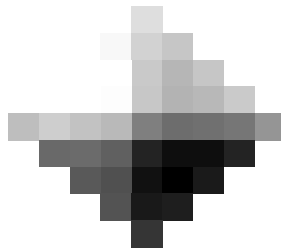


# **CRD Pender Islands Recreation Needs Assessment**



**Prepared for:**  
**Capital Regional District, Pender Islands Recreation Commission**

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## **EXECUTIVE SUMMARY**

### **PROJECT OVERVIEW**

The benefits of physical activity have been known for many years. Understanding the role of physical activity in overall health and wellbeing is an important element in health promotion and preventative health care with the expected outcome of reducing illness. Two target population' needs – older adults and youth – are particularly important to understand when planning community recreation programs.

The goal of this needs assessment was to determine what types of recreational opportunities the community would like to partake in but are not already available. The objective was to obtain valid information regarding the recreational needs of the variety of the Pender Islands citizens. In particular, there was a desire to determine what recreational activities the community would like to partake in for consideration in future planning, priority setting, and communications with other organizations.

Any individual on the Pender Islands during the time of data collection was eligible to participate in this needs assessment. This included part-time and full-time residents as well as visitors. Key audiences of interest were seniors and children/youth. The project timeframes were July through November 2008.

### **METHODOLOGY**

A three-step process was applied to ensure responsivity to the variety of target populations on the Pender Islands while meeting the objectives of the project. These steps involved: Project Initiation, Data Collection, and Data Analysis & Reporting.

#### **PROJECT INITIATION**

Project initiation involved refining the scope of the project, defining a recreational map of the Pender Islands that involved a review of social and demographic indicators as well as constructing a Recreation Activities Inventory. A strategy for communications with the community was also defined at this time.

#### **DATA COLLECTION**

A three-phased data collection approach was applied involving a Community Open-Space Meeting, Surveys, and Focus Groups.

### Community Open-Space Meeting

Two opportunities for involvement were provided: an afternoon and an evening session. The intent was to allow for as much input as possible, wherein the evening participants could build upon that identified in the afternoon session.

### Surveys

A survey was chosen as the main data collection tool. The approach taken included a limited survey development process as time limitations impacted the development of a formal survey plan. Instead, the specific steps and dates for survey distribution and communications were included in the project Workplan. The pre-notice stage utilized seven free communication promotional sources implemented between July 1 and Aug. 30.

Survey administration involved hard-copies of the survey only via the Island Tides Newspaper insert for the Pender Islands. 1,430 inserts were circulated in the September 4<sup>th</sup> edition, on yellow paper as to be easily identifiable. An information table was set up at the Farmer's Market on Aug 30 wherein passers-by were requested to complete the survey, focussing on capturing the input from visitors and part-time residents.

Drop-boxes were located in 7 public spaces around the island for ease of submission. These were boxes used for another recent survey with the PIRC information placed on them.

### Focus Groups

The purpose of conducting focus groups was to ensure the voice of key target populations who may not be as responsive to completing a survey, were captured in the needs assessment. Two populations targeted for focus group participation were:

- Seniors
- Children & youth – one focus group per grade (K – grade 12)

Six focus groups were held with grades K-1, 2-3, 4-5, 6-7, 8 and the part-time high school students. The approach taken with each class depended on the reading/comprehension level and pre-focus group preparedness conducted by the teacher. In all cases, an opportunity for open discussion to the following two questions was asked:

- ◆ Overall, how satisfied are you with the recreation activities on the Pender Islands?
- ◆ What do you think is really important for us to think about when planning recreation activities?

The senior's focus group involved meeting with one of the Friday seniors lunch groups. The approach was conversational in nature as many had already completed the survey.

## **DATA ANALYSIS & REPORTING**

Survey analysis included limited comparisons across various groupings. Data was analysed first according to early distribution (Farmer's Market), drop-box surveys, school focus groups, high school student surveys, and senior's focus group. Information was then compared between part-time/visitors versus full-time residents.

## **FINDINGS**

This section summarizes the data gathered through all data sources noted above.

### **PROFILE OF PENDER ISLANDS RESIDENTS**

In summary, the Southern Gulf Islands will experience the same growth in the older adult population as the rest of the province and in fact live two years longer (on average) than the population as a whole. In total, 58.6% of the population on Pender Island were currently aged 45 to 74 years old. Two hundred & ninety (13%) of residents were children & youth.

Standards of living were equal to or better than that of the province, and the Pender Islands were generally a safer place to live. There was a high rate of part-time residents on the Islands and lone parent families and families without children were more evident on the Pender Islands than the majority of the province. Higher rates of potential years of life lost, teen pregnancies, accidental death and infant mortality rates may be a reflection of smaller population size impacts on rate calculations, rather than a higher indication of incidents.

### **INVENTORY OF RECREATIONAL ACTIVITIES**

There were 27 formalized (regularly organized, key coordinator as contact individual, often operating from a formal budget), recreation programs on the Pender Islands along with 16 informal activities (organized in an ad-hoc manner, not a regular event, information about the activity tends to be based on word of mouth versus any type of promotions/listing). In total, there were 40 various activities on the Pender Islands for individuals of every age. Added to this were one-time only events/activities or short-term programs that were offered as a trial or due to interest at the time. The information collected in this Inventory is provided as an overview of the knowledge that was able to be collected at this time, through this process. It should not be considered all inclusive or completely accurate.

## **DATA ANALYSIS**

The total number of respondents involved in all of the processes applied in this project equalled 313. 1430 surveys sent out to Pender Island's post boxes via the Island Tides newspaper insert of which 157 were completed &

returned; 37 were acquired through the Farmer's Market and 40 hand-delivered surveys were completed.

#### Community Open-Space Forum

Unfortunately, the attendance at the community forum was very poor with only three individuals participating. While this did not allow for community input per say, it did allow for small, intimate discussions about the issue of recreation on the Pender Islands and some opportunity to discuss the project overall. Information was collected from these individuals related to the Inventory and key issues they felt need to be considered with recreation activities. Lack of timely promotions was clearly identified as the reason for such poor attendance.

#### Aug 30 Farmer's Market

Of the 37 surveys completed, 26(70%) indicated they were visitors or part-time residents. This was the only focussed activity to capture perspectives from these target audiences. In total, 22% (41) of all survey responses included in this assessment were from non full-time residents. These responses were analyzed as a part of the full body of surveys.

#### Survey responses

One hundred and ninety survey responses were included in these calculations. In many cases, not all questions in the survey were answered. It is difficult to determine if that was a result of the survey being too long/detailed or if respondents had nothing to say. Fifty one percent of respondents were female, 30% male and 19% undisclosed. The age distribution was consistent with the population of Pender Islands with the majority of respondents falling in the 55-69 age range (44%) followed by 40-54 (25%) and 70-84 (14%). Seventy five percent of all respondents were full-time residents, 13% part-time residents and 8% visitors.

Sixty eight percent of respondents were completing the survey on behalf of others than self. Eighty three children were represented in the data. The highest levels of participation in activities were noted for run/walk/hike (across all three categories of respondents) ranging from 72%-78%, followed by swimming (67%) for children, 58% cycling for children, and Hall activities across all three categories ranging from 47% to 56%.

*Summary of Data by Survey Question*

Population	# Responses *	1 On-island activities	% respondents participating in 4 or less Activities **	2 Other on-island activities	3 Special events/ activities	4 (Satisfied + very satisfied) ***	5 Barriers	6 Off-island activities	7 Activities would like but not currently available on island	8/9 Main recreation issues to tackle for future
<b>General Population</b>	199	Run/walk/hike Swim/cycle Hall activities	N/A	Water sports Disc golf Arts	Fall Fair Festivals Workshop/ skills development	54%	None Transportation (safety/ facilities) Time scheduled	Run/walk/hike Swim Water sports	No Response Swim Cycle/bike trail	Road safety/ trails Swim/ recreation centre Other
<b>Part-time/ Visitor</b>	41	Run/walk/hike Kayak Swim	N/A	Disc golf Water activities	Fall Fair Farmers Market Winestock	56%	None Transportation Access/time scheduled	N/A	Walk/bike/ hiking trails Swim	Transportation Trails Environmentally friendly/ like Pender very much
<b>K/1</b>	20	Run/walk/hike Cycling Swim	0%	Fly Skateboard motor/dirt bike	N/A	85%	N/A	N/A	N/A	N/A
<b>2/3</b>	19	Run/walk/hike Ball sports/ cycling/ swim	40%	Disc golf Video games	N/A	100%	N/A	N/A	Skateboard/ bike park Other	N/A

		Gymnastics/ summer camp		Other						
<b>4/5</b>	20	Swim Run/walk/hike Hall activities	15%	Music/arts Camping Disc golf	Fall Fair Lantern Festival Soccer	75%	N/A	N/A	Outdoor activities Skate/skate board Biking	N/A
<b>6/7</b>	20	Cycling Run/walk/hike Hall activities	25%	Disc golf Art/music Paintball/ skateboard	Fall Fair Farmers Market Children's Festival	15%	Time scheduled Cost Transportation	Movies Kids camp/ lessons Skating	Place to hang out Biking Paintball	More to do Place to hang out Roads/ safety
<b>8</b>	8	Run/walk/hike Cycling Hall activities/ ball sports	25%	Disc golf Skiing	Fall Fair Lantern Festival	0%	Transportation Time Not enough available	Snowboard Skill development courses	Bike path Bike park Other	Transportation Biking Teen activities
<b>Self study</b>	2	Run/walk/hike	100%	None	Fall Fair	0%	Time Transportation	Swim Social groups	Movies None that I would use	Public transport Movies (outdoors in summer)
<b>High School</b>	22	Run/walk/hike Ball sports Swimming	55%	No response Paintball Disc golf	No response Fall Fair Fire Cadets	5%	Time Cost Transportation	Baseball/ softball Swimming Soccer	Swimming League sports Skate/bike park	Pool Skate park More information re: what's available
<b>Seniors Focus Group</b>	19	Fitness programs Social groups Run/walk/hike	N/A	Social activities Day programs	Fall Fair Festivals Other	N/A	Time Transportation Health	Day programs	Social activities	Offer seniors activities during day time Youth activities

*Note: The top three responses are provided*

*\*Some overlap in survey analysis by group, therefore these numbers do not equate to the total N for the report.*

*\*\*This does not reflect how often an individual participated in that activity (frequency) but rather is an indication of variety of activities.*

*\*\*\*4% respondents circled both somewhat satisfied and satisfied so it is unclear of the intended response.*

## LIMITATIONS

A number of limitations are important factors when interpreting the data obtained through this project. These included:

1. Condensed timelines
2. Community Open-Space Forum
3. Survey Design
4. Survey Responses
5. Methodological Constraints
6. Current, high-profile recreation issues
7. Key populations were missed
8. Who the survey applied to

## DISCUSSION

While it was clearly indicated in all communications during the recreation needs assessment process that the PIRC was focussed on recreational activities (versus facilities), it was often difficult to separate the two. While some recreation activities are flexible in where/how they are conducted (e.g. soccer, walking, card games) many activities depend on a specific type of facility (e.g. swimming for fitness, racquet sports). Therefore, it was not possible for respondents or the contractor to completely separate the two when considering recreation needs for the Pender Islands.

## INVENTORY

The variety of recreation activities on the Pender Islands was not surprising, but the actual number of options available to Pender residents and visitors was. Knowledge of what was available on the Pender Islands of the general public was limited and some form of information sharing approach (community activities brochure, website, central activity registry) would be invaluable to new and visiting citizens, as well as for the coordination of activities being planned.

## FUNDING

Funding of recreation activities is an issue in most communities and the data obtained through this process reflected the same. While the user cost for recreation on the Pender Islands was relatively low as compared to similar programs in urban areas, individuals and families were challenged in the associated costs related to transportation, childcare, and ferry travel.

## OBSERVATIONS

Based on the analysis of the collective data, observations include:

1. Common themes across all age groups/type of residents reflected
  - ◆ a concern for safe travel and encouraged the need for walking/hiking/running/cycling paths
  - ◆ concern for activities for youth
  - ◆ the current fitness facility was found to be too costly and restrictive to use
  - ◆ transportation is a major barrier to accessibility of recreational activities
  - ◆ information about recreation programs need to be available through mediums that are relevant and appropriate to the target audience
  
2. Observations specific to individual target populations or community issues included:

**Part-time residents and visitors** greatly appreciated what the Pender Islands had to offer for recreational activities, however accessibility related to transportation and week-day programming were barriers. Improved trails for moving around the Island through environmentally friendly means were important considerations.

**Youth** were much less satisfied with the availability and types of recreational programs than the general population. Youth indicated they did not feel welcomed in adult programs; in some personal communications with adults, they did feel youth participation restricted the level of competitiveness/physical assertion of activities. Youth expressed the desire for programs and activities that responded to their interests. This was a particularly important element when considering the decline in activity levels as children aged, that was noted in through this process.

Participation rates clearly decline as children grow older. While the decline in participation in recreation in the teen years was typical, it also raises a flag for future planning in that these are prime years for the development of habits and activities that would carry on through adulthood, thereby impacting future health and wellness. The challenge with high school aged youth was that these young adults did not see themselves as a part of the community and that physical as well as cultural barriers to their ability to participate were experienced.

**Seniors** participate in many activities on the Island. However, the variety of senior-specific activities was quite limited as was the accessibility to many activities due to the inability of many to drive, particularly after dark. A desire

for simple activities that were mostly social in nature but challenge both the mind and body were requested.

## **RECOMMENDATIONS**

The following recommendations are made for the PIRC's consideration when considering future planning of recreational activities on the Pender Islands.

### 1. Community Strategic Plan

The data collected via this needs assessment process provides a basis from which the PIRC can and should begin to establish a 5 to 10-year recreation plan for the Pender Islands. The fact that Pender Island Parks and the PIRC will be amalgamated in 2009 provides greater opportunity that recreation activities with consideration of facility needs can be addressed in a more streamlined process.

### 2. Inventory of Activities

The CRD PIRC should support the publication of recreation information tools (website and brochure) updated on a quarterly basis. Further, a central organizing source needs to be identified such that there is one repository for all information for those interested in recreation and those planning programs to avoid duplication and/or double booking.

### 3. Funding

Given the limited funds that the PIRC has and the high levels of funding requests from local programs, the PIRC should consider narrowing its definition of 'recreation' so that it is clearer for the community, what types of activities can adequately be funded or setting priorities for funding that is clearly communicated to the community. Priorities should be based on clear data and communicated to the community.

### 4. Youth Activities

Serious attention needs to be paid to address the issue of youth activities. This needs assessment process clearly indicated that youth and the community as a whole are concerned with not having adequate and appropriate activities for youth. It is recommended that a Youth Task Force be established to assist in the planning of future youth activities and that the work of this task force be included in the community plan.

### 5. Senior's Activities

There is a current population of seniors on the Pender Islands that feel isolated, and expressed that appropriate and accessible activities are not available. Therefore, it is recommended that a Seniors Task Force also be established with the same purpose as for the youth of the Island.

### 6. Transportation

Transportation was a barrier identified by youth, families, and seniors on the Pender Islands as well as for visitors. This impact was identified for both on-island and off-island activities. The PIRC should consider developing a

subsidy program to address transportation costs. Considerations should include:

- ◆ On-island shuttle bus
- ◆ Ferry subsidy for off-island recreation activities

#### 7. Recreation Facilities

The PIRC is in a position to 'request and facilitate' discussions with such organizations in an attempt to bridge the gap between what individuals want to do for recreation and having the appropriate and safe environments to do them. Further, it is recommended that organizations be encouraged to consider better and more creative use of already existing facilities (e.g. parks, ball diamond, Community Hall).

#### 8. Walking/Running/Biking Trails

It is clear from the data collected, walking/hiking/running and biking are very common and activities with low cost and low impact to the environment. It is recommended that PIRC seriously consider the partnerships and options to develop said trails on the Pender Islands.

## 1. Introduction

### Background

The benefits of physical activity have been known for many years. Understanding the role of physical activity in overall health and wellbeing is an important element in health promotion and preventative health care with the expected outcome of reducing illness. British Columbians are among the most physically active Canadians, with 59% (compared with 44% nationally) over the age of 12 participating in physical activities at rates that will result in health benefits.<sup>1</sup>

Quality of life, however, is a significant element for BC residents. The challenge is to approach physical activity as a component of lifestyle.<sup>2</sup> Organizations and government ministries will need to encourage and support a variety of options for physical activities that:

- ◆ are appropriate and responsive to the needs of the target population
- ◆ are accessible given health variables
- ◆ will maximize the use of resources in the community
- ◆ will address barriers and cultural aspects, and
- ◆ are provided where users reside.<sup>3</sup>

Attention has been paid to understanding the implications of recreational activities with two primary populations: older adults and children/youth.

### Older Adults:

The need to focus on enhancing physical activities in older adults has never been more important as the trends in British Columbia (BC) indicate significant increases in the population of older adults. The rate of population growth of older adults over the last 10 years has been almost twice that of the general population of BC<sup>4</sup>. Social and health services need to prepare for and address the needs of this growing population. This is particularly relevant for provinces such as BC where it is projected that by the year 2036, 31.65% of the population will be 60 years old or older<sup>5</sup>. This represents a sizeable proportion of the BC population. “Effective efforts to increase physical activity among older adults will require an integrated and collaborative approach that will involve community health professionals, health associations and agencies, planners, health care providers, employers, community

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<sup>1</sup> Ministry of Tourism, Sport and the Arts (2007).

<sup>2</sup> Health Canada (2002).

<sup>3</sup> Health Canada (2002)

<sup>4</sup> BC Housing (2007).

<sup>5</sup> BCStats (2007)

centers, senior living facilities, transportation experts, community planners and other diverse groups and organizations and areas of professional expertise.”<sup>6</sup>

### Children & Youth:

The growing incidence of childhood obesity has become a foremost concern in many jurisdictions in terms of the overall health of our society both now and in the future. Children are spending less and less time participating in physical activities than ever before resulting in a growing number of juvenile diabetes and heart disease diagnoses.<sup>78</sup> Research suggests that behavioural interventions can be successful in assisting obese children in impacting weight levels.<sup>9</sup>

This evidence, combined with the emotional dynamic of personal appearance as a critical element in the development of personal identity, provides serious healthy living challenges for many adolescents. Growing numbers of children with eating disorders, depression and anxiety disorders are becoming mental health clients, often because their personal identity issues are triggering auxiliary disorders. These issues further compound the child’s ability to learn and grow cognitively, potentially creating difficulties in school performance. So while there is a health and economic impact, there is perhaps a greater impact on the development of the individual child who is struggling with health, weight, and participation issues. Some of the recent literature/research has revealed that the population cohort that is showing the most rapid increase of unhealthy living indicators is pre-school age children.

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<sup>6</sup> National Blueprint (2001)

<sup>7</sup> Action Schools! BC (2004)

<sup>8</sup> Public Health Research, Education & Development Program (2001)

<sup>9</sup> Whitlock, E.P., O’Connor, E.A., Williams, S.B., Beil, T.L., & Lutz, K.W. (2008). Effectiveness of weight management programs in children and adolescents. *Evidence Report/Technology Assessment, 170*, AHRQ Publications No.08-E014.

## 2. Project Description and Objectives

### **Overview of the Pender Islands Recreation Commission:**

The Pender Island Recreation Commission (PIRC) purchases recreation programs for the benefit of the members of the Pender Islands community. Each summer the PIRC accepts applications from individuals or groups in the community that wish to provide recreational opportunities, then after careful analysis, allocates funds to purchase programs that meet specific criteria.

According to PIRC, community recreation includes recreational activities and recreation equipment (movable) but not capital equipment or capital upgrades which falls under the purview of the Pender Islands Parks Commission. Examples of recreation equipment are soccer balls, movable skateboard ramps, life jackets, exercise mats, uniforms and skates. Recreation funds can also be spent on things like room rentals needed for recreation programs, wages for programmers, instructors, and operating supplies.

A listing of definitions of terms used in this proposal is located in Appendix A.

### Project Goal & Objectives

The PIRC wishes to provide programs that meet the needs of as large and diverse a group of residents as possible from the youngest residents to the more senior members. The goal of this needs assessment was to determine what types of recreational opportunities the community would like to partake in but are not already available.

The objective of this project was to obtain valid information regarding the recreational needs of the variety of the Pender Islands citizens. In particular, there was a desire to determine what recreational activities the community would like to partake in for consideration in future planning, priority setting, and communications with other organizations.

### **Target audiences:**

Any individual on the Pender Islands during the time of data collection was eligible to participate in this needs assessment. This included part-time and full-time residents as well as visitors. Key audiences of interest were seniors and children/youth.

The project timeframes were July through November 2008. A project Workplan was developed to guide activities and outline the steps in notifications regarding data collection for the community.

### 3. Methodology

The methodology involved three steps to ensure the process undertaken was responsive to the variety of target populations on the Pender Islands and met the objectives of the project. These steps involved: Project Initiation, Data Collection, and Data Analysis & Reporting.

#### **Step 1: Project Initiation**

The first meeting to initiate the project was delayed approximately 6 weeks from the timelines originally proposed. This is an important notation as the delay impacted strategic planning and communications with the community, which impacted data collection. These impacts are described in more detail in the *Results* section below.

A number of pre-meeting emails were circulated amongst the PIRC members in an attempt to clarify if the PIRC was interested solely in recreational ‘programming’ or if the scope was broader and wished to consider recreation activities/resources/options (e.g. trails, socialization, accessibility). Project initiation involved an in-person meeting with the PIRC to discuss and define the project scope and tasks, to obtain background information, and specific questions to be answered.

#### Recreational Map of Pender Islands

##### *Social & Demographic Indicators*

A brief profile of the social and demographic indicators for the Pender Islands was developed to assist in determining target and at-risk populations for recreation programs. Information accessed in this process involved census data including BCStats, StatsCan, Southern Gulf Island School Division, and CRD data sources.

##### *Recreation Activities Inventory*

It was important to construct a map of existing recreation assets to answer the question “What recreation activities are currently available on the Pender Islands?” This map includes formal programs and resources as well as informal (occasional activities; dependent on a specific provider’s interest; non-funded). Information to construct the inventory was collected through a variety of sources including the PIRC, key community informants, the telephone book, Pender Post, the Open-Space meeting, and the survey process below. Contact individuals were telephoned, emailed, or spoken to in person in order to capture the following data elements:

- 
- ◆ program name
  - ◆ status (formal/informal)
  - ◆ funding sources
  - ◆ target audience
  - ◆ type of activity(ies)
  - ◆ providers
  - ◆ average number of participants
  - ◆ accessibility (cost)
  - ◆ location

The inventory was constructed into a table listing activities by alphabetical order for ease identification. Activities were not included that were one-time only or sporadic in nature. In instances where contacts were not identified or contact was not possible during the period of this project, information was either not included or reflected common knowledge in the community. See Appendix B.

### Communications

Communications are a critical element in any needs identification process to ensure the community understands the issues, purpose, and intent of the project well enough to be able to provide useful responses in the data collection processes. Modes of communication used in this process included: information sheets, Pender Post articles, school newsletter, the TruValue flyer, and community posters. See Appendix C for copies of these materials.

### **Step 2: Data Collection**

A three-phased data collection approach was applied to provide the PIRC with a comprehensive and rich source of information from which to make future planning decisions. The three phases involved a Community Meeting, Surveys, and Focus Groups, ensuring a variety of opportunities to participate were made available.

### Community Open-Space Meeting

The approach taken for the Community Meeting was in line with the Open-Space philosophy where in the group itself sets the agenda. Briefly, Open-Space sessions are characterized by the absence of a pre-defined agenda or participant groupings; rather, participants define the agenda within the first part of the session and are encouraged to participate in the sub-circle discussions (generally defined by the larger group itself) that are of particular importance to them.<sup>10</sup> Participants choose to be actively involved or just listen to the discussions. Regardless of the level of involvement, it is believed that participants leave with a greater understanding of the issue and other's experience of the issue.

The benefit of applying this approach early in the process was that there would be no pre-conceived intentions by participants or the consultant on what the resulting data should be and therefore, would allow for a truly open forum where participants could bring forward any and all ideas. The intent was that this information would then help set the parameters of the needs

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<sup>10</sup> Herman, M. Working in Open Space: A Guided Tour. [www.openspaceworld.org](http://www.openspaceworld.org).

assessment. A semi-structured approach to this session was planned in order to maintain the scope of this stage of data collection.

The meeting was scheduled for Aug 28 in order to capture visitors and part-time residents on the Pender Islands. Given the delay in project initiation, it was felt this would be one of the last opportunities to access input from these individuals. Promotional materials were posted around the Island on Aug 22, a Shaw Cable Community channel notice and email notice went out on Aug 25, and the Aug 27 TruValue flyer promoted all three approaches to data collection. Unfortunately, this flyer was received in mail boxes the day before and not all residents check their mail on a daily basis. See Appendix D for a copy of the promotional materials.

Two opportunities for involvement were provided: an afternoon session (4pm - 6pm) and an evening session (7pm – 9pm). The intent was to allow for as much input as possible, wherein the evening participants could build upon that identified in the afternoon session.

## Surveys

A survey was chosen as the main data collection tool as it allows individuals to be less actively involved in a process yet still have their voice heard. Response rates for a well designed survey process involving multiple reminders/opportunities to respond should be anywhere from 40%-80% and would be considered successful, depending on the confounding variables at the time. The Canadian Evaluation Society recommends a 4-staged approach to surveys in order to achieve the best results. Given the need to contain the scope, budget, and restricted timelines for this project, the process was not as comprehensive as it would typically be for each stage.

The approach taken with the survey process was finalized with the PIRC on Aug 7 meeting and is discussed below.

### *1. Survey development*

The clearer the questions and the more relevant they are to the target population, the higher the likelihood participants will complete it. It was expected that the community forum would help advise the survey questions and design; given the limited information gained through the community forum and piloting the survey, little adjustments were made between the draft and final survey.

Again, time limitations impacted the development of a formal survey plan. Instead, the specific steps and dates for survey distribution and communications were included in the project Workplan.

### *2. Pre-notice stage*

The more information potential informants have on the project, its purpose and the methods of data collection, the more likely they are to respond. This stage stressed the local importance of the survey and encouraged respondents to participate. A variety of free communication sources were applied in order to adhere to the budget. Pre-notice information included:

Pender Post articles	July 1
	Aug 1
	Sept 1

Emailed Pender Islands Elementary School Principal re: involvement of the school	Aug 12
TruValue flyer	Aug 27
Shaw Cable Community events ad	Aug 29
Farmer's Market – survey distribution	Aug 30

### 3. Survey administration

Based on budget and time limitations, the PICR decided to administer hard-copies of the survey only via the Island Tides Newspaper insert for the Pender Islands. This distribution covered all those with mail service as the newspaper is not considered to be ‘junk mail’ and therefore even those households that have placed a hold on flyers received the survey through this medium. Thus, 1,430 inserts were circulated in the September 4<sup>th</sup> edition of the Island Tides Newspaper through Print Three in Nanaimo. Surveys were printed on yellow paper as to be easily identifiable. The Shaw Cable notice is located in Appendix E and a copy of the final survey is included in Appendix F.

An information table was set up at the Farmer's Market on Aug 30 wherein passers-by were requested to complete the survey. The focus was to capture input from visitors and part-time residents. These surveys were printed on white paper to differentiate between those in the general circulation.

The contractor also maintained a number of copies to be handed out to those who were not able to respond to the newspaper version (i.e. lost it, has been recycled, forgot). These copies were also printed on white paper to differentiate between those distributed by the paid format.

Further, drop-boxes were located in 7 public spaces around the island for ease of submission. These were boxes used for another recent survey with the PIRC information placed on them. Locations were:

- ◆ CRD Building Inspection Office at the Driftwood Centre
- ◆ Pender Island Library
- ◆ Health Centre waiting room
- ◆ School
- ◆ Pender Island Lumber
- ◆ Poet's Cove Resort Reception Desk
- ◆ Pender Island Realty at the Driftwood Centre

### 4. Analysis

An analysis of the surveys received was conducted, including limited comparisons across various groupings.

#### Focus Groups

The purpose of conducting focus groups was to ensure the voice of key target populations who may not be as responsive to completing a survey, were captured in the needs assessment. Two target populations that may fit this category were identified:

- Seniors
- Children & youth – one focus group per grade (K – grade 12)

A Focus Group Protocol was attempted with the Pender Island Elementary School to allow for individual grade interviews. The organization, structure, and timing of classes made this an awkward situation for the school. Therefore, focus groups were held with each class (versus grade). On Sept 23, six focus groups were held with grades K-1, 2-3, 4-5, 6-7, 8 and the part-time high school students.

The approach taken with each class depended on the reading/comprehension level and pre-focus group preparedness conducted by the teacher. In all cases, an opportunity for open discussion to the following two questions was asked:

- ◆ Overall, how satisfied are you with the recreation activities on the Pender Islands?
- ◆ What do you think is really important for us to think about when planning recreation activities?

Specific processes were as follows:

Grade K/1	The contractor asked for a show of hands for each of the activities listed in question 1 of the survey.
Grade 2/3	Students completed page 1 of the survey as a large group – did not differentiate between activities ‘in the last year’ and was difficult to define activities on or off island.
Grade 4/5	Students completed page 1 of the survey as a large group – focussed them on the ‘last year’.
Grade 6/7	Students completed the survey individually with some large group facilitation.
Grade 8	Students completed the survey individually followed by a large group discussion related to the two questions above. A third specific question was asked of this group: “When you are 17/18 years old, what do you think you’ll be doing for recreation on Pender?”
Part-time students	Students completed the survey individually followed by small group discussion.

As the high school students (grade 9-12) were inaccessible to participate in the focus groups held at the school, the school counsellor who travelled with the students to Salt Spring Island was willing to administer the survey to the students. This was considered optimal over the contractor traveling on the sea bus as this would require a full-day and the students were likely to be more responsive to the task if requested by someone they knew and trusted.

The approach taken with the senior’s focus group was to approach an already existing grouping of seniors versus attempting another more generic community forum. This allowed for a manageable sized group where the contractor was able to speak on a more individual basis with seniors on the Island. Therefore, arrangements were made to attend the Oct 3 Friday lunch social group held at the Parish Hall, facilitated by the Health Care Society. This formal luncheon allowed for the contractor to visit each table and have an informal conversation with those in attendance, rather than requesting completion of the survey, which many had indicated they had already completed.

### Community Contacts

The Pender Islands is a small community. All promotional materials indicated the telephone and email number to contact the contractor directly. Further, being visible and involved in the community meant that individuals could and did share their comments and ideas directly. It was important to document these comments within the overall data collected, while attempting to avoid potential biases based on highly vocal individuals.

### **Step 3: Analysis & Reporting**

The findings of all data collection processes were included in the following sections of this report. Data was analysed first according to early distribution (Farmer's Market), drop-box surveys, school focus groups, high school student surveys, and seniors focus group. Information was then compared between part-time/visitors versus full-time residents.

## 4. Results

### Pender Islands Recreational Profile

#### Profile of Pender Islands Residents

A clear profile of the demographics of the Pender Islands residents was difficult to obtain. Statistics Canada collects a variety of demographic information through their annual census data, however it was not recorded specific to the Pender Islands. Therefore, other than the age groupings (which are specific to the Pender Islands), the data represents gulf islands residents.

#### *Population:*

*Table 1: Total population (North & South Pender Islands) = 2235*

0 to 4 years	65	3%	45 to 49 years	165	7%
5 to 9 years	90	4%	50 to 54 years	200	9%
10 to 14 years	65	3%	55 to 59 years	295	13%
15 to 19 years	70	3%	60 to 64 years	265	12%
20 to 24 years	35	2%	65 to 69 years	225	10%
25 to 29 years	40	2%	70 to 74 years	160	7%
30 to 34 years	55	2%	75 to 79 years	130	6%
35 to 39 years	105	5%	80 to 84 years	80	4%
40 to 44 years	125	6%	85 years and over	50	2%

(Source: StatsCan 2006 Census)

In total, 58.6% of the population on the Pender Islands were aged 45 to 74 years old according to the 2006 census data. Two hundred & ninety (13%) of residents were children & youth.

The Gulf Islands experienced an 18.4% population growth between 2001 and 2006. The median age of the population was higher (56.8 years) than the province as a whole (40.8 years)<sup>11</sup>.

According to health statistics, the Local Health Area 64 – Gulf Islands reports age distribution projections over the next 8 years to be:

<sup>11</sup> StatsCan (2006) Census, Regional District Capital.

Table 2: Age distribution & projections

% of population		
Age range	2006	2016
0-17	14.6	13.6
18-24	8.7	5.5
25-64	53.2	53.1
65+	23.6	27.7

(Source: BC Stats, 2006)

While it is expected that the percentage of dependent children in the region will remain the same (23.6% in 2006 as compared to 23.2% in 2016), the percentage of dependent elderly will increase from 38.1% in 2006 to 47.2% in 2016, significantly higher in both cases than the provincial average which is in the low to mid 20% for both years.

Only 2.4-2.9% of the population were visible minorities versus 21.6% for the province; 2.2% of the population were of Aboriginal decent.

*Income:*

Pender Islanders tended to fall below provincial averages for income.

9.4% of the population have income levels under \$20,000, less than the provincial average (12%) and 17.8% of Gulf Islanders have an income of \$80,000+ as compared to 27.6% for the province.	Fewer Gulf Islanders are in the labour force; the 2000 average employment income was \$22,926 in as compared to \$31,544 for BC; while the average income was lower for both men and women than the provincial average, the income discrepancy between genders was less significant in the Gulf Islands.	In 2006, Gulf Islanders were less dependent on Income Assistance programs than the province as a whole.	The median income across all types of families is lower than the province as a whole; however 13.2% of families fall within the low income tax bracket as compared to 17.3% for the province.
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The unemployment rate was lower on the Pender Islands than the provincial average (4.5% versus 6.0%) but the employment rate was also lower (52.6% versus 61.6%).

<p>Volunteerism was strong - 93% of those aged 15 and older report hours of unpaid work.</p>	<p>Only 8% of those aged 15 and older worked in the traditional recreation and health professional fields: health, parks, recreation and fitness.</p>
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*Social Determinants:*

- Of the 4860 private dwellings on the gulf islands, approximately half were regular tenants; the average number of family members in all households was 2.4.
- The Gulf Islands had a much higher population of homes without children than the rest of the province (58.1% as compared to 39.5% for the province) and a higher percentage of lone parent families at 31.2% versus 25.7% provincially.
- 29.6% of 18 year olds did not graduate (2004-2006 average) as compared to 23.2% across the province.
- Serious crime rates overall were significantly less in the Gulf Islands (5.6/1000 population) as compared to the province (15.4/1000 population), however serious juvenile (age 12-17) crime rates (2003-2005 average) were higher than the provincial average (8.8/1000 population versus 4.9/1000), mostly in the form of property crime.
- Gulf Islanders live somewhat longer than the provincial average (82.9 years versus 80.9 years).
- The potential years of life lost due to homicide/suicide in the Gulf Islands was 7/1000 population as compared to 4.3/1000 population for the province with a provincial rating of 16/85 indicating that the Southern Gulf Islands were relatively low as compared to other areas of the province.
- Teen pregnancies were somewhat higher in the Gulf Islands (19.7/1000 women age 15-17 compared to 17.8 for BC).
- Accidental causes of potential years of life lost were higher in the Gulf Islands (15.4/1000) than the province (8.6/1000) and there was a higher infant mortality rate (9.3/1000 live births compared to 4.2/1000).

In summary, the Southern Gulf Islands will experience the same growth in the older adult population as the rest of the province and in fact live two years longer (on average) than the population as a whole. Standards of living were equal to or better than that of the province, and the Pender Islands were generally a safer place to live. There was a high rate of part-time residents on the Islands and lone parent families and families without children were more evident on the Pender Islands than the majority of the province. Higher rates of potential years of life

lost, teen pregnancies, accidental death and infant mortality rates may be a reflection of smaller population size impacts on rate calculations, rather than a higher indication of incidents. That is, with 'rates per population' calculations, when an area holds a low population base, one event translates into a higher rate of occurrence than in those areas with a particularly high population base. Therefore, caution should be taken when reacting to the social determinant rates above.

### Inventory of Recreational Activities

As expected, there were a large number and variety of recreation programs/opportunities available on the Pender Islands, many of them due to the volunteered commitment of individuals or groups on the island. Few of these activities had large financial elements to them, making the Island quite privileged in this regard.

In summary, there were 27 formalized (regularly organized, key coordinator as contact individual, often operating from a formal budget), recreation programs on the Pender Islands along with 16 informal activities (organized in an ad-hoc manner, not a regular event, information about the activity tends to be based on word of mouth versus any type of promotions/listing). In total, there were 40 various activities on the Pender Islands for individuals of every age. Added to this were one-time only events/activities or short-term programs that were offered as a trial or due to interest at the time.

The information collected in this Inventory is provided as an overview of the knowledge that was able to be collected at this time, through this process. It should not be considered all inclusive or completely accurate. This level of accuracy would require a vetting process wherein program contacts review the information and provide revisions which was not within the scope of this project. Note as well that in some circumstances, information was not able to be accessed for some activities.

### **Data Analysis**

Response rates of the data can be calculated in a number of ways. The population of Pender Island was 2235 according to the 2006 Census data. The total number of respondents involved in all of the processes applied in this project equalled 313, representing a response rate of 14% of the total population.

- ◆ Community Forum = 3
- ◆ Farmer's Market = 37
- ◆ Surveys = 153
- ◆ Focus groups = 120

However, 69% of surveys completed represented more than one individual (self + children, self + other family member, and self + children + other family members). The exact number of individual households was not known, however we know that of the 1430 surveys sent out to Pender Island's post boxes via the newspaper insert, 8% were returned. Another 40 hand-delivered surveys (white) that were placed with the drop boxes were completed; thus, the return rate could be considered to be 11%. When the focus group responses and the Farmer's Market responses are included in these calculations, information was collected from another 157 individuals bringing the final number of informants to the process to 313.

## Community Open-Space Forum

Unfortunately, the opportunity for afternoon and evening participation in the community forum created some confusion as some individuals understood they had to attend the full five hours, and the Community Hall sign promotion that day had suggested the same (listed the forum running from 4 - 9 p.m.). Further, the evening ferry was very late, so those individuals who had indicated they would arrive off the boat, were unable to participate due to the late arrival.

The result was a very poor attendance. In total, only three community participants arrived over the two sessions (one showed for both). While this did not allow for community input per say, it did allow for small, intimate discussions about the issue of recreation on the Pender Islands and some opportunity to discuss the project overall. Information was still collected from these individuals related to the Inventory and key issues they felt need to be considered with recreation activities. Lack of timely promotions was clearly identified as the reason for such poor attendance.

The results of these minimal discussions were as follows.

Play versus fitness:

- ◆ ‘Levels’ of recreation (play versus fitness) – play is more broadly available (e.g. a swimming facility that promotes fitness and the attending health benefit is not available; BMX/bike park versus cling for general healthy behaviour/fun).

We’d like:

- ◆ Mini golf
- ◆ Seniors activity centre
- ◆ Activities for older kids
- ◆ Horseback riding
- ◆ Youth centre
- ◆ Orienteering
- ◆ The list of recreational activities publicly available (e.g. Pender Post, Activity/Recreation Guide with descriptions, age, contacts, done annually)
- ◆ Continue story time at library throughout the year

Pender needs a pool!

- ◆ The CRD has been very supportive.
- ◆ Benefits of swimming – health (physical & mental), safety, scholarships, job opportunities (life guarding, coaching), keeps children busy and out of trouble; current pools are not suitable or available.
- ◆ The Gauers are leaving and maybe some nice families are discouraged from coming to Pender because there is no pool.

What is your vision for recreation activities on Pender?

- ◆ Recreation should be all encompassing and available as we age;
- ◆ Inclusive of health status and skill level – life-long activities
- ◆ Something for those who don’t ‘make the team’
- ◆ Variety

- ◆ Activities that link kids with adults (e.g. shop craft guild and kids, art club with kids) – intergenerational and mentoring!
- ◆ Being creative in resolving facility issues (e.g. funding/partnership with Salt Spring Island and their pool, use of the school boat/water taxi).
- ◆ Link services between health, advocacy & social needs (seniors).

### Aug 30 Farmer's Market

Of the 37 surveys completed, 26(70%) indicated they were visitors or part-time residents. This was the only focussed activity to capture perspectives from these target audiences. In total, 22% (41) of all survey responses were from non full-time residents. These responses were analyzed as a part of the full body of surveys.

### Survey responses

One hundred and ninety survey responses were included in these calculations (those returned in the drop boxes plus those from the Farmer's Market). In many cases, not all questions in the survey were answered. It is difficult to determine if that was a result of the survey being too long/detailed or if respondents had nothing to say. Fifty one percent of respondents were female, 30% male and 19% undisclosed. The age distribution was consistent with the population of Pender Islands with the majority of respondents falling in the 55-69 age range (44%) followed by 40-54 (25%) and 70-84 (14%). Seventy five of all respondents were full-time residents, 13% part-time residents and 8% visitors.

Sixty eight percent of respondents were completing the survey on behalf of others than self. Eighty three children were represented in the data. The highest levels of participation in activities were noted for run/walk/hike (across all three categories of respondents) ranging from 72%-78%, followed by swimming (67%) for children, 58% cycling for children, and Hall activities across all three categories ranging from 47% to 56%.

One hundred and ninety nine other activities were provided to question #2, however many of these would actually fall under categories in the previous or following question, or were obviously off-island activities (e.g. wildlife centre). Thirty two percent provided no response while the other most highly responded themes were activities included:

- ◆ water sports ( includes crabbing, sailing, kayaking, beach combing) = 23%
- ◆ disc golf = 18.6%
- ◆ arts = 14%
- ◆ nature & general outdoors activities = 12%
- ◆ fitness programs (including aquafit) = 7.5%

Similar response patterns were noted in responses to question 3. Thirty-four percent of participants did not respond while the remaining top groupings of special events/activities were:

- |                   |                                     |
|-------------------|-------------------------------------|
| ◆ Fall Fair = 23% | ◆ Workshops/skill development = 15% |
| ◆ Festivals = 13% | ◆ Concerts = 9%                     |

- ◆ Environmental/nature = 7%
- ◆ Theatre/movie = 6%
- ◆ Farmer’s market = 6%
- ◆ Holiday events = 6%
- ◆ Camps = 5%

The majority of respondents were satisfied with the variety of recreational activities on the Pender Islands (23% very satisfied, 29% satisfied). Unfortunately, 4% of respondents circled both somewhat satisfied and satisfied so the intent of their response is unclear.

Of those who responded, the barriers experienced included:	Items listed under “Other” were grouped based on theme:	How can we help you overcome these barriers?
40% none	17 related to lack of facilities	12 related to accessibility/timing of programs (including childcare)
20% transportation	12 related to safety and transportation	12 identified transportation needs
21% time programs are scheduled	5 to funding/costs	8 suggested cost items
8% health/physical barriers	4 to information about programs	5 suggested options for improved communications/information sharing
8% cost of programs		
4% childcare		

The variety and number of off-island activities were significant. After grouping by theme, the following main categories emerged:

- hiking/walking/running = 22%
- water sports = 14%
- cycling = 12%
- music = 11%
- movie/theatre = 10%
- ball sports = 7%
- swimming = 21%
- fitness programs – 13%
- hockey/skating = 11%
- travel/camping = 10%
- golf (incl. mini & driving range) = 7%
- winter sports = 6%

Similarly, there were 249 suggestions provided for recreation activities respondents would like to have that are not currently available on the Pender Islands. After grouping for theme, the following key elements were noted:

Swimming 29%	cycling/bike trails 21%
Better access to fitness programs 16%	activities specific to youth (e.g. skate/bike

	park) 12%
Walk/run trails 10%	Adult ball 9%

Interesting ideas suggested:

- ◆ bowling/lawn bowling 4%
- ◆ concern for cost/environment 3%
- ◆ kayaking/diving (taking advantage of where we live) 4%
- ◆ adult education 4%

Many and varied recreational concerns were identified for future areas of planning. The main themes were:

Roads/trails/safety 21%	Other 11%
Facilities (development and better use of) 12%	Swimming/recreation centre 11%
Options for youth 10%	Funding/costs 8%
Avoid urban development 8%	Positive comments about Pender Island 7%
Responsive to the needs of the aging population 5%	Sensitive to the environment 5%
Trails 4%	More information about what is available 2%
Provide programs where people are on the island 3%	

*Part-time residents & visitors*

Forty one visitors or part-time residents chose to respond to the questionnaire. Of these, the bulk (64%) of respondents accessed the survey through the August 30 Farmer’s Market, 24% completed the survey from the newspaper flyer, and the remaining 12% accessed the version of the questionnaire located with the drop boxes.

Visitors and part-time residents participate in a large range of activities, with only gymnastics and summer camps not being identified in question #1. The majority of these respondents participated in run/walk/hiking activities, kayaking, swimming, Hall activities, and cycling. The most common activities for children were run/walk/hike, kayaking, and swimming. Disc golfing was also popular for 24% of respondents, as were other water activities such as sailing/boating/canoeing/beachcombing (25%). Seventeen percent of respondents attended the Fall Fair, and 10% attended the Farmers Market and Winestock respectively.

Satisfaction with the variety of recreation activities on Pender Island was strong with 56% rating as either satisfied or very satisfied. Another 32% were somewhat satisfied, with most of the dissatisfaction related to accessibility or safety issues, and availability of activities.

**Accessibility & Safety** - Thirty three percent experienced no barriers but 28% found transportation (including ferry costs) to be prohibitive. Comments related to this involved accessibility to activities across the island for those who are cycling or visiting via boat. Shuttle

buses, mopeds and safe walking/cycling trails were identified as possible responses to these barriers.

**Availability** - Time programs were scheduled was also a concern for 13% of respondents, related primarily to wanting activities booked during the weekends. Lack of awareness of what was available was also a concern.

Priority activities in the view of part-time residents and visitors were to focus on biking/hiking/walking trails (27%) or access to a swimming pool for fitness (24%). The main issues for the next 10 years also related to accessibility concerns (transportation, trails) (20%) and keeping activities environmentally friendly (12%). Finally, twelve percent of respondents chose to tell us they very much like the Pender Islands.

### Focus groups

Eight focus groups were held involving 101 students and 19 seniors. The outcomes of these focus groups follow; the top 5 activities that each group participated in are highlighted.

#### *Pender Island Elementary School Students*

##### Grade K/1

Twenty students were involved in this focus group. As indicated by a show of hands, 100% of the students participate in cycling, swimming, and running/walking/hiking. Ninety five percent dance, 90% attend activities at the Hall, and 65% play table sports such as pool or foosball. Students had participated to some degree in all activities listed in question 1 of the survey.

Activities these students would like to see on Pender that are not already available included skating and bowling. When these children are 14, they would like to

- ◆ fly
- ◆ skateboard
- ◆ ride motorbikes/dirt bikes

Eighty five percent of students indicated they were satisfied with the recreation activities on Pender Island (includes very satisfied and satisfied).

##### Grade 2/3

Nineteen students participated in the focus group, completing questions 1-3 on the survey. Students at this age level were very active; 15 various types of activities were represented in question #1 and the least number of activities for any one individual was 9. Therefore, even the least active child in the class still participated in 60% of the activities listed in this question in the last year.

All activities listed in the table for question #1 had some level of participation, with the lowest activity level being 53% of students for fitness classes and golf. The five highest activities rated as:

- ◆ run/walk/hike (100%)
- ◆ ball sports; cycling; swimming; summer camps; and gymnastics (95% each)

Disc golf was also added to the list of activities by 37% of these students. Interestingly, this grade range also had the highest percentage of students (32%) indicating that playing video games was a recreation activity they participated in that was not included in question #1. Thus, while they are very active individuals, there is also the potential for concern of sedentary activities which often do not include the social or physical elements of other recreational options.

All students were satisfied (very satisfied or satisfied) with the variety of recreation activities on Pender. When asked what they would like to have available to them on Pender, a large variety of options were provided, including some that would take some creativity to resolve (e.g. a zoo). The majority of responses related to skateboarding/biking facilities (ramps, trails).

#### Grade 4/5

Twenty students were involved in this focus group completing questions 1-3 on the survey. One hundred percent of these students swam in the last year, 95% identified walk/run/hike, 85% participated in Hall activities, 80% cycle and play table games such as foosball. Similar to responses in the grade prior, most of these students participate in many activities; only three activities had participation rates below 50% - gymnastics (30%), fitness programs (30%), dance/movement (45%). Within these responses, a decline in number of activities per child began to be noticeable, with the fewest activities listed being 4 and the average number of activities per child being 10 out of a possible 15.

These students listed the greatest number (9) of other activities (question #2) than any other group. The most common noted were: music or arts (65%), camping (45%), disc golf (40%), and trampoline (30%). The Fall Fair, Lantern Festival, and soccer were also identified as special events.

Seventy five percent of students were satisfied with the variety of activities available to them on Pender (satisfied and very satisfied). Of those activities these students would like to have available, 28 items were identified. The majority of these activities were outdoor based (86%) and related to facilities for skating, skateboarding, biking of various sorts, sport ranges (driving, archery, shooting, paintball), and water sports.

#### Grade 6/7

Twenty students in grade 6 and 7 participated; all under age 17, 60% identified themselves as male and 25% as female, 75% responded that they were full-time residents, 10% part-time and 5% visitors. Seventy percent of respondents indicated they participated in cycling, run/walk/hiking, and Hall activities. Ball sports and swimming were the following activities at 65% each. Out of the 15 activities identified in question #1, 7 (or 47%) had participation rates below 50%; the average number of activities per student was 7, with 4 respondents participating in 4 or fewer activities.

Disc golf was an activity for 40% of respondents, followed by music/art classes (20%), paintball (15%), and skateboarding (15%). Fifty five percent attended the Fall Fair, 25% the Farmer's Market and 20% the Children's Festival.

While the majority (70%) of grade 6/7 students were satisfied with the activities available, this included responses that were somewhat satisfied or satisfied; none of the respondents were very satisfied and 25% were dissatisfied. Time programs are scheduled (35%), cost of programs (30%) and transportation (30%) were the primary barriers.

The activities these students participate in off-island were quite varied; the main activities were:

- ◆ Movies (45%)
- ◆ Kids camps/lessons (40%)
- ◆ Skating (35%)

Twenty seven different recreation activities were identified as needs by this group. General grouping of these items revealed that 35% requested a place for youth to ‘hang out’ (e.g. arcade), biking (30%), and 30% requested paintball. Roller-blading, skateboarding, movies and recreation centre-type facilities were also noted. Related to areas of concern for the next 10 years, the majority of responses (50%) related to planning more activities that targeted this age range.

The overall theme heard from these students was that there was not enough for them to do on the Pender Islands and there has been a gap for years. The primary area for development identified by these students related to having some place for teens to go; concepts such as an arcade, teen centre, with music, cheap food, dances, and games were identified. These students indicated that many of the activities on the island are either for younger children or adults, where they don’t feel welcomed; the age range they were concerned for was 11-16 years.

### Grade 8

Eight grade 8 students participated in the survey (one additional student had already completed it and was included in the general survey distribution). All students were 17 years of age or younger, 50% male to female split, and all full-time residents.

These student indicated that run/walk/hiking was the most common form of activity (100%), followed by cycling (88%), Hall activities (75%), ball sports (75%), and swimming and skating/roller blading at 63%. Disc golfing was again a high addition to the list with 63% of respondents indicated they had played this sport in the past year, along with another 50% identifying skiing. Note that it was not clear if this referred to water or cross-country skiing, or if students mistakenly identified an off-island activity. Twenty five percent of these students indicated they attended the Fall Fair and 13% noted the Lantern Festival.

In general, these students are much less satisfied with the recreation activities on the Pender Islands than was found in the general public with 88% indicating they were either very dissatisfied or dissatisfied. Barriers that were noted included transportation (88%), time programs are scheduled (63%), not enough available (25%) and childcare (13%).

Off-island activities varied significantly with the only consistent item listed being snowboarding (38%). Activities or programs that were skill developing were identified (e.g. babysitting course, drama, gymnastics and life guarding courses).

Bike paths and bike parks were most commonly listed as the items these students would like to have on the Pender Islands (50% respectively). Other activities reflected the type of programs listed above that these students currently go off island for. The main issues for consideration in future planning were identified as transportation (50%) and biking (38%).

There was a general theme or tone that came through some of the other ideas in questions 8 & 9 reflecting the sense that teens do not feel there are programs available specific to them and their interests or that when they do participate in some of the programs (e.g. fitness/dance) they do not

feel welcome. Therefore, while they recognize many activities are available on the island, they don't feel they are available 'to them'!

A second, particularly telling statement from these students must be noted. The question was posed: "What recreation activities do you see yourself doing on Pender when you are 17 or 18 years old?" The first response provided, that was followed by support from others in the room was "I won't be here then". Upon further inquiry on the meaning of that answer, students indicated that they do not see themselves as being active in the community on the Pender Islands when they are in this early adult stage as their family will have either moved off the Pender Islands or as students they will be involved in activities on Salt Spring Island, as that is where they will be schooling. Further, they noted in their older siblings or friend's siblings, that when you are that age, it is unlikely they will circulate with younger children on the Pender Islands, but rather will become involved in their own activities with their direct group of friends. The ramifications for recreation planning that stems from this belief/perspective are discussed in more detail in the *Discussion Section* below.

#### Part-time/self study

Only two students were interviewed in this focus group: one male, one female and split between full and part-time residency. Participation levels were low for the activities listed in question 1 and only the Fall Fair was identified for questions #2 or #3. Both students indicated they were somewhat satisfied with the variety of activities available but that transportation, time programs are scheduled and lack of a partner for racquet sports were barriers. Interesting comments made in these surveys related to the need for public transportation, and that while other activities could be noted in question #7, they would not necessarily be programs these individuals would use. Movies were identified as an area for growth.

#### *High School Student Surveys*

In total, 22 grade 9 to 12 students completed the survey. One individual submitted invalid responses to the second page resulting in this data being unusable. Eighty two percent were age 0-17 with the remaining 18% age 18-24. Sixty three percent of respondents were male, 27 female and 9% did not respond. Of those who indicated their residential status (91%), all were full-time residents. There were similarities and differences in these responses as compared to the general population.

Similar to the general population, only 32% of respondents completed all the questions in the survey. A large representative of these students (41%) did not participate in many activities on the Pender Islands; represented by 3 or less activities combined for questions #1 and #2. Further, only 4 respondents identified having participated in a special event/activity on the Pender Islands, the most common of which was the Fall Fair.

All recreation activities identified in the table for question #1 were checked off by at least one respondent. The most common activities these students participated in on the Pender Islands were:

- ◆ Run/walk/hike
- ◆ Ball sports
- ◆ Swimming

As was suspected, these students were much less satisfied with the current state of recreational activities on the Pender Islands. Fifty four percent identified they were not satisfied with the current recreational activities.

The barriers most commonly identified were:

- ◆ 32% time programs are scheduled
- ◆ 27% cost of programs
- ◆ 23% transportation (included ferry costs)

Given that these students leave for school shortly after 7am and rarely return much before 6pm, it is understandable that time programs are scheduled would be an issue. With regards to other barriers, lack of awareness of activities was noted most often at 20%.

The three most common off-island activities these students participated in were baseball/softball, swimming, and soccer. Only 41 percent of respondents indicated three recreation activities they would like to see on the Pender Islands. Of these the most commonly noted items were swimming, league sports, and a skate or bike park.

While 32 percent of respondents did not identify issues for future 10 years, of those that did respond, a pool, skate park, and more information regarding what is available were identified. The theme of responses to questions #7 through #9 reflected the need for a location that was more specific to youth and their interests (e.g. skate/skateboard park, youth centre, youth teams, go carts) than that of the general population.

### Seniors Focus Group

Nineteen Pender Island's seniors attended the Oct 3 luncheon. As this activity was not organized specific to the needs assessment, it represented individuals from various perspectives on recreation. Characteristics of the group included:

- ◆ Age ranged from 65 to 80 years
- ◆ 60% females and 45% males
- ◆ Approximately 40% indicated they had already completed the survey
- ◆ Varied levels of health (from fully functioning, healthy and active to recent strokes and pre-dementia)

Though participants presented a variety of perspectives, a few common themes arose.

#### 1. Evening activities were a barrier

For many seniors, driving in the evening was a challenge and many would not venture on to the roads due to eye sight, the windy and slippery roads, and wildlife. Therefore, events and activities that are regularly scheduled after dark were considered to be less accessible.

For those who did not drive, finding appropriate, affordable and dependable transportation was a concern. Many relied on family or friends (who were often senior as well and challenged with the issues above). These were identified as primary considerations under *program accessibility* particularly for winter programming where there is less daylight overall.

## 2. Activities reminiscent of earlier times

Feeling comfortable and connected to the past was an important element for older adults. Therefore, it was not surprising to note a theme in the types of activities they enjoy/wished were available that revolved around such things as socialization (drop-in centres, sing-alongs, clubs), community dances (barn-type dances), and games/crafts (cards, bingo, knitting).

Many indicated the previous Day Program offered through Plum Tree Court was well used and filled many of the needs identified above. While they appreciated the current lunch social, the longer day and more activities of the past program were missed.

Lawn bowling was identified as an activity they would like to see; the grassy area along side the Magic Lake tennis court area was noted as a possible location for this. The availability of movies on the Pender Islands was felt to be a great asset, but time and location did not accommodate seniors. They recommended more of a movie club/social where a small group of seniors could watch DVDs together.

Those who had participated in the exercise classes (aquafit, Maintain your Independence, aerobics) had found them very beneficial and appreciated this availability. Concerns were raised by some that the Hall was not as well utilized as it could be and inquired if some of these activities could not be provided there on a weekly basis.

## 3. Supports

A variety of support elements were noted as areas for improvement. The cost of taxi services was too restrictive to participate in regularly scheduled activities after dark. Respite services were also identified as a need for those who were caring for their aging partner. There was also a need for better information and awareness materials of what activities were available (e.g. Lion's telephone book, TruValue flyer). Further, most of the communication that happened with this population was best done via face-to-face.

## 4. Youth activities

Participants identified concern for the youth on the Islands and having something for them to do. Programs such as Clubs or Scouts were felt to be missing. It was interesting to note in this regard that one of the volunteer servers of the lunch was a grade 5 student, representing the cross-generational linkage they had spoken of.

### Community Contacts

The very nature of being visible and a community member of the Pender Islands meant that many individuals chose to share their thoughts and ideas verbally. While they were all encouraged to complete a survey to ensure the data was clearly captured in their words, some common themes shared with the contractor included:

- ◆ Concern for youth activities that will provide them with constructive things to do (a perspective from both youth & adults).
- ◆ Better use of the facilities we do have on the island.
- ◆ Two individuals indicated they attempted to contact the contractor but were not responded to. There was some question as to when and how these contacts occurred as the contractor had no messages left on her voicemail system or email enquiries.

## Limitations

A number of limitations are important factors when interpreting the data obtained through this project.

### 1. Condensed timelines

The timelines were condensed at the early stages of the project which meant that the level of community engagement and promotional/awareness activities had to be fast-tracked. The initial plans would have allowed adequate opportunities to access part-time residents and visitors to the Pender Islands in order to gauge their thoughts on current and future recreation activities. The Community Forum was rushed forward in hopes of hearing from these individuals with inadequate promotional time to no avail. The survey distribution at the Farmer's Market on the September long weekend was a positive step as 70% of the 37 respondents were not full-time residents. The contractor had to encourage this population to complete the surveys as the general belief was that it only applied to regular residents.

### 2. Community Open-Space Forum

The information collected through this process clearly represent only those perspectives of the three individuals that attended and should therefore not be considered in isolation of that which was gathered through the survey and focus group processes.

### 3. Survey Design

The survey itself had some limitations in its clarity and completeness. This limitation was primarily due to the desire to construct a one-page, two-sided survey that would allow for ease of completion. However, it was evident through the completed surveys that some questions required more complex consideration and some key activities in the community were missing from the table of already existing on-island activities. The fact that it was pilot tested on such a small group of respondents resulted in a less than desired survey. Had the survey been pilot tested with an appropriate population size, these issues may have been identified and adjusted prior to distribution.

### 4. Survey Responses

Not all respondents completed all questions. Many left questions unanswered which raises issue as to whether or not they had no response, the response was 'none', or did not feel they had the time to consider how to respond.

### 5. Methodological Constraints

The reader should keep in mind that the reliability and validity of the data obtained may be in question. Due to budget and timeline constraints, a scientific process was not able to be applied. However, this is the first opportunity Pender Islanders and visitors have had to voice their thoughts on recreational activities on the Island and therefore, is considered to be of great value in that regard.

Further, there was no fail-safe means to prevent multiple responses from individuals. Very vocal/passionate individual's voice may be heard above and beyond others yet not necessarily representing the needs or desires of the masses. The use of multiple and targeted data collection methodologies, improved the likelihood that a balanced and accurate perspective was achieved. Further, the contractor alone was responsible for all data collection & analysis (other than with the high school students), and bias' were only noted in once instance where two surveys were completed in almost the exact same manner, with very similar wording.

6. Current, high-profile recreation issues

The current environment in which this needs assessment was conducted is an important element to consider when examining the data. Two very high profile issues were part of the community dynamic and were strongly represented in the data.

a. Community Pool

The group of Pender Islands residents who had been working towards the development of a community pool were very vocal during this process and in the past of their desire for such a facility. Consequently, while it was clearly indicated in this process that the PIRC was focussed on recreational activities (versus facilities), strong voices opposing and in support of a community pool were seen in the data.

b. Bike Park

Community forums and data collection related to the development of a bike park occurred in the spring of 2008. Perspectives (for and against) this development were also visible in this process. The primary voices for this element came from youth.

7. Key populations were missed

Key populations related primarily to visitors and part-time residents were missed. That is, limited visitors were on the Island during time of data collection and while one of the drop boxes was located at Poet's Cove, most of the guests and staff had already left when the data collection commenced. Further, for those who remained, the location of the drop box at Poet's Cove did not facilitate ease of access nor was it noticeable to passers by.

8. Who the survey applied to

There seemed to be some confusion that the survey was only for North Pender because of the earlier Housing survey where this was a requirement. Further, it was pointed out that some individuals thought the survey only related to 'organized, group' activities; therefore, those who were more involved at an individual level may not have felt it relevant to them.

## 5. Discussion

While it was clearly indicated in all communications during the recreation needs assessment process that the PIRC was focussed on recreational activities (versus facilities), it was often difficult to separate the two. While some recreation activities are flexible in where/how they are conducted (e.g. soccer, walking, card games) many activities depend on a specific type of facility (e.g. swimming for fitness, racquet sports). Therefore, it was not possible for respondents or the contractor to completely separate the two when considering recreation needs for the Pender Islands.

### Inventory

The variety of recreation activities on the Pender Islands was not surprising, but the actual number of options available to Pender residents and visitors was. The Inventory associated with this project provides a wonderful picture of the vastness of activities. When this list was discussed with the PIRC and those who attended the community forum, amazement was the response. Further, it was heard through these discussions, the surveys, and the focus groups that knowledge of what was available on the Pender Islands was limited and that some form of information sharing approach (community activities brochure, website, central activity registry) would be invaluable to new and visiting citizens, as well as for the coordination of activities being planned. With so much to do, often activities are organized in conflicting times to others, impacting attendance at both. This element was a component of comments in the barriers section of the survey related to time when programs are scheduled. Further, new or special events were noted as poorly publicized and therefore a central location for all recreation activities may assist in that information exchange.

### Funding

Funding of recreation activities is an issue in most communities and the data obtained through this process reflected the same. While the user cost for recreation on the Pender Islands was relatively low as compared to similar programs in urban areas, individuals and families were challenged in the associated costs related to transportation, childcare, and ferry travel. This may become an even more significant issue should BC Ferries remove the subsidy provided to youth recreation and school activities that currently exists. Should the subsidy no longer be available, many families may not be able to afford to take advantage of these activities any longer.

### Observations

Based on the analysis of the collective data, observations include:

1. Common themes across all age groups/type of residents reflected
  - ◆ a concern for safe travel and encouraged the need for walking/hiking/running/cycling paths
  - ◆ concern for activities for youth
  - ◆ the current fitness facility was found to be too costly and restrictive to use
  - ◆ transportation is a major barrier to accessibility of recreational activities

- ◆ information about recreation programs need to be available through mediums that are relevant and appropriate to the target audience

2. Observations specific to individual target populations or community issues included:

*Part-time residents and visitors* greatly appreciated what the Pender Islands had to offer for recreational activities, however accessibility related to transportation and week-day programming were barriers. Improved trails for moving around the Island through environmentally friendly means were important considerations.

*Youth* were much less satisfied with the availability and types of recreational programs than the general population. Youth indicated they did not feel welcomed in adult programs; in some personal communications with adults, they did feel youth participation restricted the level of competitiveness/physical assertion of activities. Youth expressed the desire for programs and activities that responded to their interests. This was a particularly important element when considering the decline in activity levels as children aged, that was noted in through this process.

While participation in a variety of activities fluctuated for children and youth, there was an obvious decline as children grow older. In the case of the K/1 and 2/3 grade focus groups, rates of almost all activities tended to be above 50%. When considering the rates at grade 8 however, approximately half of the activities had participation rates below 50% and 41% of the high school respondents participated in 3 activities or less.

It is important to note that these numbers do not represent frequency of activity, only variety of activities participated in. It is therefore, very possible that an individual could be very active at only one type of recreational activity. As well, while the decline in participation in recreation in the teen years was typical, it also raises a flag for future planning in that these are prime years for the development of habits and activities that would carry on through adulthood, thereby impacting future health and wellness.

There seemed to be a clear delineation between youth in grade 10 and above versus those below. Going to SSI seemed to be a 'right of passage' that would be a unique element to southern gulf island students. The challenge this raises in terms of planning recreation activities was that these young adults did not see themselves as a part of the community and that physical as well as cultural barriers to their ability to participate were experienced.

While it is reasonable to expect that there was duplication in child/youth activities for question #1, 2, 3, 6 & 7 between responses completed on behalf of their children and the survey data collected directly from children via the focus groups, it is not likely that the responses were necessary the same. Therefore, the data collected from children and youth themselves must be looked at separately from those of their parents.

There were a variety of activities on the Island that *seniors* participated in, many of which were long-standing programs that individuals had been involved in for many years. However, the variety of senior-specific activities was quite limited as was the accessibility to many activities due to the inability of many to drive, particularly after dark. A desire for simple activities that were mostly social in nature but challenge both the mind and body were requested.

The desire for a *swimming pool* on the Pender Islands seemed to stem from the lack of ability for individuals who wished to become well skilled in the sport of swimming (e.g. competition, life-guarding) or as a source of physical fitness (e.g. lap swimming) was not available. This gap was

also noted with other areas such as the reason that volleyball was no longer on the Island and many of the youth sports.

It is also important to remember that in focus group discussions versus independent completion of a survey, the raising of one idea or activity in one group does not necessarily mean that that same activity would not be relevant for the other groups. Therefore, one should not interpret from the focus group data included in this report, that music and art programs for instance were only relevant (or even most relevant) to children at the grade 4 or 5 level..

## 6. Recommendations

The following recommendations are made for the PIRC's consideration when considering future planning of recreational activities on the Pender Islands.

### 1. Community Strategic Plan

The data collected via this needs assessment process provides a basis from which the PIRC can and should begin to establish a 5 to 10-year recreation plan for the Pender Islands. The fact that Pender Island Parks and the PIRC will be amalgamated in 2009 provides greater opportunity that recreation activities with consideration of facility needs can be addressed in a more streamlined process.

### 2. Inventory of Activities

The CRD PIRC should support the publication of recreation information tools (website and brochure) updated on a quarterly basis. This information should be generally circulated supported by a distribution budget, via the Welcome Wagon and a variety of community organizations/businesses. Further, a central organizing source needs to be identified such that there is one repository for all information for those interested in recreation and those planning programs to avoid duplication and/or double booking.

### 3. Funding

Given the limited funds that the PIRC has and the high levels of funding requests from local programs, the PIRC should consider narrowing its definition of 'recreation' so that it is clearer for the community, what types of activities can adequately be funded or setting priorities for funding that is clearly communicated to the community. Priorities should be based on clear data, such as that collected through this needs assessment.

### 4. Youth Activities

Serious attention needs to be paid to address the issue of youth activities. When a new idea/need comes to the attention of the community, it is not uncommon on the Island for a small number of very loud voices to halt development before adequate consideration has been paid. When this concerns youth programs, it is typical to miss the opportunity to hear directly from, and problem solve with, youth to address the need. This needs assessment process clearly indicated that youth and the community as a whole are concerned with not having adequate and appropriate activities for youth. It is recommended that a Youth Task Force be established to assist in the planning of future youth activities and that the work of this task force be included in the community plan.

### 5. Senior's Activities

The growing population of older adults on the Pender Islands is one that must also be addressed. While Pender's seniors are typically very active, the numbers of seniors will grow and with aging will likely arise physical barriers to recreation. There is a current population of seniors on the Pender Islands that feel isolated, and expressed that appropriate and accessible activities are not available. What is available is greatly appreciated, but more specific planning needs to occur for this population. Therefore, it is recommended that a Seniors Task Force also be established with the same purpose as for the youth of the Island.

## **6. Transportation**

Transportation was a barrier identified by youth, families, and seniors on the Pender Islands as well as for visitors. This impact was identified for both on-island and off-island activities. The PIRC should consider developing a subsidy program to address transportation costs.

Considerations should include:

- ◆ On-island shuttle bus
- ◆ Ferry subsidy for off-island recreation activities

Options may include negotiations with one of the Green transportation programs in the province, and those who currently have multi-person transit options (taxi service, Poet's Cove, Clam Bay Farm).

## **7. Walking/Running/Biking Trails**

It is clear from the data collected, walking/hiking/running and biking are very common and activities with low cost and low impact to the environment. It is recommended that PIRC seriously consider the partnerships and options to develop said trails on the Pender Islands. While 'trails' are facility-related, the recreation activities and individuals that would benefit are expansive. Research on how other Islands/communities have addressed this need should be conducted. The Moving Around Pender group would be a natural ali for PIRC in the identification of options and development of this component of a community plan.

## **8. Recreation Facilities**

It will be important for the PIRC to share the information collected through this process related to the needs for various recreation facilities with the community as a whole, as well as specific communications with those organizations who have a mandate for such. The PIRC is in a position to 'request and facilitate' discussions with such organizations in an attempt to bridge the gap between what individuals want to do for recreation and having the appropriate and safe environments to do them. Further, it is recommended that organizations be encouraged to consider better and more creative use of already existing facilities (e.g. parks, ball diamond, Community Hall).

## APPENDIX A: DEFINITIONS<sup>12</sup>

**Needs assessment** is defined as “an evaluation study that answers questions about the social conditions a program is intended to address and the need for the program. Needs assessments may also be used to determine whether there is a need for a new program and to compare or prioritize needs within and across program areas”.

**At-risk populations** are “individuals or units in a specified area with characteristics judged to indicate that they have a significant probability of having or developing a particular condition”.

**Surveys** are a “systematic collection of information from a defined population, usually by means of interviews or questionnaires administered to a sample of units in the population”.

**Focus groups** consist of “a small panel of persons selected for their knowledge or perspective on a topic of interest that is convened to discuss the topic with the assistance of a facilitator. The discussion is usually recorded and used to identify important themes or to construct descriptive summaries of views and experiences on the focal topic”.

A **focus group protocol** is a “list of topics or open-ended questions to be covered in a focus group session that is used to guide the group discussion. The protocol should a) cover topics in a logical, developmental order so that they build on one another; b) raise open-ended issues that are engaging and relevant to the participants and that invite the group to make a collective response; and c) carve out manageable ‘chunks’ of topics to be examined one at a time in a delimited period”.

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<sup>12</sup> Rossi, Freeman, & Lipsey. (1999). *Evaluation: A Systematic Approach* (6<sup>th</sup> Ed). Thousand Oaks, CA: SAGE Publications.

## APPENDIX B: INVENTORY OF RECREATION ACTIVITIES

### Summer 2008

Program Name	Contact	Funding	Formal/ Informal	Target Audience	Program Description
Aerobics- Rythmics	Shivaun Gannon	No cost	Formal	Open to all	Mon & Fri 7:30-8:30am (school months) 23 years – some members from the onset of the program Encourage ongoing attendance Low impact; ½ hr aerobics, ½ hr mat/stretching
Aqua-Fit	Colin Watson	User pay	Formal	Adults	Mon & Thurs afternoons at Poet’s Cove pool Drop-in welcome Generally older women attend
Badminton	Peter Taylor	CRD 4 years ago (\$600) has kept it going Used to charge \$10/year Currently not charging	Informal	Open to all ages 7-86	Sun 10:00 – 12:00pm (12-14 attend) Tues 8:00 – 10:00 pm tends to be the more competitive time (tends to be younger) (8-10 attend) School – only during school year but no gym costs Drop-in; Don’t provide racquets but provide birdies Older participants tend to be more actively involved in a regular basis
Bellyfit	Ella Sokolosky	Registration fee (monthly or drop-in) paid by participants	Formal	Women age 15 and up	Provided for a month, every second month (6 x year); at the Hall for an hour in the evening Max 20 participants; Varied levels based on ability Certified instructor is paid through registrations
Bridge	Ian Heslop Vera Pare	No cost	Informal	Adults	Monday 7:00pm Plumb Tree Court Wednesday, 7:00pm Library

Field Naturalists	Silvia Pincott	Annual membership	Formal	Adults	Monthly meetings; Various special events/information sharing activities Supports Young Naturalist Club below
Garden Club	Patricia Callendar	Annual membership	Formal	Anyone	Monthly meetings with education sessions, tours, and special events (flower shows, plant sale)
Golf		One-time membership Annual membership	Formal	Age 8+	Golf course open year-round Lessons available for a fee; tournaments throughout the year See Jr. Golf below
Gymnastics	Anna Herlitz	\$8/session \$7/session tots	Formal	Tots Age 5-6, 7-8, 9-14 Adults	Age groups (5-6, 7-8, 9-up) – 10 max Tried a tots group but not enough interest; Adults (4 registered) – allowed drop-in Enrolment in fall is most popular; no spring session this year 9-week session for an hour Certified instructor from Falcon Gymnastics in Victoria
Healthy Opportunities for Preschoolers (HOP)	Carole Nicholson (PICCS)	CRD Success by Six	Informal	Age 3-6 (younger are welcome)	Weekly drop-in physical activity session based on the HOP program identified by the U of C In the Fall 2008 this program will be a part of the Strong Start program with PICCS.
Hockey		User pay (minimal)	Informal	Adult	Summer months – roller hockey at the school rink Winter months – ice hockey at Panorama Recreation Centre
Junior Golf	Dana McConchie	Volunteers from golf course Lions club sponsored the clubs	Formal	Age 7- 14 average age 9/10	Once a year – end May for 3 consecutive weeks, after school Mondays from 4 – 5:30 pm Golf club donates the practice green (putting, chipping, long irons) and the older/regular kids can use the course with volunteers Can become members (\$50); every Monday 4:00 - 5:50 Jr members can play with volunteers

Junior Sailing	Anne Burdett Don Williams	User pay	Formal	Age 7-14	Summer week long camp.
Legion	John Pender	Members & guests	Informal	Adults	Sit & Go Poker – Monday 7pm Euchre – Tues 7pm Darts – Wed 7pm Meat Draws – Thurs 6pm, Sat 5pm Dinners – Friday 6pm Pool – Saturday afternoons Texas Hold'em – Sun 1:30pm Shuffleboard – anytime
Karate	Wayne McNab	User pay – monthly fees plus 2 membership fees/year	Formal	Age 10+	Two sessions run annually – Sept – Dec and Jan – May Varied skill levels in one group; non-competitive, no sparing; focus on learning the art of karate Tues & Thurs, 6-7pm Certified instructor
Let's Go Walking	Viviane & Fred Mechsner	No cost	Informal	Open to anyone;  Any age/ability	Walk 2x week for 2 hours on average (Monday & Friday) Meet at the church Discussion at the beginning as to where to walk that day 6-30 participants on any given day; depends on weather, mood – even during the winter, someone is always there
Maintain Your Independence Exercise Classes	Wendy Scholefield	CRD Nu to U	Formal	Seniors	Health Centre staff organize, Instructors are professionally trained for work for seniors (yoga, fitness) - \$40/class Have broken the group when too many participants; 28 this past year – size of 12-15 per session 1-hour class, Oct - June, once a week (Tues am) Parish Hall – most accessible but had to be paid for

					Registration for 2-month sessions
Marinas			Informal		Thieves Bay – Magic Lake Estates residents; Port Browning; Harbour; Hope Bay; Poet’s Cove Public Boat launches & beach access
Pender Island Pacers	Herb Katz	None	Informal	Open to all	Weekly group run – Sunday mornings Varied skill levels; routes vary Support each other in training for runs/marathons
Pender Islands Playgroup	JoJo Sigurgeirson	Monthly (\$10) membership fees CRD Fundraising	Formal	Children and families age 0 - 7	Various programs are offered throughout the year but is dependent on funding available and interest of members to organize/provide. Examples: - Mom & tot yoga                      - Circle time - HOP    - Arts & crafts - Summer science                      - Story time
Pender Islands Otters Swim Club	Charmaine Harris	User pay	Formal	age 5 – 18+	Three sessions: Oct – Dec, Jan - April, May – Aug 10:40am – 12:00pm, Fridays Commonwealth Pool; Wed morning @ Poet’s Cove Swim-a-thon at the end of each session to help decrease swimming fees
Pender Islands Recreation & Agricultural Hall Society	Margaret Alpen	User pay CRD Fundraising	Informal	All ages	Host to various organizations/individuals who wish to hold recreational activities and events, as well as offering limited activities themselves. Host activities examples: - Film Group                                      - concerts - public forums/educational sessions - plays    - Fall fair - Farmer’s Market                              - Children’s Festival Offering provided by PIRAHA include: - dances/fundraisers                      - playground

					- fundraisers
Power & Sail Squadron	Tony Merry		Formal	Adults	Requires a boat
Quilters Circle	Cindy Hultsch	No fee	Formal	Adults	2 <sup>nd</sup> Monday/month, 10am Anglican Hall
Revolutions Fitness Centre		User fees	Formal	Youth & Adult	Self—directed gym with some limited instruction Fitness programs offered based on need/desire (e.g. ball fitness, yoga)
Senior's Friday Lunch	Wendy Scholefield	CRD Nu to U	Informal	Seniors	Friday lunch (social) offered as well with a speaker once per month Paid cook but volunteers organize speakers and serve
Scottish Country Dancing	Barbara Hutcheson	No charge	Formal	Anyone	Upper lounge Fire Hall #1 Wed, 7:30-9:00pm All skill levels
Scrapbooking		None	Informal	Anyone	Tues 7:30pm at school (in summer at the Hall) Group projects, sharing ideas/techniques/materials Open to anyone who wants to learn more about scrap-booking or share skills/knowledge with others
Skating	Angie Gray	Skate rental & ice rental	Informal	Anyone	Pender school reserves ice time Friday mornings for any Pender residents to skate (generally Oct – March) Generally children/families participate
Soccer (Adult)		None	Informal	Adults	Friday evening soccer scrimmage at the school Open to anyone but regular attendees are of a high skill level
Taoist Tai Chi		User fee	Formal	Adults	Sunday afternoon beginner session Wednesday regular session
Tennis	Mike Wiley – Tennis Court Director	Tennis membership \$15/yr	Informal	Any age, group is generally	Group of people who get together at the Magic Lake Tennis Courts; average 10 attend

		(higher cost for non-Magic Lake residents)		older	All year long; M/W/F – time changes depending on the season (mornings); 2 hrs; drop-in
Tap	Santa Aoli	Registration fees for workshop	Formal & Informal	Adults	Formal component is a 1-week workshop held 4 times a year Informal is the follow-up weekly tap practice time at the Hall on Thurs mornings
Volleyball	Peter Fennel	None	Informal	Any age, generally adults attended	NOT ACTIVE Only 6-8 regular attendees – hasn't run for last year Wed 7pm at school Different skill levels, not enough regular attendance, and youth were all elements that lead to the activity no longer functioning
Yacht Club	Geno Gemma	Annual membership must have a boat	Formal	Adult	Friday, 10:00am Thieves' Bay Marina 3 <sup>rd</sup> Monday/month 7:30pm Parish Hall Opportunity to sail with others
Yoga	Robert Dill	User pay	Formal	Adults (some teens)	Sunday 7:15-9:00pm from his home on S. Pender– regular group attending so it is not being advertised Intermediate/high skill levels primarily; beginners need to be committed
	Lee McNab		Formal	Adults	
	Marcia Olmsted	User pay	Formal	Adults	1-1 yoga & fitness coaching Private small group sessions; Group classes (beginner, all levels) Good for those with health and mobility challenges
Young Naturalists' Club	Anna Herlitz	No charge but members register annually with Club	Formal	Kids any age	Bi-monthly nature activities/tours usually linked with Field Naturalists
Youth Sports		CRD, Fundraising, TruValue Spirit Board			
Baseball	Leigh Hanson	Registration fees	Formal &	Age 7 – 14	Pender Pirates play in the competitive league. Practice 2 x week

	Danny Martin Chris Watson	Sometimes a registration to cover insurance costs  Treats from Youth Sports	Informal	Age 4 - 14	(Tues/Thurs) for 2 hrs, games on Saturday  Non-competitive, informal group that allows for all ages and skill level. Practice 1x week (Wed) for 90 min for month of May  Ball diamond available for use to general public
Disc Golf	Alex Fraser	None	Informal	Any age	27 hole disc park  Informal group of adults play Sunday mornings; some tournaments occur throughout the year
Soccer	Chris Watson	Equipment deposit (returned)  \$75 registration fee	Formal	Age 4 - 14	Runs fall to spring, Sunday mornings – closes for wet season  SeaStars age 4-6 practice for 60-90 minutes; Mariners age 6 and up practice for 2 hours
Soccer Camp	Rod McLean  Hellen Lemon-Moore assists	Registration fees  Treats & hot dogs via youth sports	Formal	Children age 3-13 (older are welcomed)	One week each summer, usually just before or after the Aug. long weekend.  Registration started at 15 and has ranged to 50 participants; approx. 40% of children are visitors or part-time residents  At the school grounds, arrangements are made with the school in the fall for permission/liability coverage  Registration for the week is expected, but a daily walk-in will not be turned away

**APPENDIX C: PROMOTIONAL MATERIALS**

***PENDER ISLANDS RECREATION COMMITTEE***

**RECREATION NEEDS  
ASSESSMENT**



*What recreation activities are available on the Pender Islands?*

*Are there recreation activity needs that residents have that are not being met?*

*Are there groups of our population who do not have access to recreation?*

*What do we need to think about for future planning for recreation activities?*

These are the types of questions we hope to answer in the needs assessment process that is underway. Make sure YOUR input is captured! There are 3 ways to provide input:

**Community Meeting**

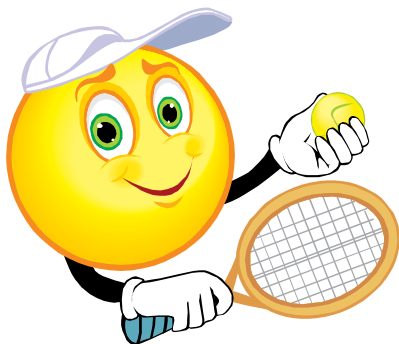
**Aug 28, 2008 4:00-6:00pm OR 7:00-9:00pm**

**Survey**

**Insert in the Sept 4 edition of the Island  
Tides**

**Focus Groups**

**Mid September**



Please feel free to contact Monica Flexhaug at 250.629.8318 or [mononpender@cablenet.net](mailto:mononpender@cablenet.net) if you have any questions.

## PENDER POST ARTICLES

Aug. 2008

### PENDER ISLANDS RECREATION NEEDS ASSESSMENT

Commencing in August, the Pender Islands CRD Recreation Committee will be undertaking a needs assessment of the recreation needs on Pender. The goal is to capture as many (permanent, part-time and visitor) perspectives, including consideration for a few key target populations such as children and older adults. The process will involve not only mapping what recreation options we DO have, but also what the needs are for the future. Activities will involve public meetings, surveys, and focus groups. Please watch for notices around the island and through various media forums inviting YOUR input and ideas on this topic...we really do need to hear from EVERYONE!

Sept. 2008

### PENDER ISLANDS RECREATION COMMITTEE NEEDS ASSESSMENT

The Pender Islands Recreation Committee Needs Assessment is underway! There are four components to this project:

1. **Map of existing recreation activities.** I have begun speaking with identified contact individuals regarding what recreation activities exist on the Penders. This includes both formal 'programs' and informal (but regular) activities that people have set up to respond to some need/interest. These conversations have nothing to do with current funding decisions; rather, it will help us see the variety of activities we have on the islands and where potential gaps may exist.
2. **Community meeting.** Mark your calendars for AUG 28. Join us at the Hall from 4:00pm – 6:00pm OR 7:00pm – 9:00pm. The purpose of this meeting is to inform the community of the project and allow for us as a community to begin to develop the framework for what information needs to be gathered.
3. **Survey of desired activities.** A short survey will be coming out in the SEPT 4 edition of the Island Tides. In order to catch some of our part-time residents and visitors we will aim to circulate the survey for the Labour Day long weekend. Please take the time to complete it and send it back to us. Your input is critical! The survey cut-off date is Sept 30 and there will be survey drop boxes all around the Island for ease of response (e.g. CRD Building Inspection Office at the Driftwood Centre, Pender Island Library, Health Centre, School, Pender Island Lumber, Poet's Cove Resort Reception Desk, Pender Island Realty at the Driftwood Centre community folder).
4. **Focus groups.** In mid September, we will hold a number of focus groups with target audiences such as children and seniors in order to gauge current and future needs with populations that are shown in the research to be of concern.

By early November, the Pender Islands Recreation Committee will have a valuable resource in the final report which will be helpful in future planning on the islands. If you

have any questions, please feel free to contact me at 250.629.8318 or [mononpender@cablelan.net](mailto:mononpender@cablelan.net).

October 2008

## **PENDER ISLANDS RECREATION NEEDS ASSESSMENT**

Deadline is SEPTEMBER 30 to get your completed surveys in so we can learn what YOU do for recreation, and what you'd like to see for recreation activities on Pender. So far the response has been pretty good but we know there are more of you out there with an opinion. I have also heard from children on the island – thank you so much to the School and the teachers for arranging these conversations. I also want to thank those who are allowing the survey boxes to live in their place of business for the month. This would include: Pender Island Realty, the CRD Inspections Office, the Library, Health Centre, School, Poet's Cove and Pender Island Lumber. Thank you as well to the North Pender Island Housing Task Force for the use of the survey drop boxes. REMEMBER, we want to hear from ALL Penderites – north and south, full-time and part-time – along with any visitors to the island. If you have any questions or comments, please contact me at [mononpender@cablelan.net](mailto:mononpender@cablelan.net) or 250.629.8318 and I've been leaving copies of the survey with the drop boxes so if you can not find your copy from the Island Tides earlier this month, then please fill in one of the copies at the locations above. Thank you to all the voices that have been heard!

## SCHOOL NOTICES

Sept 2, 2008

Dear Martin,

As requested the following are elements I require assistance with from the school staff. Please circulate as appropriate.

### **CRD RECREATION COMMISSION RECREATION NEEDS ASSESSMENT**

The Pender Island Recreation Commission purchases recreation programs for the benefit of the members of the P.I. community. Each summer the PIRC accepts applications from individuals or groups in the community that wish to provide recreational opportunities then after careful analysis allocates funds to purchase programs that meet our criteria. The PIRC wishes to provide programs that meet the needs of as large and diverse a group of residents as possible from our youngest residents to our more senior members.

Community recreation can include funding recreational activities and purchasing (movable) recreation equipment but not capital equipment or capital upgrades which falls under the purview of the PI Parks Commission. Examples of recreation equipment are soccer balls, movable skateboard ramps, life jackets, exercise mats, uniforms and skates. Recreation funds can also be spent on things like room rentals needed for recreation programs, wages for programmers, instructors, operating supplies, etc.

I have been commissioned to conduct this needs assessment. Currently a community survey is in circulation; I will be sending information forward for the upcoming newsletter for parent's awareness. The purpose of this survey is to determine what types of recreational opportunities the community would like to partake in but are not already available. We also want to make sure we capture information directly from kids on what they do and what they'd like to have on Pender. I request the participation of the school staff in two elements:

- ◆ With the older students, I would appreciate if they could complete the survey and distribute in the drop box that I will have at the school
- ◆ Secondly, I need to conduct focus groups with students. We believe the most effective route would be to have a half-hour conversation with each GRADE (not class) so that we can group the information by age. I would like to conduct these focus groups the week of Sept 22 and would await advisement from yourselves on an appropriate date.
- ◆ Related to the latter, I would appreciate the opportunity to speak with the high school students as well and wonder if it would be appropriate to ride with them home one day from school and have this discussion on the boat.

Thank you for your consideration and support. Please let me know as soon as possible the availability for the focus groups.

Sincerely,

Monica Flexhaug

[mononpender@cablelan.net](mailto:mononpender@cablelan.net)

250.629.8318

250.886.1269 (cell)

School Newsletter Sept 22, 2008

#### CRD RECREATION NEEDS ASSESSMENT

The deadline for completing your Needs Assessment Questionnaire is SEPTEMBER 30. Please drop completed forms off at the front desk at the school so we make sure YOUR voice is heard for the planning report (both parents and students alike!). I will be listening to students on Tuesday, Sept 23 – thank you to the teachers for sparing me some time to talk with the kids about this important information. Nia Williams will be helping me out in making sure the senior high students have their voice heard as well...this is a group of students that we don't often hear from but are critical to this type of planning process. The questionnaires are available where ever a drop box exists (School, Health Centre, Pender Island Realty, CRD Inspections Office, Poet's Cove, Lumberyard, Library) or you can always email/call me at [mononpender@cablelan.net](mailto:mononpender@cablelan.net) or 250-629-8318. Thanks again...this is SOOO exciting!

Monica Flexhaug

## APPENDIX D: OPEN SPACE FORUM INFORMATION SHEET

### PENDER ISLANDS RECREATION COMMISSION RECREATION NEEDS ASSESSMENT COMMUNITY FORUM

Thank you for joining us to talk about the recreation activity needs on the Pender Islands. This session is open to all (full-time residents, part-time residents, visitors) and concerns all age ranges. The purpose of this session is to outline the process involved in the needs assessment, and begin to hear from you the community, about what are the important elements in recreation activities.

The format is similar to an 'open space' format where you as a group decide what the agenda is and what will be discussed. Multiple discussion groups may occur at the same time, you are free to move amongst these discussions to what ever is of interest to you.

#### **Background:**

The Pender Island Recreation Commission (PIRC) purchases recreation programs for the benefit of the members of the P.I. community. Each summer the PIRC accepts applications from individuals or groups in the community that wish to provide recreational opportunities then after careful analysis allocates funds to purchase programs that meet our criteria. The PIRC wishes to provide programs that meet the needs of as large and diverse a group of residents as possible from our youngest residents to our more senior members

Community recreation can include funding recreational activities and purchasing (movable) recreation equipment but not capital equipment or capital upgrades which falls under the purview of the PI Parks Commission. Examples of recreation equipment are soccer balls, movable skateboard ramps, life jackets, exercise mats, uniforms and skates. Recreation funds can also be spent on things like room rentals needed for recreation programs, wages for programmers, instructors, operating supplies, etc.

A few key points to keep in mind as you participate:

- ◆ **All comments** are important, valid, and will be captured in the meeting notes. Please respect each other's voice and the need for equal opportunities to share perspectives.
- ◆ We ask you to focus on **recreation activities**...the CRD Recreation Commission is not responsible for recreation capital or facilities. Comments related to capital/facilities will still be captured for other/future conversations.
- ◆ The needs assessment process has **no impact** on the current funding decision making of the CRD Recreation Commission.
- ◆ You are free to leave and rejoin discussions when ever you desire.
- ◆ If you have a question, please **ask!**

**THANK YOU!**

**OPEN SPACE COMMUNITY FORUM NOTICE**

**PENDER ISLANDS RECREATION COMMITTEE**

**RECREATION NEEDS  
ASSESSMENT**



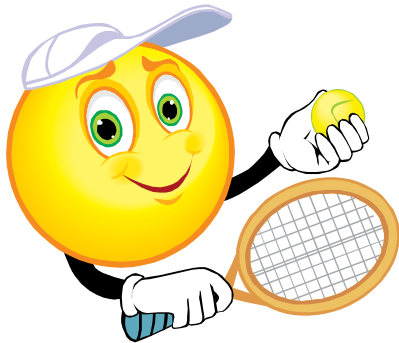
*What recreation activities are available on the Pender Islands?*

*Are there recreation activity needs that residents have that are not being met?*

*Are there groups of our population who do not have access to recreation?*

*What do we need to think about for future planning for recreation activities?*

These are the types of questions we hope to answer in the needs assessment process that is underway. Make sure YOUR input is captured!



**Community Meeting - Aug 28, 2008**

**4:00-6:00pm**

**OR**

**7:00-9:00pm**

**Community Hall**

The purpose of this initial meeting is to inform participants about the project, and allow YOU to help shape the project overall. The agenda is open – what do Pender Islanders, part-time residents and visitors see as the important elements to consider in recreational activities on the islands?

Please come and share YOUR ideas and thoughts...every voice counts, don't let yours be missed.

Please feel free to contact Monica Flexhaug at 250.629.8318 or [mononpender@cablenet.net](mailto:mononpender@cablenet.net) if you have any questions.

Shaw Cable – Community Forum Ad Aug. 25, 2008

***PENDER ISLANDS RECREATION COMMITTEE***  
**RECREATION NEEDS  
ASSESSMENT**

**Community Meeting - Aug 28, 2008**



**4:00-6:00pm**

**OR**

**7:00-9:00pm**



**Community Hall**

*The purpose of this initial meeting is to inform participants about the project, and allow YOU to help shape the project overall. The agenda is open – what do Pender Islanders, part-time residents and visitors see as the important elements to consider in recreational activities on the islands?*

**APPENDIX E: SHAW CABLE AD**

Shaw Cable – Survey Ad Aug. 29, 2008



**Missed the community meeting?**

**Not to worry...watch for your copy  
of the **SURVEY** in the Sept 4 edition  
of the **Island Tides!****



*Every voice, comment and opinion counts, so if you have questions,  
need to get a copy of the survey, or just want to share your  
thoughts, please contact*

**Monica at [mononpender@cablelan.net](mailto:mononpender@cablelan.net) or 250.629.8318.**

## APPENDIX F: NEEDS ASSESSMENT SURVEY

### Pender Islands Recreation Commission Needs Assessment

Thank you for taking a few minutes to answer this survey. The purpose of this survey is to understand what recreational activities the community would like to partake in but are not already available. We want to hear from everyone (part-time, full-time resident & visitors) and all ages.

The Pender Island Recreation Commission purchases recreation programs for the benefit of the members of the Pender Island community. The Commission can support recreational **activities and recreation equipment** (e.g. soccer balls, movable skateboard ramps, uniforms, skates, room rentals for recreation programs, wages for programmers/instructors, operating supplies) but not capital equipment or facilities.

Your responses are anonymous; **please do not write your name on this survey**. Should you have any questions/concerns, please feel free to contact Monica Flexhaug at [mononpender@cablelan.net](mailto:mononpender@cablelan.net) or 250.629.8318.

1. In the last year, what **on-island** recreation activities did you take part in?

(Check all that apply for you, your children and other family members)

ACTIVITY	SELF	CHILDREN	Other Family members
ball sports (e.g. soccer, baseball, basketball)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
kayaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
run/walk/hike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
racquet sports (e.g. tennis, badminton)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fitness program (e.g. yoga, Pilates, belly fit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
darts, pool, shuffleboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
social groups (e.g. cards, clubs, quilting)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
summer camps (e.g. summer, music)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hall activities (e.g. film night, HOP, festivals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dance/movement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
gymnastics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skating/roller-blading	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. In the past year, are there other activities you took part in not included in this list?



Please drop your completed questionnaire in one of the drop boxes located around the island:

- ◆ CRD Building Inspection Office at the Driftwood Centre
- ◆ Pender Island Library
- ◆ Health Centre waiting room
- ◆ School
- ◆ Pender Island Realty at the Driftwood Centre community folder
- ◆ Pender Island Lumber
- ◆ Poet's Cove Resort Reception Desk