

State of Recreation Report

Vermilion Regional
Recreation Master Plan

Final
January 2016



State of Recreation Report

Vermilion Regional Recreation Master Plan



Table of Contents

Section	1	Introduction & Project Background	1
Section	2	Community Context	3
		Population Analysis & Growth Projections	1
		Population Growth Projections	5
Section	3	Benefits of Recreation	7
Section	4	Trends	14
		Pursuit & Activity Trends	15
		Physical Activity & Wellness Levels	15
		Physical Activity Preferences	16
		Balancing Structured & Spontaneous Use	18
		Flexibility & Adaptability	18
		Service Delivery Trends	19
		Partnerships	19
		Volunteerism	19
		Community Development	20
		Economic Benefits of Recreation, Sport, and Cultural Tourism	20
		Providing Quality Parks & Open Spaces	20
		Social Inclusion	21
		Infrastructure Trends	21
		Multi-use Spaces	21
		Integrating Indoor & Outdoor Environments	22
		Ensuring Accessibility	22
		Revenue Generating Spaces	22
		Social Amenities	22

Table of Contents

Section	5	Community Engagement	23
		Household Questionnaire	24
		Stakeholder Discussion Sessions & Interviews	32
		Community Group Questionnaire	34
		Student Survey	37
Section	6	Service Delivery	40
		Current Model	41
		Current Infrastructure	41
Section	7	Comparative Analysis	43
		Municipal Investment in Recreation	44
		Infrastructure Comparison	45
Section	8	Summary & Conclusions	46
		Appendices	
		Appendix A: Comparables Charts	54
		Appendix B: Household Survey Tool	59
		Appendix C: Student Survey Tool	66
		Appendix D: Community Group Survey Tool	69
		Appendix E: Participating Community Group Survey Respondents	74



Section

1

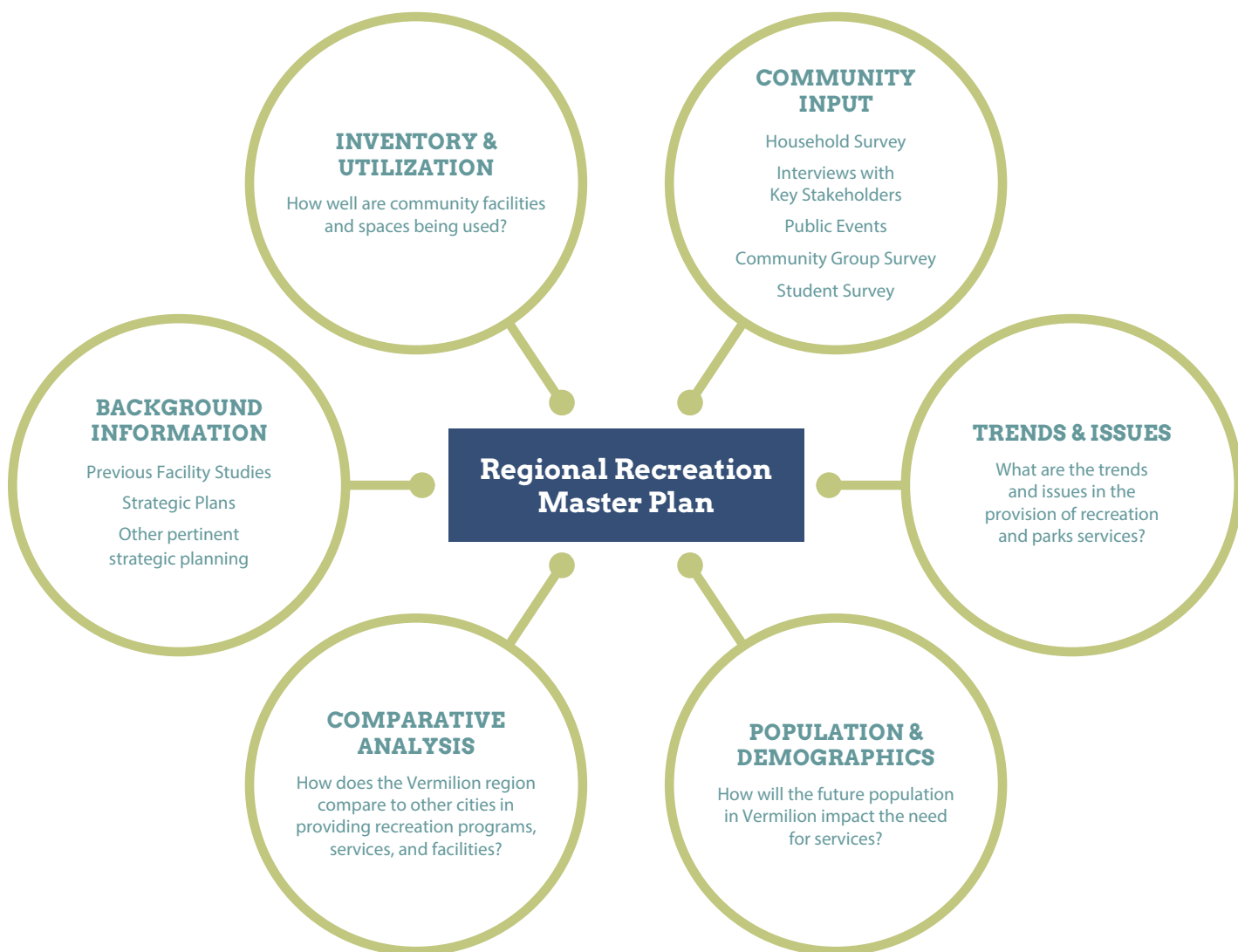


Introduction & Project Background

The Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society are working together to develop a Regional Recreation Master Plan. The Master Plan will help guide the future provision of recreation and related services in the region such as culture and parks. Presented in this “State of Recreation Report” document are findings from a variety of research and consultation methods that have been undertaken. This information will ultimately help inform the recommendations provided in the final Master Plan document as illustrated by the following graphic.

The Regional Recreation Master Plan will additionally build off of a number of previous planning documents that have been undertaken by the project partners. In 2011, a Community Facility Needs Assessment was initiated for the Town with the involvement of Lakeland College and other regional stakeholders. Based on the facility needs outlined in the Needs Assessment, a Facility Feasibility Study was conducted in order to further assess the costs associated with new development. A review was also undertaken of key over-arching planning documents that help guide how the project partners operate and provide services. Documents reviewed by the consulting team included:

- Town of Vermilion and County of Vermilion River Municipal Development Plans
- Lakeland College Business Plan (2009 – 2013)
- County of Vermilion River Regional Growth Management Strategy (2013)



Section

2



Community Context

The Vermilion Region is located in east-central Alberta, approximately 2 hours east of Edmonton. The Yellowhead Highway (Highway 16) runs through the heart of region and plays a vital role in the economy, leisure activities, and future potential of the region. The most recent Census data available indicates that the Town has a population of 4,545 residents while the County of Vermilion River has 7,905 residents. Located within the County boundaries are four villages; Kitscoty, Marwayne, Dewberry, and Paradise Valley along with 7 hamlets. Lloydminster is located approximately 60km east of Vermilion on the eastern edge of the County boundary. The commercial trading area of Vermilion is estimated at over 11,000.¹

Residents of Vermilion and surrounding areas have access to a variety of indoor and outdoor recreation and leisure activities. The popular Vermilion Provincial Park features a trout pond, camping and day use facilities, outdoor ball and soccer fields, and a multi-use trails network. Indoor facilities in the Town include the Curling Club, Arena, and the Stadium—home to the Vermilion Tigers Junior B Hockey Club. The Arena and Stadium are among the facilities located on the Vermilion Agricultural Society grounds. Lakeland College also plays a key role in the provision of recreation and leisure opportunities to students, residents and visitors. Located on the College campus is a gymnasium, fitness centre, and aquatic facility.

The Vermilion region also provides residents and visitors with a variety of historic and interpretive leisure opportunities; including the Vermilion Heritage Museum, the Vermilion Historic Walking Tour, and the fully restored CN Train Station (at the Provincial Park). The Vermilion Regional Centre is another important “hub” of activity for regional residents. The facility features a 600 person banquet facility, program rooms and a popular indoor playground.

As home to one of the two main Lakeland College campuses, Vermilion is a key post-secondary education centre in the region. Enrolment at the Vermilion campus is approximately 2,000 students, with 500 living on campus in residence.² Primary and secondary education in Vermilion is provided by the Buffalo Trail Public Schools Regional Division No. 28 (3 schools in Vermilion) and the East Central Alberta Catholic Separate Schools Regional Division (2 schools in Vermilion including School of Hope, online). Both divisions also operate schools in rural communities throughout the broader region, with many students in these rural coming to Vermilion on a regular basis for recreation and cultural activities.

The economy of the Vermilion area continues to be centered around agriculture and oil and gas exploration. However the regions geographic location along one of Canada’s busiest highway corridors (Yellowhead Highway) has also resulted in Vermilion emerging as an important service “hub” for the region.

Vermilion’s signature event, the Vermilion Fair, is held annually in late July and remains one of Alberta’s longest standing, largest and most cherished rural events. The Vermilion Fair takes place on the Vermilion Agricultural Society Grounds and features rodeo events, a midway, live entertainment, a parade, fireworks and a host of other attractions. The Fair draws visitors to the region from across Alberta and beyond and celebrated its 108th anniversary in 2014.



1 <http://www.vermilionchamber.ca/about/>

2 <http://www.lakelandcollege.ca/about-lakeland/campuses/vermilion/>

Population Analysis & Growth Projections ¹

A population analysis of the Town of Vermilion and the County of Vermilion River was undertaken in order to identify trends and pertinent characteristics that may be relevant to consider in the future delivery of services. The Town's most recent Municipal Census reflect a population of 4,545 residents in the town. This figure is 4% higher than the 2011 Statistics Canada figure of 3,903 residents. The County of Vermilion River had 7,905 residents in 2011, which reflected a population increase of 5.9% from 2006.



Area	Population (Most Recent Census Data)	% Population Change (2006 to 2011)	Median Age	Population Aged 15 Years & Older (%)
Town of Vermilion	4,545	-2.6%	38.7	82.0%
County of Vermilion River	7,905	5.9%	38.9	78.2%
Province of Alberta	3,645,257	10.8%	36.5	81.2%

While the median age of the Town and County is slightly higher than provincial averages, they are consistent with many other rural and smaller urban municipalities. However a review of the age distribution of Town residents revealed a few notable differences when compared to overall provincial figures:

- There are lower proportions of residents aged 25 to 54 years old in Vermilion (39%) as compared to overall provincial figures (45%).
- There are higher proportions of residents aged 70 and older in Vermilion (15%) as compared to overall provincial figures (8%).

It should be noted that Statistics Canada Census data only captures permanent residents and not temporary or seasonal residents such as students or workers staying at hotels. Approximately 500 students reside on Campus at Lakeland College during the fall and winter semesters.



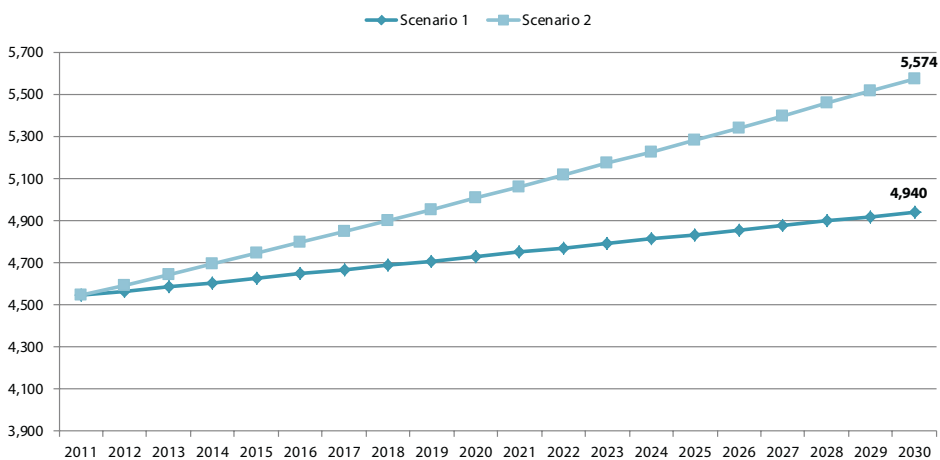
¹ Data from Statistics Canada (2006 and 2011 Census) unless otherwise specified.

POPULATION GROWTH PROJECTIONS

Two growth projection scenarios for the Town of Vermilion and the County of Vermilion River have been developed and are illustrated in the following graphs. If these fifteen year projections are realized,

the population of the Town could be between 4,940 and 5,574 residents in 2030 and the population of the County could be between 8,691 and 9,879 residents in 2030.

Town of Vermilion Growth Projections



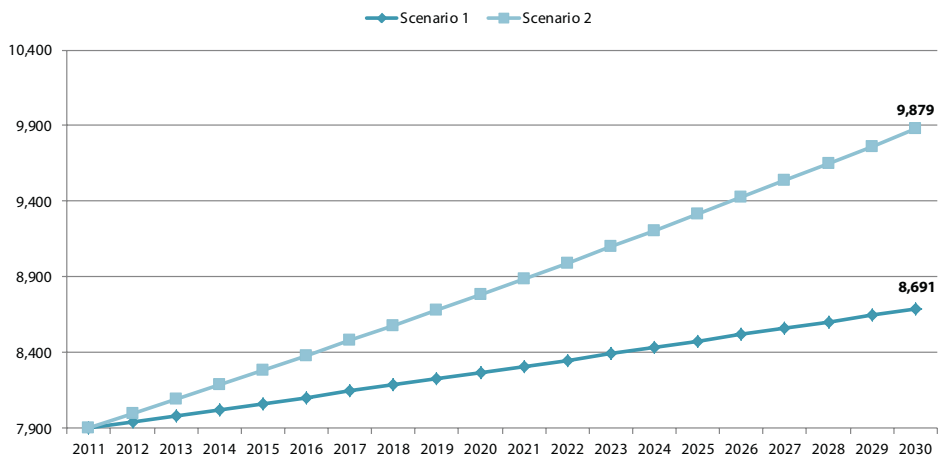
Growth Projection Scenarios

Town of Vermilion

Scenario 1 (0.44% annual growth):
Average annual growth rate as recorded by Statistics Canada from 2001 to 2006.

Scenario 2 (1.08% annual growth):
Average annual growth rate as recorded by Statistics Canada from 1996 to 2001.

County of Vermilion River Growth Projections



Growth Projection Scenarios

County of Vermilion River

Scenario 1 (0.5% annual growth):
Moderate growth rate consistent with other rural municipalities in the region.

Scenario 2 (1.18% annual growth):
Average annual growth rate as recorded by Statistics Canada from 2006 to 2011.

Section

3



Benefits of Recreation

The benefits and outcomes that result from providing a high level of recreation and related services (e.g. culture and parks) to residents are substantiated by numerous studies and supporting research. The National Benefits HUB is a research database which provides access to numerous resources that identify the positive impacts of recreation, sport, fitness, arts/culture, heritage, parks and green spaces on a community. Identified below are the eight key messages from the National Benefits HUB, with corresponding evidence related to how recreation and culture can positively impact a community and its residents.



RECREATION & CULTURE...

Are essential to personal health & well-being.

- Increased leisure time and physical activity improves life expectancy.¹
- Physical activity contributes to improved mental health and reduced rates of depression.²
- Participation in physical activity can reduce workplace related stress.³
- The provision of green spaces has been linked with a number of health and well-being benefits including; increased physical activity, reduced risk of obesity, minimized utilization of the healthcare system, and stress reduction.⁴

Provide the key to balanced human development.

- Regular physical activity is likely to provide children with the optimum physiological condition for maximizing learning.⁵
- Low income students who are involved in arts activities have higher academic achievement and are more likely to go to college.⁶
- The arts and other forms of creativity can have profound individual social outcomes and generate a deeper sense of place and local community.⁷
- Individuals that participate in physical activity in a social setting have improved psychological and social health, and often also benefit from increased self-awareness and personal growth.⁸

-
- 1 Moore SC, et al. (2012) Leisure Time Physical Activity of Moderate to Vigorous Intensity and Mortality: A Large Pooled Cohort Analysis. *PLoS Medicine* 9 (11): e1001335. doi:10.1371/journal.pmed.1001335
 - 2 Gallegos-Carillo, Katia et al. (2012). Physical Activity and Reduced Risk of Depression: Results of a Longitudinal Study of Mexican Adults. *Health Psychology*. In press. doi: 10.1037/a0029276
 - 3 Burton, James P., Hoobler, Jenny M. and Scheuer, Melinda L. (2012) Supervisor Workplace Stress and Abusive Supervision: The Buffering Effect of Exercise. *Journal of Business and Psychology*.
 - 4 Heinze, John. (2011). Benefits of Green Space—Recent Research. Chantilly, Virginia: Environmental Health Research Foundation.
 - 5 Marten, Karen. (2010). Brain boost: Sport and physical activity enhance children's learning. Crawley, Western Australia: University of Western Australia.
 - 6 Catteral, James S. (2012). The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies. Washington, District of Columbia: National Endowment for the Arts.
 - 7 Mulligan, M. et al. (2006). *Creating Community: Celebrations, Arts and Wellbeing Within and Across Local Communities*. Melbourne, Australia: Globalism Institute, RMIT University.
 - 8 Eime, Rochelle M et al. (2013). A systematic review of the psychological and social benefits of participation in sport for adults: informing development of a conceptual model of health through sport. *International Journal of Behavioral Nutrition and Physical Activity*. 10(35).

Provide a foundation for quality of life.

- The arts are seen as an important contributor to quality of life in communities.⁹
- High quality public spaces can enhance the sense of community in new neighbourhoods.¹⁰
- Community sport facilities have positive benefits related to increased accessibility, exposure, participation, perceptions of success, and improved sport experiences.¹¹

Reduce self-destructive & anti-social behaviour.

- Youth participation in recreational activities such as camps increases leadership and social capacities.¹²
- Participation in recreation and leisure related activities by low income and other at risk children and youth populations can result in decreased behavioural/emotional problems, decreased use of emergency services, and enhanced physical and psycho-social health of families.¹³
- Teen athletes are less likely to use illicit drugs, smoke or to be suicidal.¹⁴

Build strong families & healthy communities.

- People with an active interest in the arts contribute more to society than those with little or no such interest.¹⁵
- Evidence indicates that adults who attend art museums, art galleries, or live arts performances are far more likely than non-attendees to vote, volunteer, or take part in community events.¹⁶
- Structured sport and recreational activities can help foster a stronger sense of community among children and youth.¹⁷

Reduce health care, social service, and police/justice costs.

- Physical inactivity has a number of direct and indirect financial impacts on all levels of government.¹⁸
- Parks and recreation programming during non-school hours can reduce costs associated with juvenile delinquency and obesity.¹⁹
- Increased fitness leads to lowered risk factors for substance abuse among youth populations.²⁰



9 Environics Research Group. (2010). *The Arts and the Quality of Life. The attitudes of Ontarians.* Toronto, Ontario: Ontario Arts Council.

10 Francis, Jacinta et al. (2012). *Creating sense of community: The role of public space.* *Journal of Environmental Psychology.* 32(4): 401- 409. <http://dx.doi.org/10.1016/j.jenvp.2012.07.002>

11 Henderson, K., Scanlin, M., Whitaker, L., et al. (2005) *Intentionality and Youth Development Through Camp Experiences.* Canadian Congress on Leisure Research. 11th, Nanaimo, British Columbia.

12 Henderson, K., Scanlin, M., Whitaker, L., et al. (2005) *Intentionality and Youth Development Through Camp Experiences.* Canadian Congress on Leisure Research. 11th, Nanaimo, British Columbia.

13 Totten, M. (2007). *Access to Recreation for Low-Income Families in Ontario: The Health, Social and Economic Benefits of Increasing Access to Recreation for Low-Income Families; Research Summary Report.* Toronto, Ontario: Ministry of Health Promotion.

14 Poway High School Library. (2001). *Teens and sports: The perfect combination?* *Better Nutrition,* 63(9), 16.

15 LeRoux, Kelly. (2012). *Interest in Arts Predicts Social Responsibility.* Chicago: University of Illinois at Chicago. Press Release.

16 National Endowment for the Arts. (2009). *Art-Goers in Their Communities: Patterns of Civic and Social Engagement.* Nea Research Note #98. Washington, D.C.: Author.

17 Hutchinson, Susan L. (2011). *Physical Activity, Recreation, Leisure, and Sport: Essential Pieces of the Mental Health and Well-being Puzzle.*

18 Canadian Association for Health, Physical Education, Recreation and Dance (CAHPERD). (2004) *Physical Activity: Health benefits and costs to health care system.* Ottawa, Ontario: Author.

19 Witt, Peter A and Cladwell, Linda L. (2010). *The Scientific Evidence Relating to the Impact of Recreation on Youth Development, in The Rationale for Recreation Services for Youth: An Evidenced Based Approach.* Ashburn, Virginia: National Recreation and Parks Association.

20 Collingwood, Thomas R. et al. (2000). *Physical Training as a Substance Abuse Prevention Intervention for Youth.* *Journal of Drug Education.* 30 (4): 435-451.

Are a significant economic generator.

- Recent Canadian research indicated that cultural activities have the potential to be significant drivers of economic outputs and employment.²¹
- Evidence suggests that creative activity shapes the competitive character of a city by enhancing both its innovative capacity and the quality of place so crucial to attracting and retaining skilled workers.²²
- The provision of quality parks and open spaces can have significant economic benefits which include increased property values and tourism potential.²³

And that green spaces are essential to environmental & ecological well-being—even survival.

- Sustainable public green spaces provide crucial areas for residents of all demographics to be physically and socially active.²⁴
- Increasing green spaces in urban centres has a number of positive environmental outcomes which can increase sustainability and lower long term infrastructure costs.²⁵
- When children and youth have positive experiences with parks and green spaces, they are more likely to have stronger attitudes towards conservation and preservation of the environment as adults.²⁶



21 Momer, Bernard. (2011) *Our City, Ourselves: A Cultural Landscape Assessment of Kelowna, British Columbia*. Kelowna, British Columbia: City of Kelowna Recreation and Cultural Services.

22 Gertler, M. (2004). *Creative cities: What are they for, how do they work, and how do we build them?* Ottawa, Ontario: Canadian Policy Research Network.

23 Harnik, P., & Welle. B. (2009). *Measuring the Economic Value of a City Park System*. San Francisco, California: Trust for Public Lands.

24 Cohen, D. et al. (2007). *Contribution of Public Parks to Physical Activity*. *American Journal of Public Health*, 97(3), 509.

25 Groth, P. (2008). *Quantifying the Greenhouse Gas Benefits of Urban Parks*. San Francisco, California: The Trust for Public Land.

26 Place, G. (2004). *Youth Recreation Leads to Adult Conservation*. Chicago, Illinois: Chicago State University.



A FRAMEWORK FOR RECREATION IN CANADA 2015: PATHWAYS TO WELLBEING

The recently (2015) finalized Framework for Recreation in Canada provides a new vision and suggests clear goals, underlying values and principles for the provision and delivery of recreation in Canada. While it is understood that recreation is a broad term and that local interests, priorities and needs differ from region to region and in each individual community; aligning the recreation sector can help build a stronger case for investment in recreation. The Framework outlines both a renewed definition and Vision for recreation in Canada:

Definition

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.

Vision

We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

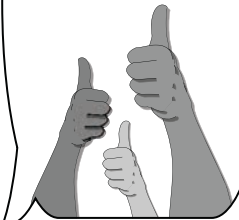
- Individual wellbeing
- Community wellbeing
- The wellbeing of our natural and built environments



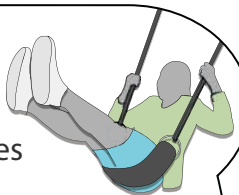
The Framework was developed based on ongoing engagement with decision makers, academics, service providers, and citizens across the Country. Research was also important to the development of the Framework in order to help further justify and portray the benefits of recreation.

What Canadians Say About Parks and Recreation⁵

98% say it benefits the community and is an essential service



75% say it helps children and youth lead healthy lifestyles



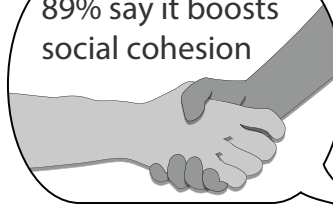
93% say it improves health



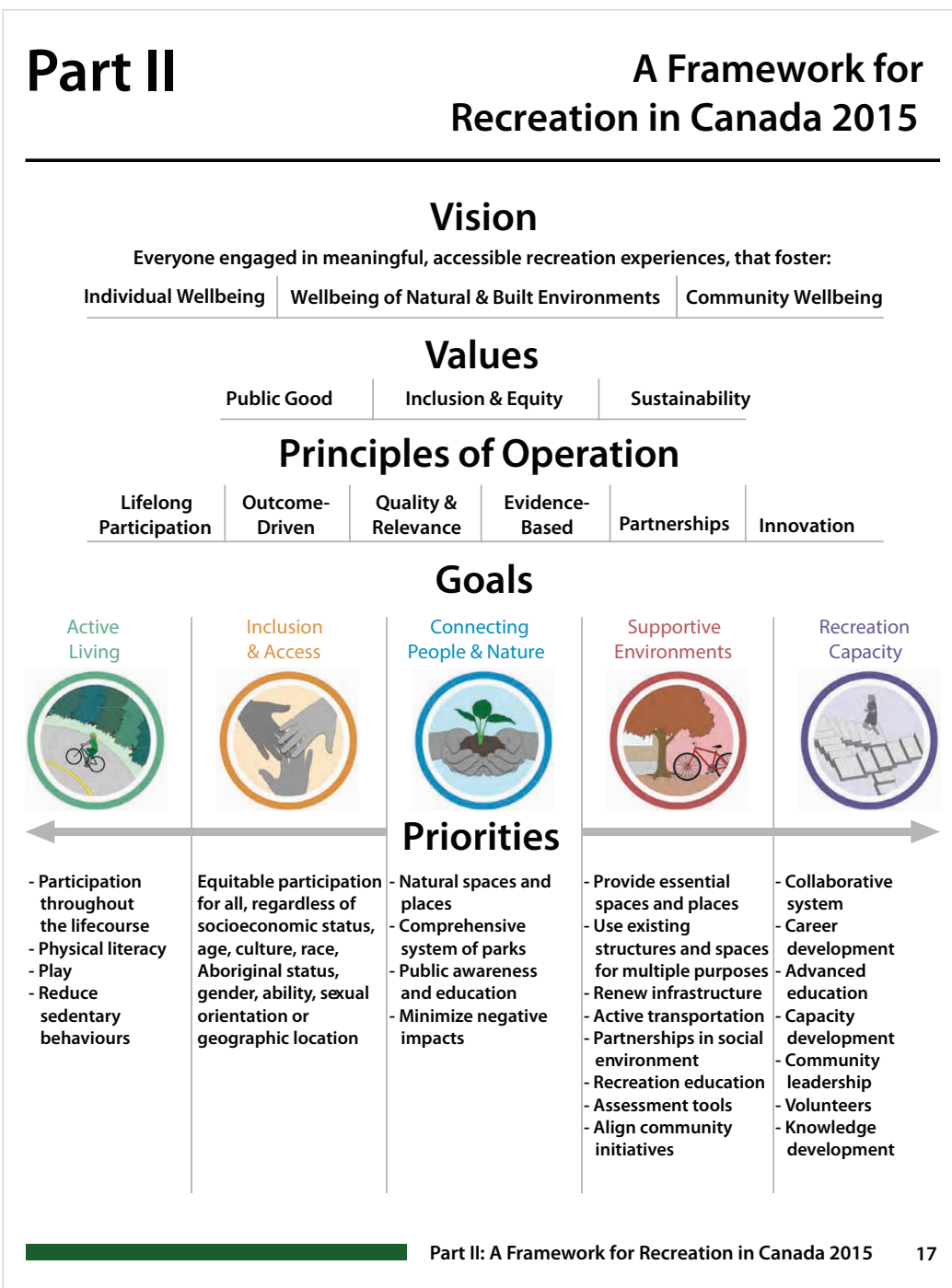
77% say its a major factor in crime reduction



89% say it boosts social cohesion



The Framework for Recreation in Canada was formally adopted by the Alberta Parks and Recreation Association in April 2015. The following graphic illustrates the Vision, Values, Principles, Goals, and Priorities of the Framework.



Section

4

Trends

A review of trends can help identify best practices in the delivery of recreation services as well as emerging or evolving interests that may be important to consider when developing programming and infrastructure. Summarized in the following section are key trends in pursuits and activities, service delivery and infrastructure.

Pursuit & Activity Trends

PHYSICAL ACTIVITY & WELLNESS LEVELS

The Canadian Health Measures Survey (Statistics Canada) concludes that the fitness levels of Canadian children and youth, as well as adults, have declined significantly between 1981 and 2009. Among youth aged 15 to 19, the percentage who were at an increased or high risk of health problems more than tripled; for adults aged 20 to 39 this percentage quadrupled.

In Alberta it appears that a number of demographic and socioeconomic factors contribute significantly to overall physical activity and wellness levels. Listed below are relevant findings from the 2013 Alberta Survey on Physical Activity:

- Although 94% of Albertans agree that physical activity will keep them healthy, only 59% are considered active enough to gain health benefits.
- Age appears significantly impact activity levels:
 - » 87% of young adults aged 18 to 24 are considered physically active
 - » Only 37% of seniors aged 65 and older meet sufficient physical activity levels
- Household income has a direct impact on physical activity levels, with physical activity generally decreasing in relation to overall household income levels.
- 75% of Albertans believe that they have sufficient access to places where they can be physically active.

- Educational attainment relates to physical activity; 60.9% of Albertans that completed High School are considered physically active as compared to only 46.1% among Albertans that did not complete High School.
 - » Marital status appears to factor into activity levels:
 - » 66.8% of 'single' Albertans are active
 - » 64.1% of 'common-law/live-in partner' Albertans are active
 - » 63.2% of 'separated' Albertans are active
 - » 57.9% of 'married' Albertans are active
 - » 56.9% of 'divorced' Albertans are active
 - » 34.8% of 'widowed' Albertans are active

The Active Healthy Kids Canada Annual Report Card on Physical Activity for Children and Youth (2014) also reports some concerning trends related to children's participation in physical activity:

- Only 24% of 5 to 17 year-olds use only active modes of transportation to get to school (62% use only inactive modes, 14% use a combination of active and inactive modes)
- Only 7% of 5 to 11 year-olds and 4% of 12 to 17 year-olds meet the Canadian Physical Activity Guidelines for Children and Youth.

However poor physical activity levels nationally do not appear to result from a lack of interest or awareness of the issues surrounding child and youth physical inactivity. The Report Card found that 82% of parents agree that the education system should place more importance on providing quality physical education and 79% of parents contribute financially to their kids' physical activities. However only 37% of parents actively play with their children.



PHYSICAL ACTIVITY PREFERENCES

The 2013 Canadian Community Health Survey reveals data that provides some insight into the recreation and leisure preferences of Canadians. The top 5 most popular adult activities identified were walking, gardening, home exercise, swimming and bicycling. The top 5 most popular youth activities were walking, bicycling, swimming, running/jogging and basketball.¹

Participation levels and preferences for sporting activities continue to garner much attention given the impact on infrastructure development and overall service delivery in most municipalities. The Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor report identified a number of updated statistics and trends pertaining to sport participation in Canada.²

- **The highest proportion of Canadians prefers non-competitive sports or activities.** Nearly half (44%) of Canadians preferred non-competitive sports while 40% like both non-competitive and competitive sports. Only 8% of Canadians prefer competitive sports or activities and 8% prefer neither competitive nor non-competitive sports.
- **Sport participation is directly related to age.** Over three-quarters (70%) of Canadians aged 15 – 17 participate in sports, with participation rates decreasing in each subsequent age group. The largest fall-off in sport participation occurs between the age categories of 15 – 17 and 18 – 24 (~20%).
- **Substantially more men (45%) than women (24%) participate in sport.**
- **Participation in sport is directly related to household income levels.** Households with an annual income of >\$100,000 have the highest participation levels, nearly twice as high as households earning between \$20,000 - \$39,999 annually and over three times as high as households earning less than \$20,000 annually.
- **The highest proportion of sport participants continue to do so in “structured environments”.** Just under half (48%) of sport participants indicated that their participation occurs primarily in organized environments, while 20% participants in unstructured or casual environments and 32% do so in both structured and unstructured environments.
- **Community sport programs and venues remain important.** The vast majority (82%) of Canadians that participate in sport do so in the community. Approximately one-fifth (21%) participate at school while 17% participate in sports at work. A significant proportion (43%) also indicated that they participate in sporting activities at home.



1 Statistics Canada.
<http://www.statcan.gc.ca/daily-quotidien/140612/dq140612b-eng.htm>

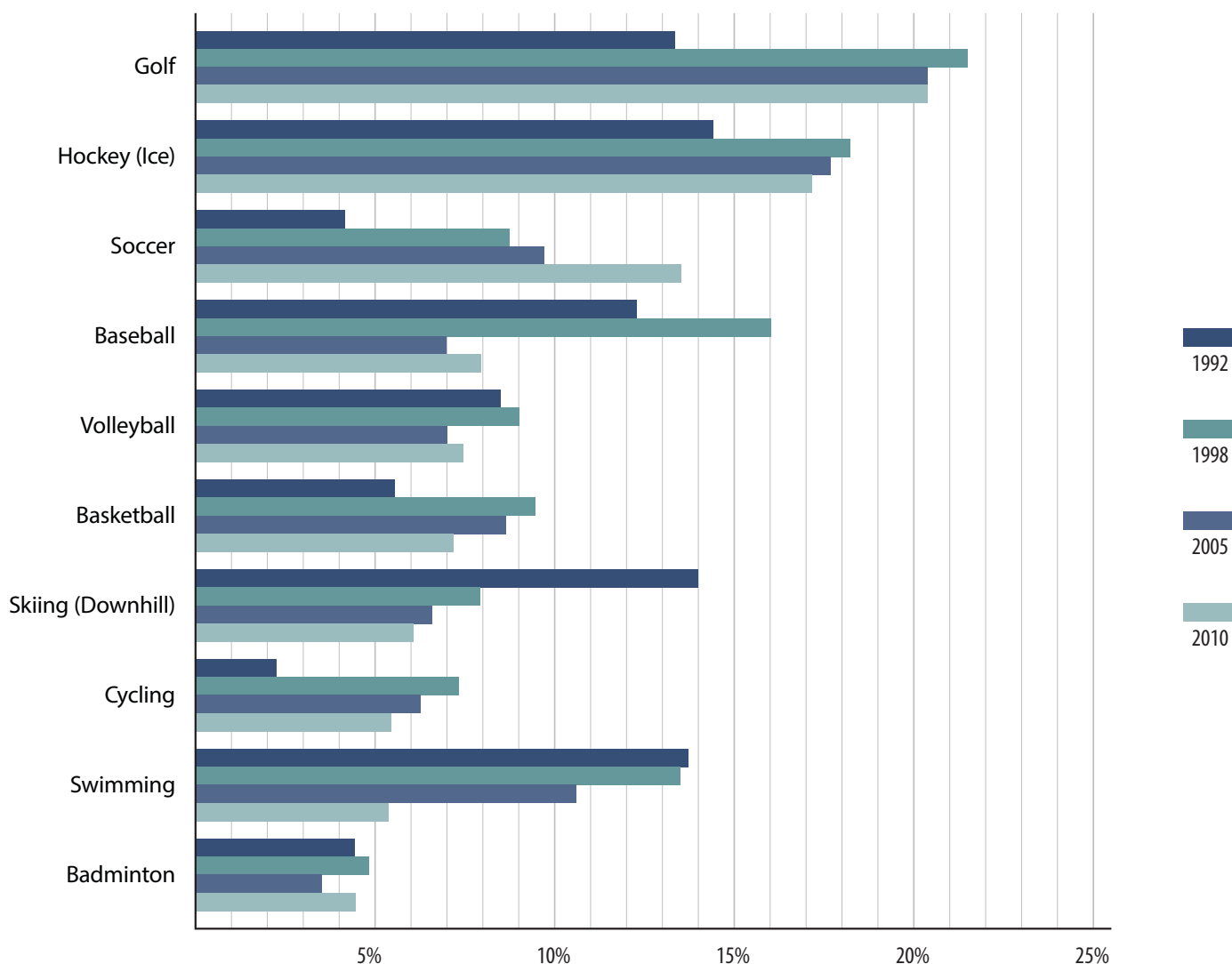
2 Canadian Fitness & Lifestyle Research Institutes 2011 – 2012 Sport Monitor.
<http://www.cflri.ca/node/78>

A research paper entitled "Sport Participation 2010" published by Canadian Heritage also identified a number of trends pertaining to participation in specific sports. The following graph illustrates national trends in active sport participation from 1992 – 2010. As reflected in the graph, swimming (as a sport) has experienced the most significant decrease while soccer has had the highest rate of growth while golf and hockey remain the two most played sports in Canada. However, it is important to distinguish that participation in recreational or "leisure" swimming continues to remain highly popular. *The Alberta Recreation Survey (2013) found that 41% of households participate in recreational swimming.*

Note: Data includes both youth, amateur and adult sport participants.³

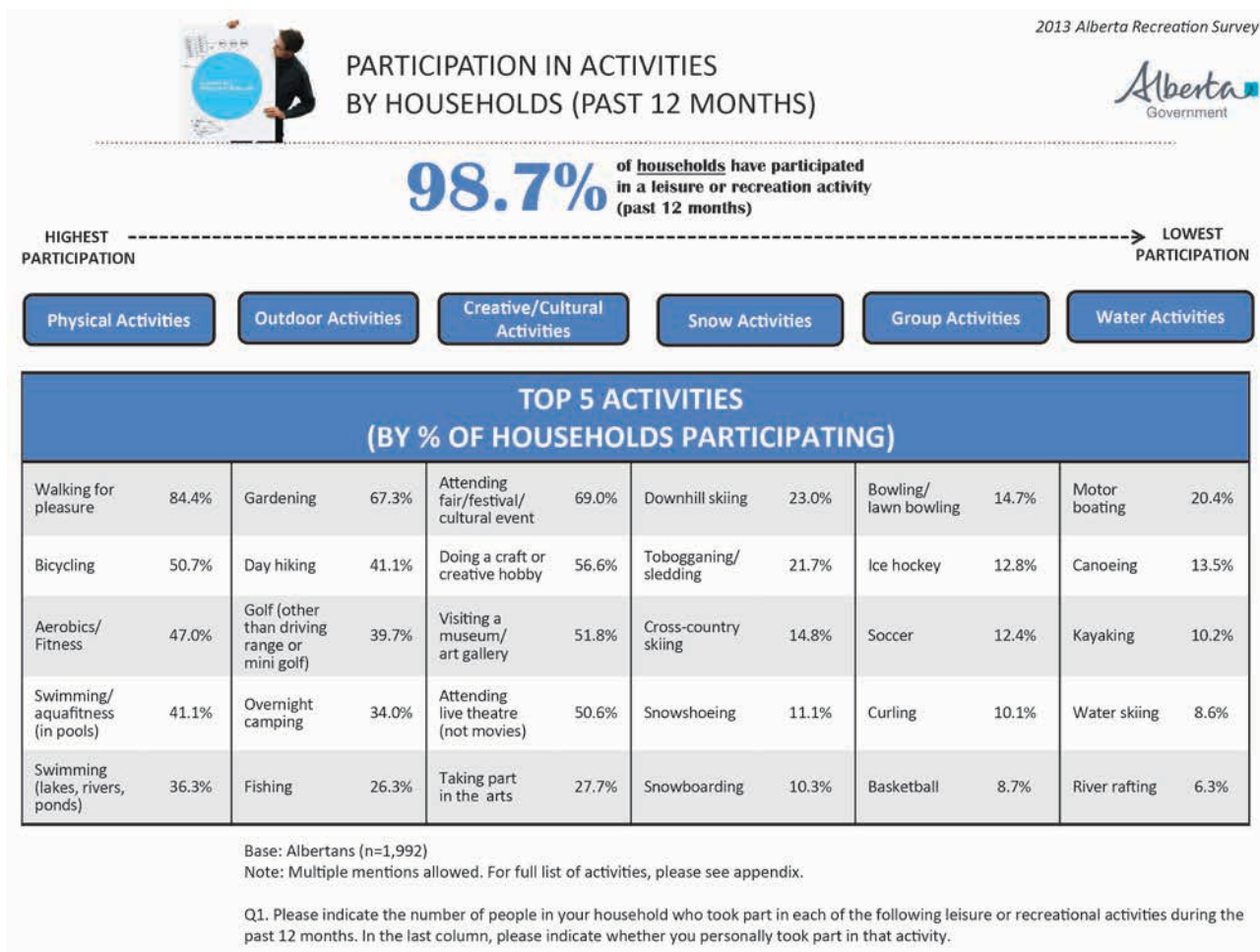
Active Participation Rate

1992 – 2010



³ Government of Canada.
http://publications.gc.ca/collections/collection_2013/pc-ch/CH24-1-2012-eng.pdf

The Alberta Recreation Survey, commissioned every 4 – 5 years by Alberta Tourism, Parks and Recreation, additionally provides data into the activity preferences of Albertans. The recent (2013) Survey found that Albertans continue to enjoy an array of physical activity, recreation and leisure pursuits. The following graphic depicts the top 5 activities for a variety of activity types.



BALANCING STRUCTURED & SPONTANEOUS USES

While many structured or organized activities remain important, there is an increasing demand for more flexibility in timing and activity choice. People are seeking individualized, informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This does not however eliminate the need for structured activities and the stakeholder groups that provide them. Instead, this trend suggests that planning for the general population is as important as planning for traditional structured use environments. Analyzing the issue further, if recreation and culture budgets do not increase to accommodate this expanded scope of spontaneous use planning, it may be necessary for municipalities to further partner with dedicated use organizations (e.g. sport teams) in the provision of programs and facilities to ensure the optimal use of public funds.

FLEXIBILITY & ADAPTABILITY

Recreation and cultural consumers have a greater choice of activity options than at any time in history. As a result, service providers are increasingly being required to ensure that their approach to delivery is fluid and able to quickly adapt to meet community demand. Many municipalities have also had to make hard decisions on which activities they are able to directly offer or support, and those which are more appropriate to leave to the private sector to provide.

Ensuring that programming staff and management are current on trends is important in the identification and planning of programming. Regular interaction and data collection (e.g. customer surveys) from members are other methods which many service providers use to help identify programs that are popular and in-demand. The development of multi-use spaces can also help ensure that municipalities have the flexibility to adapt to changing interests and activity preferences.

Service Delivery Trends

PARTNERSHIPS

Partnerships in the provision of recreation, leisure and cultural opportunities are becoming more prevalent. These partnerships can take a number of forms, and include government, not for profit organizations, schools and the private sector. While the provision of recreation and cultural services has historically relied on municipal levels of the government, many municipalities are increasingly looking to form partnerships that can enhance service levels and more efficiently lever public funds.

Partnerships can be as simple as facility naming and sponsorship arrangements and as complex as lease and contract agreements to operate spaces, entire facilities or deliver programs. According to one study¹ over three-quarters (76%) of Canadian municipalities work with schools in their communities to encourage the participation of municipal residents in physical activities. Just under half of municipalities work with local not-for profits (46%), health settings (40%), or workplaces (25%) to encourage participation in physical activities amongst their residents. Seventy-six percent (76%) of municipalities with a population of 1,000 to 9,999 to 80% of municipalities over 100,000 in population have formed agreements with school boards for shared use of facilities. In fact since 2000, the proportion of municipalities that have reported working with schools, health settings, and local-not-for profit organizations has increased by 10% to 20%.



1 "Municipal Opportunities for Physical Activity" Bulletin 6: Strategic partnerships. 2010, Canadian Fitness & Lifestyle Research Institute.

VOLUNTEERISM

Volunteers continue to be vitally important to the planning and delivery of numerous events and programs. Identified as follows are a number of pertinent trends in volunteerism that may impact or have relevancy to the delivery of seniors programming or facility operations.

Findings from the 2010 Canada Survey of Giving, Volunteering and Participating—Alberta data tables:²

- Albertans volunteer at a higher rate (54.7%) than the national average (47.0%)
- The highest volunteer rate in Alberta is among adults aged 35 to 44 (63.4%) followed by youth and young adults aged 15 to 24 (56.7%) and adults aged 55 to 64 (51.3%).
- Although seniors had the lowest volunteer rate (49.6%), they had the highest average of annual volunteer hours (206 hours on average per year).

Current trends in volunteerism as identified by Volunteer Canada:³

- **Much comes from the few.** 47% of Canadians volunteer. Over one-third (34%) of all volunteer hours were contributed by 5% of total volunteers.
- **The new volunteer.** Young people volunteer to gain work related skills (Canadians aged 15-24 volunteer more than any other age group). New Canadians also volunteer to develop work experience and to practice language skills. Persons with disabilities may volunteer as a way to more fully participate in community life.
- **Volunteer job design.** Volunteer job design can be the best defense for changing demographics and fluctuations in funding.
- **Mandatory volunteering.** There are mandatory volunteer programs through Workfare, Community Service Order and school mandated community work.
- **Volunteering by contract.** The changing volunteer environment is redefining volunteer commitment as a negotiated and mutually beneficial arrangement rather than a one-way sacrifice of time by the volunteer.

2 Data compiled by Statistics Canada.
<http://www.statcan.gc.ca/pub/89-649-x/2011001/tbl/tbl210-eng.htm>

3 Alberta Heritage Community Foundation.
<http://www.abheritage.ca/volunteer/index.html>

- **Risk management.** Considered part of the process of job design for volunteers, risk management ensures the organization can place the right volunteer in the appropriate activity.
- **Borrowing best practices.** The voluntary sector has responded to the changing environment by adopting corporate and public sector management practices including: standards; codes of conduct; accountability and transparency measures around program administration; demand for evaluation; and outcome and import measurement.
- **Professional volunteer management.** Managers of volunteer resources are working toward establishing an equal footing with other professionals in the voluntary sector.
- **Board governance.** Volunteer boards must respond to the challenge of acting as both supervisors and strategic planners.

COMMUNITY DEVELOPMENT

The combined factors of decreasing support from other levels of government, increasing demand for new and exciting recreation infrastructure and programs and the changing nature of the volunteer has led many municipalities to adopt a community development role in service delivery. This, in addition to the direct delivery of recreation and culture facilities and programs, includes the facilitation of empowering local non-profit groups to operate facilities and/or offer programs to residents thereby leveraging public resources and providing more value for public investment.

Community development is the process of creating change through a model of greater public participation—the engagement of the entire community from the individual up. The concept of community development has a broader reach than just the delivery of recreation and cultural programs and facilities; it is commonly understood to be the broader involvement of the general public in decision making and delivery. Community development in recreation delivery encompasses supporting and guiding volunteer groups to ultimately become self-sufficient while providing facilities and programs that further the recreation and cultural agenda in a community.

ECONOMIC BENEFITS OF RECREATION, SPORT, AND CULTURAL TOURISM

Sport, recreation, and cultural tourism are major contributors to local economies throughout the province, especially in the case of communities that have the infrastructure necessary to host major sporting events with non-local teams and competitors or performers that draw spectators from outside the community.

“**Sport tourists**” have been defined as participants and their families who travel more than 80km to attend, participate in, or are somehow involved in a sporting event. According to the Canadian Sport Tourism Alliance, spending associated with the Canadian

sport tourism industry reached \$3.6 billion in 2010, an increase of 8.8% from 2008.⁴ Sport tourism related to major provincial, national or international events can have longer lasting impacts in communities than just local spending during an event. In some cases, legacies are left including infrastructure, endowments and community brand recognition.

Cultural tourism is another important and growing segment of the tourism industry. Its participants are young, well-educated, spend more money on their trips, and seek unique personal experiences. Although not a new phenomenon, cultural tourism has consistently been characterized by the following points:

1. **Frequent short trips:** The cultural tourist, while small as a percentage of all tourists, makes numerous short trips to participate in cultural activities year-round.
2. **A Personal Experience:** Cultural tourists seek experiences that are meaningful to them and that will result in individual reminiscences and memories which refer more to the tourist’s personal history than to that of the site.

Many Alberta municipalities are concentrating more on event hosting to generate broader economic impact, build community image and create sustainability in volunteer groups. In some cases municipalities spearheaded these efforts by taking on a direct role in the recruitment and planning of events. In other cases municipalities are supporting community groups by providing facilities, staff resources and/or financial support.

PROVIDING QUALITY PARKS & OUTDOOR SPACES

Research supports that individuals continue to place a high value on the availability and quality of parks, trails and outdoor spaces. A 2013 Canadian study commissioned by the TD Friends of the Environment Foundation found that nearly two-thirds of respondents (64%) indicated that local parks were “very important” to them and their family. Additionally, 68% of Canadians are concerned about the loss of green space in their community. Another 2011 study of over 1,100 parents of 2 to 12 year olds in the United States, Canada and the United Kingdom found that the more time a family spends together at a playground, the greater their overall sense of family well-being. Three-quarters also wished that their family had time to visit a playground more often.⁵

Parks and outdoor spaces also play a key role in helping to combat “nature deficit disorder” amongst children and youth. This phrase, first coined by Richard Louv in his bestselling book “Last Child in the Woods”, suggests that children are becoming estranged from nature and natural play resulting in a number of cognitive, physical and developmental issues.

4 <http://canadiansporttourism.com/value-sport-tourism.html>

5 Harris Interactive (2011). Playgrounds Increase Sense Of Family Well-Being. Washington, District of Columbia. Foresters.

While all residents benefit from the availability of quality park spaces, a significant amount of research and attention has been given to the myriad of benefits that result from children and youth being able to play and interact in outdoor settings. Findings include:

- Children who play regularly in natural environments show more advanced motor fitness, including coordination, balance and agility, and they are sick less often.⁶
- Exposure to natural environments improves children's cognitive development by improving their awareness, reasoning and observational skills.⁷
- Children who play in nature have more positive feelings about each other.⁸
- Outdoor environments are important to children's development of independence and autonomy.⁹
- Children with views of and contact with nature score higher on tests of concentration and self-discipline. The greener, the better the scores (Wells 2000, Taylor et al. 2002).¹⁰

SOCIAL INCLUSION

The concept of social inclusion is increasingly becoming an issue communities are addressing. While always an important issue, its significance has risen as communities have become more diversified through immigration.

Social inclusion is about making sure that all children and adults are able to participate as valued, respected and contributing members of society. It involves the basic notions of belonging, acceptance and recognition. For immigrants, social inclusion would be manifested in full and equal participation in all facets of a community including economic, social, cultural, and political realms. It goes beyond including "outsiders" or "newcomers". In fact social inclusion is about the elimination of the boundaries or barriers between "us" and "them".¹¹ There is a recognition that diversity has worth unto itself and is not something that must be overcome.¹²

6 Grahn, P., Martensson, F., Lindblad, B., Nilsson, P., & Ekman, A., (1997). UTE pa DAGIS, Stad & Land nr. 93/1991 Sveriges lantbruksuniversitet, Alnarp.

7 Pyle, Robert (1993). *The thunder trees: Lessons from an urban wildland*. Boston: Houghton Mifflin.

8 Moore, Robin (1996). *Compact Nature: The Role of Playing and Learning Gardens on Children's Lives*, *Journal of Therapeutic Horticulture*, 8, 72 – 82.

9 Bartlett, Sheridan (1996). *Access to Outdoor Play and Its Implications for Healthy Attachments*. Unpublished article, Putney, VT

10 Taylor, A.F., Kuo, F.E. & Sullivan, W.C. (2002). *Views of Nature and Self-Discipline: Evidence from Inner City Children*, *Journal of Environmental Psychology*, 22, 49 – 63.

11 Omidvar, Ratna, Ted Richmand (2003). *Immigrant Settlement and Social Inclusion in Canada*. The Laidlaw Foundation.

12 Harvey, Louise (2002). *Social Inclusion Research in Canada: Children and Youth*. The Canadian Council on Social Development's "Progress of Canada's Children".

While issues of social inclusion are pertinent for all members of a community, they can be particularly relevant for adolescents of immigrant families. Immigrant youth can feel pulled in opposite directions between their own cultural values and a desire to "fit in" to their new home. This tension can be exacerbated in those situations in which parents are experiencing stress due to settlement. Children living in families which are struggling are more likely to be excluded from some of the aspects of life essential to their healthy development. Children are less likely to have positive experiences at school, less likely to participate in recreation, and less likely to get along well with friends, if they live in families struggling with parental depression, family dysfunction or violence.¹³

Financial barriers to participation in recreation, sport, and cultural activities continue to exist for many Albertans. Understanding the potential benefits that can result from engaging citizens in a broad range of activities and programs, municipalities have undertaken a number of initiatives aimed at removing financial barriers. Current initiatives being led or supported by many municipalities include the Canadian Parks and Recreation Associations 'Everybody Gets to Play' program, KidSport, and JumpStart.

Infrastructure Trends

MULTI-USE SPACES

Increasingly, recreation and cultural facilities are being designed to accommodate multiple activities and to encompass a host of different components. The benefits of designing multi-use spaces include the opportunity to create operational efficiencies, attract a wide spectrum of users, and procure multiple sources of revenue. Providing the opportunity for all family members to take part in different opportunities simultaneously at the same location additionally increases convenience and satisfaction for residences.

Creating spaces within a facility that are easily adaptable and re-configured is another growing trend observed in many newer and retrofitted facilities. Many performing arts venues are being designed in such a manner that staging, seating, and wall configurations can be easily changed and configured as required. Similarly, visual arts spaces such as studios and galleries are being designed in a manner that allows them to be used for a multitude of different art creation and display purposes. Similarly, gymnasium spaces and field house facilities are being designed with temporary barriers, walls, bleachers and other amenities that can be easily adjusted or removed depending on the type of activity or event.

13 Harvey, Louise (2002). *Social Inclusion Research in Canada: Children and Youth*. The Canadian Council on Social Development's "Progress of Canada's Children".

INTEGRATING INDOOR & OUTDOOR ENVIRONMENTS

A new concept in recreation and culture infrastructure planning is to ensure that the indoor environment interacts seamlessly with the outdoor recreation environment. This can include such ideas as indoor/outdoor walking trails, indoor/outdoor child play areas and indoor/outdoor aquatics facilities. Although there are a number of operational issues that need to be considered when planning indoor/outdoor environments (e.g. cleaning, controlled access, etc.) the concept of planning an indoor facility to complement the site it is located on (and associated outdoor amenities included) as well as the broader community parks and trail system is prudent and will ensure the optimization of public spending on both indoor and outdoor recreation infrastructure. Integrating indoor and outdoor environments can be as "simple" as ensuring interiors have good opportunities to view the outdoors. As such, some of the public art installations in the city have already bridged the gap between indoor and outdoor environment.

ENSURING ACCESSIBILITY

Many current recreation and cultural facilities are putting a significant focus on ensuring that user experiences are comfortable; including meeting accessibility requirements and incorporating designs that can accommodate various body types. Programming is made as accessible as possible via "layering" to provide the broadest appeal possible to intellectual preferences.

Meeting the needs of various user groups is also an important aspect of accessibility. Incorporating mobile technologies, rest spaces, child-friendly spaces, crafts areas, and educational multi-purpose rooms for classes and performances is an emerging trend. Accessibility guidelines set by governments, as well as an increased understanding of the needs of different types of visitors is fueling this trend. Technology is also being embraced as a modern communication tool useful for effectively sharing messages with younger, more technologically savvy audiences.



REVENUE GENERATING SPACES

Increasingly, facility operators of community facilities are being required to find creative and innovative ways to generate the revenues needed to both sustain current operations and fund future expansion or renovation projects. By generating sustainable revenues outside of regular government contributions, many facilities are able to demonstrate increased financial sustainability and expand service levels.

Lease spaces provide one such opportunity. Many facilities are creating new spaces or redeveloping existing areas of their facility that can be leased to food and beverage providers and other retail businesses. Short term rental spaces are another major source of revenue for many facilities. Lobby areas, program rooms, and event hosting spaces have the potential to be rented to the corporate sector for meetings, team building activities, Christmas parties and a host of other functions.

SOCIAL AMENITIES

The inclusion of social amenities provides the opportunity for multi-purpose community recreation and cultural facilities to maximize the overall experience for users as well as to potentially attract non-traditional patrons to their facility. Examples of social amenities include attractive lobby areas, common spaces, restaurants and cafeterias, spectator viewing areas, meeting facilities and adjacent outdoor parks or green space. It is also becoming increasingly uncommon for new public facilities, especially in urban areas, to not be equipped with public wireless internet.

Another significant benefit of equipping facilities with social amenities is the opportunity to increase usage and visitation to the facility during non-peak hours. Including spaces such as public cafeterias and open lobby spaces can result in local residents visiting the facility during non-event or non-program hours to meet friends or simply as part of their daily routine. Many municipalities and not for profit organizations have encouraged this non-peak hours use in order to ensure that the broader populace perceives that the facility is accessible and available to all members of the community.



Section

5



Community Engagement

Input from residents, community groups and stakeholders is a key component to the development of the Master Plan. A variety of consultation mechanisms were used to gather feedback and perspectives as summarized in the following table.

Consultation Mechanism	# of Responses/ Participants
Household Questionnaire (mail out)	404 returns
*Household Questionnaire (web)	21 responses
Stakeholder Interviews	17 Sessions (~40 Participants)
Community Group Questionnaire	10
Student Survey	213

Household Questionnaire

A household questionnaire was fielded by mail to residents in Vermilion and surrounding rural areas. Approximately 3,200 questionnaires were distributed by mail. In total, 404 questionnaires were returned which provides margin of error rate of $\pm 4.7\%$.¹ Of the questionnaires returned, 58% came from Town of Vermilion residents while 40% were provided by County of Vermilion River residents (2% were returned by residents of other municipalities). The survey tool used can be found in the Appendix. Presented in the following graphs are findings from the household questionnaire.



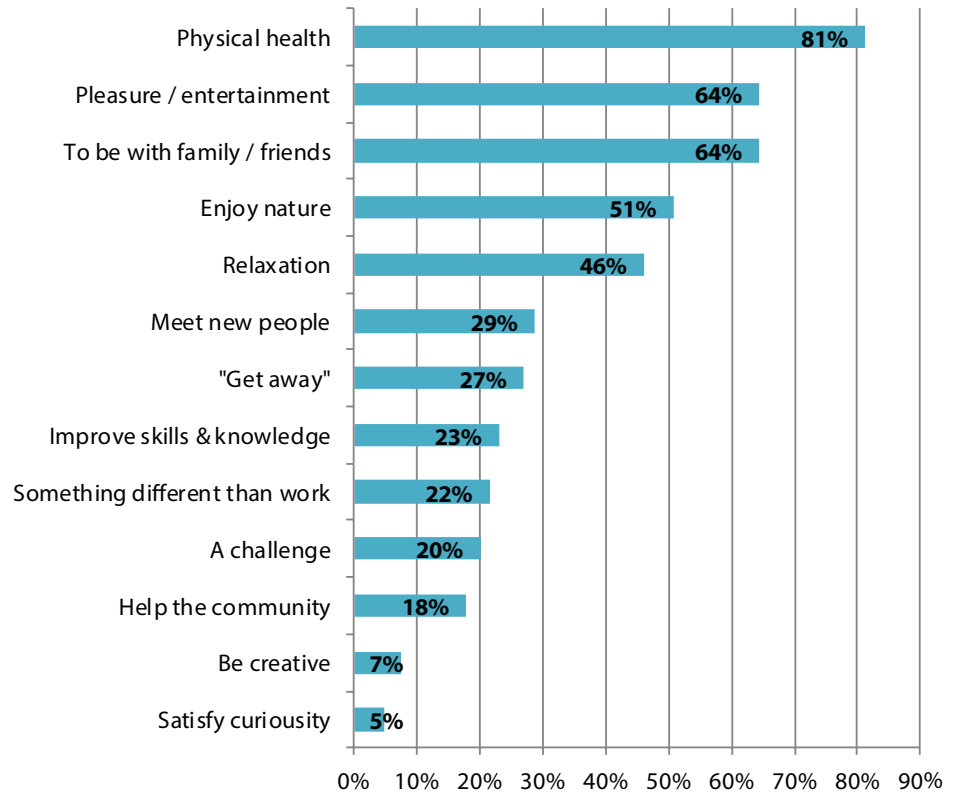
¹ If the survey was fielded again 20 times, the results are estimated to be accurate 19 times within a margin of $\pm 4.7\%$.

TOP OF MIND THOUGHTS

The top 3 reasons residents participated in recreation activities are:

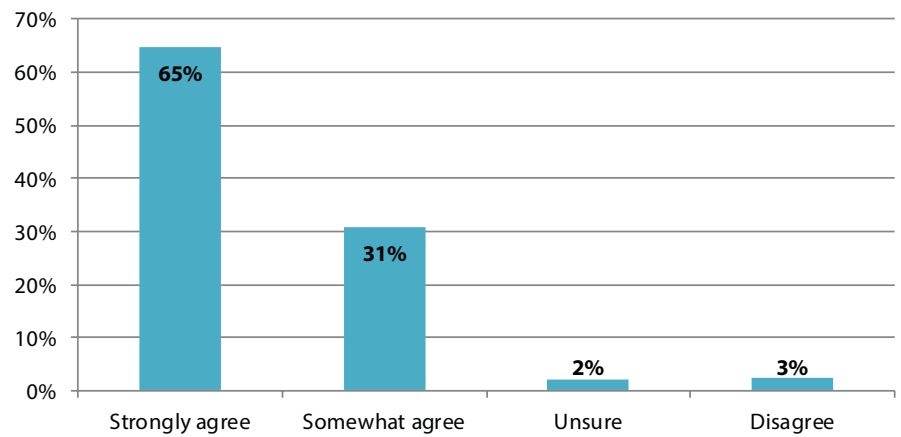
1. Physical health (81%)
2. Pleasure/entertainment (64%)
3. To be with family/friends (64%)

Reasons for Participating in Recreation



Recreation is Important to My Quality of Life

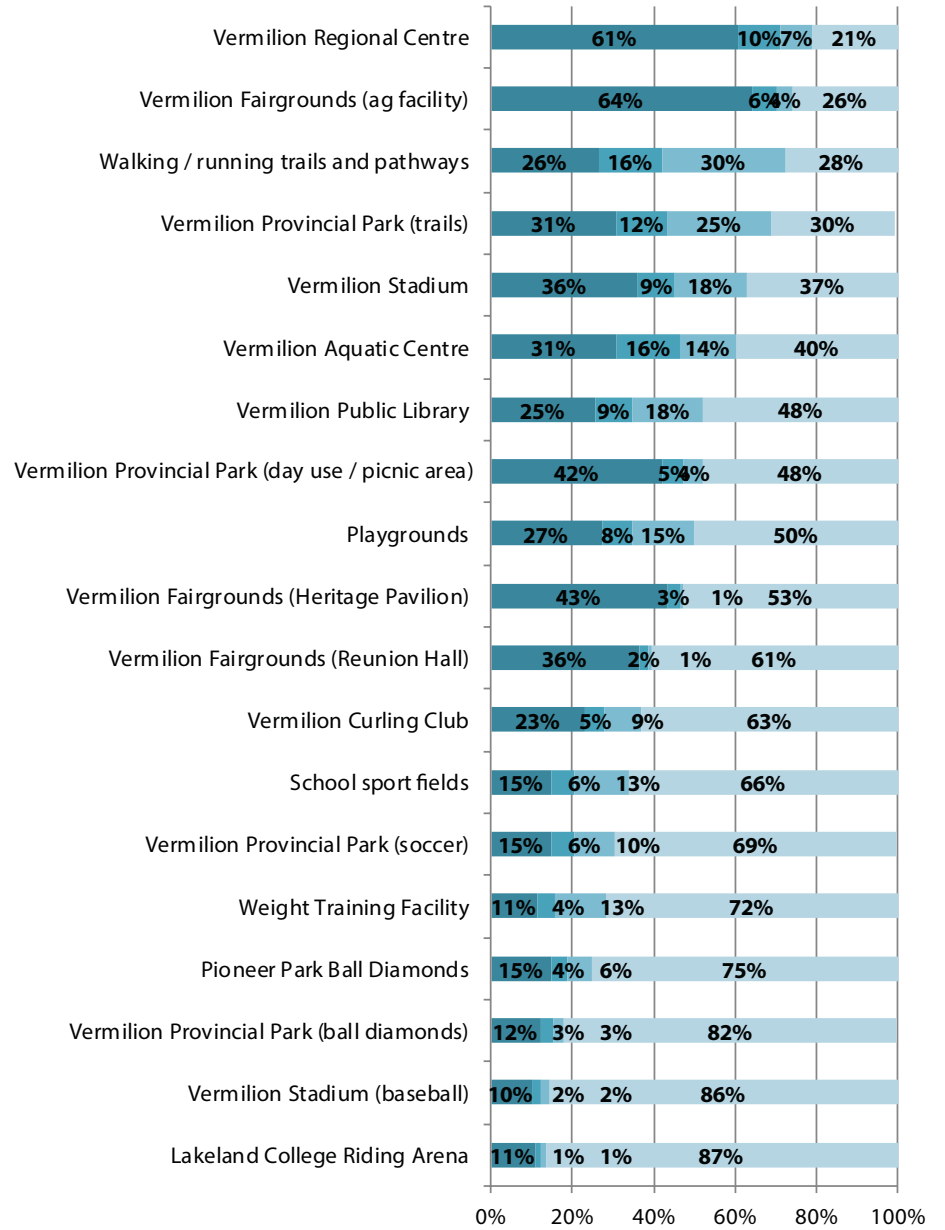
96% of residents agree that recreation is important to their quality of life. Nearly two-thirds (65%) "strongly agreed".



Utilization by Household in the Previous Year

CURRENT FACILITY USAGE

■ 1-9 Uses ■ 10-20 Uses ■ 21 or more ■ Did not use

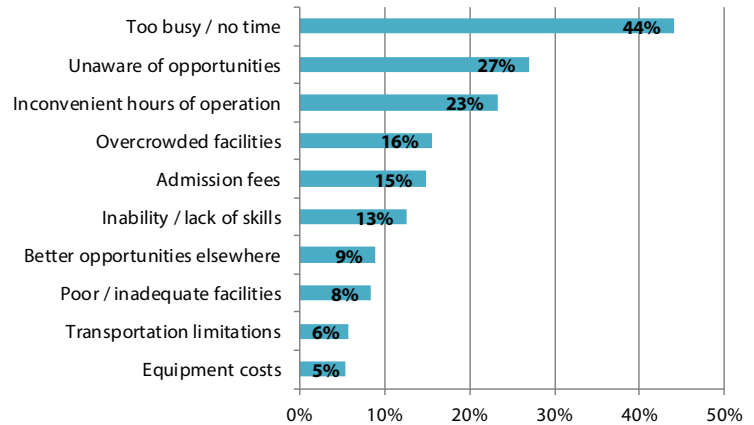


The Vermilion Regional Centre, Vermilion Fairgrounds, and walking/running trails and pathways had the highest proportion of overall utilization by residents. In total, 9 facilities (or facility types) are utilized by 50% or more of residents

Barriers to Participation in Recreation Opportunities

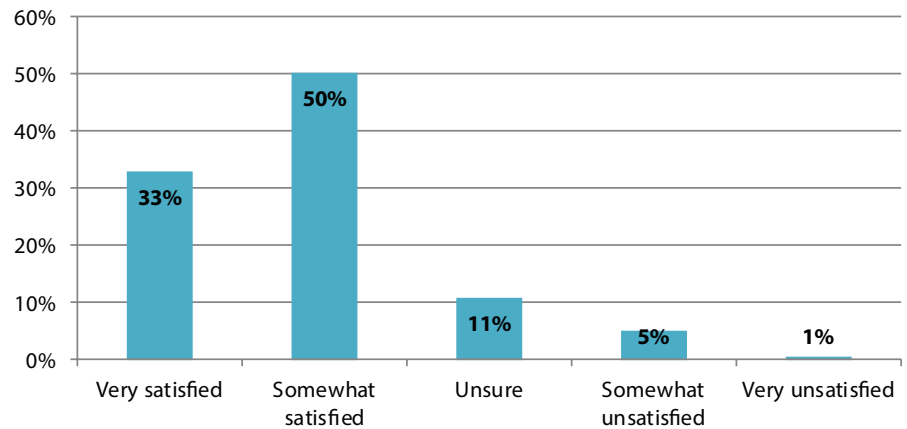
The top 3 barriers identified to participation in recreation are:

1. Too busy/no time (44%)
2. Unaware of opportunities (27%)
3. Inconvenient hours of operation (23%)



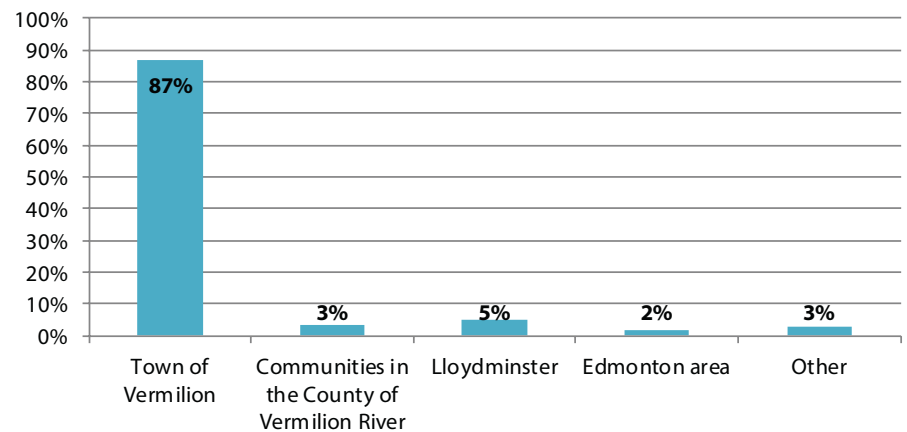
Overall Satisfaction with the Availability of Recreational Opportunities & Services in Vermilion

83% of regional residents are satisfied with availability of recreation opportunities and services in the Vermilion area.



Communities in Which Most Recreational Activities Occur

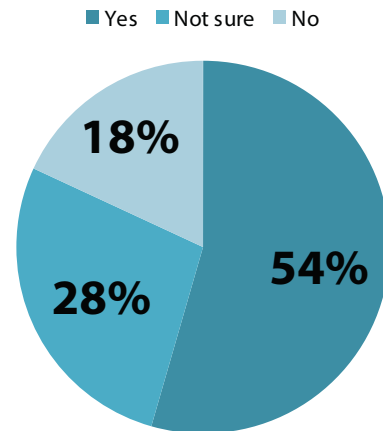
The vast majority (87%) of regional residents participate in most of their recreational activities in the Town of Vermilion.



Is there a need for new/upgraded recreation facilities to be developed in the Vermilion area?

NEW/UPGRADED RECREATION FACILITIES

Just over half (54%) of residents believe there is a need for new/upgraded facilities to be developed in the Vermilion area. 28% were unsure and 18% indicated that development is not required.

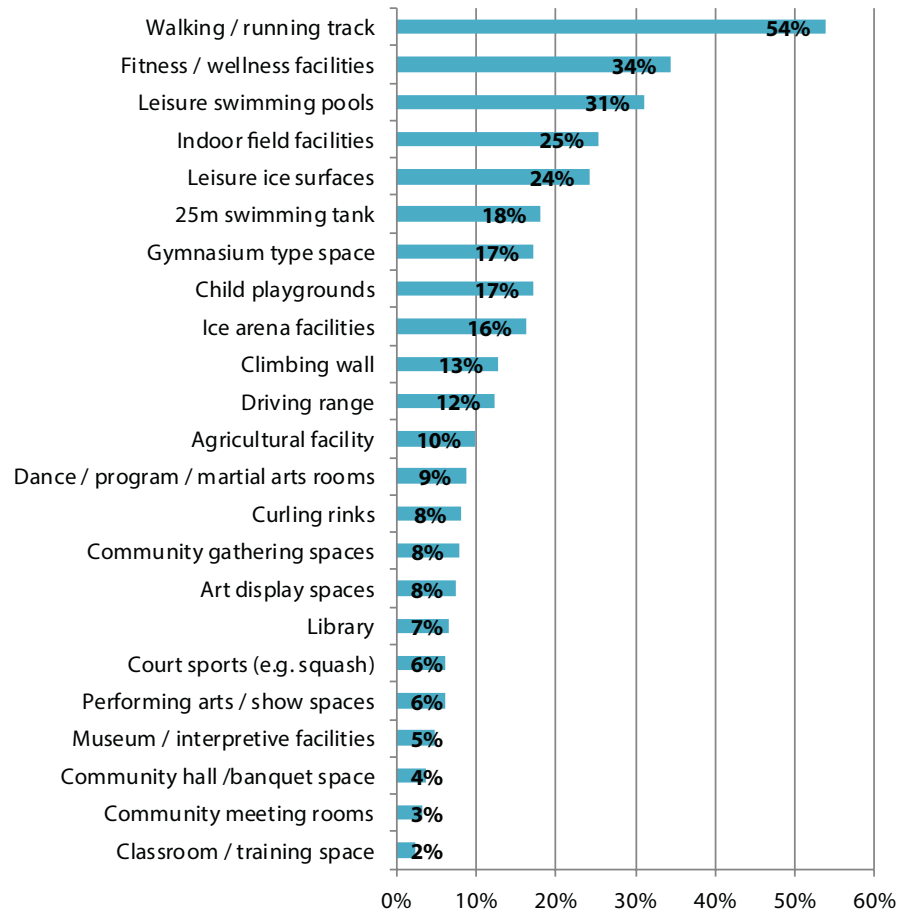


Priorities for Indoor Recreation Facilities/Spaces

The top 5 indoor facilities or spaces that residents indicated should be more readily available are:

1. Walking/running track (54%)
2. Fitness/wellness facilities (34%)
3. Leisure swimming pools (31%)
4. Indoor field facilities (25%)
5. Leisure ice surfaces (24%)

* Only respondents that answered "yes" or "not sure" regarding the need for new/upgraded facilities were asked to respond to this question.

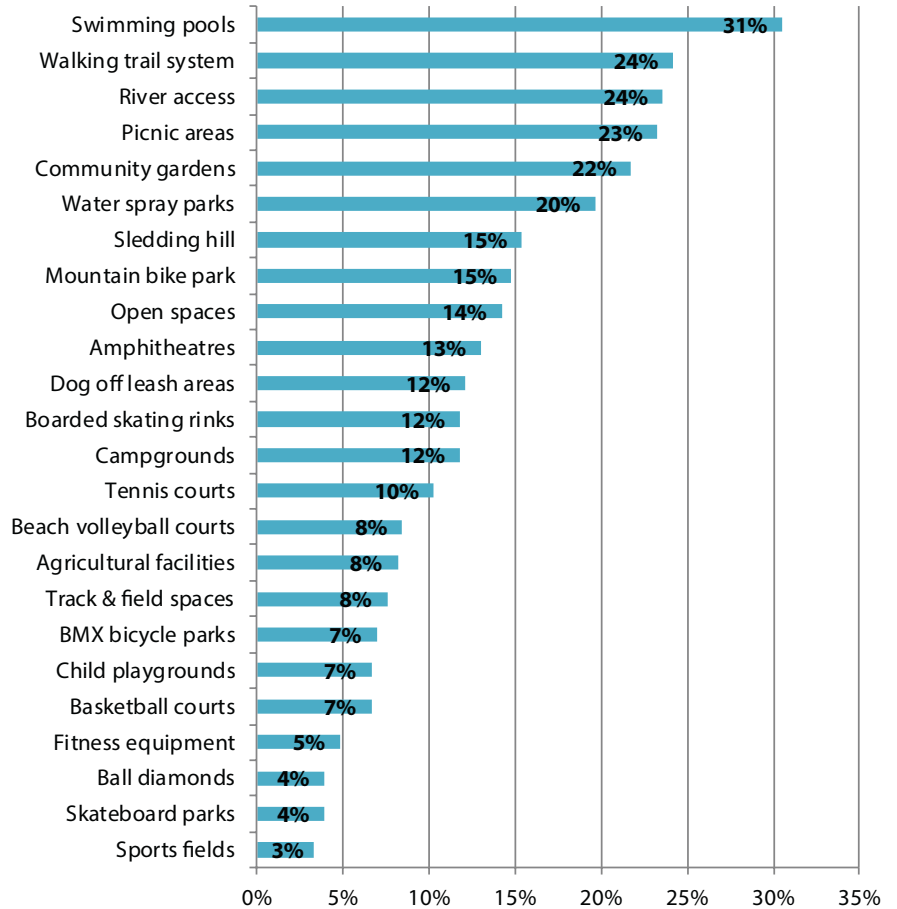


Priorities for Outdoor Recreation Facilities/Spaces

The top 5 **outdoor** facilities or spaces that residents indicated should be more readily available are:

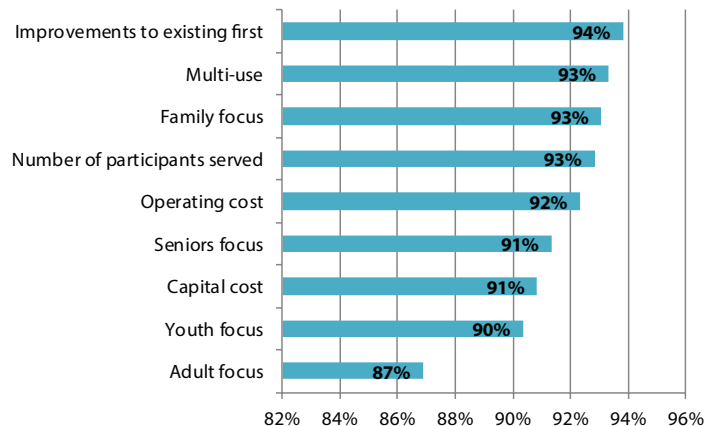
1. Swimming pools (31%)
2. Walking trail system (24%)
3. River access (24%)
4. Picnic areas (23%)
5. Community gardens (22%)

* Only respondents that answered “yes” or “not sure” regarding the need for new/upgraded facilities were asked to respond to this question.



Importance of Criteria Used for Determining Infrastructure Priorities

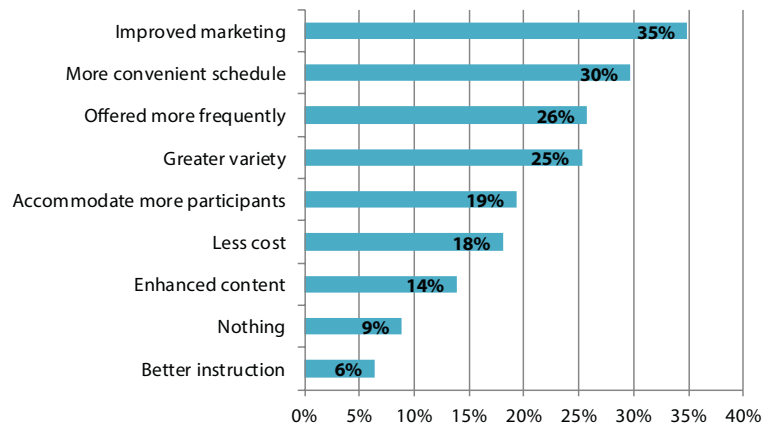
Residents indicated that a number of criteria should be strongly considered when determining future infrastructure projects. The highest proportion (94%) identified that improvements to existing facilities should be the most important criteria.



What improvements are needed to recreation programming?

RECREATION PROGRAMS

Improved marketing (35%) and more convenient schedules (30%) were identified as the most needed improvements to recreation programs.



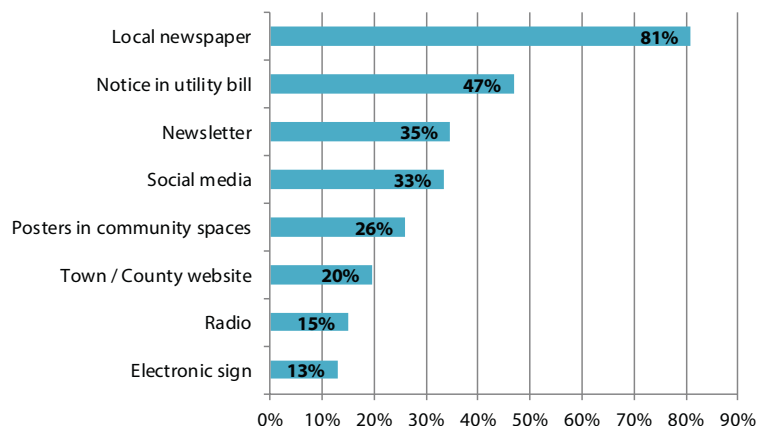
Respondents were asked about the types of recreation programming that should more readily available. The following program types and age groups were identified by more than 40% of respondents:

- Nature/outdoor education for youth (49%)
- Fitness and wellness programs for adults (46%) aged 40 – 64, young adults aged 19 to 39 (44%), seniors aged 65 and older (42%), and teens (41%)
- Recreation programs for young adults aged 19 to 39.

	Children (0 – 5)	Youth (6 – 12)	Teens (13 – 18)	Young Adult (19 – 39)	Adult (40 – 64)	Seniors (65+)
Nature/Outdoor Education	25%	49%	36%	21%	19%	18%
Fitness & Wellness	20%	33%	41%	44%	46%	42%
Performing arts	10%	22%	26%	25%	25%	22%
Sports	16%	34%	39%	34%	24%	14%
Recreation	28%	34%	39%	41%	38%	34%
Agricultural	20%	22%	26%	26%	20%	14%

Best Methods to Get Information About Recreation Programs & Events

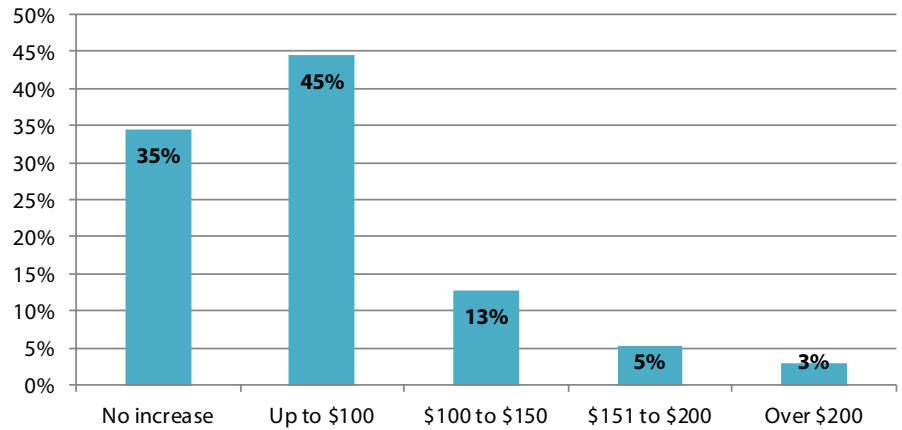
Local newspapers were identified by over three-quarters (81%) of residents as the best way to communicate information about recreation programs and events.



Support for Annual Property Tax Increase

WILLINGNESS TO PAY

65% of respondents supported some level of tax increase to ensure that community needs for recreation facilities in Vermilion can be better met.



RESPONDENT PROFILE

Category	Proportion (%)
Tenure residing in the Vermilion area	
< 1 year	20%
1 to 5 yrs	10%
5 to 10 years	16%
> 10 years	28%
Do you expect to be living in the Vermilion area for the next 5 years?	
Yes	90%
Not sure	8%
No	2%
Home ownership	
Own	96%
Rent	4%

Category	Proportion (%)
Household composition by age	
0 to 9 years	13%
10 to 19 years	17%
20 to 29 years	8%
30 to 39 years	11%
40 to 49 years	12%
50 to 59 years	17%
60 to 69 years	14%
70 to 79 years	6%
80 years and older	2%
Place of Residence	
Town of Vermilion	58%
County of Vermilion River	40%
Other	2%

Web Survey Results:

An online version of the household questionnaire was also made available on the Town and County websites. While both the mailout and online version of the questionnaire were similar, the findings are reported separately. Twenty-one (21) responses were provided. Identified as follows are key findings from the online household questionnaire:

- The top three reasons that respondents participate in recreation activities were physical health/exercise (91%), pleasure/entertainment (71%) and to be with friends/family (67%).
- 96% of respondents believe recreation is important to their quality of life.
- The top barriers to participation in recreation activities were too busy/no time (53%), inconvenient hours of operation (53%) and admission fees (42%).
- 80% of respondents are satisfied with the availability of recreational opportunities and services (facilities and programs) currently offered in the Vermilion area.
- 80% of respondents believe there is a need for new and/or upgraded recreation in the Vermilion area.
- The top indoor facility types that respondents indicated should be more readily available in Vermilion were walking/running track (82%), leisure swimming pools (65%) and fitness/wellness facilities (65%).
- The top outdoor facility types that respondents indicated should be more readily available in Vermilion were mountain bike parks (35%), walking trail system (35%), outdoor swimming pools (29%), and BMX bicycle parks (29%).
- Improved marketing of programs and having programs offered more frequently were identified by the just under half of respondents as the greatest areas of improvements needed to programming in the community.
- In contrast to the mailout survey findings, the highest proportion (90%) of respondents indicated that social media was the best way to get them information on programs and events. 63% indicated that newspapers were the best method.
- 89% of respondents supported some level of tax increase to ensure community needs for recreation can be better met.



Stakeholder Discussion Sessions & Interviews

Seventeen (17) discussion sessions and interviews were convened with a wide array of recreation (and related) stakeholders in the Vermilion area. Participants included representatives from community groups, sport organizations, cultural groups, senior's organizations, community service providers as well as individual recreation enthusiasts, members of the business community and prominent volunteers in the Vermilion area. Where possible, stakeholders with "like" interests were grouped together into a single session. In total, approximately 40 individuals participated in the discussion sessions. Summarized as follows are key themes and findings from the discussions.

STRENGTHS OF RECREATION IN THE VERMILION AREA

While needs and gaps are often focal points during the discussions, stakeholders were asked to identify strengths pertaining to recreation and related activities (e.g. culture, parks) in the community or region. Stakeholders provided numerous examples of facilities, programs and organizations that are critical to the current provision of opportunities and that are highly valued in the community. Identified below are strengths of recreation in the Vermilion area that were commonly cited during the discussions:

- The Provincial Park and Lakeland College are major assets that most communities of similar size do not have.
- There exists a good variety of indoor facilities (pool, arenas, fitness centre).
- The Vermilion Fair is a major asset for the community and helps "define" Vermilion.
- The Vermilion Regional Centre is a high quality facility, well utilized and a major "hub" of activity.
- Overall, the region has a strong base of volunteers.
- Vermilion has a terrific "hub" of agricultural facilities and spaces.
- School gymnasiums in Vermilion are well utilized and accessible to community.

IMPORTANCE OF RECREATION

Discussion participants were keen to identify numerous benefits that result from recreation and related activities. In many instances these benefits were identified as being key reasons to continue investing in recreation, and where possible enhance the opportunities that are available for residents. Benefits of recreation that were commonly mentioned during the discussions included:

- Quality recreational opportunities help attract and retain residents.
- Sport and cultural programs are critical to getting youth active and developing positive life skills.
- Programs and events play an important role in building community and encouraging social interaction.
- Recreation, sport and cultural opportunities can help reduce social isolation and improve mental health.
- Event, sports teams and facilities play a critical role in a community and/or regions identity and reputation.

REGIONAL COLLABORATION

A number of stakeholders spoke to current examples and future opportunities for collaboration and partnerships across the Vermilion region. A number of comments were made regarding the importance of continued cooperation and communication between organizations that are involved in providing recreation such as the Town, County, Agricultural Society, Lakeland College and other community not for profit groups. Numerous examples were provided as to how regional collaboration could be enhanced, which included:

- Working together to promote recreational programs and events (e.g. creation of a joint website with a listing of opportunities).
- Joint planning on current and future facilities.
- Coordinated approach to facility scheduling.
- Identify needs and supports for smaller community organizations.

GAPS AND WEAKNESSES OF RECREATION IN THE VERMILION AREA

Stakeholders were asked to help identify gaps and areas of improvement that are needed for recreation in the Vermilion area. Concerns and issues regarding the aquatics facility at Lakeland College were commonly cited in the discussions. These concerns included both the age and lack of amenities at the facility, as well as issues with scheduling and availability of the facility. It was routinely suggested that the facility, while valued in the community, lacks some of the leisure amenities available at other facilities in the region (e.g. field house, leisure pools).

Other gaps and weakness of recreation in the Vermilion that were identified included:

- Aging condition of some facilities in Vermilion (Arena/Stadium, Aquatics Centre).
- Condition and/or lack of usage of rural community halls.
- Lack of hotels to support tournaments and other events.
- Difficulty engaging younger adults in recreation and culture activities, or as part of community organizations.
- Ability for smaller rural communities to continue providing recreational opportunities because of aging and/or declining populations.
- Lack of communication and collaboration between some groups, organizations and municipalities.

FUTURE PRIORITIES

Session participants were asked to provide their perspectives on future priorities for recreation and related activities in the Vermilion area. In addition to future infrastructure needs, stakeholders were asked to identify potential mechanisms to improve programming and support to groups. The importance of collaboration and building positive relationships was again commonly mentioned. With regards to infrastructure that is needed, the following perspectives were commonly held by session participants.

- A new or retrofitted aquatics facility should be a priority.
- An indoor field house and walking/running track would benefit a variety of groups and residents.
- Improvements and opportunities for the library to increase capacity and provide new types of spaces were identified.

A number of comments were also provided on the need for residents, groups and municipalities in the Vermilion area to more regularly “celebrate success”. Communicating the success of the Vermilion Fair along with numerous other sporting, cultural and community events were commonly mentioned as a priority that should be considered.

Community Group Questionnaire

A questionnaire was fielded to community organizations in the Vermilion region in order to gather information on the opportunities and challenges facing groups, as well as perspectives on future needs for recreation facilities and partnerships. The questionnaire was distributed by email to a variety of community organizations that utilize recreation and related facilities and programs in the region.

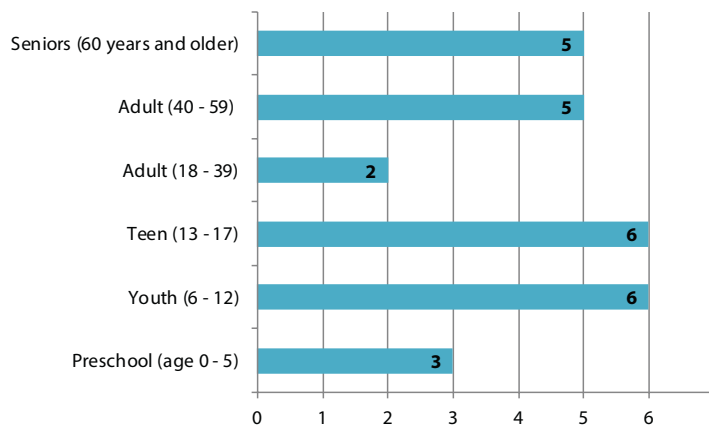
Respondents had the option of completed an online version of the questionnaire or a PDF version. Ten (10) community organizations responded to the questionnaire (see the Appendix for a list of the participating groups). Presented as follows are findings from the group questionnaire.

Note: In some instances, not all groups completed every question.

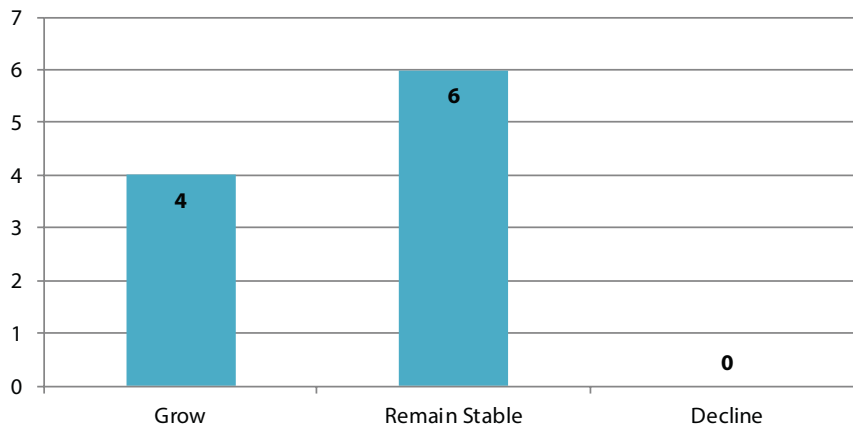
CROUP COMPOSITION & EXPECTATIONS

The majority of participating groups had members/participants/or clients representing multiple age segments of the population.

Age Composition of Group Members/Participants/Clients



Future Expectations for Members/Participants/Clients



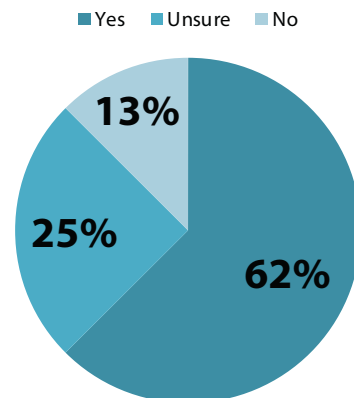
The majority (6 out of 10) of the participating groups expect to remain stable in coming years while four (4) expect to grow. No groups expected to experience a decline in numbers.

FACILITY UTILIZATION

Group representatives were asked a number of questions about their current utilization of facilities and spaces in the Vermilion area. In total, fifteen (15) specific facilities or types of facilities were identified as being used by the participating groups. Five (5) of the participating groups indicated that they use facilities at Lakeland College and four (4) groups indicated that they utilize the Vermilion Regional Centre. Space was also provided for group representatives to identify any enhancements/improvements that could be done to improve their group's enjoyment of the existing facilities used. Six comments were provided. Two of the comments provided expressed positive sentiments on the facilities that their group uses. Improvements suggested included refurbishing of the lower level of the library, improved maintenance of the tennis courts and outdoor rink, and the addition of green space next to the Senior's Centre.



Do you think that there is a need for new and/or upgraded recreation & community facilities (indoor or outdoor) to be developed in the Vermilion area?



The majority of responding groups indicated that they believe new or upgraded recreation and community facilities are needed in the Vermilion area.

Respondents were also asked to identify (from a list) those facilities which should be a priority. The top 3 **indoor** facilities and spaces identified were:

- Museum/interpretive facilities (4 groups)
- Walking/running track (4 groups)
- Art display spaces (3 groups)

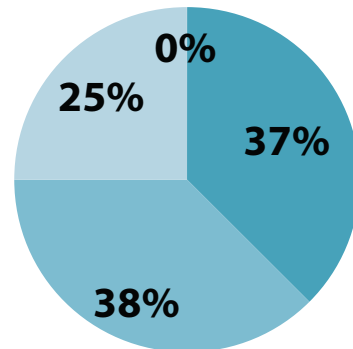
The top **outdoor** facilities and spaces identified were:

- Amphitheatres (3 groups)
- Community gardens (2 groups)
- Outdoor spaces such as parks, greenfields (2)
- Picnic areas (2)

How supportive would your group be of an increase in user/rental fees to ensure community needs for recreation are better met?

Group representatives asked if their organization would an increase in user/rental fees to ensure community needs for recreation are better met. The majority of groups indicated that they would oppose such an increase in user and rental fees. When asked to further explain their response, financial limitations of their organization or its participants were most commonly cited as being reasons why they didn't support an increase.

■ Strongly Support ■ Somewhat Oppose
 ■ Somewhat Support ■ Strongly Oppose

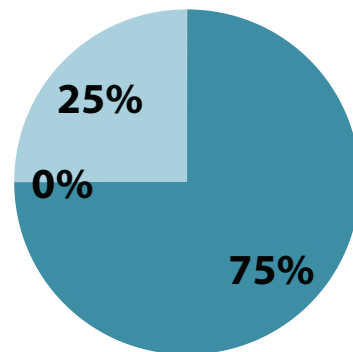


Does your organization partner with other organizations and/or local municipalities (Town, County) to provide recreation services in the Vermilion area?

The majority of responding group's partner to provide recreation opportunities in the Vermilion area. When asked to further describe these partnerships, the following examples were provided:

- Ability to access Town facilities at a reduced rate
- Vermilion Wellness Coalition
- Sharing of volunteers and board members
- Cross promotion initiatives

■ Yes ■ Unsure ■ No



CHALLENGES FACING ORGANIZATIONS

Group representatives were asked to identify any challenges facing their organization in meeting its goals and objectives. Current challenges identified included:

- Marketing and promotions of programs
- Recruiting volunteers
- Finding adequate instructors and coaches

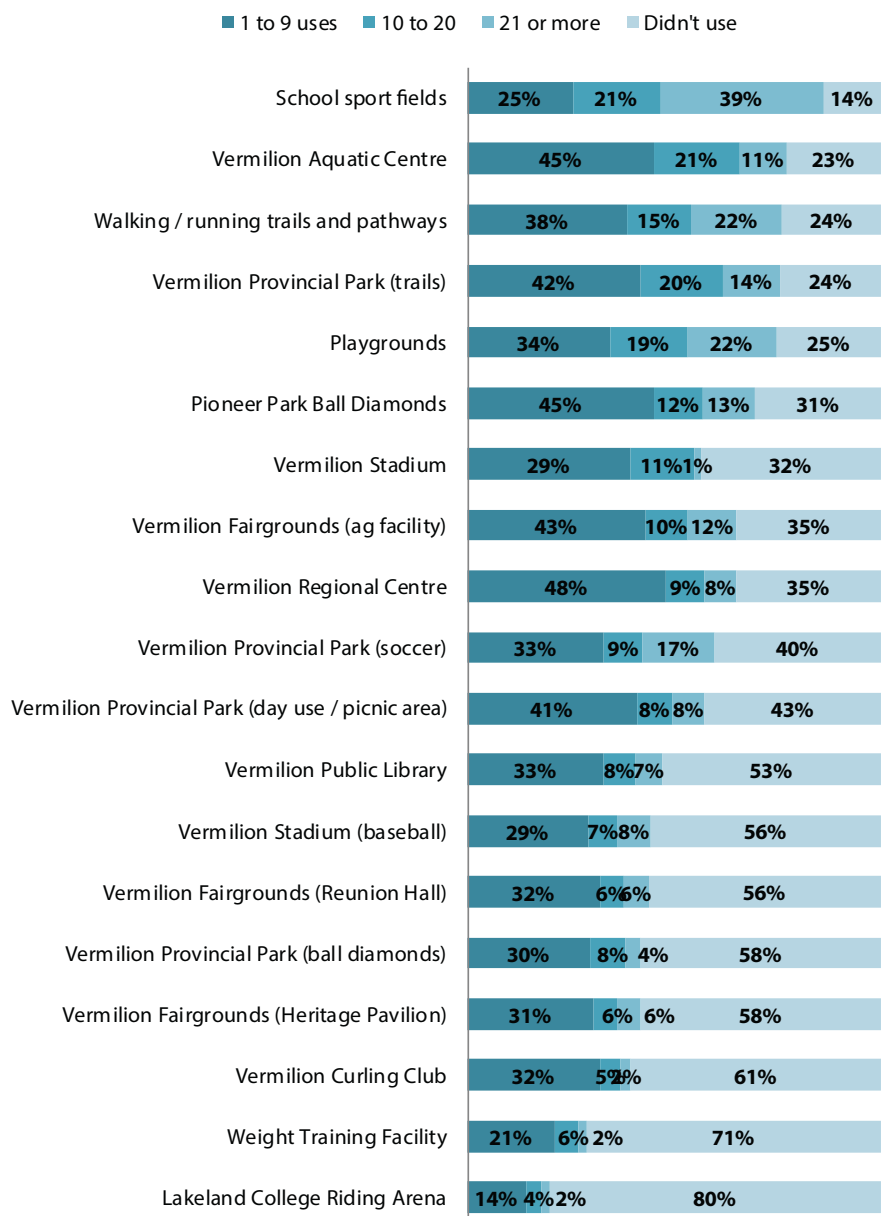
Corresponding to the challenges identified above, group representatives were then asked to identify the single most important action, support, or resource that the local municipalities (Town, County) could provide to help their organization address its challenges. Supports identified included:

- Keeping facilities affordable
- Assistance with advertising and promotions
- Encouraging volunteer spirit in the community

Student Survey

In order to gather perspectives from the Vermilion areas youth, a student survey was fielded with assistance from the local school administration. In total, 213 students completed the short survey. Presented as follows are findings from the survey.

Utilization of Facilities Within the Previous Year

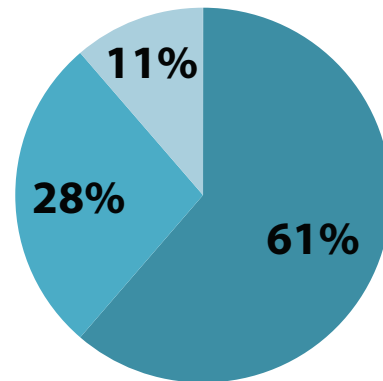


The top five facilities and spaces utilized by the highest proportion of students were:

1. School sports fields (86%)
2. Vermilion aquatics centre (77%)
3. Walking / running trails and pathways (76%)
4. Vermilion provincial park trails (76%)
5. Playgrounds (75%)

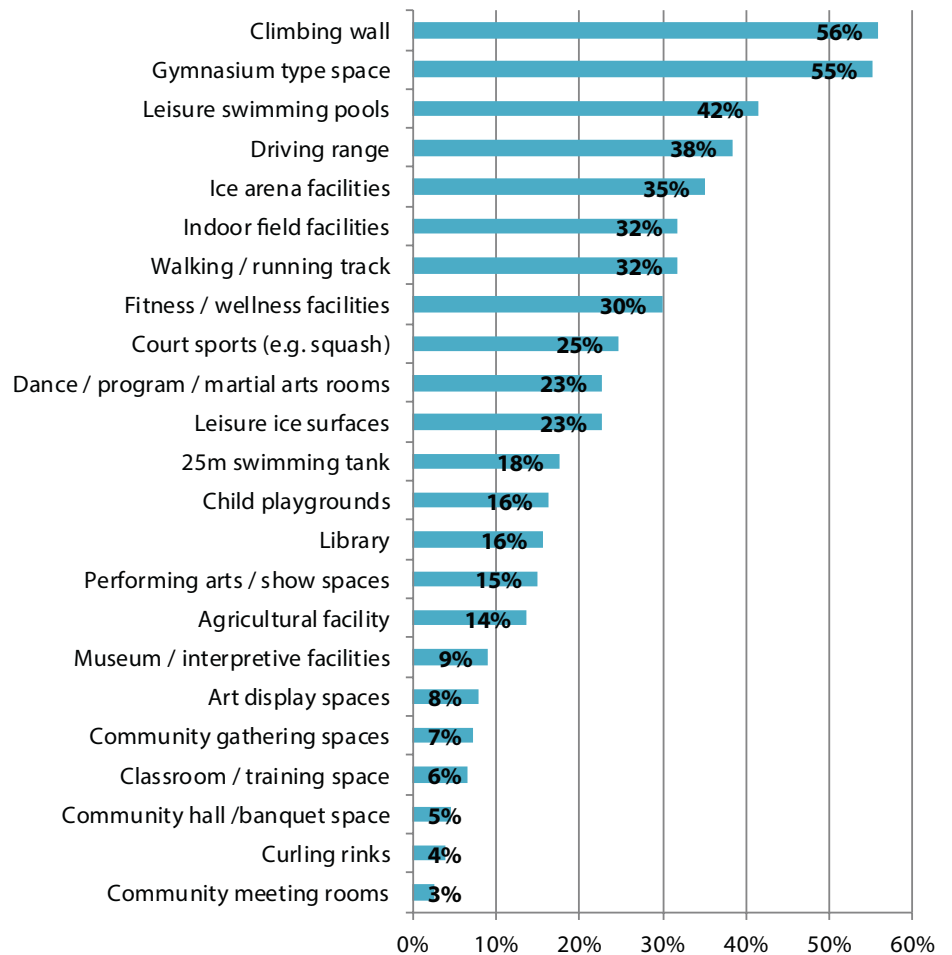
Is there a need for new/upgraded recreation facilities?

■ Yes ■ Not sure ■ No



61% of students believe that there is a need for new / upgraded recreation facilities in the Vermilion area. Over one-quarter (28%) of students were unsure if development is needed.

Priorities for Indoor Recreation Facilities/Spaces



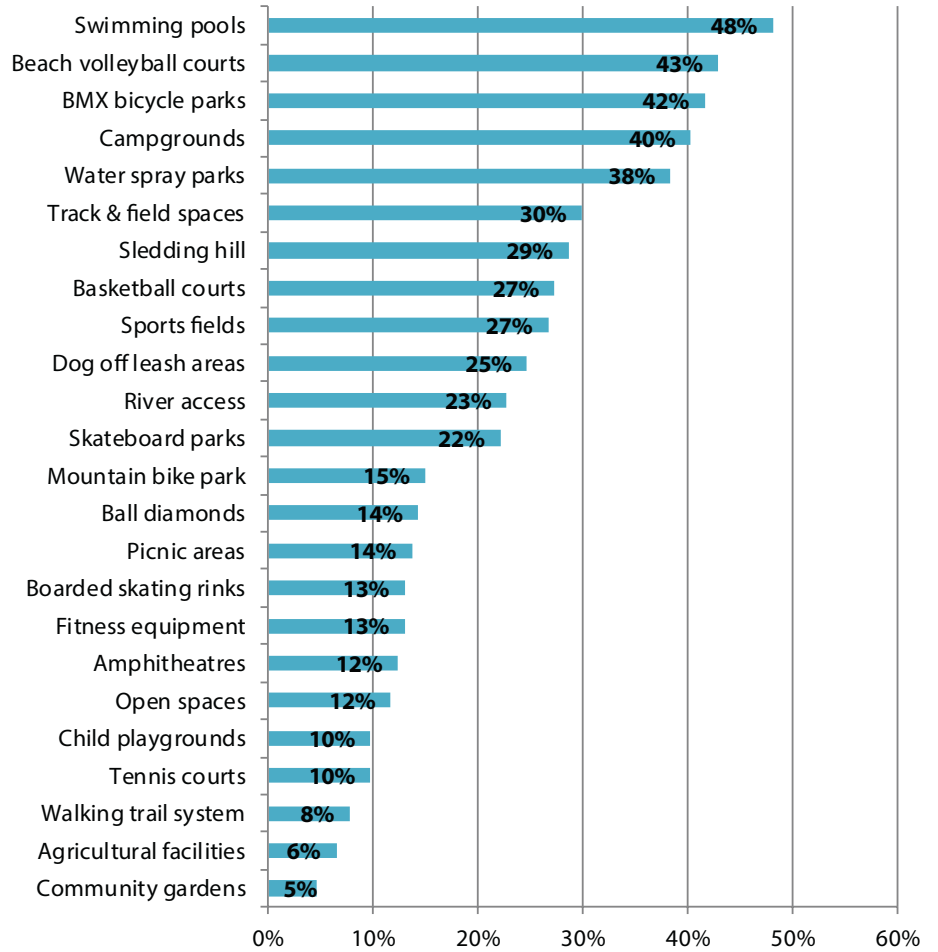
The top 5 **indoor** facility and space types that student would like to have more readily available are:

1. Climbing wall (56%)
2. Gymnasium type spaces (55%)
3. Leisure swimming pools (42%)
4. Driving range (38%)
5. Ice arena facilities (35%)

Priorities for Outdoor Recreation Facilities/Spaces

The top 5 **outdoor** facility and space types that student would like to have more readily available are:

1. Swimming pools (48%)
2. Beach volleyball courts (43%)
3. BMX bicycle park (42%)
4. Campgrounds (40%)
5. Water spray parks (38%)



RESPONDENT PROFILE

Category	Proportion (%)
Place of Residence	
Town of Vermilion	61%
County of Vermilion River	31%
Other	7%

Category	Proportion (%)
Age	
11 years old	9%
12 years old	23%
13 years old	13%
14 years old	29%
15 years old	21%
16 years old	0%
17 years old	3%
18 years old	2%

Section

6

Service Delivery

Recreation opportunities are provided for regional residents by a combination of local municipalities (Town, County), not for profit organizations (e.g. Vermilion Agricultural Society, sport associations/clubs) and community partners (e.g. Lakeland College). The following section summarizes the current approach to providing recreation; including an overview of the available facilities in the Vermilion area.

Current Approach

The **Town of Vermilion's** Community Services Department provides recreation services for an immediate resident population of over 4,500 and an overall regional market of up to 11,000. The Community Services Department employs four staff:

- Director of Community Services
- Administrative Assistant
- Family and Community Support Services (FCSS) Coordinator
- FCSS Senior Coordinator

A Parks, Recreation and Culture Board exists and includes representatives from a variety of community interests and backgrounds. Included on the Board are elected officials, Town administration, representatives from community organizations and citizens at large. The Board acts in an advisory role and provides strategic guidance to the Community Services Department.

The Town directly operates a number of major recreation facilities in Vermilion. These include the Vermilion Regional Centre, Arena and Stadium ice facilities along with parks, playground, and sports fields throughout the community.

Community partnerships remain important in the delivery of recreation (and related) services in the Vermilion area. The Town contributes annually to the operations of recreation facilities at Lakeland College and has supported enhancements and projects at a number of other facilities and spaces in the community that are operated by partner organizations (e.g. Senior Citizens Drop-In Centre, Vermilion Agricultural Grounds). The Town has also partnered with the Provincial Park to develop and operate sports fields and other recreation amenities. The Town additionally supports the initiatives of many community groups through the provision of funds, staff resources and facilitating partnerships.

The **Vermilion Agricultural Society** has played a leading role in providing recreational opportunities in the community since its formation in 1906. The Society has led the development of a number of facilities on the Agricultural Society Fair Grounds, and continues to play a key role in the operations of many of the buildings and spaces on the Grounds. The success of the Vermilion Regional Fair and other initiatives has additionally provided the Society with funds that are regularly distributed back into facilities and community programs and initiatives in the Vermilion area.

Lakeland College remains a key provider of recreational opportunities in Vermilion. The Colonel Cormack Recreation Centre includes an aquatics facility, gymnasium and fitness centre. Facilities and programs at the College are available to regional residents through partnerships with local municipalities. Lakeland College also provides space to community organizations for programs, events and meetings and has formed a number of regional and provincial partnerships (e.g. Be Fit for Life) which enhances regional residents' access to recreation and leisure opportunities and resources.

The **County of Vermilion River** supports recreation and related community services through its Administration Department. The County provides grants and other support to community organizations for a variety of initiatives and facilities (existing operations or capital projects). The County also contributes to infrastructure in urban communities such as Vermilion in order to ensure that residents have access to facilities.

Current Infrastructure

Located in Vermilion are a number of recreation facilities and spaces. Major recreation facilities and sites in and around the community include:

- Fair Grounds
 - » Numerous agricultural buildings, meeting/social gathering rooms and amenities
 - » Stadium (2,500 capacity) and Arena ice rinks
 - » Curling Club
 - » Ball Diamond
- Vermilion Regional Centre
 - » Indoor playground
 - » Main hall (600 person capacity)
 - » Multipurpose room (100 person capacity)
- Lakeland College (Colonel Cormack Recreation Centre)
 - » Aquatics facility
 - » Gymnasium
 - » Fitness centre
 - » Program spaces
 - » Squash/racquetball courts
 - » Climbing wall
- Vermilion Provincial Park
 - » 6 soccer fields (3 full-sized, 3 U12, 6 U6 to U10)
 - » 2 ball diamonds (Hughes Ball Diamonds)
 - » Spray Park
 - » Cross country skiing facilities
 - » Trails (~23 km)
 - » Boat launch
 - » Campground (~100 sites)
- Pioneer Park
 - » 4 ball diamonds
- Football field
- Vermilion Golf Course
- Tennis courts and outdoor rink (located on school property between 48th and 49th avenue).

The following map provides a further illustration of the recreation and community facilities in Vermilion.



DIRECTORY

TOURIST INFORMATION

1. Tourist Information Centre
2. Town Office
3. Vermilion & District Chamber of Commerce

HISTORICAL & UNIQUE ATTRACTIONS

4. CN Station
5. Heritage Museum
6. Historic Main Street Walking Tour Guides Available at 1, 2 or 3
7. Lakeland College, Alumni House
8. Rotary Lookout

OUTDOOR RECREATION & CAMPING

9. Fair Grounds
10. Fishing / Trout Pond
11. Football Field
12. Golf Course
13. Hughes Ball Diamonds
14. Mini Golf
15. Pioneer Park Ball Diamond
16. Skateboard Park
17. Soccer Fields
18. Tennis Courts / Outdoor Rink
19. Wading Pool

RECREATION & SPORTS FACILITIES

20. Arena / Stadium
21. Aquatic Centre
22. Bowling Alley
23. Curling Rink
24. Racquetball / Squash Courts / Gym

LOCAL MARKETS

25. Farmer's Market (Every Tuesday 10 a.m. - 1 p.m., Mid-March through December)

COMMUNITY FACILITIES

26. Airport
27. Elk's Hall
28. Fire Hall
29. Health Complex
30. Health Unit
31. Lakeland College, Alumni Theatre
32. Post Office
33. Provincial Building / Court House
34. Public Library
35. RCMP Detachment
36. Regional Centre
37. Royal Canadian Legion
38. Senior Centre

- CN Railway
- School
- Churches
- Parks
- Historical Main Street
- Biking / Walking Trail

Section

7



Comparative Analysis

Research was undertaken in order to assess how the provision of recreation in the Vermilion area compares with other similar sized communities and regions. Presented in the following section is a comparative analysis of the provision of infrastructure in a number of nearby and /or or similarly sized communities. The communities of Vermilion, Bonnyville, Wainwright, St. Paul and Barrhead were included in the exercise. The comparison considers only those facilities and spaces that are within the municipal delivery system (directly provided or through a partnership with a not for profit or community organization). It is also important to note that the data collected and analyzed does not consider a number of important factors such as the size or capacity of the facility, age and condition, provision by other entities (e.g. private sector, regional organizations), and facility functionality.

An analysis of the data collected was conducted by calculating the provision ratio (number of residents per facility/space of provision) for Vermilion and each of the comparable communities. Identified in the following chart is an overview of how Vermilion compares to the average of the comparable communities. The complete infrastructure data for each comparable community can be found in the Appendix.



Note: White more recent Municipal Census data reflects a population of 4,545 in the Town, the benchmarking analysis uses the 2011 Statistics Canada figures in order to reflect a consistent comparison.

Facility/Space Type	Vermilion	Average Provision Ratio in the Comparable Communities
Indoor	# Residents per Facility/Space	# Residents per Facility/Space
Indoor Ice Arenas	1,965	2,747
Indoor Aquatics Facilities	3,930	5,493
Leisure Aquatics Facilities	Not provided	Provided in two of the comparable communities (Wainwright, St. Paul)
Curling Sheets	786	1,187
Indoor Riding Arenas (publicly accessible)	3,930	5,663
Gymnasiums (with some level of public accessibility)	983	1,730
Fitness Centres	3,930	4,753
Major Banquet Facilities (>500 capacity)	3,930	4,753
Indoor Child Playgrounds	3,930	5,925
Field House Facilities (for indoor soccer, gymnasium activities, etc.)	Not provided	Provided in one of the comparable communities (Bonnyville)
Walking/Running Tracks	Not provided	Provided in three of the comparable communities (Bonnyville, Wainwright, Barrhead)
Performance Theatres (dedicated)	3,930	5,524
Seniors Centres	3,930	5,493
Museums	3,930	5,493
Climbing Walls	3,930	6,071
Racquetball/Squash (# courts)	1,965	3,204

Facility/Space Type	Vermilion	Average Provision Ratio in the Comparable Communities
Outdoor	# Residents per Facility/Space	# Residents per Facility/Space
Ball Diamonds (shale)	561	790
Rectangular Fields	561	929
Playgrounds/Park Sites	12 (including Provincial Park)	586
Spray Parks	3,930	5,252
Outdoor Pools	Not provided	Not provided in any of the comparable communities
Major Agri-Recreation Grounds	3,930	5,493
Skateboard Parks	3,930	5,493
Bike Parks	Not provided	Not provided in any of the comparable communities
Tennis Courts (# sites)	3,930	4,818
Outdoor Rinks	3,930	2,593
Off-Leash Dog Parks	3,930	5,925



Section

8

Summary & Conclusions

The information presented herein serves as a comprehensive foundation upon which the Regional Recreation Master Plan is based. The broad based research gathered and analyzed is synthesized and then presented as strategic initiatives and recommendations for use by Town, County, Agricultural Society and College. In some instances there is a direct pathway from a piece of research to a strategic recommendation in the Master Plan. In other instances a distillation of the many threads of research combined lead to elements of the Regional Recreation Master Plan.

While there are innumerable important and interesting pieces of information presented in this report, the following themes represent some of the more pertinent findings that will be important to consider as the Regional Recreation Master Plan is developed. These are not in rank order.

Regional residents value recreation & related services.

- 96% of residents believe that recreation is important to their quality of life (findings were similar for both Town and County residents).
- Physical health, pleasure/entertainment, to be with family/friends were the top 3 motivations for participating in recreational activities.
- Community stakeholders and group representatives commonly reiterated the many and profound benefits of recreation (and related activities) during discussion sessions.
- The contributions of recreation in attracting and retaining residents, building strong community, and increasing overall quality of life were commonly identified in the stakeholder and community group engagement.

The Town of Vermilion receives strong value for its investment in recreation services.

- Although the financial investment by the Town in recreation and culture services is less than other selected “comparable” communities, it provides the majority of infrastructure (facilities and spaces) at a similar or better provision ratio.
- Partnerships with the Vermilion Agricultural Society and Lakeland College have enabled the Town to provide a strong complement of recreation and community facilities and spaces.



While overall levels of satisfaction towards recreation services are strong, demands for new and/or enhanced infrastructure exist.

- 83% of households are satisfied with the availability of recreation opportunities and services in Vermilion (11% were unsure, 6% were unsatisfied).
- However, over half (54%) of households indicated that there is a need for new/upgraded facilities to be developed in the Vermilion area.
- The top 5 indoor facilities and spaces identified by households were:
 1. Walking/running track (54%)
 2. Fitness/wellness facilities (34%)
 3. Leisure swimming pools (31%)
 4. Indoor field facilities (25%)
 5. Leisure ice surfaces (24%)
- The top 5 outdoor facilities and spaces identified by households were:
 1. Swimming pools (31%)
 2. Walking trail system (24%)
 3. River access (24%)
 4. Picnic areas (23%)
 5. Community gardens (22%)
- There exists some level of willingness to pay increased taxes in order to enhance recreation services (65% of households indicated support for an increase).
- Enhancement or replacement of the Aquatics Centre at Lakeland College, development of an indoor field house facility, and an indoor walking/running track were commonly identified as priority projects by stakeholders.



The nature of volunteerism is evolving.

- While a number of stakeholders indicated that volunteerism in Vermilion has historically been strong, some issues were identified (engaging younger adults in volunteer activities, filling key volunteer roles).
- Trends suggest that the “nature” of volunteerism is evolving, with many individuals looking for more defined roles and terms.
- Volunteer driven community organizations in the Vermilion area are profoundly important to the overall delivery model and availability of recreation (and related) opportunities for residents.
- Should volunteerism decline in future years, the local municipalities (Town, County) will likely be expected to further invest in, support and possibly even directly deliver many programs that are currently offered by community organizations.

There has been, and will continue to be, increasing demands for unstructured and informal recreational opportunities.

- This is a result of people’s changing schedules as well as a desire to recreate when it is convenient.
- This trend has impacts on recreational programming scheduling and on facility and space development.
- Households, students and stakeholders infrastructure commonly identified a number of “unstructured” amenity and facility types as requiring priority (walking/running track, fitness/wellness facilities, field houses, leisure aquatics facilities, walking trails, outdoor amenities).

Opportunities exist to enhance the promotions and marketing of recreation.

- Being “unaware of opportunities” was identified as the second most prevalent barrier to participation by household survey respondents.
- Opportunities for community groups, organizations and municipalities to collaborate on promotions and marketing were commonly identified.



Based on the research findings presented in the report, initial infrastructure priorities have been identified and are presented in the following charts. These initial priorities will be further explored in the Regional Recreation Master Plan.

Indoor Facility/Space	Household Survey	Student Survey	Stakeholder Consultation	Industry Trends
Fitness/wellness facilities (exercise/weight room)	✓ ✓	✓	✓	✓
Walking/running track	✓ ✓	✓	✓	✓
Indoor field facilities (e.g. soccer, tennis, etc)	✓ ✓	✓	✓	✓
Leisure swimming pools	✓ ✓	✓	✓	✓
Gymnasium type spaces (e.g. basketball, volleyball, badminton, etc.)	✓	✓	✓	✓
Leisure ice surfaces (non hockey)	✓ ✓			✓
25m swimming tanks (fitness class & lane swimming)	✓		✓	
Indoor child playgrounds	✓			✓
Art display spaces			✓	✓
Museum/interpretive facilities			✓	✓
Library			✓	✓
Indoor driving range (golf)	✓	✓		
Indoor agricultural facility (e.g. riding arena)	✓			✓
Ice arena facilities (e.g. hockey, figure skating, etc.)	✓	✓		
Indoor climbing wall	✓	✓		
Classroom/training space				✓
Community gathering spaces				✓
Court sports (e.g. racquetball, squash, etc.)		✓		
Dance/program/martial arts rooms				✓
Curling rinks				
Community meeting rooms				
Performing arts/show spaces				
Community hall/banquet facilities				

Household Survey: two (2) checks (✓ ✓) indicates a top 5 priority; one (1) check (✓) is a 10% or more indicated priority.

Student Survey: one (1) check (✓) is a check 25% or more indicated priority.

Outdoor Facility/Space	Household Survey	Student Survey	Stakeholder Consultation	Industry Trends
Picnic areas	✓ ✓		✓	✓
Community gardens	✓ ✓		✓	✓
Walking trail system	✓ ✓		✓	✓
Water spray parks	✓	✓		✓
Outdoor swimming pools	✓ ✓	✓		
Open spaces (parks, greenfields)	✓		✓	✓
Access to the river	✓ ✓			✓
Dog off leash areas	✓	✓		✓
Mountain bike park	✓			✓
Campgrounds	✓	✓		
Sports fields (soccer, football)		✓		✓
Outdoor agricultural facilities			✓	✓
BMX bicycle parks		✓		✓
Outdoor boarded skating rinks	✓			✓
Amphitheatres	✓			✓
Sledding hill	✓	✓		
Child playgrounds			✓	✓
Track & field spaces		✓		
Outdoor fitness equipment				✓
Basketball courts		✓		
Beach volleyball courts		✓		
Tennis courts	✓			
Skateboard parks				✓
Ball diamonds				

Household Survey: two (2) checks (✓ ✓) indicates a top 5 priority; one (1) check (✓) is a 10% or more indicated priority.

Student Survey: one (1) check (✓) is a check 25% or more indicated priority.



Apper

The background features a stylized landscape with a solid orange top section, a white middle section, and a bottom section with layered, wavy hills in shades of orange and brown. Three birds are depicted in flight against the white section. The word 'Indices' is written in a large, bold, orange sans-serif font across the white section.

Indices

Appendix

A

Comparables Charts

INDOOR FACILITIES

Municipality	Population	Indoor Ice Arenas	Indoor Aquatics Facilities	Leisure Aquatics Facilities	Curling Sheets
Bonnyville	6,216	2	1	0	4
Wainwright	5,925	2	1	1	5
St. Paul	5,400	2	1	1	6
Barrhead	4,432	1	1	0	4
Vermilion	3,930	2	1	0	5

Bonnyville	6,216	3,108	6,216		1,554
Wainwright	5,925	2,963	5,925	5,925	1,185
St. Paul	5,400	2,700	5,400	5,400	900
Barrhead	4,432	2,216	4,432		1,108
AVERAGE	5,493	2,747	5,493	5,663	1,187
Vermilion	3,930	1,965	3,930		786

Municipality	Population	Indoor Riding Arenas (publicly accessible)	Gymnasiums (with some level of public accessibility)	Fitness Centres	Major Banquet Facilities (>500 capacity)
Bonnyville	6,216	0	5	1	1
Wainwright	5,925	1		2	2
St. Paul	5,400	1		1	1
Barrhead	4,432	0	2	1	1
Vermilion	3,930	1	4	1	1

Bonnyville	6,216		1,243	6,216	6,216
Wainwright	5,925	5,925		2,963	2,963
St. Paul	5,400	5,400		5,400	5,400
Barrhead	4,432		2,216	4,432	4,432
AVERAGE	5,493	5,663	1,730	4,753	4,753
Vermilion	3,930	3,930	983	3,930	3,930

Municipality	Population	Indoor Child Playgrounds	Field House Facilities (for indoor soccer, gymnasium activities, etc.)	Walking/Running Tracks	Performance Theatres (dedicated)
Bonnyville	6,216	0	1	1	1
Wainwright	5,925	1	0	1	1
St. Paul	5,400	0	0	0	0
Barrhead	4,432	0	0	1	1
Vermilion	3,930	1	0	0	1

Bonnyville	6,216		6,216	6,216	6,216
Wainwright	5,925	5,925		5,925	5,925
St. Paul	5,400				
Barrhead	4,432			4,432	4,432
AVERAGE	5,493	5,925	6,216	5,524	5,524
Vermilion	3,930	3,930			3,930

Municipality	Population	Seniors Centres	Museums	Climbing Walls	Racquetball/squash (# courts)
Bonnyville	6,216	1	1	1	0
Wainwright	5,925	1	1	1	3
St. Paul	5,400	1	1	0	0
Barrhead	4,432	1	1	0	1
Vermilion	3,930	1	1	1	2

Bonnyville	6,216	6,216	6,216	6,216	
Wainwright	5,925	5,925	5,925	5,925	1,975
St. Paul	5,400	5,400	5,400		
Barrhead	4,432	4,432	4,432		4,432
AVERAGE	5,493	5,493	5,493	6,071	3,204
Vermilion	3,930	3,930	3,930	3,930	1,965

OUTDOOR FACILITIES

Municipality	Population	Ball Diamonds (shale)	Rectangular Fields	Playgrounds/ Park Sites	Spray Parks
Bonnyville	6,216	6	4	9	0
Wainwright	5,925	9	7	8	1
St. Paul	5,400	8	14	15	1
Barrhead	4,432			8	1
Vermilion	3,930	7	7	12	1

Bonnyville	6,216	1,036	1,554	691	
Wainwright	5,925	658	846	741	5,925
St. Paul	5,400	675	386	360	5,400
Barrhead	4,432			554	4,432
AVERAGE	5,493	790	929	586	5,252
Vermilion	3,930	561	561	328	3,930

Municipality	Population	Outdoor Pools	Major Agri- Recreation Grounds	Skateboard Parks	Bike Parks
Bonnyville	6,216	0	1	1	0
Wainwright	5,925	0	1	1	0
St. Paul	5,400	0	1	1	0
Barrhead	4,432	0	1	1	0
Vermilion	3,930	0	1	1	0

Bonnyville	6,216		6,216	6,216	
Wainwright	5,925		5,925	5,925	
St. Paul	5,400		5,400	5,400	
Barrhead	4,432		4,432	4,432	
AVERAGE	5,493		5,493	5,493	
Vermilion	3,930		3,930	3,930	

Municipality	Population	Tennis Courts (# sites)	Outdoor Rinks	Off-Leash Dog Parks
Bonnyville	6,216	1	2	0
Wainwright	5,925	1	4	1
St. Paul	5,400	2	4	0
Barrhead	4,432	1	1	
Vermilion	3,930	1	1	1

Bonnyville	6,216	6,216	3,108	
Wainwright	5,925	5,925	1,481	5,925
St. Paul	5,400	2,700	1,350	
Barrhead	4,432	4,432	4,432	
AVERAGE	5,493	4,818	2,593	5,925
Vermilion	3,930	3,930	3,930	3,930

Appendix

B

Household Survey Tool



Vermilion Regional Recreation Master Plan

HOUSEHOLD QUESTIONNAIRE

Dear Resident of the Vermilion area:

The Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society are working together to develop a Regional Recreation Master Plan. **This Plan will help guide the future provision of recreation and related services in the region such as culture and parks.**

Key to developing the Plan is gathering feedback from regional residents on the current state of recreation services and future needs for programs and facilities. Please have an adult in the household answer this questionnaire by considering the needs of **all members of your household**. The responses you provide are very important.

Please seal your completed questionnaire in the enclosed self-addressed envelope (no postage necessary) and mail it by **June 30, 2014**. Alternatively you can drop it off at the **Vermilion Town Hall** (5021 49th Avenue) during office hours—please seal it in the business reply envelope as well. Completed questionnaires will be directly sent to RC Strategies, an independent consulting firm.

If you have any questions, please contact Steve Slawuta (RC Strategies) at 780.441.4267.

As a token of thanks for completing this questionnaire, 2 draws will be made from a choice of a Family Swim Pass, Family Recreation Centre pass, or a \$200 grocery certificate. To be included in the draw, complete the entry form at the beginning of the questionnaire. This information will be utilized solely for the purposes of the draw and will not be reported in connection with the responses you have provided. To be included in the draw your entry must be received by July 06, 2014.

Draw Entry Form

Name
(First Name Only): _____

Phone Number: _____

The personal information requested on this form is collected under the authority of Section 33 (c) of the Alberta Freedom of Information and Protection of Privacy Act and will be protected under Part 2 of that Act. It will be used for the purpose of contacting you should you be the draw winner. Your personal information will not be shared with anyone for any other purposes. If you have any questions about the collection or use of your personal information, contact the Town of Vermilion at

5021 49th Avenue,
Vermilion, Alberta,
Canada T9X 1X1

- OR -

Phone: (780) 853 – 5358



SECTION I: Top of Mind Thoughts

1. What are the main reasons you and members of your household participate in recreational activities? You may check (✓) more than one response.

- Physical health / exercise
- To be with family / friends
- Relaxation
- To be creative
- Help the community
- To enjoy nature
- Satisfy curiosity
- Experience a challenge
- Meet new people
- Pleasure / entertainment
- Improve skills and / or knowledge
- To "get away"
- Something different than work
- Other (please specify): _____

2. To what extent do you agree with the following statement? **Recreation is important to my quality of life.**

- Strongly Agree Somewhat Agree Unsure Somewhat Disagree Strongly Disagree

SECTION II: Current Facility Usage

3. For each of the following community facilities, parks and open spaces in the Vermilion area, please indicate how frequently in the previous 12 months someone in your household used / visited it. Please check (✓) the appropriate box.

FACILITY	1 – 9 USES	10 – 20 USES	21 OR MORE USES	DID NOT USE IN PREVIOUS 12 MONTHS
Vermilion Aquatic Centre (at Lakeland College)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight Training Facility (at Lakeland College)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lakeland College Riding Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Stadium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Regional Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking / running trails and pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School sport fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pioneer Park Ball Diamonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Stadium (Baseball Diamonds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Ag Facilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Heritage Pavilion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Reunion Hall)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Soccer Fields)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Ball Diamonds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Trails)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Day Use / Picnic Area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



4. What, if anything, prevents you or someone in your household from participating in recreational opportunities in the Vermilion area? You may check (✓) more than one response.

- | | |
|---|--|
| <input type="checkbox"/> Admission fees | <input type="checkbox"/> Equipment costs |
| <input type="checkbox"/> Transportation limitations (cost / availability) | <input type="checkbox"/> Overcrowded facilities |
| <input type="checkbox"/> Poor / inadequate facilities | <input type="checkbox"/> Unaware of some opportunities |
| <input type="checkbox"/> Too busy / no time | <input type="checkbox"/> Don't have the ability / skills |
| <input type="checkbox"/> Better opportunities elsewhere | <input type="checkbox"/> Inconvenient hours of operation |
| <input type="checkbox"/> Other (please specify): _____ | |

5. Overall, how satisfied are you with the availability of recreational opportunities and services (facilities and programs) currently offered in the Vermilion area?

- Very Satisfied Somewhat Satisfied Unsure Somewhat Unsatisfied Very Unsatisfied

6. In which community do members of your household most frequently participate in recreational activities?

- Town of Vermilion
- Other communities in the County of Vermilion River (please specify): _____
- Lloydminster
- Edmonton (and area)
- Other (please specify): _____

SECTION III: New / Upgraded Recreation Facilities

7. Answering on behalf of your entire household, do you think that there is a need for new and / or upgraded recreation facilities to be developed in the Vermilion area? Please check (✓) your response.

- Yes Not Sure No (If "No", please proceed to Question #10)

8. Answering on behalf of your entire household, please check (✓) up to **five indoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | |
|---|--|
| <input type="checkbox"/> Fitness / wellness facilities (exercise / weight room) | <input type="checkbox"/> Indoor agricultural facility (e.g. riding arena) |
| <input type="checkbox"/> 25 m swimming tanks (fitness class & lane swimming) | <input type="checkbox"/> Gymnasium type spaces (e.g. basketball, volleyball, badminton, etc) |
| <input type="checkbox"/> Walking / running track | <input type="checkbox"/> Ice arena facilities (e.g. hockey, figure skating, etc) |
| <input type="checkbox"/> Indoor field facilities (e.g. soccer, tennis, etc) | <input type="checkbox"/> Community gathering spaces |
| <input type="checkbox"/> Indoor child playgrounds | <input type="checkbox"/> Leisure swimming pools |
| <input type="checkbox"/> Leisure ice surfaces (non hockey) | <input type="checkbox"/> Indoor climbing wall |
| <input type="checkbox"/> Curling rinks | <input type="checkbox"/> Community meeting rooms |
| <input type="checkbox"/> Art display spaces | <input type="checkbox"/> Performing arts / show spaces |
| <input type="checkbox"/> Museum / interpretive facilities | <input type="checkbox"/> Court sports (e.g. racquetball, squash, etc) |
| <input type="checkbox"/> Library | <input type="checkbox"/> Community hall / banquet facilities |
| <input type="checkbox"/> Classroom / training space | <input type="checkbox"/> Dance / program / martial arts rooms |
| <input type="checkbox"/> Indoor driving range (golf) | <input type="checkbox"/> Other (please specify): _____ |

9. Answering on behalf of your entire household, please check (✓) up to **five outdoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | |
|---|--|
| <input type="checkbox"/> Track & field spaces | <input type="checkbox"/> Outdoor agricultural facilities |
| <input type="checkbox"/> Water spray parks | <input type="checkbox"/> BMX bicycle parks |
| <input type="checkbox"/> Outdoor fitness equipment | <input type="checkbox"/> Outdoor boarded skating rinks |
| <input type="checkbox"/> Outdoor swimming pools | <input type="checkbox"/> Dog off leash areas |
| <input type="checkbox"/> Mountain bike park | <input type="checkbox"/> Beach volleyball courts |
| <input type="checkbox"/> Picnic areas | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Amphitheatres |
| <input type="checkbox"/> Basketball courts | <input type="checkbox"/> Skateboard parks |
| <input type="checkbox"/> Open spaces (parks, greenfields) | <input type="checkbox"/> Walking trail system |
| <input type="checkbox"/> Access to the river | <input type="checkbox"/> Ball diamonds |
| <input type="checkbox"/> Sports fields (soccer, football) | <input type="checkbox"/> Sledding hill |
| <input type="checkbox"/> Community gardens | <input type="checkbox"/> Child playgrounds |
| <input type="checkbox"/> Other (please specify): _____ | |

10. The local municipalities (Town, County) and partner organizations (College, Agricultural Society) cannot undertake a large number of facility projects at one time. It has to set priorities. **For each please indicate how important that criteria should be when setting infrastructure priorities.**

HOW IMPORTANT SHOULD EACH OF THE FOLLOWING CRITERIA BE WHEN THE TOWN SETS PROJECT PRIORITIES?	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	SOMEWHAT UNIMPORTANT	VERY UNIMPORTANT
Capital cost (cost to build a facility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on youth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on seniors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on adults	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operating cost (cost to run a facility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improvements to existing facilities before developing new	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Projects that serve the greatest number of participants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Projects that service a variety of programs / activities (multi-use)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION IV: Recreation Programming

11. The local municipalities, partner organizations and many other community organizations in the area provide a variety of recreation programs. Thinking about existing and new programs, children's and seniors' programs, **what improvements or changes are needed?**

- | | |
|--|--|
| <input type="checkbox"/> Improved marketing of programs | <input type="checkbox"/> More convenient schedule |
| <input type="checkbox"/> Less cost | <input type="checkbox"/> Offered more frequently |
| <input type="checkbox"/> Need to accommodate more participants | <input type="checkbox"/> Better instruction |
| <input type="checkbox"/> Enhanced content | <input type="checkbox"/> Greater Variety |
| <input type="checkbox"/> Nothing / note | <input type="checkbox"/> Other (please specify): _____ |



12. Using the chart below, please identify the types of recreation and related **programming** that you think should be more readily available in the Vermilion area for each age group. Please check the appropriate boxes that indicate program type and age group.

PROGRAM TYPE	AGE GROUPS					
	CHILDREN (0 – 5 YEARS)	YOUTH (6 – 12 YEARS)	TEENS (13 – 18 YEARS)	YOUNG ADULT (19 – 39 YEARS)	ADULT (40 – 64 YEARS)	SENIORS (65+ YEARS)
Nature / outdoor education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness & wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation (general)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agricultural	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What are the best methods to get information to your about recreation programs and events? Please check (✓) the **three** best methods.

- Local newspaper
- Town or County website
- Social media (Facebook, Twitter, Blog)
- Radio
- Other (please specify): _____
- Notice in utility bill
- Newsletter
- Posters in community facilities / spaces
- Electronic sign

SECTION V: Willingness to Pay

14. To ensure that community needs for recreation facilities in Vermilion are better met, how much of an increase in annual property tax would you be willing to support? Please check (✓) the appropriate box.

- No increase
- Up to a \$100 annual property tax increase
- \$100 to \$150 annual property tax increase
- \$151 to \$200 annual property tax increase
- Over \$200 annual property tax increase

SECTION VI: General Comments

15. Do you have any additional comments to make concerning the planning of **future** community leisure facilities in Vermilion?

SECTION VII: Respondent Profile

16. How long have you lived in the Vermilion area?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

17. Do you expect to be residing in the Vermilion area for the next five years?

- Yes
- Not Sure
- No

18. Do you own or rent your home?

- Own
- Rent

19. Please describe your household by recording the number of members in each of the following age groups. (Please do not forget yourself!)

- _____ Age 0 – 9 Years
- _____ Age 10 – 19 Years
- _____ Age 20 – 29 Years
- _____ Age 30 – 39 Years
- _____ Age 40 – 49 Years
- _____ Age 50 – 59 Years
- _____ Age 60 – 69 Years
- _____ Age 70 – 79 Years
- _____ Aged 80 and Older

20. Where do you live?

- Town of Vermilion
- County of Vermilion River
- Other (please specify): _____

Thank you for your participation!

Appendix



Student Survey Tool



Vermilion Regional Recreation Master Plan

STUDENT SURVEY

The Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society are working together to plan the future of recreation in the area. These partners are interested in learning your opinions about the current use and future needs for recreation facilities and programs. Please answer the following questions on your own. Thank you.

1. For each of the following recreation facilities and spaces in the Vermilion area, please indicate how often you have used each in the last 12 months. Please check (✓) the appropriate box.

FACILITY	1 – 9 USES	10 – 20 USES	21 OR MORE USES	DID NOT USE IN PREVIOUS 12 MONTHS
Vermilion Aquatic Centre (at Lakeland College)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight Training Facility (at Lakeland College)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lakeland College Riding Arena	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Stadium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Curling Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Public Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Regional Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking / running trails and pathways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School sport fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pioneer Park Ball Diamonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Stadium (Baseball Diamonds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Ag Facilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Heritage Pavilion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Fairgrounds (Reunion Hall)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Soccer Fields)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Ball Diamonds)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Trails)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vermilion Provincial Park (Day Use / Picnic Area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Do you think that there is a need for new or upgraded recreation facilities (indoor and outdoor) in the Vermilion area?

Yes Not Sure No (If "No", please proceed to Question #4)



3. Using the list below, please check (✓) up to **five indoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | |
|---|--|
| <input type="checkbox"/> Fitness / wellness facilities (exercise / weight room) | <input type="checkbox"/> Indoor agricultural facility (e.g. riding arena) |
| <input type="checkbox"/> 25 m swimming tanks (fitness class & lane swimming) | <input type="checkbox"/> Gymnasium type spaces (e.g. basketball, volleyball, badminton, etc) |
| <input type="checkbox"/> Walking / running track | <input type="checkbox"/> Ice arena facilities (e.g. hockey, figure skating, etc) |
| <input type="checkbox"/> Indoor field facilities (e.g. soccer, tennis, etc) | <input type="checkbox"/> Community gathering spaces |
| <input type="checkbox"/> Indoor child playgrounds | <input type="checkbox"/> Leisure swimming pools |
| <input type="checkbox"/> Leisure ice surfaces (non hockey) | <input type="checkbox"/> Indoor climbing wall |
| <input type="checkbox"/> Curling rinks | <input type="checkbox"/> Community meeting rooms |
| <input type="checkbox"/> Art display spaces | <input type="checkbox"/> Performing arts / show spaces |
| <input type="checkbox"/> Museum / interpretive facilities | <input type="checkbox"/> Court sports (e.g. racquetball, squash, etc) |
| <input type="checkbox"/> Library | <input type="checkbox"/> Community hall / banquet facilities |
| <input type="checkbox"/> Classroom / training space | <input type="checkbox"/> Dance / program / martial arts rooms |
| <input type="checkbox"/> Indoor driving range (golf) | <input type="checkbox"/> Other (please specify): _____ |

4. Using the list below, please check (✓) up to **five outdoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | | |
|--|---|---|
| <input type="checkbox"/> Track & field spaces | <input type="checkbox"/> Outdoor agricultural facilities | <input type="checkbox"/> Water spray parks |
| <input type="checkbox"/> BMX bicycle parks | <input type="checkbox"/> Outdoor fitness equipment | <input type="checkbox"/> Outdoor boarded skating rinks |
| <input type="checkbox"/> Outdoor swimming pools | <input type="checkbox"/> Dog off leash areas | <input type="checkbox"/> Mountain bike park |
| <input type="checkbox"/> Beach volleyball courts | <input type="checkbox"/> Picnic areas | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Amphitheatres | <input type="checkbox"/> Basketball courts |
| <input type="checkbox"/> Skateboard parks | <input type="checkbox"/> Open spaces (parks, greenfields) | <input type="checkbox"/> Walking trail system |
| <input type="checkbox"/> Access to the river | <input type="checkbox"/> Ball diamonds | <input type="checkbox"/> Sports fields (soccer, football) |
| <input type="checkbox"/> Sledding hill | <input type="checkbox"/> Community gardens | <input type="checkbox"/> Child playgrounds |
| <input type="checkbox"/> Other (please specify): _____ | | |

5. Are there any types of new programs that you would like to see made available before or after school? If yes, please provide some examples.

6. Do you have any comments to make about the future of recreation in the Vermilion area?

7. Where do you live?

- Town of Vermilion County of Vermilion River Other (please specify): _____

8. How old are you today? _____

Appendix



Community Group Survey Tool



Vermilion Regional Recreation Master Plan

GROUP QUESTIONNAIRE

Dear Community Group Representative:

The Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society are working together to develop a Regional Recreation Master Plan. This Plan will help guide the future provision of recreation and related services in the region such as culture and parks. Your organization is invited to provide feedback which will be used to help develop the Plan.

Please complete this questionnaire on behalf of your group / organization. **Only one response per group is needed. Once completed please return via email (slawuta@rcstrategies.ca) or fax (780.426.734) by August 22nd.** Alternatively you can drop it off at the Vermilion Town Hall (5021 49 Avenue) during office hours. Questionnaires can also be mailed to RC Strategies, 10315 109 Street NW, Edmonton, AB T5J 1N3.

If you have any questions, please contact Steve Slawuta (RC Strategies) at 780.441.4267.

Section I: Organization Profile

1. Please fill out the following information.

Organization Name: _____

Contact Name & Position: _____

Contact Phone Number & Email: _____

1a. Briefly explain the purpose of your organization and its major activities

2. What age group(s) best describe(s) your organization's members / participants or clients? Please check (✓) all that apply.

Preschool (0 – 5) Youth (6 – 12 years) Teens (13 – 17)

Adult (18 – 39) Adult (40 – 59) Seniors (60+)

3. How many participants / members or clients belong to your organization? If available, please provide historical data.

	2011 / 2012	2012 / 2013	2013 / 2014
Participants / Members / Clients:			

4. Over the next couple of years, what are your expectations for participant / membership or client numbers? Please check (✓) one of the following.

Grow Remain Stable Decline



5. Please provide an estimate of the residency for your organization’s members / participants or clients.

_____ % Town of Vermilion
 _____ % County of Vermilion River
 _____ % Other

 100 %

Section II: Current Facility Usage

6. Please identify **up to five** facilities (indoor and outdoor) that your group has used the **most frequently** in the past twelve months.

FACILITY	1 - 6 USES	6 - 10 USES	11 - 20 USES	21 OR MORE USES
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please identify any enhancements / improvements that could be done to improve your group’s enjoyment of the existing facilities used. (If appropriate, please identify the specific sites / locations.)

Section III: New / Upgraded Facilities

8. Answering on behalf of your organization, do you think that there is a need for new and / or upgraded recreation and community facilities (indoor or outdoor) to be developed in the Vermilion area?

Yes Unsure No (If "No", please proceed to Question #11.)

9. Answering on behalf of your organization, please check (✓) up to **five indoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | |
|---|---|
| <input type="checkbox"/> Fitness / wellness facilities (exercise / weight room) | <input type="checkbox"/> Indoor agricultural facility (e.g. riding arena) |
| <input type="checkbox"/> 25 m swimming tanks (fitness class & lane swimming) | <input type="checkbox"/> Gymnasium type spaces (e.g. basketball, volleyball, badminton, etc.) |
| <input type="checkbox"/> Walking / running track | <input type="checkbox"/> Ice arena facilities (e.g. hockey, figure skating, etc) |
| <input type="checkbox"/> Indoor field facilities (e.g. soccer, tennis, etc) | <input type="checkbox"/> Community gathering spaces |
| <input type="checkbox"/> Indoor child playgrounds | <input type="checkbox"/> Leisure swimming pools |
| <input type="checkbox"/> Leisure ice surfaces (non hockey) | <input type="checkbox"/> Indoor climbing wall |
| <input type="checkbox"/> Curling rinks | <input type="checkbox"/> Community meeting rooms |
| <input type="checkbox"/> Art display spaces | <input type="checkbox"/> Performing arts / show spaces |
| <input type="checkbox"/> Museum / interpretive facilities | <input type="checkbox"/> Court sports (e.g. racquetball, squash, etc) |
| <input type="checkbox"/> Library | <input type="checkbox"/> Community hall / banquet facilities |
| <input type="checkbox"/> Classroom / training space | <input type="checkbox"/> Dance / program / martial arts rooms |
| <input type="checkbox"/> Indoor driving range (golf) | <input type="checkbox"/> Other (please specify): _____ |



10. Answering on behalf of your organization, please check (✓) up to **five outdoor** recreation facilities or spaces that should be more readily available in the Vermilion area.

- | | |
|---|--|
| <input type="checkbox"/> Track & field spaces | <input type="checkbox"/> Outdoor agricultural facilities |
| <input type="checkbox"/> Water spray parks | <input type="checkbox"/> BMX bicycle parks |
| <input type="checkbox"/> Outdoor fitness equipment | <input type="checkbox"/> Outdoor boarded skating rinks |
| <input type="checkbox"/> Outdoor swimming pools | <input type="checkbox"/> Dog off leash areas |
| <input type="checkbox"/> Mountain bike park | <input type="checkbox"/> Beach volleyball courts |
| <input type="checkbox"/> Picnic areas | <input type="checkbox"/> Tennis courts |
| <input type="checkbox"/> Campgrounds | <input type="checkbox"/> Amphitheatres |
| <input type="checkbox"/> Basketball courts | <input type="checkbox"/> Skateboard parks |
| <input type="checkbox"/> Open spaces (parks, greenfields) | <input type="checkbox"/> Walking trail system |
| <input type="checkbox"/> Access to the river | <input type="checkbox"/> Ball diamonds |
| <input type="checkbox"/> Sports fields (soccer, football) | <input type="checkbox"/> Sledding hill |
| <input type="checkbox"/> Community gardens | <input type="checkbox"/> Child playgrounds |
| <input type="checkbox"/> Other (please specify): _____ | |

Section IV: Contributions

11. How supportive would your group be of an increase in user / rental fees to ensure community needs for recreation are better met?

- Strongly Support Somewhat Support Somewhat Oppose Strongly Oppose

11a. Please explain your answer to the previous question.

Section V: Partnerships

12. Does your organization partner with other organizations and / or local municipalities (Town, County) to provide recreation services in the Vermilion area?

- Yes Unsure No

12a. If "Yes", please briefly describe the partnerships.

Section VI: Organizational Needs & Assistance

13. What are the main challenges your organization is dealing with as it strives to meet its goals and objectives?

14. Considering the program challenges described above, what is the **single most important action, support, or resource** that the local municipalities (Town, County) could provide to help your organization address these challenges?

Section VII: General Comments

15. Do you have any additional comments regarding recreation services in the Vermilion area?

Thank you for your feedback!

Appendix

A large white letter 'E' is centered on a green-tinted background. The background shows a soccer field with two players. One player on the left is wearing a dark jersey and shorts, and the other on the right is wearing a white jersey with the number 22 and dark shorts. The field has white yard lines and a chain-link fence in the background.

E

Participating Community
Group Survey Respondents

#	Organization Name
1.	Vermilion Public Library
2.	VIBE
3.	Vermilion Dance Association
4.	Vermilion Elementary School
5.	Buffalo Trail Public Schools
6.	Family & Community Support Services
7.	Vermilion Outreach School
8.	Vermilion Royal Purple Lodge #108 AB
9.	Vermilion Community Art Club
10.	Vermilion Heritage Museum

Vermilion Regional Recreation Master Plan

Final
January 2016



Vermilion Regional Recreation Master Plan



Table of Contents

	Executive Summary	I
Section	1 Introduction	1
Section	2 The Value of Recreation	4
	National Benefits HUB	5
	Active Alberta Policy	5
	A Framework for Recreation in Canada 2015: Pathways to Wellbeing	6
Section	3 The State of Recreation in Vermilion Report: Summary of Findings	9
	Population Analysis & Growth	10
	Trends in Recreation	10
	Community Engagement	11
	Summary of Engagement Activities	11
	Household Questionnaire	11
	Stakeholder Discussion Sessions & Interviews	12
	Community Group Questionnaire	13
	Student Survey	13
	Service Delivery (Current Practices)	13
	Comparative Analysis	13
Section	4 A Vision for Recreation in Vermilion	16
Section	5 Recommendations	18
	Goal Area: Active Living	20
	Goal Area: Inclusion & Access	21
	Goal Area: Connecting People & Nature	22
	Goal Area: Supportive Environments	23
	Goal Area: Recreation Capacity	28
Section	6 Conclusion & Summary	29
	Appendices	
	Appendix A: Preliminary Infrastructure Rankings	34

Executive Summary

The Vermilion Regional Recreation Master Plan was initiated by the Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society to explore the current state and future needs for recreation on a regional basis. A project steering committee was formed with representatives from the above organizations to help guide the development of the Master Plan.

Consultation with the public, stakeholders and community organizations along with other secondary research undertaken was critical to the development of the Master Plan (as detailed in the State of Recreation Report). This consultation included the fielding of a household survey, which yielded responses from 404 regional households. In-person interviews were also conducted with approximately 40 stakeholders and community group representatives.

Common themes emerging from the consultation and research included:

- » Recreation services are highly valued and important to residents quality of life;
- » Residents in the Vermilion region are proud of the community's history, recreation facilities and events (e.g. Vermilion Fair);
- » There is a desire among many residents, stakeholders and community organizations for the new development of recreation facilities;
- » While many existing recreation facilities are well utilized and have remaining life, others are aging and will require decisions to be made on future operations;
- » A number of criteria are important to consider when contemplating new infrastructure development;
- » The nature of volunteerism is evolving and will require recreation service providers and organizations to undertake new strategies to retain and recruit volunteers;
- » Outdoor recreational spaces are highly valued and opportunities exist to enhance provision; and
- » Community organizations play a critical role in offering programs, events, and facilities in Vermilion and across the region.

Preliminary lists of indoor and outdoor facility priorities were identified based on the consultation for future analysis (see Pages 14 and 15). The following vision statement was also created to reflect the community's values and future directions as they relate to recreation and related services in the Vermilion region.

Recreation services in the Vermilion region will leverage the successes of the past while ensuring that current and future residents have access to opportunities that are:

- » *Physically, socially and financially accessible*
- » *Diverse to meet the needs of all ages, abilities and interests*
- » *Efficient and make best use of available resources*

Executive Summary

Sixteen (16) recommendations were then identified to enhance recreation (and related services) in the Vermilion region. The recommendations are presented in alignment with the goal areas of the Framework for Recreation in Canada; Pathways to Wellbeing. The Master Plan recommendations are summarized as follows:

Recommendation #1: Provide physical literacy training to community organizations and program providers.

Recommendation #2: Develop a single, user friendly database and information sharing tool of all recreation (and related) opportunities in the immediate region.

Recommendation #3: Utilize and periodically revisit the State of Recreation Report research to identify program needs, gaps and opportunities.

Recommendation #4: Continue to support organizations that provide assistance to residents facing barriers to participation, and where possible enhance efforts.

Recommendation #5: Develop and implement strategies geared towards engaging new residents in recreation (and related) opportunities.

Recommendation #6: Preserve, and where possible, enhance passive recreation spaces in the community.

Recommendation #7: Continue to leverage Vermilion Provincial Park as a major community asset.

Recommendation #8: Ensure that existing infrastructure is sustained before contemplating new major development.

Recommendation #9: Adopt the suggested project development framework for all potential major infrastructure projects.

Recommendation #10: Work with the Vermilion Agricultural Society to develop a concept plan for the future of the Vermilion Agricultural Society Grounds.

Recommendation #11: Utilize the suggested facility component prioritization & site selection criteria models when making future decisions on a major, multi-purpose community recreation facilities and spaces.

Recommendation #12: Develop a Facility Feasibility Study for a new multi-purpose community recreation facility.

Recommendation #13: Continue to invest in trail enhancement and development for recreation and active transportation purposes

Recommendation #14: Utilize partnerships in facility development, operations and programming where applicable.

Recommendation #15: Enhance resources and supports provided to community organizations.

Recommendation #16: Continue to support, engage and leverage the expertise of the Vermilion Parks, Recreation and Culture Board.

For each recommendation, expected outcomes and implementation strategies are identified. Each recommendation has also been assigned a low, medium, or high financial implication rating.

Section

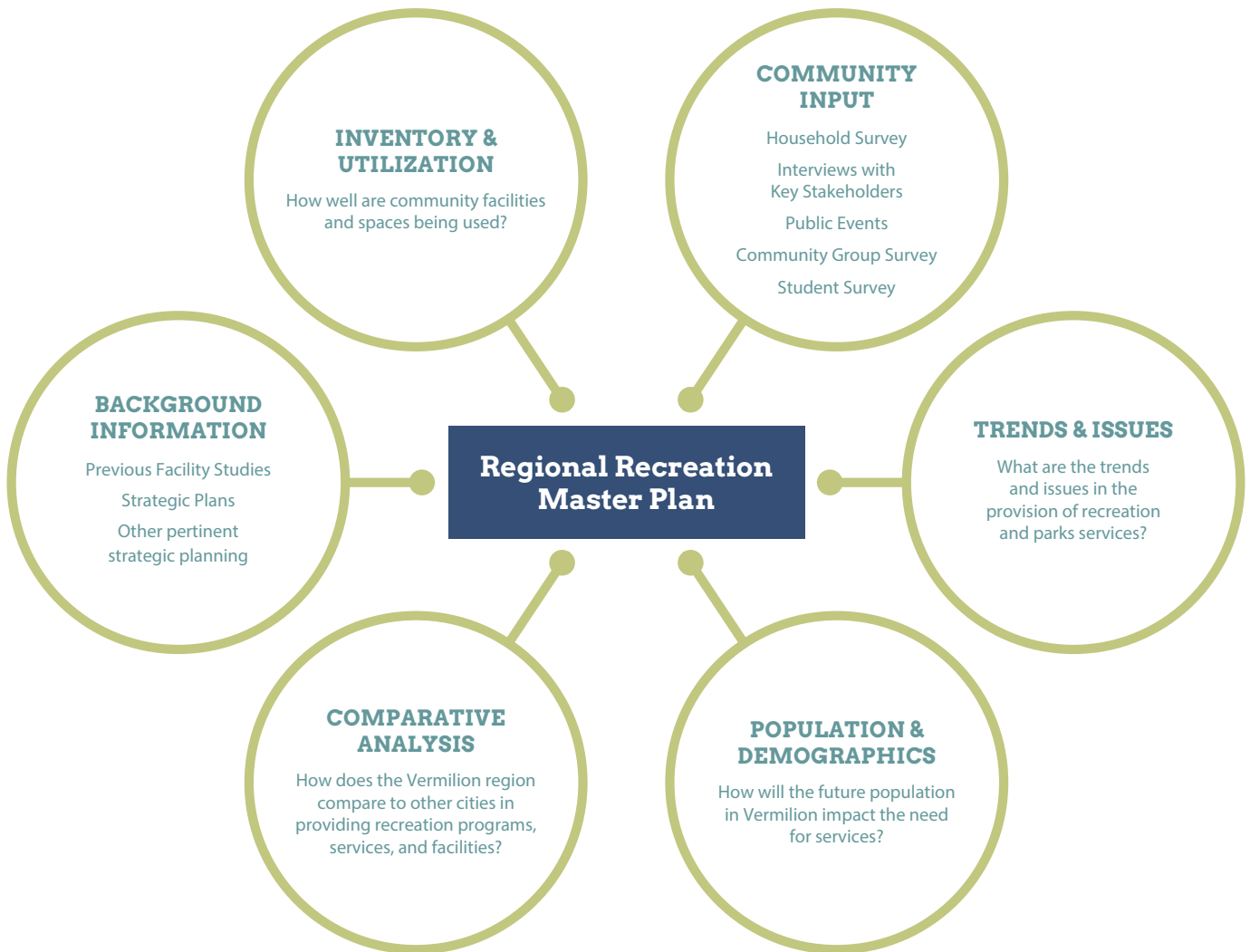
1



Introduction

Recreation and related services in the region such as culture and parks are vital to the Vermilion regions social fabric, quality of life and have numerous benefits that positively impact residents of all ages. Opportunities to participate in these activities are provided by a number of organizations in the Vermilion area and often involve partnerships and collaborations. The Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society are integral to the delivery of recreation services in the region through the provision of facilities, programs and the facilitation of community partnerships.

In order to plan for the future of recreation and related services in the region, the Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society identified the need to develop a Regional Recreation Master Plan. The following Master Plan has been developed based on significant research and engagement with residents and stakeholders (as presented in the State of Recreation in Vermilion Report). The process and inputs used to develop the Master Plan is outlined as follows.



Resulting from this work are recommendations that will help guide future decisions by the project partners in a number of key areas such as infrastructure, programming, service provision and partnerships. When possible, the recommendations outlined in this Master Plan document are presented in alignment with the goals of the Framework for Recreation in Canada: Pathways to Wellbeing. This recently (2015) published document provides a strategic direction for recreation in Canada.

The Regional Recreation Master Plan has additionally built off of a number of previous planning documents that have been undertaken by the project partners. In 2011, a Community Facility Needs Assessment was initiated for the Town with the involvement of Lakeland College and other regional stakeholders. Based on the facility needs outlined in the Needs Assessment, a Facility Feasibility Study was then conducted in order to further assess the costs associated with new development. While the Master Plan is broader in scope, it was important to consider the outcomes of these projects when assessing future needs in the region. Other previous documentation that was reviewed and considered included the Town of Vermilion and County of Vermilion River Municipal Development Plans (MDP), Lakeland College Business Plan (2009 – 2013), and the County of Vermilion River Regional Growth Management Strategy (2013).

Critical to developing the Master Plan was feedback and ongoing advisement from the Project Steering Committee. The Project Steering Committee was engaged at key points in the process to help interpret and provide feedback on the research findings and draft recommendations. Included on the committee were representatives from all four project partners (Town of Vermilion, County of Vermilion River, Lakeland College and the Vermilion Agricultural Society).



Section

2

The Value of Recreation

The personal and societal benefits that result from the existence of quality opportunities to participate in recreation are becoming increasingly acknowledged. In many instances these benefits are also being used to justify ongoing or increased investment in recreation services. Summarized in this section is an overview of the National Benefits HUB, Active Alberta Policy, and A Framework for Recreation in Canada 2015: Pathways to Wellbeing. Aligning the Master Plan with these resources, policies and frameworks is important in order to best position future initiatives and ensure that service provision in the region is consistent with best practices.

National Benefits HUB¹

The National Benefits HUB is a database of research and resources proving the benefits of recreation and parks. Outlined below are eight (8) key benefits that result from the provision of quality recreation (and related services such as culture and parks). Each statement has been validated through a wealth of supporting research. Additional information on the Benefits HUB and supporting research can be found in the State of Recreation in Vermilion Report.

Recreation (and related services such as culture and parks)...

- #1 ... are essential to personal health and well-being
- #2 ... provide the key to balanced human development
- #3 ... provide a foundation for quality of life
- #4 ... reduce self-destructive and anti-social behaviour
- #5 ... build strong families and healthy communities
- #6 ... reduce health care, social service and police/justice costs
- #7 ... are a significant economic generator
- #8 ... and that green spaces are essential to environmental and ecological wellbeing, even survival

Active Alberta Policy²

The Province of Alberta's Active Alberta Policy (2011 – 2021) is the over-arching Policy document that is intended to guide the delivery of recreational, active living and sport opportunities in the province. The Policy identifies that:

“Recreation, active living and sport are vitally important to Albertans. The activities they choose for enjoyment, where they live and take vacations, what they teach their children, and who they select as their heroes all demonstrate how important the sector is to the lives of Albertans.”

Core to the Policy document is the identification of six (6) core outcomes, all of which have strong relevancy to the discussion around the need for playgrounds and opportunities for children to engage in spontaneous physical activity.

Active Albertans: More Albertans are more active, more often.

Active Communities: Alberta communities are more active, creative, safe and inclusive.

Active Outdoors: Albertans are connected to nature and able to explore the outdoors.

Active Engagement: Albertans are engaged in activity and in their communities.

Active Coordinated System: All partners involved in providing recreation, active living and sport opportunities to Albertans work together in a coordinated system.

Active Pursuit of Excellence: Albertans have opportunities to achieve athletic excellence.

The Policy additionally identifies three overarching benefits that can occur because of recreation, active living and sport.

- » Economy
- » Crime prevention and reduction
- » Healthy communities

1 <http://arpaonline.ca/research/benefits-hub/>

2 <http://culture.alberta.ca/recreation/active-alberta/pdf/Active-Alberta-Policy.pdf>

A Framework for Recreation in Canada 2015: Pathways to Wellbeing

The recently (2015) finalized Framework for Recreation in Canada provides a new vision and suggests clear goals, underlying values and principles for the provision and delivery of recreation in Canada. While it is understood that recreation is a broad term and that local interests, priorities and needs differ from region to region and in each individual community; aligning the recreation sector can help build a stronger case for investment in recreation. The Framework outlines both a renewed definition and Vision for recreation in Canada.

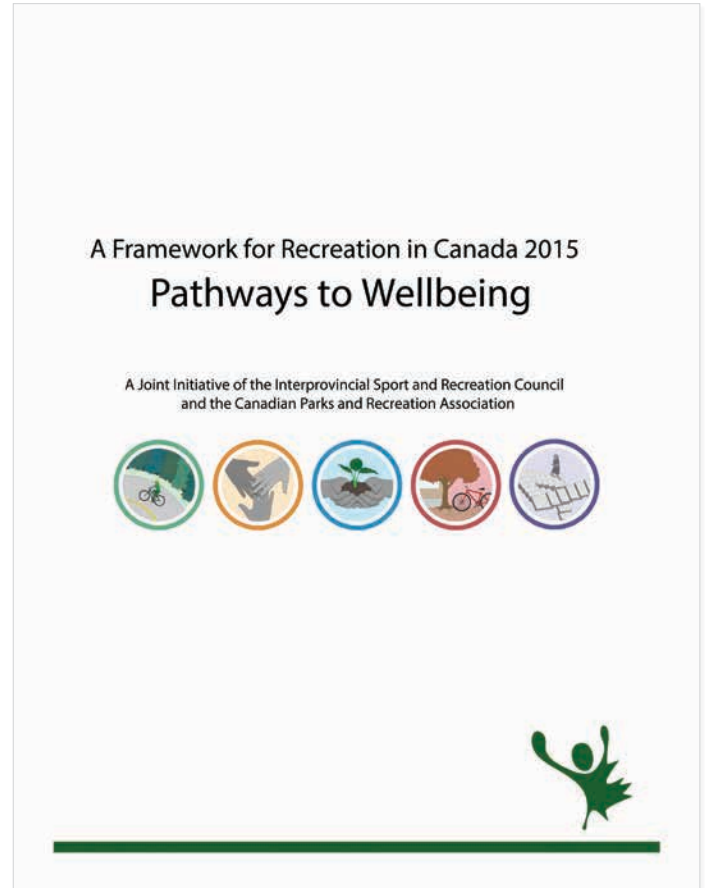
Definition

Recreation is the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing.

Vision

We envision a Canada in which everyone is engaged in meaningful, accessible recreation experiences that foster:

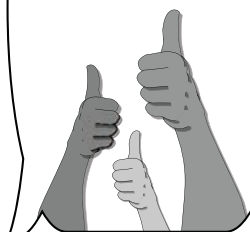
- » *Individual wellbeing*
- » *Community wellbeing*
- » *The wellbeing of our natural and built environments*



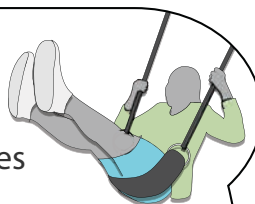
The Framework was developed based on ongoing engagement with decision makers, academics, service providers, and citizens across the Country. Research was also important to the development of the Framework in order to help further justify and portray the benefits of recreation. The following graphic highlights key findings from this research. Of note, the proportion of Canadians who agreed that parks and recreation benefit the community and is an essential service (98%) is similar to the proportion of Vermilion regional residents that indicated that recreation was important to their quality of life (96%).

What Canadians Say About Parks and Recreation⁵

98% say it benefits the community and is an essential service



75% say it helps children and youth lead healthy lifestyles



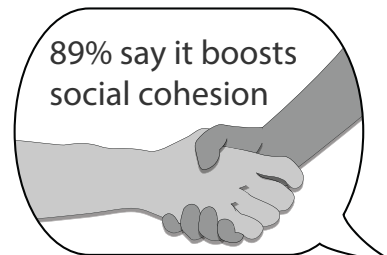
93% say it improves health



77% say its a major factor in crime reduction



89% say it boosts social cohesion



The Framework for Recreation in Canada was formally adopted by the Alberta Parks and Recreation Association in April 2015. The following graphic illustrates the Vision, Values, Principles, Goals and Priorities of the Framework. *The Master Plan recommendations outlined in Section 5 for the Vermilion have been presented in alignment with the Goals of the Framework.*

Part II

A Framework for Recreation in Canada 2015

Vision

Everyone engaged in meaningful, accessible recreation experiences, that foster:

Individual Wellbeing	Wellbeing of Natural & Built Environments	Community Wellbeing
----------------------	---	---------------------

Values

Public Good	Inclusion & Equity	Sustainability
-------------	--------------------	----------------

Principles of Operation

Lifelong Participation	Outcome-Driven	Quality & Relevance	Evidence-Based	Partnerships	Innovation
------------------------	----------------	---------------------	----------------	--------------	------------

Goals



Priorities

- Participation throughout the lifecourse
- Physical literacy
- Play
- Reduce sedentary behaviours

- Equitable participation for all, regardless of socioeconomic status, age, culture, race, Aboriginal status, gender, ability, sexual orientation or geographic location

- Natural spaces and places
- Comprehensive system of parks
- Public awareness and education
- Minimize negative impacts

- Provide essential spaces and places
- Use existing structures and spaces for multiple purposes
- Renew infrastructure
- Active transportation
- Partnerships in social environment
- Recreation education
- Assessment tools
- Align community initiatives

- Collaborative system
- Career development
- Advanced education
- Capacity development
- Community leadership
- Volunteers
- Knowledge development

Section

3



The State of Recreation in Vermilion Report: Summary of Findings

Community engagement and research was critical to the development of the Regional Recreation Master Plan, and specifically the recommendations outlined in Section 5. Basing the recommendations on extensive and sound research ensures that the Master Plan is valid and accurately reflects community needs and priorities.

Secondary research elements included:

- » A review of previous planning;
- » Population and growth analysis;
- » Trends and best practices;
- » A review of current practices and service delivery in the region; and
- » Comparative analysis (benchmarking).

Community engagement mechanisms include:

- » Interviews with stakeholder groups and individuals (17 sessions, 40 participants);
- » Resident mail-out and web questionnaire (404 mailout returns);
- » Community Group Questionnaire; and
- » Student Survey.

Summarized as follows are key findings from the community engagement and research as presented in the State of Recreation Report (found under separate cover). Please refer to the State of Recreation Report for a complete overview of the findings.



Population Analysis & Growth¹

- » The region has a relatively stable population.
 - The Town of Vermilion experienced a small decline of -2.6% between 2006 and 2011. However the Town experienced an increase of 2.2% from 2001 to 2006 and 5.4% from 1996 to 2001. The most recent Municipal Census conducted by the Town indicates that the population is 4,545 residents (a 14% increase from 2011).
 - The County of Vermilion River (7,905 residents) experienced growth of 5.9% between 2006 and 2011, but experienced declined slightly between 2001 and 2006 (-0.8%) and 1996 and 2001 (-0.4%).
- » Vermilion has a significant seasonal population.
 - Approximately 500 students resident in Vermilion during the school year; however, the majority of these individuals are not captured by Census data.
- » The median age of the Town (38.7 years) and County (38.9 years) is slightly older than the provincial average (36.5 years) but younger than many other rural areas.
- » Population growth projections anticipate that the population in the Town could be between 4,272 and 4,820 residents in 2030.
- » Population growth projections anticipate that the population in the County could be between 8,691 and 9,879 residents in 2030.

Trends in Recreation

- » Overall physical activity levels are concerning at both a national and provincial level.
 - Physical activity levels are significantly impacted by age, income and marital status.
 - The situation is of particular concern for the child and youth age groups (Only 7% of 5 to 11 year-olds and 4% of 12 to 17 year-olds year meet the Canadian Physical Activity Guidelines for Children).²
- » While competitive sport and structured programs remain important, there is a trend towards non-competitive and more flexible (spontaneous) activities.
- » Partnerships are increasingly important and often involve a variety of organizations (e.g. multiple levels of government, not for profit sector, private sector, school system).

¹ Data from Statistics Canada, Census of the Population

² Active Healthy Kids Canada Annual Report Card on Physical Activity for Children and Youth (2014)

- » Rates of volunteerism in Alberta are higher than the national average; however the nature of volunteerism is evolving.
 - Young volunteers are motivated by opportunities to learn new school and gain work experience.
 - Volunteers are increasingly demanding more defined roles and terms.
 - Many program providers are mandating volunteer hours.
- » Sport tourism continues to grow even as overall levels of tourism decline.
- » Quality outdoor “green space” is becoming increasingly valued by residents.
- » The concept of social inclusion is increasingly becoming an issue communities are addressing.
 - Many municipal service providers continue to explore new mechanisms in order to ensure that all residents feel welcome and have access to programs and activities.
- » Recreation infrastructure trends include:
 - Developing spaces to be multi-use and multi-functional
 - Integrating indoor and outdoor environments
 - Ensuring that spaces are physically and socially accessible
 - Including revenue generating spaces (e.g. lease spaces, rental spaces)
 - Including social amenities (lobby spaces, common spaces, WiFi)



Community Engagement

Summary of Engagement Activities

Consultation Mechanism	# of Responses/ Participants
Household Questionnaire (mail out)	404 returns
Household Questionnaire (web)	21 responses
Stakeholder Interviews	17 Sessions (~40 Participants)
Community Group Questionnaire	10
Student Survey	213

Household Questionnaire

- » The top 3 reasons residents participated in recreation activities were physical health (81%), pleasure/entertainment (64%) and to be with family/friends (64%).
- » 96% of residents agree that recreation is important to their quality of life. Nearly two-thirds (65%) “strongly agreed”.
- » The Vermilion Regional Centre, Vermilion Fairgrounds, and walking/running trails and pathways had the highest proportion of overall utilization by residents. In total, 9 facilities (or facility types) are utilized by 50% or more of residents.
- » The top 3 barriers identified to participation in recreation were too busy/no time (44%), being unaware of opportunities (27%) and inconvenient hours of operation (23%).
- » 83% of regional residents are satisfied with availability of recreation opportunities and services in the Vermilion area.
- » The vast majority (87%) of regional residents participate in most of their recreational activities in the Town of Vermilion.
- » Just over half (54%) of residents believe there is a need for new/upgraded facilities to be developed in the Vermilion area. 28% were unsure and 18% indicated that development is not required.

- » The top 5 indoor facilities or spaces that residents indicated should be more readily available were walking/indoor field facilities (25%); running track (54%); fitness/wellness facilities (34%); leisure swimming pools (31%); and leisure ice surfaces (24%).
- » The top 5 outdoor facilities or spaces that residents indicated should be more readily available were swimming pools (31%); walking trail system (24%); river access (24%); picnic areas (23%); and community gardens (22%).
- » Improved marketing (35%) and more convenient schedules (30%) were identified as the most needed improvements to recreation programs.
- » Nature/outdoor education for youth, fitness and wellness programs for adults and seniors, and recreation programs for young adults were identified as program priorities.
- » Local newspapers were identified by over three-quarters (81%) of residents as the best way to communicate information about recreation programs and events. Web survey respondents however indicated that social media was a more effective mechanism.
- » 65% of respondents supported some level of tax increase to ensure that community needs for recreation facilities in Vermilion can be better met.



Stakeholder Discussion Sessions & Interviews

- » Strengths of recreation in the Vermilion region include:
 - The Provincial Park and Lakeland College are major assets that most communities of similar size do not have.
 - There exists a good variety of indoor facilities (pool, arenas, fitness centre).
 - The Vermilion Fair is a major asset for the community and helps “define” Vermilion.
 - The history and significance of the Vermilion Fair.
 - Volunteerism
- » Recreation is vitally important to quality of life in the region and helps attract and retain residents.
- » Recreation (including sports and cultural activities) helps shape Vermilion’s identity.
- » Gaps and weaknesses identified include:
 - Aging condition of some facilities in Vermilion (Arena/ Stadium, Aquatics Centre).
 - Condition and/or lack of usage of rural community halls.
 - Lack of amenities to support events (hotels)
 - Difficulty engaging younger adults in recreation and culture activities, or as part of community organizations.
 - Lack of communication and collaboration between some groups, organizations and municipalities.
- » Opportunities exist for increased regional collaboration, which include:
 - Working together to promote recreational programs and events (e.g. creation of a joint website with a listing of opportunities).
 - Joint planning on current and future facilities.
 - Coordinated approach to facility scheduling.
 - Identify needs and supports for smaller community organizations.
- » Future infrastructure priorities identified included a new or retrofitted aquatics facility, indoor field house, indoor walking/running track, and enhancements to the library.

Community Group Questionnaire

- » The majority (6 out of 10) of the participating groups expect to remain stable in coming years while four (4) expect to grow.
- » The majority of responding groups indicated that there is a need for new/or upgraded facilities.
- » The majority of responding groups oppose an increase in user/rental fees.
- » The majority of responding groups partner with local municipalities and/or other groups to provide programs and activities.

Student Survey

- » The top five facilities and spaces utilized by the highest proportion of students were school sports fields, the Vermilion Aquatics Centre, walking/running trails and pathways, trail in the Provincial Park and playgrounds.
- » 61% of students believe that there is a need for new/upgraded recreation facilities in the Vermilion area. Over one quarter (28%) of students were unsure if development is needed.
- » The top 5 indoor facility and space types that student would like to have more readily available are a climbing wall; gymnasium type spaces; leisure swimming pools; driving range; and ice arena facilities.
- » The top 5 outdoor facility and space types that student would like to have more readily available are swimming pools; beach volleyball courts; BMX bicycle park; campgrounds; and water spray parks.



Service Delivery (Current Practices)

- » The Town of Vermilion's Community Services Department provides community facilities for an immediate resident population of over 4,400 and an overall regional market of up to 11,000. The department operates with four staff (Director of Community Services, Administrative Assistant, FCSS Coordinator, FCSS Senior Coordinator).
- » A Parks, Recreation and Culture Board exists and include representatives from a variety of community interests and backgrounds. The Board acts in an advisory role and provides strategic guidance to the Community Services Department.
 - Included on the Board are elected officials, Town administration, representatives from community organizations, and citizens at large.
- » The Vermilion Agricultural Society has played a leading role in providing recreational opportunities in the community since its formation in 1906.
 - The Society has led the development of a number of facilities on the Agricultural Society Fair Grounds, and continues to play a key role in the operations of many of the buildings and spaces on the Grounds.
- » Lakeland College operates the Colonel Cormack Recreation Centre and is the regional provider of the Be Fit for Life Provider.
- » The County of Vermilion River supports recreation and related community services through its Administration Department.
 - The County provides grants and other support to community organizations for a variety of initiatives and facilities (existing operations or capital projects).
 - The County also contributes to infrastructure in urban communities such as Vermilion in order to ensure that residents have access to facilities.
- » Community organizations play a key role in the provision of recreation and cultural events in Vermilion and throughout the region.
 - The delivery of these events relies heavily on partnerships and collaborations.

Based on the research findings presented in the State of Recreation Report, initial infrastructure priorities were identified for further exploration in the Regional Recreation Master Plan.

These preliminary indoor and outdoor infrastructure priorities are outlined in the following charts.

Indoor Facility/Space	Household Survey	Student Survey	Stakeholder Consultation	Industry Trends	Rank
Fitness/Wellness Facilities (Exercise/Weight Room)	✓ ✓	✓	✓	✓	1
Walking/Running Track	✓ ✓	✓	✓	✓	1
Indoor Field Facilities (E.g. Soccer, Tennis, Etc)	✓ ✓	✓	✓	✓	1
Leisure Swimming Pools	✓ ✓	✓	✓	✓	1
Gymnasium Type Spaces (E.g. Basketball, Volleyball, Badminton, Etc.)	✓	✓	✓	✓	2
Leisure Ice Surfaces (Non Hockey)	✓ ✓			✓	3
25M Swimming Tanks (Fitness Class & Lane Swimming)	✓		✓		4
Indoor Child Playgrounds	✓			✓	4
Art Display Spaces			✓	✓	4
Museum/Interpretive Facilities			✓	✓	4
Library			✓	✓	4
Indoor Driving Range (Golf)	✓	✓			4
Indoor Agricultural Facility (E.g. Riding Arena)	✓			✓	4
Ice Arena Facilities (E.g. Hockey, Figure Skating, Etc.)	✓	✓			4
Indoor Climbing Wall	✓	✓			4
Classroom/Training Space				✓	5
Community Gathering Spaces				✓	5
Court Sports (E.g. Racquetball, Squash, Etc.)		✓			5
Dance/Program/Martial Arts Rooms				✓	5
Curling Rinks					6
Community Meeting Rooms					6
Performing Arts/Show Spaces					6
Community Hall/Banquet Facilities					6

Household Survey: two (2) checks (✓ ✓) indicates a top 5 priority; one (1) check (✓) is a 10% or more indicated priority.

Student Survey: one (1) check (✓) is a check if 25% or more indicated priority.

Outdoor Facility/Space	Household Survey	Student Survey	Stakeholder Consultation	Industry Trends	Rank
Picnic Areas	✓ ✓		✓	✓	1
Community Gardens	✓ ✓		✓	✓	1
Walking Trail System	✓ ✓		✓	✓	1
Water Spray Parks	✓	✓		✓	2
Outdoor Swimming Pools	✓ ✓	✓			2
Open Spaces (Parks, Greenfields)	✓		✓	✓	2
Access To The River	✓ ✓			✓	2
Dog Off Leash Areas	✓	✓		✓	2
Mountain Bike Park	✓			✓	3
Campgrounds	✓	✓			3
Sports Fields (Soccer, Football)		✓		✓	3
Outdoor Agricultural Facilities			✓	✓	3
BMX Bicycle Parks		✓		✓	3
Outdoor Boarded Skating Rinks	✓			✓	3
Amphitheatres	✓			✓	3
Sledding Hill	✓	✓			3
Child Playgrounds			✓	✓	3
Track & Field Spaces		✓			4
Outdoor Fitness Equipment				✓	4
Basketball Courts		✓			4
Beach Volleyball Courts		✓			4
Tennis Courts	✓				4
Skateboard Parks				✓	4
Ball Diamonds					5

Household Survey: two (2) checks (✓ ✓) indicates a top 5 priority; one (1) check (✓) is a 10% or more indicated priority.

Student Survey: one (1) check (✓) is a check if 25% or more indicated priority.

Section

4

A Vision for Recreation in Vermilion

The following vision statement has been developed for recreation and related services (such as culture and parks) in the Vermilion region. This vision statement reflects both the values identified through the research and consultation as well as the recommendations set forth in the Master Plan document.

Recreation services in the Vermilion region will leverage the successes of the past while ensuring that current and future residents have access to opportunities that are:

- » *Physically, socially and financially accessible*
- » *Diverse to meet the needs of all ages, abilities and interests*
- » *Efficient and make best use of available resources*



Section

5

Recommendations

As previously mentioned, the recommendations outlined in this section for recreation services in the Vermilion region are presented in alignment with the goals of a Framework for Recreation in Canada. The following graphics identifies the five goal areas and provides a brief description for each.

For each recommendation, potential outcomes have been identified along with implementation strategies. Supporting research from the State of Recreation Report is also provided.

The Framework describes five goals and priorities for action under each goal. The goals are:



Goal 1: Active Living

Foster active living through physical recreation.



Goal 2: Inclusion and Access

Increase inclusion and access to recreation for populations that face constraints to participation.



Goal 3: Connecting People and Nature

Help people connect to nature through recreation.



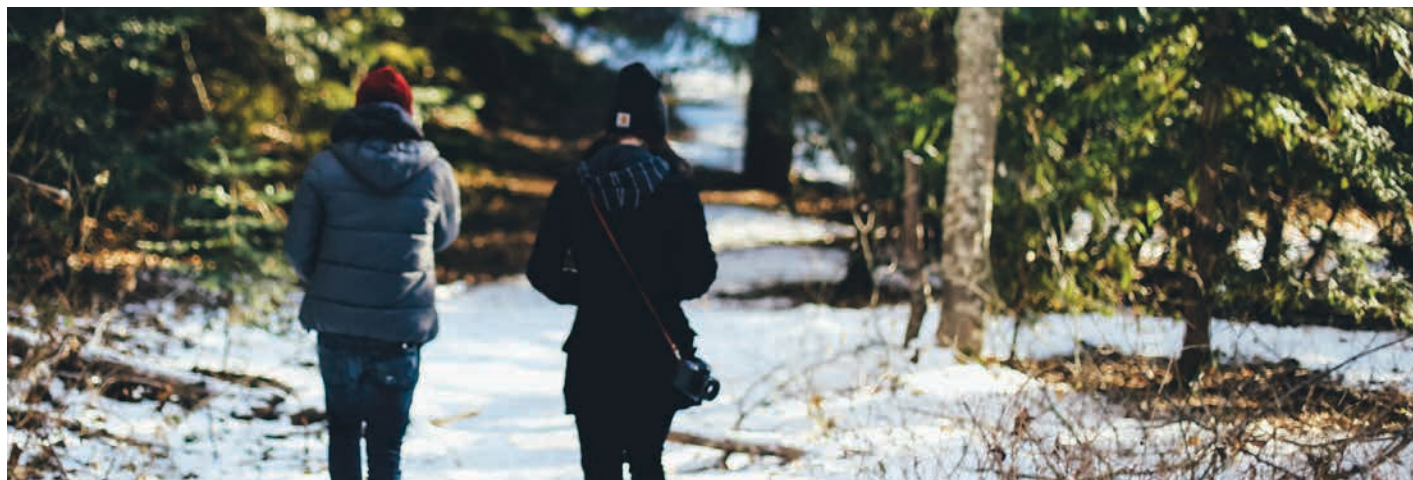
Goal 4: Supportive Environments

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



Goal 5: Recreation Capacity

Ensure the continued growth and sustainability of the recreation field.



Goal Area: Active Living

Recommendation #1: Provide physical literacy training to community organizations and program providers.

Outcomes:

- » Increased quality of recreation programming.
- » Enhanced ability to identify gaps and needs in recreation programming.
- » Alignment with national frameworks such as the Canadian Sport for Life Long Term Athlete Development Model.

Implementation Strategy:

- » Utilize existing resources such as the High Five training programs and Lakeland College.

Supporting Research:

- » Overall trends related to physical activity and physical literacy levels are concerning; especially as they relate to children and youth populations.
- » Not for profit community organizations in the Vermilion area play a vital role in direct program design and delivery.
- » Student consultation revealed that the community's youth have a diverse array of interests.
- » 81% of household survey respondents identified that physical health is a reason they participate in recreation.



Recommendation #2: Develop a single, user friendly database and information sharing tool of all recreation (and related) opportunities in the immediate region.

Outcomes:

- » Creation of a “one stop” resource for residents.
- » Increased knowledge of recreation (and related) opportunities (leading to increased participation).
- » Enhanced collaborations between program providers in the region.

Implementation Strategy:

- » Develop collaboratively (including all Master Plan partners and other community organizations as required).
- » Explore web based and mobile technologies and platforms.
- » Communicate with other municipalities that have explored and implemented similar strategies (e.g. <http://activelethbridge.ca/>).

Supporting Research:

- » 96% of Vermilion residents believe that recreation opportunities are important to their quality of life.
- » Group questionnaire respondents identified marketing and promotions as a key challenge.
- » Over one-quarter of household survey respondents identified being “unaware of opportunities” as a barrier to participation.
- » Stakeholder discussion participants commonly cited the need for a collaborative approach to marketing; a joint “opportunities” website was commonly identified.
- » Current provision of recreation (and related opportunities) involves a large number of groups and organizations.

Goal Area:

Inclusion & Access

Recommendation #3: Utilize and periodically revisit the State of Recreation Report research to identify program needs, gaps and opportunities.

Outcomes:

- » Ensures available programming meets community needs.
- » Utilizes sound research to identify gaps and areas of focus.
- » Justifies investment in programs and services.

Implementation Strategy:

- » Regularly review the State of Recreation Report at an administrative level and with the Vermilion Parks, Recreation and Culture Board) and other associated stakeholders.
- » Utilize the survey tools and methodology to conduct future assessments of recreation services (provides the opportunity to identify trends).

Recommendation #4: Continue to support organizations that provide assistance to residents facing barriers to participation, and where possible enhance efforts.

Outcomes:

- » Ensures that opportunities exist for all residents regardless of circumstances.
- » Healthier population.
- » Increased social inclusion.
- » Enhances community cohesiveness.

Implementation Strategy:

- » Continue to support existing organizations (e.g. KidSport, JumpStart).
- » Explore new initiatives that can address access gaps (e.g. "Everybody gets to play" toolkit).
- » Encourage minor sport organizations to identify strategies around financial, social and physical inclusion.
- » Target provision of low/no cost opportunities and promote accordingly.

Supporting Research:

- » 15% of household survey respondents identified admission fees as a barrier to participation in recreation opportunities.
- » Trends and secondary research data strongly validate the household income impacts physical activity and wellness levels.

Recommendation #5: Develop and implement strategies geared towards engaging new residents in recreation (and related) opportunities.

Outcomes:

- » Increased sense of inclusion and access.
- » Increased participation and utilization of recreation programs and facilities by newcomers to the community and students.
- » Increased volunteerism and community spirit.
- » Enhanced ability to meet the needs of new or underserved populations.

Implementation Strategy:

- » Play an active role in facilitating collaborations between traditional/existing and new/emerging programs and groups.
- » Develop a single, user friendly database of all recreation (and related) opportunities in the region (see recommendation #2).

Supporting Research:

- » 29% of household survey respondents identified that "meeting new people" is a reason for participating in recreation opportunities.
- » Stakeholder discussions identified that engaging younger adults in recreation and culture activities, or as part of community organizations was a challenge.
- » Trends strongly validate that recreation can help facilitate social inclusion and build strong communities.



Goal Area: Connecting People & Nature

Recommendation #6: Preserve, and where possible, enhance passive recreation spaces in the community.

Outcomes:

- » Increased diversity and attractiveness of recreational spaces in the community.
- » Preservation of key natural assets.
- » Increased passive recreational opportunities.

Implementation Strategy:

- » Design natural space into future developments or enhancements of existing facilities and spaces.
- » Work with Alberta Parks to ensure that Vermilion Provincial Park is maximized as a major regional passive recreation space.
- » Identify opportunities for naturalization at major community recreation sites (e.g. Vermilion Agricultural Society Grounds, Lakeland College).

Supporting Research:

- » Household survey respondents identified that a number of outdoor “passive” spaces should be more readily available in Vermilion (walking trails, river access, picnic areas, and community gardens were top 5 outdoor priorities).
- » 51% of household survey respondents identified that “enjoying nature” was a reason for participating in recreation.
- » A continued trend in recreation infrastructure is to integrate indoor and outdoor environments.
- » Providing natural spaces can help combat nature deficit disorder and improve quality of life.

Recommendation #7: Continue to leverage Vermilion Provincial Park as a major community asset.

Outcomes:

- » Sustained and increased utilization of the Park.
- » Increase in the perceived attractiveness of the community and region.
- » Increased public awareness of the Parks biodiversity and natural value.
- » Leveraging of a major regional recreation asset.

Implementation Strategy:

- » Continue to collaborate with Alberta Parks, and where possible enhance collaborations.
- » Work with community organizations that utilize the park to identify promotional opportunities and initiatives.

Supporting Research:

- » The Provincial Park was routinely mentioned by stakeholders as significant and valued regional asset.
- » The Park and its amenities are among the highest used outdoor spaces in the region.
- » Trends and research strongly identify that connecting residents of all ages with outdoor spaces and nature has proven benefits.

Goal Area: Supportive Environments

Recommendation #8: Ensure that existing infrastructure is sustained before contemplating new major development.

Outcomes:

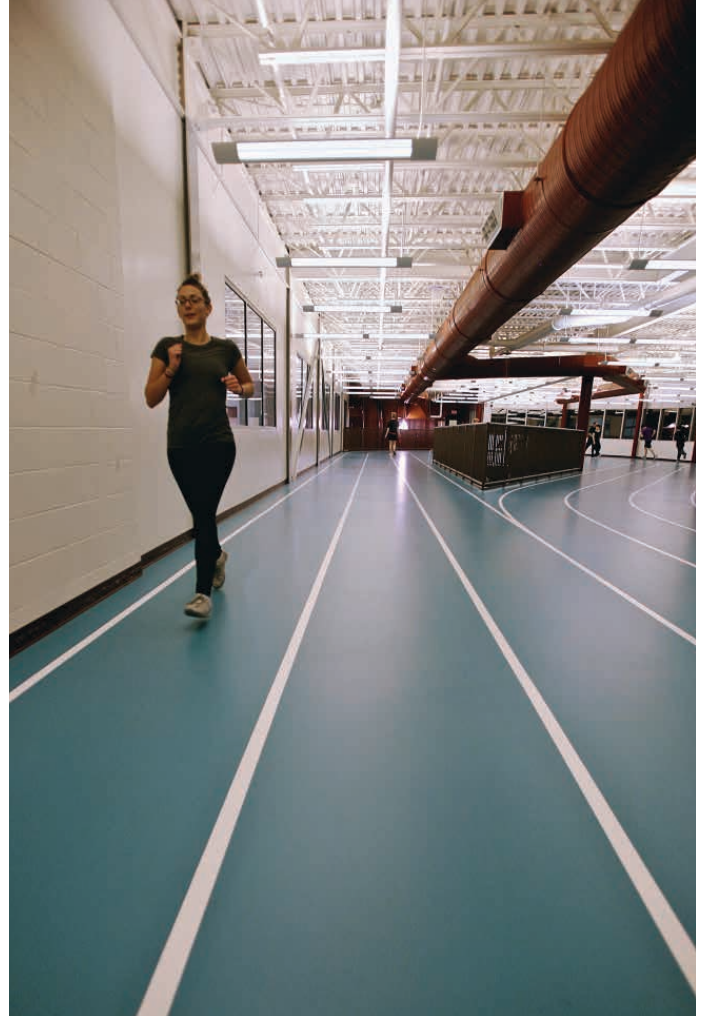
- » Protects the regions investment in recreation infrastructure.
- » Ensures that existing service levels are sustained.
- » Puts in place (or informs the discussion) regarding strategies and mechanisms to sustain and replace infrastructure (e.g. life cycle budgeting).

Implementation Strategy:

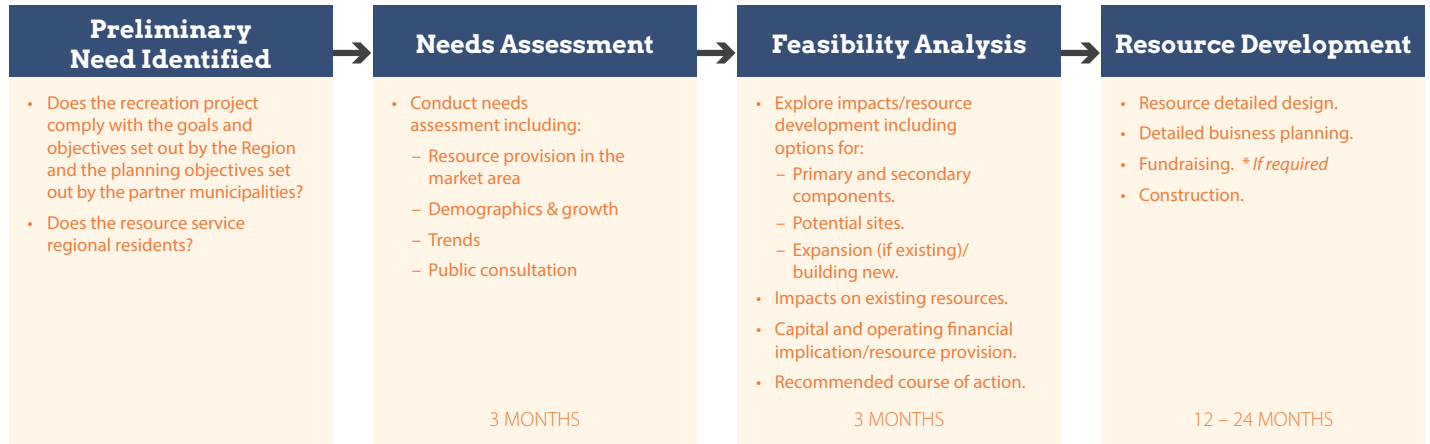
- » Allocate funds to capital replacement on an annual basis.
- » Conduct facility assessments on a regular basis (e.g. every 5 years).
- » Collaborate with partners to plan for future upgrades and re-investment.

Supporting Research:

- » 94% of household survey respondents (the highest proportion) identified that improvements to existing facilities should be the most important criteria when considering future needs and priorities.
- » Aging infrastructure was a common concern expressed during the stakeholder discussions.
- » The Town, College and Agricultural Society operate a significant asset base of facilities that will require continued investment.



Recommendation #9: Adopt the suggested project development framework for all potential major infrastructure projects.



Outcomes:

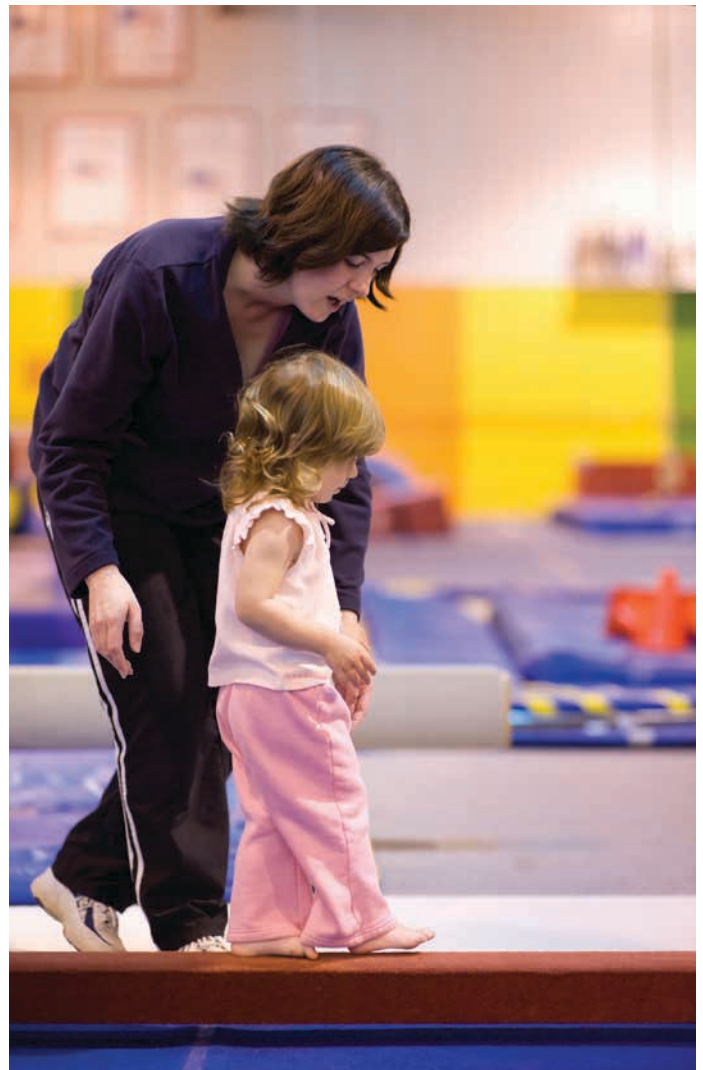
- » Standardizes the process for making decisions on major infrastructure initiatives.
- » Helps ensure that adequate research and analysis is conducted prior to projects moving forward.
- » Establishes an equitable process throughout the region.

Implementation Strategy:

- » Adopt the suggested framework for all potential projects with a value of \$1M or higher.

Supporting Research:

- » The community engagement (household survey, student survey, stakeholder discussions) identified a variety of desired facility projects and initiatives that will require further exploration.
- » Household survey respondents identified a variety of criteria that should be considered when making infrastructure decisions (e.g. operating costs, capital costs, demographics focus, multi-use).



Recommendation #10: Work with the Vermilion Agricultural Society to develop a concept plan for the future of the Vermilion Agricultural Society Grounds.

Outcomes:

- » Ensures that a valued major community recreation “hub” is sustained and preserved.
- » Identifies components and amenities that require refreshment/re-purposing/reinvestment.
- » Identifies potential areas of the site that could accommodate new development should future recreation facilities or amenities be required in the future.

Implementation:

- » Continued collaboration should occur between the Town and Agricultural Society Board to identify the project scope and timing.

Recommendation #11: Utilize the suggested Facility Component Prioritization and Site Selection Criteria Models when making future decisions on a major, multi-purpose community recreation facilities and spaces.

Outcomes:

- » Ensures that community demands are considered in the context of other factors and realities.
- » Assists with accurately determining and identifying required components and amenities.
- » Established a process for site selection.
- » Ensures that a site for a potential major community recreation facility is adequate

Implementation:

- » Adopt the suggested models and continue to update project priorities on a regular basis.
- * A preliminary scoring of projects is provided in the Appendices.

Supporting Research:

- » Household survey respondents identified a variety of criteria that need to be considered when making future decisions on recreation infrastructure.

SITE SELECTION CRITERIA MODEL

Criteria	Metrics		Weight
Expansion of and Sustained Investment in Existing Facilities	1 point: For site that ensures investment in existing facilities.	0 points: For site that does not ensure investment in existing facilities.	5
On Land Already Owned by the Partners (Town, County or College)	1 point: Site is owned by one of, or a combination of, the partners.	0 points: The site is not owned by one of, or a combination of, the partners.	4
Proximity to College	1 point: The site is within 5 minutes walking distance from the College.	0 points: The site is beyond 5 minutes walking distance from the College.	4
Proximity to Residences	1 point: The site is within 5 minutes walking distance from residential areas.	0 points: The site is beyond 5 minutes walking distance from residential areas.	3
Access to Major Highway/Arterial Access	1 point: Site is in close proximity to major arterial roadways.	0 points: The site is not in close proximity to major arterial roadways.	3
Accessibility via Non-motorized Transportation	1 point: The site is, or will be, accessible via the Town’s trail system.	0 points: The site is not, and will not be, accessible via the Town’s trail system	3
In Conjunction with Existing Land Use Planning	1 point: The site is zoned for recreation/ culture facility development.	0 points: The site is not zoned for recreation/ culture facility development.	3
Available Existing Site Servicing	1 point: The site is serviced.	0 points: The site is not serviced.	3

FACILITY COMPONENT PRIORITIZATION MODEL

Criteria	Metrics				Weight
Community Demand	3 points: For identified priority “1” components.	2 points: For identified priority “2 – 5” components.	1 point: For identified priority “5 – 10” components.	0 points: For identified priority “11” or higher components.	5
Economic Impact	3 points: The activity or space will draw significant non-local investment into the community and will give the community provincial, national, and/or international exposure.	2 points: The activity or space will draw significant non-local investment into the community.	1 point: The activity or space will draw moderate non-local investment into the community.	0 points: The activity or space will not draw non-local investment into the community.	5
Public Accessibility	3 points: Component provides unlimited access to the general public.	2 points: Component provides limited access to the general public.	N/A	0 points: Component is not accessible to the general public.	5
Life Span of Existing Facilities	3 points: Existing facilities will be decommissioned within 2 years or is not currently offered in the Town.	2 points: Existing facilities will be decommissioned within 3 – 5 years.	1 point: Existing facilities will be decommissioned within 5 – 10 years and/or requires life cycle replacement budgeting.	0 points: Existing facilities is not nearing the end of its useful life.	4
Cost Savings Through Partnerships or Grants	3 points: Partnership and/or grant opportunities exist in development and/or operating that equate to 50% or more of the overall project cost.	2 points: Partnership and/or grant opportunities exist in development and/or operating that equate to 25% – 49% or more of the overall project cost.	1 point: Partnership and/or grant opportunities exist in development and/or operating that equate to 10% – 24% or more of the overall project cost.	0 points: No potential partnership or grant opportunities exist at this point in time.	4
Current Provision in the Community	3 points: Project would add completely new activity to recreation and/or culture in the Town.	2 points: Project would significantly improve provision of existing recreation and/or culture activity in the Town.	N/A	0 points: Activity is already adequately provided in the Town.	4
Overall Operating Cost	3 points: The project estimated operating costs are better than break even on an annual basis.	2 points: The project operating costs are between \$0 and up to (\$50,000) annually.	1 point: The project operating cost are over (\$50,000) and up to (\$100,000) annually.	0 points: The project operating costs are greater than (\$100,000) annually.	4
Overall Capital Cost	3 points: The anticipated project capital cost is less than \$1M.	2 points: The anticipated project capital cost is over \$1M and up to \$3M.	1 point: The anticipated project capital cost is over \$3M and up to \$5M.	0 points: The anticipated project capital cost is more than \$5M.	3



Recommendation #12: Develop a Facility Feasibility Study for a new multi-purpose community recreation facility. The completion of this Study will ensure that region is best positioned should one or more the following occur:

- » Major new sources of funding become available
- » The population of the region experiences rapid growth
- » Replacement of a major community facility is required (e.g. pool) * See FCI model below

Outcomes:

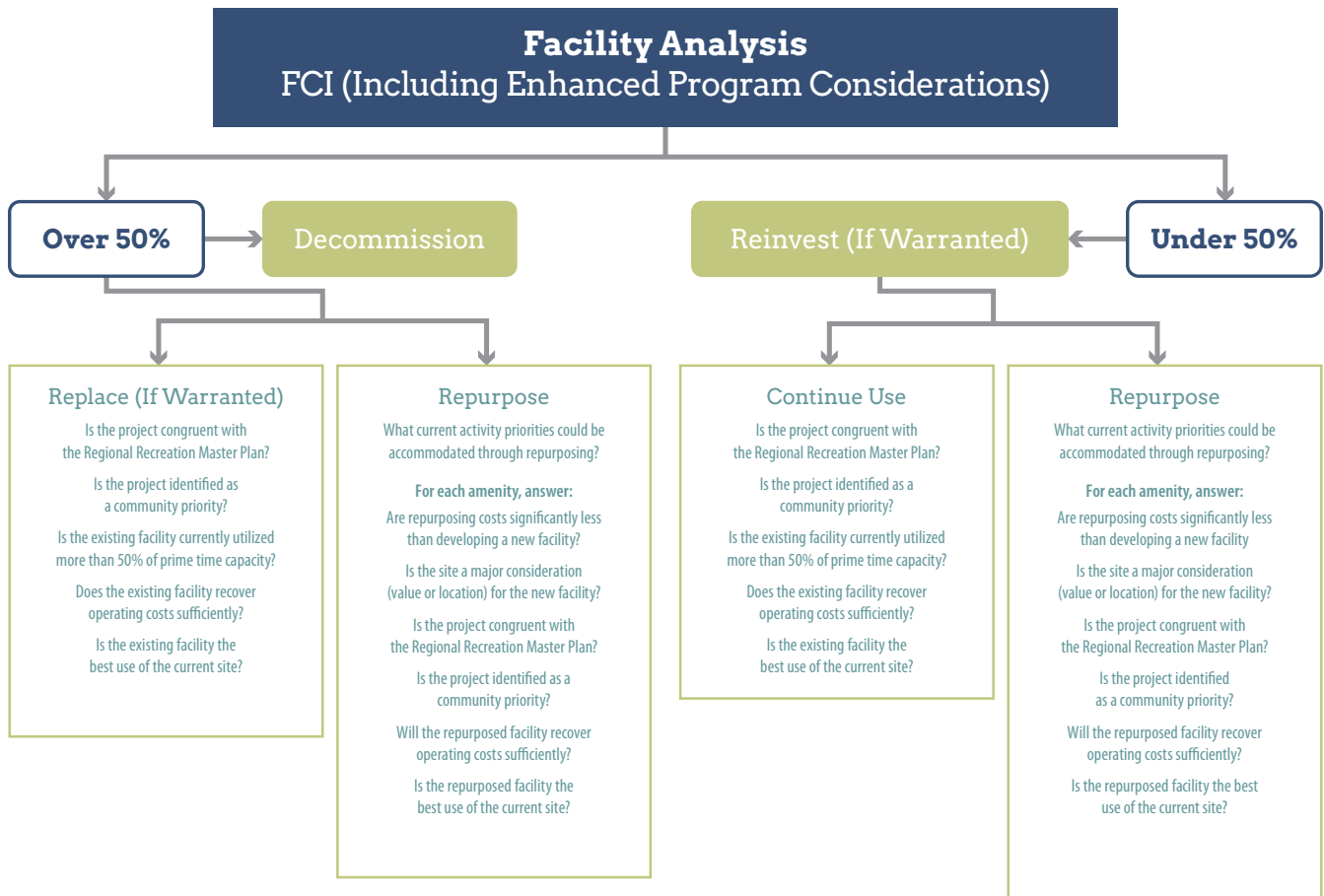
- » Best positions the community should conditions be in place to support future development of a multi-purpose community recreation facility.
- » Puts in place strategies and mechanisms to make decisions on existing facilities.

Implementation:

- » Finalize a Facility Feasibility Study for a new multi-purpose community recreation facility
- » Consider, and appropriately use, the FCI model identified.

Supporting Research:

- » Public and stakeholder conducted for the Master Plan and previous studies identify support for a number of components and amenities that could be included in a new multi-purpose community recreation facility.
- » A number of community facilities are aging and will require decisions on replacement, renovation, or decommissioning.



* If two or more of these questions are answered "NO", then the facility should be decommissioned. If not, the reinvestment/repurpose should be ranked through the system presented in the Regional Recreation Master Plan against other potential projects.

Recommendation #13: Continue to invest in trail enhancement and development for recreation and active transportation purposes

Outcomes:

- » Meet community demand
- » Provide increased opportunities for spontaneous physical activity.
- » Enhance passive recreation opportunities for residents of all ages.

Implementation:

- » Identify opportunities to enhance trail provision in existing neighborhoods.
- » Identify specific issues with current trails and where possible enhance quality and linkages (may require a trails connections concept plan).
- » Ensure that trails are factored into new residential development.

Supporting Research:

- » Trails were identified as the second highest outdoor priority by household survey respondents.
- » Stakeholder discussions also identified the importance and value of trails.

Recommendation #15: Enhance resources and supports provided to community organizations.

Outcomes:

- » Sustain community organizations that play a vital role in the delivery of programs, events, and activities.
- » Increases the overall capacity of organizations in the community.
- » Strengthens the delivery system (e.g. quality of programs, ability to identify future needs).

Implementation:

- » Formalize quarterly development seminars (“lunch and learns”).
- » Utilize the State of Recreation Report research to identify gaps and areas of focus.

Supporting Research:

- » Stakeholder discussions and the community group questionnaire both revealed that opportunities exist to enhance the supports provided to groups.
- » Community not for profit organizations in the Vermilion area are critically important to the availability of recreation and related opportunities.

Recommendation #16: Continue to support, engage and leverage the expertise of the Vermilion Parks, Recreation, and Culture Board.

Outcomes:

- » Sustains and leverages a valuable communication mechanism between the public, Council, and municipal administration.
- » Ensures that a variety of opinions and perspectives can be heard on issues related to parks recreation, and culture.
- » Enhances collaboration in the delivery of recreation

Implementation:

- » Continue to support the Board.
- » Encourage the Board to use the Master Plan findings and recommendation as a strategic tool.
- » Encourage the Board (or a sub-group) of the Board to be responsible for Master Plan implementation and reporting.

Supporting Research:

- » Stakeholder commonly identified the importance of collaboration and decision making as it relates to recreation services.
- » Satisfaction with recreation services is high (83%) but room for improvement exists.

Goal Area: Recreation Capacity

Recommendation #14: Utilize partnerships in facility development, operations and programming where applicable.

Outcomes:

- » Enhanced cross sector collaboration.
- » Leveraging of sponsorship opportunities.
- » Maximizes long standing and successful partnerships with the Agricultural Society and College for special events and infrastructure.

Implementation:

- » Continue to explore partnership opportunities and areas of potential collaboration.

Section

6



Conclusion & Summary

The Vermilion Regional Recreation Master Plan was initiated by the Town of Vermilion, County of Vermilion River, Lakeland College, and the Vermilion Agricultural Society to explore the current state and future needs for recreation on a regional basis.

As summarized in Section 3 (and provided in detail in the State of Recreation Report); the project involved significant consultation with the public, stakeholders and community organizations. This information, along with other research conducted, was used to develop the Master Plan recommendations outlined in Section 5.

While many of the recommendations can be efficiently implemented or involve the enhancement of existing practices, it is important to acknowledge that additional resources may be required to implement some of the recommendations provided. The following chart identifies the Master Plan recommendation and assigns a low, medium, or high financial implication to each. Financial implications could include capital or operating costs along with additional human resource costs that would be required to implement the suggested recommendation. It is important to note that for infrastructure related recommendations, the identification of financial implications are specific to the planning strategy and not infrastructure that may result from undertaking the recommendation. For example, the adoption of the project development framework outlined in Recommendation #9 may identify infrastructure priorities with a significant financial cost; however the financial implication of conducting the analysis is identified as having a “medium” implication.

Low: Minimal financial and/or human resource impact

Medium: Moderate financial and/or human resource impact

High: Significant financial and/or human resource impact



Recommendation	Low	Medium	High
Recommendation #1: Provide physical literacy training to community organizations and program providers.	✓		
Recommendation #2: Develop a single, user friendly database and information sharing tool of all recreation (and related) opportunities in the immediate region.		✓	
Recommendation #3: Utilize and periodically revisit the State of Recreation Report research to identify program needs, gaps and opportunities.	✓		
Recommendation #4: Continue to support organizations that provide assistance to residents facing barriers to participation, and where possible enhance efforts.	✓		
Recommendation #5: Develop and implement strategies geared towards engaging new residents in recreation (and related) opportunities.	✓		
Recommendation #6: Preserve, and where possible, enhance passive recreation spaces in the community.		✓	

Recommendation	Low	Medium	High
Recommendation #7: Continue to leverage Vermilion Provincial Park as a major community asset.	✓		
Recommendation #8: Ensure that existing infrastructure is sustained before contemplating new major development.			✓
Recommendation #9: Adopt the suggested project development framework for all potential major infrastructure projects.		✓	
Recommendation #10: Work with the Vermilion Agricultural Society to develop a concept plan for the future of the Vermilion Agricultural Society Grounds.		✓	
Recommendation #11: Utilize the suggested facility component prioritization and site selection criteria models when making future decisions on a major, multi-purpose community recreation facilities and spaces.		✓	
Recommendation #12: Develop a Facility Feasibility Study for a new multi-purpose community recreation facility.		✓	
Recommendation #13: Continue to invest in trail enhancement and development for recreation and active transportation purposes			✓
Recommendation #14: Utilize partnerships in facility development, operations, and programming where applicable.		✓	
Recommendation #15: Enhance resources and supports provided to community organizations.		✓	
Recommendation #16: Continue to support, engage and leverage the expertise of the Vermilion Parks, Recreation and Culture Board.	✓		





Apper

The image features a stylized landscape with a white sky, light green rolling hills, and a brown ground area. Three birds are flying in the sky, and two birds are on the ground. The word "Indices" is written in a large, orange, sans-serif font across the middle of the image.

Indices

Appendix

A large, white, sans-serif letter 'A' is centered on the page. The background is a green-tinted photograph of a soccer field. In the foreground, two players are visible: one on the left in a dark jersey and one on the right in a light jersey with the number 22. The field has white yard lines, and a chain-link fence is visible in the background.

A

Preliminary Infrastructure Rankings

Indoor Priorities & Costing

Project	Score	Rank	Operating Cost (Incremental Estimated)	Capital Cost (Estimated 2015)
Walking/Running Track	73	1	\$25,000	\$1,500,000
Fitness/Wellness Facilities	69	2	\$—	\$2,000,000
Art Display Spaces	68	3	\$50,000	\$1,500,000
Child Playgrounds	60	4	\$100,000	\$2,000,000
Leisure Ice Surface	60	4	\$100,000	\$2,500,000
Indoor Climbing Wall	59	6	\$75,000	\$2,000,000
Indoor Driving Range	59	6	\$100,000	\$3,000,000
Museum/Interpretive Facilities	57	8	\$150,000	\$2,000,000
Court Sports	55	9	\$50,000	\$1,500,000
Library	54	10	\$50,000	\$6,000,000
Indoor Field Facilities	54	10	\$200,000	\$10,000,000
Community Gathering Spaces	53	12	\$50,000	\$1,000,000
Leisure Swimming Pool	51	13	\$400,000	\$20,000,000
Indoor Agricultural Facility	50	14	\$100,000	\$8,000,000
Performing Arts/Show Spaces	49	15	\$400,000	\$20,000,000
Gymnasium Type Space	45	16	\$200,000	\$7,000,000
25M Swimming Tank	41	17	\$350,000	\$12,000,000
Dance/Program Rooms	41	17	\$50,000	\$1,000,000
Classroom/Training Space	39	19	\$75,000	\$1,000,000
Community Meeting Rooms	34	20	\$75,000	\$1,000,000
Community Hall/Banquet Facilities	29	21	\$150,000	\$7,500,000
Ice Arena Facilities	29	21	\$250,000	\$15,000,000
Curling Rink	24	23	\$150,000	\$10,000,000

The scoring and ranking presented are preliminary. As additional information becomes available (e.g. potential partnerships), it is suggested that projects be re-scored and ranked.

Detailed Indoor Scoring

Project	Criteria								Score	Rank
	Community demand	Economic impact	Public accessibility	Life span of existing facilities	Cost savings through partnerships or grants	Current provision in the community	Overall operating cost	Overall capital cost		
Walking/Running Track	3	1	3	3	0	3	2	2	73	1
Fitness/Wellness Facilities	3	1	3	2	0	2	3	2	69	2
Art Display Spaces	2	1	3	3	0	3	2	2	68	3
Child Playgrounds	2	1	3	3	0	2	1	2	60	4
Leisure Ice Surface	2	1	3	3	0	3	0	2	60	4
Indoor Climbing Wall	2	1	2	3	0	3	1	2	59	6
Indoor Driving Range	2	1	2	3	0	3	1	2	59	6
Museum/Interpretive Facilities	2	2	3	2	0	2	0	2	57	8
Court Sports	2	1	2	2	0	2	2	2	55	9
Library	2	1	3	2	0	2	2	0	54	10
Indoor Field Facilities	3	1	2	3	0	3	0	0	54	10
Community Gathering Spaces	2	2	3	1	0	0	2	2	53	12
Leisure Swimming Pool	3	1	3	2	0	2	0	0	51	13
Indoor Agricultural Facility	2	2	2	1	2	2	0	0	50	14
Performing Arts/Show Spaces	1	2	2	3	0	3	0	0	49	15
Gymnasium Type Space	2	1	2	3	0	2	0	0	45	16
25M Swimming Tank	2	1	2	2	0	2	0	0	41	17
Dance/Program Rooms	1	1	2	1	0	0	2	3	41	17
Classroom/Training Space	2	1	2	1	0	0	1	2	39	19
Community Meeting Rooms	1	1	2	1	0	0	1	2	34	20
Community Hall/Banquet Facilities	1	2	2	1	0	0	0	0	29	21
Ice Arena Facilities	2	1	2	1	0	0	0	0	29	21
Curling Rink	1	1	2	1	0	0	0	0	24	23

Outdoor Priorities & Costing

Project	Score	Rank	Operating Cost (Incremental Estimated)	Capital Cost (Estimated 2015)
Outdoor Fitness Equipment	66	1	\$10,000	\$75,000
Mountain Bike Park	62	2	\$15,000	\$150,000
Amphitheatres	62	2	\$15,000	\$150,000
Walking Trail System	59	4	\$15,000	\$150,000
Community Gardens	54	5	\$10,000	\$100,000
BMX Bicycle Parks	54	5	\$10,000	\$150,000
Child Playgrounds	54	5	\$25,000	\$500,000
Outdoor Agricultural Facilities	52	8	\$50,000	\$2,500,000
Picnic Areas	51	9	\$10,000	\$100,000
Water Spray Parks	51	9	\$50,000	\$750,000
Access To The River	51	9	\$10,000	\$150,000
Track & Field Spaces	48	12	\$50,000	\$1,500,000
Campgrounds	47	13	\$—	\$1,000,000
Open Spaces (Parks, Greenfields)	46	14	\$5,000	\$50,000
Dog Off Leash Parks	46	14	\$10,000	\$100,000
Sports Fields (Soccer, Football)	46	14	\$15,000	\$300,000
Outdoor Boarded Skating Rinks	46	14	\$15,000	\$250,000
Sledding Hill	46	14	\$5,000	\$25,000
Basketball Courts	46	14	\$5,000	\$50,000
Beach Volleyball Courts	46	14	\$5,000	\$50,000
Tennis Courts	46	14	\$15,000	\$250,000
Skateboard Parks	46	14	\$25,000	\$750,000
Ball Diamonds	41	23	\$15,000	\$300,000
Outdoor Swimming Pool	37	24	\$400,000	\$6,000,000

The scoring and ranking presented are preliminary. As additional information becomes available (e.g. potential partnerships), it is suggested that projects be re-scored and ranked.

Detailed Outdoor Scoring

Project	Criteria								Score	Rank
	Community demand	Economic impact	Public accessibility	Life span of existing facilities	Cost savings through partnerships or grants	Current provision in the community	Overall operating cost	Overall capital cost		
Outdoor Fitness Equipment	2	0	3	3	0	3	2	3	66	1
Mountain Bike Park	2	0	3	3	0	2	2	3	62	2
Amphitheatres	2	0	3	3	0	2	2	3	62	2
Walking Trail System	3	0	3	1	0	2	2	3	59	4
Community Gardens	3	0	2	1	0	2	2	3	54	5
BMX Bicycle Parks	2	0	3	1	0	2	2	3	54	5
Child Playgrounds	2	0	3	1	0	2	2	3	54	5
Outdoor Agricultural Facilities	2	2	2	1	0	2	1	2	52	8
Picnic Areas	3	0	3	1	0	0	2	3	51	9
Water Spray Parks	2	1	3	1	0	0	2	3	51	9
Access To The River	2	1	3	1	0	0	2	3	51	9
Track & Field Spaces	2	1	2	1	0	2	2	1	48	12
Campgrounds	2	1	2	1	0	0	3	2	47	13
Open Spaces (Parks, Greenfields)	2	0	3	1	0	0	2	3	46	14
Dog Off Leash Parks	2	0	3	1	0	0	2	3	46	14
Sports Fields (Soccer, Football)	2	1	2	1	0	0	2	3	46	14
Outdoor Boarded Skating Rinks	2	0	3	1	0	0	2	3	46	14
Sledding Hill	2	0	3	1	0	0	2	3	46	14
Basketball Courts	2	0	3	1	0	0	2	3	46	14
Beach Volleyball Courts	2	0	3	1	0	0	2	3	46	14
Tennis Courts	2	0	3	1	0	0	2	3	46	14
Skateboard Parks	2	0	3	1	0	0	2	3	46	14
Ball Diamonds	1	1	2	1	0	0	2	3	41	23
Outdoor Swimming Pool	2	1	2	1	0	2	0	0	37	24



