



PUBLIC SURVEY SUMMARY

Summerland Off-Leash Dog Park

November 27, 2020

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Summary of Main Messages

- There is no clear overall ‘best site’ for the majority of survey respondents. Living Memorial was the most likely to be supported for use at 43% (very likely/possibly will use), followed by Rodeo Grounds at 34% (very likely/possibly will use), and Powell Beach at 29% (very likely/possibly will use).
 - Differences in opinions about off-leash dog park sites are not likely to be related to dog-owners versus non-owners. Over 300 surveys were received, and most survey respondents own a dog (73%).
 - Respondent comments indicate a variety of concerns with each site, with two dominant concerns reported by all community neighbourhoods: 1) a reluctance to take away recreational opportunities, or negatively impact, current users of each site unless necessary, and 2) commitment to ensuring the cost effectiveness of the choice of site and design.
 - Survey respondents have competing visions about the purpose of a fenced off-leash park. Some see the ideal park as a large busy facility that attracts dog owners from all neighbourhoods. Others see it more as an accessible supplement to existing off-leash areas that is important for those who live in central higher density neighbourhoods. A few survey respondents do not feel that it is a necessary part of a dog-friendly community due to the other natural off-leash and seasonal areas that are available.
 - The results of the survey show that while Living Memorial is the first choice overall, and the first choice of the majority of respondents living in the central area, there are concerns about the impact on baseball users, and the moderate level of accessibility due to needing to cross the highway from downtown.
 - Two additional park sites that are comparable to the proposed Living Memorial (small option) in size and proximity to downtown were suggested as options by survey respondents. These include Memorial Park (near the horseshoe pits) and Dale Meadows (portion of the parking lot and adjacent grassy area).
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Introduction

A year-round and fully enclosed (fenced) off-leash dog park is an important part of a dog-friendly community, along with appropriate bylaws, responsible dog ownership and enforcement. The *Summerland Parks & Recreation Master Plan* (2018) recommended that an off-leash dog park be developed to meet the need for a fully enclosed accessible off-leash area.

Several areas were considered for dog park development as part of a larger land-use planning project focused on tennis, pickleball and dog parks in 2019. The recommended site in this first phase was Peach Orchard Beach Park, which was rejected by Council due to the expected impact on the local community. In phase 2, Council asked staff to further explore five potential sites and collect feedback from community members and stakeholder groups (March 2020). Two of these sites were removed from consideration at the request of the property owners, leaving three options located on District property for consideration and feedback.

This survey was administered as part of the second phase, which included the development of three background documents made available on the District website, online consultation with stakeholder groups associated with each of the proposed sites, and 2 online 1-hour open house sessions to answer questions in advance of sending out the survey. The final report with recommendations/options is expected to go to Council in December 2020.

Survey Description

The purpose of the survey was to get community feedback on three potential dog park locations in Summerland:

1. Powell Beach Park
2. Living Memorial Park (Snow Ave.)
3. Summerland Rodeo Grounds

In addition to questions about the accessibility, design and cost/benefit of each proposed site, the public was asked to rank the sites according to their preference, as well as make suggestions about other potential sites that should be considered (see **Appendix A** for a copy of the survey questions).

Data was collected about survey respondents related to neighbourhood, age, gender, access to a vehicle, and dog ownership. The survey was open to all Summerland citizens regardless of pet ownership.

Survey respondents were asked to review the three background documents before completing the survey in order to better understand each of the options, costs and impacts:

- [What is a dog park?](#)
- [Proposed off-leash sites](#)
- [Impact and mitigation options](#)

The survey was open **October 23 to November 8, 2020**, available electronically via a link on the District of Summerland website. Paper copies were also available by special request through the Summerland Aquatic and Fitness Centre. The survey was administered using the Summerland *Jitsutech* account.

Promotion of the survey included updates in the monthly Summerland Utility newsletter in September and October, information on the District of Summerland website, as well as e-mail notification to stakeholder organizations. The survey was also promoted via social media, news release/mass media, and flyers posted in Snow Avenue and Powell Beach areas.

Survey Response Rate

Over 300 completed surveys were received (308), representing 3.2% of the Summerland population age 20 and older (based on 2016 Census data).

It is not possible to estimate the response rate for households with and without dogs because surveys were collected from individuals and not households. However, 73% of survey respondents reported owning a dog, which likely exceeds the expected household average of 41% of households (based on Canadian data). Over 1,000 dogs are licensed in Summerland, but the number of dogs in the community is estimated to be over 2,000 based on projected ownership rates.

Demographics – Who responded?

The response demographics have been broken down by neighbourhood cluster along geographic lines:

1. Trout Creek (116 survey responses = 37.7%) – nearest the Powell Beach option
2. Central Area (85 survey responses = 27.6%) – nearest the Living Memorial option, including Upper Town (74%) and 97 East (26%)
3. Outlying Areas (107 survey responses = 34.7%) – includes lower density parts of the community (see **Figure 1**) as well as those who reported not living in Summerland (1.9% of the survey responses)

	Trout Creek N=116	Central Area N=85	Outlying Areas N=107
% of respondents	37.7%	27.6%	34.7%
Over 10 years in Summerland	67%	70%	62%
Age 50 or older	57%	60%	45%
Majority female respondents	52%	67%	69%
Access to a vehicle	98%	95%	97%
Own a pet	79%	89%	95%
Own a dog	62%	78%	80%
Own a service animal	0	4%	3%

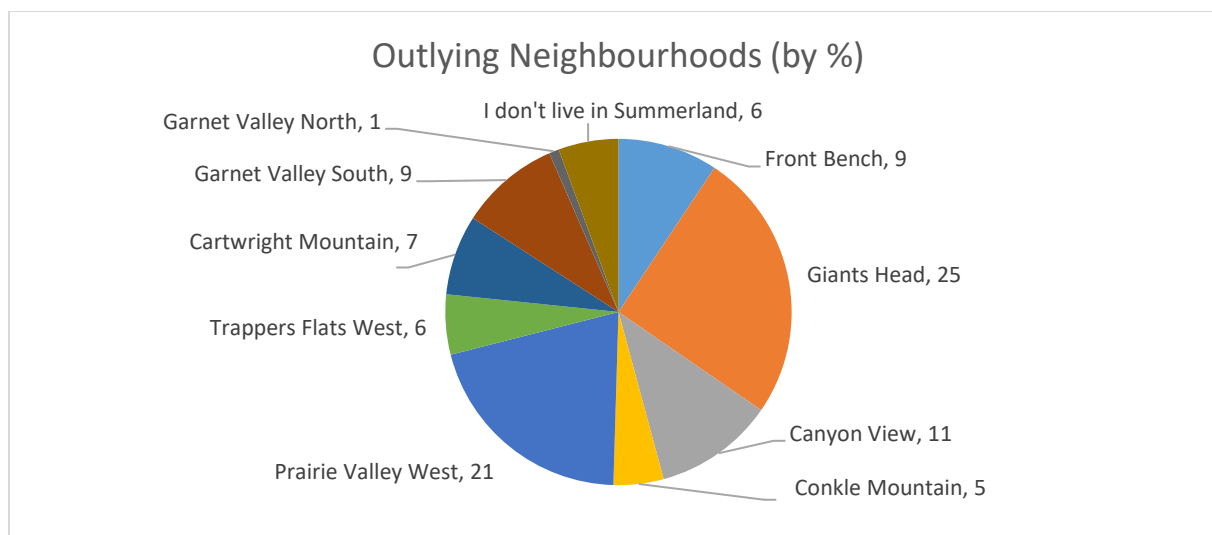


Figure 1: Outlying Neighbourhoods

Assessment of the Options - Overall

Overall, **Living Memorial** had the highest percentage of first choice and second choice rankings. The **Rodeo Grounds** received the second-most first choice ranking. **Powell Beach** had the highest percentage of third choice rankings, although there were almost as many rejections of Powell Beach as an option.

Comparison Rankings - Overall			
	Powell Beach	Living Memorial	Rodeo Grounds
First choice	14%	37%	34%
Second choice	21%	30%	19%
Third choice	33%	10%	23%
I do not choose any option	32%	22%	25%

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, **Living Memorial** received the highest likelihood (see **Figure 2** for the breakdown). But overall, none of the sites had a majority supporting use.

- Living Memorial – very likely / possibly (43%)
- Rodeo Grounds – very likely / possibly (34%)
- Powell Beach – very likely / possibly (29%)

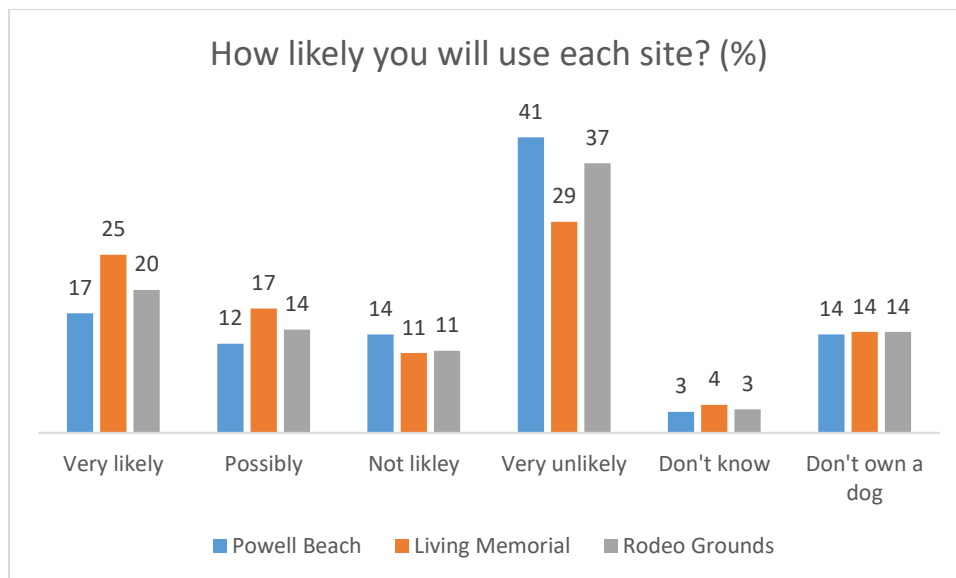


Figure 2: How likely will you use each site?

Assessment of the Options – By Area

The following chart represents the percent respondents in each area choosing each of the ranking levels for each of the sites. The highest ranking for each category is highlighted.

	Trout Creek %			Central Area %			Outlying Areas %		
	Powell Beach	Living Memorial	Rodeo Grounds	Powell Beach	Living Memorial	Rodeo Grounds	Powell Beach	Living Memorial	Rodeo Grounds
First choice	7	32	44	13	53	23	22	30	31
Second choice	0	39	27	42	14	16	27	33	12
Third choice	50	5	10	20	11	33	24	14	29
I do not choose any option	42	23	19	25	22	29	28	22	28

Trout Creek

Rodeo Grounds was slightly preferred to Living Memorial, but there was still a high percentage of “I do not choose” for both options (19-23%). Powell Beach was only supported as a first choice by 7% of Trout Creek respondents.

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Rodeo Grounds received the highest likelihood. But overall, survey respondents are unlikely to use any of the sites.

- Rodeo Grounds – very likely / possibly (34%)
- Living Memorial – very likely / possibly (28%)

- Powell Beach – very likely / possibly (11%)

Central Area

Living Memorial was the clear preference, followed by Powell Beach. Rodeo Grounds was not preferred and had a high percentage of “I do not choose” (29%).

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Living Memorial received the highest likelihood. But overall, only Living Memorial had a majority supporting use.

- Living Memorial – very likely / possibly (58%)
- Powell Beach – very likely / possibly (38%)
- Rodeo Grounds – very likely / possibly (33%)

Outlying Areas

Living Memorial was the clear preference as a second choice, followed by Rodeo Grounds. However, Rodeo Grounds had a high percentage of third choice (29%) and “I do not choose” (28%).

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Living Memorial received the highest likelihood. But overall, none of the sites had a majority supporting use.

- Living Memorial – very likely / possibly (44%)
- Powell Beach – very likely / possibly (42%)
- Rodeo Grounds – very likely / possibly (34%)

Feedback on Each Proposed Option

The survey included questions on dimensions of accessibility, design and cost/benefit for each site with the intention of assessing which elements are most supported and where there may be a need to adapt the proposed options.

The dimensions included:

Accessibility	Design	Cost/Benefit
1. For people who use mobility aids	1. Space for quality dog play and socialization	1. Good value for estimated building costs
2. For most people who walk or bike	2. Good integration and considerate of neighbours	2. Good value for estimate maintenance costs
3. For neighbourhoods in the area	3. Safe and welcoming for people and their dogs	3. Benefit to tourism
4. For the whole district	4. Sufficient parking	4. Negative impacts on neighbourhood and recreational users have been addressed

Overall, **Powell Beach** was reported to be highly accessible for the local neighbourhood, however the highest overall accessibility was reported for **Living Memorial**.

Both **Living Memorial** and the **Rodeo Grounds** were recognized as having preferred design features. However, **Living Memorial** was most preferred on cost/benefit dimensions. At the same time, the impact mitigation costs for **Living Memorial** was raised as an issue, with 36% either strongly disagreeing with the cost/benefit, or reporting that they 'don't know'.

On the issue of tourism, none of the sites were clearly supported.

Comments

The survey received a high number of comments about each site (69%-91% of respondents, depending on the site). This suggests survey respondents have a high level of interest in the sites being considered for the off-leash dog park development.

Comments were provided by each neighbourhood cluster fairly consistently, but respondents living close to Powell Beach were more likely to comment on that site, and those living close to Living Memorial more likely to comment on that site.

There were noticeably more comments related to 'ideas for other sites' from survey respondents from the central area, suggesting that people want other options considered in addition to Living Memorial.

The concerns that emerged in the comments included:

- Multi-use parks – erosion of multi-use parks damages diversity and flexibility in the use of recreational space
- Aesthetics and quality – design needs to fit the overall use of the park and the local context
- Green space and environmental impact – need to be considered in the context of community health and wellbeing and the impact of adding a dog park
- Noise and traffic – are likely to be a common occurrence with an off-leash dog park
- Enforcement – concerns about ensuring rules and regulations are followed at the dog park and in the wider community
- Benefits for dogs and people – both need to be considered
- Recreation displacement – a concern across sites, especially for children, youth and families
- Size and safety – need to be adequate to ensure a positive off-leash dog park experience for users
- Cost effectiveness – especially important given the fiscal challenges of the current COVID-19 environment, and the need for a long-term planning perspective
- Accessibility – needs to consider both distance to each site, but also access and amenities at the site

A summary of comment themes, both positive and negative, in relation to each site can be found in **Appendix B**. It is interesting to note that regardless of site, two dominant concerns were reported by all community neighbourhoods: 1) reluctance to take away recreational opportunities, or negatively impact, current users of each site unless necessary, and 2) commitment to ensuring the cost effectiveness of the choice of site and design.

Other Recommended Sites

A complete list of additional sites recommended by survey respondents can be found in **Appendix B**. Many of these sites were already rejected by Council in Phase 1 of the project due to being: 1) too small, 2) not central, 3) seasonal, and/or 4) assessed to have a negative impact on the local community.

However, two sites from Phase 1 were suggested by multiple survey respondents and are comparable in proximity to downtown and size to the proposed Living Memorial (small option).

1. Memorial Park – the area by the horseshoe pits is large enough to create a reasonable size fenced off-leash area of 0.8 acres. It was recommended in phase 1 to be considered as part of the upcoming master planning process.
2. Dale Meadows – was rejected in Phase 1 due to a design that called for the removal of one of the soccer fields. The current proposed option suggests taking space from the parking lot and adjacent grassy areas and may be appropriate for further exploration.

Options were also suggested for purchasing or leasing land, which has not been considered to this point as Council directed staff to look at District owned land or partnership opportunities.

Conclusion

Overall, **Living Memorial** received the most support for the development of a fenced off-leash dog park. But even then, only 43% of survey respondents report that they are likely to use the park if it is built. The Central Area respondents reported the highest level of likelihood of using **Living Memorial** (53%).

The highest population density is in the Central Area, and therefore likely has the highest number of dogs. It should be a priority to consider a site that is accessible for this particular neighbourhood. The survey respondents from this area are also slightly older and less likely to have access to a vehicle.

While **Living Memorial** may provide a good opportunity for a dog park due to its proximity to the centre of town a number of concerns were raised about the impact on Minor Baseball, and cost and impact on the multi-use nature of Powell Beach Park if the proposed mitigation strategy is implemented.

The lack of support from survey respondents for either **Powell Beach** or the **Rodeo Grounds** suggests that both of these options be removed from consideration.

Based on suggestions from survey respondents, it may be beneficial to consider the following sites, as well as **Living Memorial**, due to their proximity to the centre of town, minimal impact on residents and other recreational users, and their size:

1. Dale Meadows – using the parking lot and adjacent grassy area
2. Memorial Park – near Victoria and Wharton (horseshoe pits)

APPENDICES

APPENDIX A – Survey Questions

See attached.

APPENDIX B – Survey Data

Response rate and representation of the data

Completed surveys: 308

Opened surveys but not completed: 363

Summerland population age 20 and older: 9,615 (Census 2016)

Estimated pet ownership (% of households): The Summerland dog population is estimated to be around 2,000 (based on the Canadian average of 41% of households owning at least one dog), but may be higher.

Who completed the survey?

Neighbourhood	%
1 - Upper Town	20.5
2 - 97 East	7.1
3 - Trout Creek	37.7
4 - Front Bench	3.2
5 - Giants Head	8.8
6 - Canyon View	3.9
7 - Conkle Mountain	1.6
8 - Prairie Valley West	7.1
9 - Trappers Flats West	1.9
10 - Cartwright Mountain	2.6
11 - Garnet Valley South	3.2
12 - Garnet Valley North	0.3
13 - I don't live in Summerland	1.9

Years in Summerland	%
Less than a year	1.3
1 to 5	12.7
6 to 10	17.9
11 to 20	26.0
More than 20	40.6
I don't live in Summerland	1.3
Non-response	0.3

Age	%
Under 18	0.3
18-34	10.1
35-49	33.1
50-64	37.3
65-79	15.9
80+	0.3
Prefer not to say	2.9

Pets	Total %	Dog %	Cat %	Service animal %
Yes	88	73	34	1.9
No	9			
Prefer not to say	3			
Non-response				

Gender	%
Female	62.0
Male	30.5
Other	0.3
Prefer not to say	7.1

Vehicle	%
Yes	97.1
No	1.9
Prefer not to say	1.0

Assessment of the proposed options

Overall, Living Memorial had the highest percentage of first choice and second choice rankings. The Rodeo Grounds received the second most first choice ranking. Powell Beach had the highest percentage of third choice rankings, although there were almost as many rejections of Powell Beach as an option.

Comparison Ranking – Overall			
	Powell Beach	Living Memorial	Rodeo Grounds
First choice	14%	37%	34%
Second choice	21%	30%	19%
Third choice	33%	10%	23%
I do not choose any option	32%	22%	25%

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Living Memorial received the highest likelihood. But overall, none of the sites had a majority supporting use.

How likely will you use?	Powell Beach %	Living Memorial %	Rodeo Grounds %
Very likely	17	25	20
Possibly	12	17	14
Not likely	14	11	11
Very unlikely	41	29	37
Don't know	3	4	3
Don't own a dog	14	14	14

FEEDBACK ON EACH SITE - OVERALL

1. Accessibility

Accessibility dimensions included:

- For people who use mobility aids
- For most people who walk or bike
- For neighbourhoods in the area
- For the whole district

While Powell Beach was reported to be highly accessible for the local neighbourhood, the highest overall accessibility was reported for Living Memorial.

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Mobility	Walk / bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District
Strongly agree	17	13	26	9	17	19	22	21	8	8	12	15
Agree	27	22	41	15	27	26	44	31	9	11	19	16
Neutral	19	10	13	12	15	15	12	17	17	13	17	15
Disagree	13	24	8	24	14	21	8	15	22	28	19	18
Strongly disagree	16	29	11	39	10	14	8	14	35	38	27	33
Don't know	8	2	1	1	17	6	6	4	8	3	5	3

2. Design

Design dimensions included:

1. Space for quality dog play and socialization
2. Good integration and considerate of neighbours
3. Safe and welcoming for people and their dogs
4. Sufficient parking

Both Living Memorial and the Rodeo Grounds were recognized as having preferred design features.

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking
Strongly agree	12	9	14	11	25	25	24	20	31	31	25	28
Agree	24	15	20	20	30	26	28	27	24	19	24	28
Neutral	15	12	21	12	15	17	18	17	13	19	16	15
Disagree	15	14	18	21	8	7	9	9	7	7	8	8
Strongly disagree	29	48	23	33	14	16	12	13	17	17	21	13
Don't know	4	2	3	3	7	8	8	14	6	7	6	9

5. Cost/Benefit

Cost/benefit dimensions included:

1. Good value for estimated building costs
2. Good value for estimate maintenance costs
3. Benefit to tourism
4. Negative impacts on neighbourhood and recreational users have been addressed

Living Memorial was most preferred on cost/benefit dimensions. However, the issue of impact mitigation costs were raised (36% either strongly disagree or don't know).

On the issue of tourism, none of the sites were clearly supported.

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact
Strongly agree	10	10	9	8	17	17	17	13	18	18	15	19
Agree	14	18	12	13	22	25	16	23	17	18	10	16
Neutral	16	18	10	12	17	18	21	18	20	20	17	22
Disagree	23	18	17	16	17	15	17	10	15	14	19	10
Strongly disagree	32	32	50	47	19	18	23	20	23	22	33	19
Don't know	5	5	2	4	9	8	6	16	7	8	7	13

SUMMARY OF COMMENTS AND THEMES - OVERALL

The following table summarizes the percentage of survey respondents who provided comments in each section of the survey. The high rate of comments suggests significant engagement by respondents.

Survey Section – open ended comments	Survey Responses with Comments, by Region		
	Trout Creek (n=116)	Central Area (n=85)	Outlying Area (n=107)
Powell Beach site: <ul style="list-style-type: none">• Small option – like/dislike• Large option – like/dislike• Recommendations for improving	91%	88%	74%
Living Memorial (Snow Ave.) site: <ul style="list-style-type: none">• Small option – like/dislike• Large option – like/dislike• Recommendations for improving	70%	88%	69%
Rodeo Grounds site: <ul style="list-style-type: none">• Like/dislike• Recommendations for improving	73%	86%	71%
Ranking of priority – please explain	83%	91%	78%
Ideas for other sites	51%	71%	50%
Final comments	43%	53%	36%

Comment Themes

What follows is a summary of the overall themes based on comments, both positive and negative, associated with each site, across all survey respondents.

1. Powell Beach

Multi-use park

- Many respondents noted that Powell Beach Park is a multi-use space used all year by community members, clubs/organization and the elementary school. It currently has an open design and use would be less flexible with the addition of fences for a dog park, or outfield fences for the softball diamond.
- Some comments suggest park use would increase with a dog park, while others suggested that use would decline.
- Some comments suggested adding volleyball courts or investing in improved trails to increase use of the park, instead of a dog park

Aesthetics and quality

- Concern about the look of chain link fence in the centre of the park and yellow grass and dirt patches that are likely to result inside the dog park.
- Residents living immediately beside the park expressed concern about the smell of waste bins in the summer

Green space and environmental impact/flooding

- Points were made about the importance of having unstructured green space for quality of life and environmental sustainability, and that available park space is limited.
- It was noted that recent local developments have not been required to add park space to plans due to the presence of the park at Trout Creek
- The poor quality of the softball field was attributed by some to the recent flooding events

Noise and traffic

- Concern was raised about the noise of dogs barking and the impact on beach users and local residents
- Summer traffic was described as significant and concerns were raised about the impact of additional people using a dog park, including a lack of parking

Enforcement

- Comments suggested that more dogs using the dog park would likely result in more off-leash dogs on the beach illegally, as well as on the path and near the washroom
- Safety concern about having many children using the beach and playground nearby

Benefits for dogs and people

- Some respondents noted the importance of an off-leash park to support a social opportunity for people, benefiting their health and wellbeing
- Other comments described the benefits as being mainly for dogs, not people
- Some comments questioned the need for a fenced-off leash area given the proximity of unfenced off-leash areas like Sun-Oka Beach and Peach Orchard Beach (in the off-season), and the dog beach
- The point was made that the community needs to prepare for more dogs to be here in the future

Recreation displacement

- Many people expressed concern about displacing current recreation users, especially baseball and softball players, children, youth and families.

Size and safety

- Respondents noted that larger off-leash dog parks are healthier and safer for dogs, with more room to run, especially if the park is busy
- A small version of the dog park was suggested for the area near the tennis courts
- Several comments were made about the need to have separate areas for large and small dogs to protect small dogs
- Comments were made about the need to make the park larger than proposed due to the expected number of users

Cost effectiveness

- Comments about the benefit for tourism were mixed. Some believe the park will attract tourists, while others felt it would keep tourists away.
- The case was made for taxes to be used to support off-leash dog parks as an important part recreation programming. Others argued that taxes should be used for other priorities such as roads.

- There were concerns expressed about decreased property values as a result of a dog park so close to houses.
- The cost of renovating the softball diamond was not seen as a good investment

Accessibility

- The park was seen as accessible for local residents, but not for other community members due to the need to drive.
- Some comments suggested that washrooms should be available all year

2. Living Memorial Park (Snow Ave.)

Multi-use park

- Comments note that the park is dedicated to baseball and anticipate conflict between dog park users and baseball players during tournaments and events due to incompatible needs
- Using as a dog park does not meet the intended purpose of a recreation site to honour veterans

Aesthetics and quality

- Variety of surfaces and areas available (grass, forest)

Green space and environmental impact

- Comments note that significant investment has been made over the years in developing and maintaining the site for baseball and it would be lost

Noise and traffic

- Comments expressed concern that there would not be enough parking during tournaments and events
- Minimal impact as no adjacent homes or playgrounds
- Concern about the lack of a turning light to get on and off the highway

Enforcement

- Concerns that a dog park here will not help with enforcement issues in other parts of town

Benefits for dogs and people

- Comments point out that there will be a negative impact on recreation opportunity for youth

Recreation displacement

- Comments note that young baseball players will be displaced and that the mitigation option does not provide a good replacement
- Other comments suggest that the site is underused during the non-baseball season
- Comments that a portable pitching mound is not a safe mitigation option

Size and safety

- Some comments suggest that the site needs to be larger than the proposed option due to expected use; other felt the large option provides sufficient space for dogs to run
- Comments suggest that smaller more central dog parks are better for the environment due to less driving.

Cost effectiveness

- Mitigation option of renovating Powell Beach softball diamond described as expensive
- Some comments suggested Living Memorial is a good site for tourists; others concerned about the lack of parking for tourists in the summer during baseball season.

Accessibility

- Some comments suggest that the site is accessible for walking, biking and driving
- Other comments suggest that needing to cross the highway make the park less accessible
- Many comments suggested washrooms are not necessary; a few comments noted the importance of year-round washrooms.
- Handicapped parking and paths are suitable for people with mobility challenges

3. Rodeo Grounds

Multi-use park

- Fencing is necessary to ensure horses and other users of the area can share the space
- Concern about sharing during busy events and rental users

Aesthetics and quality

- Open and attractive area, especially if made larger
- Not being near water is a disadvantage

Green space and environmental impact

- Environmentally sensitive area which would need to be assessed and negative impact prevented

Noise and traffic

- More remote; Minimal impact as no adjacent homes or playgrounds
- Good parking; others suggest parking may be a problem during events

Enforcement

(Not identified as a theme)

Benefits for dogs and people

- Provides more diversity to dog areas in the community

Recreation displacement

- Comments suggest that there is minimal impact on current users
- Other comments suggest that horse related activities would be a conflict

Size and safety

- Comments made about risks due to wildlife and plants in the area
- Concern about the space for small dogs

Cost effectiveness

- Comments suggest that the site duplicates the nearby trails
- Concerns about the cost to build
- May limit development of the rodeo grounds in the future

- Tourism opportunity in connection with the steam train; others concerned tourist won't find it

Accessibility

- Not central and not accessible as people would need to drive
- Concerns about access in winter due to plowing being needed

Ideas About Other Locations

The following locations were identified as possible alternative sites for an off-leash dog park. They have been organized by category:

1. Previously reviewed – District Property & Partnerships

Rejected by Council in Phase 1 (too small and/or not central and/or seasonal only):

- Horse Beach (Lakeshore Drive)
- Turner Street Park
- Old shale site behind the municipal yard
- Old skate board park
- Area around the water treatment plan
- Summerland Peach Orchard Campground

Partnerships:

- Churches in the community (Julia Street, Victoria Road North) (*churches were contacted but declined to participate*)

Other:

- Peach Orchard Beach – field and/or area near boat ramp (*rejected in Phase 1 due to expected impact on local community*)
- Memorial Park (*recommended during Phase 1 to be considered for a dog park in upcoming park master planning*)
- Dale Meadows (*rejected in Phase 1 due to impact on current soccer users*)

2. New locations

District-owned:

- Solar Panel Park location (Cartwright) (*not considered appropriate due to steepness, land designated as environmentally sensitive, conflict with solar installation*)
- General locations ... land by the Landfill, land by Trappers Flats, land near the KVR (*all District owned land in these areas were considered during Phase 1 and rejected*)

Purchase or lease: (not supported by Council at this time)

- Old RCMP station land
- Part of school field (Giant's Head, Trout Creek, Summerland Secondary – including between Aquatic Centre and Jubilee/Kelly, or near the Skate Park)
- Cedar Ave beside Unisis School
- Lot at Prairie Valley and Cartwright
- Hwy 97 near Steuart (near Living Memorial)

Partnerships:

- Province of BC to fence part of Sun-Oka Beach Park

BREAKDOWN BY NEIGHBOURHOOD

The following data report the results for three areas:

- A. Trout Creek (37.7% of survey respondents)
- B. Central – Upper Town and 97 East (27.6% of survey respondents)
- C. Outlying – remaining areas (34.7% of survey respondents)

A. Trout Creek

Completed surveys: 116

Demographics

Years in Summerland	%
Less than a year	3
1 to 5	14
6 to 10	16
11 to 20	20
More than 20	47
I don't live in Summerland	0
Non-response	0

Age	%
Under 18	0
18-34	7
35-49	34
50-64	36
65-79	21
80+	0
Prefer not to say	3

Gender	%
Female	51.7
Male	38.8
Other	0.9
Prefer not to say	8.6

Pets	Total %	Dog %	Cat%	Service animal %
Yes	79	62	34	0
No	15			
Prefer not to say	6			

Vehicle	%
Yes	98
No	0
Prefer not to say	2

Assessment of the proposed options

Rodeo Grounds was slightly preferred to Living Memorial, but there was still a high percentage of “I do not choose” for both options (19-23%). Powell Beach only supported as a first choice by 7% of Trout Creek respondents.

Comparison – percentage of respondents who chose each option			
	Powell Beach	Living Memorial	Rodeo Grounds
First choice	7	32	44
Second choice	0	39	27
Third choice	50	5	10
I do not choose any option	42	23	19

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Rodeo Grounds received the highest likelihood. But overall, survey respondents are unlikely to use any of the sites.

How likely is it that you will bring your dog to this site if it is built?			
	Powell Beach %	Living Memorial %	Rodeo Grounds %
Very likely	8	9	16
Possibly	3	19	18
Not likely	11	12	11
Very unlikely	52	30	25
Don't know	4	6	7
Don't own a dog	22	23	22

1. Accessibility

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Mobility	Walk / bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District
Strongly agree	12	10	16	6	12	17	20	20	8	8	10	17
Agree	20	19	36	11	33	29	51	35	12	14	25	22
Neutral	22	9	16	9	17	16	12	21	26	20	24	19
Disagree	20	18	11	15	8	16	3	5	22	25	15	15
Strongly disagree	20	41	20	58	9	13	7	15	22	28	18	21
Don't know	6	3	1	1	22	9	7	4	10	6	8	6

2. Design

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking
Strongly agree	5	7	7	6	19	20	19	16	38	39	31	35
Agree	9	2	4	7	30	24	28	25	29	22	27	32
Neutral	16	1	19	9	23	23	22	22	10	16	18	13
Disagree	19	6	26	19	7	8	10	7	5	7	6	4

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking
Strongly disagree	46	84	40	57	10	13	10	9	6	6	6	5
Don't know	5	0	4	3	10	12	11	21	11	11	12	10

3. Cost-Benefit

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact
Strongly agree	7	7	5	6	11	11	8	6	20	20	11	21
Agree	4	5	0	3	20	22	15	22	21	23	16	21
Neutral	10	14	5	2	22	26	29	22	23	20	22	23
Disagree	27	20	11	13	17	16	20	14	9	10	17	8
Strongly disagree	49	50	76	76	19	15	20	19	13	12	21	10
Don't know	3	4	3	1	11	10	9	18	14	15	12	17

B. Central – Upper Town and 97 East

Completed surveys: 85 (Upper Town = 74%, 97 East = 26%)

Demographics

Years in Summerland	%
Less than a year	0
1 to 5	11
6 to 10	19
11 to 20	36
More than 20	34
I don't live in Summerland	0
Non-response	0

Age	%
Under 18	1
18-34	6
35-49	31
50-64	41
65-79	19
80+	0
Prefer not to say	2

Gender	%
Female	67
Male	29
Other	0
Prefer not to say	4

Pets	Total %	Dog %	Cat %	Service animal %
Yes	89	78	21	4

Vehicle	%
Yes	95
No	5
Prefer not to say	0

Assessment of the proposed options

Living Memorial was the clear preference, followed by Powell Beach. Rodeo Grounds was not preferred and had a high percentage of “I do not choose” (29%).

Comparison – percentage of respondents who chose			
	Powell Beach	Living Memorial	Rodeo Grounds
First choice	13	53	23
Second choice	42	14	16
Third choice	20	11	33
I do not choose any option	25	22	29

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Living Memorial received the highest likelihood. But overall, none of the sites had a majority supporting use.

How likely is it that you will bring your dog to this site if it is built?			
	Powell Beach %	Living Memorial %	Rodeo Grounds %
Very likely	24	46	22
Possibly	14	12	11
Not likely	15	5	4
Very unlikely	34	24	51
Don't know	1	2	1
Don't own a dog	12	12	12

Feedback on each site:

1. Accessibility

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Mobility	Walk / bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District	Mobility	Walk /bike	Neighbourhood	District
Strongly agree	21	14	31	12	26	21	29	25	6	6	8	9
Agree	28	21	46	14	26	26	44	32	6	5	12	11
Neutral	19	11	11	13	11	14	6	14	13	6	20	19
Disagree	8	28	6	26	14	21	8	13	22	33	15	13
Strongly disagree	15	26	7	35	9	15	9	14	48	51	41	48
Don't know	8	0	0	0	14	2	4	2	5	0	4	0

2. Design

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking
Strongly agree	15	12	21	15	40	36	36	29	24	20	16	14
Agree	32	15	31	28	22	25	27	29	16	14	19	29
Neutral	16	25	21	13	7	14	15	13	14	25	14	20
Disagree	15	21	12	27	9	4	5	7	9	7	9	12
Strongly disagree	19	26	14	16	15	16	12	13	31	31	39	19
Don't know	2	1	1	0	6	5	5	8	6	4	2	6

3. Cost-Benefit

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact
Strongly agree	15	14	15	11	25	25	25	21	12	11	13	12
Agree	15	22	21	15	26	27	21	27	14	16	6	11
Neutral	25	20	12	19	12	11	19	15	21	24	12	29
Disagree	16	18	16	20	9	13	12	4	15	12	18	13
Strongly disagree	20	20	34	31	19	16	22	20	35	34	47	25
Don't know	8	6	1	5	9	8	1	13	2	4	5	11

C. Outlying areas

Completed surveys: 107

Neighbourhood	%
Front Bench	9
Giants Head	25
Canyon View	11
Conkle Mountain	5
Prairie Valley West	21
Trappers Flats West	6
Cartwright Mountain	7
Garnet Valley South	9
Garnet Valley North	1
I don't live in Summerland	6

Years in Summerland	%
Less than a year	1
1 to 5	13
6 to 10	19
11 to 20	24
More than 20	38
I don't live in Summerland	4
Non-response	1

Age	%
Under 18	0
18-34	17
35-49	35
50-64	36
65-79	8
80+	1
Prefer not to say	4

Gender	%
Female	69
Male	22
Other	0
Prefer not to say	8

Pets	Total %	Dog %	Cat %	Service animal %
Yes	95	80	44	3

Vehicle	%
Yes	97
No	2
Prefer not to say	1

Assessment of the proposed options

Living Memorial was the clear preference as a second choice, followed by Rodeo Grounds. However, Rodeo Grounds had a high percentage of third choice (29%) and “I do not choose” (28%).

Comparison – percentage of respondents who chose			
	Powell Beach	Living Memorial	Rodeo Grounds
First choice	22	30	31
Second choice	27	33	12
Third choice	24	14	29
I do not choose any option	28	22	28

In response to the question “How likely is it that you will bring your dog to this site if it is built?”, Living Memorial received the highest likelihood. But overall, none of the sites had a majority supporting use.

How likely is it that you will bring your dog to this site if it is built?			
	Powell Beach %	Living Memorial %	Rodeo Grounds %
Very likely	21	24	21
Possibly	21	20	13
Not likely	15	15	18
Very unlikely	35	33	40
Don't know	3	3	1
Don't own a dog	6	6	7

Feedback on each site:

1. Accessibility

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Mobility	Walk / bike	Neighbourhood	District	Mobility	Walk / bike	Neighbourhood	District	Mobility	Walk / bike	Neighbourhood	District
Strongly agree	20	16	33	10	15	18	18	19	10	9	18	17
Agree	33	26	43	21	22	21	36	24	8	12	20	14
Neutral	17	9	11	13	16	14	18	14	10	10	7	8
Disagree	10	26	6	32	20	27	13	26	23	28	27	24
Strongly disagree	11	20	5	21	12	15	7	13	38	38	25	34
Don't know	9	3	3	3	15	5	8	4	9	2	3	3

2. Design

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking	Space	Integration	Safe	Parking
Strongly agree	18	9	17	14	20	22	21	17	31	33	26	31
Agree	35	28	29	27	36	30	30	27	25	19	24	21
Neutral	14	15	24	14	13	13	17	14	15	19	14	13
Disagree	11	17	14	18	9	10	10	14	8	7	9	9
Strongly disagree	19	27	12	21	16	18	14	17	19	17	23	16
Don't know	4	4	4	7	6	7	8	11	2	6	3	9

3. Cost-Benefit

	Powell Beach (%)				Living Memorial (%)				Rodeo Grounds (%)			
	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact	Building	Maintaining	Tourism	Impact
Strongly agree	9	9	9	7	16	17	21	14	21	22	21	23
Agree	24	27	17	23	22	27	12	22	14	13	7	16
Neutral	15	21	13	17	15	14	14	16	16	18	14	16
Disagree	23	16	23	16	21	15	19	11	21	21	21	11
Strongly disagree	22	21	35	29	19	21	26	21	23	22	35	23
Don't know	6	6	3	7	7	6	8	15	5	4	4	10