 <div style="display: inline-block; vertical-align: middle;"> <p>REQUEST FOR PROPOSALS</p> </div>	
RFP TITLE: FVRD Parks and Trails User Survey	
RFP NUMBER: 25009	DATE ISSUED: June 5, 2025
CLOSING TIME/DATE: June 25, 2025	

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Part A - INTRODUCTION

A.1 RFP Overview

The Fraser Valley Regional District ("**FVRD**") is seeking proposals from qualified proponents ("**Proponents**") in response to this request for proposals ("**RFP**") for the provision of consulting services to develop a methodology to undertake a FVRD Parks and Trails User Survey and analysis report.

A.2 Background

The FVRD spans nearly 14,000 square kilometres of diverse terrain, encompassing six municipalities (City of Abbotsford, City of Chilliwack, District of Mission, District of Hope, District of Kent, and Village of Harrison Hot Springs) and eight electoral areas. This varied landscape includes urban centres, rural communities, and natural areas that support a wide range of outdoor recreation activities. For more information about the diverse communities within our boundaries please review the FVRD [website](#).

The FVRD's park system spans more than 1,600 hectares and includes a range of outdoor destinations, from forested trails and riverside access points to alpine lookouts and community playgrounds. Regional Parks and Trails are located throughout both member municipalities and electoral areas, serving residents and visitors alike. In contrast, Community Parks and Trails are located only within the electoral areas and are primarily intended to serve local neighbourhoods. The system comprises:

- 12 Regional Parks
- 3 Regional Trails
- 7 Community Parks
- 4 Community Trails

Together, these spaces receive approximately 800,000 visits annually, serving as vital recreational and ecological assets for residents and visitors alike. A map of all Regional and Community Parks and Trails is provided in Appendix A.

In order to support long-term planning and decision-making, the FVRD routinely monitors visitation through automated trail counters and internal data collection efforts. In 2010, the FVRD partnered with Metro Vancouver to develop a shared methodology for visitor satisfaction surveys. This led to the 2010 Outdoor Recreation Opportunities Study, which now serves as a foundational reference for the 2025 project. A copy of the 2010 Study presentation and survey questionnaire is provided in Appendix B. Although Metro Vancouver conducted follow-up surveys in 2019 and 2024, the Fraser Valley Regional District was not included in those efforts.

To inform the development of the FVRD's Parks and Trails Strategic Plan and to support broader data needs, the project will include two distinct but comparable surveys: one for Regional Parks and Trails, which will be deployed in both in-person and online formats to maintain comparability with the 2010 baseline, and one tailored to Community Parks and Trails, which is a new component in 2025. Each version will need to retain consistent core questions while allowing for site-specific refinements. This RFP outlines the required services to support the drafting, preparation, and delivery of both surveys in 2025. The purpose is to gather meaningful, site-specific feedback on the user experience and gain insights into:

1. Usage Patterns – Understand how residents and visitors use Regional and Community Parks and Trails, including frequency of visits, activities participated in, and preferred amenities.
2. User Satisfaction – Assess satisfaction with the overall park and trail experience, including amenities, accessibility, maintenance, and available services.
3. Needs and Barriers – Identify emerging needs, potential gaps in service, and barriers that limit access or enjoyment for specific user groups.
4. Public Awareness – Evaluate how familiar respondents are with FVRD-managed parks and trails, including how they learn about them and navigate to them.
5. Planning Support – Gather data to inform ongoing park and trail planning, including infrastructure upgrades, service enhancements, and future investment priorities.
6. Comparative Insights – Enable comparison with findings from the 2010 Regional Parks and Trails Survey to identify trends and track progress over time.

This data will support evidence-based decision-making, enhance service delivery, and ensure FVRD parks remain inclusive, accessible, and responsive to community needs.

Part B - OBJECTIVES

B.1 Scope of Work

The FVRD is seeking a qualified consultant to lead the 2025 edition of its Parks and Trails User Survey. The project includes drafting, reviewing and finalizing the survey questionnaires, developing web-based versions, preparing printed copies, developing the methodology to conduct in-person data collection across FVRD's 15 Regional Parks and Trails, and supporting the distribution of a hybrid online/mail survey for FVRD's 11 Community Parks and Trails. The proponent will be responsible for data collection, integration of data sets, analysis, and preparation of a comprehensive final report summarizing findings.

The project will be initiated in July 2025, with in-field survey collection occurring over August and September 2025, to capture both peak and shoulder seasons. Final deliverables will be due November 21, 2025. The data collected will help inform the development and guide priorities in the FVRD's Parks and Trails Strategic Plan and Land Acquisition Strategy.

FVRD staff will remain actively involved throughout the project, with regular coordination meetings to track progress, support quality assurance, and ensure deliverables are met. The proponent must outline a clear approach to achieving statistically valid sample sizes within the given timeframe and include contingency strategies for mitigating risks such as inclement weather, low participation, or connectivity limitations in remote parks.

The proponents' responsibilities will include:

(i) Information Gathering

- Conduct a project kick-off meeting with FVRD staff to confirm objectives, timelines, roles, and responsibilities.
- Compile and review relevant studies and plans pertaining to this survey. Relevant documents shall include the 2010 Outdoor Recreation Opportunities Study, the 2014-2024 Regional Parks Strategic Plan, the 2014 Community Parks Plan for Electoral Areas, and any other plans or studies deemed to be of relevance and significance by the consultant for this project.

(ii) Questionnaire Development, Review and Preparation

- Work with FVRD to draft, review and finalize three survey versions to ensure consistency across all versions to allow comparative analysis:
 - A Regional Parks and Trails questionnaire designed for in-person surveying.
 - A Regional Parks and Trails questionnaire designed for online distribution.
 - A Community Parks and Trails questionnaire designed for online distribution.
- Adapt surveys for multiple formats: online, printed, and interviewer-administered.
- Ensure continuity with the 2010 survey for comparability, while updating for 2025 context.
- Ensure survey methodology will result in a statistically valid survey.

(iii) Survey Deployment Planning

- Program and host two separate online surveys on an external platform that can be accessed via a link from FVRD's "Have Your Say" platform
 - Any external platform used must store data collected within Canada to adhere to Provincial privacy laws
 - Online and in-person surveys must include randomized choice lists to reduce response bias and fatigue.
- Prepare a shared postcard to promote survey participation across both Regional and Community Parks and Trails:
 - Design a double-sided postcard featuring both the online Community Parks and Trails survey on one side and the Regional Parks and Trails on the other. Each side should include:
 - A brief description of the relevant survey and its purpose;
 - A QR code and URL linking to the appropriate online version; and
 - Instructions for completing the survey and obtaining a printed copy from the FVRD head office (for Community Parks only).
 - Distribute the postcard using two methods:
 - Hand-delivered at Regional Parks and Trails by surveyors to users unable to complete the survey on-site.
 - Mailed to households near Community Parks and Trails, using residential address data provided by the FVRD.
- Ensure both surveys are user-friendly and accessible across desktop and mobile devices.
- Create social media content for the FVRD to help promote participation in the online surveys.
- Coordinate with FVRD staff to promote an online survey to parks and trails users.
- Identify data collection methods suitable for low/no-cell-service areas (e.g., offline tablet apps, paper forms) as many FVRD parks and trails have limited or no cell-service.
- Coordinate with FVRD on branding and signage for visibility at park and trail sites.
- Prepare print-ready versions of both surveys for in-person use (Regional) and optional pickup (Community).

(iv) Field Survey Methodology and Implementation

The development of the methodology for the field survey work builds upon the elements of the sampling framework outlined below to allow for comparison with the findings from the 2010 Regional Parks and Trails Survey.

Surveying will occur at designated staging areas within each selected Regional Park and Trail, with interviewers expected to engage directly with visitors on-site to ensure strong response rates. Please note that Cheam Ridge Trail presents unique access challenges. Surveyors are required to be stationed at the official trailhead. Accessing this location takes approximately 1 to 1.5 hours from the turnoff at Chilliwack Lake Road onto Foley Creek Forest Service Road. This route includes rough, unpaved forest service roads that require a high-clearance 4x4 vehicle.

Regional Parks/Trails Sampling Framework:

- 15 sites (12 Regional Parks, 3 Regional Trails).
- 4 sampling days per site: 2 weekdays (Monday to Friday) + 2 weekend (Saturday/Sunday)/statutory holiday days.
- Each site is to be surveyed once in the morning and once in the afternoon for both weekdays and weekends.
 - Survey times should align with peak visitation periods, based on FVRD trail counter data provided to the successful proponent.
 - Each surveying shift must be at least 6 hours in duration, with surveyors required to remain onsite for the full length of their shift.
- Sampling shall occur during August and September, with one weekday and one weekend per month.
- Sampling at the same park/trail must not occur on back-to-back days.
- Some sites have two access points or survey areas that shall be sampled once on a weekday and once on a weekend.
- Each weekend sample day shall aim for a minimum of 40 completed responses per park/trail location.
- Each weekday sample day shall aim for a minimum of 10 completed responses per park/trail location.
- Total Regional sample days: 60 (30 weekday, 30 weekend).

List of Regional Parks/Trails to be surveyed:

1. Cascade Falls, Electoral Area C
2. Cheam Lake Wetlands, Electoral Area D
3. Dewdney, Electoral Area G
4. East Sector, Village of Harrison Hot Springs
5. Hillkeep, City of Chilliwack
6. Island 22, City of Chilliwack
7. Neilson, City of Mission
8. Thacker, District of Hope
9. Thompson, Electoral Area E
10. Sumas Mountain, City of Abbotsford and Electoral Area G
11. Genn Valley, City of Abbotsford
12. Matsqui, City of Abbotsford
13. Cheam Ridge Trail, Electoral Area E
14. Elk Mountain Trail, City of Chilliwack
15. Kettle Valley Rail Trail, Electoral Area B

Community Parks/Trails Sampling:

- Invitations to take the survey will be conducted via a mailed questionnaire sent to all households located near selected Community Parks and Trails.
- Each mailout will include a QR code and direct link for completing the survey online.
- Respondents who prefer a paper version may pick one up at the FVRD head office.

List of Community Parks/Trails to be surveyed:

1. Cedar Community Park, Electoral Area D
2. Dogwood Valley Park, Electoral Area B
3. Eagle Point Park, Electoral Area C
4. Lake Errock Park, Electoral Area C
5. Parkrose Park, Electoral Area D
6. Shannon Park, Electoral Area D
7. Popkum Community Trail, Electoral Area D
8. Elbow Creek Trail, Electoral Area C
9. Lakeside Trail, Electoral Area H
10. Morris Valley Roadside Trail, Electoral Area C
11. Gray Road Roadside Trail, Electoral Area D

(v) Reporting and Presentation

- Submit in-person surveying logs (including interviewers initials, date, time, park/trail name, length of interviewer's stay, weather, and other relevant observations).
- Prepare a draft Parks and Trails User Survey report that includes overall findings, separate summaries for each Regional and Community Park and Trail, charts, data summaries, interpretation of trends, comparisons to previous survey years (where applicable), and recommendations for future monitoring.
- Report preparation process must include time for FVRD staff to review and provide feedback, as well as allow for two rounds of revisions and edits.
- Incorporate feedback and deliver a final report in an accessible, professional format suitable for internal use and public communication.
- Prepare and deliver a presentation of findings to the FVRD Board, and potentially the Regional and Corporate Services Committee.
- Ensure graphs/graphics are high quality and can be extracted separately for FVRD staff use in presentations and other materials.
- Submit complete raw data in Microsoft Excel format with clear headers and documentation (e.g., codebook for responses).
- Ensure data is clean, well-organized, and ready for future analysis or public reporting.

(vi) Ongoing Coordination and Check-ins

Regular check-in meetings will be essential to monitor progress, review data collected to date and proactively address any emerging issues or risks (e.g., low participation, inclement weather). At a minimum, the FVRD expects the proponent to participate in the following meetings:

- A project initiation meeting following contract award to review survey design, finalize coordination logistics, and confirm roles and responsibilities.

- Bi-weekly check-ins during the in-field data collection period (August–September 2025) to report on progress, troubleshoot issues, and ensure timelines and sampling targets are on track.
- Fieldwork wrap-up meeting to review preliminary findings and discuss formatting, structure, and content for the final report.
- Draft report review.

These meetings may be held virtually or in person, depending on project needs and availability.

The successful proponent will be responsible for delivering all of the above (collectively, the "**Services**") with consideration being given to a focus on value to the FVRD and Project budget.

B.2 Budget

The FVRD has a budget range of **\$48,500** for the full project, inclusive of all Services described in this RFP.

B.3 Timeline

The proposed deadlines for key aspects of this RFP are as follows (as may be amended by the FVRD at its discretion):

ITEM	DESCRIPTION	EXPECTED COMPLETION DATE
1	Issue of RFP	June 5, 2025
2	Deadline for RFP Enquiries	June 16, 2025
3	Responses to RFP Enquiries Due	June 18, 2025
4	Submission of Proposals Due	June 25, 2025
5	Contract Awarded	July 4, 2025
6	Projection Kick-off and Planning	July 14, 2025
7	Survey Initiation	August 2, 2025
8	Survey Completed	September 21, 2025
9	Data Processing and Analysis	September -November
10	Submit Draft Parks and Trails User Report	November 7, 2025
11	Deliver Final Parks and Trails User Report	November 21, 2025

Part C - INSTRUCTIONS AND INFORMATION FOR PROPONENTS

C.1 Closing Date and Location

Proposals must be received by 4:00 PM PST on June 25, 2025 ("**Closing**") at the following address:

Fraser Valley Regional District
Attention: Melissa Geddert, Manager of Integrated Planning and Engagement
Email: outdoorrecreation@fvrld.ca
1 - 45950 Cheam Avenue
Chilliwack, BC V2P 1N6

The time for Closing will be conclusively deemed to be the time shown on the clock used by the FVRD for this purpose.

C.2 Form of Proposal Submissions

Proponents are requested to submit an electronic copy of their proposal ("**Proposal**") in Adobe PDF format by email to outdoorrecreation@fvrld.ca. To ensure successful email transmission, the PSF must not exceed 9.8 MB.

Proposals must be clearly marked with the RFP Number, RFP Title, and Proponent's name and address. The Proposal should be formatted on 8.5 x 11 inch paper with a minimum font size of 11. All required submission components outlined in C.3 must be included. Additionally, proponents may attach up to 6 resumes.

C.3 Mandatory Requirements

Proponents should include in their proposals the following information:

1. Project Summary – A comprehensive overview of the proposed approach, demonstrating a clear understanding of the project's objectives, scope, and expected deliverables. This section should address:
 - a. The Proponent's knowledge of Regional District and local government roles and responsibilities as they relate to Regional and Community Parks and Trails;
 - b. Understanding of the Fraser Valley region, its geographic context, and the existing parks and trails network within the FVRD; and
 - c. Awareness of current trends and challenges in parks and outdoor recreation use, including visitor satisfaction, equity of access, and post-pandemic visitation patterns.
2. Experience and Qualifications – A summary of the Proponent's corporate history and relevant expertise as it pertains to the successful delivery of the services outlined in this RFP. Please include:
 - a. Demonstrated experience conducting visitor use surveys or other similar public engagement and data collection projects;
 - b. Experience working with local governments and regional districts, particularly in the context of parks, trails, or recreation planning; and

- c. Examples of comparable projects completed or underway, including a brief project description, role of the Proponent, contract value, and timeline (project start and end dates).
- 3. Project Team – A detailed list of project team members, including:
 - a. Their roles and responsibilities;
 - b. Relevant experience and areas of expertise; and
 - c. Reporting relationships and the designated project lead.
- 4. Work Plan – A detailed plan that clearly outlines the Proponent’s proposed methodology and project management approach, including:
 - a. A proposed schedule with key phases, milestones, and deliverables, including allowance for FVRD review at critical stages; and
 - b. Description of proposed survey methodologies, tools, data sources, and any relevant software or platforms that will be used to deliver the work.
- 5. Costs – A detailed breakdown of costs in Canadian dollars, inclusive of all expenses, fees, and charges, but exclusive of GST and Provincial Sales Tax.
- 6. Completed and signed Form of Proposal – As set out in Schedule A.
- 7. References – That the FVRD may contact, as set out in Schedule B.

C.4 Information Meeting

A Proponent's meeting will not be held.

C.5 Enquiries

All enquiries and notices related to this RFP, including any requests for information and clarification, are to be directed in writing to the contact person ("**Contact Person**") indicated below.

Melissa Geddert, Manager of Integrated Planning and Engagement
 1 - 45950 Cheam Avenue
 Chilliwack, B.C., V2P 1N6
outdoorrecreation@fvrd.ca

Enquiries and responses will be recorded and may be distributed to all Proponents at the discretion of the FVRD. Clarifications, comments, revisions or any other information regarding this RFP obtained by a Proponent from any source other than from the Contact Person is not authorized and should not be relied upon. The deadline for submission of enquiries is 4:00 pm PST on June 16, 2025. The FVRD will endeavor to respond to all enquiries and requests for clarification no later than June 18, 2025.

Part D - TERMS AND CONDITIONS OF RFP

D.1 General

The terms and conditions in this Part D will apply to this RFP. Submission of a Proposal in response to this RFP indicates acceptance of all the terms and conditions contained herein and included in any addenda issued by the FVRD for this RFP. Proposals that contain provisos which

contradict or alter any of the terms and conditions of this RFP will be disregarded and deemed to have not been written in the Proposal.

D.2 Proposal Validity

Proposals will be open for acceptance by the FVRD for at least 90 days after the date of Closing.

D.3 Addendum

All subsequent information regarding this RFP including changes made to this document will be posted on BC Bid for Proponents to access. It is solely the responsibility of the Proponents to check BC Bid from time to time to ensure that they have all amendments to this RFP in the form of addenda and to ensure that they have obtained, read, and understood the entire RFP including all addenda that may have been issued prior to Closing.

D.4 Evaluation and Selection Method

The evaluation of the RFP will be conducted by a committee formed by the FVRD and may include, at the FVRD's sole discretion, employees, consultants and contractors. Proposals will be evaluated on the basis of the overall best value to the FVRD based on quality, service, past performance, price and any other criteria set out herein including, but not limited to:

1. Project understanding
2. Proposed methodology and approach
3. Relevant experience and expertise
4. Cost proposal, breakdown, and value

D.5 Acceptance and Rejection of Proposals

This RFP shall not be construed as an agreement to purchase goods or services. The FVRD is not obligated to enter into an Agreement (defined herein) with the Proponent who submits the lowest priced Proposal or with any Proponent.

D.6 Late Proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete Proposals received and marked by the Closing time will be considered to have been received on time. Late proposals will not be considered or evaluated and may be returned to the Proponent.

D.7 Amendment or Withdrawal of Proposals

Proponents may amend or withdraw their Proposal in writing any time prior to Closing. Upon Closing, all Proposals become irrevocable in accordance with section D.2. The FVRD will be

under no obligation to receive further information after Closing, whether written or verbal, from any Proponent.

D.8 FVRD's Rights and Reservations

The FVRD reserves the right to:

1. Reject any or all Proposals;
2. Reject any Proposal that is incomplete, that contains erasures or corrections that is not signed by an authorized signatory of the Proponent or that fails to comply with the mandatory requirements of this RFP;
3. In the event that only one proposal is submitted, to return the Proposal unopened;
4. Modify the terms of this RFP at any time in the FVRD's sole discretion;
5. To require clarification of the information set out by one or more of the Proponents in respect of the Proposals submitted; and
6. Communicate with, meet with or negotiate with any one or more of the Proponents respecting their Proposals or any aspect of the proposed work.

D.9 Cancellation of RFP

The FVRD may cancel this RFP at any time prior to or after Closing. In the event the FVRD cancels this RFP, the FVRD shall have the right to seek to procure the same services or similar services at any time through any means the FVRD deems appropriate. No Proponent shall acquire any rights or interests in any subsequent procurement process undertaken by the FVRD.

D.10 Waiver of Non-Compliance

The FVRD may waive any non-compliance with the RFP and may elect to retain for consideration Proposals which are non-conforming, which do not contain the content or form requested by this RFP or which have not strictly complied with the process for submission set out herein.

D.11 Proponent's Costs

Each Proponent is solely responsible for its own costs and expenses associated with its participation in this RFP, including but not limited to, conducting investigations, attending briefings, preparing and delivering its Proposal, communicating with the Contact Person prior to Closing and during Proposal evaluation, and for any subsequent processes or negotiations with the FVRD that may occur.

D.12 Limitation of Liability

By submitting a proposal, each Proponent irrevocably agrees that the FVRD shall not be liable to any Proponent or any person whatsoever, for any claims of any nature (in contract, in tort, or otherwise), for any costs, expenses, compensation, damages, or anything whatsoever, including without limitation, costs and expenses associated with the Proponent's preparation and submission of their Proposal, their participation in this RFP, for loss of revenue, opportunity or anticipated profit, arising in connection with its Proposal, this RFP, any subsequent processes or opportunity, any contract, or any matter whatsoever.

D.13 Negotiation

The FVRD reserves the right to negotiate with the preferred Proponent, or any Proponent, on any details, including changes to specifications and price. If specifications require significant modification, all Proponents shall have the opportunity to adjust their Proposals or re-submit altogether, as determined by the FVRD in its sole discretion.

D.14 Errors and Omissions

While the FVRD has used considerable efforts to ensure information in this RFP and otherwise provided directly in association with this RFP is accurate, the information is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the FVRD, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from the responsibility for conducting their own investigation and forming their own opinions with respect to the subject matter of this RFP.

D.15 Conflict of Interest

Proponents shall disclose any potential conflict of interest and existing business relationship they may have with the FVRD, its elected or appointed officials or employees.

D.16 Confidentiality

All Proposals become the property of the FVRD and will not be returned to the Proponents, except as expressly provided for herein. All Proposals will be held in confidence by the FVRD unless disclosure is otherwise required by law.

D.17 No Lobbying

Proponents and their agents are not permitted to contact any member of the FVRD Council or staff with respect to this RFP, except as expressly provided for herein. Proponents will not offer entertainment, gifts, gratuities, discounts, or special services, regardless of value, to any employee or elected official of the FVRD. The FVRD reserves the right to disqualify any Proponent from participation in this RFP that acts in contravention of this requirement.

D.18 Contract Award

This RFP should not be construed as an agreement to purchase goods or services. By submitting a Proposal, the Proponent agrees that should it be identified as the preferred Proponent, it will enter into negotiations, if required, for the purpose of concluding a Contract .

If a written Contract cannot be negotiated and executed by both parties within 90 days of notification of the successful Proponent, or such longer period as the parties may mutually agree, the FVRD may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent, enter into negotiations with any other Proponent or terminate the RFP process and not enter into a Contract with any of the Proponents.

At its sole discretion, the FVRD may divide any Contract for goods or services between two or more proponents.

D.19 Definition of Contract

Notice in writing to a Proponent that it has been identified as the preferred Proponent and the subsequent full execution of a written contract will constitute a contract for the goods and/or services contemplated by this RFP, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the preferred Proponent and the FVRD have both executed a written Contract.

D.20 Form of Contract

The Contract will comprise a form of written agreement based on the standard form document, as may be amended by mutually agreed supplementary conditions.

Schedule A - FORM OF PROPOSAL

Name: _____

Address: _____

Name and title of Representative: _____

Telephone: _____ Email: _____

Form of Business Organization

☐ Sole Proprietorship

☐ Partnership Date of Establishment _____

☐ Corporation Date of Incorporation _____ Business No. _____

We hereby offer to perform the Services required by this RFP for the stipulated price of:

Description of Services	Estimated Quantity	Unit of Measure	Unit Price	Total Amount
1. Project initiation, consultation, and communications				
2. Survey development and customization				
3. In-person data collection				
4. Mailing and management of Community Parks & Trails survey				
5. Data entry and processing				
6. Data analysis and reporting				
CURRENCY: Canadian			Subtotal:	\$
			GST (5%)	\$
			TOTAL:	\$

I/We the undersigned authorized representatives of the Proponent, having received and carefully reviewed the RFP, including without limitation, the General Conditions and Specifications (if any), submit this Proposal in response the RFP.

Dated this ____ day of _____, 2025.

Signature of Authorized Signatory

Signature of Authorized Signatory

Name & Title/Position:

Name & Title/Position:

Schedule B - PROPONENT'S EXPERIENCE

Proponent Name: _____

Reference 1:

Project Name: _____

Dates: _____

Project Description: _____

Role of Proponent: _____

Reference Name: _____

Phone/Email: _____

Reference 2:

Project Name: _____

Dates: _____

Project Description: _____

Role of Proponent: _____

Reference Name: _____

Phone/Email: _____

Reference 3:

Project Name: _____

Dates: _____

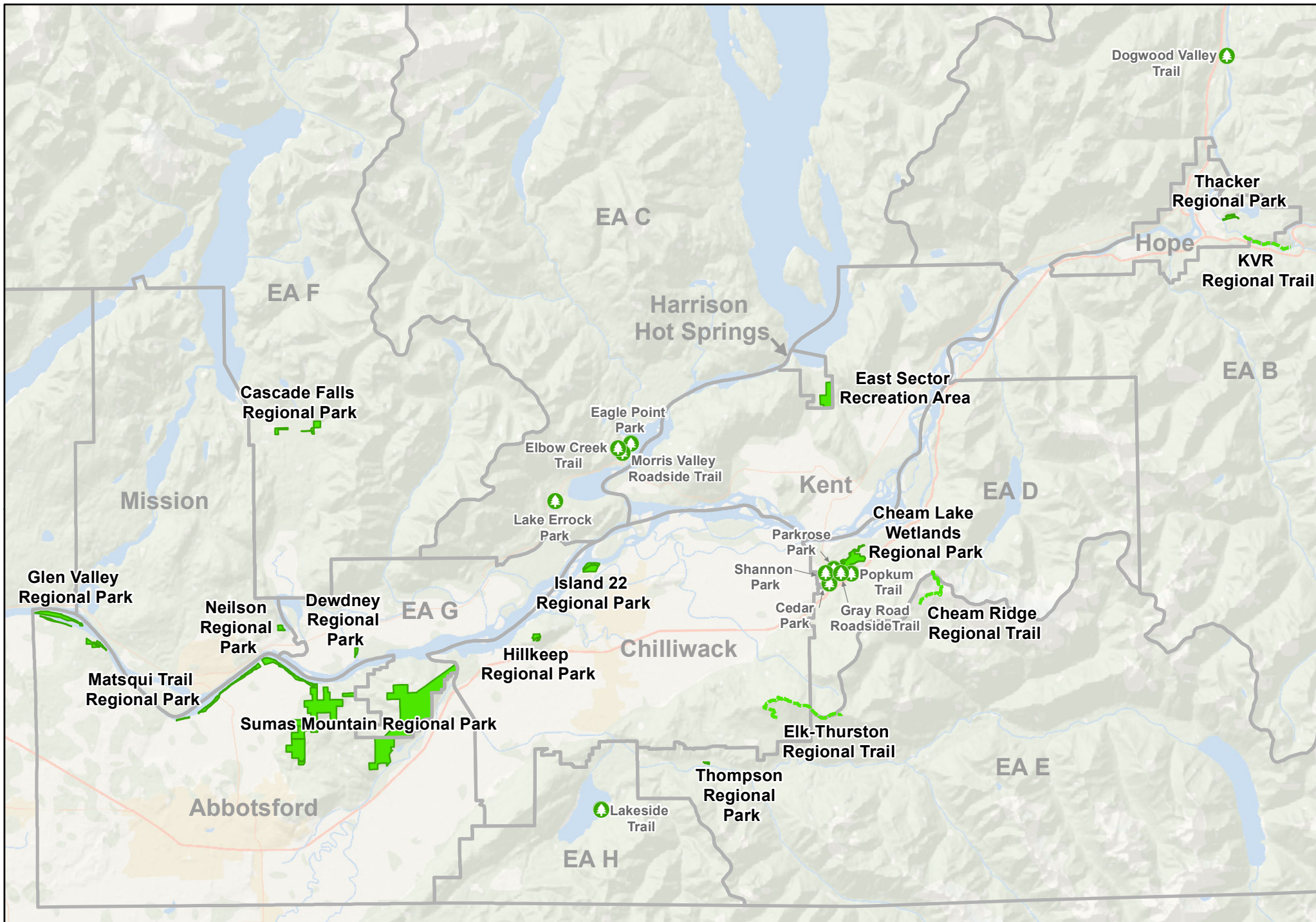
Project Description: _____

Role of Proponent: _____

Reference Name: _____

Phone/Email: _____

APPENDIX A – Map of FVRD Parks and Trails



FVRD Parks and Trails System

 Community Parks and Trails
  Regional Trails
  Regional Parks
  Jurisdictions



APPENDIX B – 2010 Outdoor Recreation Opportunities Study Summary Presentation and Survey

APPENDIX D

Regional Outdoor Recreation Opportunities Study - Quantitative Research



Submitted to:



September 2010

➤ Introduction

Research Objectives

As part of the Regional Outdoor Recreation Study, a quantitative survey was conducted among residents of Metro Vancouver (MV) and Fraser Valley Regional District (FVRD) with the key objectives to:

- Determine the outdoor recreation habits and activities of area residents;
- Measure awareness and usage of regional parks and outdoor spaces;
- Profile users and infrequent users;
- Determine the key barriers to park or outdoor recreation use and ways in which MV and FVRD might improve parks' features and services to encourage greater use.

Qualitative research was completed earlier with the results presented under separate cover.

Methodology

- 800 interviews were conducted with a random sample of residents 16 years of age and over: 600 interviews in MV and 200 in FVRD;

- Margin of error at the 95% confidence level: Total sample: +/- 3.5%; MV sample +/-4%; FVRD sample +/-8%;
- Specific steps taken to ensure sample representative of residents including:
 - Random selection of households from up-to-date published listing;
 - Random selection of individual interviewed within household using 'next birthday' method;
 - Up to 6 calls per selected household/individual to minimize potential bias due to non-response;
 - Matching of sample to Statistics Canada data on the basis of gender, age and area of residence.
- Pretest conducted of questionnaire prior to being fielded;
- All interviewing conducted from Mustel Group's Vancouver-based telephone facility, where interviewers are continuously supervised and monitored by senior staff;
- Survey field dates: August 24 to September 1, 2010;
- Translation offered in Cantonese, Mandarin and Punjabi;
- Questionnaire and report of calls appended to report.

➤ Executive Overview

Participation in Outdoor Recreation

- Both Metro Vancouver and Fraser Valley residents place considerable value on outdoor recreation. Close to nine-in-ten report that it is at least “somewhat important” compared to other interests, with approximately six-in-ten who view outdoor recreation as “very important”.
- In *warm* weather months, approximately one-in-four residents visit a park or open space more than once a week. Just under half of the population (43% of Metro Vancouver residents and 49% of Fraser Valley residents) recreate outdoors at least once a week.
- In *cold* weather months, usage is much less frequent. Approximately one-in-five residents visit a park or open space once a week or more often.
- Residents of MV and FVRD make on average a total of 41 visits per year to a park or open space to participate in an outdoor recreational activity; 29 visits are made in the warm weather months and 12 in the cold weather months.
- The findings do not vary significantly by region (MV/FVRD) but the following population segments tend to visit parks less often on average:
 - those 16-24 years as well as those 55 to 74 years of age (75 plus are closer to the average);
 - those not employed;
 - immigrants from China and South Asia;
 - below average income households;
 - those without children;
 - residents of Richmond (which is likely related to the ethnic composition of the community).
- Park usage is highest among:
 - those aged 25 to 34 and 45 to 54 years;
 - those employed;
 - Canadian born;
 - those speaking French or other non-Asian languages in the home;
 - affluent households;
 - families with children.

➤ Executive Overview-cont'd

Recreation Activities

- Walking or hiking for pleasure is the most popular outdoor recreation activity, enjoyed by residents of all ages.
- Other common activities include:
 - Picnicking in small groups
 - Swimming/beach activities
 - Outdoor events
 - Nature/wildlife viewing
 - Cycling on trails
- In the Fraser Valley, where residents appear to do a greater variety of activities, campground camping and motorized boating are also relatively popular.
- The population segments who are less inclined to use parks participate less in most of these activities. The South Asian population in particular is less likely to participate in all these activities, except picnicking and organized field sports.
- Further note that those with physical disabilities, while visiting parks as often as others, not surprisingly only participate in picnicking and wildlife viewing to the same extent as others. Their participation in all other activities is less.
- Children under 16 years of age in both areas tend to engage in swimming/beach activities, cycling on groomed trails, organized field sports and walking/hiking.
- When residents were asked what activities they plan to start or do more often in the upcoming year, topping the list are:
 - walking/hiking
 - skiing/ snowboarding
 - cycling on groomed trails
 - and in the Fraser Valley, campground camping
- Swimming/beach activities, non-motorized boating and in the Fraser Valley, fishing, are also attracting more attention, in addition to a number of other activities.

➤ Executive Overview-cont'd

Awareness and Usage of Regional Parks

- In terms of awareness of regional or major parks, one-in-four residents in each area could not name *any* parks.
- Of parks listed, Stanley Park tops the list in Metro Vancouver, followed by Queen Elizabeth Park, Pacific Spirit Park, Central Park, Deer Lake and Bear Creek Park. Apart from Pacific Spirit Park, awareness is quite limited of other Metro Vancouver regional parks (5% or less able to list each regional park).
- In the Fraser Valley, in addition to Stanley Park, Cultus Lake, followed by Golden Ears, Harrison and Manning Park have the highest levels of awareness. Again awareness of the FVRD regional parks is quite limited.
- In terms of parks used, approximately half of Metro Vancouver residents use one of the major parks in the region, with Stanley Park topping the list. A wide variety of other parks are used by 5% or less.
- In the Fraser Valley, 29% of residents use a park or other large open space in that region, with Cultus Lake followed by Harrison being the most popular areas.
- A total of 5% of Metro Vancouver residents use parks situated in the Fraser Valley and vice versa, 5% of Fraser Valley residents use parks in the MV area.
- The most common deterrents to visiting parks and open spaces more often are:
 - a busy lifestyle with mainly work and family commitments taking precedence (most affecting working people and youth with school commitments as well), and
 - the weather (particularly strong impact on Chinese-born and youth/young adults).
- To a much lesser extent, there is some mention of preference for other activities, travel distance/time, and health/mobility issues (which are more apt to deter the oldest residents, aged 75 and over and naturally those with physical disabilities).
- Private vehicle is the most popular mode of transportation to parks, especially among Fraser Valley residents (79% in contrast to 63% in MV). In the City of Vancouver vehicle use drops to 42% but the majority use vehicles in all other areas.
- Regardless of where they live or what municipality, most people expect to travel an hour or more to a destination or park for an outdoor recreational day trip. But, the limit for a majority of residents is under 2 hours.

➤ Executive Overview-cont'd

- Area residents are divided in their preference of landscape or surroundings when active in outdoor recreation. Although ocean and beachfront is in the lead, several other types of surroundings are in second or close second place. These include:
 - wilderness or forested areas,
 - mountain areas and,
 - fresh water lakes or lake beachfronts.
- Washrooms are by far the most needed facility for visitors to large or regional parks. There is broad agreement on this provision across all demographic groups, but particularly among those with school-age children.
- Other services/facilities with some demand include:
 - water fountains,
 - food concessions,
 - parking and,
 - picnic areas.
- Among parents of children under age 6, playgrounds are important to a sizeable group.
- There is also demand among persons with disabilities and those of European descent for well maintained trails.
- Note that wheelchair/disabled access is mentioned by just 4% of physically disabled persons.
- Lack of information is the key single deficiency in parks services, with requests for maps with marked trails, and for information about services available.
- Other aspects found lacking by some include:
 - washrooms,
 - parking,
 - security/park patrol.
- South-Asian born tend to be more vocal about inadequacies, particularly washrooms and seating, perhaps because their favoured activities are picnicking and field sports.

Summary

- In summary, Metro Vancouver and Fraser Valley residents value their parks and open spaces and participate in a wide variety of outdoor recreational activities. A number of lifestyle and cultural issues is preventing broader usage but the research indicates a number of initiatives or services that would expand park usage, with heightening awareness of the offerings being a key starting point.

Key Findings



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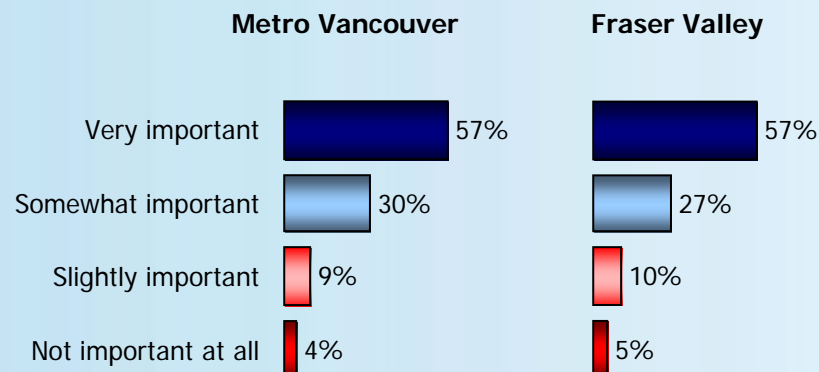


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Strategic Research to Manage Change

Outdoor Recreation Activities

➤ Importance of Outdoor Recreation

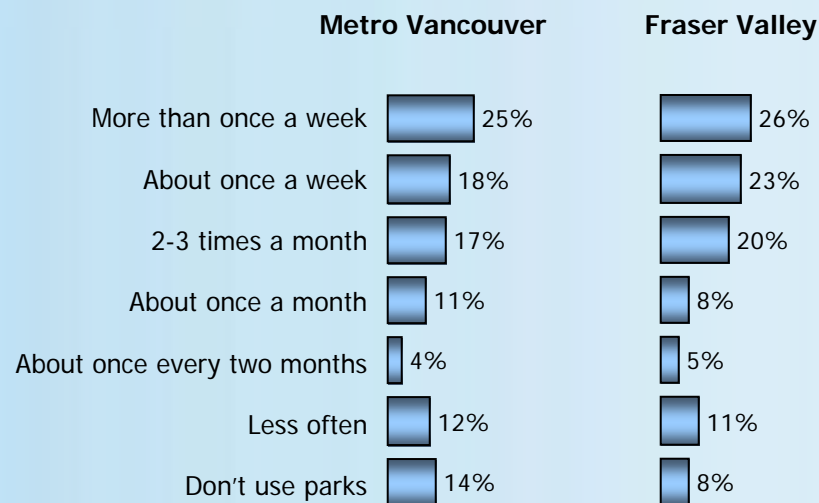


Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.1) How important is outdoor recreation to you compared to other interests?

- Both Metro Vancouver and Fraser Valley residents place considerable value on outdoor recreation. Close to nine-in-ten report that it is at least “somewhat important” compared to other interests, with approximately six-in-ten who view outdoor recreation as “very important”.
- The findings are quite consistent by most demographic segments of the population but the following groups place slightly less importance on outdoor recreation:
 - older residents (65 years plus);
 - those of Chinese descent;
 - those from below average income households (less than \$60K per year);
 - those without children;
 - the less educated (no post-secondary education).

➤ Frequency of Visiting Parks/Open Spaces in Warm Weather Months

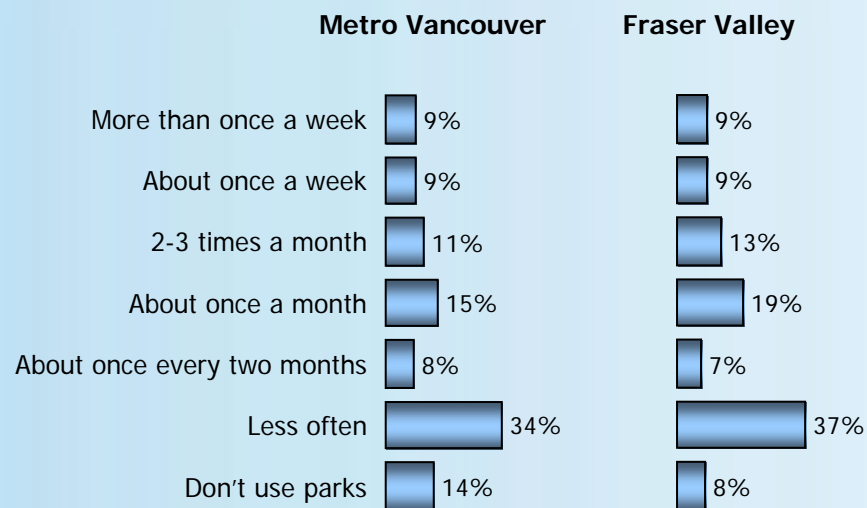


- In warm weather months, approximately one-in-four residents visit a park or open space more than once a week, on average over 3 times per week.
- Just under half of the population (43% of Metro Vancouver residents and 49% of Fraser Valley residents) recreate outdoors at least once a week.
- Approximately 30% in MV and 24% in FVRD participate in outdoor recreation less than once a month or not at all.

Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.8a) How frequently do you visit these parks or open spaces in the warm weather months?

➤ Frequency of Visiting Parks/Open Spaces in Cold Weather Months

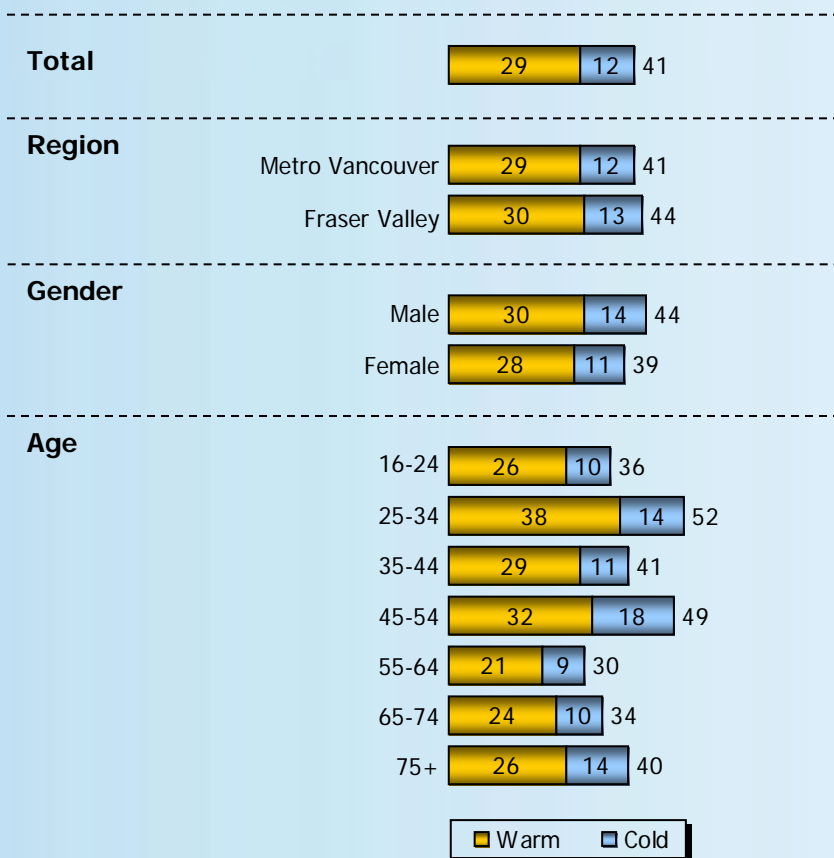


- In cold weather months, usage is much less frequent. Approximately one-in-five residents visit a park or open space once a week or more often (about 18% compared to 43%/49% in warm weather months).
- And over half participate in outdoor recreation less than once a month (56% in MV and 42% in FVRD compared to about 30%/24% in warm weather months).

Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.8a) How frequently do you visit these parks or open spaces in the warm weather months?

➤ Average No. of Times Visit Parks/Open Spaces Per Year



Base: Total (n=800)

Q.8a/b) How frequently do you visit these parks or open spaces in warm/cold weather months?

- Residents of MV and FVRD make on average a total of 41 visits per year to a park or open space to participate in an outdoor recreational activity; 29 visits are made in the warm weather months and 12 in the cold weather months.
- The findings do not vary significantly by region (MV/FVRD) but as suggested on the previous charts, we do find that the following population segments tend to visit parks less often on average:
 - Those 16-24 years as well as those 55 to 74 years of age (75 plus are closer to the average*);

continued...

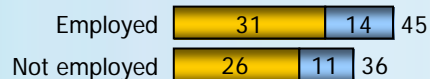
*(*Note that the sample may be underrepresented by seniors in care homes that may be less mobile and accessible by telephone. This may account for the higher participation rates than their younger counterparts reported in the survey.)*

➤ Average No. of Times Visit Parks/Open Spaces Per Year (cont'd)

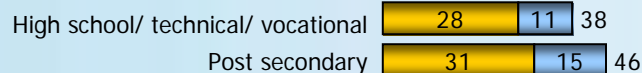
Marital Status



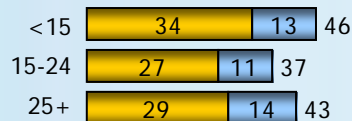
Employed



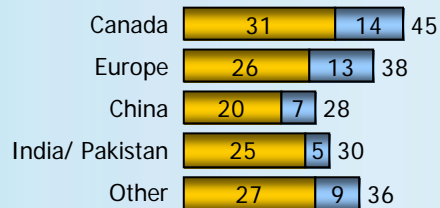
Education



Years in Area



Country of Birth



■ Warm ■ Cold

- those not employed;
- immigrants from China and South Asia (and note that usage does not increase with longer residency in the area);

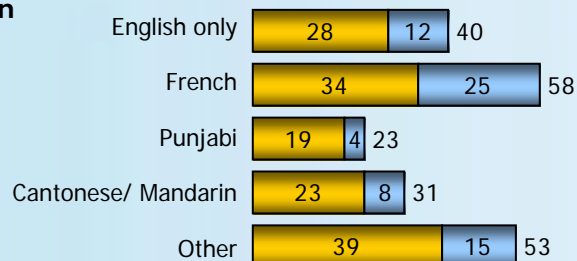
continued...

Base: Total (n=800)

Q.8a/b) How frequently do you visit these parks or open spaces in warm/cold weather months?

➤ Average No. of Times Visit Parks/Open Spaces Per Year (cont'd)

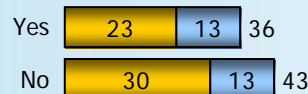
Languages Spoken in Home



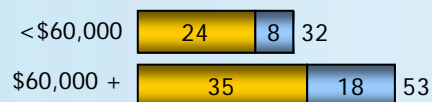
- households where Punjabi and Chinese or Mandarin are spoken;
- lower income households;
- those without children;

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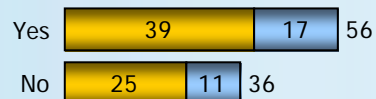
Physical Disabilities



Household Income



Children



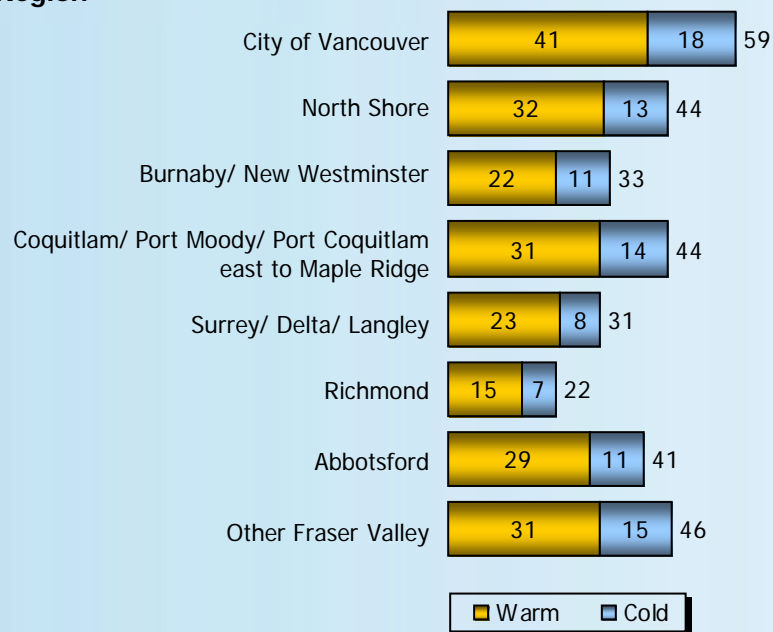
■ Warm ■ Cold

Base: Total (n=800)

Q.8a/b) How frequently do you visit these parks or open spaces in warm/cold weather months?

➤ Average No. of Times Visit Parks/Open Spaces Per Year (cont'd)

Region



Base: Total (n=800)

Q.8a/b) How frequently do you visit these parks or open spaces in warm/cold weather months?

- residents of Richmond (which is likely related to the ethnic composition of the community).
- Park usage is highest among:
 - those aged 25 to 34 and 45 to 54 years;
 - employed;
 - Canadian born;
 - those speaking French or other non-Asian languages in the home;
 - affluent households and;
 - those with children.

➤ Recreation Activities Participated in Past 12 Months

	Metro Vancouver (600) %	Fraser Valley (200) %
Walking or hiking for pleasure or exercise	92	92
Picnicking in small groups (immediate family/friends)	77	80
Outdoor swimming & beach activities	70	74
Outdoor events e.g., concerts, interpretive tours, festivals, etc.	63	64
Nature or wildlife viewing	55	66
Cycling on dykes, flat trails or groomed trails	45	47
Campground camping	34	53
Picnicking in organized large groups	33	37
Non-motorized boating e.g., canoes, kayaks, sculls, etc.	31	32
Skiing or snowboarding	28	32
Organized field sports such as soccer	28	24
Motorized boating or sailing	28	43
Fishing	23	34
Mountain biking on trails	17	18
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	10	26
Backpack camping	9	12
Rock climbing	8	5
Horseback riding	7	12

Q.2b) Have you participated in the following outdoor recreation activities in the past 12 months?

- Walking or hiking for pleasure is the most popular and common outdoor recreation activity, enjoyed by residents of all ages and by dog owners and non-owners equally.
- Other common activities include:
 - Picnicking in small groups
 - Swimming/beach activities
 - Outdoor events
 - Nature/wildlife viewing
 - Cycling on trails
- In the Fraser Valley, where residents appear to do a greater variety of activities, campground camping and motorized boating are also relatively popular.
- The population segments who are less interested and less inclined than others to use parks participate less in most of these activities. The South Asian population in particular is less likely to participate in all these activities, except picnicking and organized field sports.
- Further note that those with physical disabilities, while visiting parks as often as others, not surprisingly only participate in picnicking and wildlife viewing to the same extent as other. Their participation in all other activities is less.

➤ Recreation Activities Participated in Past 12 Months

	Gender		Age		
	Male (378) %	Female (422) %	16-34 (177) %	35-54 (331) %	55+ (290) %
Walking or hiking for pleasure or exercise	90	95	91	95	90
Picnicking in small groups such as immediate family and friends	72	82	84	80	66
Outdoor swimming & beach activities	69	71	90	74	45
Outdoor events such as concerts, interpretive tours, festivals, etc.	59	67	76	61	52
Nature or wildlife viewing	53	58	57	56	55
Cycling on dykes, flat trails or groomed trails	49	41	54	50	28
Campground camping	37	34	49	38	19
Picnicking in organized large groups	30	37	44	35	22
Non-motorized boating such as canoes, kayaks, sculls, etc.	31	30	39	35	17
Motorized boating	31	27	36	31	19
Skiing or snowboarding	30	27	44	30	11
Organized field sports such as soccer	33	22	45	28	8
Fishing	30	19	26	28	17
Mountain biking on trails	22	13	24	22	5
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	15	8	16	13	6
Backpack camping	12	7	18	6	4
Rock climbing	9	6	13	7	3
Horseback riding	6	9	9	9	2

- Participation rates vary by gender and age with key differences highlighted on this chart.

Q.2b) Have you participated in the following outdoor recreation activities in the past 12 months:

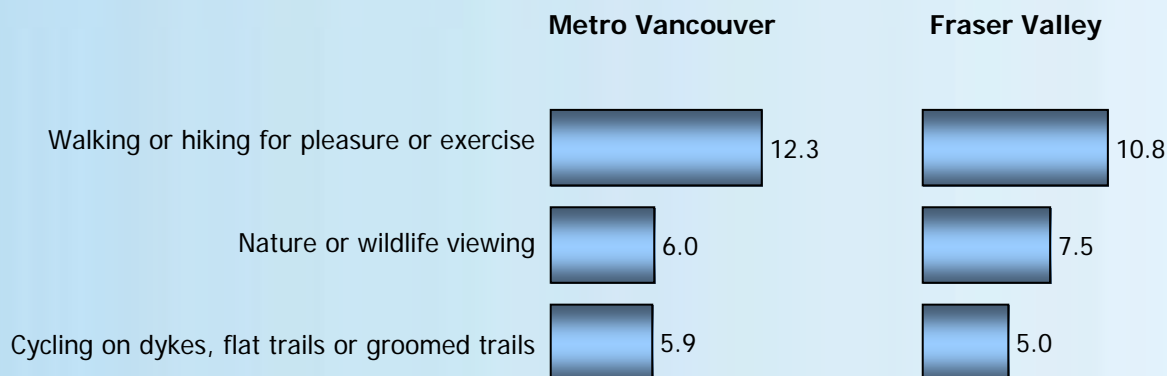
➤ Other Activities Participated in Past 12 Months (Unprompted)

	Metro Vancouver (600) %	Fraser Valley (200) %
Tennis	7	5
Golf	7	11
Running/ jogging	5	6
Cycling on roadway/ bike routes	3	4
Miscellaneous	11	15

Q.2a) Thinking about both warm and cold weather months, what outdoor recreation activities, if any do you do during the year?

- Other activities cited (unprompted) include tennis, golfing, jogging, and road cycling.

➤ No. of Times Participated in Past 4 Weeks (*Per user*)

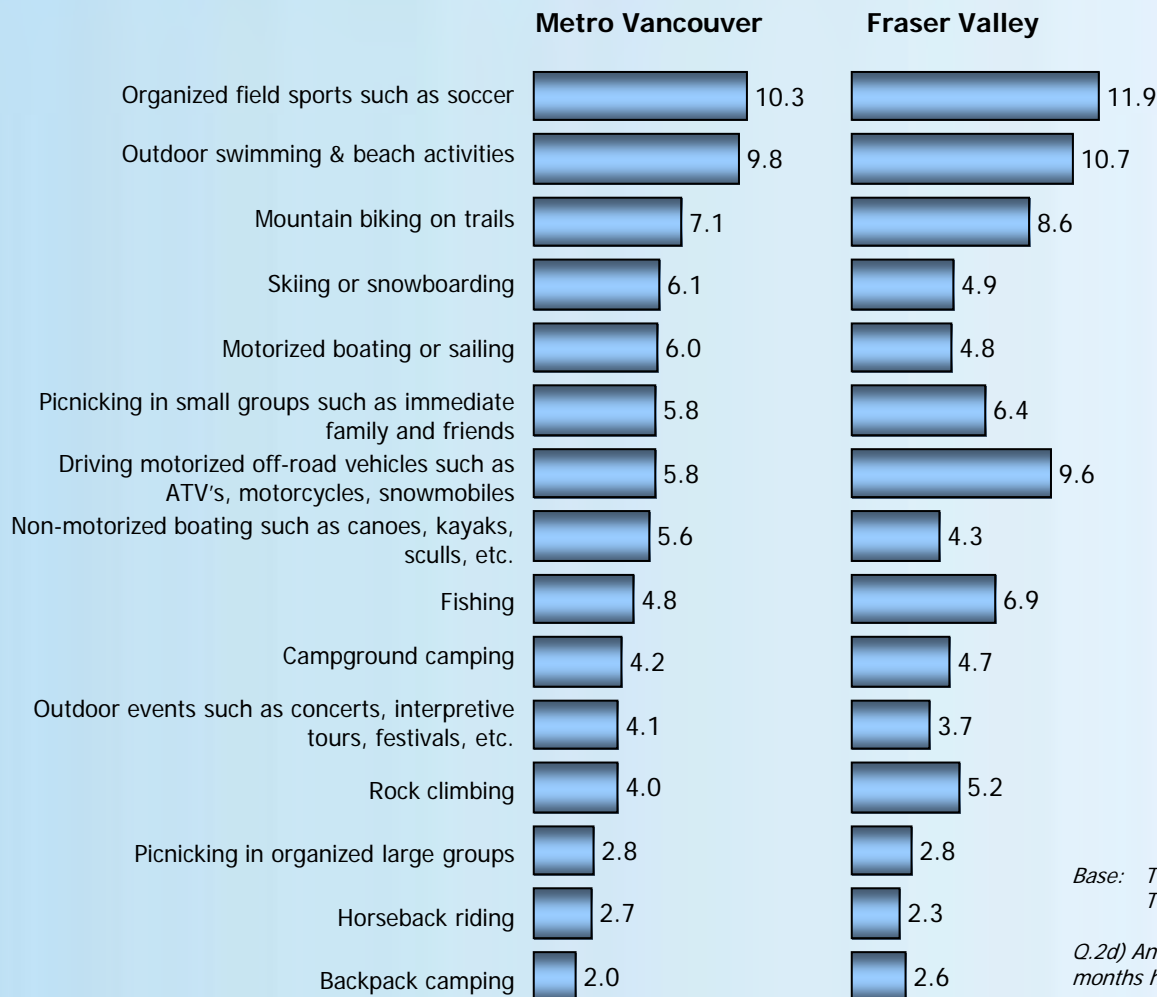


Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.2c) And approximately how many times in the past 4 weeks have you participated in..

- The frequency at which specific activities are undertaken was measured. For those activities that would be participated on a regular basis, we asked frequency in a week period. For less frequent activities, past 12 month frequency was measured.
- Among the more regular activities, those who walk tend to do so on average almost once every other day. Note that those who own a dog walk for pleasure/exercise only slightly more frequently than non-dog owners (14.5 versus 11.4 times per month).
- Nature/wildlife viewing and cycling on groomed trails are engaged in approximately 1-2 times per week on average (5-7 times per month).

➤ No. Of Times Participated in Past 12 Months (*Per user*)



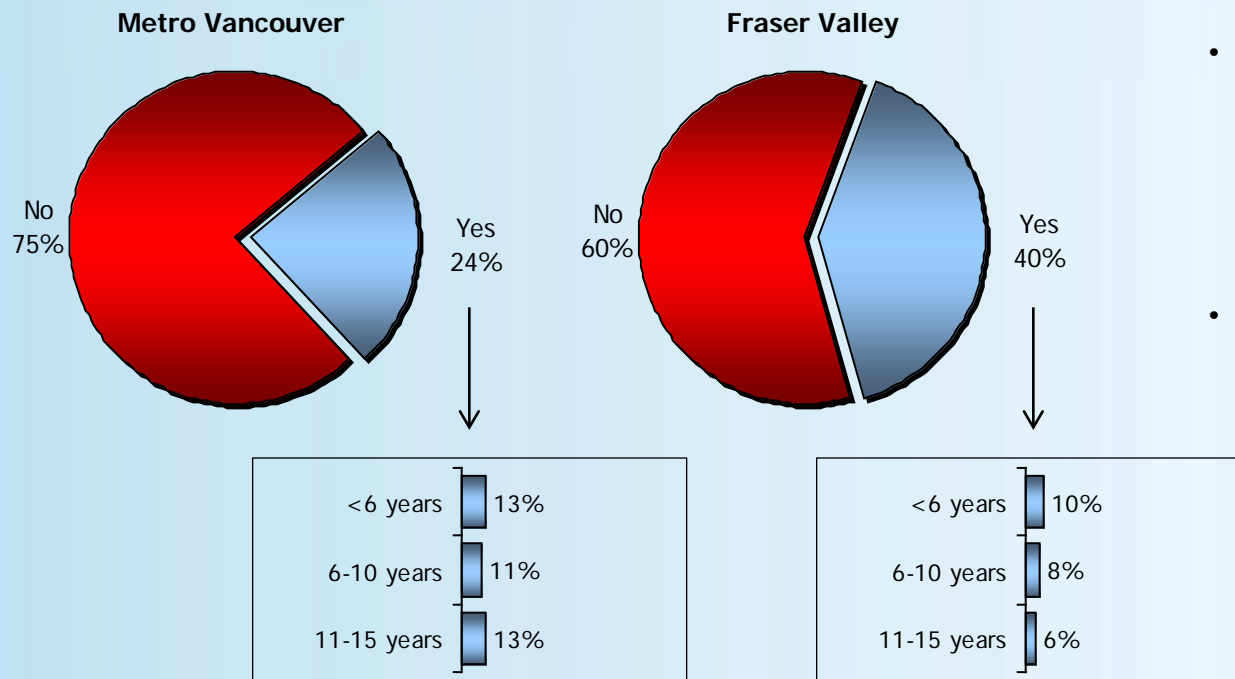
- Among the less frequent or seasonal activities, those who participate in organized field sports, swimming/ beach activities, and in the Fraser Valley, driving off-road vehicles, do so most frequently (10 to 12 times per year on average).
- Those mountain biking, skiing/ snowboarding, boating or sailing (both motorized and non-motorized), picnicking in small groups, fishing, and in Fraser Valley in particular, rock climbing, are also relatively avid about their activities.

Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.2d) And approximately how many times in the past 12 months have you participated in...

Children Under 16 Years

- Approximately one-in-four households in Metro Vancouver have a child under 16 years of age with a higher proportion, four-in-ten, in the Fraser Valley.
- Activities of those 6 to 15 years of age were measured.



Base: Total Metro Vancouver (n=584)
Total Fraser Valley (n=197)

Q.4a) Do you have children under the age of 16 years?

➤ Outdoor Activities of Children 6 to 15 Years (Unprompted)

	<u>Metro Vancouver</u> (101) %	<u>Fraser Valley*</u> (48) %
Cycling on dykes, flat trails or groomed trails	52	42
Outdoor swimming & beach activities	50	40
Organized field sports such as soccer	45	58
Walking or hiking for pleasure or exercise	35	47
Campground camping	13	16
Skiing or snowboarding	12	14
Mountain biking on trails	13	3
Non-motorized boating such as canoes, kayaks, sculls, etc.	9	13
Fishing	7	13
Picnicking in small groups such as immediate family and friends	8	3
Motorized boating or sailing	4	20
Tennis	6	3
Cycling on roadway/ bike routes	4	13
Horseback riding	5	6
Running/ jogging	3	3
Outdoor events such as concerts, interpretive tours, festivals, etc.	3	--
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	2	7
Backpack camping	2	4
Rock climbing	2	3
Nature or wildlife viewing	1	3
Golf	1	2
Picnicking in organized large groups	1	--
Miscellaneous	27	35
None	2	3

* Interpret with caution small base size

Q.5a) What type of outdoor recreation activities does your child or children that are 6 to 10 years of age enjoy?

Q.5b) What type of outdoor recreation activities does your child or children that are 11 to 15 years of age enjoy?

- Those 6 to 15 years of age in both areas tend to engage in cycling on groomed trails, swimming/beach activities organized field sports and walking/hiking, in addition to a number of other activities.
- Note that the list of activities was not prompted so levels may be underreported to some extent; however, the findings provide a sense of the types of recreational activities common to this age group.

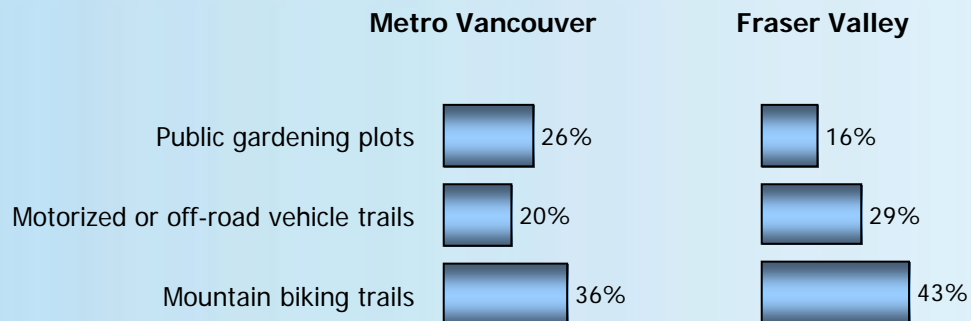
➤ Outdoor Activities Plan to Start/Do More in Next Year

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Walking or hiking for pleasure or exercise	12	13
Skiing or snowboarding	7	2
Cycling on dykes, flat trails or groomed trails	6	10
Outdoor swimming & beach activities	4	4
Non-motorized boating such as canoes, kayaks, sculls, etc.	4	5
Organized field sports such as soccer	3	3
Campground camping	3	10
Motorized boating or sailing	3	<1
Running/ jogging	2	3
Mountain biking on trails	2	2
Cycling on roadway/ bike routes	2	<1
Fishing	1	5
Golf	1	3
Horseback riding	1	2
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	1	2
Outdoor events such as concerts, interpretive tours, festivals, etc.	1	2
Tennis	1	4
Nature or wildlife viewing	1	3
Miscellaneous	7	3
None/ don't know	60	55

Q.3) Are there any outdoor recreation activities that you plan to start doing or doing more often in the next year?

- Residents were further asked what outdoor activities they plan to start, or do more of in the next year to gain a sense of future demand.
- Topping the list are activities already quite popular such as walking/hiking, skiing/snowboarding, cycling on groomed trails, and in the Fraser Valley, campground camping.
- Swimming/beach activities, non-motorized boating and in the Fraser Valley, fishing, are also attracting more attention, in addition to a number of other activities.

➤ Interest in Specific Activities/Services



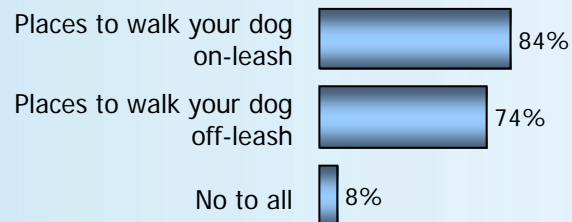
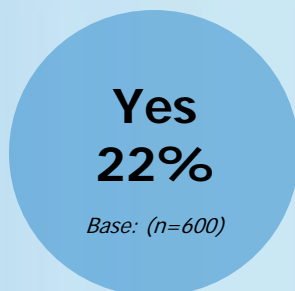
Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.15a) If available in regional or large parks, would you be likely to use:

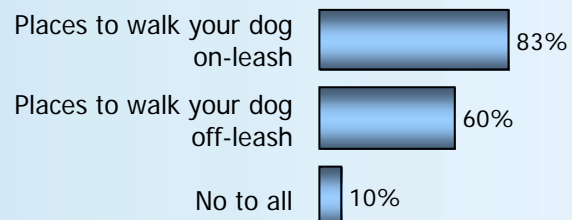
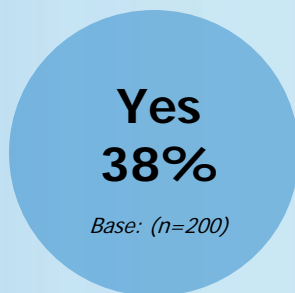
- Interest was also measured in specific activities in regional or large parks.
- There is considerable interest in mountain biking trails, particularly by males (42%) but by females as well (32%).
- There is also demand for public gardening plots (particularly in Metro Vancouver with women- 30%- showing slightly more interest than men-21%).
- With respect to motorized or off-road vehicle trails, there is considerable interest among Fraser Valley residents in particular, this sport appealing to young people and to men (24%) slightly more so than to women (17%).

➤ Likely Use of Regional or Large Parks for Dog Walking

Metro Vancouver



Fraser Valley



- Among dog owners in each area, the majority would be likely to use both on-leash and off-leash places to walk their dog, with interest stronger in on-leash areas.

Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.15 a) Do you have a dog?

Q.15b) If available in regional or large parks, would you be likely to use:



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Outdoor Space Usage Patterns

➤ Awareness of Regional or Large Parks (Unprompted)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Metro Vancouver Area	79	47
Stanley Park	61	40
Queen Elizabeth Park	12	2
Pacific Spirit Park/ UBC Endowment Land	10	1
Central Park	10	1
Deer Lake	9	3
Bear Creek Park	8	<1
Spanish Banks	6	1
Ambleside	6	<1
Lynn Valley Headwaters	5	2
Burnaby Lake	5	<1
Trout Lake	5	--
Grouse Mountain	5	<1
Campbell Valley	4	3
Belcarra	3	--
Buntzen Lake	3	<1
Queen's Park	3	--
Capilano River	2	3
Moody Park	2	--
Deas Island	2	--
Boundary Bay	1	--
Colony Farm	1	--
Iona Beach	1	--

Q.7) Thinking specifically of regional or large parks in the Metro Vancouver and Fraser Valley area, which other ones come to mind or can you name if any?

- Residents were asked to name regional or large parks of which they are aware. Note that the qualitative research indicated limited distinction between regional parks and other large green spaces so the question was designed to include all major parks.
- Approximately one-in-four residents in each area could not name *any* major or regional park. These residents tend to be skewed to those currently not using parks to the same extent as others.
- Of those cited, Stanley Park tops the list in Metro Vancouver, followed by Queen Elizabeth Park, Pacific Spirit Park, Central Park, Deer Lake and Bear Creek Park. Apart from Pacific Spirit Park, awareness is quite limited of other Metro Vancouver regional parks (5% or less are able to list each regional park).

continued

➤ Regional or Large Parks That Come to Mind (cont'd)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Fraser Valley Area	15	41
Cultus Lake	4	26
Golden Ears	9	10
Harrison	1	10
Manning	3	8
Cheam Lake	--	3
Cascade Falls	<1	1
Sumas Mountain	--	1
Island 22	<1	--
Small local parks	40	36
Ocean/ river fronts	27	20
School playgrounds	7	9
Neighbourhood streets	4	7
Other parks/ open spaces	52	69
None	25	27

Q.7) Thinking specifically of regional or large parks in the Metro Vancouver and Fraser Valley area, which other ones come to mind or can you name if any?

- In the Fraser Valley, in addition to Stanley Park, Cultus Lake, followed by Golden Ears, Harrison and Manning Park have the highest levels of awareness. Again awareness of the FVRD regional parks is quite limited.

➤ Parks/Open Spaces Use for Outdoor Activities (Unprompted)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Metro Vancouver Area	46	5
Stanley Park	24	4
Pacific Spirit Park/ UBC Endowment Land	5	--
Spanish Banks	5	<1
Queen Elizabeth Park	4	--
Grouse Mountain	3	<1
Central Park	3	--
Ambleside	3	--
Trout Lake	3	--
Bear Creek Park	3	--
Deer Lake	3	--
Lynn Valley Headwaters	3	--
Queen's Park	2	--
Burnaby Lake	2	--
Belcarra	2	--
Campbell Valley	1	--
Capilano River	1	--
Buntzen Lake	1	--
Moody Park	1	--
Deas Island	1	--
Boundary Bay	1	--
Iona Beach	<1	--
Colony Farm	<1	--

- Residents were asked to list the parks or outdoor spaces they tend to use for outdoor activities. Given the number of parks/areas, a list was not read to respondents but their responses simply recorded.
- Approximately half of Metro Vancouver residents use one of the major parks in the region, with Stanley Park topping the list.
- 5% of Fraser Valley residents use a park in MV, primarily Stanley Park.

continued

Q.6) What parks or other open space areas do you tend to use for outdoor recreation activities?

➤ Parks/Open Spaces Use for Outdoor Activities (Unprompted)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Fraser Valley Area	5	29
Cultus Lake	2	17
Harrison	<1	8
Manning	<1	4
Golden Ears	3	2
Dewdney Nature Park	<1	1
Cheam Lake	--	1
Island 22	<1	--
Cascade Falls	--	<1
Small local parks	35	35
Ocean/ river fronts	21	16
School playgrounds	7	9
Neighbourhood streets	4	7
Other parks/ open spaces	43	52
None	14	8

Q.6) What parks or other open space areas do you tend to use for outdoor recreation activities?

- In the Fraser Valley, 29% of residents report to use a park or other large open space in that region, with Cultus Lake followed by Harrison being the most popular areas.
- A total of 5% of Metro Vancouver residents use parks situated in the Fraser Valley.
- In both regions, a number of small local parks, waterfront areas and other parks are cited in addition to the above.

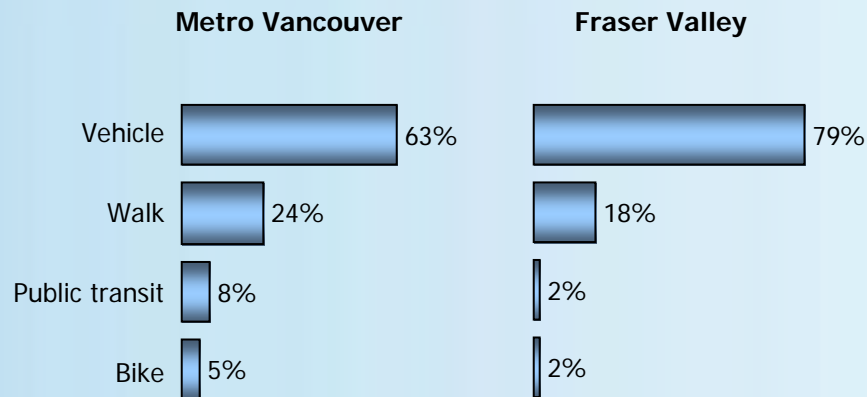
➤ Barriers to Visiting Parks/Open Spaces

	<u>Metro Vancouver</u> (408) %	<u>Fraser Valley</u> (145) %
Too Busy	40	50
Work commitments	27	33
Family commitments	11	23
Time constraints	9	5
School commitments	5	9
Weather	35	39
Prefer other activities	10	7
Travel distance/ time too far	10	6
Health issues/ limited mobility	6	6
Cost	2	4
Lack of transit service	2	--
Safety concerns	2	3
Have no one to go with/ single	2	1
Parking issues (i.e., cost, not enough)	2	1
No car	1	1
Too crowded	1	7
Miscellaneous reasons	3	-
Nothing/ don't know	10	7

Q.9) What prevents you from visiting parks or open spaces more often? Any other reasons?

- The most common deterrents to visiting parks and open spaces more often are:
 - a busy lifestyle with mainly work and family commitments taking precedence, and
 - the weather.
- To a much lesser extent, there is some mention of preference for other activities, travel distance/time, and health/mobility issues.
- Reasons vary somewhat by population segment, for example:
 - time commitments affect working people the most (53%), but also youth (27% due to work, 19% due to school).
 - weather has a particularly strong impact on Chinese-born (57%), frequent summer users (53%) and youth/young adults (46-47%).
 - health/mobility issues are more apt to deter the oldest residents, aged 75 and over (38%) and naturally those with physical disabilities (32%).

➤ Mode of Transportation to Parks/Open Spaces

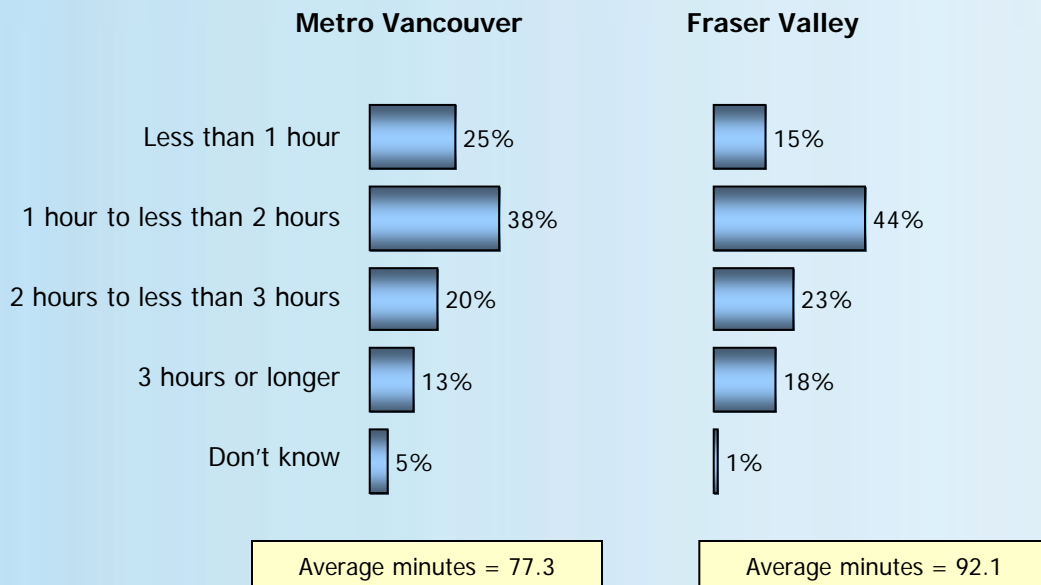


Base: Total who visit park/open spaces at least once every two months
Metro Vancouver (n=445)
Fraser Valley (n=152)

Q. 10) IF VISIT AT LEAST ONCE EVERY TWO MONTHS: How do you usually travel to parks or open spaces?

- Not surprisingly, private vehicle is the most popular mode of transportation, especially among Fraser Valley residents. In the City of Vancouver vehicle use drops to 42% but the majority use vehicles in all other areas.
- In fact, vehicle use predominates across demographic segments except among frequent users of parks/open spaces in the cold months of the year—when walking and vehicle use are about equal (46% and 43%, respectively).
- In contrast, 30% of frequent users in the warm months walk to parks/open spaces vs. 55% using a private vehicle. Perhaps residents are more apt to use local (walking distance) parks in the winter months and travel further distances in the summer months for perhaps longer hikes/activities.
- Walking is mentioned most by the oldest segment (43% of those aged 75 and over).
- Public transit is used largely by youth (16% of the 16-24 year old group and 13% of the 25-34 year group).

➤ Maximum Time Would Travel for Outdoor Day Trip

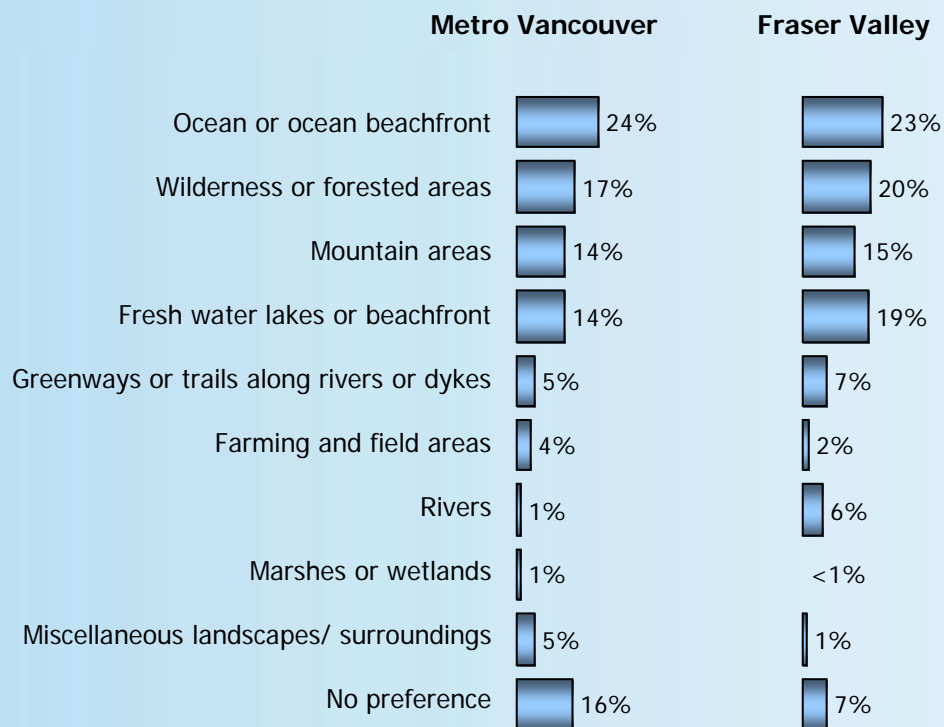


Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.11) If you were doing a day trip to participate in outdoor recreation, what is the maximum amount of time that you would spend to travel to a destination or park?

- Regardless of where they live or what municipality, most people expect to travel an hour or more to a destination or park for an outdoor recreational day trip. But, the limit for a majority of residents is under 2 hours.
 - Metro Vancouverites would spend up to 77 minutes on average,
 - Fraser Valley residents would tolerate a trip length of over 90 minutes on average.
- More tolerant of longer travel times, on average, are:
 - men (84 minutes)
 - those under 35 years (88 minutes)
- Desiring shorter travel times, on average, are:
 - South Asian-born (50 minutes)
 - Chinese-born (60 minutes)
 - Those with physical disabilities (70 minutes)

► Landscape or Surroundings Prefer



- Area residents are divided in their preference of landscape or surroundings when active in outdoor recreation.
- Although ocean and beachfront is in the lead, several other types of surroundings are in second or close second place. These include:
 - wilderness or forested areas,
 - mountain areas and
 - fresh water lakes or lake beachfronts
- Ocean settings are somewhat more favoured by:
 - Chinese-born (35%)
 - Women (29%)
 - More affluent (\$60k+) households (27%)

Base: Total Metro Vancouver (n=600)
Total Fraser Valley (n=200)

Q.12) When participating in outdoor recreational activities, what type of landscape or surroundings do you prefer?

➤ Services/Facilities Important to Park Visitors

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Washrooms	67	71
Water fountains	16	10
Food concessions	14	8
Parking	11	7
Picnic area	9	12
Well maintained trails	8	6
Seating areas/ benches	8	4
Garbage cans/ recycle containers	7	8
Maps/ marked trail information	5	3
Children's playground	5	6
Security/ park patrols	3	4
Swimming area	3	2
Waterfront/ beaches	3	2
Clean facilities	2	3
BBQ area/ fire pit	2	1
Showers/ changing rooms	2	3
Miscellaneous services/ facilities	12	10
Nothing	14	12

Q.13) What services or facilities are important for you to have when visiting regional or large parks?

- Washrooms are by far the most needed facility for visitors to large or regional parks. There is broad agreement on this provision across all demographic groups, but particularly among those with school-age children (81%).
- Other services/facilities with some demand include:
 - water fountains
 - food concessions
 - parking and
 - picnic areas.
- Among parents of children under age 6, playgrounds are important to 21%.
- Among Chinese-born, water fountains are important to 22%.
- Among persons with disabilities and those of European descent, 13-14% want well maintained trails. Another 4% of those with disabilities specifically request wheelchair access.

➤ Services/Facilities or Information Lacking

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Services/Facilities		
Washrooms	11	6
Parking	5	6
Security/ park patrol	4	4
Water fountains	3	1
Garbage cans/ recycle containers	3	4
Food concessions	3	<1
Seating areas/ benches	3	<1
Clean facilities	1	3
Dedicated dog area	1	2
Picnic area	1	2
BBQ area/ fire pit	1	2
Miscellaneous services/ facilities	9	4
Information	13	14
Maps/ marked trail information	4	4
Services available	3	5
Location of parks	2	3
Hours	1	<1
Nothing	59	64

Q.14) And what services, facilities or information do you feel is lacking or inadequate in our regional or large parks?

- A majority of residents do not find anything lacking in the realm of services, facilities or information.
- Furthermore, among those who find inadequacies, no single area is overwhelmingly cited.
- But information deficiencies as a group are noted by about 13-14% of residents, with requests for maps with marked trails, and information about services available.
- Other aspects found lacking, but by only about 10% or fewer, are:
 - washrooms (6-11%)
 - parking (5-6%)
 - security/park patrol (4%)
- More vocal about inadequacies are:
 - South-Asian born (38% re: washrooms and 14% re: seating) perhaps because their favoured activities are picnicking and field sports.

➤ Demographic Characteristics

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Gender		
Male	48	48
Female	52	52
Age		
16 to 17	4	4
18 to 24	11	7
25 to 34	16	24
35 to 44	20	22
45 to 54	20	17
55 to 64	14	11
65 to 74	8	9
75 years or better	8	7
Refused	<1	--
Marital Status		
Single	44	34
Married or common-law	54	66
Refused	2	1

continued

➤ Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Employment Status		
Employed	58	64
Full-time	47	50
Part-time	11	15
Retired	21	20
Student	11	4
Unemployed	6	6
Homemaker and not employed outside the home	5	6
Refused	2	1
Country of Birth		
Canada	63	84
Elsewhere	36	16
Europe	11	5
China	7	--
India/ Pakistan	6	<1
United States	2	4
Latin/ South America	2	2
Africa	2	3
Philippines	1	<1
Middle East	1	<1
Australia/ New Zealand	1	1
Korea	1	--
Other	3	1
Refused	2	1

continued

► Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Languages Spoken in Home		
English only	57	82
French	9	8
Punjabi	7	1
Cantonese	7	--
Mandarin	6	1
Spanish	3	2
Japanese	2	2
Tagalog	1	<1
Farsi	1	--
Korean	1	--
Miscellaneous	13	5
Refused	1	<1
Level of Education		
Less than grade 12	6	10
Grade 12 graduation	24	37
Technical or vocational school	10	15
University degree or college diploma	43	35
Post-graduate degree	12	3
Refused	5	1

continued

► Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Years Lived in Metro Vancouver/FV		
Less than 5 years	9	10
5 to 9	7	10
10-14	8	9
15-19	13	16
20-24	12	11
25-29	6	5
30-34	9	12
35-39	7	9
40-49	14	9
50 or more	11	10
Refused	4	1
Average years	27 years	25 years
Disabilities or Health Issues		
Yes	13	19
No	86	81
Refused	2	1
Disabilities (those who stated yes)	Base (n=85)	Base (n=47)
Visual	4	--
Physical	87	86
Both	7	9
Refused	1	5

continued

► Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (600) %	<u>Fraser Valley</u> (200) %
Require Wheelchair Access	Base (n=80)	Base (n=45)
Yes	10	11
No	90	89
Household Income		
Less than \$60,000	36	39
Less than \$40,000	18	20
\$40,000 to less than \$60,000	14	18
Refused	4	1
\$60,000 or more	42	44
\$60,000 to less than \$80,000	12	15
\$80,000 to less than \$100,000	11	15
\$100,000 or more	17	10
Refused	3	4
Refused	21	18



LEES + Associates
Landscape Architects



MUSTEL GROUP
MARKET RESEARCH

URBAN FUTURES
Strategic Research to Manage Change

Questionnaire Record of Calls

➤ Record of Calls

	<u>Total</u>
Total number of attempted	12,088
Not in service/ number changed/ moved/ respondent not at this number/ listing error	1,285
Business/ fax/ modem line	376
Cell phone/ teen phone	17
Total eligible numbers	10,410
Busy	168
No answer	1,423
Answering machine	3,411
Selected/ eligible respondent not available (includes out-standing callbacks/ appt.)	1,098
Illness/ incapable	178
Language problem	509
Total asked	3,623
Household/ respondent refusal	2,419
Qualified respondent break-off (partial complete refusal/ partial complete callback)	31
Co-operative contacts	1,173
Disqualified/ quota filled during screening process	373
Completed Interview	800
% of total sample	6.6%
% of total eligible numbers	7.7%
% of total co-op. contacts	68.2%



Regional Park Quantitative Survey (B128) FINAL

Intro/Screener

Hello, I'm ____ of Mustel Group Market Research, a professional research firm. We are conducting a survey about community needs on behalf of Metro Vancouver/Fraser Valley Regional District. Please be assured we are not selling or soliciting anything and all responses are kept strictly confidential.

May I please to speak to the person in this household, who is 16 years of age or over and whose birthday comes next?

Persuaders—only if needed:

- This is strictly an opinion survey; we are not selling or soliciting anything.
- Your number was selected at random for participation in this research.
- All responses are strictly confidential and anonymous; your identity is never revealed to anyone else, including the client.
- The survey will take approximately 10 to 15 minutes depending on your responses.
- IF ASKS WHO METRO VANCOUVER IS: Metro Vancouver formerly known as the GVRD delivers regional services on behalf of Lower Mainland municipalities.

A. GENDER **[OBSERVE & RECORD]**

MALE

FEMALE

Outdoor Recreation Activities

1. How important is outdoor recreation to you compared to other interests? Is it: READ SCALE
Very important
Somewhat important
Slightly important
Not important at all



Regional Park Quantitative Survey (B128) FINAL

- 2a. Thinking about both warm and cold weather months, what outdoor recreation activities, if any do you do during the year? ? PROBE: Any others?

WALKING OR HIKING FOR PLEASURE OR EXERCISE
CYCLING ON DYKES, FLAT TRAILS, OR GROOMED TRAILS
MOUNTAIN BIKING ON TRAILS
CAMPGROUND CAMPING
BACKPACK CAMPING
DRIVING MOTORIZED OFF-ROAD VEHICLES SUCH AS ATV'S, MOTORCYCLES,
SNOWMOBILES
NATURE OR WILDLIFE VIEWING
NON-MOTORIZED BOATING SUCH AS CANOES, KAYAKS, SCULLS, ETC.
MOTORIZED BOATING OR SAILING
ROCK CLIMBING
FISHING
HORSEBACK RIDING
OUTDOOR SWIMMING & BEACH ACTIVITIES
SKIING OR SNOWBOARDING
PICNICKING IN SMALL GROUPS SUCH AS IMMEDIATE FAMILY AND FRIENDS
PICNICKING IN ORGANIZED LARGE GROUPS
ORGANIZED FIELD SPORTS SUCH AS SOCCER
OUTDOOR EVENTS SUCH AS CONCERTS, INTERPRETIVE TOURS, FESTIVALS, ETC.
TENNIS
GOLF

- b. FOR EACH LISTED BELOW AND NOT MENTIONED IN Q2a ASK: Have you participated in the following outdoor recreation activities in the past 12 months:

Walking or hiking for pleasure or exercise
Cycling on dykes, flat trails, or groomed trails
Mountain biking on trails
Campground camping
Backpack camping
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles
Nature or wildlife viewing
Non-motorized boating such as canoes, kayaks, sculls, etc.
Motorized boating or sailing
Rock climbing
Fishing
Horseback riding
Outdoor Swimming & beach activities
Skiing or snowboarding
Picnicking in small groups such as immediate family and friends
Picnicking in organized large groups
Organized field sports such as soccer
Outdoor events such as concerts, interpretive tours, festivals, etc.



Regional Park Quantitative Survey (B128)

FINAL

- c. FOR EACH LISTED: And approximately how many times in the past 4 weeks have you participated in..

Walking or hiking for pleasure or exercise
Nature or wildlife viewing
Cycling on dykes, flat trails, or groomed trails

- d. FOR EACH LISTED: And approximately how many times in the past 12 months have you participated in...

Mountain biking on trails
Campground camping
Backpack camping
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles
Non-motorized boating such as canoes, kayaks, sculls, etc.
Motorized boating or sailing
Rock climbing
Fishing
Horseback riding
Outdoor Swimming & beach activities
Skiing or snowboarding
Picnicking in small groups such as immediate family and friends
Picnicking in organized large groups
Organized field sports such as soccer
Outdoor events such as concerts, interpretive tours, festivals, etc.

3. Are there any outdoor recreation activities that you plan to start doing or doing more often in the next year?

ONLY ASKED OF 18+

- 4a. Do you have children under the age of 16 years?

Yes

No SKIP TO Q.6

- b. Do you have children:
5 years or under?
6 to 10 years of age?
11 to 15 years of age?

- 5a. THOSE WITH CHILDREN 6-10 YRS

What type of outdoor recreation activities does your child or children that are 6 to 10 years of age enjoy?

- 5b. THOSE WITH CHILDREN 11-15 YRS:

What type of outdoor recreation activities does your child or children that are 11 to 15 years of age enjoy?

Regional Park Quantitative Survey (B128) FINAL

Outdoor Space Usage Patterns

6. What parks or other open space areas do you tend to use for outdoor recreation activities? PROBE FOR NAME
IF NONE, ASK Q7 AND THEN SKIP TO Q11
7. Thinking specifically of regional or large parks in the Metro Vancouver and Fraser Valley area, which other ones come to mind or can you name if any? DO NOT READ LIST

METRO VANCOUVER AREA:

AMBLESIDE
BELCARRA
BOUNDARY BAY
BURNABY LAKE
CAMPBELL VALLEY
CAPILANO RIVER
CENTRAL PARK
COLONY FARM
DEER LAKE
DEAS ISLAND
IONA BEACH
LYNN VALLEY HEADWATERS
MOODY PARK
PACIFIC SPIRIT PARK/UBC ENDOWMENT LANDS
STANLEY PARK
SPANISH BANKS
TROUT LAKE

FRASER VALLEY AREA:

CASCADIA FALLS
CHEAM LAKE
DEWDNEY NATURE PARK
ISLAND 22
NEILSON
SUMAS MOUNTAIN
THACKER
THOMPSON

SCHOOL PLAYGROUNDS
SMALL LOCAL PARKS
NEIGHBOURHOOD STREETS
OCEAN/RIVER FRONTS
OTHER: SPECIFY
NONE



Regional Park Quantitative Survey (B128)

FINAL

8a. IF LIST PARK/AREA IN Q.6 ASK How frequently do you visit these parks or open spaces in the warm weather months?

b. In cold weather months?
READ SCALE

More than once a week PROBE: Approximately how many times per week?

About once a week

2-3 times a month

About once a month

About once every two months

Less often

9. IF VISIT PARKS/AREAS IN Q.8a or b, LESS THAN ONCE A WEEK: What prevents you from visiting parks or open spaces more often? PROBE: Any other reasons? PROBE FULLY DO NOT READ LIST

TOO BUSY: PROBE

FAMILY COMMITMENTS

WORK COMMITMENTS

SCHOOL COMMITMENTS

OTHER: SPECIFY

HEALTH ISSUES/LIMITED MOBILITY

HAVE NO ONE TO GO WITH/SINGLE

WEATHER

NO CAR

LACK OF TRANSIT SERVICE

TRAVEL DISTANCE/TIME TOO FAR

COST

DON'T KNOW WHERE TO GO

PREFER OTHER ACTIVITIES

OTHER: SPECIFY

NOTHING

10. IF VISIT AT LEAST ONCE EVERY TWO MONTHS: How do you usually travel to parks or open spaces?

Vehicle

Public transit

Bike

Walk

Other



Regional Park Quantitative Survey (B128)

FINAL

11. If you were doing a day trip to participate in outdoor recreation, what is the maximum amount of time that you would spend to travel to a destination or park?

___ minutes ___ hours

12. When participating in outdoor recreational activities, what type of landscape or surroundings do you prefer? PROBE WITH LIST IF NECESSARY

OCEAN OR OCEAN BEACHFRONT

FRESH WATER LAKES OR BEACHFRONT

RIVERS

MARSHES OR WETLANDS

GREENWAYS OR TRAILS ALONG RIVERS OR DYKES

WILDERNESS OR FORESTED AREAS

MOUNTAIN AREAS

FARMING AND FIELD AREAS

OTHER: SPECIFY

Regional/Park Awareness and Needs

13. What services or facilities are important for you to have when visiting regional or large parks? PROBE: Anything else? PROBE FULLY. DO NOT READ LIST

WASHROOMS

WATER FOUNTAINS

PARKING

PICNIC AREA

WATERFRONT/BEACHES

SWIMMING AREA

CHILDREN'S PLAYGROUND

SEATING AREAS/BENCHES

FOOD CONCESSIONS

OTHER: SPECIFY

14. And what services, facilities or information do you feel is lacking or inadequate in our regional or large parks? PROBE: Anything else? PROBE FULLY

WASHROOMS

WATER FOUNTAINS

PARKING

PICNIC AREA

WATERFRONT/BEACHES

SWIMMING AREA

CHILDREN'S PLAYGROUND

SEATING AREAS/BENCHES

FOOD CONCESSIONS

INFORMATION:

PROBE: Hours

Location of parks

Services available

Other SPECIFY

OTHER: SPECIFY



Regional Park Quantitative Survey (B128)

FINAL

15a. If available in regional or large parks, would you be likely to use:

Public gardening plots
Motorized or off-road vehicle trails
Mountain biking trails

- b. Do you have a dog? IF YES ASK:
If available in regional or large parks, would you be likely to use:
Places to walk your dog on-leash
Places to walk your dog off-leash

BASIC DATA

We have just a few more questions to ensure we are speaking to a representative group of people in the community.

A. Into which of the following age categories may I place you?

16 to 17
18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 to 74 years
75 years or better

B. What is your marital status?

Single
Married or common-law

C. Are you: ACCEPT MULTIPLE RESPONSES

Employed: PROBE: Full-time or part-time
Unemployed
Homemaker and not employed outside the home
Retired
Or a student



Regional Park Quantitative Survey (B128)

FINAL

Di. Were you born in Canada or elsewhere? IF ELSEWHERE PROBE

Canada

Elsewhere:

China

Europe

India/Pakistan

Japan

Korea

Latin/South America

Middle East

Philippines

United States

Vietnam

Other SPECIFY

E. Other than English, are there any other languages spoken in your home?

Only English

French

Cantonese

Farsi

Japanese

Korean

Mandarin

Punjabi

Spanish

Tagalog

Other SPECIFY

F. What is the highest level of education you have had the opportunity to complete?

(READ)

Less than Grade 12

Grade 12 graduation

Technical or vocational school

University degree or college diploma

Post-graduate degree



Regional Park Quantitative Survey (B128) FINAL

G. How many years have you lived in Greater Vancouver/ Fraser Valley?

H. Do you have any physical disabilities or health issues that limit your mobility?

Yes PROBE: Visual or physical?

IF PHYSICAL: Do you require wheelchair access?

No

I. Which of the following categories best describes your total annual household income before taxes?

Less than \$60,000

Is that:

Less than \$40,000

\$40,000 to less than \$60,000

Or \$60,000 or more

Is that:

\$60,000 to less than \$80,000

\$80,000 to less than \$100,000

\$100,000 or more

J. POSTAL CODE

Those are all the questions I have. Thanks you very much for your time.

Regional Outdoor Recreation Opportunities Study – On-line Survey Results



Submitted to:



November 2010

➤ Introduction

As part of the Regional Outdoor Recreation Study, a quantitative survey in the format of a random telephone survey was conducted among residents of Metro Vancouver and Fraser Valley Regional District .

An open access web survey was also conducted to enable interested individuals to participate in the research. A link to the survey was posted on Metro Vancouver's website, with posters distributed at regional parks and notice provided to various organizations.

A total of 758 surveys were completed, 586 by Metro Vancouver residents and 172 by Fraser Valley residents. As the sample of respondents were not randomly selected, the findings must be interpreted with caution. The sample is composed of individuals who are avid outdoor recreationists and demographically skewed to males, younger residents and those without children. But the findings do provide insight to the habits and views of regular users of the regional park system.

The web survey was open from September 29 to November 15, 2010. The questionnaire is appended to the report. This report provides a summary of the findings from the on-line survey with comparisons to those obtained from the random survey.

Demographic Characteristics of On-line Survey Sample

➤ Demographic Characteristics

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Gender		
Male	63	63
Female	37	37
Age		
Under 18	2	1
18 to 24	4	2
25 to 34	16	20
35 to 44	22	20
45 to 54	23	20
55 to 64	20	22
65 to 74	12	13
75 years or better	2	1
Marital Status		
Single	32	22
Married or common-law	62	74
Refused	6	4

The profile of on-line survey participants resembles the profile of park users as revealed in the market survey. They vary demographically from the general population in the following respects:

- Skewed to males (63% male whereas they represent 48% of the population);
- Slightly skewed to those 35 to 64 years of age, for example, 54% of the Metro Vancouver population and 50% of Fraser Valley residents are in this age group yet they account for approximately 63% of the respondents to the web survey);
- Male respondents are skewed considerably younger than the female respondents;
- More inclined to be married or living common-law;

continued

➤ Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Employment Status		
Employed	71	73
Full-time	61	62
Part-time	10	11
Retired	19	20
Student	6	1
Unemployed	2	2
Homemaker and not employed outside the home	1	3
Refused	4	4
Country of Birth		
Canada	75	84
Elsewhere	23	13
Europe	14	12
United States	3	-
Australia/ New Zealand	2	-
Africa	1	1
Latin/ South America	1	1
Middle East	1	-
India/ Pakistan	1	-
Japan	1	-
China	<1	1
Korea	<1	-
Other	<1	-
Refused	1	2

- More inclined to be employed (over 70% working versus about 60% in the general population);
- More likely to be born in Canada (for example less than 1% of surveys completed by those born in China);

continued

➤ Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Languages Spoken in Home		
English only	83	86
French	7	6
Spanish	2	2
Japanese	1	1
Cantonese	1	1
Mandarin	1	1
Punjabi	1	-
Korean	<1	1
Farsi	<1	1
Tagalog	<1	-
Miscellaneous languages	9	9
Level of Education		
Less than grade 12	2	2
Grade 12 graduation	9	30
Technical or vocational school	19	17
University degree or college diploma	45	30
Post-graduate degree	21	15
Refused	3	6

- As a result, a higher proportion only speak English at home;
- Are slightly better educated;

continued

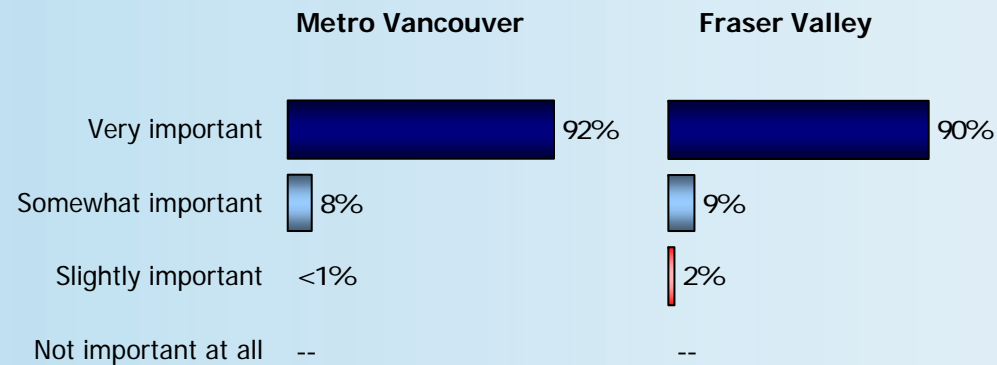
➤ Demographic Characteristics (cont'd)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Ave. # Years Lived Region	30 years	32 years
Household Income		
Less than \$60,000	23	36
Less than \$40,000	10	17
\$40,000 to less than \$60,000	12	17
Refused	1	2
\$60,000 or more	58	46
60,000 to less than 80,000	15	19
\$80,000 to less than \$100,000	13	12
\$100,000 or more	26	13
Refused	4	2
Refused	19	19
Disabilities or Health Issues		
Yes	7	6
No	92	91
Refused	2	4
Disabilities (those who stated yes)	Base (n=39)	Base (n=10)
Physical	95	100
Both	5	0
Require Wheelchair Access	Base (n=39)	Base (n=10)
Yes	8	-
No	92	100

- As a result of attracting fewer ethnic respondents, the web participants have lived in the region for a slightly longer period of time on average;
- Slightly more affluent (as a higher proportion are in their peak earning years);
- As the web participants are younger, lower incidence of those with disabilities or health issues.

Outdoor Recreation Activities

➤ Importance of Outdoor Recreation

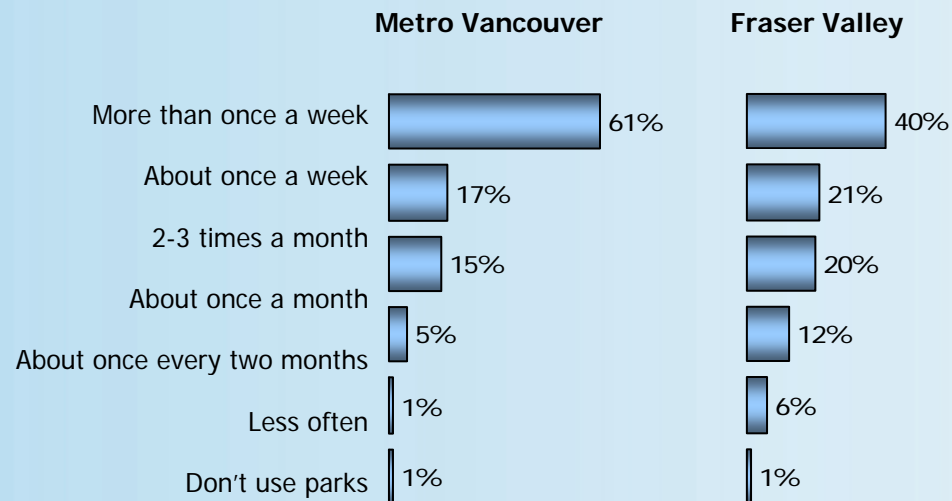


Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.1) How important is outdoor recreation to you compared to other interests?

- The on-line survey has clearly attracted those for whom outdoor recreation is a key priority. Over nine-in-ten rate outdoor recreation "very important" compared to other interests in contrast to six-in-ten in the random population survey.
- And while we found some differences by demographic segments in the market survey, there were no significant difference in the on-line survey, further evidence that the survey attracted ardent outdoor recreationalists regardless of their demographic make-up.

Frequency of Visiting Parks/Open Spaces in Warm Weather Months

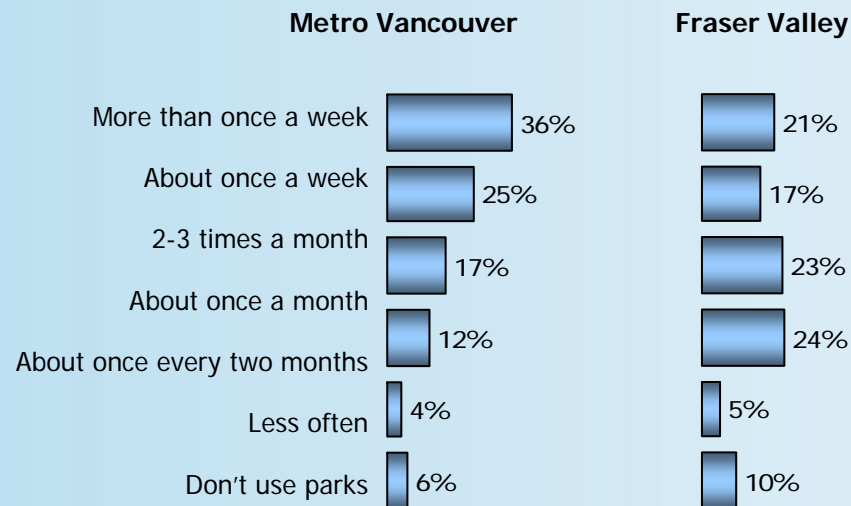


Base: Total Metro Vancouver (n=385)
Total Fraser Valley (n=112)

Q.8a) How frequently do you visit these parks or open spaces in the warm weather months?

- The frequency at which parks or open space are visited is also considerably higher than found in the random population survey.
- In warm weather months, over six-in-ten Metro Vancouver residents and four-in-ten Fraser Valley residents (in contrast to only one-in-four in the random survey) visit a park or open space more than once a week.

Frequency of Visiting Parks/Open Spaces in Cold Weather Months



Base: Total Metro Vancouver (n=385)
Total Fraser Valley (n=112)

Q.8b) How frequently do you visit these parks or open spaces in the cold weather months?

- As found in the random survey, usage is much less frequent in cold weather months but the on-line participants are more active outdoors on average.
- For example 61% of Metro Vancouver respondents and 38% of Fraser Valley residents report to visit a park or open space once a week or more often (in contrast to only one-in-five residents in the random survey).

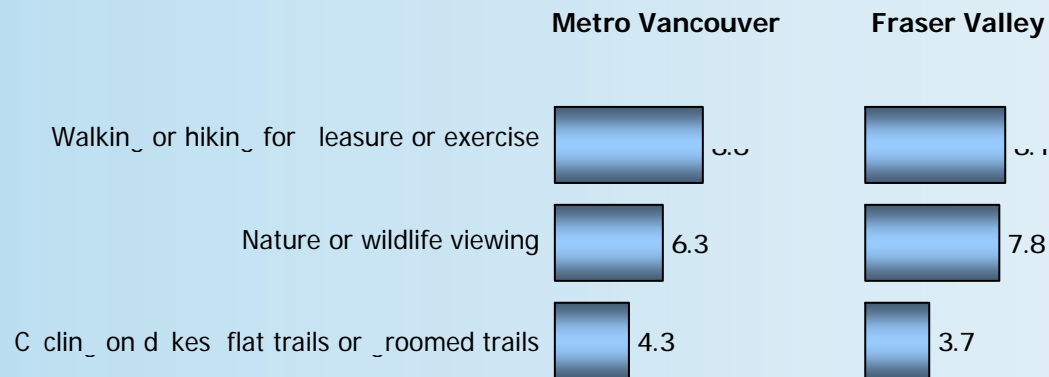
➤ Recreation Activities Participated in Past 12 Months

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Walking or hiking for pleasure or exercise	90	90
Nature or wildlife viewing	57	63
Cycling on dykes, flat trails or groomed trails	51	55
Outdoor swimming & beach activities	49	49
Campground camping	47	58
Picnicking in small groups (immediate family/friends)	44	56
Skiing or snowboarding	37	33
Non-motorized boating e.g., canoes, kayaks, sculls, etc.	36	32
Outdoor events e.g., concerts, interpretive tours, festivals, etc.	34	38
Mountain biking on trails	34	21
Backpack camping	28	24
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	24	27
Fishing	19	27
Motorized boating or sailing	18	18
Organized field sports such as soccer	11	7
Picnicking in organized large groups	9	15
Rock climbing	9	11
Horseback riding	6	10

Q.2b) Have you participated in the following outdoor recreation activities in the past 12 months?

- As found in the random survey, walking or hiking for pleasure is reported in the on-line survey as the most popular and common outdoor recreation activity.
- Other common activities among this population include:
 - Nature/wildlife viewing
 - Cycling on trails
 - Swimming/beach activities
 - Campground camping
- This group appears to be more engaged than those in the random survey in physical or active sports. They are less likely to participate in such activities as picnicking, outdoor events and even beach activities, and report higher levels of participation in such activities as campground and backpack camping, skiing or snowboarding, mountain biking and driving motorized outdoor vehicles. This is likely due to the fact that the sample is skewed to younger males.

➤ No. of Times Participated in Past 4 Weeks (*Per user*)

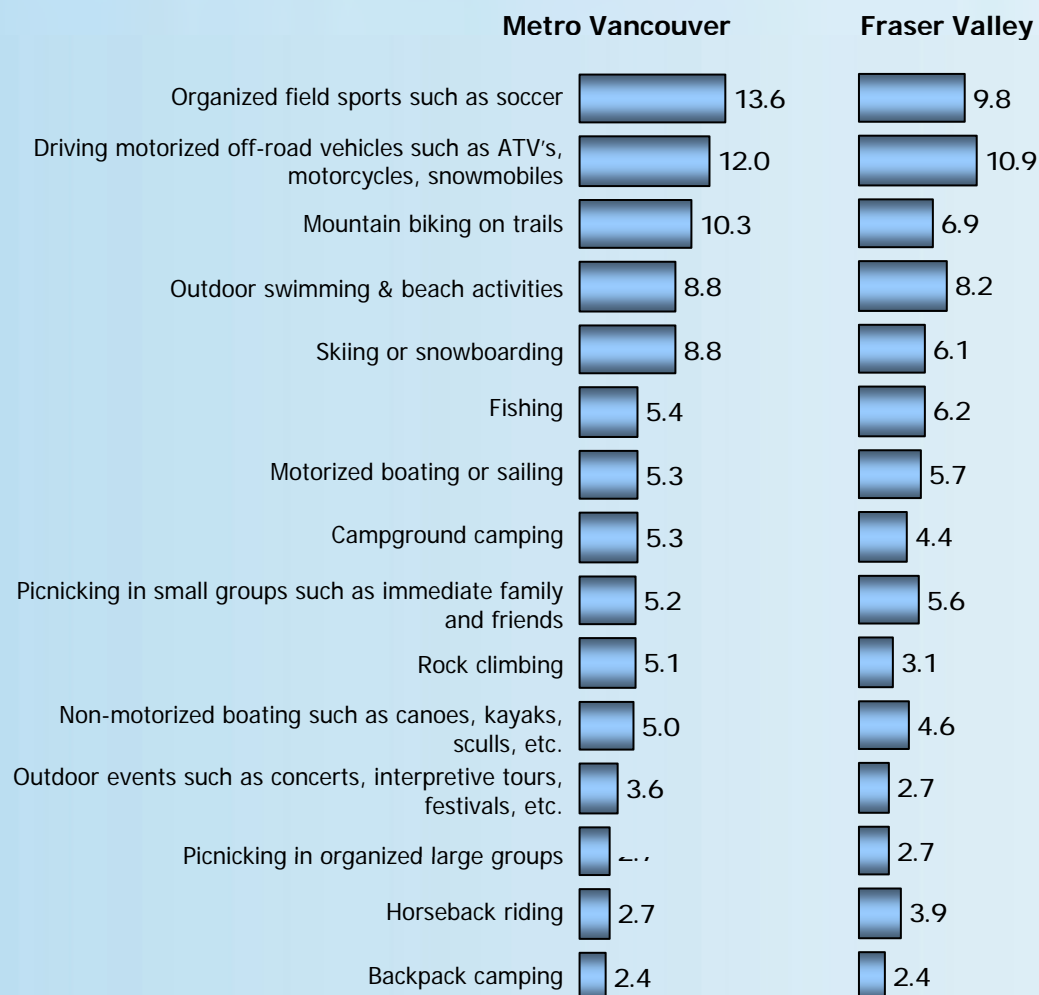


Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.2c) And approximately how many times in the past 4 weeks have you participated in..

- The findings in terms of frequency at which specific activities are undertaken are similar to those found in the random survey with a few exceptions.
- The frequency at which respondents engage in walk or hiking is slightly lower (approximately 8 times per month) than reported in the random survey (approximately 12 times).

➤ No. Of Times Participated in Past 12 Months (*Per user*)



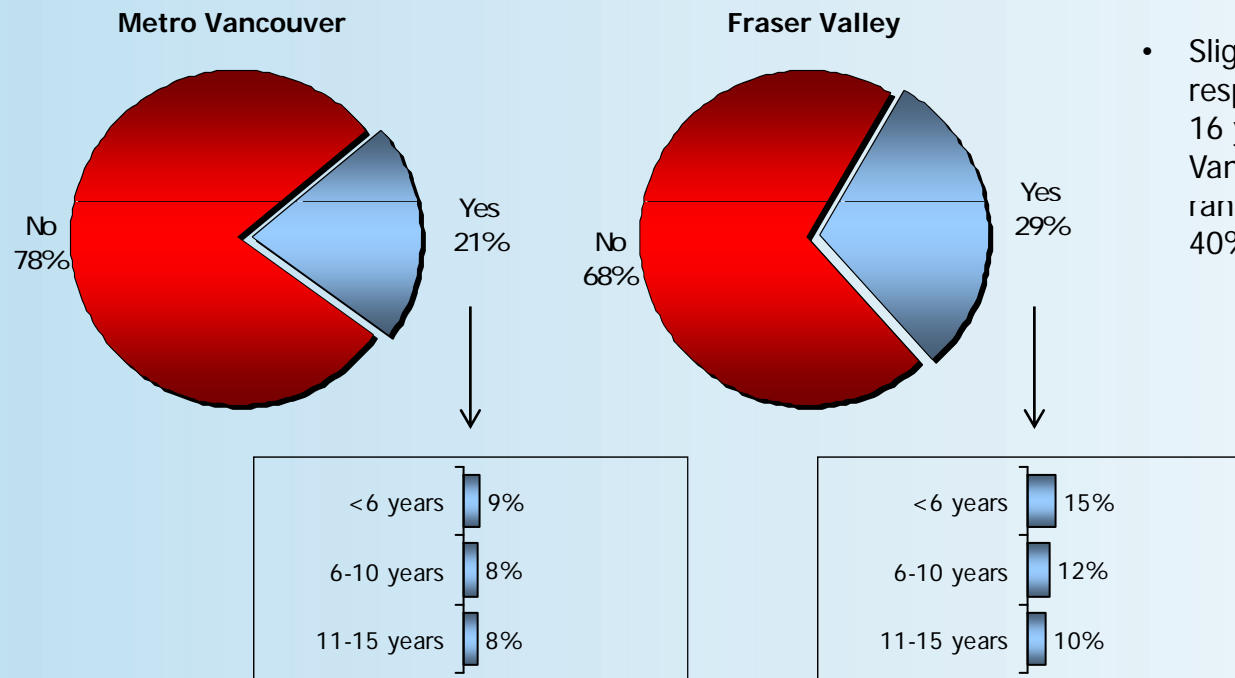
- In addition to higher proportions participating in the following activities, the frequency at which they are undertaken is also higher than found in the random survey:

- Mountain biking (by MV respondents)
- Skiing or snowboarding
- Driving off-road motorized vehicle (particularly by MV respondents)
- Campground camping

Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.2d) And approximately how many times in the past 12 months have you participated in...

Children Under 16 Years



- Slightly smaller proportions of respondents have children under 16 years of age (21% in Metro Vancouver versus 24% in the random survey, and 29% versus 40% in the Fraser Valley).

Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.4a) Do you have children under the age of 16 years?

➤ Outdoor Activities of Children 6 to 15 Years (Prompted)

	<u>Metro Vancouver</u>	<u>Fraser Valley*</u>
	(82)	(30)
	%	%
Outdoor swimming & beach activities	66	77
Campground camping	63	80
Cycling on dykes, flat trails or groomed trails	62	73
Walking or hiking for pleasure or exercise	57	73
Picnicking in small groups such as immediate family and friends	44	43
Skiing or snowboarding	42	40
Mountain biking on trails	38	23
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	37	43
Organized field sports such as soccer	37	37
Fishing	34	47
Nature or wildlife viewing	31	30
Cycling on roadway/ bike routes	26	60
Non-motorized boating such as canoes, kayaks, sculls, etc.	26	20
Outdoor events such as concerts, interpretive tours, festivals, etc.	24	50
Motorized boating or sailing	20	37
Horseback riding	16	30
Backpack camping	16	7
Picnicking in organized large groups	13	10
Running/ jogging	12	20
Rock climbing	10	10
Golf	9	17
Tennis	5	7
Miscellaneous	18	10
None	1	-

* Interpret with caution small base size

Q.5a) What type of outdoor recreation activities does your child or children that are 6 to 10 years of age enjoy?

Q.5b) What type of outdoor recreation activities does your child or children that are 11 to 15 years of age enjoy?

- As the list of potential activities was prompted on the on-line survey (whereas it was unprompted on the random survey for time efficiencies direct comparison of the results cannot be made. However, the overall patterns are the same with swimming/beach activities, cycling on groomed trails, and walking/hiking being at the top of the list. Likely reflecting the activities of their parents in the sample, campground camping is also high on the list.

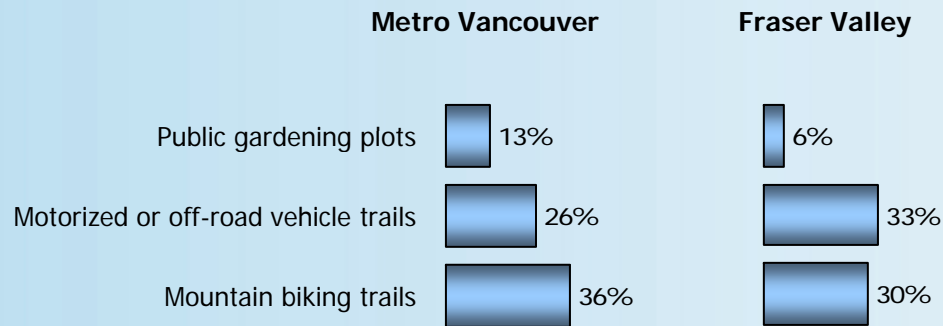
Outdoor Activities Plan to Start/Do More in Next Year (Prompted)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Walking or hiking for pleasure or exercise	47	59
Cycling on roadway/ bike routes	31	34
Cycling on dykes, flat trails or groomed trails	29	41
Nature or wildlife viewing	28	31
Skiing or snowboarding	26	26
Campground camping	24	35
Outdoor swimming & beach activities	23	27
Running/ jogging	22	25
Mountain biking on trails	21	17
Backpack camping	21	23
Non-motorized boating such as canoes, kayaks, sculls, etc.	20	23
Picnicking in small groups	18	29
Outdoor events such as concerts, interpretive tours, festivals, etc.	16	21
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles	16	27
Fishing	14	20
Rock climbing	10	5
Golf	10	12
None	9	5
Motorized boating or sailing	8	13
Tennis	6	10
Horseback riding	6	8
Organized field sports such as soccer	4	5
Picnicking in organized large groups	4	5
Miscellaneous	14	17

Q.3) Are there any outdoor recreation activities that you plan to start doing or doing more often in the next year?

- As in the random survey, respondents were further asked what outdoor activities they plan to start, or do more of in the next year to gain a sense of future demand. A list of potential activities was provided (whereas the question was open-ended or unprompted on the telephone survey).
- The findings are similar with the following topping the list: walking/hiking, cycling on groomed trails, nature or wildlife viewing, skiing/ snowboarding and in the Fraser Valley in particular, campground camping.

➤ Interest in Specific Activities/Services



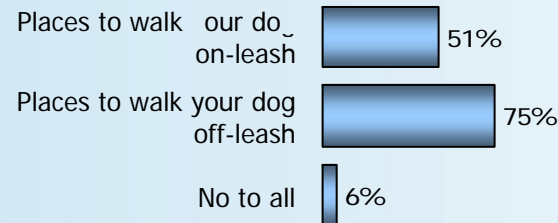
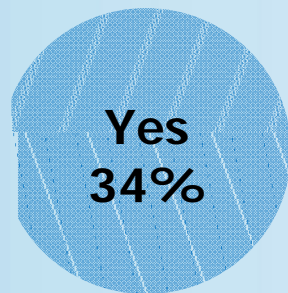
Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.15a) If available in regional or large parks, would you be likely to use:

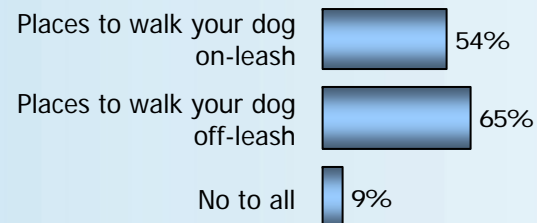
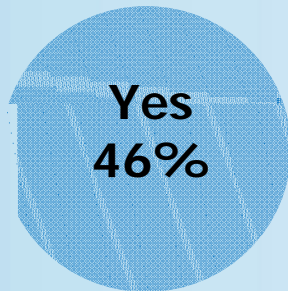
- As in the random survey, interest was measured in specific activities in regional or large parks.
- We found similar levels of interest in mountain biking trails, and demand for motorized or off-road vehicle trails as in the random survey.
- Less interest is expressed in public gardening plots.

➤ Likely Use of Regional or Large Parks for Dog Walking

Metro Vancouver



Fraser Valley



- Among dog owners in each area, greater interest was expressed in the random survey for on-leash areas whereas the on-line survey showed more support for off-leash areas.

Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.15 a) Do you have a dog?

Q.15b) If available in regional or large parks, would you be likely to use:

Outdoor Space Usage Patterns

➤ Parks/Open Spaces Use for Outdoor Activities (Prompted)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Metro Vancouver Area	94	58
Stanley Park	50	29
Grouse Mountain	46	17
Lynn Valley Headwaters	45	10
Buntzen Lake	38	15
Spanish Banks	31	12
Pacific Spirit Park/ UBC Endowment Land	29	9
Capilano River	26	6
Ambleside	25	3
Belcarra	24	8
Burnaby Lake	23	2
Campbell Valley	23	20
Boundary Bay	21	9
Iona Beach	19	5
Colony Farm	16	5
Queen Elizabeth Park	15	8
Deer Lake	14	8
Deas Island	11	2
Trout Lake	10	6
Central Park	7	1
Moody Park	7	2
Bear Creek Park	6	6
Queen's Park	5	1

Q.6) What parks or other open space areas do you tend to use for outdoor recreation activities?

- Residents were provided with a list of parks or outdoor spaces and asked which they tend to use for outdoor activities. Telephone survey respondents were not prompted with a list but responses simply recorded. As a result, much higher incidences of use are recorded from the web survey. But being avid outdoor recreationalists, actual usage levels also are likely higher.
- Stanley Park again tops the list, along with Grouse Mountain and Lynn Valley Headwaters.
- Of regional parks, as in the telephone survey, Pacific Spirit Park is also widely used.

continued

➤ Parks/Open Spaces Use for Outdoor Activities (Prompted)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Fraser Valley Area	60	90
Golden Ears	34	33
Manning	32	55
Harrison	22	67
Cultus Lake	18	65
Sumas Mountain	13	46
Cheam Lake	5	31
Dewdney Nature Park	4	14
Island 22	4	23
Thompson	2	6
Thacker	1	13
Cascade Falls	1	4
Neilson	<1	5
Small local parks	47	50
Ocean/ river fronts	47	44
Other parks/ open spaces	39	38
Neighbourhood streets	36	29
School playgrounds	16	22
None	1	2

Q.6) What parks or other open space areas do you tend to use for outdoor recreation activities?

- In the Fraser Valley, Cultus Lake and Harrison are again reported as being the most popular areas.
- Golden Ears and Manning Park are also popular (among Metro Vancouver residents, more so than Cultus and Harrison Lake).

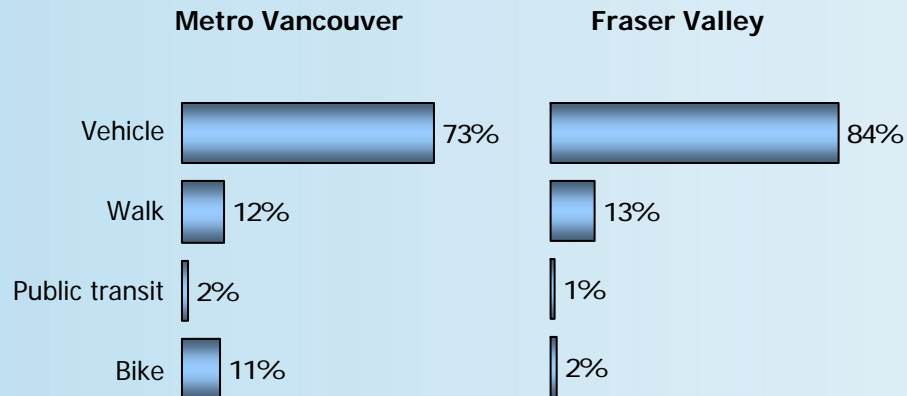
➤ Barriers to Visiting Parks/Open Spaces

	<u>Metro Vancouver</u> (158) %	<u>Fraser Valley</u> (72) %
Too Busy	73	88
Work commitments	55	78
Family commitments	36	47
Time constraints	36	35
School commitments	10	8
Weather	45	36
Travel distance/ time too far	13	7
Have no one to go with/ single	12	7
Lack of transit service	9	8
Health issues/ limited mobility	7	4
Cost	6	7
Prefer other activities	6	6
No car	6	1
Safety concerns	6	4
Too crowded	5	6
Don't know where to go	3	6
Miscellaneous reasons	11	7
Nothing	4	1

Q.9) What prevents you from visiting parks or open spaces more often? Any other reasons?

- Paralleling the findings from the random survey, the most common deterrents to visiting parks and open spaces more often are:
 - a busy lifestyle with mainly work and family commitments taking precedence, and
 - the weather.
- To a much lesser extent, there is some mention of travel distance/time, lack of companionship, and lack of transit service.

Mode of Transportation to Parks/Open Spaces

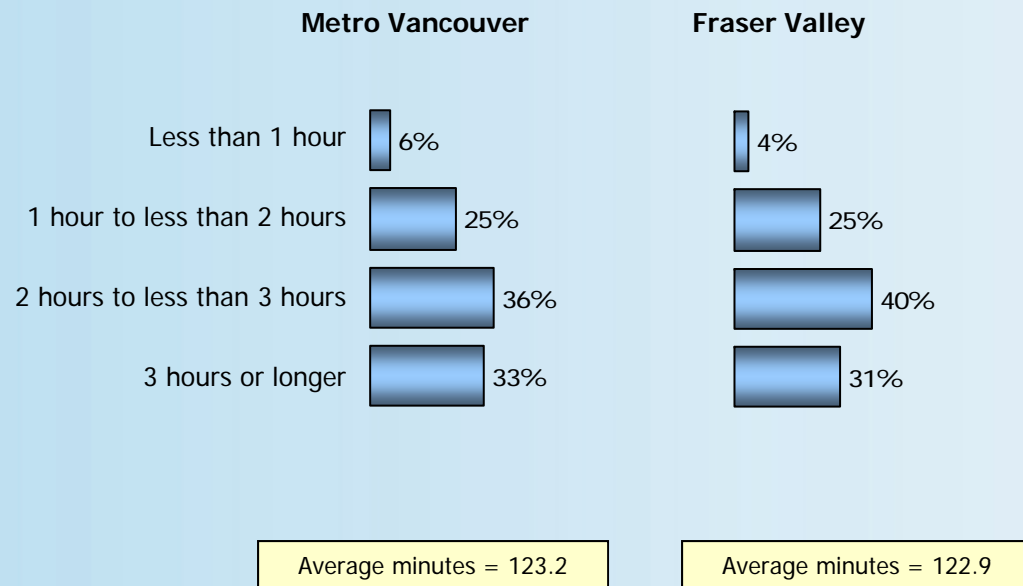


- As found in the random survey, private vehicle is the most popular mode of transportation, especially among Fraser Valley residents. But it only accounts for 55% of travel in the City of Vancouver.

Base: Total who visit park/open spaces at least once every two months
Metro Vancouver (n=383)
Fraser Valley (n=111)

Q.10) IF VISIT AT LEAST ONCE EVERY TWO MONTHS: How do you usually travel to parks or open spaces?

➤ Maximum Time Would Travel for Outdoor Day Trip

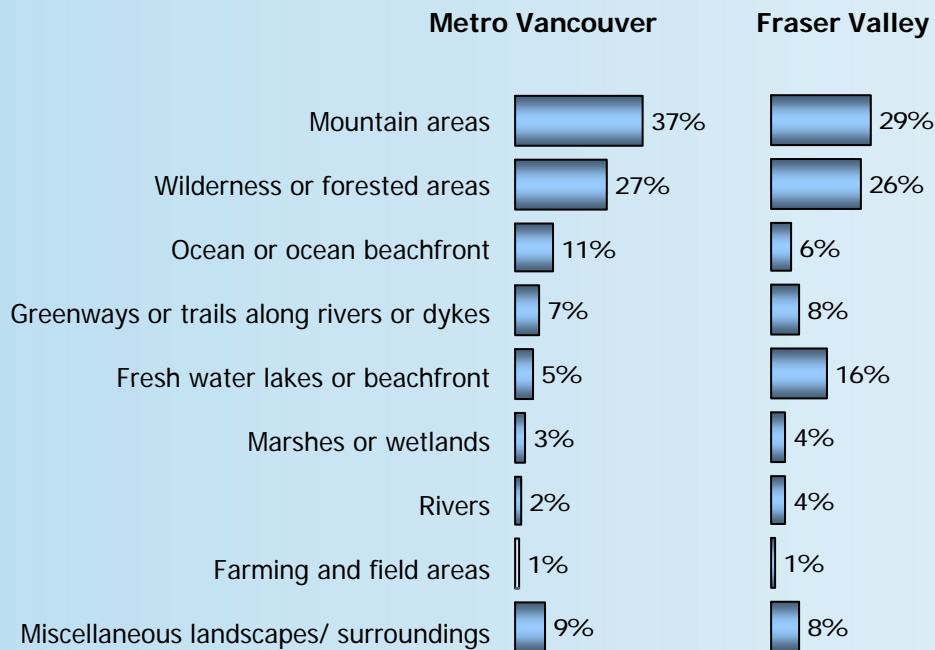


Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

11. If you were doing a day trip to participate in outdoor recreation, what is the maximum amount of time that you would spend to travel to a destination or park?

- As more avid park users, the web respondents would travel an average of two hours if doing a day trip (whereas the average was just over an hour among the random survey respondents).
- While we found that, on average, residents would travel slightly longer, the findings are similar among the on-line respondents.
- But as found in the random survey, males and younger residents will travel farther than others.

➤ Preferred Landscape or Surroundings



- The on-line survey respondents were more inclined than the random respondents to prefer mountain areas and wilderness or forested areas over ocean or ocean waterfront areas (as found in the random survey).

Base: Total Metro Vancouver (n=586)
Total Fraser Valley (n=172)

Q.12) When participating in outdoor recreational activities, what type of landscape or surroundings do you prefer?

➤ Services/Facilities Important to Park Visitors (Prompted)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Washrooms	64	67
Parking	63	63
Well maintained trails	57	62
Maps/ marked trail information	56	65
Garbage cans/ recycle containers	47	58
Clean facilities	32	45
Waterfront/ beaches	20	19
Overnight camping	18	30
Water fountains	17	8
Security/ park patrols	15	24
Picnic area	12	23
Seating areas/ benches	12	17
Swimming area	11	18
BBQ area/ fire pit	7	16
Showers/ changing rooms	7	9
Children's playground	6	11
Food concessions	4	6
Disabled/ wheelchair access	4	5
Miscellaneous services/ facilities	10	4
Nothing	2	4

Q.13) What services or facilities are important for you to have when visiting regional or large parks?

- As found in the random survey, washrooms are one of the most needed facilities for visitors to large or regional parks. There is also broad need for:
 - Parking
 - well maintained trails
 - Maps/ marked trail information
 - Garbage cans/ recycle containers
 - Clean facilities
- As the on-line respondents were provided a list and the random survey respondents were not, direct comparisons in the findings are challenging. But it does appear that the web respondents are not as in need of picnic type facilities (such as a food concession).

➤ Services/Facilities or Information Lacking (Prompted)

	<u>Metro Vancouver</u> (586) %	<u>Fraser Valley</u> (172) %
Services/Facilities		
Well maintained trails	25	27
Washrooms	20	23
Garbage cans/ recycle containers	14	17
Overnight camping	14	19
Security/ park patrols	13	21
Parking	12	14
Water fountains	10	8
Clean facilities	10	15
Seating areas/ benches	4	9
Disabled/ wheelchair access	4	5
Food concessions	4	5
Showers/ changing rooms	4	4
BBQ area/ fire pit	3	7
Children's playground	3	2
Swimming area	3	5
Waterfront/ beaches	3	3
Picnic area	2	6
Information	29	38
Maps/ marked trail information	21	32
Services available	8	5
Location of parks	7	9
Hours	5	4
Other	3	3
Miscellaneous services/ facilities	16	12
Nothing	20	14

Q.14) And what services, facilities or information do you feel is lacking or inadequate in our regional or large parks?

- Well maintained trails and washrooms, along with trail information are the three top areas felt to be lacking or inadequate in regional or large parks.
- A number also comments on inadequacies of garbage cans/recycling containers, overnight camping, security, parking, water fountains and clean facilities.
- These findings reflect those found in the random survey.



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Questionnaire



Regional Park Quantitative Survey (B128)

Web Version

Welcome to Metro Vancouver's and Fraser Valley Regional District's outdoor recreation survey. Please be assured that all responses are confidential.

First of all, please indicate your gender and age

A. Gender

Male

Female

B. Age

Under 14 years

14 to 17

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74 years

75 years or better

Outdoor Recreation Activities

1. How important is outdoor recreation to you compared to other interests?

Very important

Somewhat important

Slightly important

Not important at all

2b. Have you participated in the following outdoor recreation activities in the past 12 months:

Walking or hiking for pleasure or exercise

Cycling on dykes, flat trails, or groomed trails

Mountain biking on trails

Campground camping

Backpack camping

Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles

Nature or wildlife viewing

Non-motorized boating such as canoes, kayaks, sculls, etc.

Motorized boating or sailing

Rock climbing

Fishing

Horseback riding

Outdoor Swimming & beach activities

Skiing or snowboarding

Picnicking in small groups such as immediate family and friends

Picnicking in organized large groups

Organized field sports such as soccer

Outdoor events such as concerts, interpretive tours, festivals, etc.



Regional Park Quantitative Survey (B128) Web Version

- c. FOR EACH LISTED: And approximately how many times in the past 4 weeks have you participated in...

Walking or hiking for pleasure or exercise
Nature or wildlife viewing
Cycling on dykes, flat trails, or groomed trails

- d. FOR EACH LISTED: And approximately how many times in the past 12 months have you participated in...

Mountain biking on trails
Campground camping
Backpack camping
Driving motorized off-road vehicles such as ATV's, motorcycles, snowmobiles
Non-motorized boating such as canoes, kayaks, sculls, etc.
Motorized boating or sailing
Rock climbing
Fishing
Horseback riding
Outdoor Swimming & beach activities
Skiing or snowboarding
Picnicking in small groups such as immediate family and friends
Picnicking in organized large groups
Organized field sports such as soccer
Outdoor events such as concerts, interpretive tours, festivals, etc.

3. Are there any outdoor recreation activities that you plan to start doing or doing more often in the next year?

Insert list

- 4a. Do you have children under the age of 16 years?

Yes

No SKIP TO Q.6

- b. Do you have children:
5 years or under?
6 to 10 years of age?
11 to 15 years of age?

- 5a. THOSE WITH CHILDREN 6-10 YRS

What type of outdoor recreation activities does your child or children that are 6 to 10 years of age enjoy?

Insert list

- 5b. THOSE WITH CHILDREN 11-15 YRS:

Regional Park Quantitative Survey (B128) Web Version

What type of outdoor recreation activities does your child or children that are 6 to 10 years of age enjoy?

Insert list

Outdoor Space Usage Patterns

6. What parks or other open space areas do you tend to use for outdoor recreation activities?

IF NONE, ASK Q7 AND THEN SKIP TO Q11

METRO VANCOUVER AREA:

AMBLESIDE
BELCARRA
BOUNDARY BAY
BURNABY LAKE
CAMPBELL VALLEY
CAPILANO RIVER
CENTRAL PARK
COLONY FARM
DEER LAKE
DEAS ISLAND
IONA BEACH
LYNN VALLEY HEADWATERS
MOODY PARK
PACIFIC SPIRIT PARK/UBC ENDOWMENT LANDS
STANLEY PARK
SPANISH BANKS
TROUT LAKE

FRASER VALLEY AREA:

CASCADIA FALLS
CHEAM LAKE
DEWDNEY NATURE PARK
ISLAND 22
NEILSON
SUMAS MOUNTAIN
THACKER
THOMPSON

SCHOOL PLAYGROUNDS
SMALL LOCAL PARKS
NEIGHBOURHOOD STREETS
OCEAN/RIVER FRONTS
OTHER: SPECIFY
NONE



Regional Park Quantitative Survey (B128)

Web Version

8a. IF LIST PARK/AREA IN Q.6 ASK How frequently do you visit these parks or open spaces in the warm weather months?

b. In cold weather months?

More than once a week PROBE: Approximately how many times per week?

About once a week

2-3 times a month

About once a month

About once every two months

Less often

9. IF VISIT PARKS/AREAS IN Q.8a or b, LESS THAN ONCE A WEEK: What prevents you from visiting parks or open spaces more often?

TOO BUSY: PROBE

FAMILY COMMITMENTS

WORK COMMITMENTS

SCHOOL COMMITMENTS

OTHER: SPECIFY

HEALTH ISSUES/LIMITED MOBILITY

HAVE NO ONE TO GO WITH/SINGLE

WEATHER

NO CAR

LACK OF TRANSIT SERVICE

TRAVEL DISTANCE/TIME TOO FAR

COST

DON'T KNOW WHERE TO GO

PREFER OTHER ACTIVITIES

OTHER: SPECIFY

NOTHING

10. IF VISIT AT LEAST ONCE EVERY TWO MONTHS: How do you usually travel to parks or open spaces?

Vehicle

Public transit

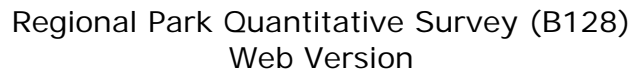
Bike

Walk

Other

11. If you were doing a day trip to participate in outdoor recreation, what is the maximum amount of time that you would spend to travel to a destination or park?

___ minutes ___ hours



- ## Regional/Park Awareness and Needs

- WASHROOMS
WATER FOUNTAINS
PARKING
PICNIC AREA
WATERFRONT/BEACHES
SWIMMING AREA
CHILDREN'S PLAYGROUND
SEATING AREAS/BENCHES
FOOD CONCESSIONS
OTHER: SPECIFY

- WASHROOMS
WATER FOUNTAINS
PARKING
PICNIC AREA
WATERFRONT/BEACHES
SWIMMING AREA
CHILDREN'S PLAYGROUND
SEATING AREAS/BENCHES
FOOD CONCESSIONS
INFORMATION: Hours
Location of parks
Services available
Other SPECIFY
OTHER: SPECIFY



Regional Park Quantitative Survey (B128) Web Version

15a. If available in regional or large parks, would you be likely to use:

- Public gardening plots
- Motorized or off-road vehicle trails
- Mountain biking trails

- b. Do you have a dog? IF YES ASK:
If available in regional or large parks, would you be likely to use:
Places to walk your dog on-leash
Places to walk your dog off-leash

BASIC DATA

We have just a few more questions to ensure we are speaking to a representative group of people in the community.

B. What is your marital status?

- Single
- Married or common-law

C. Are you: ACCEPT MULTIPLE RESPONSES

- Employed: PROBE: Full-time or part-time
- Unemployed
- Homemaker and not employed outside the home
- Retired
- Or a student

Di. Were you born in Canada or elsewhere? IF ELSEWHERE PROBE

- Canada
- Elsewhere:
 - China
 - Europe
 - India/Pakistan
 - Japan
 - Korea
 - Latin/South America
 - Middle East
 - Philippines
 - United States
 - Vietnam
 - Other

Regional Park Quantitative Survey (B128)
Web Version

- E. Other than English, are there any other languages spoken in your home?
- Only English
 - French
 - Cantonese
 - Farsi
 - Japanese
 - Korean
 - Mandarin
 - Punjabi
 - Spanish
 - Tagalog
 - Other
- F. What is the highest level of education you have had the opportunity to complete?
- Less than Grade 12
 - Grade 12 graduation
 - Technical or vocational school
 - University degree or college diploma
 - Post-graduate degree
- G. How many years have you lived in Greater Vancouver/ Fraser Valley?
- H. Do you have any physical disabilities or health issues that limit your mobility?
- Yes PROBE: Visual or physical?
 IF PHYSICAL: Do you require wheelchair access?
- No
- I. Which of the following categories best describes your total annual household income before taxes?
- Less than \$60,000
 - Is that:
 - Less than \$40,000
 - \$40,000 to less than \$60,000
 - Or \$60,000 or more
 - Is that:
 - \$60,000 to less than \$80,000
 - \$80,000 to less than \$100,000
 - \$100,000 or more
- J. What are the first 3 digits of your postal code?