



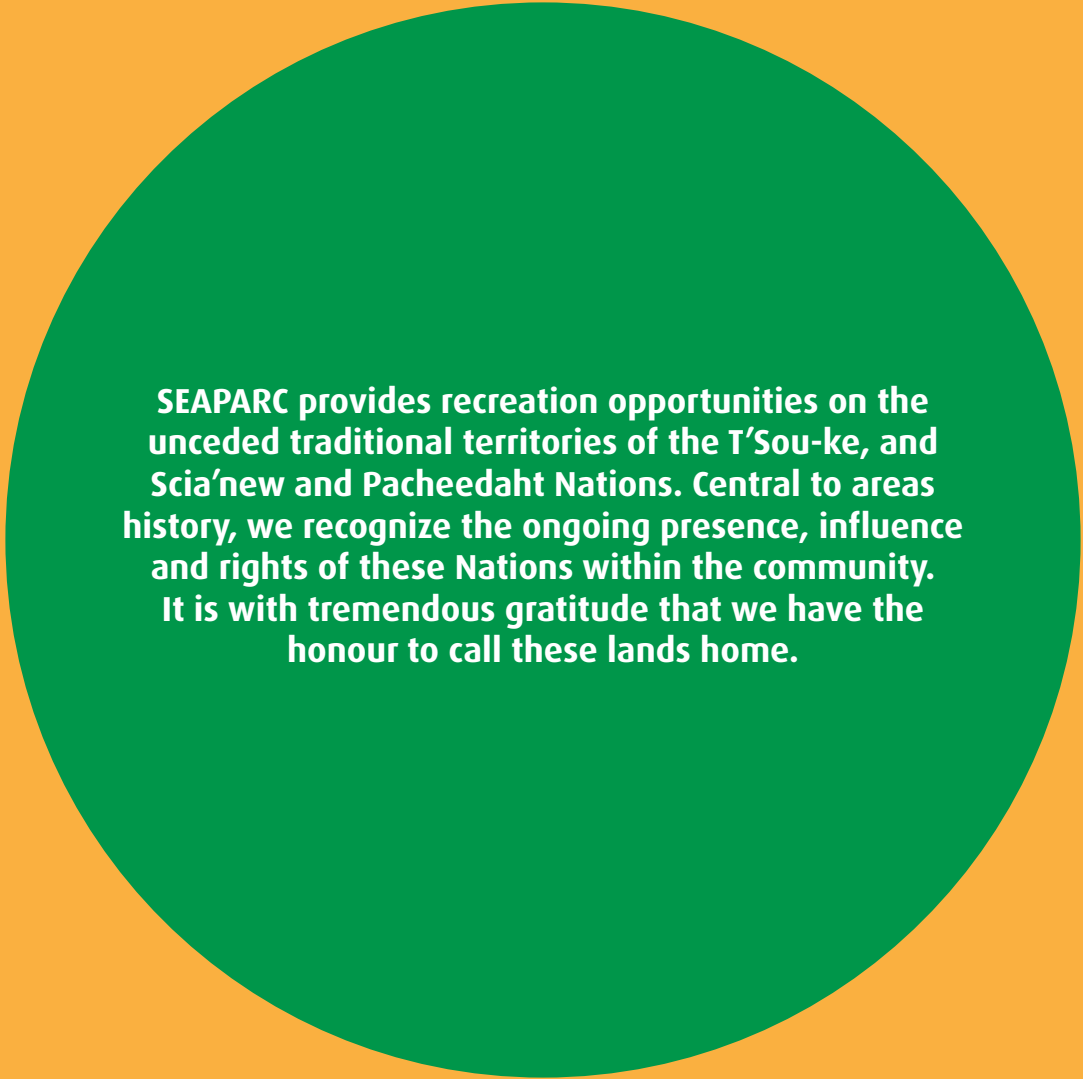
SEAPARC RECREATION STRATEGIC PLAN 2025 - 2035

KEY FINDINGS REPORT

CRD

Making a difference...together





SEAPARC provides recreation opportunities on the unceded traditional territories of the T'Sou-ke, and Scia'new and Pacheedaht Nations. Central to areas history, we recognize the ongoing presence, influence and rights of these Nations within the community. It is with tremendous gratitude that we have the honour to call these lands home.

Summary of Key Findings and Potential Strategic Plan Considerations

Highlighted as follows are selected key findings from the research and engagement contained in this report. The strategic planning process will need to further analyze and determine how these findings may impact priorities and goals included in the final Strategic Plan.

Facility Demand and Need Indicators

Amenity Type / Category	Key Findings	Potential Strategic Plan Considerations and Impacts
Arenas	<ul style="list-style-type: none">• All available prime time ice is consumed at SEAPARC.• There is an estimated total of 44 hours of weekly ice demand that cannot be fulfilled (as estimated by SEAPARC staff and current user groups). This figure sums up to 1,188 hours based on a typical 27 week ice season (approximately 76% of an ice sheets prime time capacity or 40% of an ice sheets total capacity).• Analysis included in the City of Langford’s Parks, Trails, and Recreation Needs Assessment indicates that the 3 arenas that service the West Shore Recreation service area are used to 86% of prime time capacity; reflecting that minimal capacity exists in the broader region to support growth.• 29% of Public Survey respondents identified the need for an additional sheet of ice and 27% identified that enhancements / modernization is needed to the existing ice sheet (4th and 5th amongst all potential priority projects).• Benchmarking suggests that SEAPARC provides less ice per capita than comparably sized communities (most communities of a similar size operate 2 sheets of ice).	<ul style="list-style-type: none">• No prime-time ice capacity currently exists to accommodate future growth within the SEAPARC service area.• Estimated unmet demand does not suggest that a second ice sheet would be fully consumed by current uses/users in the short to medium term. However, a second sheet of ice is likely to be consumed in the longer term based on population growth projects if ice sport trends remain similar.• While ice demand may exist regionally, SEAPARC will need to determine if cost-benefit rationale exists to develop ice to meet regional needs beyond its service area.

Amenity Type / Category	Key Findings	Potential Strategic Plan Considerations and Impacts
Aquatics	<ul style="list-style-type: none"> Swims per capita have remained relatively consistent over the past number of years (4.07 – 4.77) excluding pandemic impacted years) despite a substantial increase in overall swim visits (+25,000 between 2019 and 2024). Like most indoor aquatics facilities, drop-in and recreational swimming accounts for the majority of overall swim visitations. A wait list exists for lessons despite an increase in programs and private lessons (2024 wait list of 445 individuals). 43% of Public Survey respondents identified further expansion / modernization of the pool as a priority (highest among all potential projects). A desire for pool investment was a prevalent theme throughout the engagement. Benchmarking research indicates that most comparably sized communities offer a similar number of indoor aquatics facilities (1 pool) and that most others of the CRD have a higher number of residents per indoor aquatic facility. 	<ul style="list-style-type: none"> A more extensive analysis of physical water space may be required to better understand if SEAPARC’s functional pool capacity will be able to sustain continued population growth. Two future triggers could help indicate when more aquatics capacity is needed: <ul style="list-style-type: none"> An increase in swim visitation above 6 swims per capita A drop off in swims per capita (e.g. <4), suggesting a significant amount of “frustrated” swims (inability to meet needs). Long-term aquatics planning may be best conducted on a regional basis given the cost impacts and destination nature of this amenity type. Public demand exists for indoor aquatics investment. If not financially viable in the short to medium term, the cost impacts of this decision will need to be clearly communicated.
Fitness, Programming, and Dry Floor Spaces	<ul style="list-style-type: none"> Overall facility admissions have increased significantly over the past 5 years (84% from 2019 to 2024). A higher proportion of visitation is occurring through membership scans. SEAPARC offered 700 programs to 5,156 participants in 2023. The arena is booked fairly frequently during non-ice seasons (47% of overall available hours; 79% of prime hours). An indoor multi-sport facility was identified as a priority by 33% of Public Survey respondents (2nd amongst all potential priorities). Other engagement further identified the lack of large span space due to limited school gymnasium access and the growth in demand for indoor sports and training needs of outdoor sport groups. Several other indoor dry floor spaces were identified by over one-quarter of Public Survey respondents (including dedicated youth and teen spaces and an indoor track). 	<ul style="list-style-type: none"> The significant impact in visitation to SEAPARC indoor spaces is outpacing growth, reflecting that the facilities benefits and perceived value are increasing. Future space planning will need to consider both activity focused amenity needs as well as social, gathering, support, and ingress/egress spaces. Focusing future investment on multi-use spaces may be the best approach to ensuring flexibility and adaptability as trends and demands evolve.

Amenity Type / Category	Key Findings	Potential Strategic Plan Considerations and Impacts
Outdoor Amenities	<ul style="list-style-type: none"> • Golf course visits tripled between 2019 and 2024, reflecting broader trends in golf (often attributed to changes in recreation demand as a result of the pandemic). • The Stan Jones Ball Diamond receives minimal use (40% of estimated capacity using a best practice capacity figure of 600 annual hours). • It is estimated that SEAPARC received 69,500 visits in 2023 (adult visits only, does not include children/youth under the age of 18) with January as the highest use month (over 9,000 visits). Saturday is typically the highest day of visitation (22% of all weekly visitation) 	<ul style="list-style-type: none"> • The strategic planning process will need to further explore the future vision and best uses of outdoor site amenities. • Opportunities may exist to use tools like mobility data to scale and plan operations and programming.

Other Potential Service Provision Considerations and Indicators

- Only a small proportion of Public Survey respondents (12%) indicated that they feel uninformed about recreational opportunities. This finding reflects that SEAPARC is doing a good job communicating programming and activities that are available.
- A number of data points support that the facility is experiencing capacity challenges during peak times.
 - Inconvenient programming times and overcrowded facilities were identified as the top two barriers to participation by Public Survey respondents.
 - Utilization analysis identified the significant increase in facility visitation from 2019 to 2024.
 - Mobility data suggests that visitation is concentrated during some peak days and months.
- Several data points support the need for a continued focus on affordable and accessible recreation.
 - Overall household income levels within the SEAPARC service area are less than other areas of the CRD.
 - 29% of Public Survey respondents identified that the cost to participate was a barrier to accessing recreational opportunities (3rd highest amongst all identified barriers).

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PENALTY	PERIOD	HOME	PERIOD	GUEST

1.0 INTRODUCTION

1.1. About SEAPARC

The Sooke and Electoral Area Parks and Recreation Commission (SEAPARC) creates recreational opportunities for the public through the development, provision and operation of the recreational facilities, programs and activities. Services administered by the Commission are funded by ratepayers from the District of Sooke and western communities within the Juan de Fuca (JDF) Electoral Area (Otter Point, Shirley, Jordan River and East Sooke).

The Commission is comprised of elected and appointed representation from the areas of District of Sooke and Juan de Fuca Electoral Area (Otter Point, Shirley, Jordan River and East Sooke). The District of Sooke representatives include two members of council and two community members nominated by the District of Sooke. The Juan de Fuca Electoral Area representatives include the JDF Regional Director, and one community member nominated by the JDF Regional Director. In addition, there is one youth member who is registered in the secondary school program of Sooke School District 62 and a resident of Juan de Fuca Electoral Area or the District of Sooke. Nominated community members are appointed by the CRD Board.

The Commission's primary facility is the SEAPARC Recreation Centre which encompasses an aquatic centre, ice arena, fitness centre, studio, and multi-purpose rooms indoors, and a sport field and bike park outdoors. SEAPARC maintains and operates a skatepark, sports box, and golf course located off of the SEAPARC Recreation Centre grounds. The activities offered in these spaces occurs through a mix of direct provision (programming offered by SEAPARC staff and contractors) and indirect provision (e.g. rentals to community groups and program providers).

1.2. A New Strategic Plan for the Future

The previous SEAPARC Strategic Plan was developed in 2015 with a 15-year horizon. The 2015 Plan included 9 short term (1-5 years), 7 medium term (5-10 years), and 4 long-term (10-20 year) recommendations. Several significant recommendations have been actioned over the past 10 years from the Plan, including:

- Fitness / gym expansion
- Outdoor sports box
- Support for the development of an artificial turf field at Fred Milne Park

The development of a new Strategic Plan presents the opportunity to proactively ensure that SEAPARC's delivery of recreation services meets community growth and evolution, balances the need to sustain existing infrastructure while prioritizing potential new projects, and ensures alignment around shared goals and objectives. The new Strategic Plan is intended to span a timeframe of 2025-2035.

1.3. Purpose of this Key Findings Report

This report compiles key findings from the research and engagement that was undertaken to explore the following aspects of recreation services:

- Trends and changes
- Facility and amenity capacity
- Potential impacts of growth
- Evolving activity preferences
- Opportunities to expand the benefits of recreation
- Resident and user groups perspectives on priorities and opportunities for optimization of service delivery and investment

The findings contained in this report provides a foundation of information that the strategic planning process (and ultimately the development of the Final Strategic Plan) will use to identify and establish future direction and priorities.



Image Source: facebook.com/SEAPARC.CRD/photos

2.0 COMMUNITY ENGAGEMENT FINDINGS ("WHAT WE HEARD")

2.1. Overview

Community engagement is a critical component of the strategic planning process. This section provides an overview of the community engagement process and presents the findings from the various tactics.

COMMUNITY ENGAGEMENT TACTICS AND PARTICIPATION



PUBLIC SURVEY

212 responses



OPEN HOUSE EVENTS

2 events (approximately 100 attendees)



FOCUS GROUP ENGAGEMENT

15 groups provided feedback



Focus Group Discussion Sessions (7 sessions with 17 participants)



Written Feedback (3 groups)



CHILD & YOUTH ENGAGEMENT



2 Pop Up Visits to Schools (Journey Middle School & Edward Milne Community School)



SEAPARC Summer Day Camps Activities



Specific outreach to youth users of SEAPARC

2.2. Public Survey

SEAPARC invited members of the T’Sou-ke First Nation, Pacheedaht First Nation, Scia’new First Nation, and residents of the District of Sooke and Juan de Fuca Electoral Area A to participate in a survey. The survey was fielded to gather perspectives on recreation services provided by SEAPARC Recreation and gauge viewpoints on short, medium and long-term priorities and community needs for recreation facilities and services.

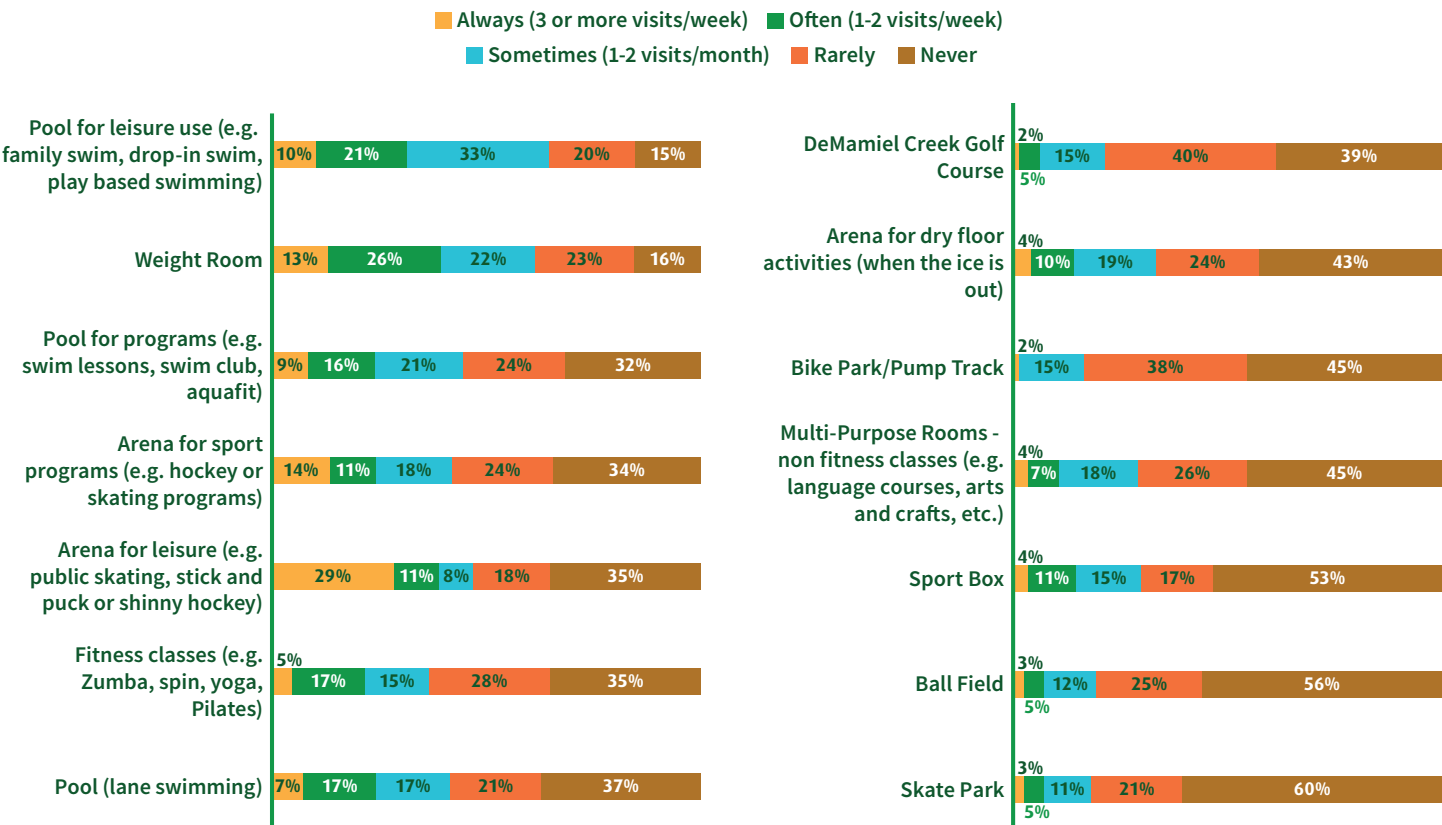
The survey asked respondents to answer questions considering the perspectives of their entire household. The survey was fielded online and gathered responses over the summer months (July and August). In total, 212 responses were received.

The survey findings are presented in the order that the questions were posed in the survey (Note: not every question was answered by every survey respondent). The findings were also examined by respondents’ tenure in their community. Where pertinent, key findings from the sub-segment analysis are identified.

Facility Use and Recreation Activities/Opportunities

To begin the survey, respondents were asked how often members of their household use amenities that are operated by SEAPARC Recreation. The pool is used by the most respondents for leisure use (84%), and program use (83%), followed by the weight room (68%). However, the arena is used by the most respondents on a weekly basis (40%) for sport programs.

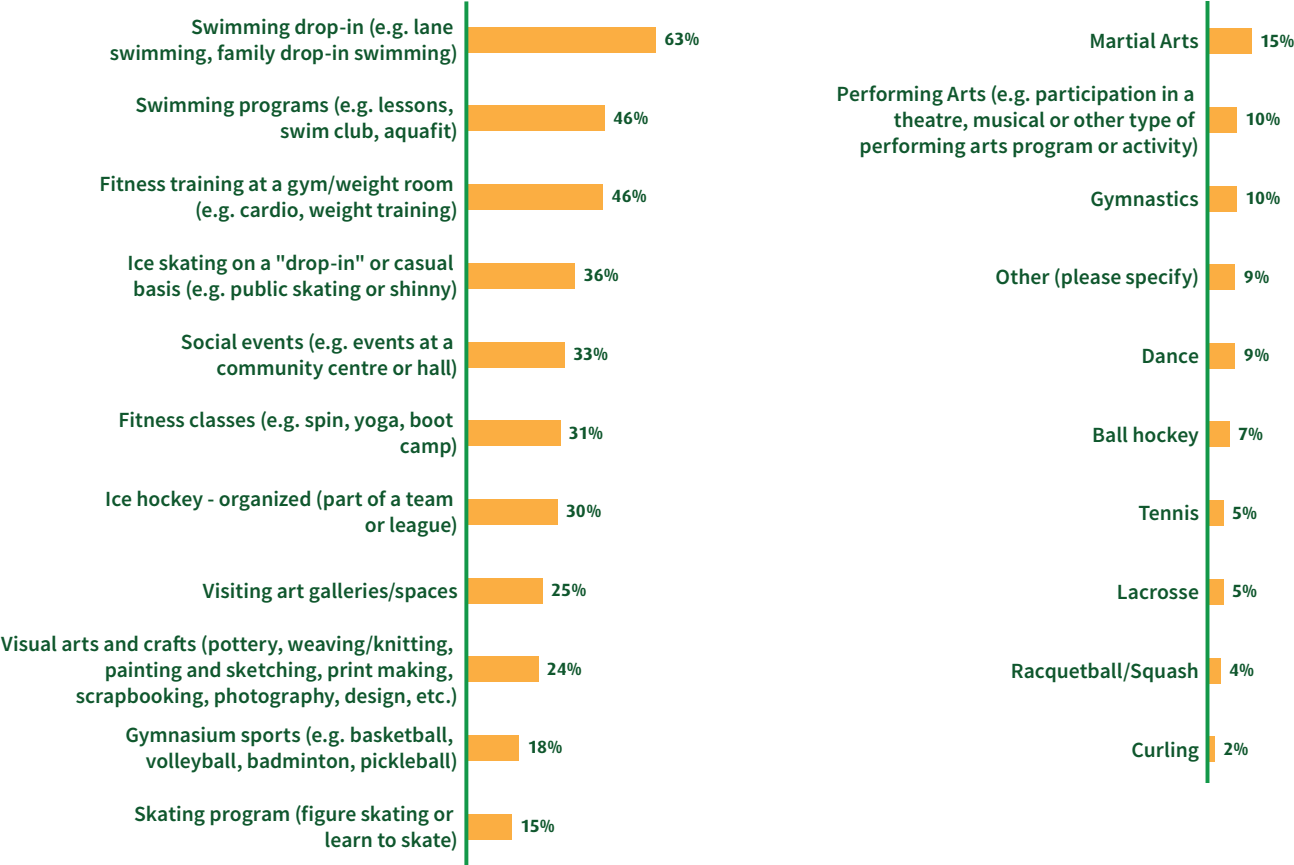
Graph 1 - Frequency of Amenity Use



Next, respondents were asked to identify indoor activities that their household members participate in on a regular basis (minimum of two times per month) during the season of each activity.

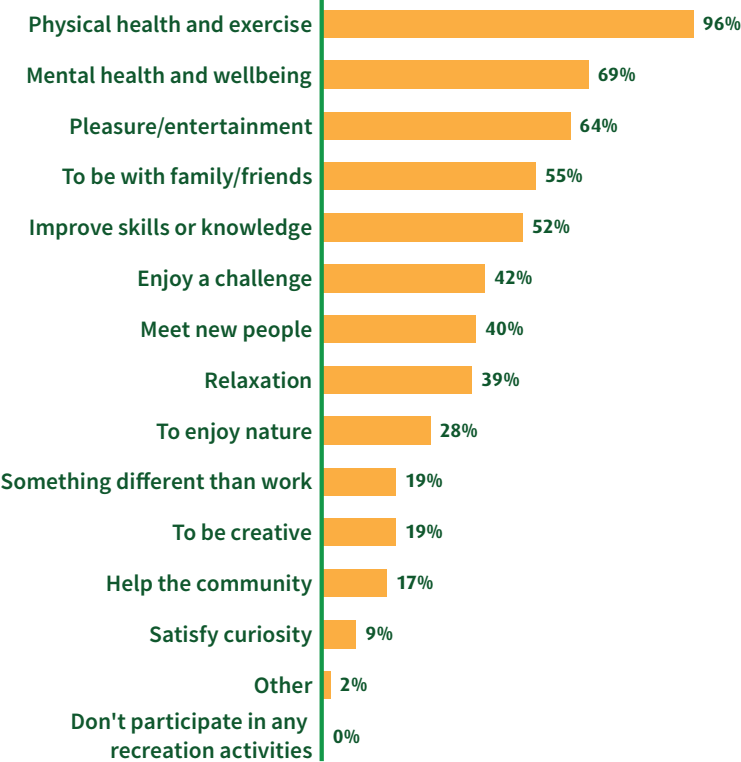
Swimming activities, drop-in (63%) and programs (46%) and fitness training (46%) were the top three responses for indoor activities.

Graph 2 - Indoor Activities Household Members Participate In on a Regular Basis



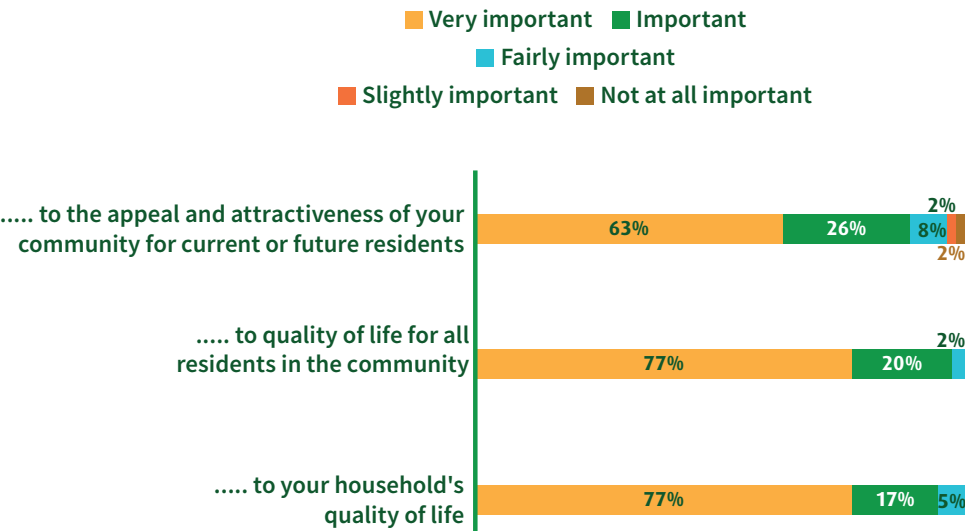
Subsequently, respondents were asked why members of their household participate in recreation. The majority of respondents indicated that they participate for physical health and exercise (96%). Mental health and wellbeing (69%) and for pleasure/entertainment (64%) were also top responses.

Graph 3 - Reasons to Participate in Recreation Opportunities



Next, respondents were asked about the importance of recreation opportunities. As illustrated by the following graph, the majority of respondents believe that recreation opportunities are important to their community and specific households.

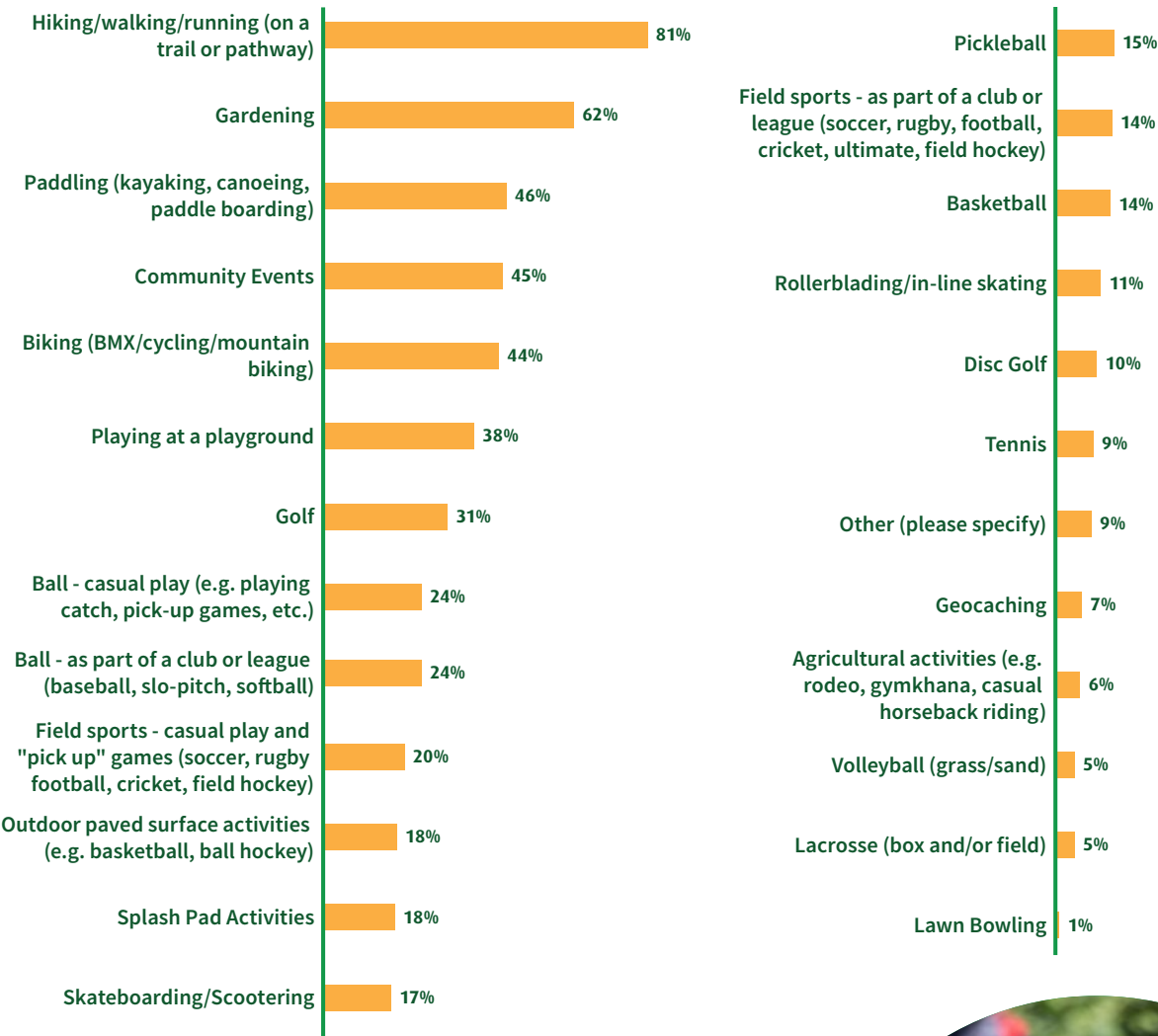
Graph 4 - Importance of Recreation Opportunities



Similar to the question about indoor activities, respondents were asked to identify outdoor activities that their household members participate in on a regular basis (minimum of two times per month) during the season of each activity.

Hiking/walking/running on a trail or pathway was the most popular response (81%) followed by gardening (62%) and paddling (kayaking, canoeing, paddle boarding) (46%).

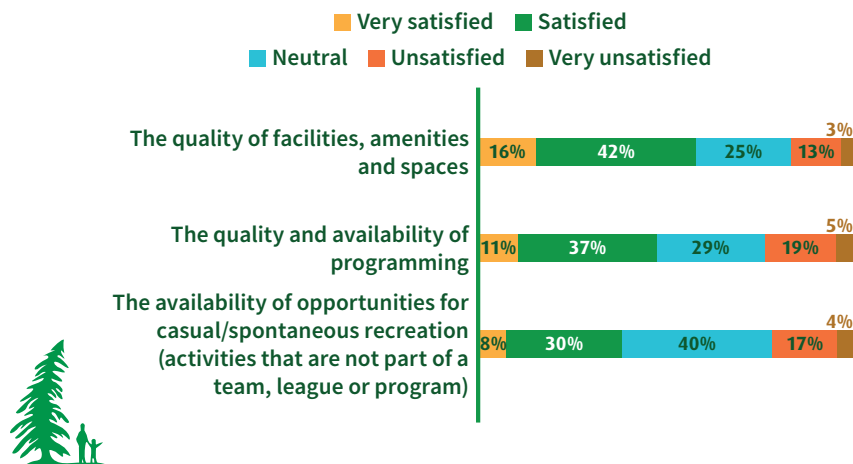
Graph 5 - Outdoor Activities Household Members Participate In on a Regular Basis



Satisfaction

Respondents were asked about their level of satisfaction with recreation services provided by SEAPARC Recreation. Over half of respondents indicated some level of satisfaction (very satisfied or satisfied) with the quality of facilities, amenities and spaces (58%). 48% of respondents indicated some level of satisfaction with the quality and availability of programming, and 38% indicated some level of satisfaction with the availability of opportunities for casual/spontaneous recreation.

Graph 6 - Satisfaction with the Recreation Services Provided by SEAPARC Recreation



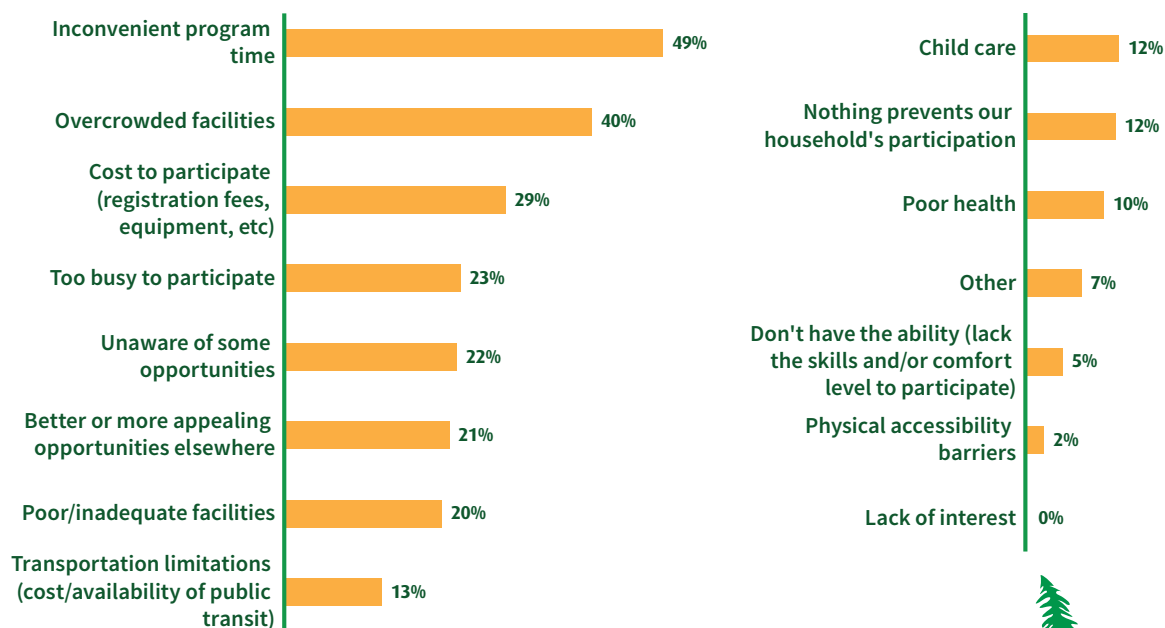
Subsegment Analysis

- Those who have lived in the community for less than 5 years indicated higher levels of satisfaction with the quality of facilities, amenities, and spaces relative to the overall respondent pool (64% of residents with <5 years living in the area identified that they were very or somewhat satisfied).

Barriers

To get a sense of potential barriers that limit or negate participation, respondents were asked to identify those factors that prevent them or someone in their household from participating in recreation opportunities. Inconvenient program times (49%), followed by overcrowded facilities (40%) and the cost to participate (29%) were the top three responses.

Graph 7 - Barriers to Participation in Recreation Opportunities



Subsegment Analysis

- For respondents who have lived in the community for less than 5 years, top barriers to participation were inconvenient program times (57%), too busy to participate (33%) and the cost to participate (31%).
- For respondents who have lived in the community for 5 – 10 years, the top barriers to participation were overcrowded facilities (48%), inconvenient program times (45%) and cost to participate (34%).
- For respondents who have lived in the community for more than 10 years, their top barriers to participation were inconvenient program times (51%), unaware of some opportunities (18%) and too busy to participate (16%).

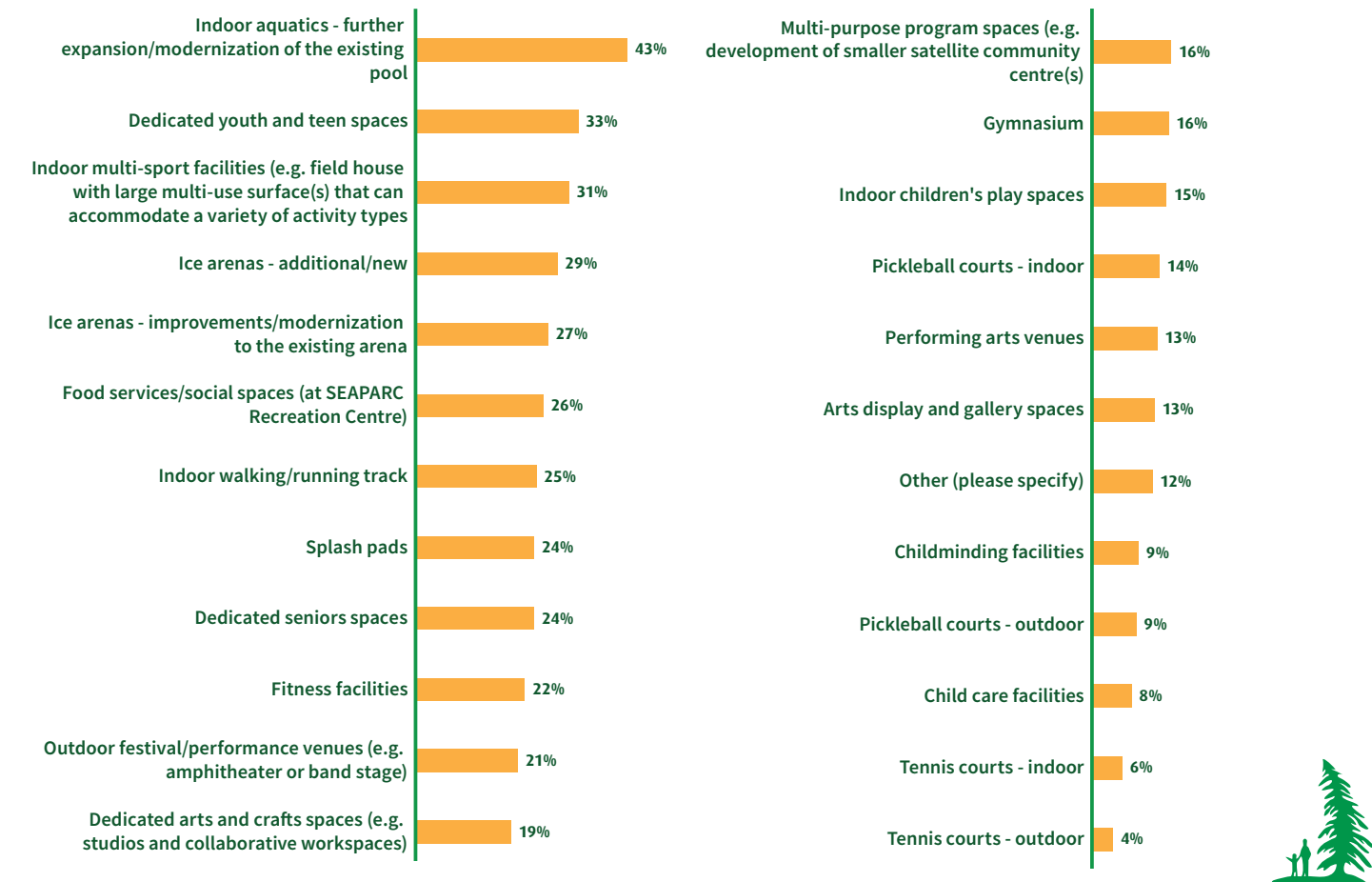
Respondents were asked if there are any other barriers to recreation not listed in the question above. The following bullets summarize the key themes from the 26 comments provided.

- There is not enough ice time available.
- Registering for the desired classes/programs is difficult and fills up quickly, especially swimming and fitness programs.
- There are better facilities located in neighboring communities.
- There is desire for more quality sport programs.
- There is a lack of indoor gymnasium/court spaces.
- Pool changerooms are hazardous.

Future Projects and Programming

Next respondents were asked to select up to five potential projects that they would like to see over the next 10 years within SEAPARC’s service area. Expanding/modernizing of the existing pool was the most popular response (43%), followed by developing an indoor multi-sport facility (33%), and creating dedicated youth and teen spaces (31%). Investment in arenas (additional/new and improvements/modernizations to existing) were also identified as top 5 priorities by respondents.

Graph 8 - Potential Projects within SEAPARC’s Service Area



Respondents were also provided space to explain their answer to the previous question and/or identify any other types of spaces that should be a priority for investment. The following bullets summarize the key themes from the 17 responses provided.

- An expansion of SEAPARC Recreation facilities is needed to keep pace with population growth.
- Another sheet of ice is needed.
- Dedicated spaces for children and youth are needed.
- A gymnasium space/court space is needed.
- Specialized programming and spaces were identified (e.g. water slides, steam room, climbing gym, pottery studio, dedicated performing arts space, etc.)

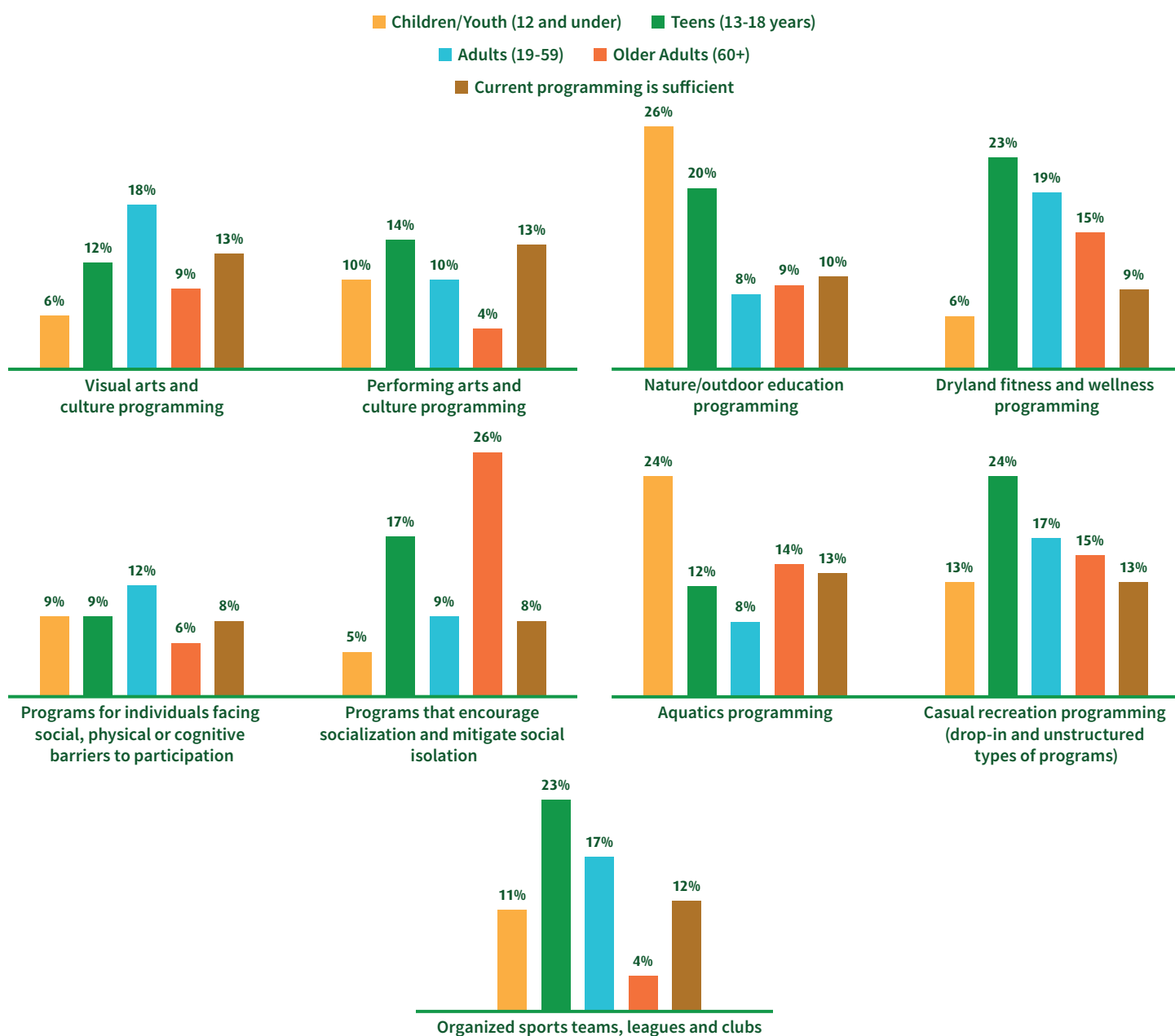
Subsegment Analysis

- For respondents who have lived in the community for less than 5 years, the top priorities were expanding/modernizing of the existing pool (46%), creating an indoor walking/running track (35%) and developing an indoor multi-sport facility (32%).
- For respondents who have lived in the community for 5 – 10 years, the top priorities were expanding/modernizing the existing pool (57%), developing splash pads (39%), and creating dedicated youth and teen spaces (36%).
- For respondents who have lived in the community for more than 10 years, the top priorities were developing additional/new ice arenas (39%), expanding/modernizing the existing pool (38%) and improving/modernizing the existing arena (35%).

When asked about programming that needs to be expanded within SEAPARC's service area the following programming was indicated the most often for each age group.

- Children/ Youth (12 and under): Nature/outdoor education programming (26%), aquatics programming (24%), and organized sports teams, leagues and clubs (11%).
- Teens (13 – 18 years): Casual recreation programming (drop-in and unstructured types of programs) (24%), dryland fitness and wellness programming (23%), and organized sports teams, leagues and clubs (23%).
- Adults (19 – 59 years): Dryland fitness and wellness programming (19%), visual arts and culture programming (18%), and casual recreation programming (drop-in and unstructured types of programs) (17%).
- Older Adults (60+ years): Programs that encourage socialization and mitigate social isolation (26%), casual recreation programming (drop-in and unstructured types of programs) (15%), and dryland fitness and wellness programming (15%).

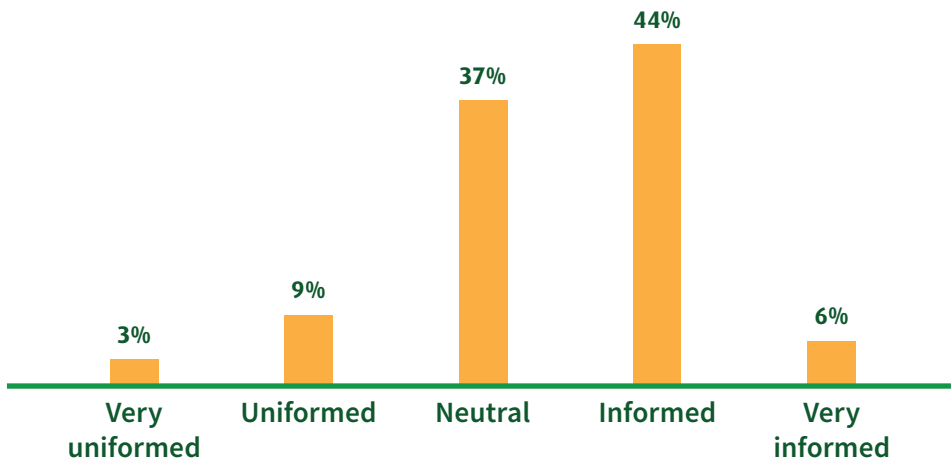
Graph 9 - Programming to Be Expanded within SEAPARC's Service Area



Communication

When asked about how informed respondents feel about recreational opportunities, over half of respondents indicated that they feel either very informed (6%) or informed (44%). Only 12% of respondents indicated that they feel uninformed about recreational opportunities and a large proportion of respondents (37%) provided a neutral response.

Graph 10 - How informed do you feel about recreational opportunities?



Respondents were asked to rank how they prefer to learn about recreation programming and activity opportunities. As reflected by the ranked list of preferences below, respondents identified a wide array of communication mediums.

1. SEAPARC website
2. SEAPARC Activity Guide
3. Social media (Facebook, Instagram, X, etc.)
4. Posters and displays in facilities
5. Municipal websites & word of mouth (tied)
6. Local newspapers and newsletters (print or online versions)
7. Communication through schools
8. Other

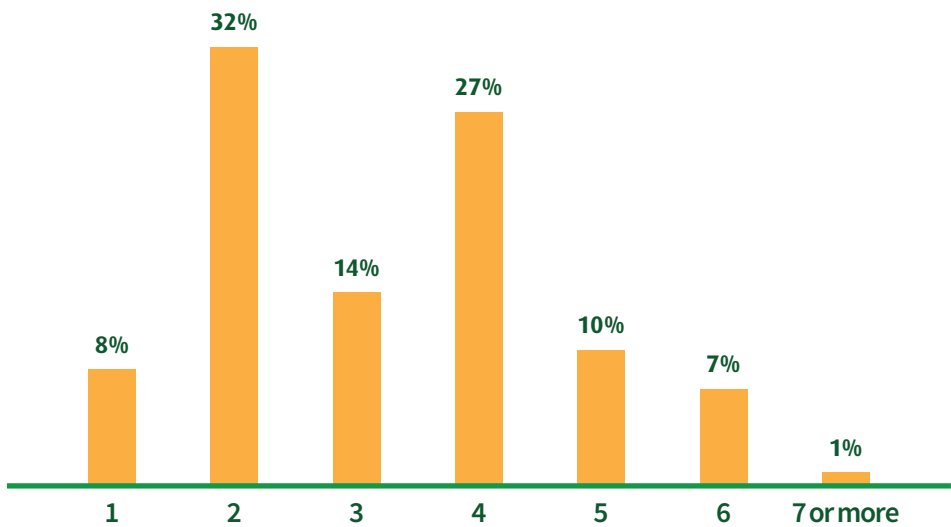


Image Source: <https://www.crd.bc.ca/seaparc>

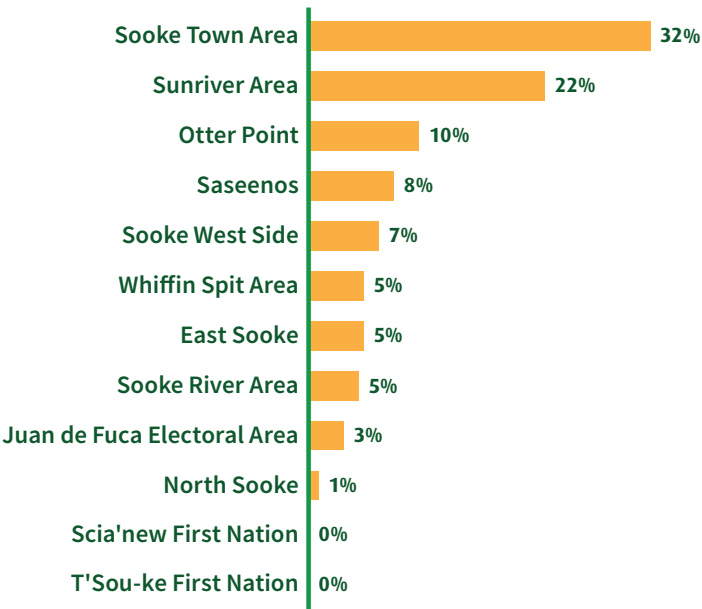
About Respondents

The following set of questions were asked to understand respondent demographic information and support the survey analysis.

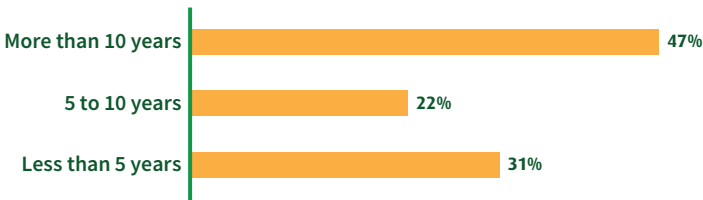
Graph 11 - How many people live in your household?



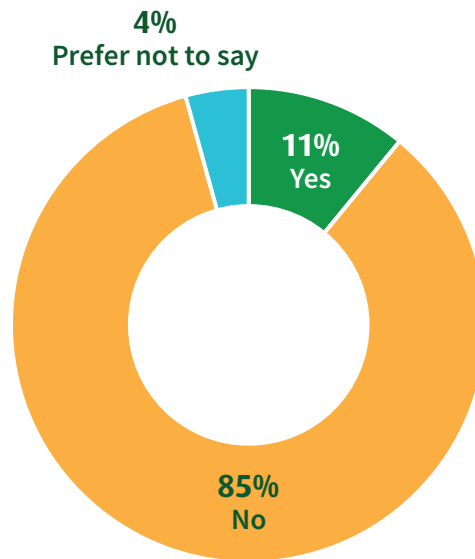
Graph 12 - Where do you live?



Graph 13 - How long have you lived in that location for?



Graph 14 - Do you identify as a person with a disability?



If respondents answered yes to the previous question, they were asked to list any relevant accessibility accommodations that they require when engaging with SEAPARC staff and contractors. Nine responses were provided. These responses indicated the need for better/improved changeroom/washroom facilities, a need for larger print materials and signage about recreation opportunities, the need for closer parking stalls and described some additional specific support needs.



General Comments

To conclude the survey, respondents were able to share any additional comments or thoughts they had regarding recreation in SEAPARC's service area. The following bullets reflect prevalent themes from the comments provided:

Facilities:

- Calls to build a second ice rink, a bigger pool, and a gymnasium.
- Add youth-focused spaces like a skate park, rock climbing and water parks.
- Improve locker rooms, pool safety, and general maintenance.
- Expand to meet Sooke's growing population and demand.

Better Access:

- Improve parking, transportation, and affordability for low-income families and seniors.
- Offer more evening and weekend programs.
- Simplify registration and add more spots in popular programs.

Youth and Teen Programs:

- Create more activities for teens and improve inclusivity.
- Offer affordable options for families with limited resources.

Senior-Friendly Options:

- Add flexible schedules and affordable passes for seniors.
- Provide more fitness programs tailored to older adults.



2.3. Open Houses

Two open house events were held at SEAPARC Recreation Centre to inform the public about the project, provide an opportunity for individuals to provide top of mind thoughts regarding the facilities and to inform about future engagement opportunities.

Participants were asked to consider what they would like to see at SEAPARC Recreation Centre in the future, write their ideas on a sticky note, and then post each sticky note on one of the three boards labelled:

- Critical/Must Haves
- Of Significant Benefit
- Nice to Have

Key themes from the 178 comments provided are presented below:

Critical/Must Haves

- Additional arena/ice surface
- Indoor multi-sport facilities
- More program options – youth-focused, more time options
- Child care
- Expansion/modernization of pool

Of Significant Benefit

- Waterpark/splash park
- Additional fitness/weight equipment
- Pool change room upgrades

Nice To have

- More classes & programs
- Waterslide



2.4. Children and Youth Engagement

Engaging with children and youth in the community is an important component of the planning process. Not only is it important to gain a better understanding what activities youth are interested in and their perspectives on current programs and facilities but engaging with youth also fosters a sense of ownership and empowerment for those that participate.

A variety of tools to engage with children and youth were employed for this project. Consultants and staff facilitated feedback at SEAPARC Recreation Centre summer day camps (held at local schools), Pop-Up events at Journey Middle School and Edward Milne Community School, and with youth attending the weight room at SEAPARC Recreation Centre.

SEAPARC Recreation Summer Day Camp

Children at the camp were asked to draw/write about their favourite activities, what type of activities they would like to see at a big event at SEAPARC Recreation Centre, and any new activities that they would like to do at the SEAPARC Recreation Centre. The following bullets summarize some key themes that emerged from the exercise.

- The children have a lot of fun at SEAPARC Recreation, their favourite activities often involved the pool.
- Children enjoy special events, especially when specialty equipment is used such as bouncy castles. A variety of special interests were described.
- When asked about activities that they enjoy at other recreation centres, rock climbing, cooking classes, and archery were popular responses. Specialty equipment at the pool was noted a few times (e.g. wibit, and water slides).

Pop-Up Events at Local Schools/Youth SEAPARC Recreation Users

Students were asked to consider what they would like to see at SEAPARC, write those ideas on sticky notes and post the notes on a board. 222 sticky notes were collected. Additionally, youth that attend the weight room at SEAPARC Recreation Centre were asked similar questions. The following amenities were the top responses from the activity.

- Waterslides
- An indoor multi-sport facility (e.g. for court sports and gymnastics)
- An improved café/concession at SEAPARC Recreation Centre
- Additional aquatic amenities (e.g. diving boards, swings, wibit, basketball nets, etc.)
- Additional equipment in the weight room
- A larger variety of classes at SEAPARC Recreation Centre
- Teen centre
- Paved pump track
- Splash Park
- Mini golf

2.5. Community Group Engagement

A series of meetings were convened with a range of organizations that provide programming and services in the area. Many of these organizations are users of SEAPARC Recreation facilities. Through the discussions, participants talked about their use of the facilities and amenities, their importance, potential enhancements, and offered other thoughts as it relates to community facilities in Sooke and surrounding area.

The majority of the meetings were held in-person however virtual meetings were offered and email/ written submissions were accepted. In total fifteen organizations participated. Refer to the Appendix for the list of participants.

A synopsis of all the meetings is presented below. The synopsis represents the key points that arose in the meetings. The key points were not necessarily mentioned by all participants, they reflect the consultants' analysis of the meetings as important considerations for the Strategic Plan.

Synopsis

The key findings from the meetings are noted below according to several themes.

Expand Infrastructure

- There is demand for a second sheet of ice among user groups. A second sheet of ice would help alleviate scheduling challenges and provide opportunities for hosting tournaments and on ice summer camp opportunities.
- Expand the aquatic facility/amenities. Currently there is limited ability for water sports other than swimming. Some aquatic user groups expressed concern that with aquatic facilities in the region being decommissioned there will be increasing demand on the SEAPARC facility.
- Gymnasium space in the community is limited to schools. A full size gymnasium space is needed as the community grows and programs such as pickleball expand.
- Dedicated arts and programming spaces are desired.

Improve Support Amenities

- Upgrade and enlarge current arena change rooms.
- Enhance accessibility to spectator seating areas of the arena
- Improve concession at the arena. Currently there is no ability to cook/heat food.
- There is demand for increased multi-purpose space in SEAPARC facility.
- Storage space is desired.

Provide Diverse Programming

- Increase afterschool programs and offer subsidized childcare to working families.
- Provide drop-in childcare during programs to allow parents to participate.
- Provide opportunities for youth to participate in programming and volunteer in the facility.
- Collaborate with the Sooke Arts Council to build arts capacity and deliver workshops in theater, dance, music, and visual arts.
- Expand non-sport options like baking, sewing, mindfulness, and cultural activities.
- Ensure these are available in underserved areas like East Sooke, using community centers or schools as satellite locations.
- Support current efforts to establish a seniors' center, offering help with funding proposals and by providing interim space at SEAPARC Recreation Centre.

Outdoor Amenities and Facilities

- Develop local biking trails to reduce reliance on Langford and enhance community options.
- Develop a full-sized diamond with a mound for baseball use. Improvements are needed to the portable mound currently in use at Stan Jones field, and drainage at the site.
- Better connection and communication around what the District, SEAPARC and local non-profits manage.



3.0 SERVICE AREA AND MARKET PROFILE

3.1. Population and Demographics Analysis

Over the last three census periods, the population in the SEAPARC service area has grown by approximately 30%. The service area includes Sooke, and Juan de Fuca Electoral Area (excluding Port Renfrew, Willis Point, and the Malahat). The table below outlines the population growth from 2011 to 2021 in the SEAPARC service area. This information is sourced from the Demographics: Population, Percentage Change 2021 Census Results, Capital Region Document produced by the CRD. The majority of the growth presented takes place in Sooke. **The population for the SEAPARC service area for 2025 has been estimated at 21,716 for the 2025 tax requisition.**

Table 1 - Historic Population Growth

Community	2011	2016	2021
Sooke	11,435	13,001	15,086
Juan de Fuca (Part 1 & 2) *	3,796	4,150	4,641
Total Population of SEAPARC Service Area	15,231	17,151	19,727
Population Change	9%	13%	15%

*Not including Port Renfrew , Willis Point, and the Malahat

*Source: Demographics: Population, Percentage Change 2021 Census Results, Capital Region Document produced by the CRD

The following table outlines population and demographic considerations for the SEAPARC service area, compares the key indicators to that of the Capital Regional District and the province as a whole and provides potential impacts of those considerations on recreation services and needs. This information is sourced from the Statistics Canada, 2021 Census of the Population.

Table 2 - Population Demographic Indicator and Potential Impact

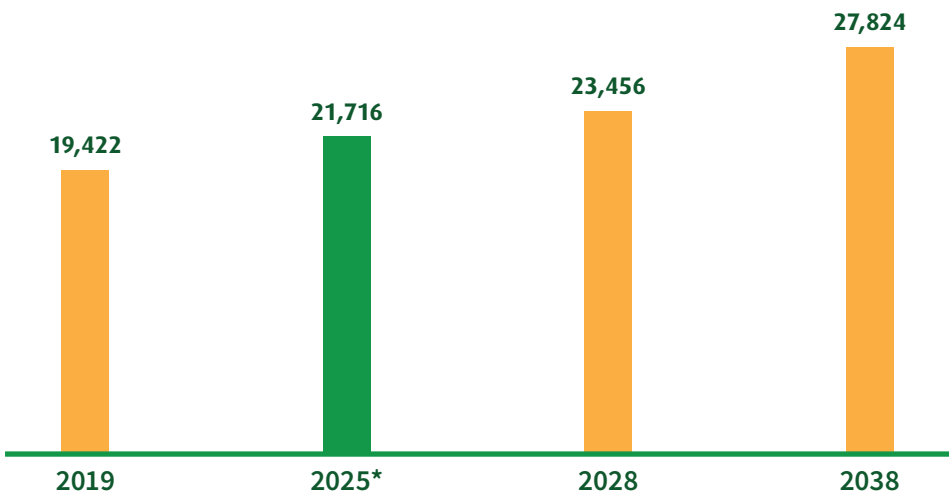
Demographic Indicator	2011	2016	2021
Age Composition	<p>The largest age cohorts of the population for the SEAPARC service area are:</p> <ul style="list-style-type: none"> • 0-14 years: 15% • 65- 85 years: 20% • 50 – 64 years: 24% <p>Sooke has a slightly younger population than Juan de Fuca EA.</p> <p>Median Age:</p> <ul style="list-style-type: none"> • Sooke: 44.8 • JDF Part 1: 51.6 • JDF Part 2: 44 	<p>The largest age cohorts of the population for the CRD service area are:</p> <ul style="list-style-type: none"> • 30 – 39 years:14% • 50- 64 years: 21 • 65 – 85 years: 21% <p>The largest age cohorts of the population for the province of B.C. are:</p> <ul style="list-style-type: none"> • 0 -14 & 30 – 39 years: 14% • 65 – 85 years: 18% • 50 – 64 years: 21% <p>Median Age:</p> <ul style="list-style-type: none"> • CRD: 45.2 • B.C.: 42.8 	<ul style="list-style-type: none"> • There is a higher proportion of youth in the SEAPARC service area compared to the CRD and the province as a whole. • Having recreation opportunities for a number of varied age groups is critical to keeping children and youth engaged in sport and recreation opportunities. • Children and youth are still exploring their interests, just because there is not a huge demand for a youth-oriented activity may not necessarily mean that there will not be an appetite for it among younger participants if it is made available.
Average Household Size	<ul style="list-style-type: none"> • 2.4 Sooke • 2.3 JDF Part 1 • 1.9 JDF Part 2 	<ul style="list-style-type: none"> • 2.2 CRD • 2.4 B.C. 	<ul style="list-style-type: none"> • Household with and without children have different recreation needs. Providing options for parents to participate in recreation while their child participates in programming and providing programming for older adults may look different.
Average Household Income After Tax	<ul style="list-style-type: none"> • \$87,000 Sooke • \$88,300 JDF Part 1 • Not available for JDF Part 2 	<ul style="list-style-type: none"> • \$89,300 CRD • \$91,100 B.C. 	<ul style="list-style-type: none"> • There is a lower average income in SEAPARC service areas compared to the CRD as whole. This may impact what recreational interests residents can feasibly afford and is a likely driver of migration to the western communities within the CRD.
Prevalence of LICO - AT	<ul style="list-style-type: none"> • 2.4 % Sooke • 3.4 % JDF Part 1 • 7.2% JDF Part 2 	<ul style="list-style-type: none"> • 4.5 % CRD • 5.8 % B.C. 	<ul style="list-style-type: none"> • There is a lower prevalence LICO-AT in Sooke and JDF Part 1 compared to the rest of the province and the CRD. • As per the previously noted consideration average incomes are less while rates of LICO-AT are lower; reflecting that many residents fall into middle class demographic categories but are above poverty indicators.
Immigration	<ul style="list-style-type: none"> • 13 % of the SEAPARC Service Area are immigrants. 	<ul style="list-style-type: none"> • 19% of the CRD population are immigrants. 	<ul style="list-style-type: none"> • As the population grows, it can be expected that and increase in immigration will also occur. • Recreation interests in the community may evolve with changing demographics.

*Port Renfrew, Willis Point, and the Malahat are not removed from JDF Part 2.

Projected Population Growth

The following graph illustrates the projected population growth for the SEAPARC service area (including Port Renfrew, Willis Point, and the Malahat) from 2019 to 2038. From 2025 to 2038 there is expected to be a 28% increase in the population.

Graph 15 - Projected Population Growth in the SEAPARC Service Area 2019 - 2038



Source: Capital Regional District 2019 – 2038 Population, Dwelling Units and Employment Projection Report. Prepared for the Capital Region by BC Stats April 2019

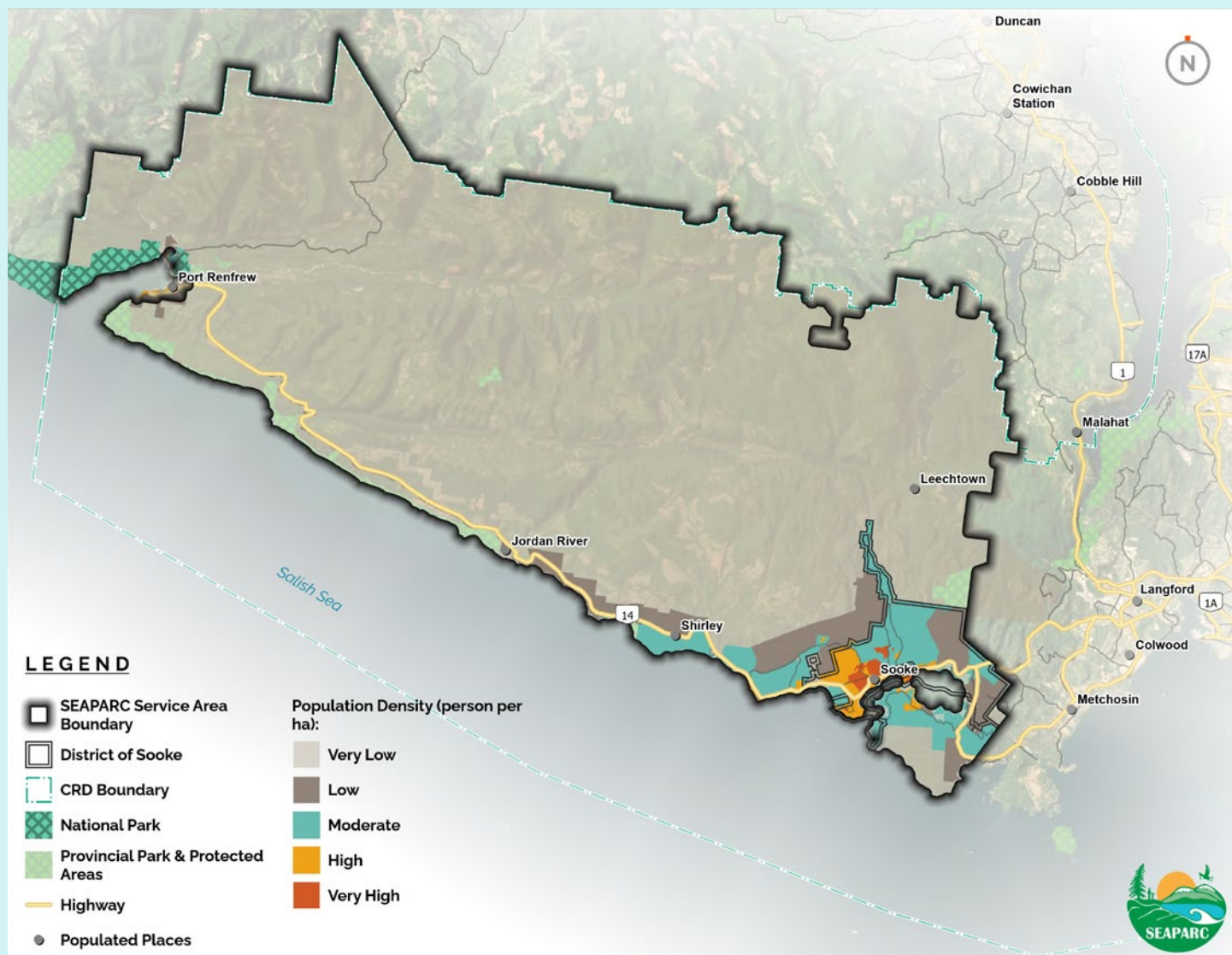
*2025 Projection is from SEAPARC 2025 Tax Requisition



Spatial Characteristics of Key Population and Demographic Indicators

The following maps provide a spatial overview of key population and demographic indicators. Micro data from the 2021 Census of the Population was used to create indicators at the dissemination block (DB) level or dissemination area (DA). A dissemination block (DB) is an area bounded on all sides by roads and/or boundaries of Statistics Canada's standard geographic areas for dissemination. The dissemination block is the smallest geographic area for which population and dwelling counts are disseminated. A DA is a small, relatively stable geographic unit composed of one or more adjacent dissemination blocks where populations generally range from 400 to 700 persons (Statistics Canada, 2023).

Population Density Map of SEAPARC Service Area



Key Indicators:

- Most of the population in the SEAPARC service area lives within a 5 km radius of the SEAPARC Recreation Centre.

Canadian Multi-Deprivation Index

The map on the following page was created using The Canadian Index of Multiple Deprivation (CIMD). The CIMD utilizes various measures of social well-being, including health, education and justice to help understand inequalities. It is created using microdata from the 2021 Census of Population to derive indicators at the DA level. The CIMD considers four dimensions of deprivation; ethno-cultural composition, situational vulnerability, economic dependency and residential instability, characterized by 22 indicators (Statistics Canada, 2023). The following figure outlines the dimensions and their corresponding indicators.

THE FOUR DIMENSIONS OF MULTIPLE DEPRIVATION AND THEIR CORRESPONDING INDICATORS, BRITISH COLUMBIA, 2021

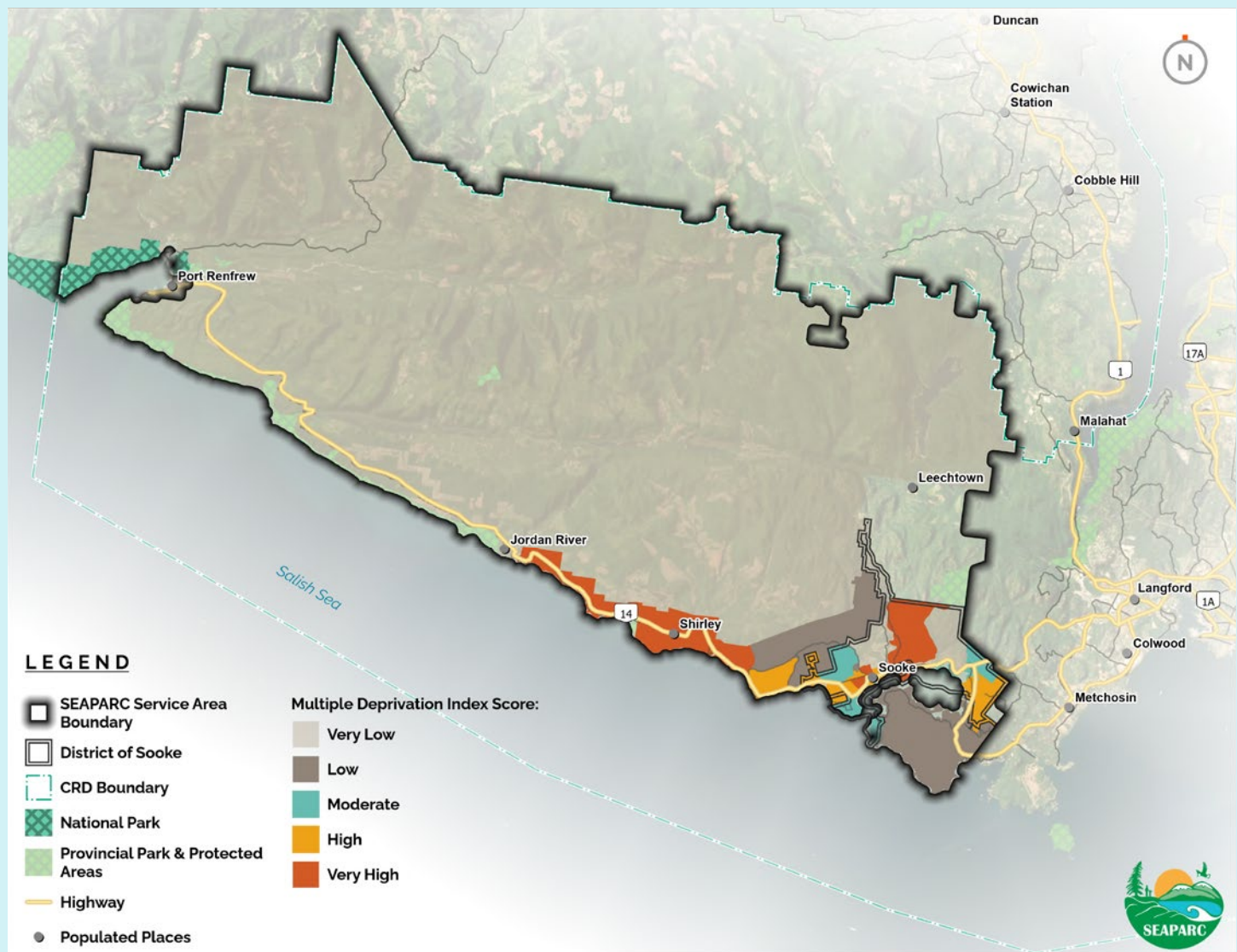
ETHNOCULTURAL COMPOSITION	SITUATIONAL VULNERABILITY	ECONOMIC DEPENDENCY	RESIDENTIAL INSTABILITY
Proportion of the population self-identified as visible minority	Proportion of the population identified as indigenous	Proportion of population who are aged 65 and older	Proportion of dwellings that are apartment buildings
Proportion of population that is foreign-born	Median income ¹	Proportion of population participating in the labour force (aged 15 and older) ¹	Proportion of persons living alone
Proportion of population with no knowledge of either official language (linguistic isolation)	Proportion of the population aged 25-64 without a high-school diploma	Ratio of employment to population ¹	Persons per square kilometer
Average number of persons per room	Proportion of single parent families	Dependency ratio (population aged 0-12 and population aged 65 and older divided by population aged 15-64)	Proportion of movers within the past 5 years
Proportion of population with no religious affiliation	Proportion of homes needing major repairs	Proportion of children younger than age 6	
	Median dollar value of dwelling ¹		
	Proportion of population that is self-employed		
	Proportion of population that is low-income		

1. This indicator was reverse-coded, meaning it was coded opposite of the measure. For example, proportion of the population that is married or common-law becomes proportion of population that is single, divorced, separated or widowed.

Note: The dimensions are ordered such that the dimension on the left explains the highest percentage of the variance of the data and the dimension on the right explains the lowest percentage.

Source: Canadian Index of Multiple Deprivation 2021, based on the 2021 Census of Population Long-Form.

Canadian Multi-Deprivation Index Mapping of SEAPARC Service Area



Key Indicators:

The scale of very low to very high is used to categorize how DAs were scored. Very High indicates that there is a high prevalence of deprivation, and very low indicates that there is low prevalence of deprivation based on the indicators presented on the previous page.

- 67% of the service area is considered Very Low or Low on the deprivation Index.
- 26% of the service area is considered Moderate on the deprivation Index.
- 7% of the service area is considered High or Very High on the deprivation Index (reflecting areas that may require more targeted programming or other supports to address participation barriers)

3.2. Recreation Opportunity Analysis

SEAPARC operates the only recreation centre in the service area, servicing 21,716 residents (estimation of population used in tax requisition). Amenities at the facility include:

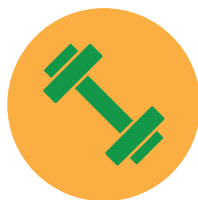
SEAPARC RECREATION CENTRE



ARENA



**POOL
(25 METER)**



**WEIGHT
ROOM**



**MULTIPURPOSE
ROOMS**

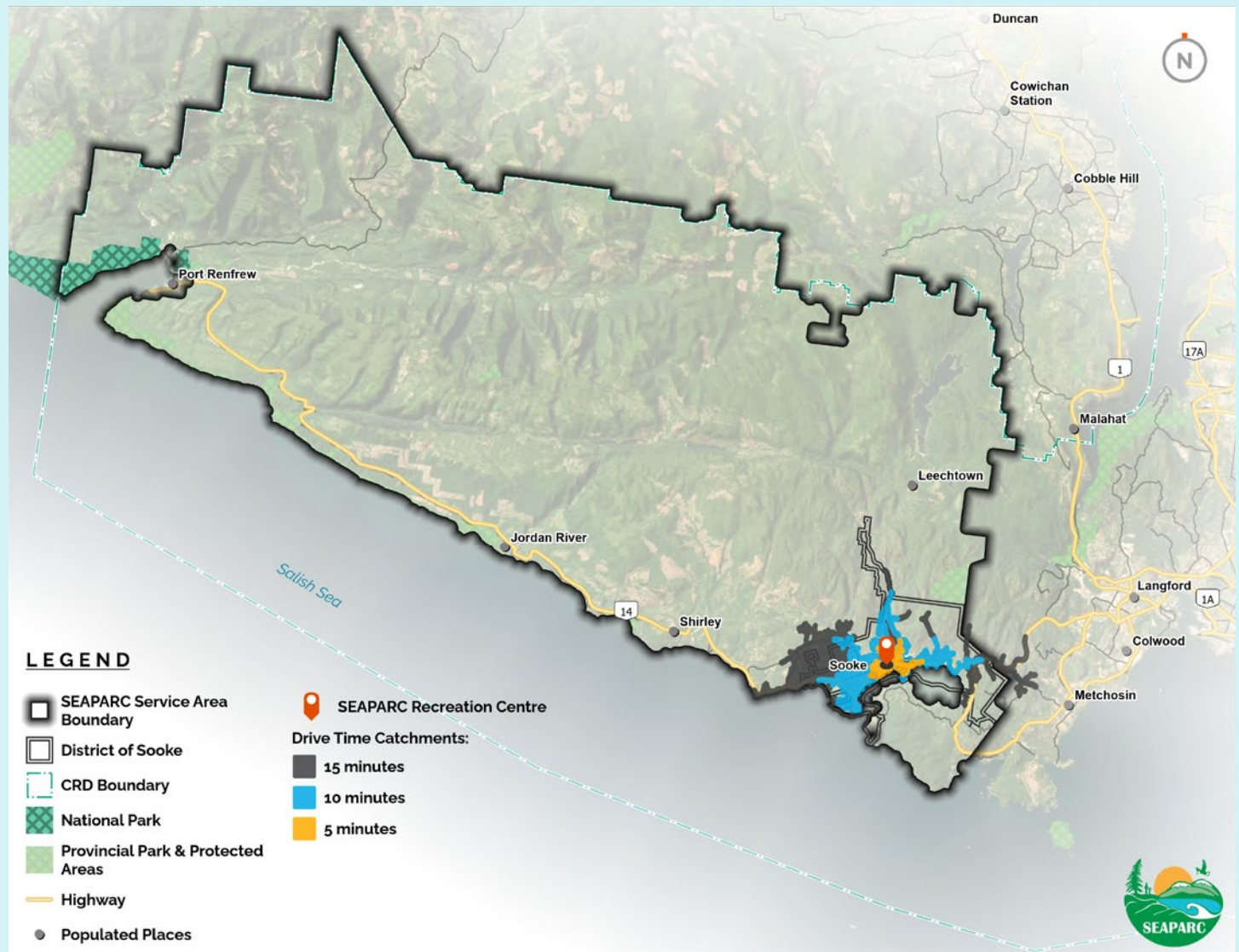


**BOARD
ROOM**



The following map illustrates where SEAPARC Recreation Centre is located within the service area and provides driving catchments for the facility.

SEAPARC Recreation Centre Drive Catchment Map



Key Indicators:

- 31% of the service area has access to the facility within a 5-minute drive.
- 73% of the service area have access to the facility within a 10- minute drive.
- 84% of the service area have access to the facility within a 15- minute drive.

Communities within the region have access to other indoor space for recreation. Table 3 lists the community assets (other than SEAPARC Recreation Centre).

Table 3 - Additional Indoor Recreation Spaces within SEAPARC Service Area

Facility	Community	Operator	Amenities
East Sooke Community Hall	East Sooke	East Sooke Community Association	Hall
Shirley Community Hall	Shirley	Shirley Community Association	Hall
SD 62 Gymnasiums	Across the Service Area (West of Victoria)	School District 62	Gymnasiums
Sooke Community Hall	Sooke	Sooke Community Association	Hall

Table 4 notes the key indoor recreation assets that exist in neighbouring West Shore communities.

Table 4 - Regional Indoor Recreation Amenities

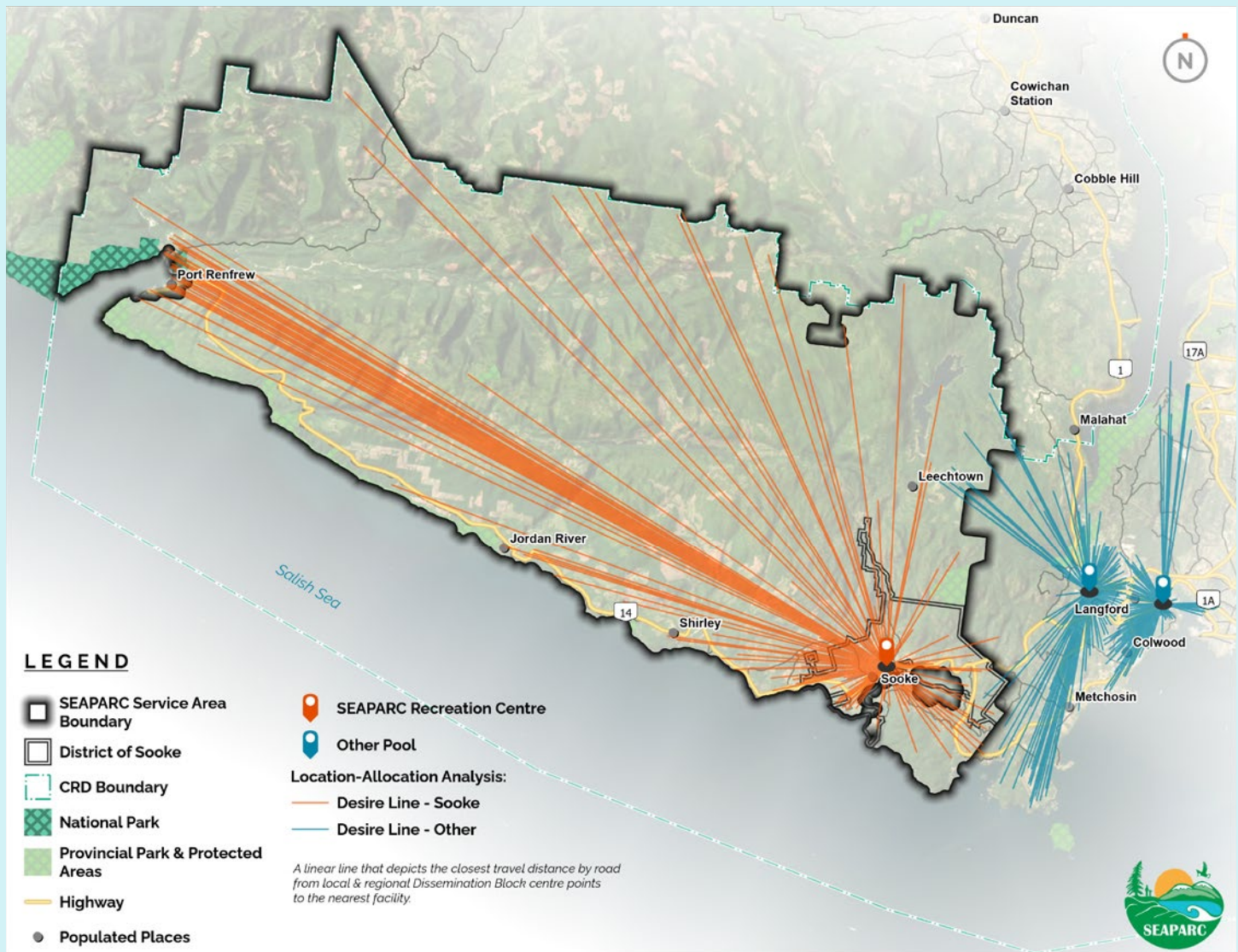
Facility	Community	Operator	Amenities
Westhill Arena	Langford	City Centre Park	• Arena (1 sheet of ice)
Juan de Fuca Recreation Centre	Colwood	West Shore Parks and Recreation	• Arena (1 sheet of ice) • 950 spectator seats • Pool • Fitness centre • Indoor sports floor • Indoor turf
Q Centre Arena	Colwood	West Shore Parks and Recreation	• Arena (1 sheet of ice) • 3,000 spectator seats
Westhills YMCA-YWCA	Langford	YMCA	• Pool • Fitness Centre
Eagle Ridge Community Centre	Langford	City Centre Park	• Dry arena floor
Island Training Centre	Langford	Pacific FC	• Indoor turf • Indoor sports floor • Batting cages and training equipment

West Shore communities include Langford, Colwood, Highlands, Juan de Fuca Electoral Areas, Metchosin, Sooke, and First Nation Reserves.

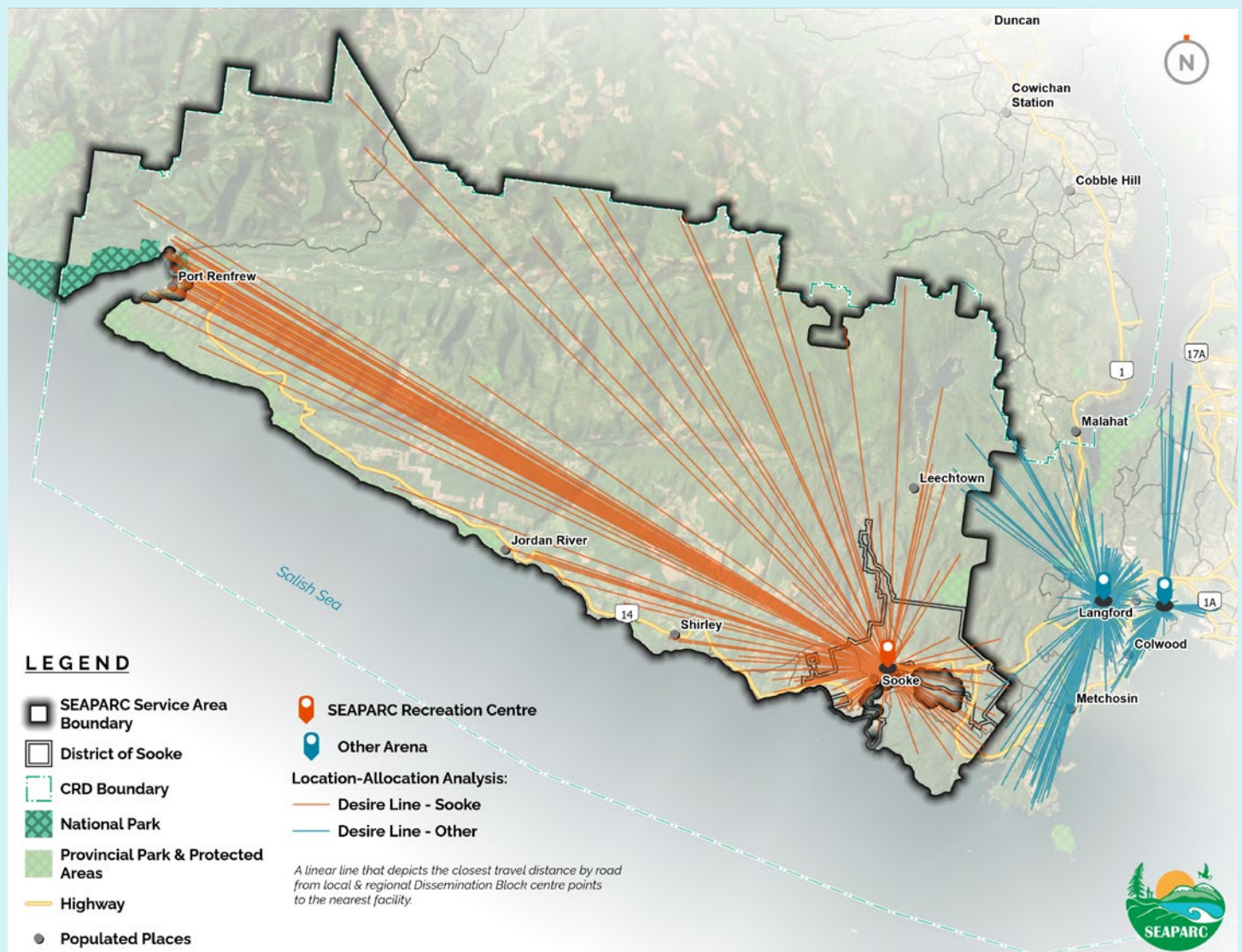
Desire Line Analysis

This analysis helps determine which aquatic and arena facilities, in theory, residents are likely to go if proximity is the primary driver of facility use. “Desirable distance “is calculated by taking the population in the West Shore by dissemination area (DA) and calculating what is the most easily accessed facility for residents in those areas by driving. This does not take into consideration the type of aquatic and arena amenities, the size of the space, or the types of programming that is offered. The population demographic data used for mapping has been provided by Esri’s ArcGIS Business Analyst Application. These datasets are 2023 projections based on the 2021 Canadian Census produced by Environics Analytics Data. The following map illustrates the desirable distance lines for aquatic and arena facilities in the area. The lines connect with dissemination areas that can most easily access the facility.

Aquatic Desire Line Analysis



Arena Desire Line Analysis



Key Indicators from Aquatic & Arena Analysis:

- 99% of the service area residents can access SEAPARC Recreation Centre the most easily for aquatics. While 1% can access either the Westhills YMCA or the Juan de Fuca Recreation Centre aquatic facilities more easily.
- 99% of the service area residents can access SEAPARC Recreation Centre the most easily for arena use. While 1% can access either the Westhill Arena or the arenas within the Juan de Fuca Recreation Centre more easily.

Outdoor Recreation Opportunities

SEAPARC Recreation provides maintenance and oversees a number of outdoor amenities, generally located close the recreation centre. Amenities include:

- The Sooke Bike Park
- The Ravens Ridge Multi-sport Box
- The Sooke Skate Park
- The DeMamiel Creek Golf Course
- The Stan Jones Ball Diamond (1 diamond)

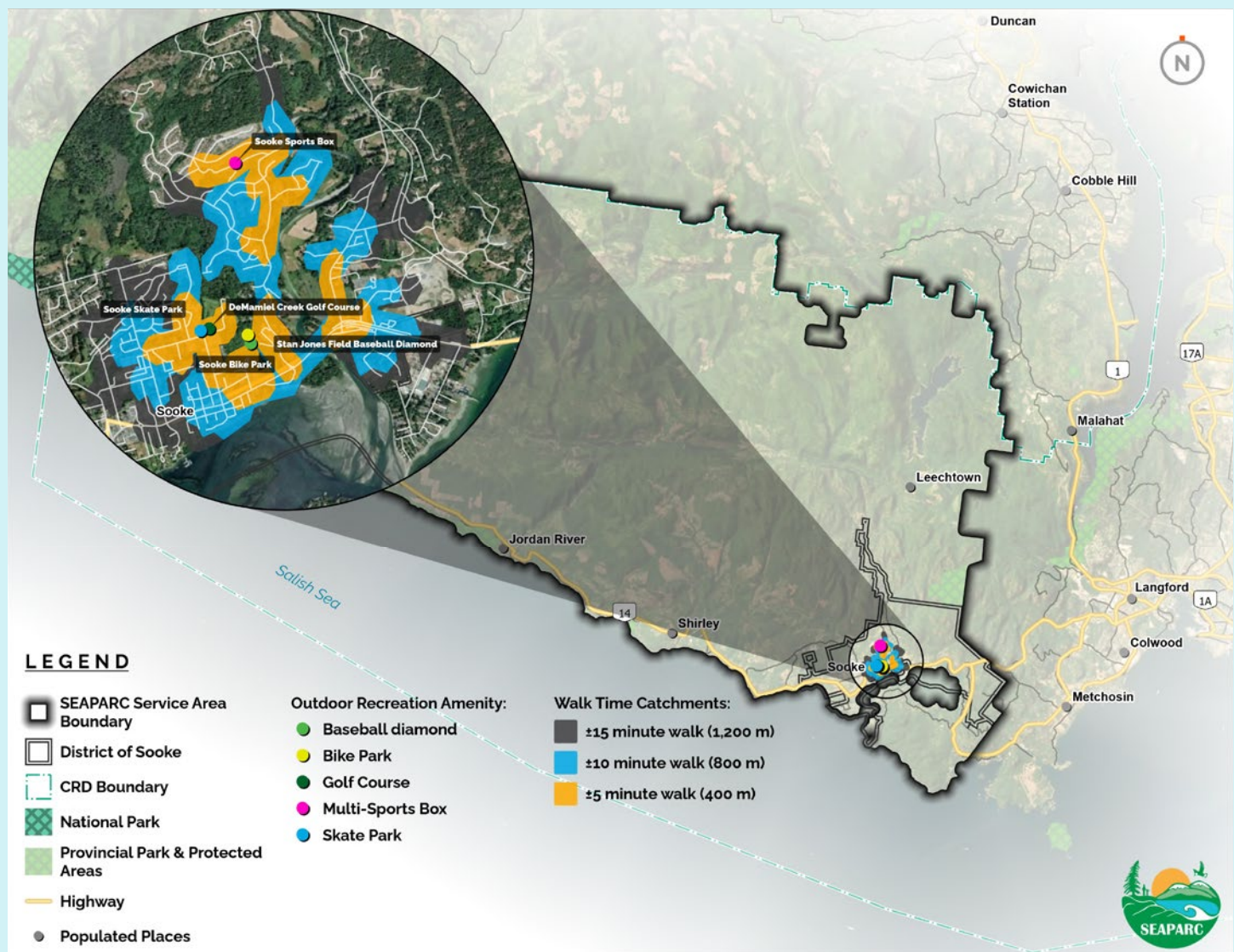
The District of Sooke and the Juan de Fuca Electoral Area provide some outdoor recreation services to their communities. Table 5. provides an overview of other amenities provided in the service area.

Table 5 - Outdoor Amenities Provided within SEAPARC Service Area

Park	Community / Operator	Amenity
Copper Mine Community Park	Juan de Fuca EA	<ul style="list-style-type: none"> • Tennis Court • Playing Field
Art Morris Park	Sooke Community Association	<ul style="list-style-type: none"> • Baseball diamonds (3) • Tennis courts (1) • Pickleball courts (3)
Fred Milne Park	Sooke Community Association	<ul style="list-style-type: none"> • Soccer fields • (1 artificial, 2 natural grass) • Ball diamond (1 overlapping with field)
SD 62 School Sites	SD 62	<ul style="list-style-type: none"> • Field at Saseenos Elementary • Field at Edward Milne School • Field and Diamond at Journey Middle School • Field at Ecole Poirier Elementary School • Field and court at Sooke Elementary School • Field at John Muir Elementary School

The following map illustrates where SEAPARC operated outdoor amenities are located within the service area and provides walking catchments for the amenities.

SEAPARC Outdoor Recreation Amenity Map with Walk Catchments

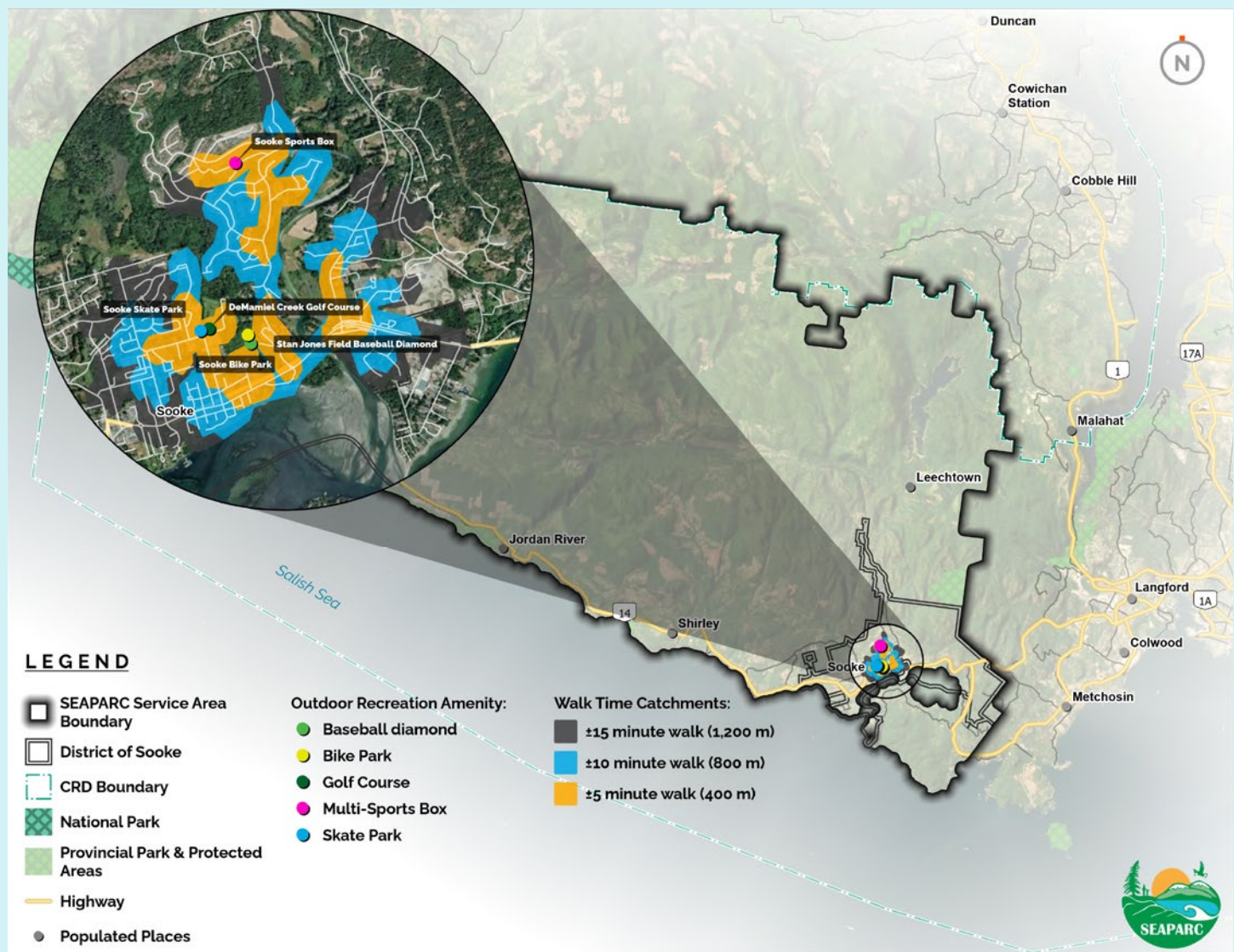


Key Indicators:

- 25% of the service area has access to an amenity within a 5-minute walk
- 29% of the service area have access to an amenity within a 10- minute walk.
- 38% of the service area have access to an amenity within a 15- minute walk.

The following map illustrates the bike/skateboard time to the bike and skate park respectively.

SEAPARC Bike/Skateboard Park Catchment Area by Biking or Skateboarding



Key Indicators:

- 9% of the service area have access to the bike park or skateboard park within a 5-minute bike/skateboard.
- 35% of the service area have access to bike park or skateboard park within a 10-minute bike/skateboard.
- 58% of the service area have access to bike park or skateboard park within a 15-minute bike/skateboard.

3.3. Regional Parks and Recreation Planning and Current Projects

A scan of recent CRD and District of Sooke planning was undertaken to capture potential relevant goals, objectives, and priorities that may be pertinent or interconnected to potential SEAPARC projects or initiatives considered as part of the new Strategic Plan.

District of Sooke Parks and Trails Master Plan

In 2020, the District of Sooke developed a Parks and Trails Master Plan; there were several recommendations outlined where it was indicated that shared responsibility exists for parks/recreation amenity development with the CRD and SEAPARC. The following recommendations specifically identify SEAPARC.



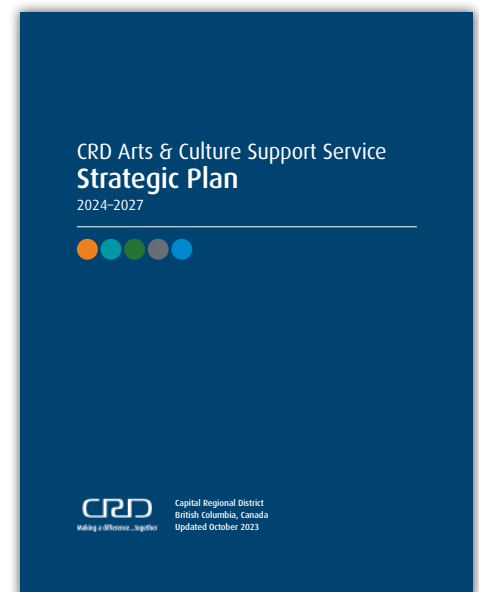
- 4.2. Work with other jurisdictions on planning major trail networks to achieve regional active transportation, recreation and tourism opportunities.
- 6.3. Support SEAPARC in planning for a new spray park in SEAPARC.
- Recent engagement suggests that the development of a new spray park in Sooke will not be undertaken by SEAPARC.
- 6.8. Plan for sports fields and ball diamonds in the SEAPARC area and at the new outlying community parks
- 6.10. Work with partners to identify washrooms that could be accessible to park and trail users, and identify locations for washrooms to fill gaps e.g., school district, businesses.
- 6.13. Consider dedicated pickleball courts in the SEAPARC area or another community park.

CRD Arts & Culture Strategic Plan

The CRD Arts & Culture Support Service (“the Arts Service”) distributes over \$2.5 million to non-profit organizations each year through granting programs. The Arts Service is funded by the following participating CRD jurisdictions: Esquimalt, Highlands, Metchosin, Oak Bay, Saanich, Sooke, Southern Gulf Islands, Victoria, and View Royal.

The Strategic Priority Areas outlined in the CRD Arts & Culture Strategic Plan 2024 – 2027 include:

- Champion: Advocating for the arts
- Connect: Enhancing collaboration
- Cultivate: Developing the arts ecosystem
- Extend: Broadening the scope of impact
- Engage: Sharing out story and learning

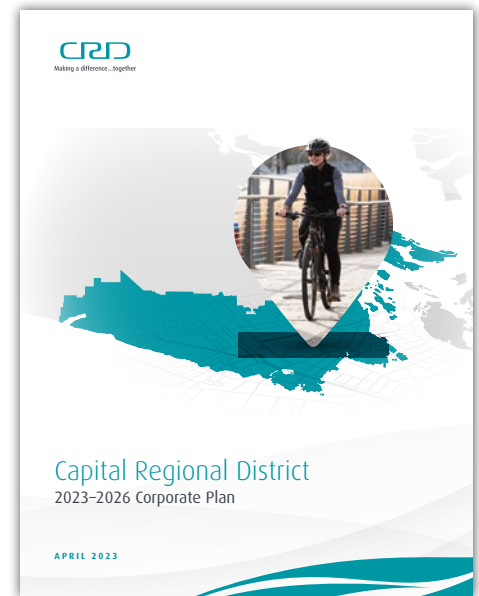


Capital Regional District 2023-2026 Corporate Plan

- The CRD Board of Directors responds to community needs by identifying key priorities and setting the strategic direction for the organization over a four-year term. This process includes an annual review and update of Board Priorities. Based on these priorities, the CRD develops a Corporate Plan that outlines specific actions to achieve the Board's goals, align with approved plans, and fulfill ongoing service commitments.
- The following Goals pertaining to arts and recreation were identified.
 - 10a. Support, promote & celebrate the arts
 - 10b. Sustain & enhance arts throughout the region
 - 10c. Affordable recreation opportunities that improve livability

SEAPARC was identified as an accountable division for the following initiatives related to Goal 10c:

- 10c-1 Consider service expansions to address gaps and opportunities, as they emerge
- 10c-2 Regularly monitor and review services to determine appropriate types of recreational programming and recovery rates to meet Community Needs
- 10c-3 Develop and implement a long-term strategic plan for SEAPARC
- 10c-4 Undertake a review of youth-focused programming at SEAPARC



Sooke Skate Park Renewal Project

In early 2024, the SEAPARC Commission began a concept design project for the Sooke Skate Park, as the facility had reached the end of its lifespan. Following a thorough review of the project's findings, it was concluded that the park's current condition is unsafe for use. Consequently, the park will remain closed to the public until spring 2025, when the renewal project is expected to commence.

The concept design project has provided SEAPARC with a plan that reflects the community's vision of a unique park designed to accommodate users of all ages and skill levels on the existing site. SEAPARC is dedicated to completing this renewal project to ensure the park continues to be a cherished and well-utilized space for years to come.

The renewal of the Sooke Skate Park will be subject to an alternative approval process in spring 2025. If approved, SEAPARC will proceed with the technical design and construction phases.



Image Source: <https://www.crd.bc.ca/seaparc>

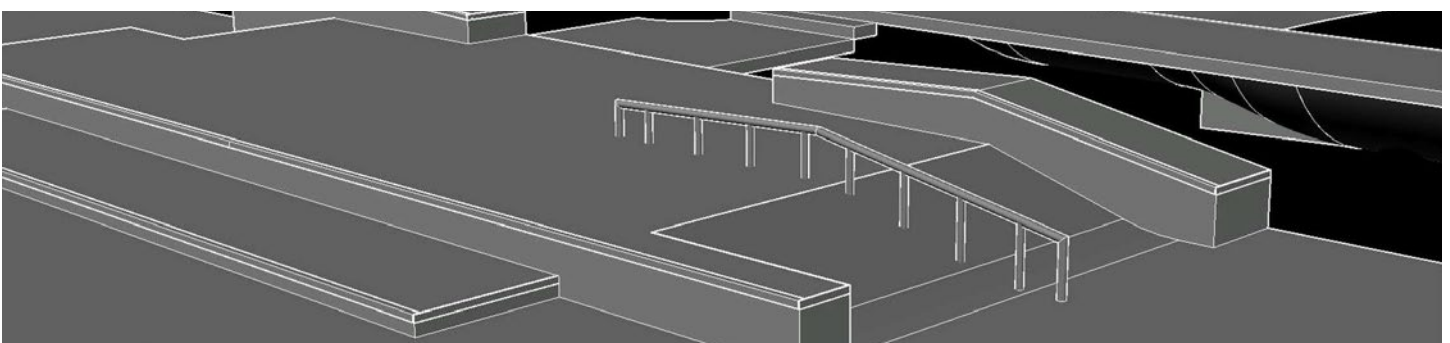
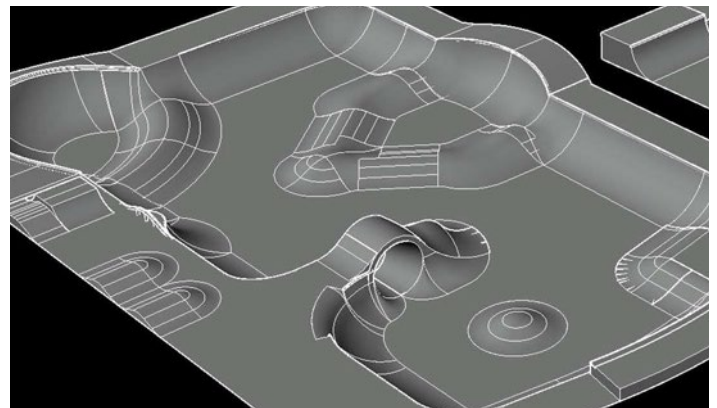
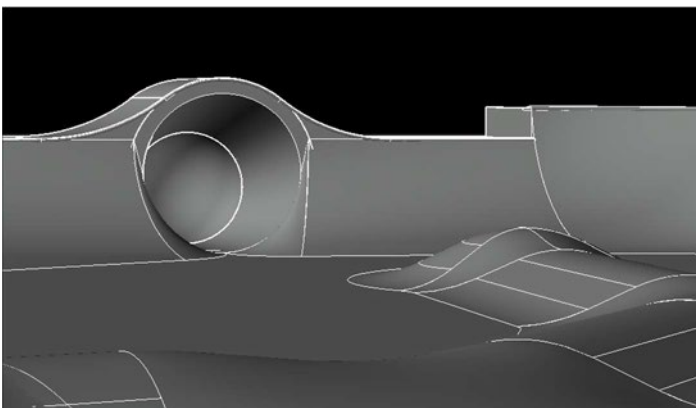
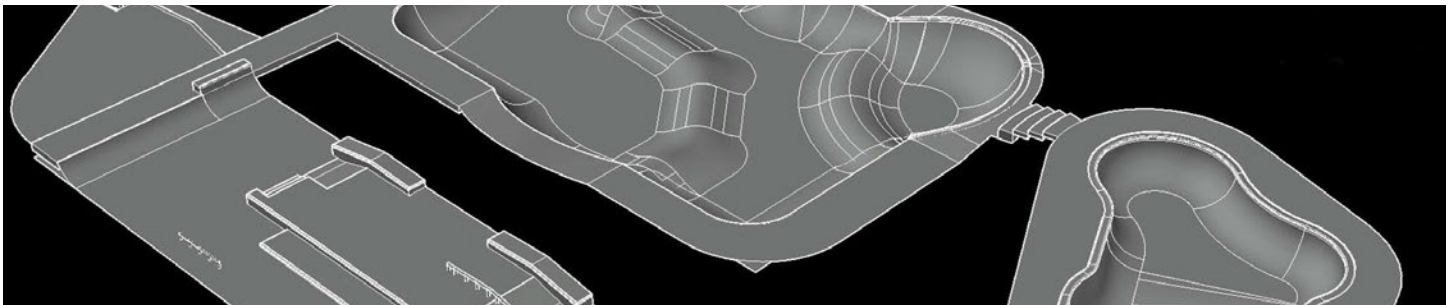


Image Source: <https://getinvolved.crd.bc.ca/sooke-skate-park-concept-design>

4.0 FACILITY USE AND CAPACITY ANALYSIS

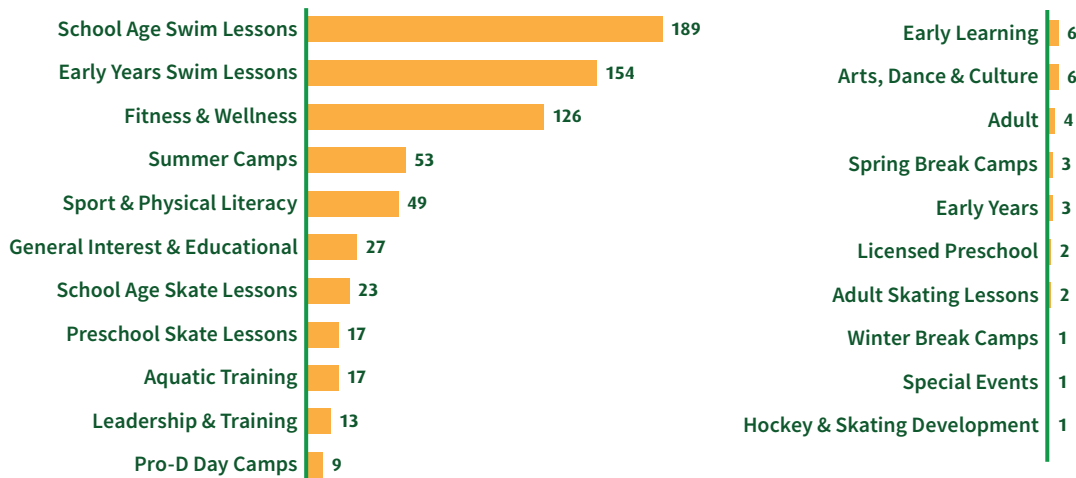
4.1. Programming and Activities Overview

SEAPARC Recreation offers a variety of programs across several locations both indoors and out. In 2023, SEAPARC Recreation offered over 700 programs with 5,156 participants. The following graphs indicate the types of programming offered by SEAPARC Recreation, which programs account for the most participants, and where those programs take place.

**2023 data is used as it was the last complete year at the time of analysis.*

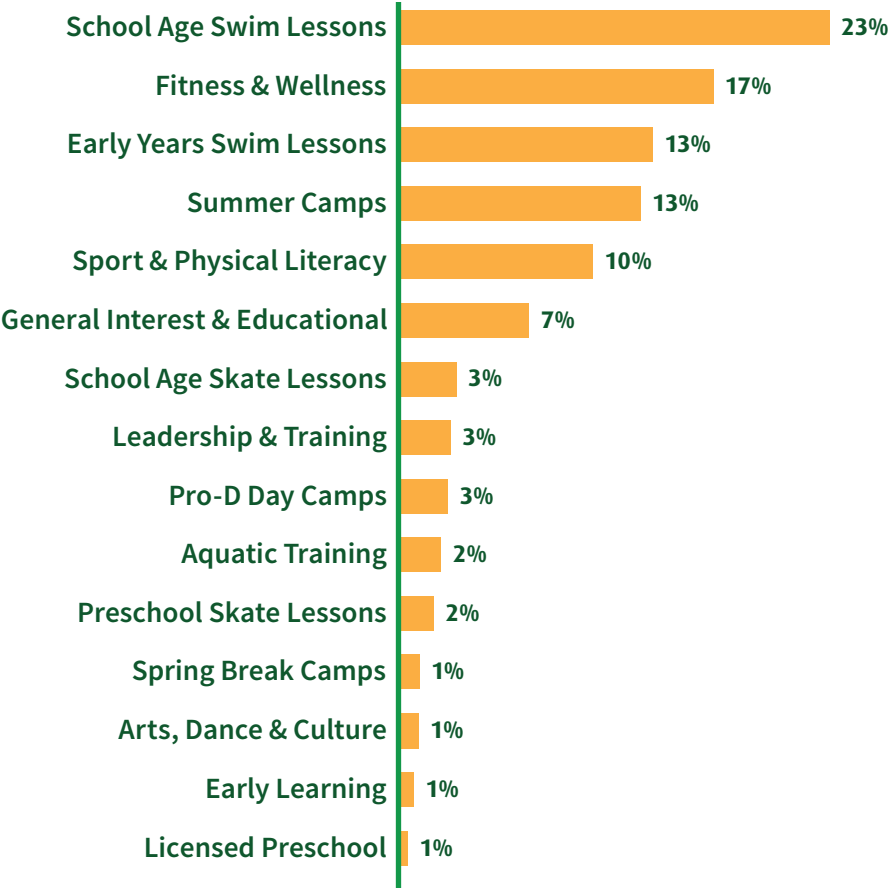
Swim lessons and fitness & wellness activities account for the majority of programming offered. Almost half (49%) of the programs offered are swim lessons, and 18% of programs are fitness and wellness.

Graph 16 - Programs Offered by Activity Type



36% of program participation is derived from swim lessons, and 17% of program participation is derived from fitness & wellness programs. Both swim lesson and fitness programs had substantial waitlists in 2023.

Graph 17 - Total Program Participation By Type of Program



Swim Lesson Waitlist from 2019, 2022- 2024

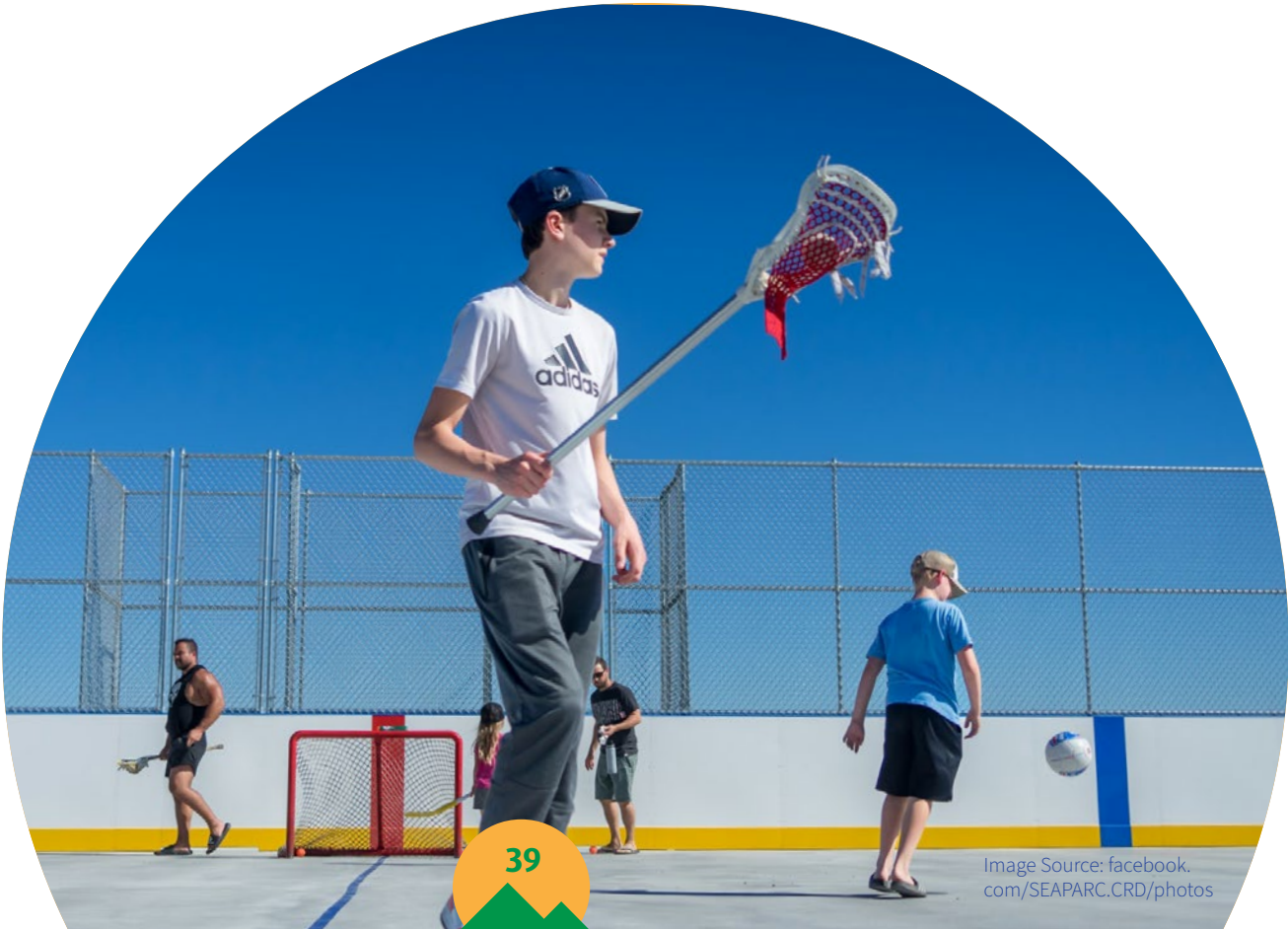
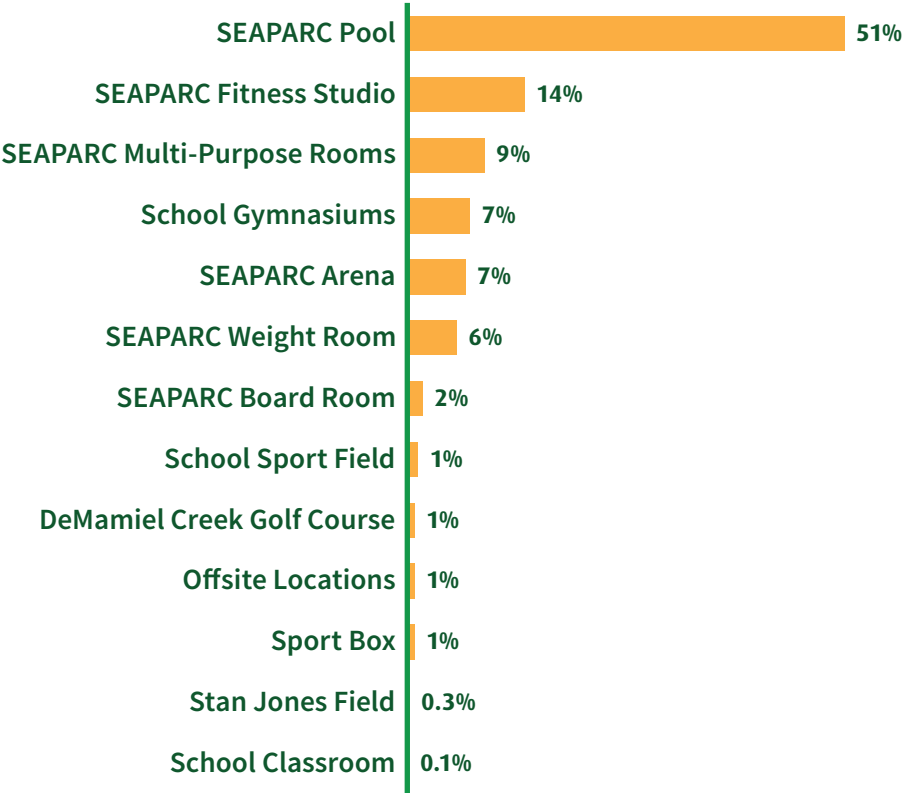
The COVID-19 pandemic significantly reduced the number of swim lessons offered due to pool closures and reduced class sizes. In 2023, program offerings increased but the waitlist did as well. So far, in 2024, the waitlist has decreased, and program offerings have increased.

	2019	2022	2023	2024	Trend Line
Number of Programs	254	172	343	486	
Waitlist Total	171	696	735	447	

**In 2024 private lessons were introduced.*

The majority of programming takes place at the SEAPARC Recreation Centre, with school gymnasiums providing space for camp and sports programming.

Graph 18 - Where SEAPARC Programs Are Offered



4.2. Key Amenity Capacity and Utilization Analysis

SEAPARC oversees the SEAPARC Recreation Centre (includes the pool, arena, multipurpose rooms, weight room and fitness studios), the Ravens Ridge Sports Box, the Sooke Bike Park, Sooke Skate Park (currently closed), Stan Jones Baseball Diamond, and the DeMamiel Creek Golf Course.

SEAPARC Recreation Centre Amenity Use

The SEAPARC Recreation Centre is available for drop-in and membership use Monday – Friday, 6 am – 9pm and Saturday and Sunday from 7am – 9pm. The following table indicate the total number of admissions to the facility from 2019 – 2023 from membership and drop-in admissions for use of the amenities. Paid admission to SEAPARC has almost doubled in the last five years, increasing 84% from 2019 to 2023. A higher proportion of admissions are from members in 2023 compared to 2019. Visits to the facility from rentals or programming (e.g. minor hockey, figure skating, swim lessons, etc.) and spectators were not accounted for in the Facility Admission 2019 – 2023 table.

Table 6 - Facility Admission 2019 – 2024

Facility Visits	2019	2020	2021	2022	2023	2024	Trend Line
Membership Pass Scans	32,576	27,496	61,173	61,852	86,855	96,926	
Drop-In Admissions	46,928	13,106	1,344	39,451	59,552	54,539	
Total Visits	79,504	40,602	62,517	101,303	146,407	151,465	

The following graph breaks down what spaces within the facility that patrons were primarily using. The majority of non-programmed use of the facility is for swimming (57%), following by the weight room (32%) and the arena public use (7%).

Graph 19 - Facility Admission Breakdown

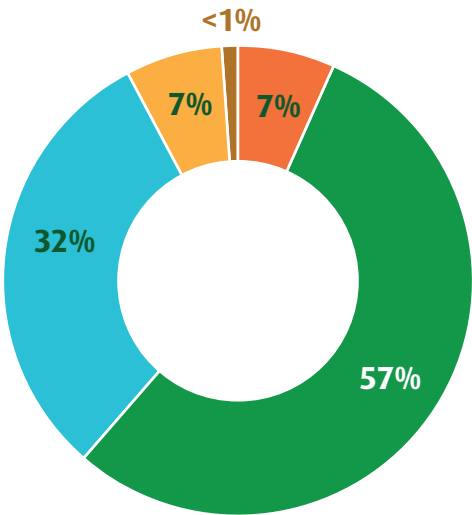
- Arena

Pool

Weight Room

Fitness

Community Recreation



Swim Visits and Aquatic Use Analysis

When analyzing utilization of an aquatic facility, one key benchmark is to look at annual swims per capita. Annual swims per capita reflect every individual visit to an aquatics facility as tracked by the facility.

The following table shows annual swim visits to the SEAPARC Recreation Centre Pool from 2019 – 2024, excluding 2020 and 2021 because of the public health mandated closures for COVID -19. The total swim visits were calculated by adding the number of visits to the pools that emanated from membership scans, drop-in or casual admissions, lessons and programs provided at the pool, and an estimation of the visits emanating from rentals.

Table 7 - Swim Visits 2019 - 2024

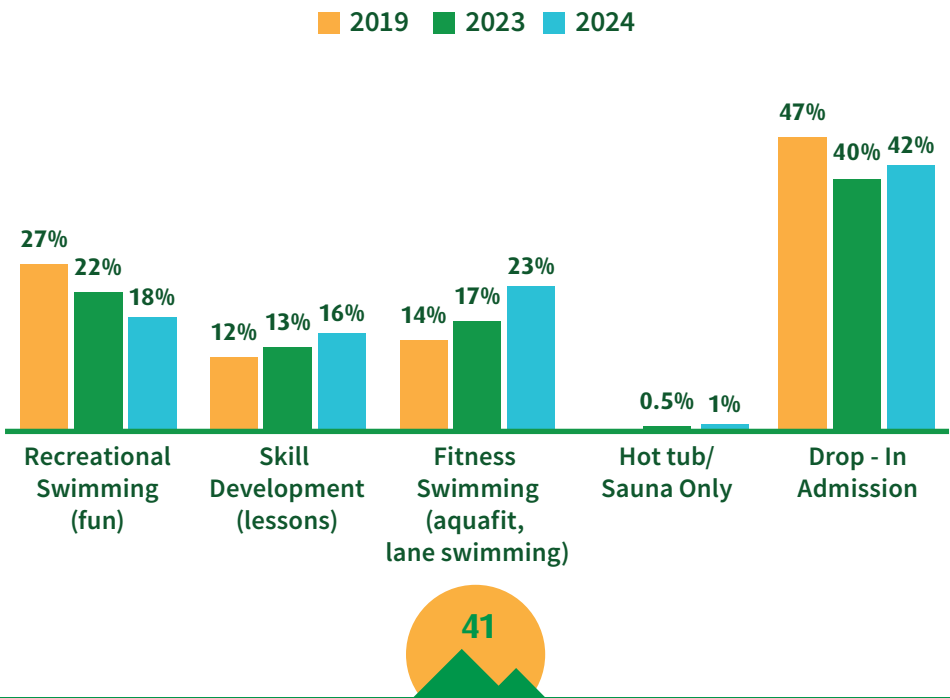
	2019	2022	2023	2024	Trend Line
Total Swim Visits	71,259	67,096	95,227	102,450	
Population*	17,527	19,956	19,956	21,716	
Total Swim Visits Per Capita	4.07	3.36	4.77	4.71	

*The population for 2024 is SEAPARC's estimation of the population served which includes Sooke and the Juan de Fuca electoral area (excluding Port Renfrew). 2019 – 2023 population estimate is based on the Sooke and Juan de Fuca Part 1 & 2 (minus Port Renfrew) 2016 & 2021 Census of the Population by Statistics Canada.

As reflected by the previous table, swim visits to the facility have ranged between approximately 4.45 – 4.77 swims per capita in the years following the pandemic disruptions. 6 annual swims per capita is often used as a benchmark to reflect an optimal level of aquatics utilization at an indoor pool– at this level of utilization an aquatics facility (or a system of aquatics facilities) is recovering as much cost as possible without exceeding capacity. Notably, swims per capita have remained relatively similar while overall swim visit have increased by approximately 25,000 between 2019 and 2024. Although waitlists for swim lessons have increased by a few hundred, this data points reflects that SEAPARC has been able to scale up some capacity to accommodate growth. Additional aquatics analysis of physical water-space may be required to better understand capacity and the long-term impacts of anticipated growth.

The following graph further illustrates the types of swim visits in 2019 and 2023. Drop-in admissions were not categorized by type of visit. Typically, drop-in visits are for lane swimming or recreational swimming. Drop-in admission visits to the pool account for the largest proportion of visits. Visits to the pool for skill development and fitness swimming has increased slightly over the years and recreational visits and drop-in admission has decreased.

Graph 20 - Types of Swim Visits



Arena Use Analysis

The arena ice is typically used from late August till the end of March. When not in use the space is used for dry floor activities. The following table describes some key terms used when discussing arena use and capacity. Similar to aquatics, arenas or ice provision is typically considered more of a regional amenity. Prime Hours of use is often the best indicator of how much capacity exists at the facility.

Table 8 - Arena Key Terms

Term	Definition
Prime Hours	The hours from 4pm - 10pm on weekdays and 8am - 10pm on weekends.
Ice Season	The facility has ice in from late August to the end of March (31 weeks).
Dry Floor	Dry floor use refers to the time that is booked for non-ice sport activities. Peak dry floor season is from April – June and represents the timeframe where there is the highest demand for non-ice sport-based activities. The other time(non-peak) where there is no ice in the arena may not be available for non-ice sport use.

The following table reflects the hours booked during prime and in-total at the SEAPARC Recreation Centre arena during the Ice Season. The arena is completely booked during prime and has moderate capacity for additional bookings during non-prime hours.

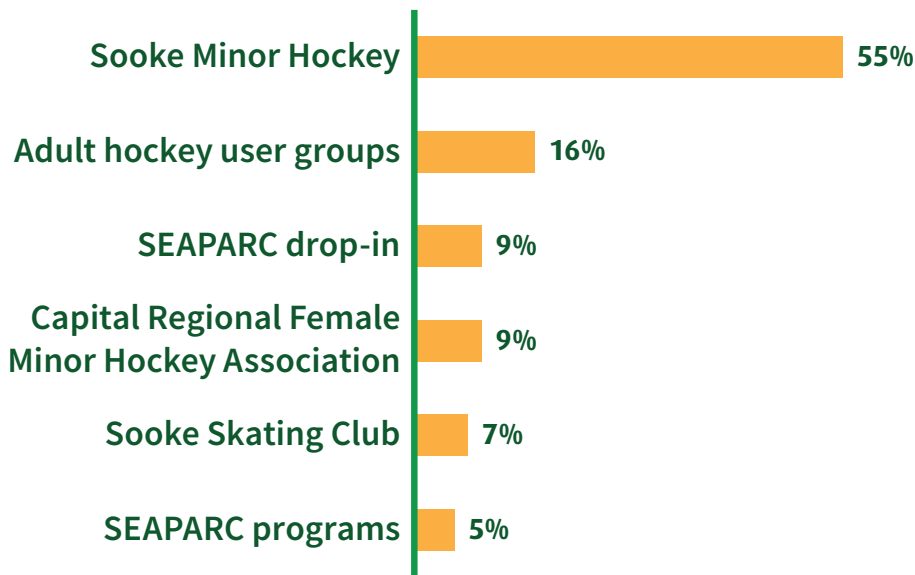
Arena Use	2023-2024
Hours Booked During Prime	1,566
Hours Booked During Non-Prime	864
Hours Available During Prime	1,566
Hours Available During Non-Prime	1,417
% of Prime Capacity Booked	100%
% Non-Prime Capacity Booked	61%
% of Total Capacity Booked	81%



Image Source: facebook.
com/SEAPARC.CRD/photos

The following graph depicts the types of bookings that take place during prime. Sooke & District Minor Hockey Association books over half of the available time during prime (55%), while adult hockey user groups (16%) and SEAPARC Recreation drop-in public use (9%) account for the other top uses of prime.

Graph 21 - Arena Bookings Breakdown



Additional Ice Capacity Considerations and Indicators

- SEAPARC staff estimate that approximately 26 hours of ice demand cannot be fulfilled (minor hockey and internal programming). Additionally, other user groups (Sooke Skating Club and CRFMHA) have indicated that approximately 18 hours of additional ice would be booked weekly if made available. This estimated total of 44 hours of weekly latent demand sums up to 1,188 hours based on a 27 week ice season. (approximately 76% of an ice sheets prime time capacity or 40% of an ice sheets total capacity).
- The City of Langford’s Parks, Trails and Recreation Needs Assessment reflects that 86% of prime time ice capacity is consumed at the West Shore arenas located in Colwood and Langford.

Dry floor bookings occur from April – June, however additional bookings occur during the summer months (July & August). In July and August community events such as the Sooke Fine Art Show take place. The table below indicated the number of hours booked when there is no ice in the arena and provides a capacity analysis based on two scenarios. If all of the bookings took place during peak dry floor season outlined above (Scenario 1) this would indicate that there is a high amount of use during the dry floor season. If the bookings were spread out over the entire period where there is not ice in the arena (Scenario 2), this would indicate there is availability for more bookings.

Table 9 - Dry Floor Use & Other Bookings


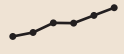
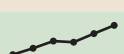
Dry Floor Use & Other Bookings	2023
Bookings	1,134
Hours Available During Peak Dry Floor Season (Scenario 1)	1,437
Hours Available Without Ice in Arena (Scenario 2)	2,431
% Booked of Peak Dry Floor Capacity	79%
% Booked of Hours Available Without Ice in Arena	47%

Outdoor Amenity Use

Booked use is only part of the picture when analyzing overall use of outdoor amenities. Many people use outdoor facilities more casually, or spontaneously with friends and family. Because payment is only required when a booking takes place, tracking the use of outdoor facilities can be difficult.

DeMamiel Creek Golf Course is an outdoor amenity but is generally treated like an indoor one where admission is tracked and there is typically no unauthorized use.

Table 10 - DeMamiel Creek Golf Course Admissions

	2019	2020*	2021*	2022*	2023	2024	Trend Line
Drop In Admissions	3,407	6,463	7,531	6,717	10,546	9,657	
Memberships Scanned	2,837	4,314	7,439	7,158	9,430	11,620	
Total Admission	6,244	10,777	14,970	13,875	19,976	21,277	

*The course was not fully staffed during this time, parking meter revenue was used to estimate admission.

Hours Booked at Other Outdoor Amenities

Hours booked at other SEAPARC outdoor amenities are noted in the table below. The Sooke Bike Park is not a bookable amenity and although there were bookings at the Skate Park, the park is now closed for safety reasons.

Typically, outdoor fields and diamonds have a capacity of approximately 600 hours, which is meant to outline reasonable use before the field quality deteriorates. Based on best practice capacity assumption, only 40% of ball diamond capacity is currently utilized.

Table 11 - Outdoor Amenity Bookings 2024

Amenity	Hours Booked 2023	Hours Booked 2024
Stan Jones Ball Diamond	211.5	236.5
Ravens Ridge Sport Box	24.75	57.5
Skate Park*	15	3

*Skate Park closed in 2023 due to safety concerns.

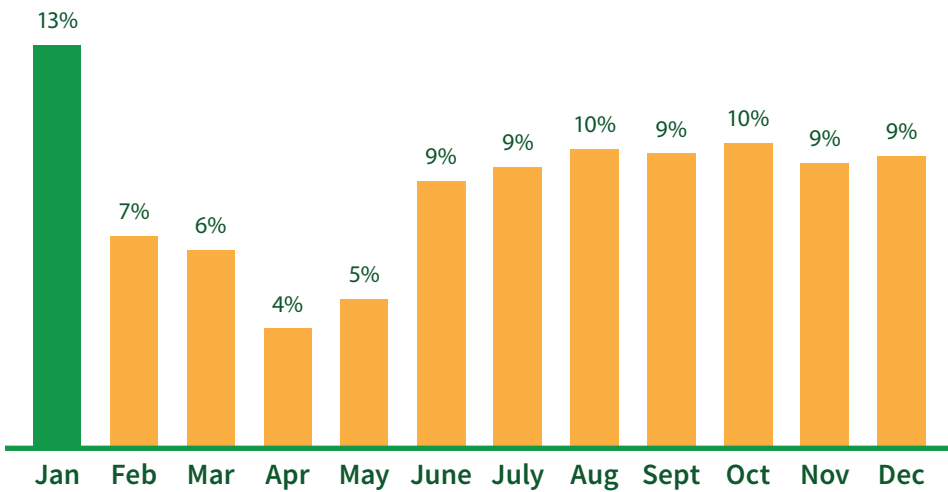
4.3. Site Visitation Insights and Data Analytics

Mobility data from Propulso was acquired to help gain a broader understanding of visitation patterns to the site that captures both structured uses (e.g. program participants, membership scan, and active participant use through bookings) as well as harder to track uses (e.g. spectators, use of outdoor casual use spaces, etc.). This data additionally provides valuable insights into key use visitation patterns and characteristics.

Propulso estimates the actual number of visits to an area based on a sample of detected mobile devices, then extrapolates this data to the population. It is important to note that Propulso does not collect data on individuals under the age of 18. **As such, the data reflected on pages 45-46 reflects adult based visitation to the facility.** 2023 data was acquired as it represents the last full year of operation at the time of analysis. The boundary used for the analysis included the SEAPARC Recreation Centre and adjacent outdoor amenities (including the Stan Jones Ball Diamond and Sooke Bike Park).

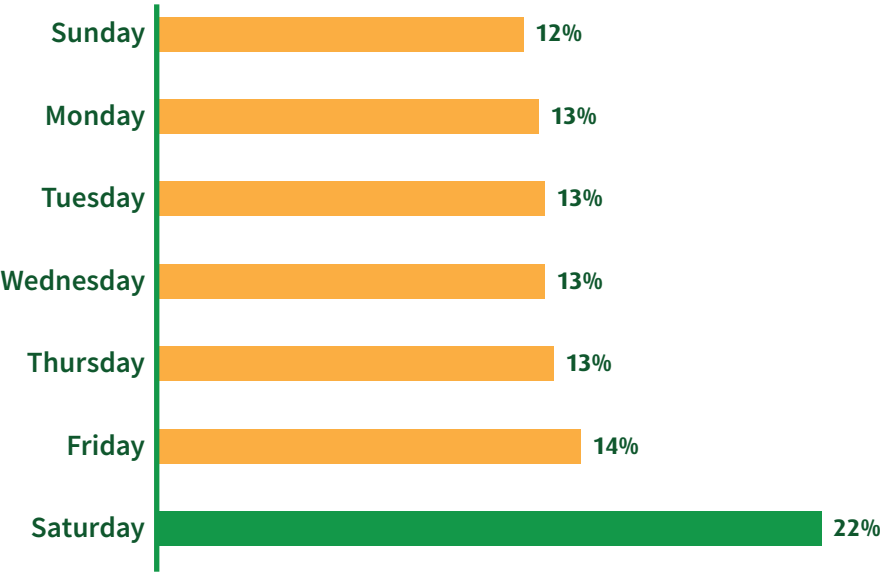
The following graph illustrates the percentage of total visitors each month captured using Propulso. January 2023 was the busiest month of the year by a substantial margin.

Graph 22 - Visits to the SEAPARC Recreation Centre and Surrounding Park



The busiest day of the week at SEAPARC Recreation Centre is Saturday, with 22% of visitation occurring on that day.

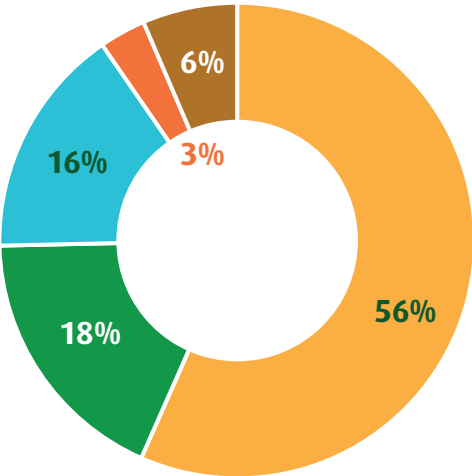
Graph 23 - When Visitation Occurs



The majority (56%) of facility visitors reside within 5 km of the facility, however a relatively significant proportion of overall visits (25%) are derived from individuals that live more than 20 km from the facility.

Graph 24 - Distance from Home to SEAPARC Recreation Centre for Facility Visitors

Less than 5 km 5-19 km 20-39 km
60-99 km 100 km or more



SEAPARC Recreation Centre Door Counter

The facility utilizes an infrared beam counter at the main entrance to track visitor numbers, recording separate counts for entries and exits. In 2024, the system registered 743,014 entries, with the busiest day being Saturday, October 19, 2024, when 6,156 people entered the building.

Limitations of Propulso and Infrared Beam Door Counters

- **Propulso System:** This system tracks visits based on mobile device data, counting individuals only once per day. However, due to Canadian privacy legislation, it cannot include data from users under 18, meaning certain visitor demographics may be underrepresented.
- **Infrared Beam Counter:** While effective for measuring overall foot traffic at the main entrance, this system does not account for visitors using side or alternative entrances. Additionally, it cannot differentiate between staff, repeat visitors, or new guests, limiting the accuracy of its data for attendance and event analysis.

These tracking methods offer useful insights into facility usage and crowd flow but can benefit from supplemental data sources—such as surveys or membership card scans—to provide a more comprehensive picture of visitor trends, see data provided in Section 2: Community Engagement Findings and earlier findings in this section for additional context information on facility use.

Summary of Key Findings from the Facility Use Analysis

- Swim lessons are the most popular activity at SEAPARC Recreation Centre and are consistently at capacity with a waitlist. More lesson capacity has been added over the last 5 years as well to attempt to keep pace.
- Overall swims per capita have remained relatively similar despite overall swim visits increasing by approximately 31,000 from 2019 to 2024. This finding would suggest that the pool has had some capacity to accommodate growth and SEAPARC has been able to scale up capacity to some degree to meet growth. However, additional analysis of physical water space may be required to better understand the long-term ability of the pool to accommodate growth.
- Admissions to SEAPARC Recreation Centre has increased substantially (84%) over the last 5 years, reflecting the importance of the facility.
- Arena use is at capacity during prime time. Staff are unable to fulfill all booking requests due to lack of capacity during prime hours. and feedback provided by current user groups suggests that additional ice would be consumed if available.
- Admissions to the DeMamiel Creek Golf Course has increased over the last 5 years by 220%, reflecting a broader demand for golf.
- SEAPARC Recreation Centre is used by both residents of Sooke (56%) and residents of the SEAPARC service area (18%) the most often. However, 16% of visitors live somewhere else within the CRD, and 9% likely live outside of the region.

4.4. Facility Provision and Potential Impacts of Growth

Summary of Current Provision

The following tables note the **current provision** of recreation amenities operated by SEAPARC. **Reflects an estimated population as per the 2025 tax requisition figure.*

Table 12 - Indoor Facility Provision

Amenity Type	Number Operated by SEAPARC (2025)	Current Service Level (provision ratio of the # of residents per unit of the amenity type)
Aquatics Facilities	1	1: 21,716
Arena Ice Sheets	1	1: 21,716
Fitness Centres	1	1: 21,716

Table 13 - Outdoor Facility Provision

Amenity Type	Number Operated by SEAPARC (2025)	Number Available in the Service Area	Current Service Level for Service Area (provision ratio of the # of residents per unit of the amenity type)
Grass Ball Diamonds	2	4	1: 3,619
Sports Box	1	-	1: 21,716
Skateboard Park	1	-	1: 21,716
Bike Park	1	-	1: 21,716
Golf Course	1	-	1: 21,716
Grass Sport Fields	-	3	1: 7,239
Artificial Sport Fields	-	1	1: 21,726
Tennis Courts	-	2	1: 10,858
Pickleball Courts	-	3	1: 7,239

Potential Impacts of Population Growth

The following tables present the long-term impacts of growth if SEAPARC were to build additional amenities based solely on maintaining current service levels in lockstep with population growth.



While this analysis reflects how anticipated growth can impact service levels, a few key factors are important to consider:

- Typically as communities grow it becomes challenging to maintain current service levels.
- Facility supply planning must consider a multitude of other factors such as access and geographic distribution.
- Trends and activity preferences within recreation, sport and culture are dynamic and continually evolving. Community demand for new types of infrastructure need to be considered as does the course of action for amenities that may no longer be in-demand.

Population Growth

	2019	2025*	2028	2038
Population	19,422	21,716	23,456	27,824
Approximate Growth Rate Over Current		12%	8%	19%

Source: Capital Regional District 2019 – 2038 Population, Dwelling Units and Employment Projection Report. Prepared for the Capital Region by BC Stats April 2019

* Aside from 2025, the projected population growth includes Port Renfrew, Willis Point, and the Malahat.

As per the above noted considerations, the analysis presented in the following tables should be considered simply as a reference point and is not intended to suggest future facility supply needs.

Table 14 - Long Term Outlook for Indoor Facilities Based on Maintaining Provision

Long Term Outlook for Indoor Facilities	Provision in SEAPARC Service Area	Number Operated by SEAPARC (2025)	2028 Facilities Needed to Sustain Service Levels	2038 Facilities Needed to Sustain Service Levels	Total Additional Facilities Need by 2038 to Sustain Current Service Levels
Aquatics Facilities	21,716	1	1.08	1.30	+0.3
Arena Ice Sheets	21,716	1	1.08	1.30	+0.3
Fitness Centres	21,716	1	1.08	1.30	+0.3



Table 15 - Long Term Outlook for Arena Demand Based on Past Use and Population Growth

Hours Booked 2023	Total Use in 2023/2024	Potential Impacts of Growth by 2038
Total Hours Booked	2,430	3,110
Hours Booked Prime	1,566	2,004
Hours Booked Non- Prime	864	1,106
Total Hours Available	2,983	2,983
Prime Hours Available	1,566	1,566
Non Prime Hours Available	1,417	1,417
% Booked of Prime Capacity	100%	128%
% Booked of Non Prime Capacity	61%	78%
% Booked of Total Capacity	81%	104%
Arena Equivalents Required to Meet Demand During Prime	1.0	1.3

**As previously noted in Section 4.2, it is estimated that unmet demand exists from current users and uses. This unmet demand is not factored into the above table.*

Table 16 - Long Term Outlook for Aquatic Demand Based on Past Use and Population Growth

Aquatics	Total Use in 2024*	Project Swim Visits 2038
Total Swim Visits	102,450	123,631
Population	21,716	27,824
Total Swim Visits Per Capita	4.71	4.44

**Data provided for 2024 did not include all of the swim visits in December as the data was provided in November 2024. As discussed in Section 4.2, additional analysis of physical water-space may be required to comprehensively analyze if the current pool can accommodate increased use.*



5.0 BENCHMARKING

5.1. Benchmarking Context and Purpose

Benchmarking research and analysis provides valuable insights into comparative service levels for key types of amenities, further supplementing other analysis and inputs. However, benchmarking research requires some key limitations, caveats, and context to be considered.

- Activity preferences, trends, and utilization levels vary from community to community (or region to region).
- The benchmarking research presented in this section looks solely at ‘units’ of provision (quantity of facility) and does not account for facility size, quality of support amenities, etc.
- While the comparator communities are generally of a similar population size, each exists within a unique regional context and service delivery environment. Factors like proximity to other jurisdictions with amenities, private sector provision, and regional catchment population impact local facility supply.



5.2. Benchmarking Analysis and Findings

Presented as follows are key findings from the benchmarking research and analysis.

Arena Benchmarking

Key Findings:

- SEAPARC provides a similar level of ice when compared to the average of selected Vancouver Island communities.
- The provision of arena ice at SEAPARC Recreation Centre is approximately half of what most comparably sized communities offer (most comparably sized communities offer multiple ice sheets with an average provision ratio of 11,272 residents per ice sheet).

Table 17 - Island Communities Arena Benchmarking

Island Communities	# of Ice Sheets	Population*	Provision Ratio (# of residents per unit of provision)
Westshore	3	84,669	28,223
Esquimalt	2	17,533	8,767
Saanich	3	117,735	39,245
Oak Bay	1	17,990	17,990
Saanich Peninsula	2	41,938	20,969
Nanaimo	4	115,459	28,865
Parksville/Qualicum	2.5	22,945	9,178
Comox Valley	3	72,445	24,148
Campbell River	2	38,108	19,054
AVERAGE	2.5	58,758	21,827
SEAPARC	1	21,716	21,716

*All comparator population figures reflect 2021 Statistics Canada, Census of the Population. SEAPARC population figure reflects estimated population as per the 2025 tax requisition.



Table 18 - Comparator Communities Arena Benchmarking

Communities with a Similar Population	# of Ice Sheets	Population*	Provision Ratio (# of residents per unit of provision)
Nelson	1	19,119	19,119
Dawson Creek	2	17,878	8,939
Prince Rupert	1	13,442	13,442
Williams Lake	2	23,608	11,804
Quesnel	2	23,113	11,557
Powell River	2	17,825	8,913
Terrace	2	19,606	9,803
Salmon Arm	2	19,705	9,853
Cranbrook	3	27,040	9,013
Fort St. John	3	28,729	9,576
Port Alberni	2	25,786	12,893
Lake Country	1	15,817	15,817
AVERAGE	2	20,972	11,727
SEAPARC	1	21,716	21,716

**All comparator population figures reflect 2021 Statistics Canada, Census of the Population. SEAPARC population figure reflects estimated population as per the 2025 tax requisition.*



Aquatics Benchmarking

Table 19 - Comparator Communities Aquatics Benchmarking

Key Findings:

- SEAPARC provides a similar level of indoor aquatics infrastructure to similarly sized communities.
- While regional service levels vary, SEAPARC generally has a better provision of indoor aquatics infrastructure compared to other areas within the CRD.

Communities with a Similar Population	# of Indoor Aquatics Facilities	Population*	Provision Ratio (# of residents per unit of provision)
Nelson	1	19,119	19,119
Dawson Creek	1	17,878	17,878
Prince Rupert	1	13,442	13,442
Williams Lake	1	23,608	23,608
Quesnel	1	23,113	23,113
Powell River	1	17,825	17,825
Terrace	1	19,606	19,606
Salmon Arm	1	19,705	19,705
Cranbrook	1	27,040	27,040
Fort St. John	1	28,729	28,729
Port Alberni	1	25,786	25,786
Lake Country	0	15,817	N/A
AVERAGE	1	20,972	21,441
SEAPARC	1	21,716	21,716

**All comparator population figures reflect 2021 Statistics Canada, Census of the Population. SEAPARC population figure reflects estimated population as per the 2025 tax requisition.*

Regional Aquatics Service Levels

Regional service levels across the Island and the CRD vary significant for aquatics. Below are a handful of service level metrics for selected areas.

- The funding area for West Shore Parks and Recreation encompasses approximately 85,000 residents with collective funding for one aquatics facility (Juan de Fuca Recreation Centre). An additional pool, the Langford-Westhills YMCA – YWCA, is funded by residents in Langford with some non-resident use at a higher fee. As such, it can be stated that the supply of publicly provided indoor aquatics in the West Shore area is 1 pool for every 40,000 – 50,000 residents.
- The Peninsula Recreation Commission (Panorama Recreation) provides one indoor aquatics facility for approximately 40,000 residents.
- Within the CRD there are 11 indoor aquatics facilities with some level of public access: Crystal Pool, Saanich Commonwealth Place, Gordon Head Recreation Centre, Esquimalt Recreation Centre, Oak Bay Recreation Centre, Juan de Fuca Recreation Centre, SEAPARC Recreation Centre, University of Victoria, YMCA (2), and Panorama Recreation Centre. Using a population figure of 415,451 residents (Statistics Canada, 2021 Census of the Population) the service level across the CRD is approximately 1 indoor pool for every 37,768 residents.

6.0 TRENDS AND BEST PRACTICES

6.1. The Importance of Monitoring Trends and Best Practices

Staying current on trends and best practices is important for service providers, especially within the public sector, to ensure that program offerings and infrastructure is best positioned to provide maximum public benefit. Highlighted as follows in this section are number of selected trends and best practices sourced from a mix of sector and academic sources as well as the consultants experience and observations. These trends and best practices highlights are not intended to capture the breadth of activity demands, changes, and leading practices, but rather touch on a few key areas that may be of particular interest within the SEAPARC context.

A photograph of a male coach in a black polo shirt and green cap, smiling, crouching between two young athletes. The athlete on the left is wearing a white and green jersey, and the one on the right is wearing a green jersey with the number 2. They are all in a starting crouch on a track, with a chain-link fence in the background.

Image Source: facebook.
com/SEAPARC.CRD/photos

6.2. Activity Participation and Preferences

The following trends speak to the types of activities that are popular and/or are new/emerging activities, as well as any changing motivations or relevant contexts.

Youth Sport Participation

In April 2024, the Jumpstart State of Play Youth Report was released. The report includes results from the Jumpstart Canadian Tire State of Play Youth Survey, and enrollment data that highlights characteristics of sport organizations that participated in the survey. The following bullets some key findings from the report related to youth sport participation.

- 38% of youth indicated that they participate the same as before COVID-19 and 27% indicated that they play sport more than before the Pandemic.
- For those youth that indicated that they participated more than prior to the Pandemic. 30% of those do so by participating in a sport club, 26% participate through their school, 23% do so as part of an after school program, 21% participate at a recreation centre and 25% do so through other means.
- The top 3 reasons that youth are motivated to participate in sport was playing with friends (55%), having fun (38%), and exercising to stay healthy (33%).
- The top 3 reasons that youth do not play sports included that sports are too expensive (47%), no time to play due to schoolwork (28%) and that they do not feel good enough to play (18%). The top reason among high school students was no time to play due to school work, for middle school students and elementary school students it was that sports are too expensive. When looking at where the students live (west coast, prairie or central), youth from the west coast indicated that sports were too expensive the most often of the three regions. West coast youth also indicated not being good enough as a reason not to play more than the other regions.



The following table outlines the sport that youth indicated that they played more than once in the last three years.

Primarily Indoor		Primarily Outdoor	
Swimming	44%	Soccer	62%
Basketball	43%	Swimming	44%
Hockey	30%	Basketball	43%
Volleyball	26%	Volleyball	26%
Badminton	24%	Football	22%
Skating	24%	Athletics	17%
Bowling	17%	Tennis	16%
Tennis	16%	Baseball	16%
Climbing	15%	Climbing	15%
Floor/Ball Hockey	14%	Downhill Skiing	15%
Dance	13%	Golf	13%
Martial Arts	12%	Canoe/Kayak	12%
Gymnastics	9%	Cross Country Skiing	6%
Boxing	3%	Snowboarding	6%
Curling	3%	Lacrosse	5%
Figure Skating	2%	Softball	5%
Cheerleading	2%	Equestrian	5%
Ringette	2%	Para Alpine Skiing	1%
Wheelchair Basketball	2%	Para Canoe / Kayak	0.90%
Sitting Volleyball	0.8%	Para Snowboard	0.50%
Para Ice Hockey	0.60%	Wheelchair Tennis	0.40%
Wheelchair Curling	0.20%	Para Athletics	0.40%
		Para Golf	0.40%
		Para Rowing	0.30%

Spontaneous Recreation

There is growing demand for more flexibility in timing and activity for leisure pursuits. People are now seeking individualized informal pursuits that can be done alone or in small groups, at flexible times, often near or at home. This trend does not eliminate the need for structured activities but suggests that planning for the general population is as important as planning for more traditional structured-use environments. Spontaneous recreation is broadly characterized as physical activities in which the activities, nature of participation and timing of participation are freely chosen and do not require registration for programs or leagues.

The following two tables illustrate how children and adults participate in unorganized or unstructured activity or sports. This data is from the Canadian Fitness and Lifestyle Research Institute (CFLRI). The CFLRI monitors changes in rates of physical activity and sport participation among the Canadian population. This is achieved through the Physical Activity and Sport Monitoring Program.

Table 20 - Degree of structure and level of competition of sport participation for children aged 5 to 17 (Data from 2022)

Age Group	Primarily Structured	Primarily Unstructured	Both Equally
Children aged 5 to 17	61%	14%	25%
Children living in a household that brings in <\$60,000/ year	51%	21%	27%
Children living in a household that brings in \$60,000 - \$99,999/ year	61%	16%	23%
Children living in a household that brings in >\$100,000 year	64%	10%	25%

Source: Canadian Fitness and Lifestyle Research Institute

Table 21 - Percentage of adults participating in unorganized physical activity/sport and their level of satisfaction with the amount of opportunities available (Canada) (Data from 2016 – 2018)

Age Group	Participated in unorganized physical activity or sport	Participated in organized physical activity or sport	Very satisfied with amount of unorganized activities	Somewhat satisfied with amount of unorganized activities
Total, 18 years and older	68%	26%	51%	41%
18-24 years	83%	33%	52%	44%
25-44 years	75%	31%	52%	39%
45-64 years	68%	24%	51%	42%
65 years and older	49%	19%	49%	43%

Source: Canadian Fitness and Lifestyle Research Institute

Rally Report 2024

The Rally Report 2024, published by Canadian Women & Sport, provides a comprehensive analysis of girls' participation and experiences in sport across Canada. It highlights both progress and persistent barriers while proposing actionable recommendations to create a more inclusive and equitable sporting environment.

Key Findings:

Increased Participation but Persistent Gaps:

- 63% of girls aged 6–18 participate in weekly organized sports, reflecting steady growth since 2016.
- However, girls still participate less than boys (68%), and nearly half drop out of sports by age 16.
- Girls from lower-income households, with disabilities, or from racialized communities face compounded barriers.

Motivations and Barriers:

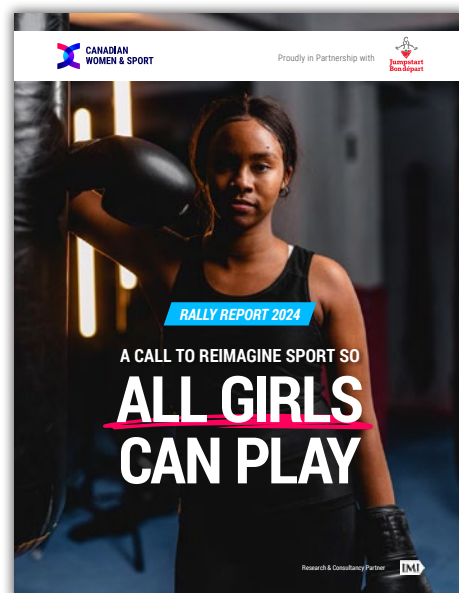
- Girls are motivated by fun, friendships, and fitness, but common barriers include cost, time commitment, and confidence.
- Gender-specific challenges include body confidence issues and discomfort with uniforms.
- The menstrual cycle significantly affects participation for nearly half of adolescent girls. The report highlights the importance of private and accessible changing rooms as a critical factor in creating a positive environment for girls in sports and physical activity. Lack of adequate changing facilities can deter girls from participating in sports altogether.

Role of Schools and Families:

- Schools are crucial in promoting physical activity but show a gender gap in organized sports participation.
- Family support is pivotal, but socio-economic factors often limit access for some girls.
- Opportunities for Improvement:
- Girls express growing interest in sports leadership and participation, but systemic biases hinder progress.
- Representation of women as coaches and role models remains limited, impacting girls' sense of belonging.

Intersectional Barriers:

- Racialized girls, girls with disabilities, and those from marginalized groups often feel excluded due to systemic biases and lack of cultural sensitivity in programming.



Fitness Trends

Fitness activity trends are always evolving. Canfitpro offers some insights into some projected trends in Canada based on input from industry experts. The Canfitpro Top 5 Health and Fitness Trends for 2024 are as follows (Hagan, 2024):

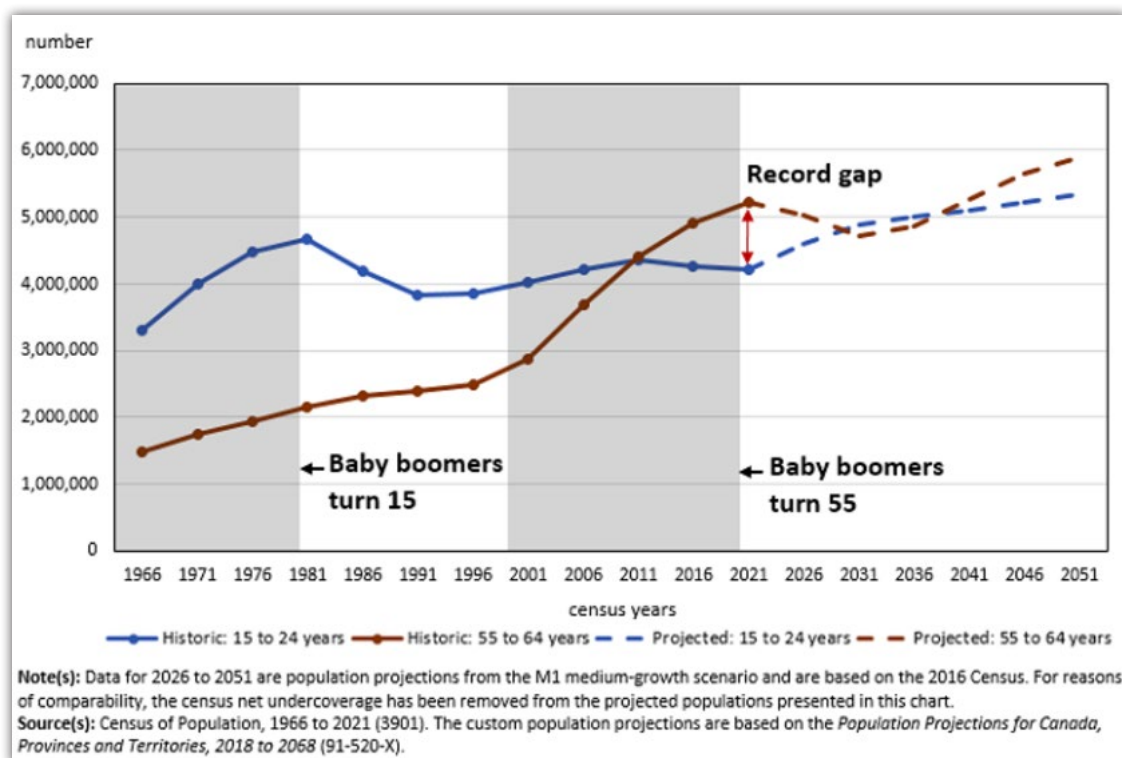
- Active Aging/Older Adults Programs
- Functional Fitness
- Mental Health & Stress Management Programs
- Active Recovery & Regeneration
- Group Fitness Classes/Programs

As indicated in the Mindbody Fitness Trends Report 2023 as well as the Canfitpro predictions for 2024, exercise to live a long and healthy life is a motivation for both younger generations (Gen Z) and older adults (Baby Boomers). Low impact workout classes such as pilates, barre and yoga were also noted as having seen an increase in participation in 2023 (ClassPass, 2023).

Trends in Older Adult Recreation and Leisure Participation

There is an increase in the aging population who are retiring and thus, we are seeing longer periods of retirement. The chart below, People Nearing Retirement Outnumber People Old Enough to Enter the Labour Market (Statistics Canada, 2022), illustrates that increase. The many “traditional” activities such as swimming, fitness classes and low-impact activities are still very popular amongst the older adult population. However, there has been an increase in demand for moderately vigorous forms of physical activity and multi-generational programs. The emergence of pickleball and adapted fitness classes are examples of activities whose popularity is driven by older adult populations. The following trends highlight some specific activities and trends that have gained popularity with older adults in recent years.

Graph 25 - People Nearing Retirement Outnumber People Old Enough to Enter the Labour Market



Physical Literacy and Skill Development as Program Drivers

The ability and confidence of an individual is a strong indicator on whether or not that individual will participate in an activity, especially in older adults. Research has shown that individuals who do not feel comfortable, competent, or confident while participating with others will withdraw from physical activity (Sport For Life, 2019). Programs that address gaps in an individual's ability and confidence are becoming more prevalent for sports and activities that have gained popularity for older adults. Sports like pickleball have seen success in gaining popularity by offering learn to play programming and clinics to increase skill and attract new players to the sport. Programs that are led by older adults have been especially successful at attracting new participants of that same demographic.



Pickleball

Pickleball is quickly becoming one of the most popular outdoor recreation activities in North America. Membership in Pickleball Canada has grown from 5,000 to 22,000 players in just five years, and a pre-pandemic Ipsos poll put the number of Canadians playing pickleball at 350,000. The sport seems to be growing so much that many people are migrating from tennis to pickleball. While pickleball still provides a way for people to stay active and enjoy the competitive nature of racket sports, it's not as intense as tennis. Pickleball is also relatively easy to pick up, the underhand serve is less technical than tennis and the smaller court makes it less strenuous.

Many players also comment on the very open and inclusive community that is known for being very welcoming to new players. While people do play at a very competitive level with national tournaments, brand sponsors and prize money - you can easily join a local league or club and pick up the game in a very casual atmosphere. Pickleball is also a great way to stay active with several health benefits and fewer injuries than some other sports.

Tai Chi and Yoga

Both Tai Chi and Yoga are low-impact exercise and have both been popular activity choices for older and younger adults. Tai Chi is a slow and mindful exercise from traditional Chinese medicine, involving gentle movements and coordinated breathing (Yang, Deai, Esfahani, Sokolovskaya, & Bartlett, 2021). Yoga also has a spiritual element and originates from India, breathing, meditation and holding physical postures are important components of the practice (Calvert, 2023). Both of these activities have been gaining popularity among older adults in recent years and both activities can be modified for any skill level and participant. These activities are beneficial for older adults because they have been shown to reduce stress, increase flexibility and improve balance, strength and coordination (Alizadeh, 2021).

Group Fitness Classes

Many older adults are able to fully participate in group fitness classes designed for adults 15 – 64, while others still enjoy the high energy and atmosphere that the classes offer but with a slower pace and or a different program time. Fitness class providers are creating modified classes based on the evolving needs of some of their core participants (often the baby boomer generation). The popular dance fitness class provider Zumba, has developed a Zumba Gold Class which is intended for older adults who want the same moves but at a lower intensity. Even, CrossFit gyms are tailoring programming to the older adults, offering lighter options for weights with fewer reps but the same movements.

Intergenerational Programming

Intergenerational programming is programming that provides opportunities for older and younger generations to participate together in shared activities. There are a few models of practice for this type of programming that Families Canada outlines in their Intergenerational Planning Guide as follows:

- Older adults mentoring young people or young children. Example: school-based reading programs.
- Young people, including children, providing assistance to older adults. Example: teaching computer skills.
- The two age groups coming together for a shared purpose. Example: community arts or local history projects.
- Common locations which bring together young and older populations. Example: family support centres, community hubs, pre-school daycares, and geriatric care facilities.

The results of current studies on the benefits of intergenerational programs for both children and seniors show that there are cognitive, health and quality of life benefits from programming. In addition, some research points out that the programming can be an important means for changing perceptions of the elderly (Giraudeai & Bailly, 2019). Families Canada suggest that intergenerational programming provides opportunities for older adults to pass on their skills, feel a sense of belonging, and remain active, and for young people to develop social and emotional skills, learn about the aging process and enjoy one on one attention.

Lifelong Learning and Healthy Aging

Healthy aging includes staying mentally stimulated and continuing to learn new things (Fraser Health, n.d.). Learning new skills and finding new ways of thinking and methods to express yourself are ways that individuals can improve mental alertness and memory. There are numerous studies that connect the positive effects of continuous participation in lifelong learning on psychological wellbeing. Resources for seniors and older adults to thrive as lifelong learners are available locally and regionally. Most seniors' centres are important programming spaces for continuing education and can be important connections for other resource providers and the older adult population.



6.3. Service Delivery Trends

Data Collection

Parks and recreation departments are increasingly utilizing data to understand user behaviors, needs, preferences, and desires. According to the National Parks and Recreation Associations Survey [NRPA survey](#) of parks and recreation professionals, more than 90% of respondents (in leadership roles) identified data collection and analysis as important or very important for activities such as master planning, capital investments, programming, and support staff. However, not every municipality is collecting data and no two municipalities collect data using the same methods. Respondents identified facility usage data, program utilization data, demographic trends, crime data, and school enrolment as important data sources for decision-making.

In terms of methods for collecting data, surveying residents and users is the most common approach. For facility usage, some municipalities have staff manually count visitors and others use automated methods such as scanning user cards. Other departments that may be collecting useful data include public works or utilities, police and fire departments, and transportation departments. Geographic Information Systems (GIS) are also becoming frequently used within the sector to understand where users live, what amenities are available to whom and to identify gaps and opportunities geospatially.



Equality and Inclusion in Recreation and Sport

There is increasing cultural awareness regarding the systemic nature of racism and the structural inequalities that exist within society. In Canada, the work of the Truth and Reconciliation Commission was fundamental in highlighting and exposing historical and ongoing structural flaws within society that perpetuate racism and harm towards Indigenous populations.

Like most sectors, municipalities and other public entities that provide recreation services are in the midst of evaluating their history in perpetuating historical inequalities and future-forward solutions that can address these issues. The recreation sector is uniquely positioned to foster inclusiveness and provide a platform to help blunt racism, prejudice, and inequality. Identified below are initiatives that are being undertaken by leading organizations in the sector:

- **viaSport** has identified inclusion as a key focus area and has developed a number of free or low-cost resources focused on fostering increased diversity and opportunity for women and girls, persons with disabilities, the LGBTQI2S Community, marginalized youth, Indigenous people, socio-economically disadvantaged individuals, newcomers to Canada, individuals from rural/remote/isolated regions, and older adults.
- **Sparc BC (The Social Planning and Research Council of B.C.)** has published or co-developed a wealth of resources on inclusion and access. One of these documents, *Everybody's Welcome: A Social Inclusion Approach to Program Planning and Development for Recreation and Parks Services* was developed in conjunction with the British Columbia Recreation and Parks Association and provided the sector with a formative resource that helped generate a greater understanding of what inclusion means and how to undertake actions that can foster it within public facilities and spaces.
- **iSparc BC (Indigenous Sport, Physical Activity & Recreation Council)** is aimed at creating elite athletes, healthy living for indigenous peoples, and provides grants to help do so. iSparc offers regionally specific plans focused on increasing youth participation and building leadership capacity in the areas of coaching and officiating. iSparc is the stewards of the Aboriginal Sport, Recreation and Physical Activity Strategy and has begun to address TRC calls to actions 88, and 90 through funding, Indigenous games, team and skill development and through funding and education.
- **The Canadian Parks and Recreation Association (CPRA)** "The Bench" website includes numerous resources on topics and issues related to equity, inclusion and accessibility. CPRA has also launched a grant program for Gender Equity in Recreational Sport among numerous other initiatives focused at levelling the playing field.
- **The National Recreation and Parks Association (NRPA)** in the United States has been a leader in fostering conversations on topics related to inclusion and inequality in parks and recreation. In 2018, NRPA published a Parks and Recreation Inclusion Report, which outlined findings from a comprehensive review of inclusion practices across parks and recreation agencies (service providers) in the United States.

Measuring Impact

The Price of Inactivity, a newly released report produced by the Canadian Parks and Recreation Association and the Canadian Fitness and Lifestyle Research Institute is intended to quantify the benefits of sport, physical activity and recreation (SPAR) sector. The report concludes that in total, SPAR generates \$14B in social impact, \$4B in health and \$37B in economic impact (over \$55B in total) annually across Canada (measuring-impact.ca). Data collection is of utmost importance to supporting linkages between SPAR investment and social, health, economic and environmental impacts, as it provides opportunities to advocate for increased SPAR budget allocations and make a case for investment.

6.4. Facility and Space Trends and Best Practices

The following trends and best practices are related to recreation and support infrastructure.

Aging Infrastructure

Managing aging infrastructure is of key concern for Canadian municipalities, including recreation amenities that are vital to the delivery of important community programming. Many municipalities are facing difficult realities related to sustaining current service levels for their residents. The Canadian Infrastructure Report Card (CIRC) assesses the condition of municipally owned infrastructure; the Report Card (a nationally conducted study) was first released in 2016. A follow-up report was completed in 2019. The Report Card assessed several infrastructure categories, including an analysis of the state of culture, recreation, and sports facilities in Canada.

Both reports reveal several concerns and issues that will impact the delivery of recreation over the next number of years. Approximately 30-35% of facilities are in fair condition or worse and a large proportion is more than 50 years old. While the condition of individual facilities varies, it can be assumed that a collection of facilities many decades old will require significant capital investment (or replacement) compared with much newer facilities. The categories in the worst condition (i.e., more than 30% are in fair, poor or very poor condition) include single-pad ice arenas, outdoor pools and wading pools, indoor 25-metre pools, indoor curling rinks and tennis courts.

Canadian Infrastructure Report Card Key Findings

- The Report Card demonstrates that Canada's infrastructure, including sport and recreation facilities, are at risk of rapid deterioration unless there is an immediate investment.
- The average annual reinvestment rate in sport and recreation facilities is currently 1.3% (of capital value) while the recommended target rate of reinvestment is 1.7% – 2.5%.
- Almost 1 in 2 sport and recreation facilities are in 'very poor', 'poor' or 'fair' condition and need repair or replacement.
- In comparison to other municipal infrastructure assessed in the Report Card, sport and recreation facilities were in the worst state and require immediate attention.
- The Report Card indicated that the extrapolated replacement value of sport and recreation facilities in 'poor' or 'very poor' condition is \$9 billion while those in 'fair' condition require \$14 billion.




Image Source: facebook.com/SEAPARC.CRD/photos

Climate Change and Sustainability

Sustainability is top of mind for many municipalities in Canada, encompassing not only the environmental impacts of decisions, but also the social and economic impacts, too. Leveraging technology and smart design can significantly reduce a facility's energy use and environmental impacts.

- Climate change has and will continue to impact the provision of recreation services in Canada, with increased energy and material costs forcing many municipalities to reconsider building design and operations to minimize environmental impacts and increase resiliency to disruption.
- Pools are unique given the high levels of energy and water needed to operate in northern climates. Utilizing green building design standards (e.g. LEED) and incorporating leading edge technologies to reduce energy consumption, prevent heat loss, and lower water consumption can help to offset a pool's overall environmental impact. Renewable energy generation technologies can also be incorporated to generate electricity and to warm water.
- Municipalities are also grappling with shifting economic landscapes that have challenged revenues and placed expenditures under greater scrutiny. Integrating sustainable building technologies can help to reduce the ongoing operating costs of recreation centres. Regularly reviewing user fees can also help to balance the importance of affordable, accessible services with revenues needed to maintain high service standards.
- More extreme weather means that people will seek out climate-controlled environments more often. Recreation centres can provide not only a respite from summer heat, but also from frigid winter temperatures. Incorporating social gathering spaces that can be accessed without paying for admission can provide safe, comfortable environments for all.



Green building rating systems like LEED and BREEAM can provide guidance on how facilities can be designed to use less energy and water and to provide healthier, more comfortable indoor spaces. There are myriad rating systems available to measure a building's performance and to identify areas for improvement.

Blending Indoor and Outdoor Environments

A growing trend in recreation infrastructure planning is to ensure that there is a seamless interface between indoor and outdoor environments.

- Facility designs can incorporate things like public event spaces being located both indoors and outdoors, indoor/outdoor walking trails or corridors, indoor/outdoor child play areas, and indoor/outdoor public art.
- While there are many operational considerations that should be examined when planning indoor/outdoor spaces (e.g. cleaning, access control), the concept of planning an indoor facility to complement its outdoor site it is located on (as well as associated outdoor amenities) is important to maximize utilization of both facilities, but as well as broader networks such as the parks and trails system.
- Integrating indoor and outdoor environments can be as simple as ensuring that interior spaces have good opportunities to view the outdoors.
- Common outdoor amenities provided at indoor aquatic facilities include spray pads, playground features, 4-season activities to expand the overall range and seasonality of recreational opportunities typically available within indoor facilities.

APPENDIX

Appendix A. Groups and Organizations Engaged During the Community Consultation

User Group	Discussion Session/Meeting	Written Feedback
Sooke & District Minor Hockey Association	✓	
Sooke Skating Club	✓	
Sooke Old Whalers	✓	
Sooke Ice Angels	✓	
Capital Region Female Minor Hockey Association	✓	✓
Public Health	✓	
The Village Initiative	✓	
Sooke Pickleball Club	✓	
Sooke Community Association	✓	
Sooke Fine Arts Society	✓	
School District No. 62	✓	
Triangle Athletic Association		✓
Pacific Coast Swimming		✓
District of Sooke	✓	
JDFEA Community Services	✓	

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