

2020-05-11

# ON DECK



CSRD Aquatic Feasibility Study  
Technical Memo #2

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## Project Description

The Columbia Shuswap Regional District is producing a comprehensive Aquatic Centre Feasibility Study on future development of an indoor aquatic facility to service Electoral Area A and the Town of Golden. The study is being conducted by HCMA Architecture + Design (HCMA) and GDH Solutions (GDH). HCMA is an interdisciplinary design group that specialize in aquatic and recreation design. GDH Solutions is a management consulting group that specialize in recreational business plans and feasibility studies.

The following report is the second technical memo in a series of three. The ongoing findings of the feasibility study will be captured in three progress technical memos and a final report. Each of the three technical memos will focus on these areas of study:

1. A review of existing systems and benchmarking of aquatic assets from similar sized communities
2. Needs/Benefit assessment and stakeholder engagement
3. Identification and prioritization of options

## Needs/Benefit Assessment and Stakeholder Engagement

The success of a community building begins with understanding the needs and ideas of those it will serve. In this phase of the feasibility study engagement with the community was conducted in order to better understand the wider, socioeconomic context as well as the opportunities and interests of the development of a community aquatic centre.

Key areas of the community and stakeholder engagement in this phase occurred through a series of public ideas fairs, an online survey, and a workshop with the project advisory committee. The information received from the community was exceptional in every way including a survey response of over 1,100 surveys. This size of response provides a higher level of confidence in the information collected and demonstrates the public's opinion of how important this project is to them.

### Engagement by the Numbers

#### **How we reached people:**

- Golden Ideas Fair: 60+ attendees
- Parson, Blaeberry, Field, Donald Ideas Fair: approx. 30 attendees
- Completed surveys (March 9-31, 2020): 1,128

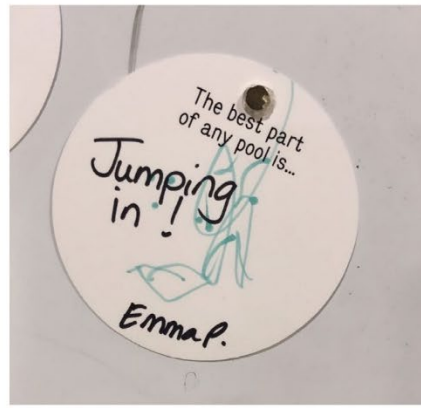
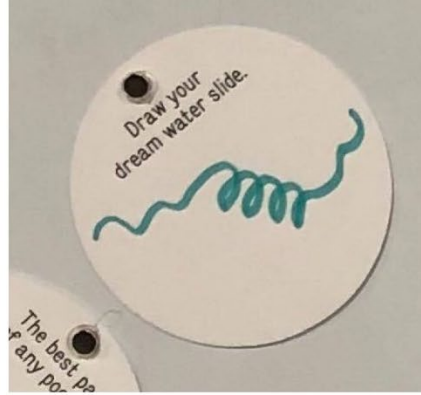
- Events and survey advertised using Facebook (32 shares, 15 likes, Twitter (3 retweets, 1 favourite), Instagram (37 likes), posters, newspaper and radio advertising

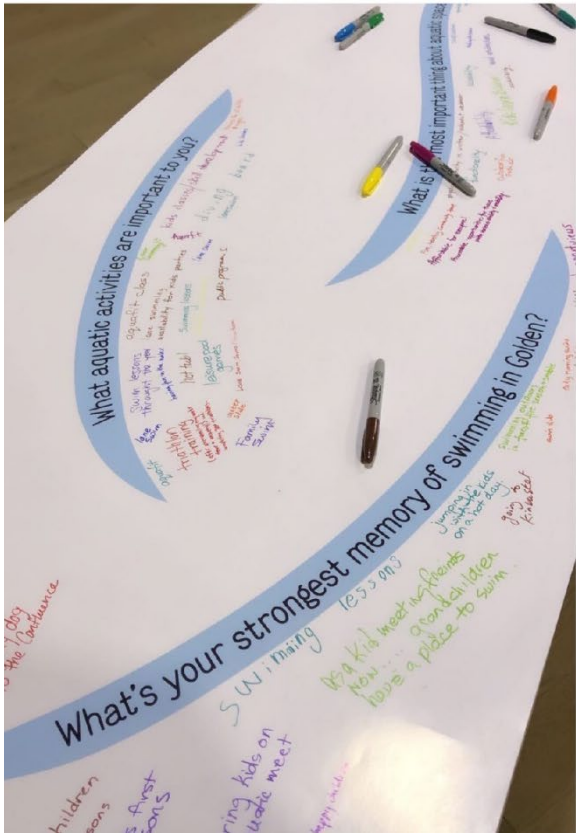
**Who we heard from:**

- Online survey ran from March 9- March 31, 2020 and included a prize draw with email capture
- There were 1,361 survey responses (1,128 completes; 232 partials)
- Based on the survey demographics, 40% of the people we reached were between the ages of 35-48 years old, with an additional 20% aged 49-60. The remainder were under 35 or over 60 years of age.
- Roughly two thirds of survey respondents were from Golden









# Engagement Strategy

The overall engagement strategy is divided into two phases and phase one was developing the needs/benefits assessment of the community. This phase established an accurate assessment of the needs and desires of the community for the proposed new facility. Based on this information, the design team will develop aquatic facility options in which a second phase of engagement will occur to receive feedback from the public on the options presented.

In each phase of engagement, the overall approach is focused on ensuring broad community input by offering multiple ways to provide input (online, in-person) and communicating information through multiple channels to reach as many community members as possible (postcards, posters, websites, social media).

Phase one engagement included a range of opportunities from 'inform' to 'consult' as described in the International Association of Public Participation (IAP2) Spectrum. All activities were guided by principles of inclusiveness, clarity, flexibility, honesty, respect and integrity.

The online survey was conducted via an open website link, available to anyone. There were no limits on participation. As it was not conducted using random sampling and demographic profiling, the results are not intended to be representative. To analyze the results, thematic input from the survey was coded and compared for consistency to the input from the open house events. Similar data trends were noted for both input methods. The summary of engagement results are outlined below.

It should be noted that the online survey and open house events took place in the early days of the COVID-19 pandemic. Participation rates may have been affected by the public health context.

## Guiding Principles

- Family-friendly
  - Over 60% of survey participants go to the pool with their family.
  - Desire for family change rooms was a recurring theme from survey data.
- Environmentally sustainable
  - Survey participants expressed desire for a sustainable building; and many who expressed hesitation about the project did so for environmental reasons.



## Design + Programming Features

### Aquatic:

- A balance of leisure and fitness
  - Over 80% of survey participants value 'swimming for leisure', and 'swimming for fun'.
  - 'Lack of leisure pool facilities' was the most common reason people do not use the current outdoor pool.
  - From the Ideas Fairs, 'swimming for personal fitness' is the thing people find most important about aquatic spaces.
  - From the survey, 'swimming for fun' is the thing people find most important about aquatic spaces.
- Support for children's activities
  - Demographics suggest many survey participants are likely to be parents (Over 60% go to pool with family + 40% are ages 35-48).
  - After personal fitness, 'children's activities' was the most important category of non aquatic spaces.
- Sauna + steam room
  - Commonly grouped together, this was the most popular aquatic feature from Ideas Fairs and survey data
- Chlorine free
  - Ideas Fair attendees and survey participants expressed interest in a chlorine free swimming experience.
- Keeping an outdoor element
  - One of the most common reasons why people don't swim at the current pool is that they prefer rivers and lakes.
  - High number of survey participants like that the current pool is outdoors.
  - What is the design answer to the community's strong connection with the outdoors?

### Non-Aquatic

- Support for fitness space
  - 'Personal fitness' was the most important type of non aquatic space according to both survey and Ideas Fair data.
- Activities for children
  - Gymnastics, climbing wall, birthday party space were recurring topics in the survey data
  - 'Children's activities' was the second most popular choice for non aquatic programming

## Operations

- Affordable entry
- Open as early as possible until as late as possible. Everyday of the week.
  - The pool's current operating hours are a barrier for those with day jobs or who only live in Golden during the off season.
- Designated time for public swim
- Youth employment opportunities
- Potential efficiencies between arena staff and pool staff

## Things to consider

- "Keep it simple" vs. "Give us a multiplex"
  - A common theme was whether the facility should just be a pool or whether it should include non aquatic programming.
- Canmore Elevation Place & Revelstoke's pool
  - Many survey participants referenced these two pools as good models for this project
- Driving tourism
  - Many survey participants expressed that an indoor aquatic centre would drive local tourism to the benefit of the wider community

## Example Comments

"It needs to be a space that is affordable, or can provide subsidized entry for individuals and families. Everyone should have access to community and fitness. It is also important that the space is physically accessible and has options to support people with diverse physical abilities and throughout their life stages. This needs to apply in the change rooms but also the opportunity to access the pool itself with ramps, lifts etc."

"This is a big deal. Our community is falling apart because of the lack of services. WE NEED THIS FOR OUR AGING-YOUNG-REHAB- population. This needs to be built with the future in mind and not be built as a small complex."

# Aquatic Workshop

Every pool is unique (and should be!). The size and type of aquatic tanks(s) provided in this facility will have the greatest impact on both operational and capital cost and will determine its core functionality. On March 11, 2020, the design team and the advisory committee met to engage in an aquatic workshop focused on these items. This workshop merged a detailed knowledge of how aquatic facilities operate, best practices, future trends with community and stakeholder needs. It utilized a series of questionnaires and diagrams to chart the advisory committee's independent version of the priorities, then combined them into a single consensus based model. The outcomes of this workshop are outlined below.

## **Desired aquatic features:**

- Separate leisure and lap tanks
- Six lane lap tank minimum
- Hot pool and saunas
- Deck area for lounging

## **Additional notes:**

- There's one annual swim meet (the BCCSA), but there is no current reason to increase the number of swim meets in Golden
  - If the number of meets does increase, it would be at the same level of competition
- Hot pools
  - Better to go for a larger one than multiple ones
- Leisure pool features that people want
  - Jets for tots to play with
  - Lazy river
  - Seating built into the leisure pool (for parents)
- Social spaces
  - On deck viewing
  - Opening window (garage door idea)
  - Wet-friendly break out rooms (for birthdays, lifeguards, etc.)
  - Concessions
- Universal change room area should be 80% universal and 20% gender specific.
- Control strategy between buildings (arena and pool)
  - Town of Golden is keen to find operational efficiencies with staffing

## **Consensus of Aquatic Priorities:**

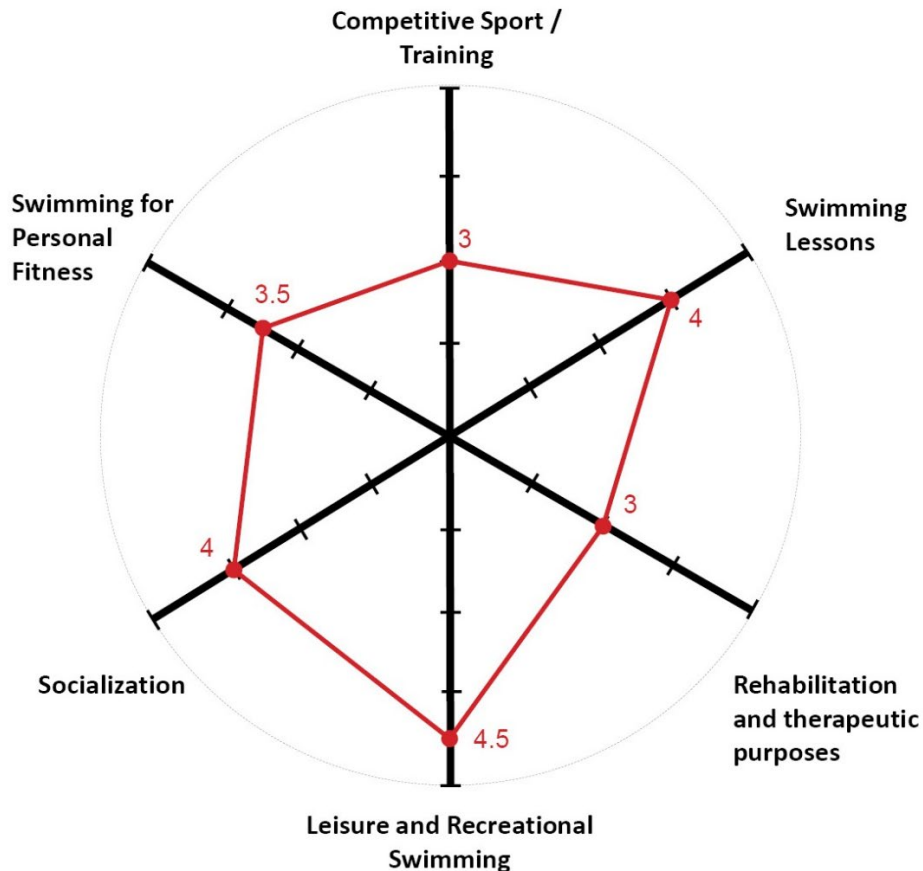
Discussed in the workshop were six main areas of aquatic priorities. Each of these areas of aquatic focus will require different spatial and aquatic needs within the facility.

1. Swimming Lessons
2. Competitive Sport / Training
3. Swimming for Personal Fitness
4. Socialization
5. Rehabilitation and Therapeutic Purposes
6. Leisure and Recreational Swimming

It is important to gain consensus on the community's aquatic priorities to help inform design decisions throughout the project. Members of the advisory committee were asked to rank each of the six aquatic priorities on a scale of 1 to 5 (5 being most important to the community). The individual scores were then averaged to provide a consensus spider diagram which is shown below. The diagram shows leisure and recreation swimming as the highest priority with socialization and swimming lessons closely behind.

Golden + Electoral Area A Aquatic Feasibility Study

## AQUATIC PRIORITIES DIAGRAM



## Conclusion & Recommendations

Based on the results of the engagement, the design team provides the following key recommendations to move forward with in the feasibility study. These recommendations intend to capture the expressed needs and desires of the community and to act as design drivers for the next phases of the study.

1. **Leisure Pool Focus** – A separate leisure pool tank would support the strong demand for child and family friendly, leisure focused activities that currently are not being accommodated. Potential features include zero-entry, spray features, lazy river and tot’s area. It is strongly recommended that a large area of the leisure pool be at a contiguous depth between 1-1.2m to support swimming lessons, some aqua-fit and other learn to swim programming.
2. **Six Lane 25m Lap Tank** – Desire for personal fitness, lessons (older children), competitive swim training and the occasional competition indicate support for a separate six lane 25m tank. This tank should have a shallower end that supports lessons and shallow water aquafit, and a deeper end that supports features such as Wibits, 1m spring boards and potentially a climbing wall. The tank should include ramp access for accessibility reasons.
3. **Sauna / Steam Rooms** – These features were identified as important in supporting a general health and wellness approach and would augment the more programming heavy components.
4. **Hot Pool** – A single, large hot pool would support the strong desire for socialization expressed in the survey responses, as well as the “apres-ski” character of Golden’s unique culture.
5. **Indoor/Outdoor Connection** – Connection to nature and the existing outdoor pool underline the need for a strong connection between the indoor facility and an outdoor space. While the replacement of another outdoor pool is not being recommended in this study, the design should incorporate large operable doors, extensive glazing, views to the outdoors and natural daylighting in order to establish this connection.
6. **Universal Change Rooms** – In response to the survey results, discussions with the ACM and societal norms, the facility should include universal (family), separate male and separate female change facilities with an approximate space allocation of 60%,20%,20%.
7. **Sustainability** – Specific features to be considered include low energy mechanical and electrical strategies, lowering chlorine levels through innovative technology, achieving high indoor air quality and passive natural ventilation and daylighting strategies.

8. **Community Living Room** – Survey respondents recognize the importance of the social contributions of this building type, and the new design should include a large lobby or “Community Living Room” to acknowledge this, and to become a gathering place for the community. If feasible, the lobby should attempt to connect the new aquatic centre with the existing arena to capture additional social opportunities and operational efficiencies.
9. **Accessibility** – The facility should be built to include best practice for accessibility. It is noted that simply complying with the building code does sufficiently address accessibility needs in this building type. Consider targeting a Rick Hansen Accessibility certification for the building.
10. **Fitness Space** – Survey respondents categorized fitness as their highest priority. Strongly consider incorporating a fitness space into the base programming to support this priority and capture revenue opportunities.
11. **Other Recreation Spaces** – The project should consider how other recreation uses identified in the survey including children’s spaces, gymnasias or arts spaces (many of which are currently being accommodated in the Mt. 7 Rec Plex) be incorporated onto the site in a future phase.

It should be noted that the recommendations are based solely on a collection of engagement feedback at this point and have not yet been checked against affordability limitations and site suitability analysis. A cost and site analysis will be completed in the next phase of this feasibility and this information will be used to further determine prioritization of the above noted program components.

# Appendix 1

Survey Question Responses

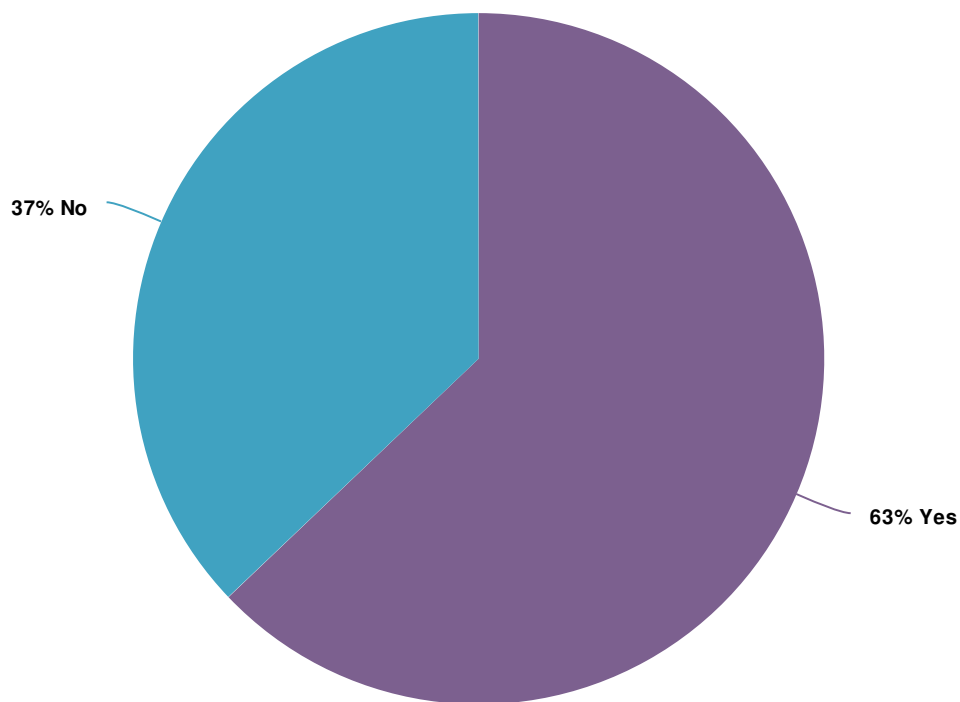
# Report for On Deck - Area A & Golden Aquatics Feasibility Study

## Response Counts



Totals: 1,361

1. I have visited the (outdoor) Golden Swimming Pool in the last two years.

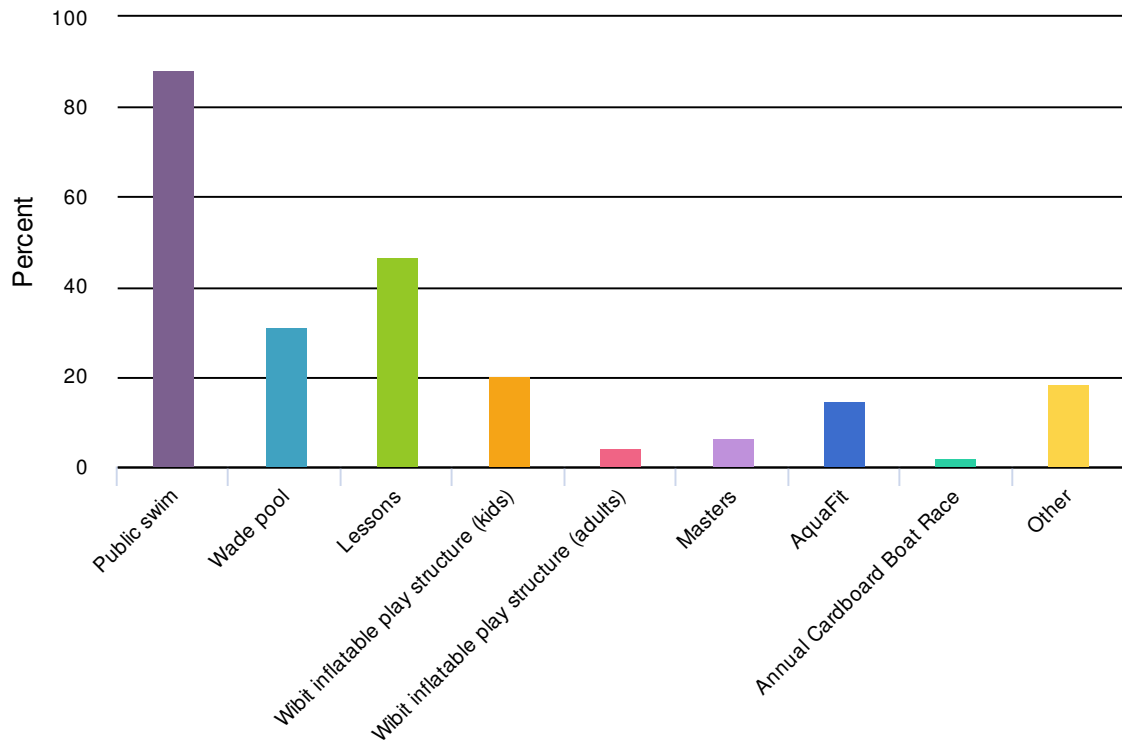


Value	Percent	Responses
Yes	62.9%	813
No	37.1%	479

Totals: 1,292

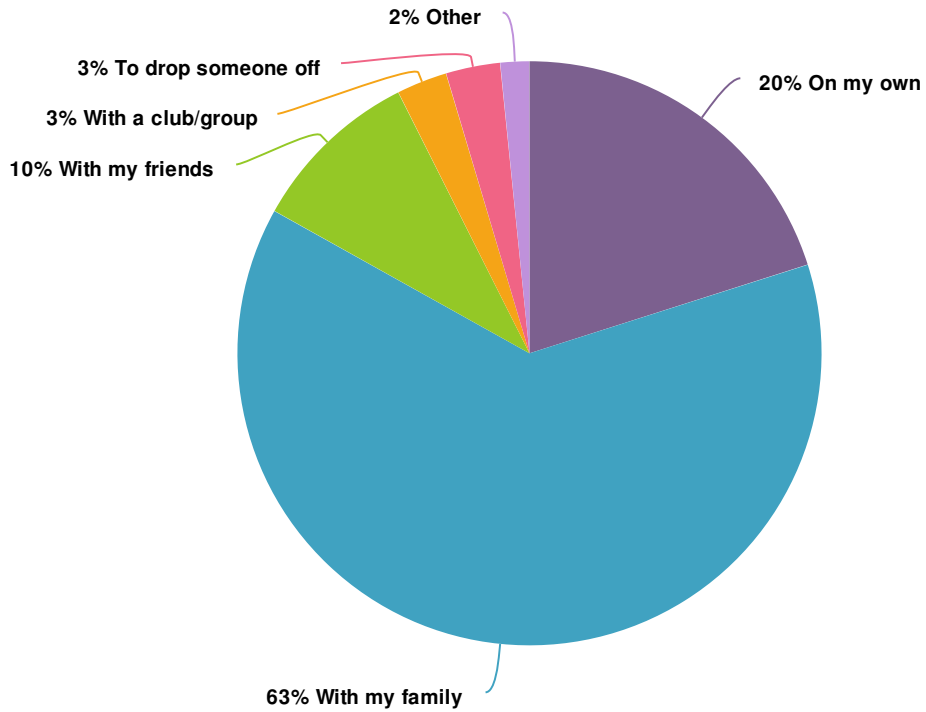


2. I have used the (outdoor) Golden Swimming Pool for the (choose all that apply):



Value	Percent	Responses
Public swim	88.3%	718
Wade pool	31.2%	254
Lessons	46.6%	379
Wibit inflatable play structure (kids)	20.5%	167
Wibit inflatable play structure (adults)	4.3%	35
Masters	6.6%	54
AquaFit	14.9%	121
Annual Cardboard Boat Race	2.0%	16
Other	18.8%	153

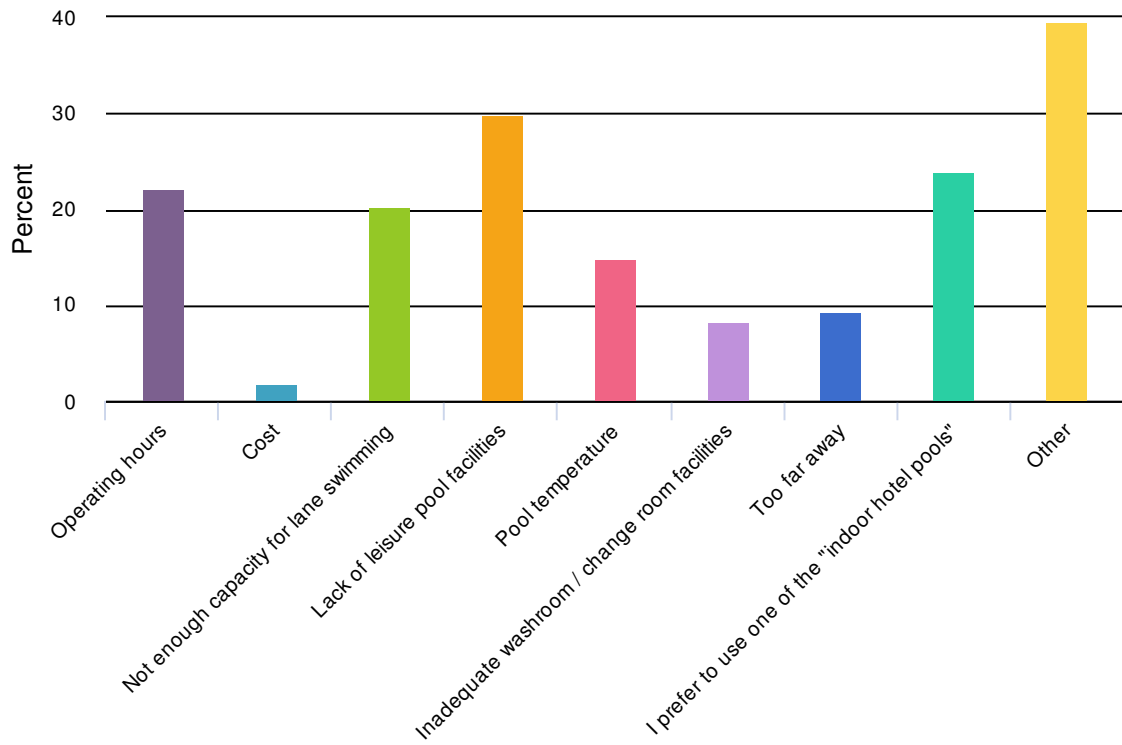
3. When I go to the Golden Swimming Pool, I usually go:



Value	Percent	Responses
On my own	20.1%	163
With my family	63.0%	511
With my friends	9.5%	77
With a club/group	2.8%	23
To drop someone off	3.0%	24
Other	1.6%	13

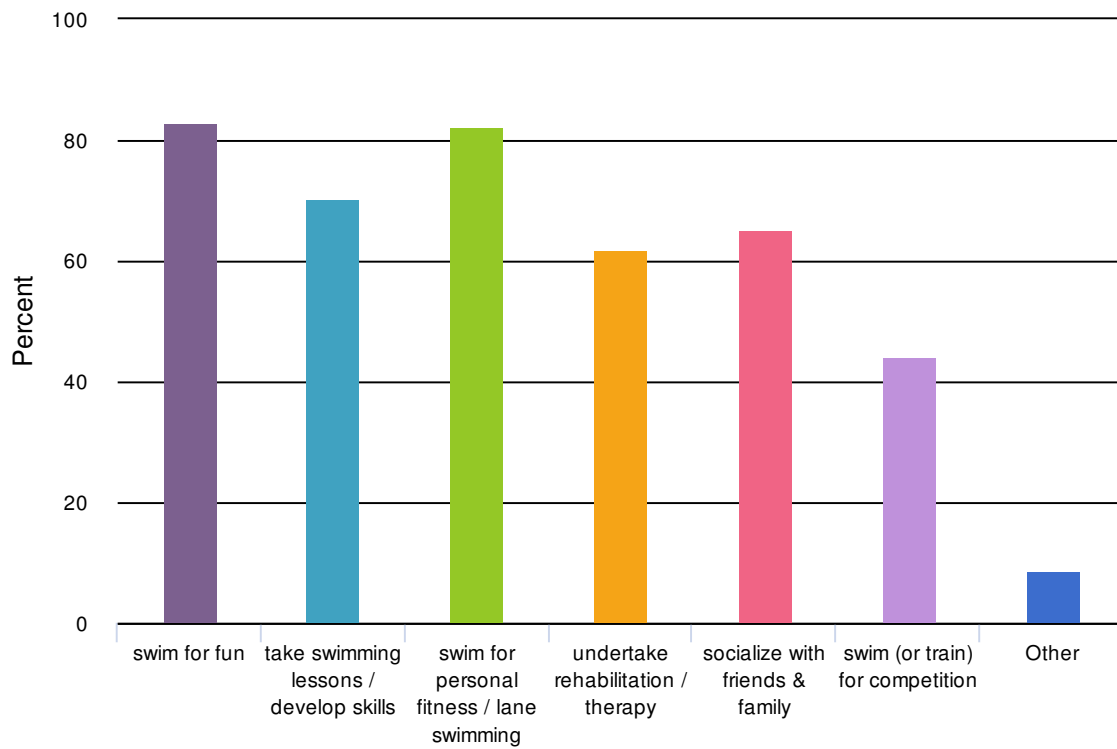
Totals: 811

4. I don't use the Golden Swimming Pool because:



Value	Percent	Responses
Operating hours	22.1%	101
Cost	1.8%	8
Not enough capacity for lane swimming	20.4%	93
Lack of leisure pool facilities	29.8%	136
Pool temperature	14.9%	68
Inadequate washroom / change room facilities	8.3%	38
Too far away	9.4%	43
I prefer to use one of the "indoor hotel pools"	23.9%	109
Other	39.5%	180

5. With regard to AQUATICS in a future facility, I would value spaces for people to:



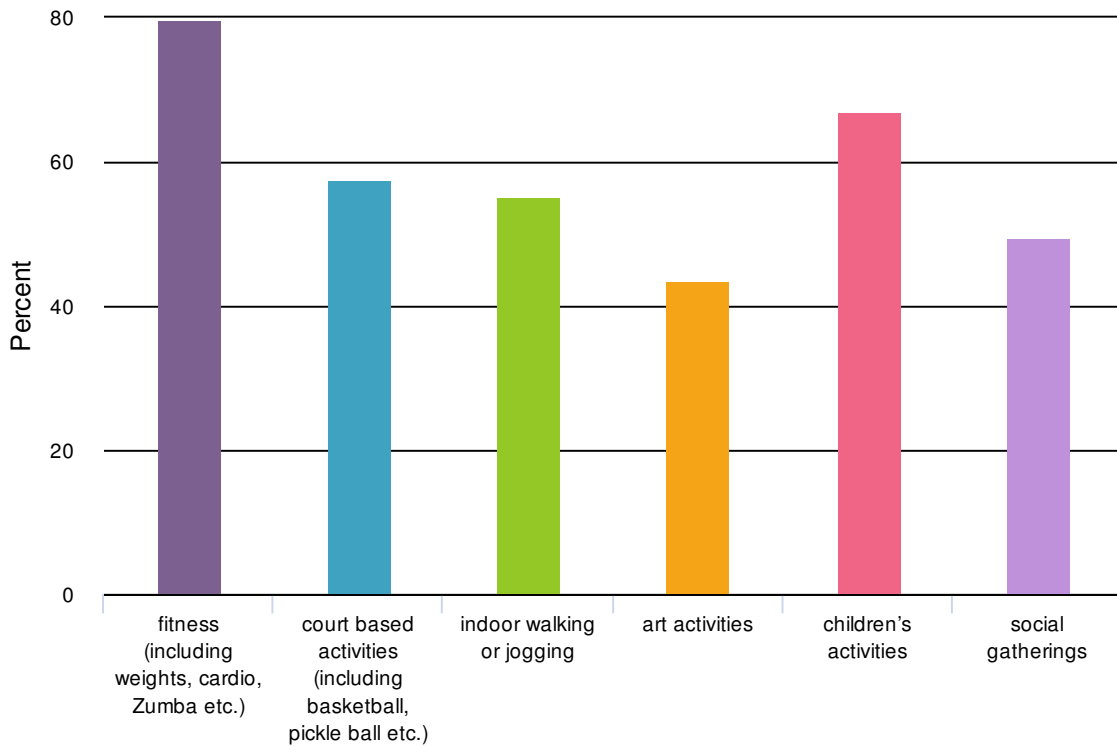
Value	Percent	Responses
swim for fun	82.8%	999
take swimming lessons / develop skills	70.3%	848
swim for personal fitness / lane swimming	82.1%	990
undertake rehabilitation / therapy	61.9%	747
socialize with friends & family	65.2%	786
swim (or train) for competition	44.2%	533
Other	8.7%	105

6. In terms of relative importance in a future facility, I rank AQUATIC SPACES to:

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
swim for fun	1		5,054	1,100
swim for personal fitness / lane swimming	2		4,733	1,100
take swimming lessons / develop skills	3		4,639	1,068
undertake rehabilitation / therapy	4		3,352	1,073
socialize with friends & family	5		3,233	1,075
swim (or train) for competition	6		2,048	1,011

Lowest Rank                      Highest Rank

7. If NON-AQUATIC RECREATION programs could be considered as part of a future community facility, I would value spaces for:



Value		Percent	Responses
fitness (including weights, cardio, Zumba etc.)		79.7%	885
court based activities (including basketball, pickle ball etc.)		57.6%	639
indoor walking or jogging		55.1%	612
art activities		43.6%	484
children's activities		66.9%	743
social gatherings		49.5%	549

8. In terms of relative importance in a future facility, I rank NON-AQUATIC RECREATION SPACES for:

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
fitness (including weights, cardio, Zumba etc.)	1		4,945	1,033
children's activities	2		4,086	1,026
court based activities (including basketball, pickle ball etc.)	3		3,807	999
indoor walking or jogging	4		3,443	1,005
social gatherings	5		2,664	989
art activities	6		2,603	961

9. Here are three things I think are really important to making a future community aquatics centre great.

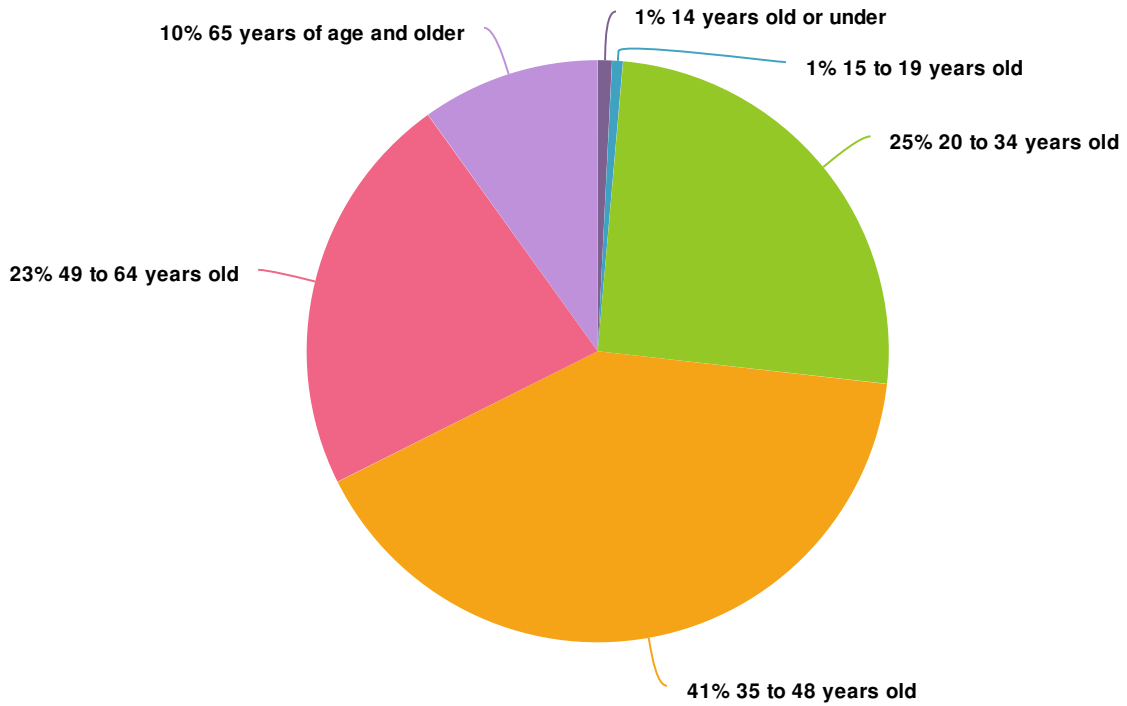
	1.	2.	3.	Responses
The top three things are:				
Count	953	912	848	953
Row %	100.0%	95.7%	89.0%	
Totals				1361 100.0%

1. Family/kid friendly 2. Affordable 3. Operational hours 4. Multipurpose 5. Accessible

10. I also want to tell you:



11. I am:

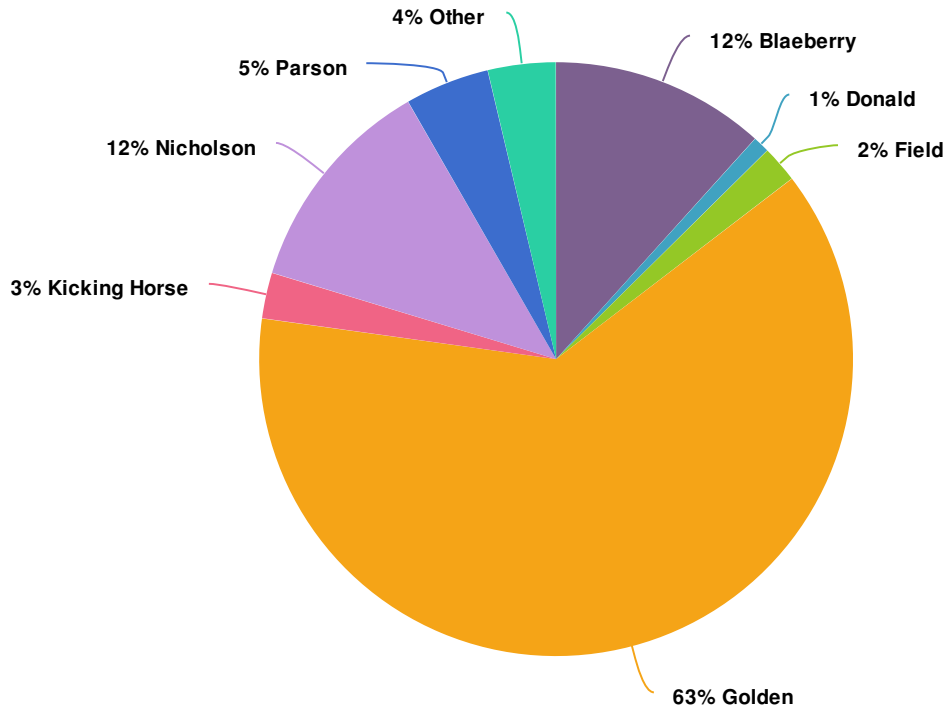


Value	Percent	Responses
14 years old or under	0.8%	9
15 to 19 years old	0.6%	7
20 to 34 years old	25.4%	286
35 to 48 years old	40.8%	460
49 to 64 years old	22.5%	254
65 years of age and older	9.9%	112

Totals: 1,128

12. I live in the community of:

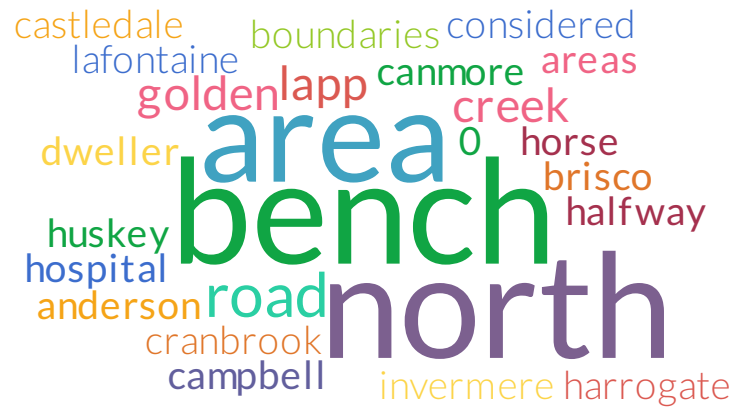




Value	Percent	Responses
Blaeberry	11.7%	130
Donald	0.9%	10
Field	2.0%	22
Golden	62.6%	697
Kicking Horse	2.5%	28
Nicholson	12.0%	134
Parson	4.6%	51
Other	3.7%	41

Totals: 1,113

13. The name of the community where I live is:



14. If you would like to be entered in a prize draw for a \$50 prepaid gift card please provide your email address. Your information will only be used to select a prize winner and to keep you up to date on the status of the feasibility study.

# Appendix 2

Ideas Fair Interactive Boards

# RECREATION

## WHAT'S MOST IMPORTANT ABOUT NON-AQUATIC RECREATION SPACES?

1. Take 10 red dots and place them on the activities



"Spend" your dots by allocating them to the activities that are important to you. For example, you can spend all your dots on one activity or you can distribute them equally across all six.

2. Did we miss an activity? If so, take a sticky note and fill in the activity you'd like to see!

Fitness

Court based activities

Indoor walking or jogging

Art activities

Children's activities

Social gatherings



Did we miss an activity?  
Add it here.

Cafe or coffee shop

Include existing local businesses in the conversations re: fitness, recreation. Find ways to incorporate them if cooperating with them.

Youth activities

community kitchen / local food security



# AQUATICS

## WHAT'S MOST IMPORTANT ABOUT AQUATIC SPACES?

1. Take **6 red sticky dots** from the envelope below



"Spend" your dots by allocating them to the activities that are important to you. For example, you can spend all your dots on one activity or you can distribute them equally across all six.

2. Did we miss an activity? If so, take a sticky note and fill in the activity you'd like to see!

Swimming for personal fitness

Swimming lessons / developing skills

Swimming for rehab / therapy

Socializing with friends and family

Swimming for fun

Swimming (or training) for competition



Did we miss an activity?  
Add it here.

KAYAK TRIPINING

(Kayaking)  
- lessons  
- skills  
- training  
- fitness



ON DECK

# RECREATION

Track (walking running)  
+  
Gym

## NON-AQUATIC RECREATIONAL ACTIVITIES MOST IMPORTANT TO YOU?

write your thoughts or ideas on a Sticky Note.

mostly are about age



Rentable "SMART" class room for things like FIRST AID, A&T, etc. courses, lessons etc.

Gym - make track - open gym room for classes

Coffee - Juice bar w/ area for laptop work for visitors not using facilities But family is

Coffee bar/ computer workout area



Storage space that could be rented by:  
- Gymnastics/Sport clubs who use public facilities  
- Rent



space for:  
- Youth Center  
- Early Years Center  
- Women's Resource Center

Squash courts  
Racket sport courts

The town has 4 fitness clubs. Do we need another?

area for gymnastics + whatever else that kind of space would be good for!

- Rooms for events  
- Small workout/fitness while kids swim!! Same buildings

Rooms to rent as clowning/movement/workshops

Clowning gym gymnastics yoga  
The town already has the Play, squash courts and fitness clubs

gymnastics yoga crafty things

What about best when we already have other facilities for various activities that happens to them?

Community Kitchen/ dining spaces

Computers/ Public access to internet Especially on days when library is closed

new gym facility

housing

GOLDEN

Could the library move into this space to make it a hub for community?

EXHIBITION SPACES  
ART LESSONS

Squash Court

Walking/Running track  
Retail/business space (could be income generating for facility)

# AQUATICS

## WHAT KINDS OF AQUATIC ACTIVITIES ARE IMPORTANT TO YOU?

Write your ideas or thoughts on a sticky note!

Lane Swimming  
Public free swim  
But rehab (phys progress)  
inclusive (accessible to anyone)

Water: Pool ramps  
easy access entry, accessible

Pool under deck (old building walls)  
double access  
zero depth  
Caly  
Six lanes

climbing

Winter  
Kayak  
Sessions

WOOD STRUCTURE  
w. LOCALLY  
SOURCED ENGINEERED  
WOOD

I like  
this  
one!

Sauna  
Steam Room  
Hot Tubs  
Shower stalls, not  
open view style

Sustainable  
Building  
- Final  
- Energy  
- Water

Lane Swim  
+  
Clean Hot Tub

EXAMPLES  
ARE NOT  
LOOKING  
FOR A SMALL  
TOWN U...

- Plunge  
Pools  
Hot/cold.  
- Lazy  
River

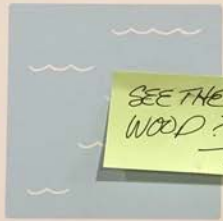
- Lane  
Swim separate  
than kids area  
(that is available  
always)

Salt  
water  
😊

- CURLING RINK  
- ARENA  
- AQUATIC CENTER  
TO KEEP STAFF  
COSTS DOWN PROPOSED  
SHOULD BE COMBINED  
NOT STAND ALONE

CONSTRUCTED  
TO 2050 BENDING  
STANDARDS  
ENERGY  
EFFICIENT

FACILITIES  
COULD BE  
OPERATED BY  
PRIVATE  
CONTRACTOR



SEE THE  
WOOD?

Keep it simple +  
affordable  
Don't set yourself on fire.

CSRD + TOG  
JOINT CAP  
+ OPERATING  
COSTS

FOCUS ON  
AFFORDABILITY  
FOR CHILDREN  
OFFSET BY  
ADULT FEES

- Energy Sharing  
- Mass Timber  
- Net 0

Environmentally  
Professional  
- Well placed from  
beginning to end of  
life cycle to spend & up  
front to save later

Waterslide

WOOD  
STRUCTURE,  
NOT STEEL  
GUESS AM 😊

Outdoor  
Pool element  
not all go  
outside, the  
outside, in  
the summer

Water slide

Hot + cold  
Plunge pools  
(European)

Lazy  
River

Aquafit

Zero  
Depth  
entry

SAUNA  
STEAM ROOM  
Hot tub  
😊

25m  
lanes

Sauna  
+  
Steam  
Rooms

Waterslide  
+  
Pole Swing!

La-z-  
River

Hot  
Tub

Water  
slide!

Hot  
Tub

lane swimming  
water slide  
tender pool

Swim  
up  
bar  
C'mon! at least  
one

LANE  
SWIM  
(25 or 50m)

Lazy  
River

Swim  
towers!

HOT TUB  
SAUNA  
STEAM ROOM

Swim Lane  
Sessions

25m lane  
kids pool  
Hot tub  
steam room

Dog  
Pool

Spa facilities  
+ Sauna  
steam  
+ treatments

Diving  
board

WATER SLIDE!!!  
large flag  
if large build!!  
wheelchair ramp!

Opportunities for rehab programs  
orthotics, post stroke,  
post surgery, injury, etc.  
Lane swimming throughout  
the day  
Regular swimming lessons

How many days a week do you want to swim?  
every day

Who is your favourite person to swim with?  
Rose

How many days a week do you want to swim?  
every day  
Benjamin

Draw your dream water slide.  
fast!

Draw your dream water slide.  


The best part of any pool is...  
waterside

The best part of any pool is...  
THE POOL!

The best part of any pool is...  
the water!  
slide

Who is your favourite person to swim with?  
MOM + DAD

Draw your dream water slide.  
outside inside

How many days a week do you want to swim?  
3

Who is your favourite person to swim with?  
MOM

How many days a week do you want to swim?  
depends on chlorine or salt water

The best part of any pool is...  


Who is your favourite person to swim with?  
MICAH

Draw your dream water slide.  


Draw your dream water slide.  
benji

Draw your dream water slide.  


Draw your dream water slide.  


Who is your favourite person to swim with?  


The best part of any pool is...  
The diving board

Who is your favourite person to swim with?  
my friend mi

Who is your favourite person to swim with?  
mi bav

Who is your favourite person to swim with?  
mi mom

Draw your dream water slide.  


The best part of any pool is...  
Something that Sffray yoy

Draw your dream water slide.  


The best part of any pool is...  
the diving

Draw your dream water slide.  


Draw your dream water slide.  

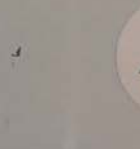

How many days a week do you want to swim?  
once a week

The best part of any pool is...  
water slide

The best part of any pool is...  
side

Who is your favourite person to swim with?  
my swimming teacher  
Tobias C

The best part of any pool is...  
Jumping in!  
Emma P.

Draw your dream water slide.  


Draw your dream water slide.  
Brooke P.

Draw your dream water slide.  


Draw your dream water slide.  


Draw your dream water slide.  


Who is your favourite person to swim with?  
Mamma!

Draw your dream water slide.  


Draw your dream water slide.  


Draw your dream water slide.  




# Appendix 3

Engagement Plan

# Electoral Area A and Golden Aquatic Centre Feasibility Study

## **Public Engagement Plan**

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**PURPOSE**

The purpose of this public engagement plan is to guide the delivery of community engagement for the Columbia Shuswap Regional District’s (CSR D) Aquatic Centre Feasibility Study.

**APPROACH AND PRINCIPLES**

The engagement approach for the CSR D’s Aquatic Centre Feasibility Study consists of following phases, shown in relation to the overall work program:

- + Pre-Engagement
- + Community Engagement – Phase 1
  - + Needs/Benefits Assessment
- + Community Engagement – Phase 2
  - + Options

The overall approach is focused on ensuring broad input by:

- + Offering multiple ways to provide input (online, in-person)
- + Communicating information and input opportunities through multiple channels to reach as many community members as possible (postcards, posters, websites, social media)
- + Going to locations where the community is, rather than asking them to come to us
- + Inviting a range of community members to get involved, including those who are often hard to reach (e.g., youth, elders, general members)

Engagement will include a range of opportunities from ‘inform’ to ‘consult’ on the International Association of Public Participation (IAP2) Spectrum:

	Inform	Consult	Involve	Collaborate	Empower
Engagement goal	To provide the public with balanced and objective information to assist them in understanding the project and its goals.	To obtain input and/or feedback from the public on options and alternatives.	To work directly with the public to ensure that concerns and aspirations are understood and considered.	To partner with the members and staff in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place the final decision-making in the hands of the members and staff.

*Source: Modified from IAP2 Spectrum of Public Participation*

All engagement activities will also be guided by the IAP2 principles of inclusiveness, clarity, flexibility, honesty, respect and integrity.

**KEY STAKEHOLDERS**

- + **Advisory Committee**
- + **CSRD Staff**
- + **CSRD Board of Directors**
- + **Town of Golden Staff**
- + **Town of Golden Council**
- + **Project Team**

**KEY COMMUNITY GROUPS**

- + **Neighbouring jurisdictions**
- + **User groups**
- + **Residents**
- + **Visitors**
- + **Relevant Community Associations, Service Groups and organizations**
- + **Others as identified**

**ENGAGEMENT AND COMMUNICATION METHODS**

A summary of each recommended engagement method is provided below. A table outlining engagement activities follows.

<b>Method</b>	<b>Why we use this method</b>	<b>Level of engagement</b>
<b>Microsite</b>	<b>Consistent project information</b>	<b>Inform</b>
<b>Print materials</b> + <b>Postcards</b> + <b>Posters</b>	<b>Easy to understand, tactile</b>	<b>Inform</b>
<b>Advertising (radio, newspaper, press releases)</b>	<b>Wide-reaching, traditional, provides consistent project information</b>	<b>Inform</b>
<b>Email blasts</b>	<b>Updates the public in a timely manner about project information and opportunities to engage</b>	<b>Inform</b>
<b>Social Media</b>	<b>Easily shareable, can engage with followers directly, builds activity and excitement</b>	<b>Inform</b>
<b>Online Survey<sup>1</sup></b>	<b>Provides an accessible option for people to provide their input on their own time, wherever they are located</b>	<b>Consult</b>
<b>Ideas Fair</b>	<b>Offers a deeper, interactive exploration of options for those people who are willing to commit their time to come to a dedicated project event</b>	<b>Consult</b>
<b>Open House</b>	<b>Presents near final options and provide an opportunity to for feedback</b>	<b>Consult</b>

<sup>1</sup> Hosted on Survey Gizmo Canadian servers to be compliant with FOIP requirements.

HCMA TEAM

Name	Organization	Role
Paul Fast	HCMA	Project Lead
Darin Harding	HCMA	Project Manager
Gabi Haas	GDH Solutions	Planning
Marni Robinson	HCMA	Engagement Specialist
Isabel Cullather	HCMA	Engagement Support
Judy Bau	HCMA	Design Support

ENGAGEMENT ACTIVITIES – OVERVIEW

Activity / Purpose	When?	Materials	Responsible
<b>Pre-Engagement</b>			
<b>Develop Branding</b>	Jan 6 – 23, 2020	<ul style="list-style-type: none"> <li>+ Campaign branding and tagline</li> <li>+ Sample poster, engagement board, microsite page</li> </ul>	HCMA
<b>Develop Engagement and Communication Materials</b>	Jan 24 – Feb 21, 2020	<ul style="list-style-type: none"> <li>+ Microsite</li> <li>+ Poster (11" x 17")</li> <li>+ Postcards for Canada Post postal code drop mailout</li> <li>+ Email text for email blast including outreach to community/stakeholder groups</li> <li>+ Ads (Golden Star, Facebook, Google, radio PSA)</li> <li>+ Social media content (Twitter, Facebook)</li> <li>+ Engagement boards</li> <li>+ Online survey (platform TBD)</li> </ul>	HCMA
<b>Communicate Engagement Opportunities</b>	Beginning Feb 24, 2020	<ul style="list-style-type: none"> <li>+ Microsite (Feb 24, 2020)</li> <li>+ Poster (Feb 24, 2020)</li> <li>+ Postcard mailout (week of Feb 24, 2020)</li> <li>+ Email blast (week of Feb 24, 2020)</li> <li>+ Ads (week of Feb 24, 2020)</li> <li>+ Social media content (Feb 24, 2020)</li> </ul>	HCMA, CSRD
<b>Phase 1 Engagement – Needs/Benefits</b>			
<b>Conduct Online Survey</b> <ul style="list-style-type: none"> <li>+ Provide information and receive input</li> <li>+ Email opt-in for further communication</li> </ul>	Feb 24 – Mar 31, 2020 (5 weeks)	<ul style="list-style-type: none"> <li>+ Online survey</li> </ul>	HCMA, CSRD

Activity / Purpose	When?	Materials	Responsible
<b>Ideas Fair (Golden + 3 others)</b> <ul style="list-style-type: none"> <li>+ Inform public about the project</li> <li>+ Opportunity to talk with the public on the role this facility can play in the community's future</li> <li>+ Provide information and receive input on the potential sites and potential services</li> <li>+ Confirm the vision and principles of the project</li> <li>+ Generate excitement, and gather ideas from a broad cross section of community members</li> <li>+ Provide opportunity for lifeguard recruitment</li> <li>+ Email opt-in for further communication</li> </ul>	Week of Mar 9, 2020 + Golden Civic Centre (Mar 11, 2020)  Additional Locations: + Donald (March 11, 2020) + Blaeberly (March 12, 2020) + Parson (March 13, 2020) + Field (March 13, 2020)	<ul style="list-style-type: none"> <li>+ Boards</li> <li>+ Interactive activities (TBD)</li> </ul>	HCMA, CSRD
<b>SPRING BREAK</b>			
<b>Recruit Youth Ambassadors [optional]</b>	Mar - Apr, 2020	<ul style="list-style-type: none"> <li>+ Online content for microsite</li> <li>+ Social media</li> </ul>	CSRD
<b>Report out results from Phase 1 Engagement</b>	End Apr 2020	<ul style="list-style-type: none"> <li>+ Online content for microsite</li> <li>+ Social media</li> <li>+ Email blast</li> </ul>	
<b>Phase 2 Engagement – Options</b>			
<b>Open House and pop-ups at community events (Golden other Electoral Area A locations)</b> <ul style="list-style-type: none"> <li>+ Opportunity to have a conversation with the public about what we have heard and what is taking shape for the project</li> <li>+ Generate excitement for next steps</li> </ul>	May-June, 2020 [Dates TBD]	<ul style="list-style-type: none"> <li>+ Boards</li> <li>+ Posters</li> <li>+ Postcards</li> </ul>	HCMA, CSRD, Youth Ambassadors
<b>Report out results from Phase 2 Engagement</b>	End June 2020	<ul style="list-style-type: none"> <li>+ Online content</li> <li>+ Social media</li> <li>+ Email blast</li> <li>+ Final Engagement Summary</li> </ul>	



# Appendix 4

Engagement Branding

# **CSRD Aquatic Feas. Study**

## Engagement Branding

January 2020

Revision #01

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## Aquatic Centre Feasibility Study Area A & Golden

We will be developing a project brand and identity to support our public engagement efforts. Brands have the ability to garner recognition among community members and that attachment becomes useful throughout the engagement process.



- 
- ◀ Examples of recent engagement strategies in other communities

## **Aquatic Centre Feasibility Study** Area A & Golden

In their words, they are:

*Iconic, proud, realistic,  
welcoming, relatable, casual,  
inspirational, consistent,  
transformative, active,  
efficient, enduring.*

---

## **Aquatic Centre Feasibility Study** Vision

*The Golden Aquatic Centre will be home grown. It will proudly reflect the unique character of its place and bring all regional residents together through inclusive recreation activities. It will be a year-round, vibrant, community hub that provides health and wellness opportunities for all.*

---

## Aquatic Centre Feasibility Study Guiding Principles

### *The Golden Aquatic Centre will be...*

- 1. Community Focused** A social hub of activity beyond aquatic use bringing local and regional residents together as one community.
  - 2. Inclusive** Accessible and welcoming to all.
  - 3. Realistic** Rooted in grounded aspirations that achieve the best possible outcome.
  - 4. A Unique Landmark** Born out of community input and passion representing the special character of its people and place.
  - 5. A Place of Wellness** Supportive of the individual and the community health and wellness needs.
  - 6. Versatile** Adaptable in the way that it meets the needs of residents both now and in the future.
-

## **Aquatic Centre Feasibility Study** Guiding Principles

*Love of outdoors*

*Connected by river*

*Surrounded by mountains*

*Need to bring communities together*

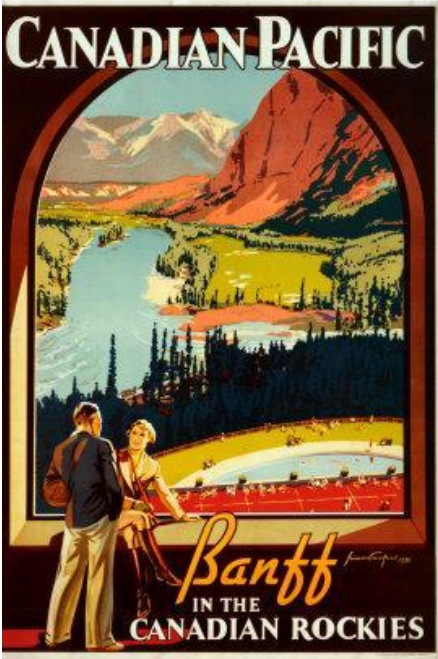
*They get things done*

---









## Aquatic Centre Feasibility Study Naming

# ON DECK

Jump in to help shape the future of the aquatic centre  
Explore the possibilities of the new aquatic centre  
Get involved in the design of the future aquatic centre

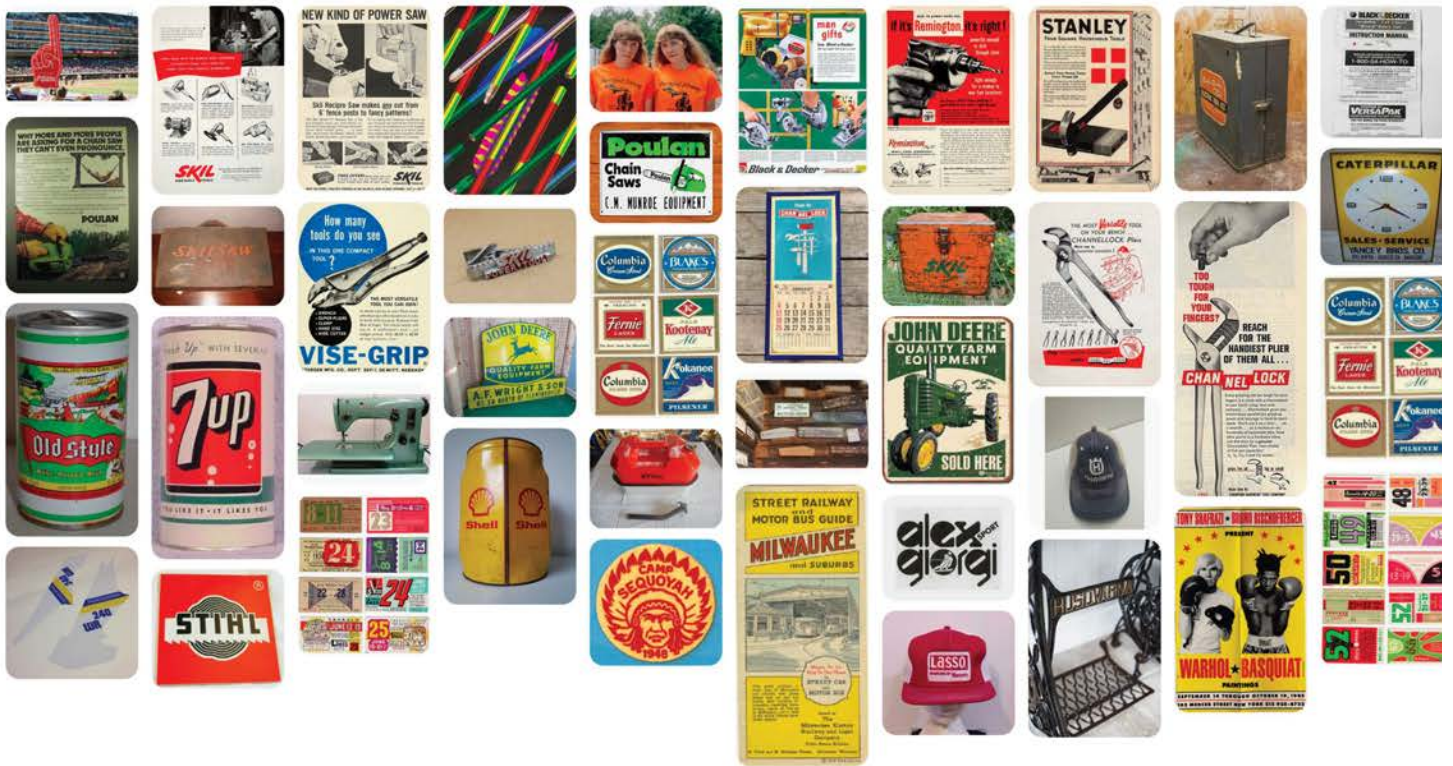
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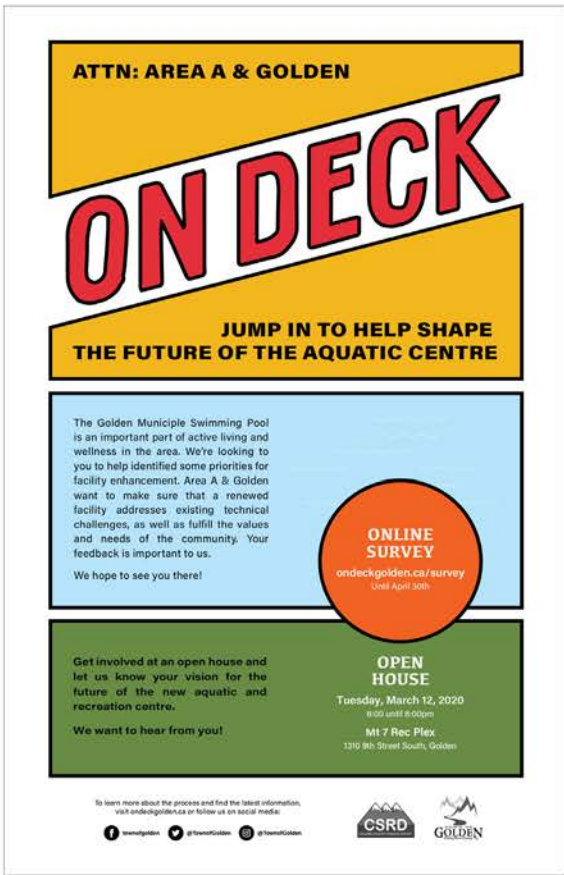
◀ Engagement Name

---

◀ Tagline Options



# Engagement Branding



◀ Poster

▼ Left: Alt logo  
 Below: Colour palette



▼ Typeface: Acumin Pro, Kefa

**A B C D E F G H I J K L M N O**  
**A B C D E F G H I J K L M N O P**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P**

# Engagement Open House Boards

**ATTN: AREA A & GOLDEN**

# ON DECK

**JUMP IN TO HELP SHAPE THE FUTURE OF THE AQUATIC CENTRE**

The Columbia Shuswap Regional District (CSRD), with the Town of Golden, is working with the communities of Golden and Electoral Area A to assess the feasibility of a new indoor aquatic centre. The existing outdoor pool is aging and needs to be replaced, and we know some residents of all ages want to be able to swim year-round.

**Project Goal**  
Understand the community's views around current and future aquatic facilities.

**Project timeline:**

As part of the project, we want to hear from you. Your input will help to inform the recommendations we make about future aquatic facilities in our community.

CSRD GOLDEN ON DECK

## Aquatics

**WHAT'S MOST IMPORTANT TO YOU ABOUT AQUATIC SPACES?**

CSRD GOLDEN ON DECK

◀ Left: Intro board  
Right: Interactive board

▼ Example of interactive board from Shuswap Swims engagement

## Aquatics

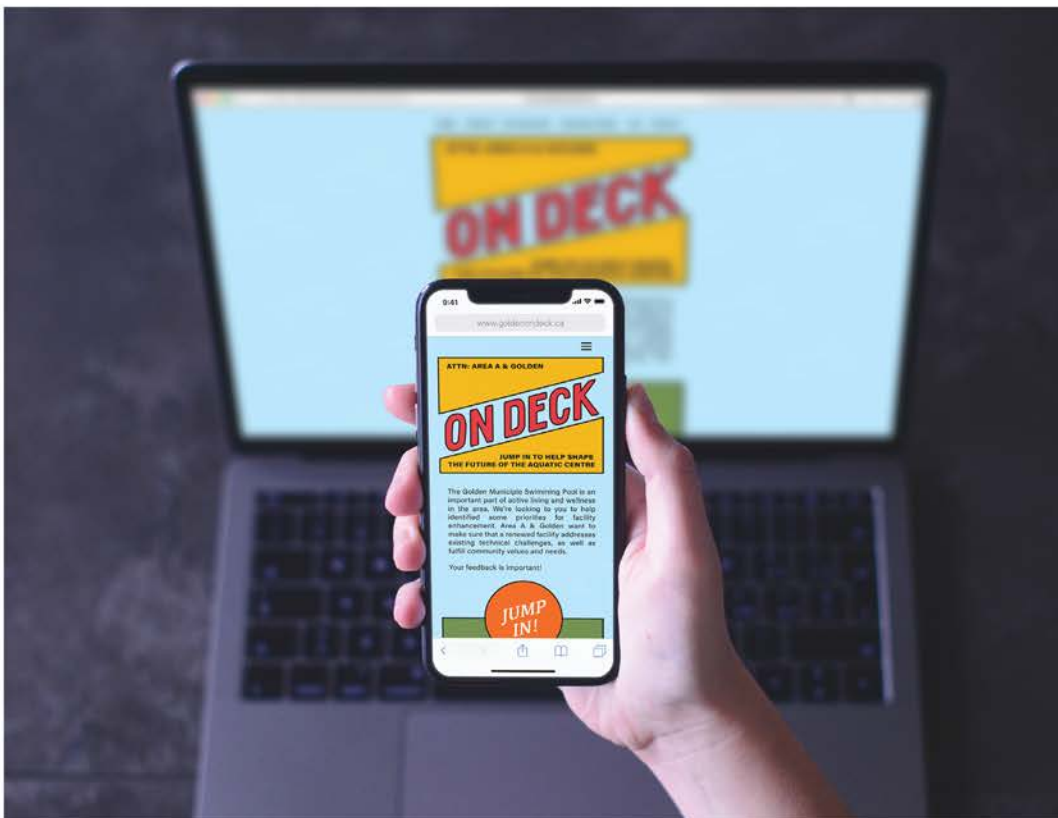
What do you imagine in your future aquatic spaces?  
Draw or write your ideas on a sticky note.

CSRD GOLDEN ON DECK

## Engagement SWAG



# Engagement Website on Mobile and Desktop



▼ Available URLs

[goldenondeck.info](http://goldenondeck.info)

[goldenondeck.ws](http://goldenondeck.ws)

[goldenondeck.cc](http://goldenondeck.cc)

[goldenondeck.ca](http://goldenondeck.ca)

[goldenondeck.tv](http://goldenondeck.tv)

[goldenondeck.org](http://goldenondeck.org)

[goldenondeck.net](http://goldenondeck.net)

[goldenondeck.com](http://goldenondeck.com)