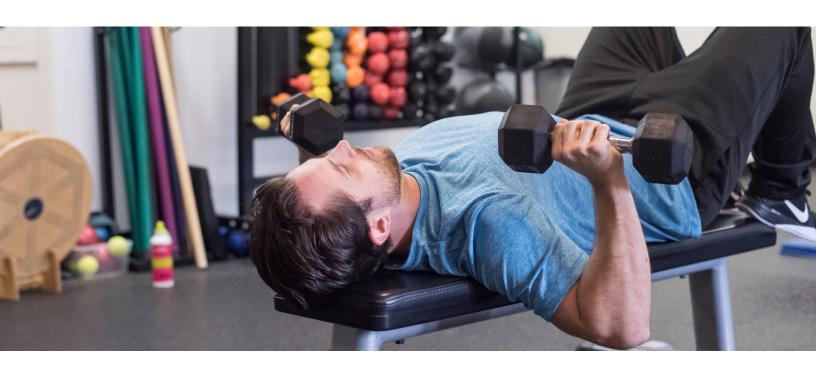
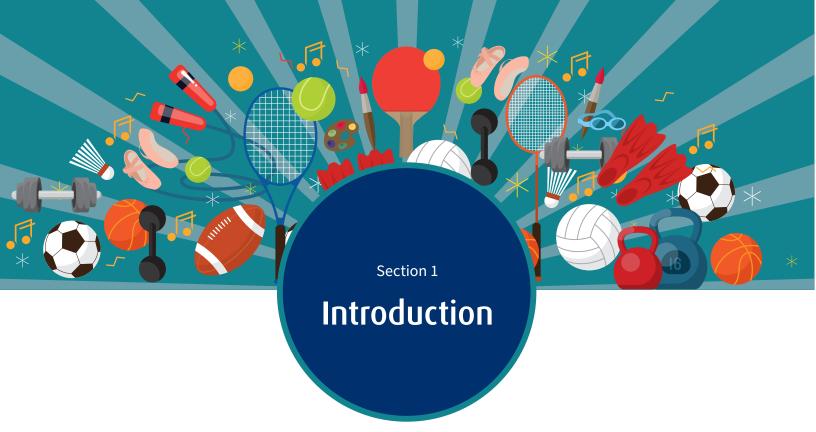


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The Peninsula Recreation Commission (Panorama Recreation) has developed this new 5-year Strategic Plan to help prioritize and guide future initiatives and optimize the overall delivery of recreational opportunities. The new 5-Year Strategic Plan will furthermore help Commission members and staff make informed decisions across a number of areas and ensure the delivery of recreation programming and facilities is effective, efficient and aligned with resident needs.

About Panorama Recreation

The Peninsula Recreation Commission (Panorama Recreation) is a partnership of the municipalities of Sidney, North Saanich and Central Saanich, which are located just north of Victoria, B.C. on the Saanich Peninsula. The Commission serves the approximately 40,000 residents in these municipalities as well as the 2,400 residents of the Pauquachin, Tsawout, Tseycum and Tsartlip First Nations. Funding for the Commission's operations comes from user fees and requisitions from the three municipalities.

The main facility and service location is the Capital Regional District's Panorama Recreation Centre.
Panorama Recreation also operates the Greenglade Community Centre and offers some programming a the North Saanich Neighbourhood of Learning and Central Saanich Cultural Centre.

The following graphic summarizes the process used to develop the Strategic Plan. As reflected by the graphic, the Strategic Plan has been informed by research and community engagement (as further summarized in Section 2).



The Peninsula Recreation Commission served as an advisory group for the project and was engaged through a series of workshops at key steps in the Strategic Plan development process. Panorama Recreation staff also played an important role in advising and supporting the consulting team that was retained to coordinate the development of the Strategic Plan.





Engagement and research was undertaken to ensure that community needs, trends, and priorities on the Saanich Peninsula were well understood. The analysis of the engagement and research findings guided the project team and Commission in the development of the Strategies and Actions contained in Sections 5 and 6.

Provided in this section is an overview of the engagement and research methods and key themes.

The detailed findings from the engagement and research are contained in the "What We Learned" Engagement and Research Finding Report.





Stakeholder
Discussion Sessions

(8 discussion sessions)



Youth Survey

(256 responses)



Community Group

Questionnaire

(11 responding organizations)



(505 responses)

Overview of the Project Engagement

Overview of the Project Research



Service Area Analysis



Review of Utilization Data



Identification of Key Trends and Leading Practices

Key Themes from the Research and Engagement



Recreation is extremely valued and important to residents and their quality of life.



Beyond their own personal wellbeing, residents on the Peninsula appreciate the broad-based community and regional benefits provided by quality recreational opportunities.



Satisfaction levels with recreation programming and facilities is generally strong, but always with opportunities for improvement and a need to meet emerging needs and trends.



Age and the presence of children in households are key factors that influence activity participation and demand.



There is a continued demand for aquatics programming and the pool at the Panorama Recreation Centre is a highly valued amenity.



Recognizing that resources are finite, residents generally support the exploration of continued opportunities to develop new and enhanced spaces and support amenities that can improve the experience and facilitate new types of activities.



Like most geographic areas, the distribution of (and access to) recreation infrastructure is unbalanced across the Peninsula. Partnerships, outreach initiatives and potentially future facility development are all options that residents think should be explored to continue seeking geographic equity and reducing barriers to participation.



Other Important Community Characteristics and Potential Indicators of Recreation Need Over the Next Five Years

*Additional detail can also be found in the "What We Learned" Engagement and Research Findings Report.



The population of the recreation service area on the Peninsula is estimated at just over 40,000 residents. Growth rates over the past decade have ranged between 1-2% annually (slightly below, but generally aligned with, provincial averages).



All three of the municipal partners have recently or are in the process of renewing their Official Community Plans (OCP). OCP's are the overarching planning document in a municipality in British Columbia and outline the potential for future growth as well as the role that community services (including recreation) play in fostering quality of life.



The median age of residents on the Peninsula is older than the provincial average (Sidney: 59.8 years, North Saanich: 56.2 years, Central Saanich: 50.4 years, British Columbia: 45.5 years).



Current service provision levels for arenas (2 total ice rinks; 1 rink for every 20,000 residents) and pools (1 pool facility that services 40,000 residents) are generally well-aligned with those in urban areas across British Columbia.



The arenas, pool, and weight room at the Panorama Recreation Centre are well utilized. Most other spaces and amenities at the Panorama Recreation Centre and Greenglade Community Centre receive moderate to good levels of utilization but have capacity for more use.

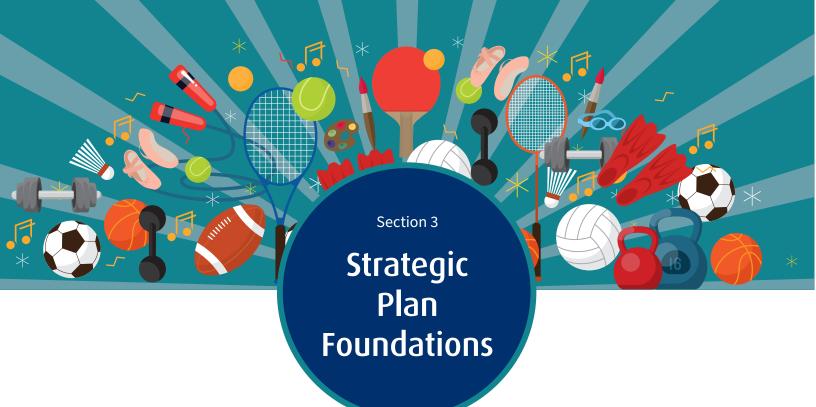


Spatial analysis reflects that approximately half of residents on the Peninsula are located within a 10-minute drive of an indoor recreation facility. Those residents that do not live within this catchment radius may perceive a recreation service level gap.



Trends and leading practices in the provision of public recreation infrastructure reflect the importance of ensuring that facilities are inclusive, accessible and perceived as providing a quality experience. These factors influence overall satisfaction levels and perspectives on community needs and gaps.





Recreation services are provided to achieve public benefit to all. Even those residents that don't regularly use facilities or participate in programming benefit from recreation by living in more vibrant, cohesive, healthier, and safe community.

The provision of recreation facilities and programming is also most efficiently and effectively provided when grounded in a clear understanding of the purpose, desired outcomes, and rationale for the ongoing investment in these services. This section outlines a **Mission and Service Delivery Objectives** that will guide Panorama Recreation over the next five years and provide a value based foundation for service delivery.



Mission

Panorama Recreation promotes individual and community wellness by providing recreation opportunities in an effective and efficient manner reflecting the needs of our communities.

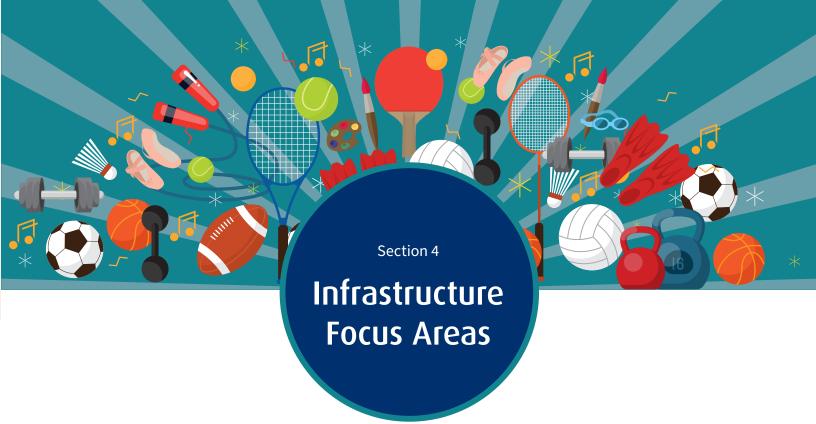
A <u>Mission</u> statement articulates an organization's primary reason for existence and high-level purpose. This Mission statement for Panorama Recreation has been renewed from the previous 5-year Strategic Plan.



Service Delivery Objectives

5 <u>Service Delivery Objectives</u> have been identified to provide tangible and measurable pillars that will guide the focus of Panorama Recreation as well as create potential performance indicators that can be used to assess the success and impacts of future investment and actions. These Service Delivery Objectives further the Mission statement and important resident values identified through the community engagement process.

Service Delivery Objective	What does this mean over the next 5 years?
Inclusive	Recreation services are available to all residents regardless of age, ability level, socio-economic conditions, disability, sexual orientation, race, ethnicity, and location of residency on the Peninsula. Panorama Recreation will continue to evaluate its "mix" of activity offerings on an ongoing basis to ensure it provides recreation for all.
Aligned	Panorama Recreation is focused on providing services that are aligned with community need and leverage the highest possible amount of public benefit. Recognizing the dynamic nature of recreation services, Panorama Recreation will adapt as community needs and priorities evolve.
Quality Focused	Programming offered by Panorama Recreation is of the highest possible quality and aligned with best practice. There is a continued culture of excellence and service quality within the organization that drives decision making and delivery.
Collaborative	Panorama Recreation recognizes the delivery of recreation and related programming is best achieved through building relationships and community collaboration. Doing so will help maximize participation, leverage available resources, and expand the reach of services to more residents. Partnerships and collaborations will take a number of different forms (formal, informal, Panorama Recreation led, community led, etc.).
Sustainable	 Panorama Recreation is committed to two types of sustainability: Practices that reduce its environmental footprint and use of resources, thereby reflecting a commitment to addressing climate change and showing environmental leadership. Ensuring that recreation services (facilities and programming) are financially sustainable within the funding realities of the three partner municipalities.



Panorama Recreation operates two facilities, the Panorama Recreation Centre and the Greenglade Community Centre. In addition to those facilities, Panorama Recreation also provides programming at the Central Saanich Cultural Centre and North Saanich Neighbourhood of Learning. The ongoing costs of operating recreation infrastructure is significant, and Panorama Recreation will need to balance sustaining existing facilities with evaluating potential capital projects (including facility enhancements, expansions and new development).

Throughout the research and community engagement a number of potential projects and space needs were identified. Recognizing that Panorama Recreation will not have the resources to undertake all desired projects, priorities and realistic approaches need to be set.

Provided as follows in this section are Strategies and Actions pertaining to the potential projects that were brought forward and prioritized through the strategic planning process. Timing for each of the Actions is also identified.

Amenities at the Panorama Recreation Centre

- Pool
- Ice arena with two sheets of ice
- Weight room
- Indoor and outdoor tennis courts
- Racquetball and squash courts
- Numerous program rooms and multi-purpose space
- Fitness studic

Amenities at the Greenglade Community Centre

- Community gymnasium
- Weight room
- Fitness and dance studio
- Preschool
- Teen lounge
- Program rooms and multi-purpose spaces
- Pottery studio

Facility / Amenity	Strategy (What is the overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Long Term (LT) = 5+ years or undetermined	Rationale (What is the justification behind the suggested Strategy and Actions?)
Arena	Modernize the arena support spaces with a focus on equity and functionality.	A1: Proceed with design work and cost analysis for enhancements to the arena dressing rooms and adjacent support spaces. ST A2: Engage in dialogue with arena stakeholders to explore dressing room upgrades and partnership opportunities that can provide a public benefit. ST	 The current arena dressing rooms at the Panorama Recreation Centre do not align with modern standards and best practices for gender equity and accessibility. The arenas at the Panorama Recreation Centre continue to be well-utilized, especially during prime times and peak seasons. Trends and leading practices support providing recreation amenities and spaces that foster social connections. Improvements undertaken to the arena dressing rooms may also provide secondary, value-based modernization opportunities (e.g. accessibility improvements, re-configuring of inefficient spaces, etc.).

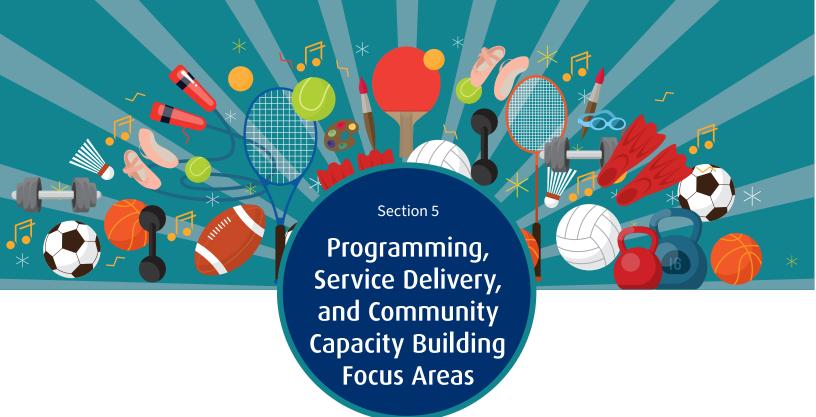


Facility / Amenity	Strategy (What is the overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Long Term (LT) = 5+ years or undetermined	Rationale (What is the justification behind the suggested Strategy and Actions?)
Dry-Floor Recreation, Sport and Wellness Spaces	Explore the viability and cost impacts of projects that can address gaps and expand recreation and related opportunities.	A3: Explore cost effective opportunities to meet indoor community space needs and identified gaps in Central Saanich. Undertaking this action may require further feasibility analysis and/or partnership discussions. ST A4: Consider the feasibility of developing a multi-sport facility in Central Saanich. ST / MT A5: Continue to monitor utilization of the weight room and other fitness, wellness, and program spaces at the Panorama Recreation Centre. If capacity challenges persist (or increase) over the next few years, proceed with investigating expansion options and cost impacts. MT	 The Central Saanich Recreation Needs Assessment (2019) reflected that there is a perceived service gap and desire for additional recreation opportunities in the Central Saanich area. Spatial analysis of indoor recreation facilities across the Peninsula validated that some residents may face geographic accessibility barriers. Available utilization data and the community engagement suggests that fitness and wellness spaces at the Panorama Recreation centre are well utilized. However, the long term impacts of the pandemic on activities and utilization require monitoring. Expanded dry floor recreation, sport and wellness facilities emerged as a priority through the engagement. Capital investment (expansions, retrofits, and new development) needs to be carefully examined to ensure limited resources and used in the most effective and viable manner.

Facility / Amenity	Strategy (What is the overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Long Term (LT) = 5+ years or undetermined	Rationale (What is the justification behind the suggested Strategy and Actions?)
Food Services	Make a decision on the best course of action to enhance food services at the Panorama Recreation Centre.	A6: Develop a business case for the provision of food services at Panorama Recreation Centre. ST	 Engagement undertaken previously by Panorama Recreation and for the Strategic Plan support demand for enhanced food services (enhancing food services and social spaces was top 5 priority in both the Public and Youth Surveys). Trends support that food services are an increasingly important aspect of the facility user experience and creating community connectedness. The long-term viability of food services at the Panorama Recreation Centre requires further analysis (it is unclear as to whether a critical mass or other location factors exists to support profitability).
Pickleball	Play a leadership role in helping to better understand indoor and outdoor pickleball needs and determine the best future course(s) of action.	A7: Conduct a pickleball strategy to further explore and understand participation levels, trends, and future infrastructure needs (and the best approaches for meeting these needs). ST	 Pickleball is an emerging sport and there are indications of demand for more infrastructure to support the sports growth in popularity. Further clarity is needed to understand the best locations for pickleball courts, the pros and cons of dedicated vs multi-use courts, the scale of court facilities needed, and the responsibility for providing pickleball courts.

Facility / Amenity	Strategy (What is the overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Long Term (LT) = 5+ years or undetermined	Rationale (What is the justification behind the suggested Strategy and Actions?)
Aquatics	Monitor pool utilization and activity trends and use this information to inform long-term actions and resource allocation.	A8: Ensure internal data collection systems enable sufficient tracking and analysis of overall pool utilization, trends, and preferences. ST A9: Budget for a pool expansion study when the trigger of 6-7 swims per capita is met over at least two consecutive years. LT A10: Work with municipal partners to explore outdoor leisure aquatics amenity opportunities like a splash pad / spray park. MT / LT	 Pre-pandemic, the pool at the Panorama Recreation Centre facilitated approximately 5 swims per capita. While this number suggests a high level of prepandemic use, 6-7 swims per capita is generally used as a trigger for a pool approaching capacity. As with other amenity types, post-pandemic preferences and utilization levels requires monitoring. Findings from the Public Survey clearly reflect that aquatics opportunities are highly valued and in-demand. However, given the costs associated with constructing and operating aquatics facilities it is important to carefully analyze the costs and benefits of pool expansion. If the pool at the Panorama Recreation Centre is expanded in the future, opportunities may exist to undertake the development of an outdoor aquatics feature at the same time (amenity and water systems synergies would likely exist).





Provided in this section are a number of Strategies and Actions pertaining to programming, service delivery and community capacity building that can ensure Panorama Recreation remains aligned with community needs and best practice. It is important to note that while some of the specific Actions suggest as shift in current practices, others are simply identified to re-embed or further build upon practices that already work well and help further achieve the Mission and Service Objectives identified in Section 3.

Strategy (What is our overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Ongoing (0) = Continual practice embedded in service delivery	Rationale (What is the rationale behind the suggested Strategy and Actions?)
Ensure that a commitment to reconciliation, decolonization and meaningfully working with local First Nations communities on the Peninsula is an ongoing priority.	A11: Work with the First Nations communities on the Peninsula to identify opportunities and platforms for ongoing dialogue. A12: Identify opportunities to promote recreation and related opportunities that exist in local First Nations communities and, likewise, work with these communities to promote recreational opportunities offered by Panorama Recreation. O	 Panorama Recreation is committed to its role in reconciliation and decolonization and is committed to providing recreation services to residents within the four First Nations communities on the Peninsula. The Final Report of the Truth and Reconciliation Commission includes Calls to Action with a direct relationship to sport, recreation and culture. Outreach with First Nations communities on the Peninsula conducted during the Strategic Plan suggests that more opportunities exist for collaboration and dialogue.

Strategy (What is our overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Ongoing (O) = Continual practice embedded in service delivery	Rationale (What is the rationale behind the suggested Strategy and Actions?)
Continue to focus on physical literacy as a key driver of program planning and delivery.	A13: Regularly audit the programming mix to assess and ensure balance and alignment with best practice in physical literacy. O A14: Ensure staff have sufficient physical literacy and fundamental movement skill training and development opportunities. O	 The principles and concepts of physical literacy are national best practices in recreation programming delivery. Focusing programming on these important principles and concepts can help facilitate resident activity and participation throughout the life course (therefore building healthier communities and a base of facility and program users).
Continue to focus on youth programming and activities.	A15: Continue to identify creative and innovative opportunities to engage children and youth in recreation with a focus on those not sufficiently active or involved in sport programming. A16: Continue to work with community groups and organizations to identify opportunities to reduce barriers and increase participation. A17: Investigate existing indoor climbing opportunities and engage with youth and private sector providers to reduce barriers to participation.	 While all age groups are important, the benefits of providing activity opportunities to youth are critical to ensuring lifelong physical and mental wellbeing. Findings from the Public and Youth Surveys validate that residents view children and youth programming as extremely important. The community engagement (public and youth surveys) identified a desire for more climbing opportunities on the Peninsula.



Strategy (What is our overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Ongoing (O) = Continual practice embedded in service delivery	Rationale (What is the rationale behind the suggested Strategy and Actions?)
Focus adequate resources on staff training, development and recruitment.	A18: Provide existing staff with opportunities to grow and acquire new skill sets, competencies and certifications. A19: Enhance community outreach efforts and collaborations to promote recreation as an employment opportunity.	 Recreation facilities are challenged to find employees with required certifications and skill competencies. Panorama Recreation can play an active role in providing employment opportunities on the Peninsula, especially among youth. Providing opportunities to gain new skill sets is key to staff recruitment and retention.
Ensure equity, inclusion and access are primary considerations across all areas of programming and service delivery.	A20: Continue to support and promote initiatives that addresses barriers to participation (including the Leisure Assistance Path and Leisure Involvement For Everyone program). A21: Continue to promote third party programs that address barriers to participation (KidSport, JumpStart and initiatives offered by other community organizations). A22: Regularly audit programming to ensure a sufficient mix of low and no cost opportunities across the age spectrum. A23: Continue to support and expand initiatives that promote inclusive within recreation and ensure opportunities exist regardless of race, ethnicity, gender, and sexual orientation(e.g. Safe Spaces program for LGBTQI+ individuals). A24: Review and, if necessary, refresh space allocations policies and practices to ensure equity and transparency. ST	 Findings from the engagement reflect that a variety of barriers to participation exist for some residents. Public sector recreation services are a justifiable investment only if opportunities exist for all residents. Panorama Recreation provides services to a region with diverse demographics and household characteristics. Some stakeholders and user groups indicated that they would like to better understand how space at Panorama Recreation facilities is allocated and assigned.

Strategy (What is our overall future approach for this area of programming and service delivery?)	Actions (What actions are needed to implement the overall Strategy?) Short Term (ST) = 0 to 3 Years Medium Term (MT) = 3 to 5 Years Ongoing (O) = Continual practice embedded in service delivery	Rationale (What is the rationale behind the suggested Strategy and Actions?)
Ensure that ongoing decision making is data driven and well-informed.	A25: Ensure staff have access to sufficient data management and analysis tools and ensure this information is used to inform programming decision making and scheduling. ST / O	 The recreation services sector is increasingly embracing the use of data and analytics to ensure programming and activities are aligned with community need and demand. Data analytics can help identify emergent trends, service gaps (e.g. areas with a higher proportion of residents that aren't active enough), inform marketing and communication tactics, and factors / motivators that can influence activity participation levels.
Identify opportunities to enhance communications and awareness.	A26: Ensure that the Panorama Recreation brand, key messaging, and website remain current (monitor on an ongoing basis and take action as/if deemed necessary). ST A27: Continue to evaluate and adapt communications, promotions and marketing tactics on an ongoing basis. O	 The Public Survey confirmed that residents get information on recreation opportunities from a variety of sources. The most prevalent sources are Panorama Recreation's website (83%), program brochure (56%), and social media (38%). Ensuring these communication mediums are kept relevant and up to date will be key. The community engagement findings presented mixed feedback on current communication and marketing tactics. 9% of Public Survey respondents indicated that they feel "very informed" about recreation opportunities with 58% indicated that they feel "informed". A handful of stakeholders also flagged that enhancements could be made to current communications and marketing methods. Overall, these findings suggest that Panorama Recreation is generally successful at promoting recreation opportunities with room to continuously improve.
Ensure overall service delivery success and implementation of the Strategic Plan are tracked, measure, and reported upon.	A28: Establish key performance indicators (KPI's) to measure alignment with the 5 Service Delivery Objectives. ST A29: Annually review and report on (internally and externally) the implementation status of the individual Actions contained in the Strategy. O	 Developing approaches to measure and track success aligns with best practice. Demonstrating progress reflects good use of public funds and transparency.



British Columbia Recreation and Parks Association (BCRPA)

Relevance: BCRPA offers a wealth of resources and supports to recreation providers within the province and fulfills and important advocacy role for the sector, ensuring that the broad based benefits of investment in recreation infrastructure is well understood by decision makers in all levels of government.

A Framework for Recreation in Canada 2015: Pathways to Wellbeing

Relevance: The Framework is essentially a Master Plan for the recreation sector in Canada and includes a renewed definition for recreation, a Vision, Mission, Values, Principles of Operation and five Goal areas (Active Living, Inclusion and Access, Connecting People and Nature, Supportive Environment and Recreation Capacity). Aligning with the Framework at the local level reflects a commitment to best practice and the broader objectives of the recreation sector across Canada.

Sport for Life and Long-Term Athlete Development

Relevance: Sport for Life is a leader in advancing physical literacy and lifelong activity participation. The Long Term Development (LTD) framework¹ consists of eight stages focused on ensuring basic skill development that can foster success (measured as lifelong physical activity for all and, for some individuals, success at advanced levels of sport). All National Sport Organizations in Canada are required to have an LTD plan.

The Bench - The Canadian Parks and Recreation Association's Online Resource

Relevance: The Bench provides the recreation sector with an online platform to learn and grow. The platform includes a resource library and discussion groups and has quickly become a key place to obtain information and supports on various initiatives and emerging topics.

¹ Formerly known as Long Term Athlete Development (LTAD)

Did You Know?

The Framework for Recreation in Canada 2015: Pathways to Wellbeing provides a guiding document for the public recreation sector in Canada. The importance of providing inclusive, accessible and integrated recreation opportunities is embedded throughout the five Goals identified in the Framework. Aligning with the Framework at a local level reflects a commitment to best practices and service delivery quality.

Five Goals from *A Framework for Recreation in Canada 2015: Pathways to Wellbeing*



Goal 1: Active Living
Foster active living through
physical recreation.



Goal 2: Inclusion and Access Increase inclusion and access to recreation for populations that face constraints to participation.



Goal 3: Connecting People and Nature
Help people connect to nature through recreation.



Goal 4: Supportive Environments
Ensure the provision of supportive
physical and social environments
that encourage participation in
recreation and build strong, caring
communities.



Goal 5: **Recreation Capacity** Ensure the continued growth and sustainability of the recreation field.



