquatics, indoor recreation, primary care, and related facilities Exploring partnerships and opportunities (3) Remote facilitated workshops with live note-taking and interactive participation 	Phase 2: <ul style="list-style-type: none"> Targeted range of stakeholders 	<ul style="list-style-type: none"> Stakeholder contacts Outreach <ul style="list-style-type: none"> Email invitations Content: Key Questions
Stakeholder Questionnaire	<ul style="list-style-type: none"> Gather detailed information on current usage and preferences for Summerland aquatics, indoor recreation, and primary care facilities Online questionnaire through Survey Monkey (TBC) Email invitations 	Phase 2: <ul style="list-style-type: none"> All stakeholders 	<ul style="list-style-type: none"> Stakeholder contacts Outreach <ul style="list-style-type: none"> Email invitations Content: Questionnaire
Public Workshop	<ul style="list-style-type: none"> Understand current and future needs and preferences for Summerland aquatics, indoor recreation, primary care, and related facilities Explore opportunities and vision for the future Remote facilitated workshop with live note-taking and interactive participation 	Phase 2: <ul style="list-style-type: none"> General public, including: <ul style="list-style-type: none"> Occasional or contemplative recreation facility users Seniors Families & youth People with disabilities 	<ul style="list-style-type: none"> Outreach <ul style="list-style-type: none"> Website content Media advertising Social Media posts Email invitations to project mailing list Posters Content: Agenda and key questions
Public Online Survey	<ul style="list-style-type: none"> Understand current and future needs and preferences for Summerland aquatics, indoor recreation, primary care, and related facilities Explore opportunities and vision for the future Posts and links on project website and DoS Facebook page Email link to project mailing list 	Phase 2 and 3: <ul style="list-style-type: none"> All stakeholder groups General public 	<ul style="list-style-type: none"> Graphic design Website content Media advertising Social Media posts Email invitations to project mailing list Posters Content: Agenda and key questions
Public Outreach	<ul style="list-style-type: none"> Raise awareness about the project webpage for more information 	Phases 2 and 3: <ul style="list-style-type: none"> General public 	<ul style="list-style-type: none"> Key Messages FAQs

	<ul style="list-style-type: none"> • Set-up project webpage, including a sign-up for email notifications • District Newsletter • Dedicated email address for the project • Post on DoS Facebook page • Posters (as available: Recreation centre, library, city hall, seniors centre, coffee shop or grocery store, and park bulletin boards) 		<ul style="list-style-type: none"> • Project updates • Event details • Link to sign up for project email list • Photos of DOS aquatics, recreation, and health facilities • Distribution
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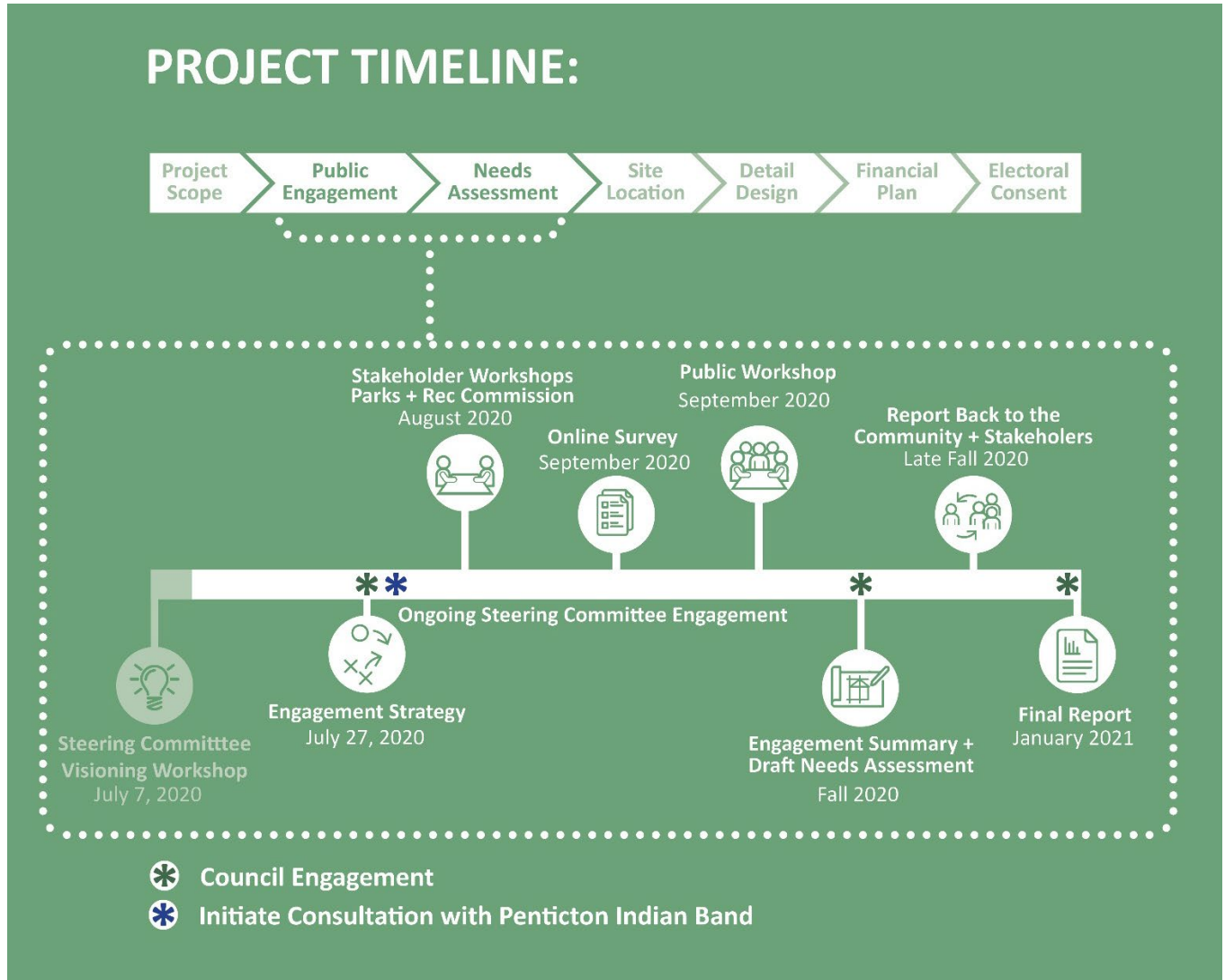
Schedule Outline

The table below summarizes the key milestones for the engagement strategy. These dates will evolve as scheduling of specific events occurs.

Engagement Event	Date	Notes
Steering Committee Vision Session	July 7, 2020 @ 7:30-9:00am	
Council Update / Presentation of Engagement Strategy	July 27 (materials by July 16)	
Stakeholder Group Meetings	TBD August 10 – 21	
Parks and Recreation Advisory Committee	Monday, Aug 24 th	
Online Survey	September 14-30	
Public Open House	Week of September 21st	
Engagement Summary	Week of October 19 th – Draft Week of November 16 th – Final Week of Dec 7 - Incorporated into Draft Needs Assessment Report	

Project Schedule

The graphic below summarizes project milestones and key engagement opportunities.



Evaluation

The table below summarizes our engagement and communications targets. This summary includes demographic details about our audience as appropriate. Quantitative targets help track our progress and allow us to respond and adjust as needed through the process.

	Metric	Target	Notes
Process	# of participants in remote workshops	100	
	# of completed surveys/feedback forms	200 per online survey	
	# of completed stakeholder questionnaires	50	
	# of people on email distribution list	150	
	Social media reach	Pending	
	Representativeness of participants surveyed	Participants generally represent Summerland's demographic make-up	
Results	Outputs and outcomes achieved from the engagement.	<ul style="list-style-type: none"> Stakeholders and rec centre users were aware of the process The general public were aware of the process Most participants felt that their input affected the outcome A well-supported Needs Assessment 	
	Participants felt their voice was heard and considered	<ul style="list-style-type: none"> Most participants felt that their time was well-spent attending events or providing input 	
	Lessons learned from the engagement	<ul style="list-style-type: none"> TBC 	

Challenges and Opportunities

Current challenges for the public engagement process include:

- Maintain focus on the high-level needs of the Community Recreation and Health Centre;
- Engaging hard to reach populations;
- Balancing what the community wants with what it can afford;
- Balancing the interest of casual users, organized user groups, and partnering organizations;
- Identifying new and future program and facility needs;
- Engagement with stakeholders during summer months, and
- Dealing with COVID-19 restrictions.

Potential synergies for the public engagement process include:

- Ongoing DoS engagement processes for:
 - South Okanagan-Similkameen Community Child Care Planning;
 - The Summerland Dog Park;
 - Solar & Battery Storage;
 - The Summerland Downtown Plan.

List of Stakeholders

Aquatic Centre User Groups

- Recope (Aquatic Rehab)
- Orca Swim Club
- Orca Masters Swim Club
- SD67- Summerland Secondary School
- SD67- Trout Creek Elementary
- SD67 – Giant’s Head Elementary
- SD67 – Summerland Middle School
- Special Olympics
- Okanagan Kayak Club
- TriPower Club
- Ocean Tec
- Penticton Pikes Summer Swim Club
- Unisus International School
- Hydrotherapy – Summerland Physio

Indoor Sport User Groups

- Fencing
- Karate
- Pickleball
- Indoor Soccer – Youth – Pinnacles
- Indoor Soccer – Senior
- Gymnastics
- Summerland School of Dance
- In House Performing Arts Studio
- Lakeshore Racquets Club
- Badminton Club
- Martial Arts
- Parkour
- Volleyball – adult recreation
- Volleyball
- Lacrosse - Minor
- T-ball (youth) /Minor Baseball
- Hockey – dryland

Community Organizations

- Summerland Drop-In Recreation Centre
- Youth Centre Association
- Childcare – Registered Daycares/BC Gov't licensed
- Okanagan Modern Quilt Guild
- Summerland Arts Council & Gallery
- Museum & Archives
- Summerland Library
- Singers & Players
- Pleasure Painters
- Potters Guild
- Special Olympics
- 55+ BC Games
- Boys & Girls Club
- Cubs/Scouts/Beavers
- Girl Guides of Canada
- Emergency Support Services
- Health Care Auxiliary
- Summerland Health Centre Volunteers
- Alzheimers Society of BC
- Meals on Wheels
- OneSky
- Summerland Food Bank & Resource Centre Soc
- Faith Organizations

Service Clubs

- Rotary Club
- Kinsmen Club
- Kiwanis Club
- Royal Canadian Legion
- Air Cadets
- K-40
- Legion Ladies Auxiliary
- Rebekkah Lodge - IOOF Hall
- St. Johns Ambulance
- Summerland Healthy Community Initiative
- Summerland Child & Youth Committee

Chamber/Tourism/Regional Organizations

- Summerland Chamber of Commerce
- Okanagan Tourism

Private Sector - Specific Contacts TBD

- Pharmacy
- Medical Products
- Food Services

Health & Medical – Specific Contacts TBD

- Doctors Association
- Physiotherapy
- Chiropractor
- Massage
- Naturopath
- Osteopath
- Counsellors/Psychologists
- Dietitians
- Acupuncture
- Prenatal – Midwifery