

SITUATIONAL ANALYSIS OF RECREATION ACTIVITIES, INFRASTRUCTURE & SERVICE DELIVERY

HOUSEHOLD SURVEY FINDINGS REPORT: TOWN OF PEACE RIVER



INTRODUCTION

The North Peace Region commissioned the development of a Situational Analysis of Recreational Activities, Infrastructure, and Service Delivery. A key component of the process to complete the Situational Analysis was a broad community based household survey. Included in the survey were households from the County of Northern Lights, the Municipal District of Peace #135, Northern Sunrise County, the Towns of Peace River and Grimshaw, and the Villages of Nampa and Berwyn.

The findings from the entire survey are presented in the Situational Analysis. **This document is specifically reporting on the survey findings from the Town of Peace River respondents.**

The questionnaire utilized for the household survey was developed by RC Strategies in conjunction with the seven municipalities in the North Peace Region. Once finalized, the questionnaire was mailed to households in the region. Each questionnaire was accompanied by an addressed postage paid envelope to enable the completed questionnaire to be returned directly to the consulting team for analysis. Overall, 759 questionnaires were completed by residents of the seven municipalities in the region, resulting in the findings to be accurate to within +/-3.5% 19 times out of 20.



HOUSEHOLD SURVEY FINDINGS

248 questionnaires were completed by households in the Town of Peace River. The Following chart provides an overview of respondent characteristics.

Note: In some instances totals do not sum to 100% due to rounding.

RESPONDENT PROFILE

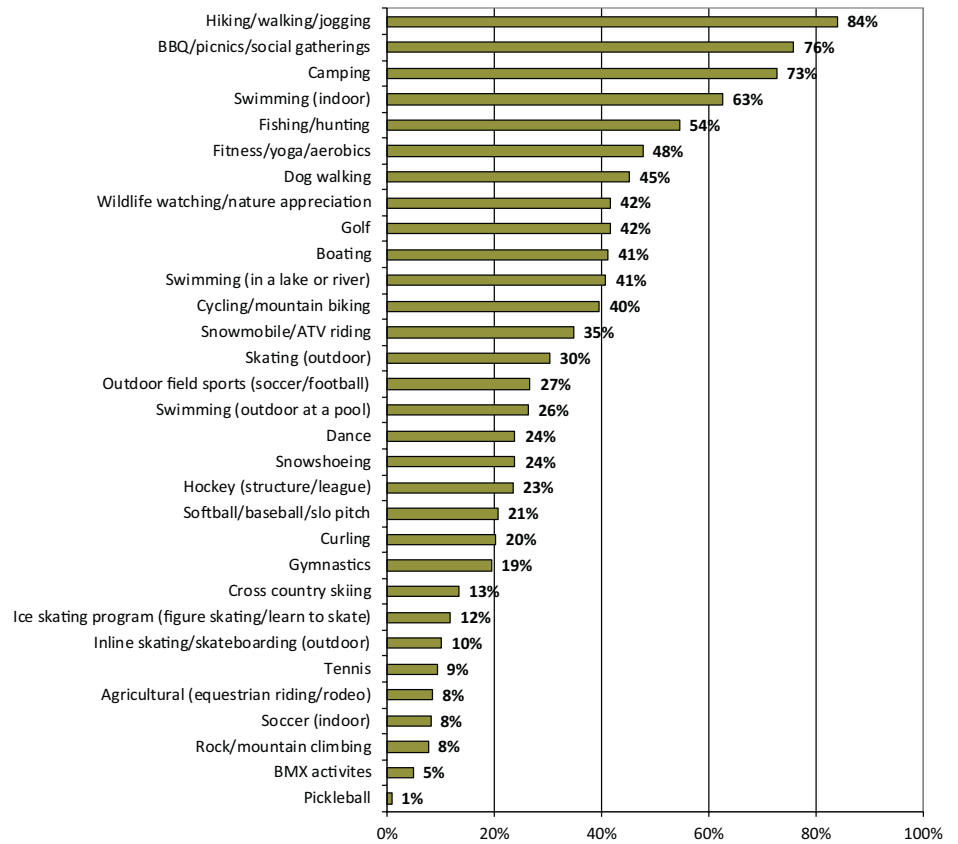
Survey Profile Question	Proportion (%)
Where do you live?	
Town of Peace River	100%
How long have you lived in the North Peace Region?	
Less than a year	2%
1 – 5 years	8%
6 – 10 years	10%
10+ years	80%
Do you expect to be residing in the area for the next five years?	
Yes	81%
Not sure	15%
No	4%
Do you own or rent your home?	
Own	86%
Rent	14%
Describe your household by recording the number of members in each of the following age categories.	
0 – 9 years	14%
10 – 19 years	17%
20 – 29 years	12%
30 – 39 years	13%
40 – 49 years	16%
50 – 59 years	14%
60 – 69 years	10%
70 – 79 years	3%
80 years and older	1%
What was your total household income (prior to taxes) in the previous year?	
Less than \$50,000	12%
\$50,000 – \$75,000	15%
\$75,001 – \$100,000	15%
\$100,001 – \$125,000	22%
\$125,001 – \$150,000	11%
\$150,001 and over	23%



ACTIVITIES

Eighty-four percent (84%) of respondents indicated that a member of their household participates in hiking, walking, and/or jogging. Approximately three-quarters (76%) of respondents engage in BBQ, picnics, and/or social gatherings. Seventy-three percent (73%) of respondents participate in camping related activities.

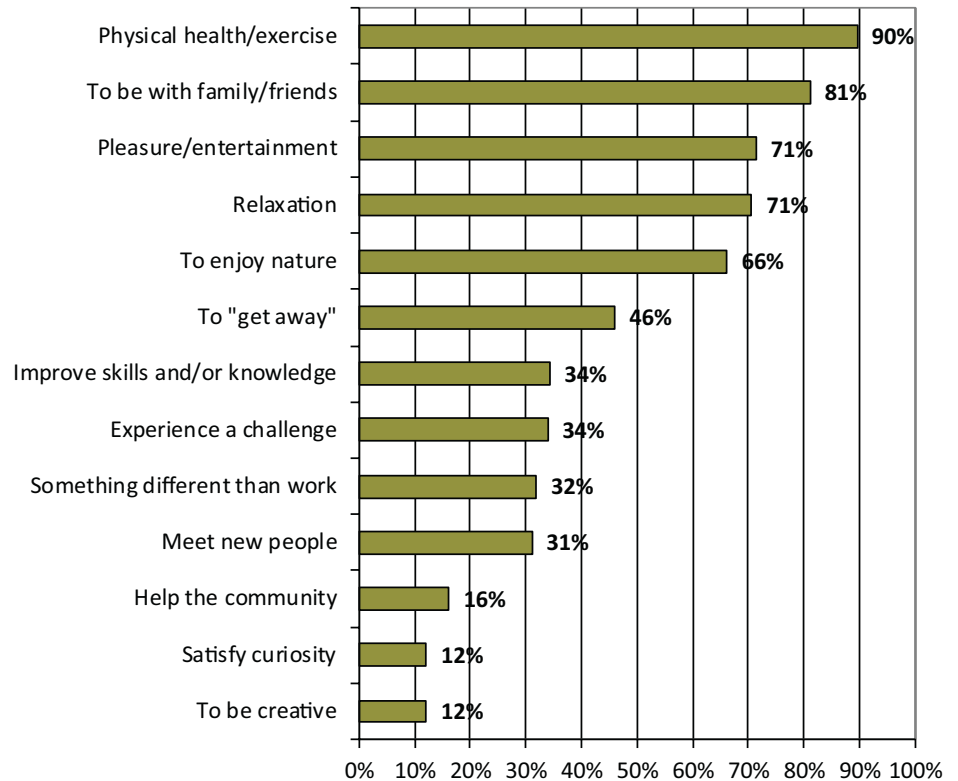
HOUSEHOLD PARTICIPATION IN RECREATIONAL ACTIVITIES



MOTIVATIONS

The most common reason why household members participate in recreation is for physical health/exercise (90%). Eighty-one percent (81%) of respondents indicated to be with friends and family and seventy-one percent (71%) selected pleasure/entertainment as reasons why they participate in recreation.

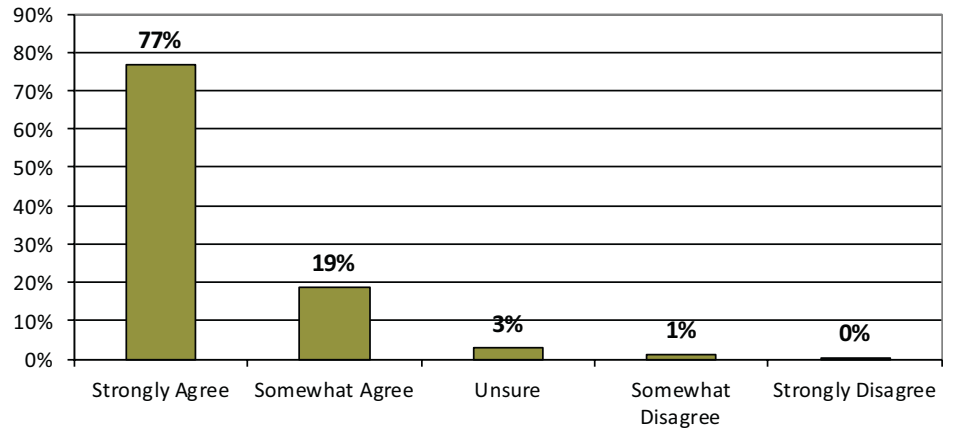
REASONS WHY HOUSEHOLD MEMBERS PARTICIPATE IN RECREATION



BENEFITS OF RECREATION

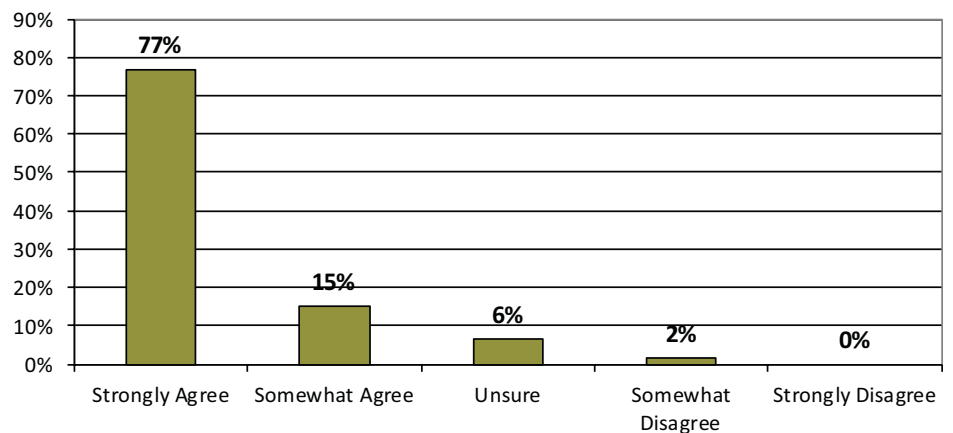
Respondents were asked to indicate the extent to which they agree with the following six statements. Ninety-six percent (96%) of respondents agreed to some extent that recreation is important to their quality of life.

RECREATION IS IMPORTANT TO MY QUALITY OF LIFE.



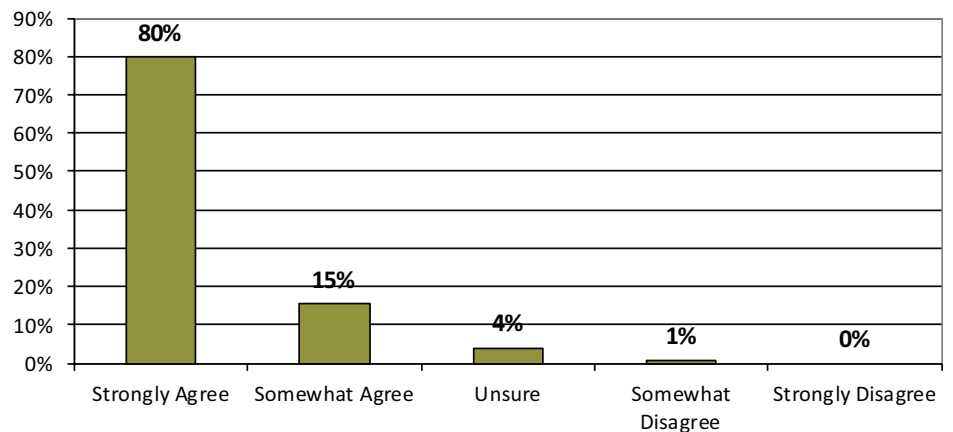
Ninety-two percent (92%) of respondents agreed to some extent that the local community as a whole benefits from recreation programs and services while six percent (6%) were unsure.

MY LOCAL COMMUNITY, AS A WHOLE, BENEFITS FROM RECREATION PROGRAMS AND SERVICES.



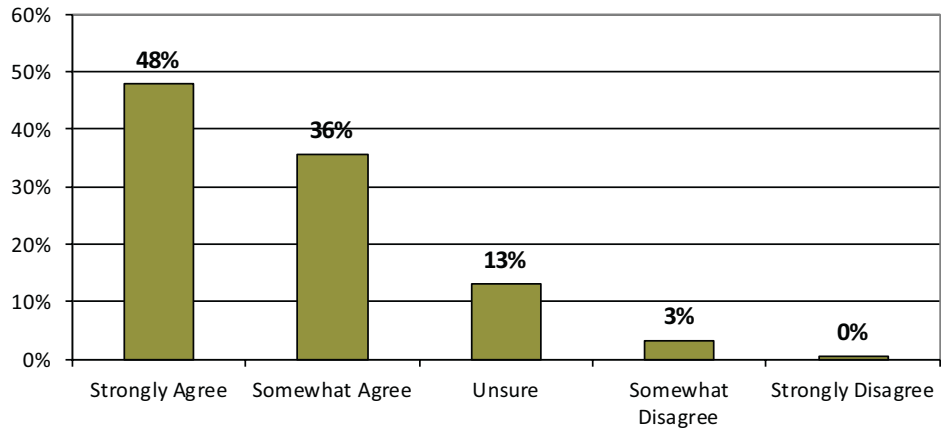
Ninety-five percent (95%) of respondents agreed to some extent that the region as a whole benefits from recreation programs and services.

THE REGIONAL AS A WHOLE BENEFITS FROM RECREATION PROGRAMS AND SERVICES.



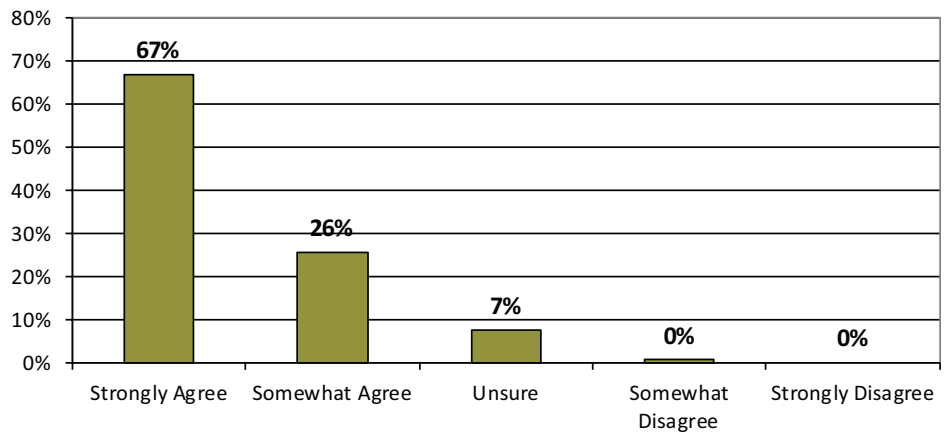
Eighty-three percent (83%) of respondents agreed to some extent that residents can benefit even if they do not use recreation services directly.

RESIDENTS CAN BENEFIT EVEN IF THEY DO NOT USE RECREATION SERVICES DIRECTLY.



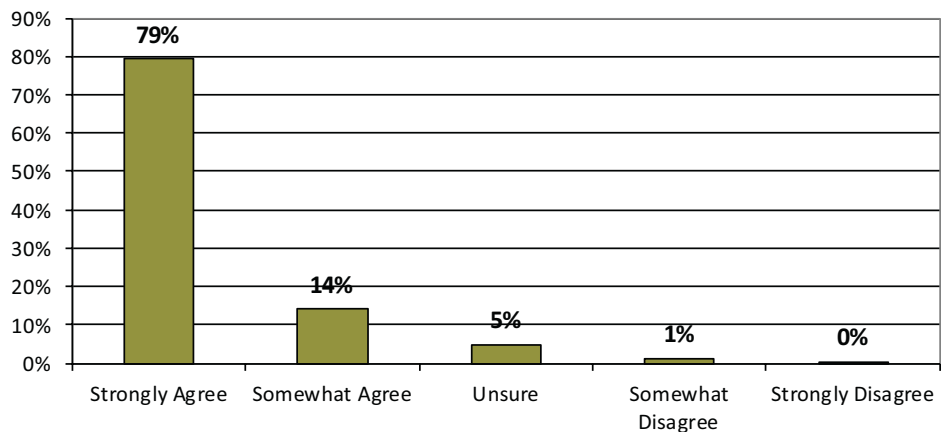
Ninety-two percent (92%) of respondents agreed to some extent that recreation brings the community together.

RECREATION BEINGS THE COMMUNITY TOGETHER.



Ninety-four percent (94%) of respondents agreed to some extent that quality recreation programs and facilities can help attract and retain residents.

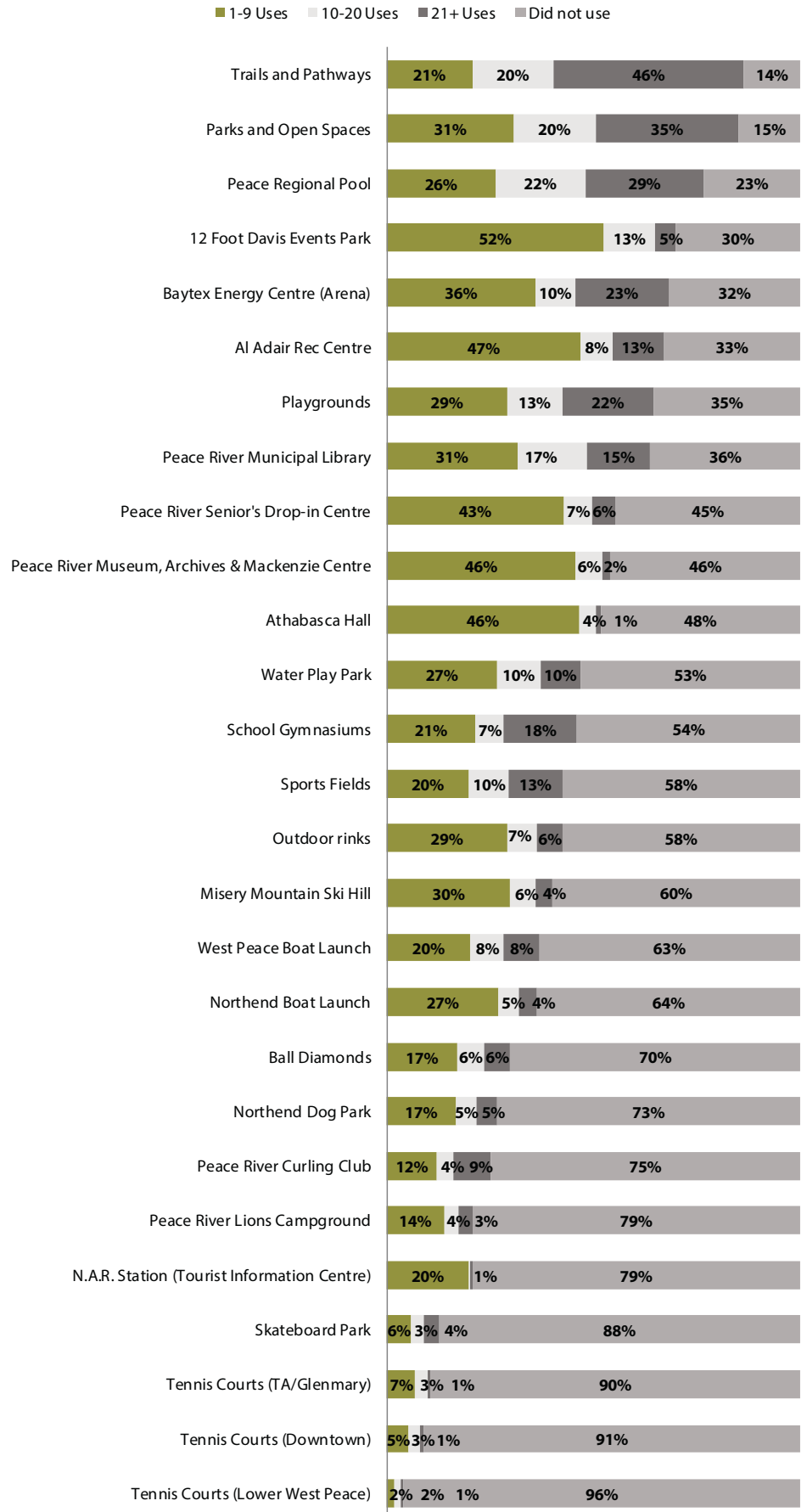
QUALITY RECREATION PROGRAMS AND FACILITIES CAN HELP ATTRACT AND RETAIN RESIDENTS.



CURRENT FACILITY USAGE

The following questions asked respondents to indicate their frequency of use in regard to recreation facilities, parks, and open space in each municipality. **The data presented in this document (including the following graphs) are findings from the residents of the Town of Peace River only.** In the past twelve months, Eighty-six percent (86%) of Peace River households have used trails and pathways in the Town of Peace River and eighty-five percent (85%) utilized parks and open spaces. The Peace Regional Pool was also popular amongst Town residents as three-quarters (77%) of respondents indicated usage.

TOWN OF PEACE RIVER CURRENT FACILITY USAGE

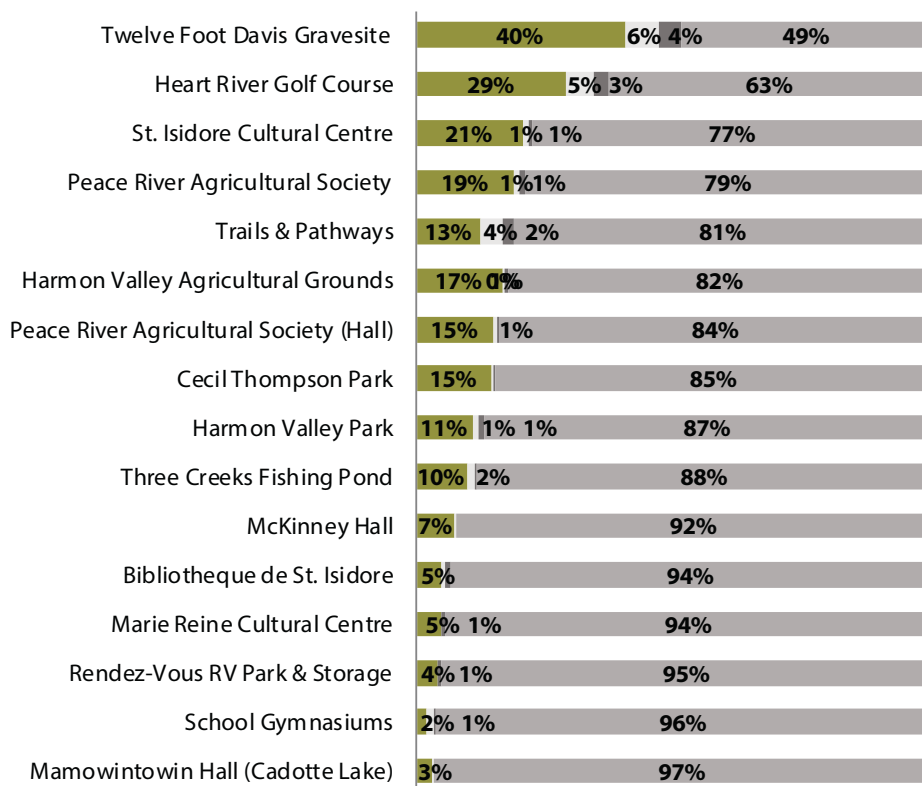


Over half (51%) of **Town households** visited the Twelve Foot Davis Gravesite (including pathways) in Northern Sunrise County. The Heart River Golf Course was played by thirty-seven percent (37%) of Peace River respondents in the past year.

NORTHERN SUNRISE COUNTY

CURRENT FACILITY USAGE

■ 1-9 Uses ■ 10-20 Uses ■ 21+ Uses ■ Did not use

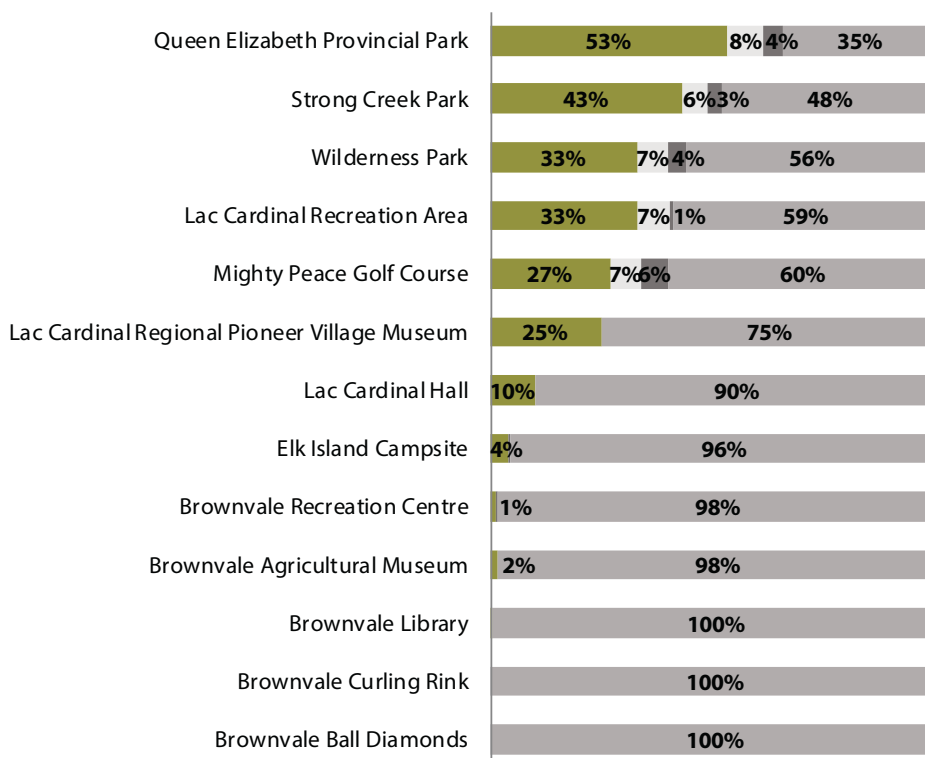


Sixty-five percent (65%) of **Town households** visited Queen Elizabeth Provincial Park in the Municipal District of Peace #135 over the past twelve months. Over half (52%) of Town respondents visited Strong Creek Park.

MUNICIPAL DISTRICT OF PEACE #135

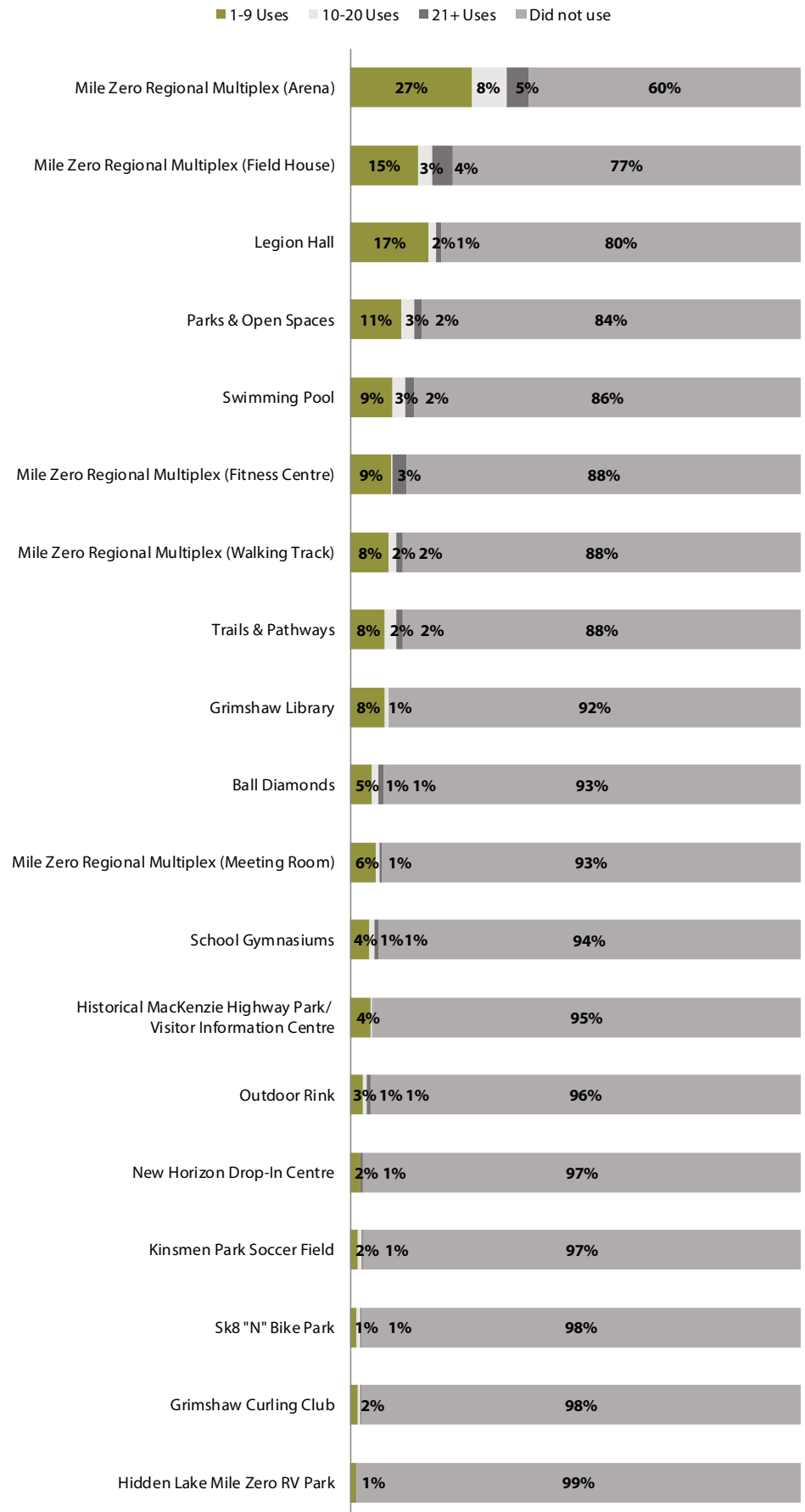
CURRENT FACILITY USAGE

■ 1-9 Uses ■ 10-20 Uses ■ 21+ Uses ■ Did not use

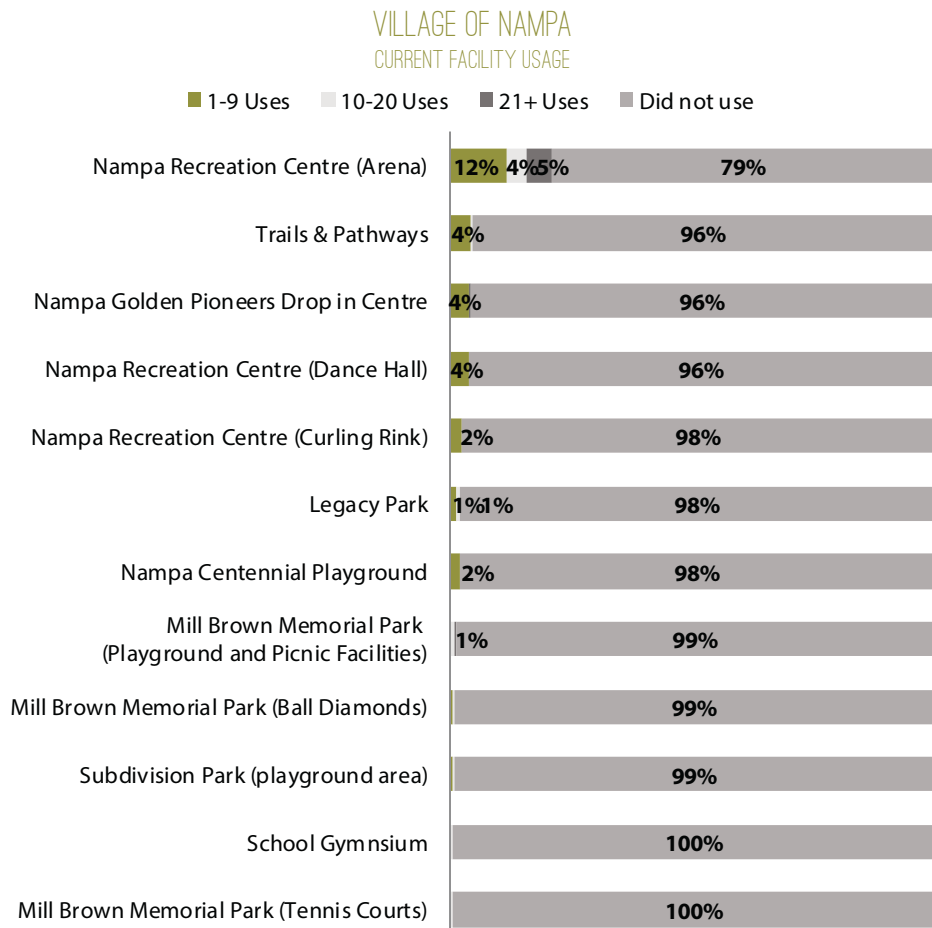


Over one-third (40%) of household members in the **Town of Peace River** used the arena at the Mile Zero Regional Multiplex in the Town of Grimshaw and twenty-three percent (23%) used the field house in the Multiplex. Grimshaw's Legion Hall was used by twenty percent (20%) of Peace River households.

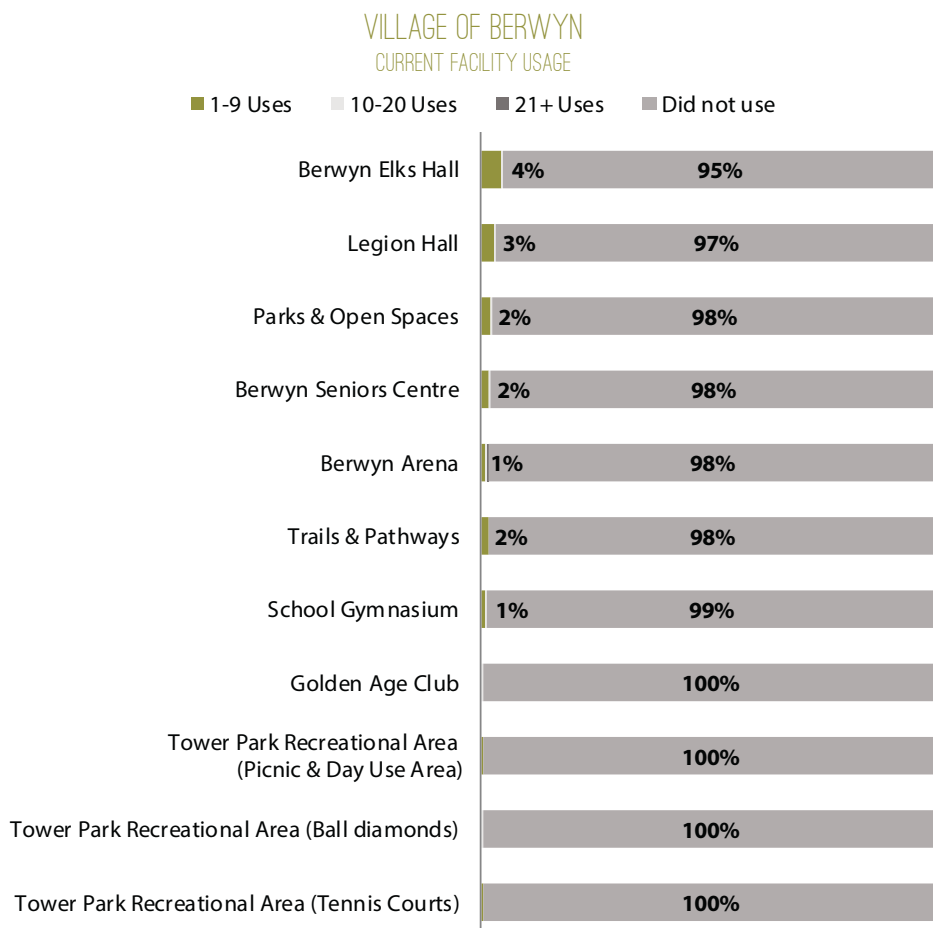
TOWN OF GRIMSHAW
CURRENT FACILITY USAGE



Twenty-one percent (21%) of **Town households** used the Nampa Recreation Centre arena in the Village of Nampa over the past twelve months. Nine percent (9%) frequented the arena over 10 times.

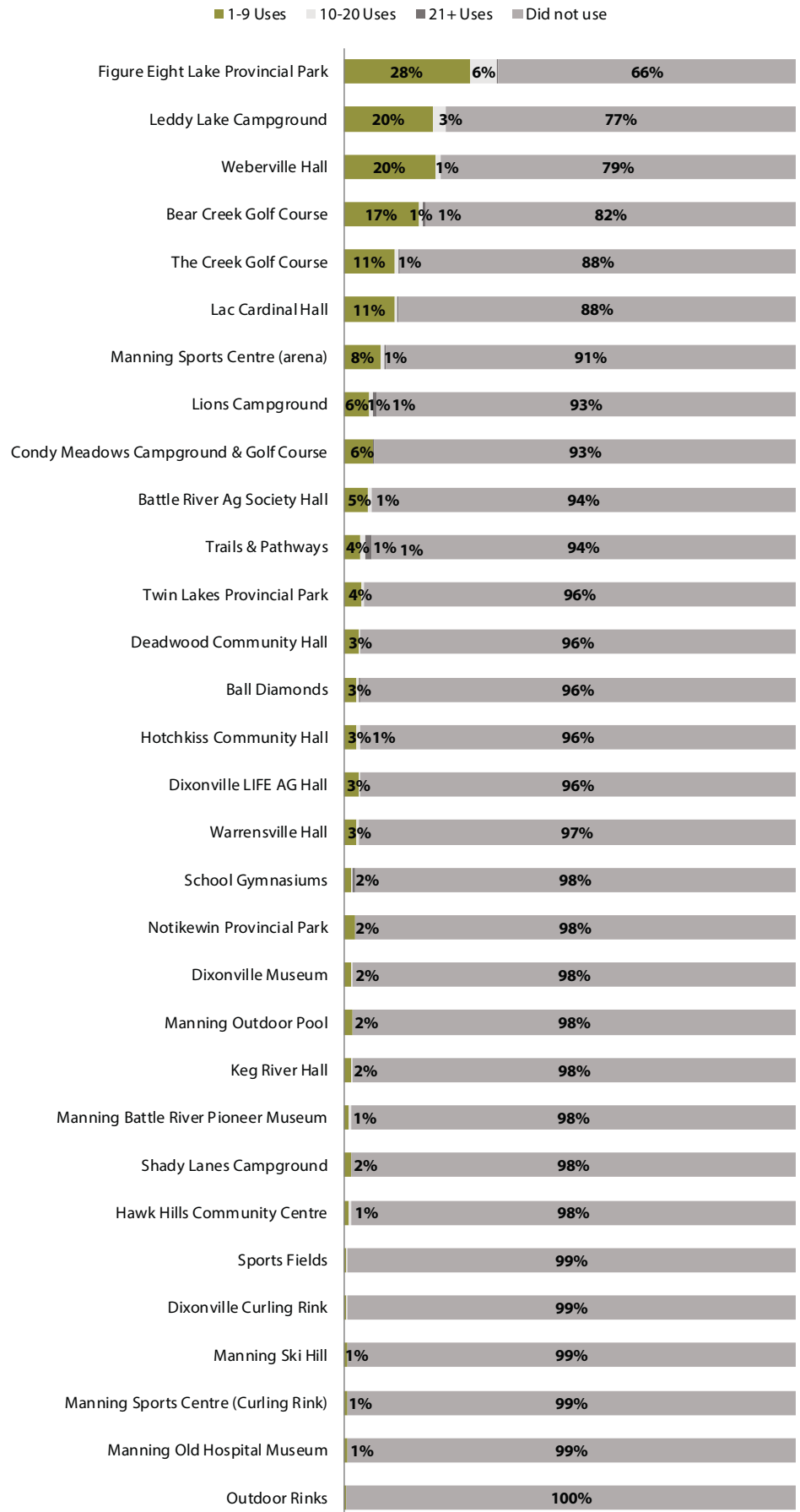


Within the Village of Berwyn, five percent (5%) of **Town households** indicated that they used the Berwyn Elks Hall at least once in the past year. Berwyn's Legion Hall was the second most utilized facility by Town respondents at three percent (3%).



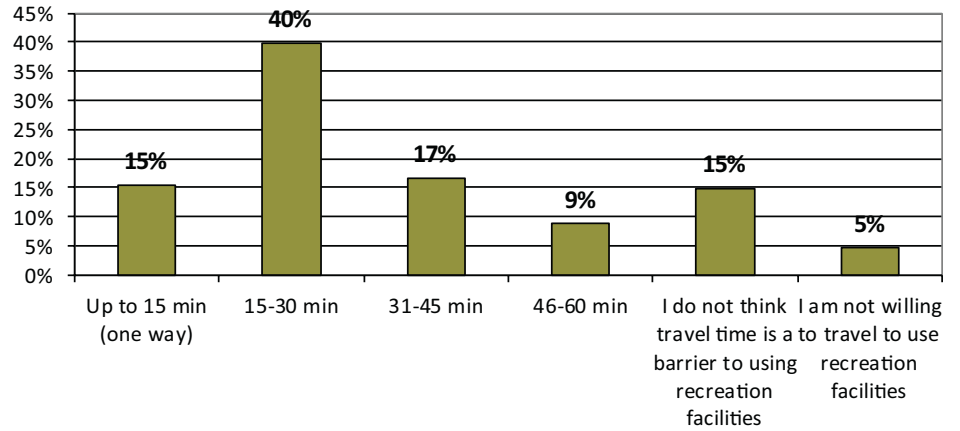
One-third (34%) of Town households visited Figure Eight Lake Provincial Park within the County of Northern Lights. Leddy Lake Campground was used by twenty-three percent (23%) of **Town respondents** and twenty-one percent (21%) utilized Weberville Hall.

COUNTY OF NORTHERN LIGHTS
CURRENT FACILITY USAGE



Respondents were asked to identify their acceptable amount of travel time to recreation facilities before travel time becomes a barrier. Forty percent (40%) of respondents chose 15 – 30 minutes, seventeen percent (17%) selected 31 – 45 minutes, and nine percent (9%) selected 46 – 60 minutes. Another fifteen percent (15%) of respondents felt that travel time is not a barrier to using recreation facilities.

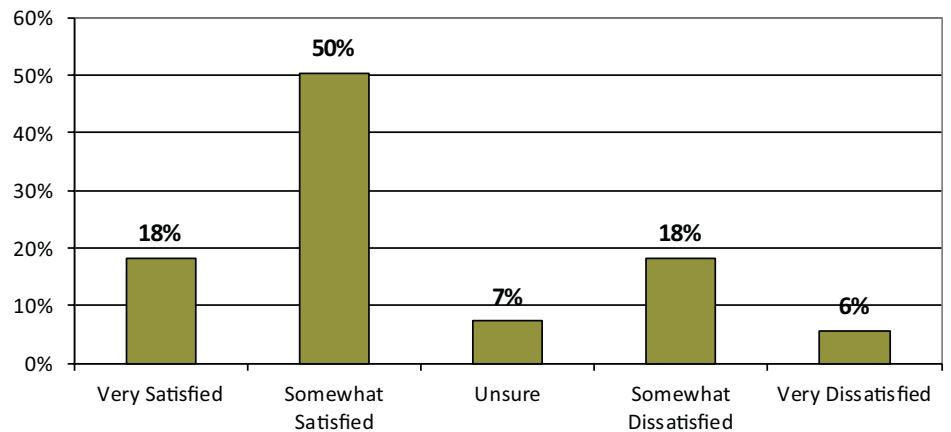
AMOUNT OF TIME WILLING TO TRAVEL TO RECREATION BEFORE TRAVEL BECOMES A BARRIER.



RECREATION AND PARKS SERVICES ASSESSMENT

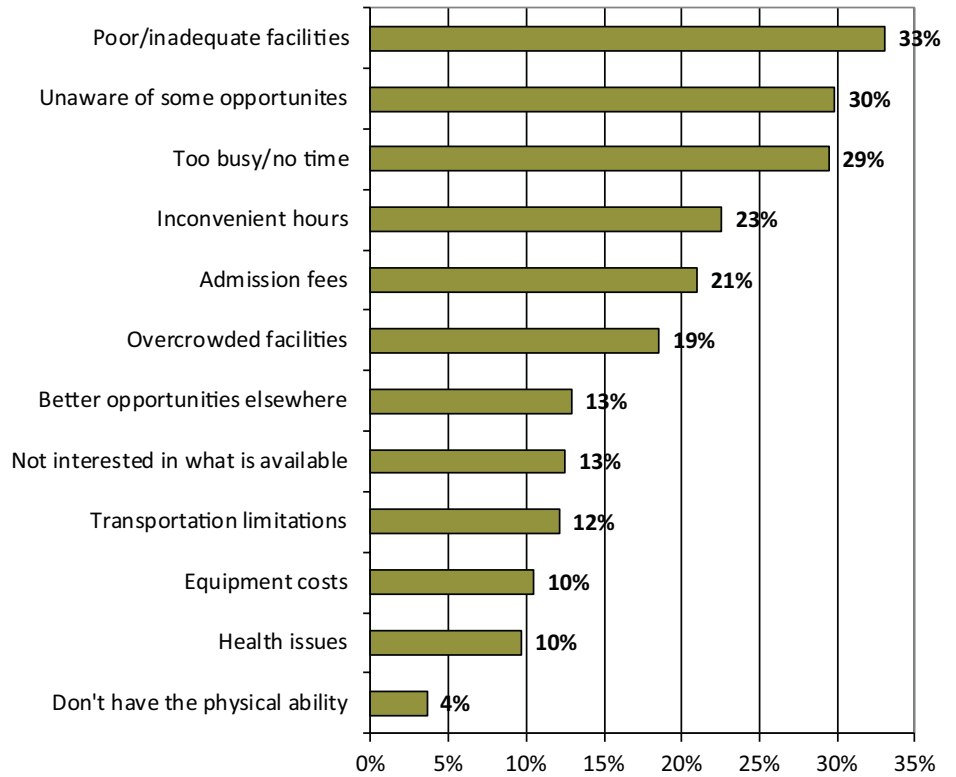
Sixty-eight percent (68%) of Town respondents are satisfied to some extent with the current availability of leisure opportunities and services offered in the North Peace Region. Twenty-four percent (24%) are dissatisfied to some extent while seven percent (7%) are unsure.

LEVEL OF SATISFACTION WITH THE AVAILABILITY OF LEISURE OPPORTUNITIES AND SERVICES CURRENT OFFERED IN THE NORTH PEACE REGION



When asked to identify barriers to recreation participation, one-third (33%) of Town respondents indicated inadequate facilities. Thirty percent (30%) have the feeling that they are unaware of opportunities while twenty-nine percent (29%) pointed to time constraints as a barrier.

BARRIERS TO PARTICIPATION IN RECREATIONAL OPPORTUNITIES

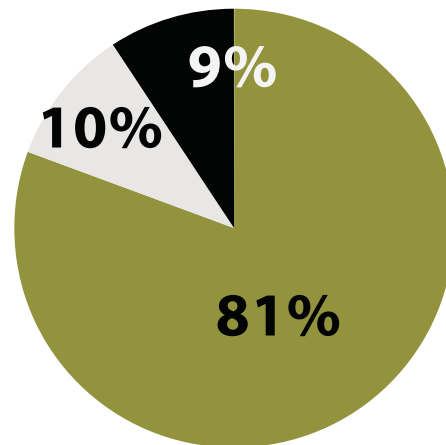


NEW/UPGRADED COMMUNITY SERVICES

Residents were asked whether they think there is a need for new and/or upgraded recreation facilities, including parks and outdoor spaces, in the North Peace Region. Eighty-one percent (81%) of Town respondents answered "yes," ten percent (10%) were not sure, and nine percent (9%) answered "no."

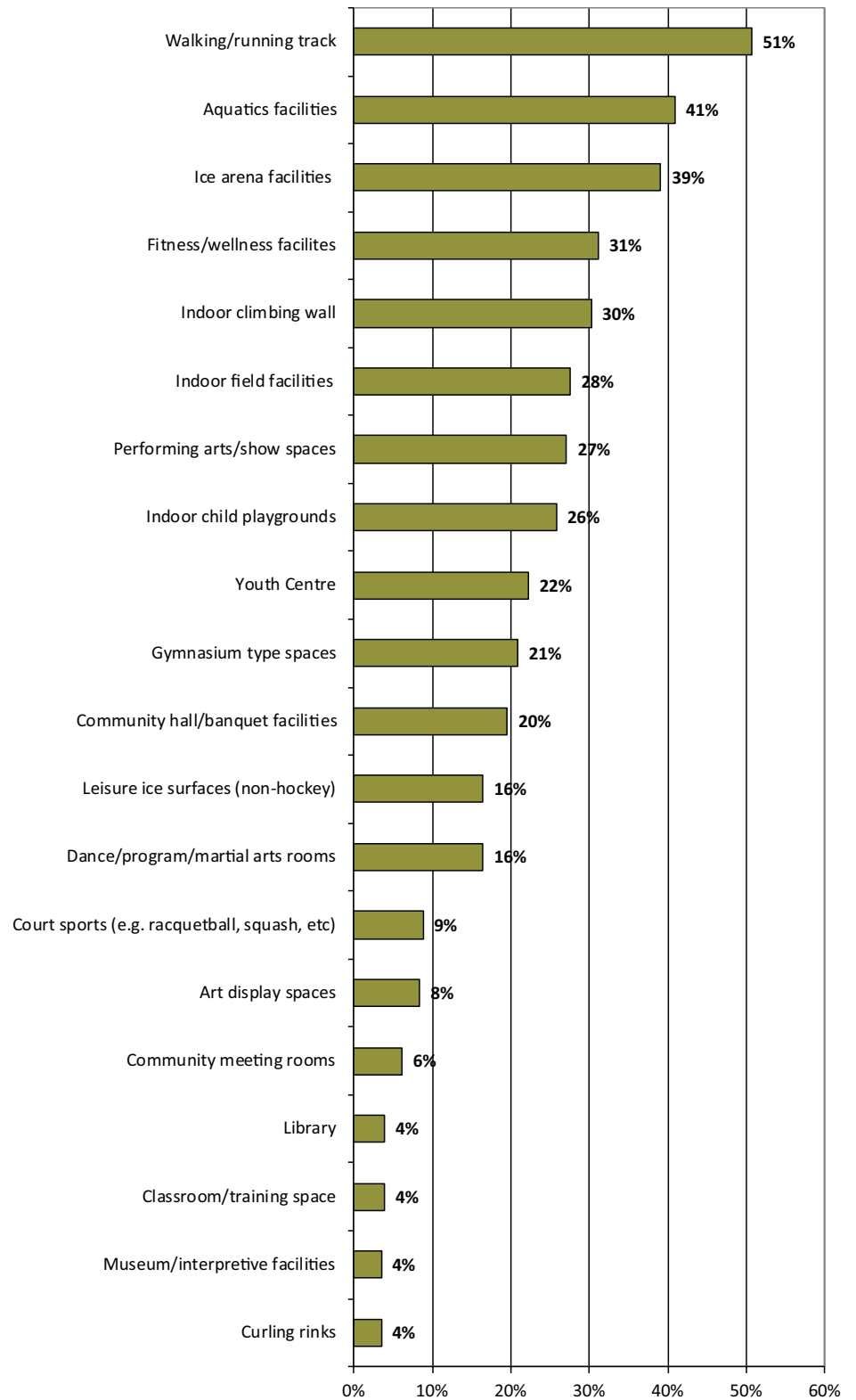
DO YOU THINK THAT THERE IS A NEED FOR NEW AND/OR UPGRADED RECREATION FACILITIES (INCLUDING PARKS AND OUTDOOR SPACES) TO BE DEVELOPED?

■ Yes ■ Not sure ■ No



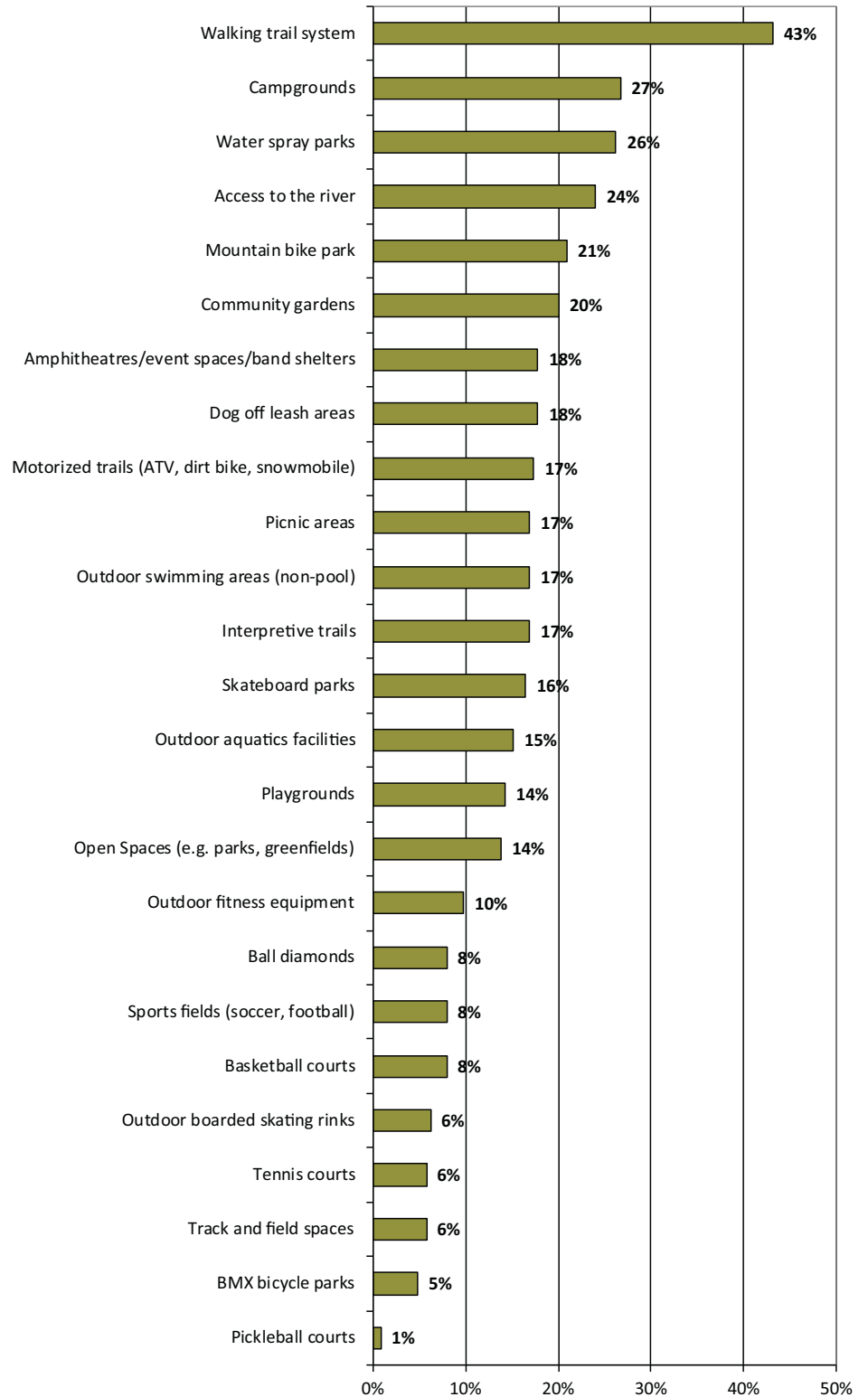
Of those who selected “yes” and “not sure,” respondents were asked to identify up to five indoor and up to five outdoor recreation facilities that should be more readily available in the area. Fifty-one percent (51%) of Town respondents want indoor walking/running tracks more available, forty-one percent (41%) would like to have increased access to indoor aquatics facilities, and thirty-nine percent (39%) of respondents identified ice arena facilities as a need.

INDOOR FACILITY PRIORITIES



OUTDOOR FACILITY PRIORITIES

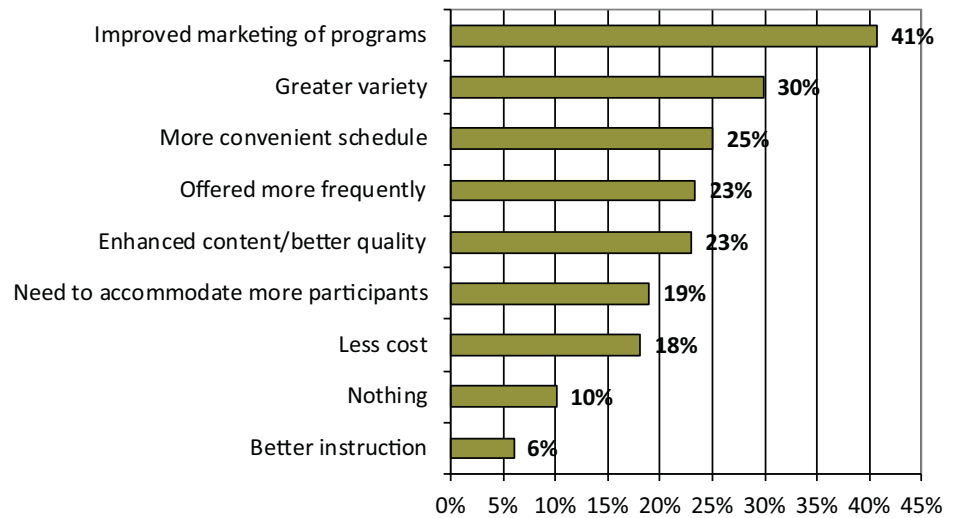
Forty-three percent (43%) of Town respondents would like to see more walking trail systems in the area, twenty-seven percent (27%) of respondents want campgrounds, and twenty-six percent (26%) would like an increased amount of water spray parks.



RECREATION PROGRAMMING

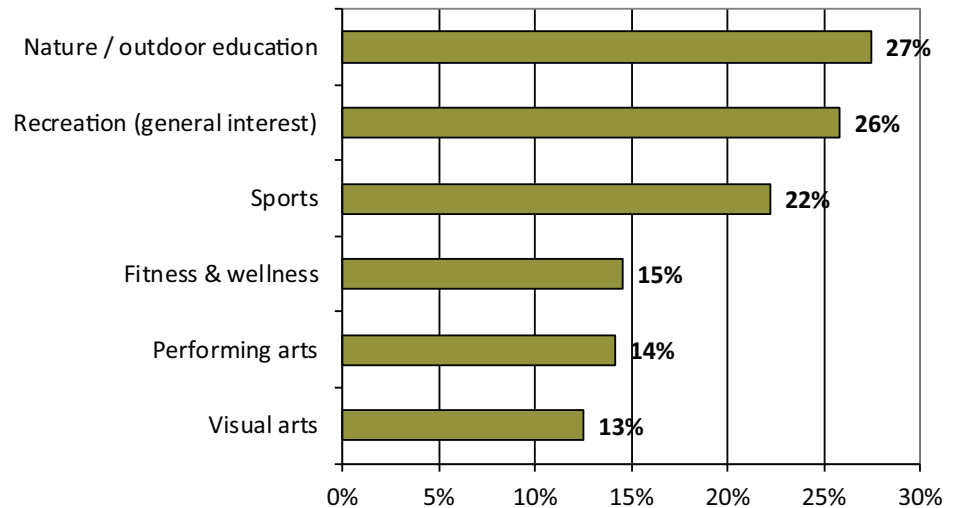
Thinking about existing and new programs, respondents were asked to identify what improvements or changes are needed. Forty-one percent (41%) of Town residents would like to see improved marketing of recreation programs while thirty percent (30%) suggest a greater variety of programming.

IMPROVEMENTS/ENHANCEMENTS TO PROGRAMMING



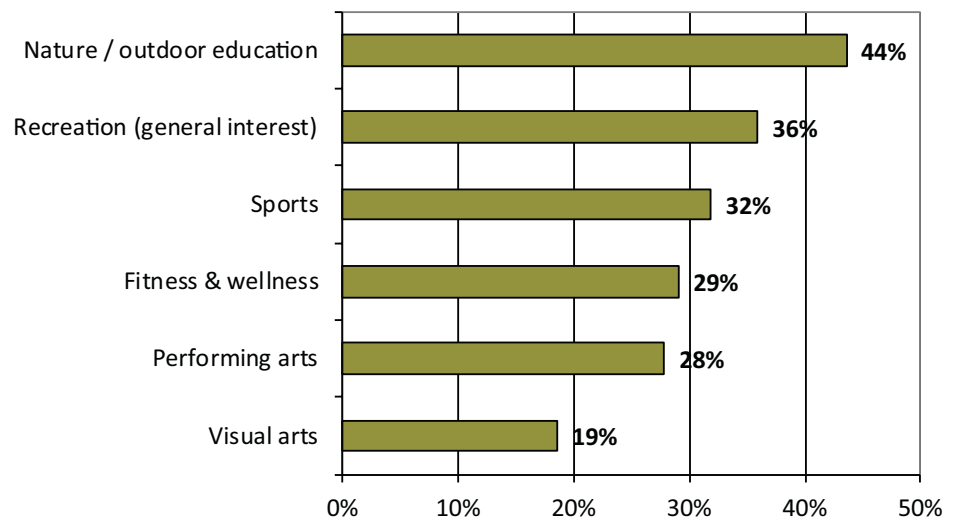
Respondents were asked to identify the types of programming that needs to be more readily available in the area for each of the following age groups. In terms of children (0 – 5 years), twenty-seven percent (27%) of Town respondents would like to see more nature/outdoor education programs, while twenty-six percent (26%) view general interest recreation as a need.

PROGRAMMING NEEDS FOR CHILDREN (0 - 5 YEARS)



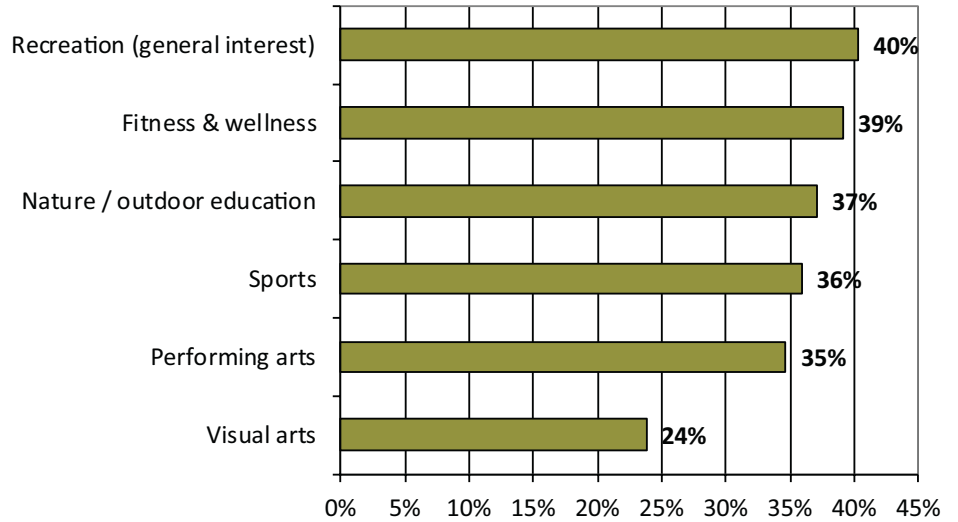
Forty-four percent (44%) of Town respondents would like nature/outdoor education programs more readily available for youth (6 – 12 years). Thirty-six percent (36%) of respondents would like to see more recreation programs offered for youth.

PROGRAMMING NEEDS FOR YOUTH (6 - 12 YEARS)



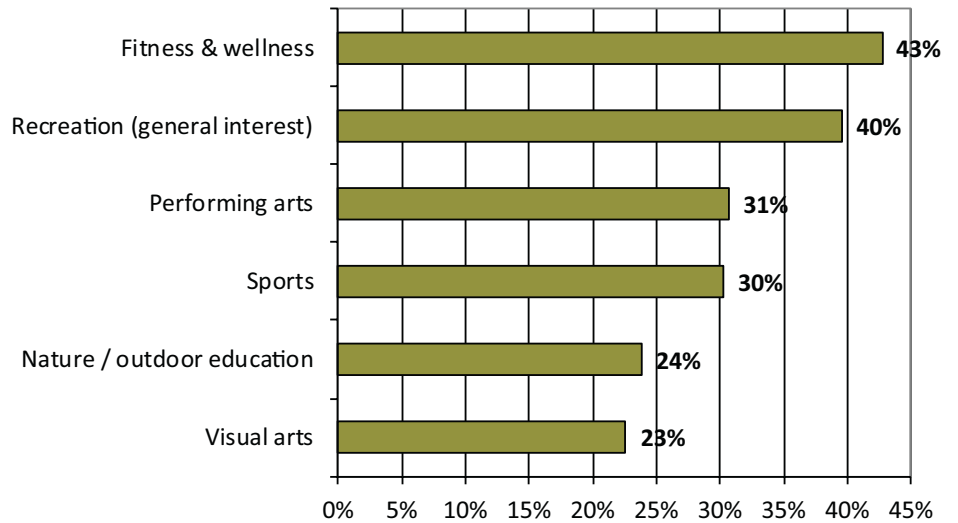
General interest recreation (40%) and nature/outdoor education programs (39%) were both identified as needs for teens (13 – 18 years) by Town respondents.

PROGRAMMING NEEDS FOR TEENS (13 – 18 YEARS)



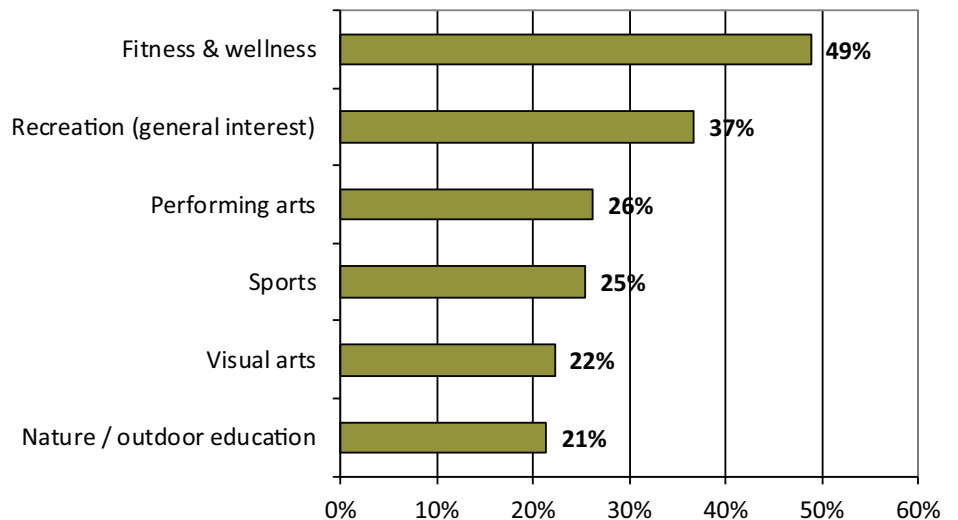
Forty-three percent (43%) of respondents indicated that fitness and wellness programs are a need for young adults (19 – 39 years) and another forty percent (40%) mentioned general interest recreation programming.

PROGRAMMING NEEDS FOR YOUNG ADULTS (19 – 39 YEARS)



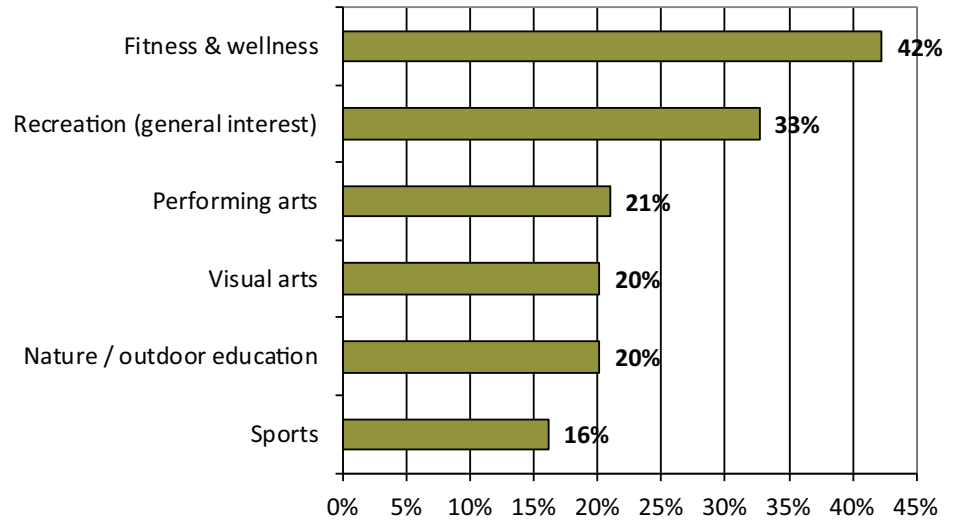
Nearly half (49%) of respondents feel there is a need for fitness and wellness programming for adults (40 – 64 years) and thirty-seven percent (37%) indicated recreation programming as a need.

PROGRAMMING NEEDS FOR ADULTS (40 – 64 YEARS)



When thinking about programming needs for seniors (65+ years), forty-two percent (42%) of Town respondents indicated fitness and wellness as an area of improvement. One-third (33%) of respondents identified general interest recreation programming as a need for seniors.

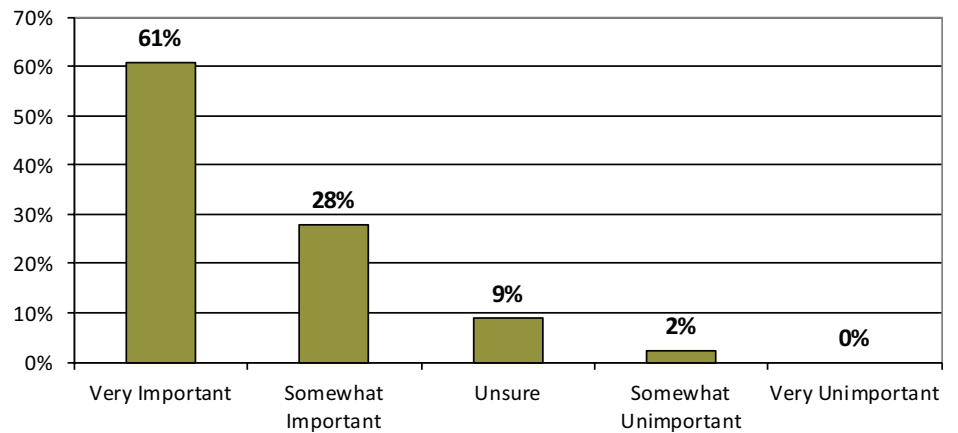
PROGRAMMING NEEDS FOR SENIORS (65+ YEARS)



PLANNING PRIORITIES

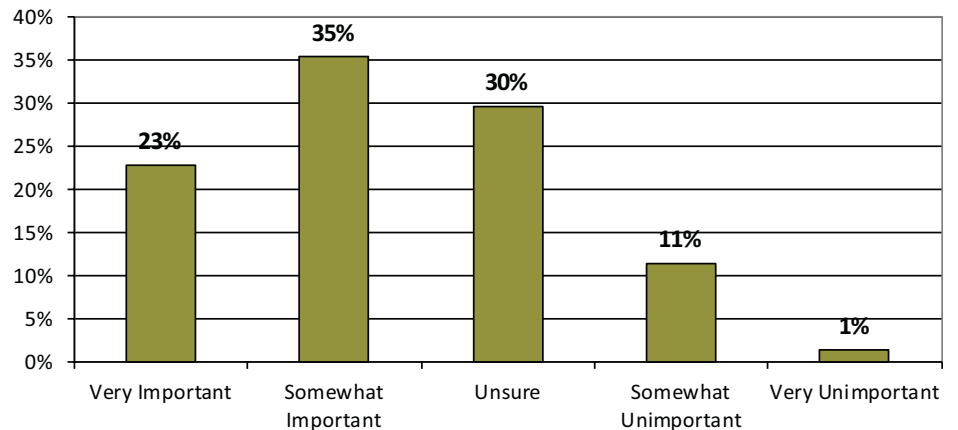
The regional municipalities and partner organizations cannot afford to undertake a large number of facility or park projects at one time. Priorities must be set to assist decision making. Residents were asked to share their opinion regarding priorities for recreation projects. Respondents indicated the level of importance each criteria should be when setting priorities. Sixty-one percent (61%) of Town respondents believe that demand from residents is a very important criteria and another twenty-eight percent (28%) identified it as somewhat important.

DEMAND FROM RESIDENTS



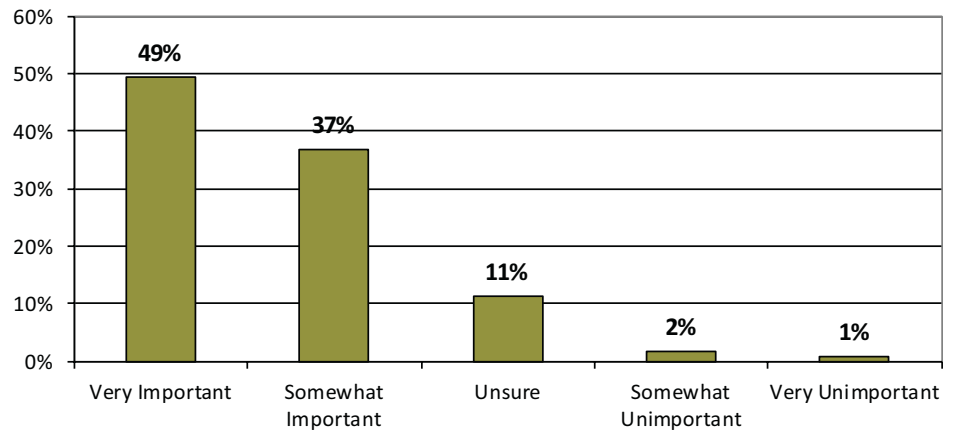
Fifty-eight percent (58%) of Town respondents feel that the project is important to some extent if it aligns with the priorities of the municipality. Thirty percent (30%) of respondents were unsure.

ALIGNS WITH THE PRIORITIES OF THE MUNICIPALITY



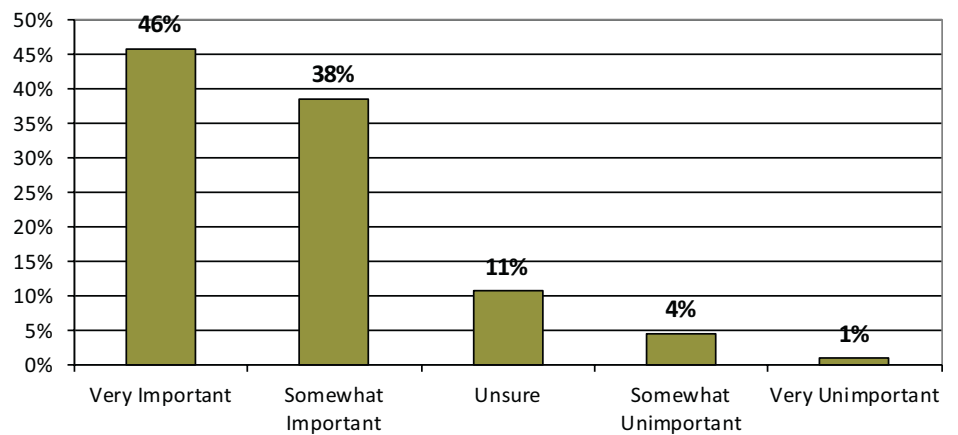
Nearly half (49%) of Town respondents believe that operating costs are a very important criteria to consider when planning recreation projects. Another thirty-seven percent (37%) feel it is somewhat important.

OVERALL COST OF OPERATING



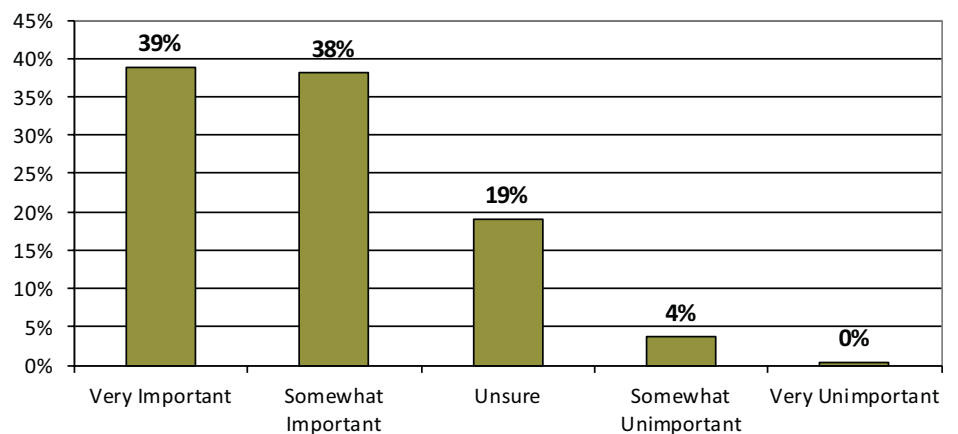
Forty-six percent (46%) of respondents believe that the capital cost is a very important criteria and thirty-eight percent (38%) feel it is somewhat important.

OVERALL COST OF BUILDING THE FACILITY



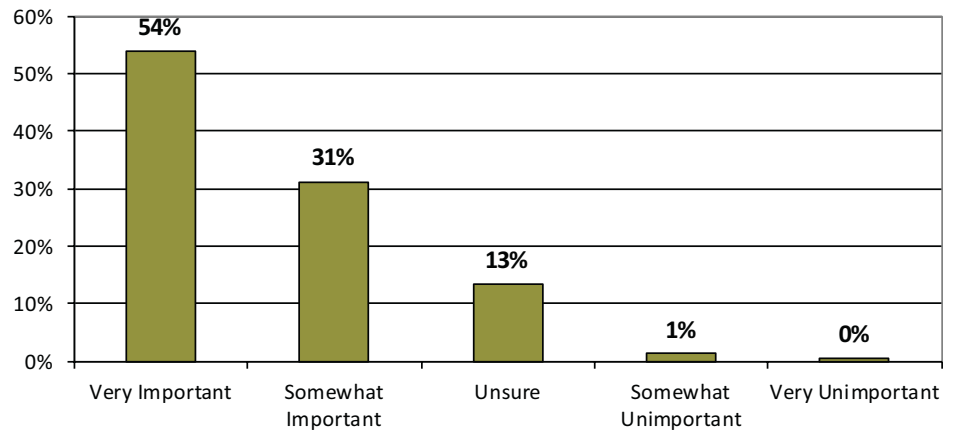
Both "very important" (39%) and "somewhat important" (38%) were selected by over one-third of respondents when considering the existing availability of a specific facility in the region.

THE EXISTING SUPPLY/AVAILABILITY IN THE REGION



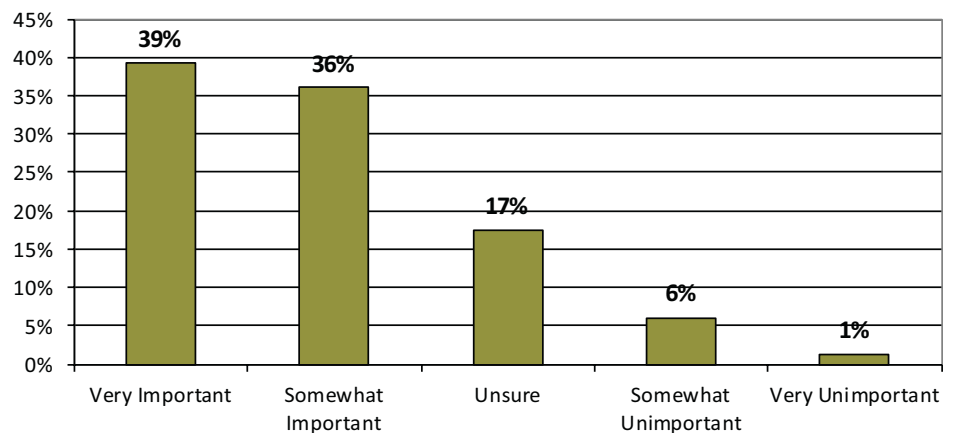
Over half (54%) of Town respondents believe that potential cost savings through partnerships or grants is a very important criteria to consider when planning recreation projects. Another thirty-one percent (31%) feel it is somewhat important.

POTENTIAL COST SAVINGS THROUGH PARTNERSHIPS/GRANTS



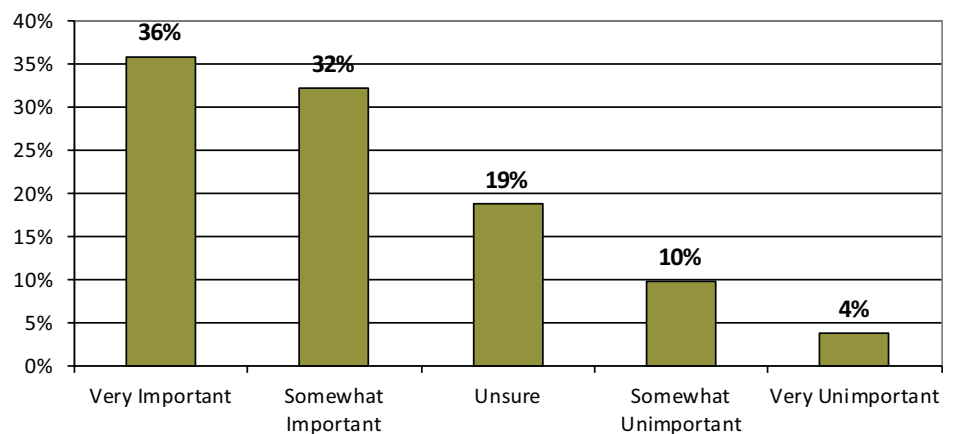
Three-quarters (75%) of Town respondents feel that the project's expected economic impact is important to some extent. Seventeen percent (17%) of respondents were unsure.

EXPECTED ECONOMIC IMPACT



Thirty-six percent (36%) of Town respondents believe that geographic balance throughout the North Peace Region is a very important criteria and another thirty-two percent (32%) identified it as somewhat important. Nineteen percent (19%) of respondents were unsure.

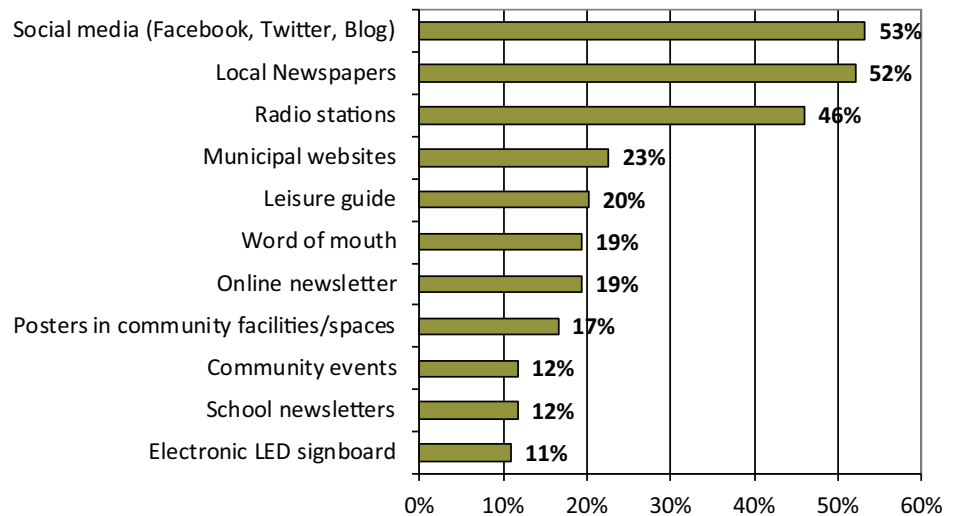
GEOGRAPHIC BALANCE THROUGHOUT THE NORTH PEACE REGION



COMMUNICATIONS

Respondents were asked to identify the three best methods to get information to the public regarding recreation programs and events. Over half (53%) indicated that social media is an effective way to communicate, while fifty-two percent (52%) acknowledged local newspapers.

BEST METHODS TO COMMUNICATE INFORMATION

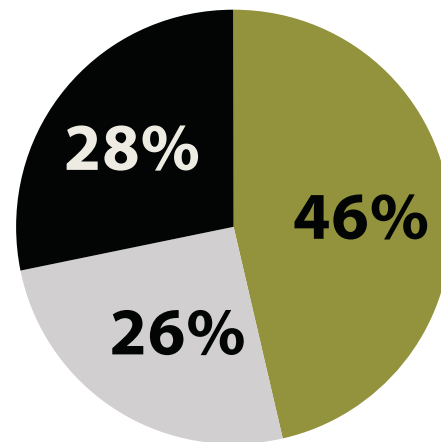


WILLINGNESS TO PAY

To ensure that the community needs for recreation facilities in the North Peace Region are better met, residents were asked if they would support an increase in annual property taxes. Twenty-eight percent (28%) of respondents would not support an increase, twenty-six percent (26%) were not sure, and forty-six percent (46%) would be in support.

WOULD YOU SUPPORT AN INCREASE IN ANNUAL PROPERTY TAX TO ENSURE THAT THE COMMUNITY NEEDS FOR RECREATION FACILITIES ARE BETTER MET?

■ Yes ■ Not sure ■ No



Those who selected “yes” or “not sure” were next asked a subsequent question regarding the amount of an increase that they would be willing to pay. Half (51%) of the subsequent respondents would support an annual property tax increase of up to \$100.

HOW MUCH OF AN INCREASE IN ANNUAL PROPERTY TAX WOULD YOU SUPPORT? SUBSET: RESPONDENTS WHO WOULD SUPPORT A PROPERTY TAX INCREASE

