

COWICHAN VALLEY REGIONAL DISTRICT

Regional Recreation Planning

Phase 2 Report

Final
January 2018



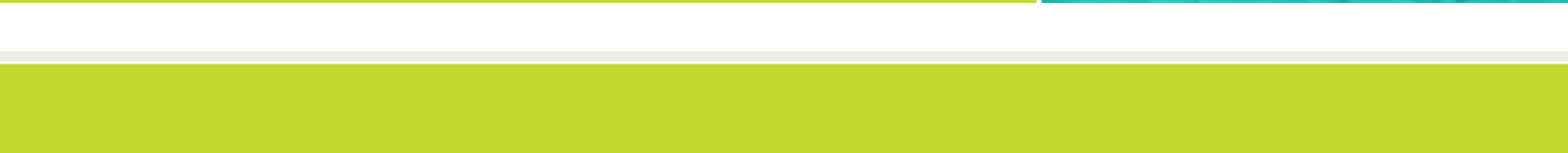
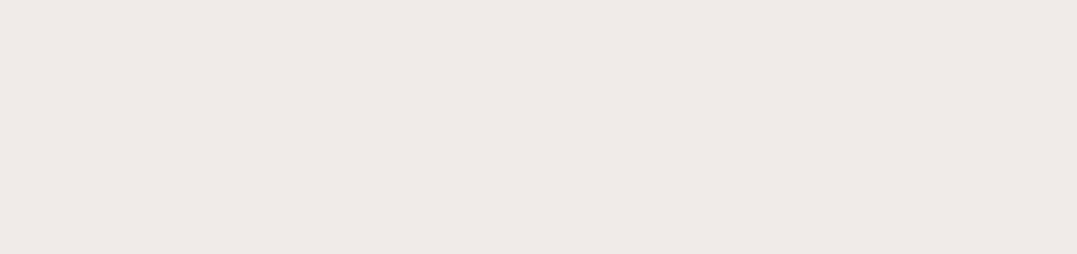
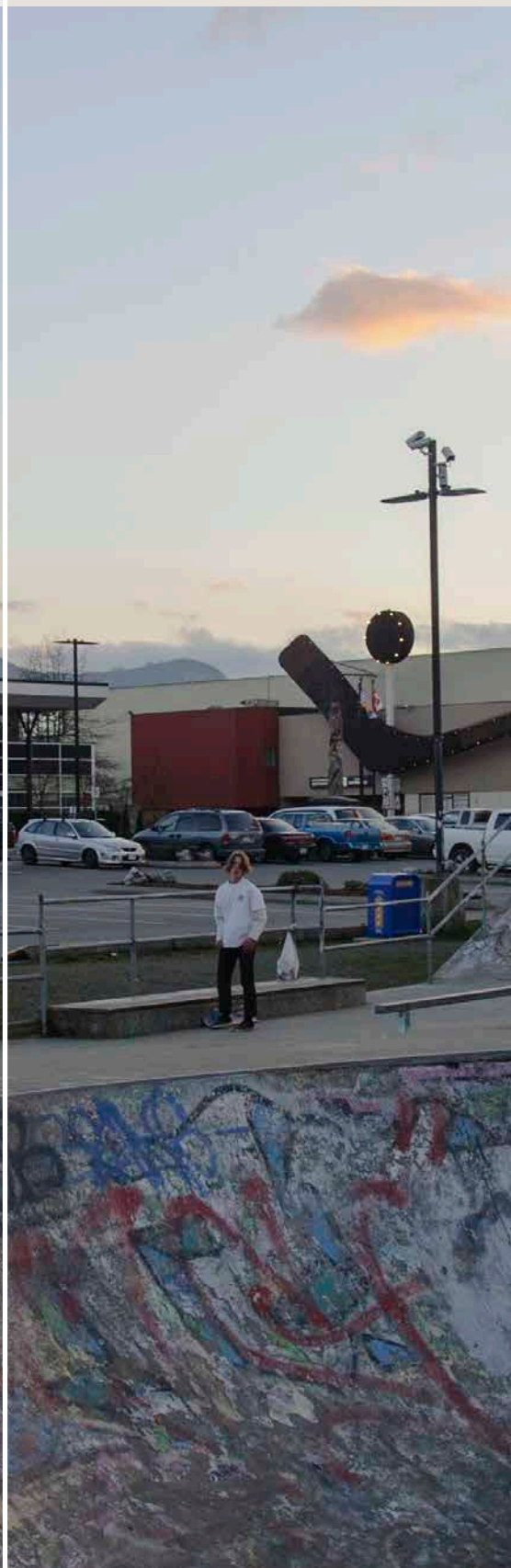


Table of Contents



1: Introduction and Deliverables	1
Introduction	1
Deliverables	1
2: Methodology	2
Drop-in User Survey	2
Program Registration Database	3
User Group Membership Lists	3
3: Cowichan Aquatic Centre	4
4: Frank Jameson Community Centre	6
5: Cowichan Lake Recreation	8
6: Fuller Lake Arena	10
7: Kerry Park Recreation Centre	12
8: Island Savings Centre	14
9: Cowichan Sportsplex	16
10: Cowichan Performing Arts Centre	18
11: Shawnigan Lake Community Centre	20
12: Summary	22
Appendices	25
A: Details of User Survey	26
B: Financial Contributions to Regionally Significant Recreation Facilities	29



SECTION ONE

Introduction and Deliverables



Introduction

In May of 2017 the Cowichan Valley Regional District retained RC Strategies+PERC to undertake the first two phases of recreation planning work that would eventually lead to a regional recreation Master Plan. Phase Two of that work consisted of an independent analysis of the geographic residency of the users of specific public recreation facilities that are supported by CVRD taxpayers. The information was intended to be used in long range recreation planning. However, the information will also be useful to various facility managers who may use it to support management and marketing decisions.

RC Strategies+PERC has completed Phase Two of that assignment and is pleased to present the results in this final report. It is hoped that the information will be useful in its own right, and that the methodology will also be helpful in future attempts to repeat the analysis on a periodic basis.

Deliverables

This final report is available as an electronic document suitable for printing as well as a searchable electronic database for more flexible future use.

The report includes:

- In percentage terms, a statistically reliable breakdown of users of regionally significant recreation facilities by area of residency, with a level of confidence averaging $\pm 3\%$ nineteen times out of twenty which is higher than an industry standard level of reliability;
- The regionally significant facilities include two aquatic facilities, four ice arenas, Cowichan Sportsplex sports fields, five community centres, and the Cowichan Performing Arts Centre; and
- The areas of residency will include four incorporated municipalities and nine electoral areas all within the Cowichan Valley Regional District, as well as the percentage of users that come from local First Nations Reserves.



SECTION TWO

Methodology



The consultants were asked to analyze use at eight regionally significant recreation facilities. However, at the Island Savings Centre the Cowichan Performing Arts Centre was separated out from other uses. Therefore, there are a total of nine separate facility analyses in this report.

Typically, a recreation facility has three modes of use; namely:

- **Drop-in Uses:** Where a patron makes a decision on a use-by-use basis to use the facility, and often pays a user fee to use a facility during a public use session;
- **Program Uses:** Where a user typically pre-commits, through a registration process, to a series of uses, usually involving some form of instruction, and then attends for most or all of those programmed uses;
- **Rental Uses:** Where a group or individual rents a space or a portion of a space and then controls the uses and users of that rented space for the period of the rental.

Based on the three modes of use, three types of data were collected using three separate techniques.

Drop-in User Survey

A variety of days of the week and times of day were chosen at each facility in consultation with the facility staff where there was space available for drop-in use. Researchers (i.e. students in the recreation and tourism program at Vancouver Island University) were assigned to each of the identified sessions. They set up a large sign that illustrated what they were doing (see Appendix A) and approached all parties as they exited the building, asking three questions:

1. How many members of the party used the facility (i.e. changed into a bathing suit, put on skates, used equipment in the associated fitness centre, or came to the site for a drop-in use of the dry floor spaces),
2. How many of those used the facility for drop-in use (i.e. a use that was not part of a registered program or group rental),
3. The detailed residential address of the users.



The researchers found that they were able to approach the vast majority of parties leaving the facility. They missed approaching about 5% of the parties during particularly busy periods, which equated to less than 2% of parties missed overall. The vast majority of parties that were approached agreed to answer all three questions. About 10% declined to participate, primarily due to lack of time.

The survey realized 2355 completed user questionnaires that had physical addresses that could be coded to one of the jurisdictions in the CVRD. There were more completions but some were out of the region or had addresses that could not be reconciled to a specific jurisdiction.

The list of sessions during which users were surveyed is included in [Appendix A](#).

There is no reason to indicate that the survey period during the fall of 2017 is atypical of users or uses during other months of that year. There is also no reason to assume that the year 2017 is atypical of recent years. Therefore, the consultants believe that this methodology, which solicits residency from a large sample of facility users from each facility, quite reliably represents all drop-in users at each site.

Program Registration Database

The jurisdictions operating the facilities within this study have, until recently, utilized a sophisticated program registration system called CLASS. This system records and reports on all registrations and registrants including their detailed address. Therefore, this information is available in report form and can be sorted by facility and session. All programs for the full year from May 2016 to May 2017 were used in the analysis.

The resultant list of program registrations accounted for 133,197 user visits to all nine regionally significant recreation facilities.

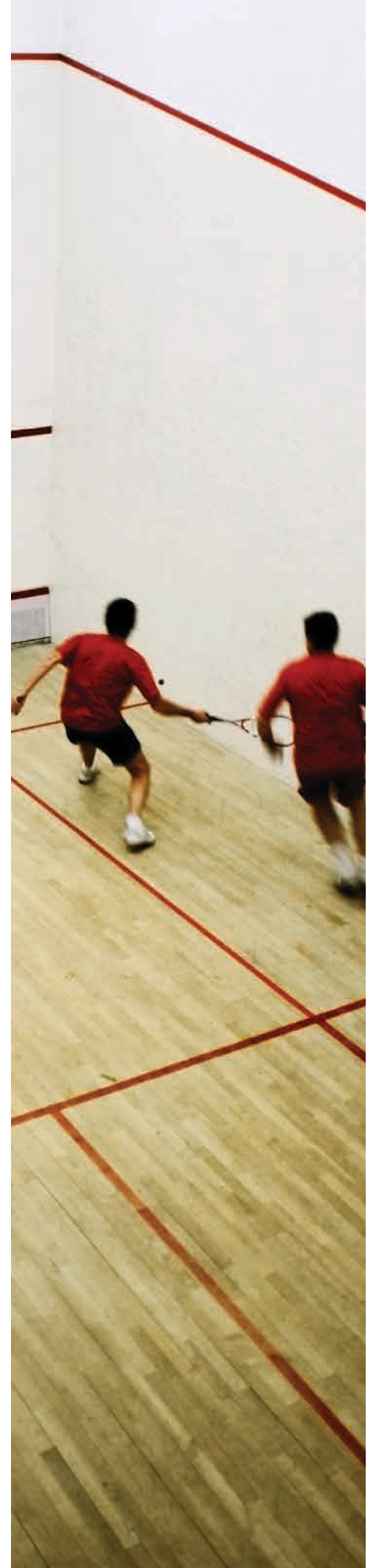
User Group Membership Lists

All significant user groups that rented the facilities were identified by the respective facility staff. Each group was requested to provide a list of all members along with the residential address for each member. This proved to be a somewhat more involved process than it was first thought, as many groups either did not have, or were in the process of updating their lists. Repeated attempts were made to solicit all significantly sized groups to the point where information was obtained from any groups that were of significant size. These lists were then consolidated by the consultant into a database that the CVRD staff were able to run through locational software that positioned each residential address within one of the thirteen political jurisdictions, a First Nations Reserve, or from outside the regional district. The coded database was then used by the consultants to prepare the tables in the following sections.

Overall, information was received from 72 user groups which collectively represented over 5,192 members of groups that rented space in indoor pools, arenas, community centres and sportfields. Those members had a combined total of 444,394 visits to all nine regionally significant recreation facilities.

So, in total, the database for all three categories of use of all nine regionally significant recreation facilities has 579,946 visits. However, it is worth noting that this database does not include uses by 3672 residents whose address was either out of the region or a post office box. The former were more likely to be visitors to the Cowichan Performing Arts Centre (1023 visitors). The latter were most likely to be program registrants at all facilities (1547) that used a mailing address that can't be coded to a specific jurisdiction instead of using a physical address at time of registration. The remainder were addresses that were non resident visitors to facilities other than the Cowichan Performing Arts Centre, or visitors whose address couldn't be coded to a specific jurisdiction.

Use of each of the nine facilities is now analyzed independently in the following sections.



SECTION THREE

Cowichan Aquatic Centre



Usage for the Cowichan Aquatic Centre is summarized in the next three figures. The raw data (representing uses) used to start the analysis is summarized in [Figure One](#). The first row represents the actual number of drop-in swims recorded by the survey teams in the sample survey conducted in the fall of 2017. The second row represents the number of uses a resident of each jurisdiction made in the program category for a program based at Cowichan Aquatic Centre. The third row represents the number of member visits of all groups that rented space at Cowichan Aquatic Centre that reside in each of the jurisdictions.

Figure One: Summary of Raw Usage Data at Cowichan Aquatic Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	16	67	43	15	50	46	3	28	1	10	1	16	4	273	573
Program Registration	378	828	546	360	629	461	78	64	21	0	83	113	52	4521	8134
Group Rental	3272	6827	2795	3272	2790	4131	387	482	0	0	0	288	0	22120	46364



In order to use the raw data in Figure One, it is first turned into percentages. That is done in [Figure Two](#).

Figure Two: Raw Usage Data for Cowichan Aquatic Centre Expressed in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	2.8	11.7	7.5	2.6	8.7	8.0	.5	4.9	.2	1.7	.2	2.8	.7	47.6	100
Program Registration	4.6	10.2	6.7	4.4	7.7	5.7	1.0	0.8	0.3	0.0	1.0	1.4	.6	55.6	100
Group Rental	7.1	14.7	6.0	7.1	6.0	8.9	0.8	1.0	0.0	0.0	0.0	0.6	0.0	47.7	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .6 to indicate that public drop-in uses make up 60% of total facility uses. The second row percentages are multiplied by .3 to indicate that programs represent another 30% of total facility uses. And, the third row percentages are multiplied by .1 to represent the fact that group rentals constitute only 10% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. [Figure Three](#) shows that final analysis. Only [Figure Three](#) can be used as a basis for determining the residency of uses of this facility.

Figure Three: Proportion of All Cowichan Aquatic Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	1.7	7.0	4.5	1.6	5.2	4.8	.3	2.9	.1	1.0	.1	1.7	0.4	28.6	60%
Program Registration	1.4	3.1	2.0	1.3	2.3	1.7	0.3	0.2	0.1	0.0	0.3	0.4	0.2	16.7	30%
Group Rental	0.7	1.5	0.6	0.7	0.6	0.9	0.1	0.1	0.0	0.0	0.0	0.1	0.0	4.8	10%
Total Use	3.8%	11.6%	7.1%	3.6%	8.1%	7.4%	0.7%	3.2%	0.2%	1.0%	0.4%	2.2%	0.6%	50.1%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of [Figure Three](#) show, jurisdictions which have disproportionately significantly more use (i.e. percent of total use is higher than percent of the population) include Duncan, North Cowichan and Electoral Area E, while jurisdictions which show disproportionately less use include Electoral Areas F through I, First Nations and Ladysmith. Most of the residents of these latter areas have as much or more access to the Ladysmith pool than they do to the Cowichan Aquatic Centre.

It is clear that the use does not align completely with financial contribution. For example, Electoral Areas A through D contribute about 3% of the requisition required to fund this service whereas residents from these four areas constitute about 26% of the use. See [Appendix B](#) for details of financial contributions to facilities.

SECTION FOUR

Frank Jameson Community Centre



The Frank Jameson Community Centre raw data (representing uses) is used to start the analysis and is summarized in [Figure Four](#). The first row represents the actual number of drop-in swims recorded by the survey teams in the sample survey conducted in the fall of 2017. The second row represents the number of times a resident of each jurisdiction registered for a program based at the Frank Jameson pool, not the number of program uses. The third row represents the number of members of all groups that rented space at the Frank Jameson Pool and their residential jurisdictions.

Figure Four: Summary of Raw Usage Data at Frank Jameson Community Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	4	8	0	6	0	0	0	6	21	67	0	0	349	18	479
Program Registration	0	120	5	10	37	0	0	36	979	1760	9	0	9322	1940	14218
Group Rental	0	0	280	840	234	794	468	468	1354	280	234	1776	5094	7756	19578



In order to use the raw data in [Figure Four](#), it must first be turned into percentages. That is done in [Figure Five](#).

Figure Five: Raw Usage Data for Frank Jameson Community Centre in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.8	1.7	0.0	1.3	0.0	0.0	0.0	1.3	4.4	14.0	0.0	0.0	72.9	3.8	100
Program Registration	0.0	.8	0.0	0.1	0.3	0.0	0.0	0.3	6.9	12.4	0.1	0.0	65.6	13.6	100
Group Rental	0.0	0.0	1.4	4.3	1.2	4.1	2.4	2.4	6.9	1.4	1.2	9.1	26.0	39.6	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .38 to indicate that public drop-in uses make up 38% of total facility uses. The second row percentages are multiplied by .48 to indicate that programs represent another 48% of total facility uses. And, the third row percentages are multiplied by .14 to represent the fact that group rentals constitute only 14% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. [Figure Six](#) shows that final analysis. Only [Figure Six](#) can be used as a basis for determining the residency of uses of this facility.

Figure Six: Proportion of All Frank Jameson Community Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.3	0.6	0.0	0.5	0.0	0.0	0.0	0.5	1.7	5.3	0.0	0.0	27.5	1.4	38%
Program Registration	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.1	3.3	6.0	0.0	0.0	31.5	6.5	48%
Group Rental	0.0	0.0	0.2	0.6	0.2	0.6	0.3	0.3	1.0	0.2	0.2	1.3	3.6	5.5	14%
Total Use	0.3%	1.0%	0.2%	1.1%	0.3%	0.6%	0.3%	0.9%	6.0%	11.5%	0.2%	1.3%	62.6%	13.4%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of [Figure Six](#) show, the Town of Ladysmith is by far the most likely jurisdiction to use the community centre. Elected Areas G and H are also proportionately more likely to use the facility. All other jurisdictions show total use which is less than the proportionate share of the population.

Electoral Areas G and H contribute about 9% of the total public financial support whereas they collectively make up about 17.5% of the use. North Cowichan residents make up over 13% of its use without contributing anything to the facility. Ladysmith makes up about 91% of the total tax contribution for the facility while its residents constitute about 63% of its total use.

SECTION FIVE

Cowichan Lake Recreation



Cowichan Lake Recreation has three minor hockey associations using its arena in addition to other group rentals. It also has significant program uses and drop-in uses and uses of other spaces. The Cowichan Recreation summary of raw usage data is summarized in [Figure Seven](#).

Figure Seven: Summary of Raw Usage Data for Cowichan Lake Recreation

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0	3	0	0	0	7	22	0	0	0	21	111	0	16	180
Program Registration	601	63	30	52	370	122	2595	2	30	0	8505	8103	117	534	21124
Group Rental	308	385	364	60	592	282	26	381	68	19	8	130	213	3369	6205



In order to use the raw data in [Figure Seven](#), it is first turned into percentages. That is done in [Figure Eight](#).

Figure Eight: Raw Usage Data for Cowichan Lake Recreation in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0	1.7	0.0	0.0	0.0	3.9	12.2	0.0	0.0	0.0	11.7	61.7	0.0	8.9	100
Program Registration	2.8	0.3	0.1	0.2	1.8	0.6	12.3	0.0	0.1	0.0	40.3	38.4	0.6	2.5	100
Group Rental	5.0	6.2	5.9	1.0	9.5	4.5	0.4	6.1	1.1	0.3	0.1	2.1	3.4	54.3	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the staff at the facility report that drop-in use equates to about 11% of total use, program uses of the facility make up a further 27% of total annual use and rentals make up 62% of all uses. Therefore, the first row percentages are multiplied by .11 to indicate that public drop-in uses make up 11% of total facility uses. The second row percentages are multiplied by .27 to indicate that programs represent another 27% of total facility uses. And, the third row percentages are multiplied by .62 to represent the fact that group rentals constitute only 62% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. [Figure Nine](#) shows that final analysis. Only [Figure Nine](#) can be used as a basis for determining the residency of uses of this facility.

Figure Nine: Proportion of All Cowichan Lake Recreation Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0	0.2	0.0	0.0	0.0	0.4	1.3	0.0	0.0	0.0	1.3	6.8	0.0	1.0	11%
Program Registration	0.8	0.1	0.0	0.1	0.5	0.2	3.3	0.0	0.0	0.0	10.9	10.4	0.2	0.7	27%
Group Rental	3.1	3.8	3.7	0.6	5.9	2.8	0.2	3.8	0.7	0.2	0.1	1.3	2.1	33.7	62%
Total Use	3.9%	4.1%	3.7%	0.7%	6.4%	3.4%	4.8%	3.8%	0.7%	0.2%	12.3%	18.5%	2.3%	35.4%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of [Figure Nine](#) show, residents of Electoral Areas B, C, D, G and H, and of Ladysmith, are proportionately less likely to use the Cowichan Lake Recreation than residents of other jurisdictions and residents of Electoral Areas F and I and of Lake Cowichan are proportionately more likely to use the facility.

It is interesting to note that while taxpayers in Electoral Areas F and I and Lake Cowichan pay for 100% of the service, they collectively make up only about one third of the user base.

SECTION SIX

Fuller Lake Arena



At Fuller Lake Arena there is a great deal of rental use. But there is also some drop-in use and a few programs. [Figure Ten](#) summarizes all the raw data collected for this facility.

Figure Ten: Summary of Raw Usage Data for Fuller Lake Arena

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0	0	0	0	1	5	0	4	24	1	0	0	64	93	192
Program Registration	0	0	0	0	29	2	24	26	8	8	0	0	129	449	675
Group Rental	75	419	194	801	788	3472	444	125	757	300	125	950	5060	17578	31088

In order to use the raw data in [Figure Ten](#), it is first turned into percentages. That is done in [Figure Eleven](#).

Figure Eleven: Raw Usage Data for Fuller Lake Arena in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0	0.0	0.0	0.0	0.5	2.6	0.0	2.1	12.5	0.5	0.0	0.0	33.4	48.4	100
Program Registration	0.0	0.0	0.0	0.0	4.3	0.3	3.6	3.9	1.2	1.2	0.0	0.0	19.1	66.5	100
Group Rental	0.2	1.3	0.6	2.6	2.5	11.2	1.4	0.4	2.4	1.0	0.4	3.1	16.3	56.5	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .15 to indicate that public drop-in uses make up 15% of total facility uses. The second row percentages are multiplied by .05 to indicate that programs represent another 5% of total facility uses. And, the third row percentages are multiplied by .8 to represent the fact that group rentals constitute only 80% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Twelve** shows that final analysis. Only **Figure Twelve** can be used as a basis for determining the residency of uses of this facility.

Figure Twelve: Proportion of All Fuller Lake Arena Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.3	1.9	0.1	0.0	0.0	5.0	7.3	15%
Program Registration	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	0.1	0.0	0.0	1.0	3.3	5%
Group Rental	0.2	1.0	0.5	2.1	2.0	9.0	1.1	0.0	1.9	0.8	0.3	2.5	13.0	45.2	80%
Total Use	0.2%	1.0%	0.5%	2.1%	2.3%	9.4%	1.3%	0.3%	3.9%	1.0%	0.3%	2.5%	19.0%	55.8%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Twelve** show, jurisdictions like Electoral Areas A through D as well as Duncan and First Nations, are proportionately less likely to use the Fuller Lake Arena. However, residents of jurisdictions like North Cowichan, Ladysmith and Electoral Areas E and G are proportionately more likely to use this facility.

It is also interesting to note that North Cowichan pays all of the costs of this facility but enjoys less than 56% of its use.



SECTION SEVEN

Kerry Park Recreation Centre



The Kerry Park Recreation Centre is used by only one minor hockey association. So, the analysis of its use is reasonably straightforward. The raw data summarizing the uses are included in [Figure Thirteen](#).

Figure Thirteen: Summary of Raw Usage Data for Kerry Park Recreation Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	46	99	18	19	5	2	0	0	0	0	0	0	0	14	203
Program Registration	3889	8181	3009	1785	78	550	11	35	0	0	5	33	27	870	18473
Group Rental	9704	16392	9032	5399	1146	1777	188	1158	24	84	148	100	216	9969	55337

In order to use the raw data in [Figure Thirteen](#), it is first turned into percentages. That is done in [Figure Fourteen](#).

Figure Fourteen: Raw Usage Data for Kerry Park Recreation Centre in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	22.7	48.8	8.9	9.4	2.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	100
Program Registration	21.1	44.3	16.3	9.7	0.4	3.0	0.1	0.2	0.0	0.0	0.0	0.2	0.1	4.7	100
Group Rental	17.5	29.6	16.3	9.8	2.1	3.2	0.3	2.1	0.0	0.2	0.3	0.2	0.4	18.0	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .15 to indicate that public drop-in uses make up 15% of total facility uses. The second row percentages are multiplied by .11 to indicate that programs represent another 11% of total facility uses. And, the third row percentages are multiplied by .74 to represent the fact that group rentals constitute 74% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Fifteen** shows that final analysis. Only **Figure Fifteen** can be used as a basis for determining the residency of uses of this facility.

Figure Fifteen: Proportion of All Kerry Park Recreation Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	3.4	7.3	1.3	1.4	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	15%
Program Registration	2.3	4.9	1.8	1.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	11%
Group Rental	13.2	21.9	12.1	7.3	1.6	2.4	0.2	1.6	0.0	0.1	0.2	0.1	0.3	13.3	74%
Total Use	18.9%	34.1%	15.2%	9.8%	2.0%	2.9%	0.2%	1.6%	0.0%	0.1%	0.2%	0.1%	0.3%	14.8%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Fifteen** show, the Kerry Park Recreation Centre is largely used by residents closest to it. The four closest Electoral Areas (i.e. A through D) are proportionately much more likely to use the facility than other residents. Residents of North Cowichan are the only other significant users.

The taxpayers in Electoral Areas A through D pay for all of the costs of the Kerry Park Recreation Centre but make up only about 78% of its use.

SECTION EIGHT

Island Savings Centre



Use of the Island Savings Centre is also quite straightforward. It includes a significant amount of drop-in use (primarily at Junior Hockey games) as well as lots of program uses and a majority of rental use. The Raw Usage Data is summarized in [Figure Sixteen](#).

Figure Sixteen: Summary of Raw Usage Data for Island Savings Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	4	18	3	11	17	14	2	0	0	0	3	0	1	108	181
Program Registration	600	1026	704	1139	777	918	115	201	62	6	69	117	224	6799	12757
Group Rental	9845	14138	9596	7998	9207	11669	1236	1922	376	140	400	1056	2208	54934	124725

In order to use the raw data in [Figure Sixteen](#), it is first turned into percentages. That is done in [Figure Seventeen](#).

Figure Seventeen: Raw Usage Data for Island Savings Centre in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	2.2	9.9	1.7	6.1	9.4	7.7	1.1	0.0	0.0	0.0	1.7	0.0	0.6	59.7	100
Program Registration	4.7	8.0	5.5	8.9	6.1	7.2	0.9	1.6	0.5	0.0	0.5	0.9	1.8	53.3	100
Group Rental	7.9	11.3	7.7	6.4	7.4	9.4	1.0	1.5	0.3	0.1	0.3	0.8	1.8	44.0	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

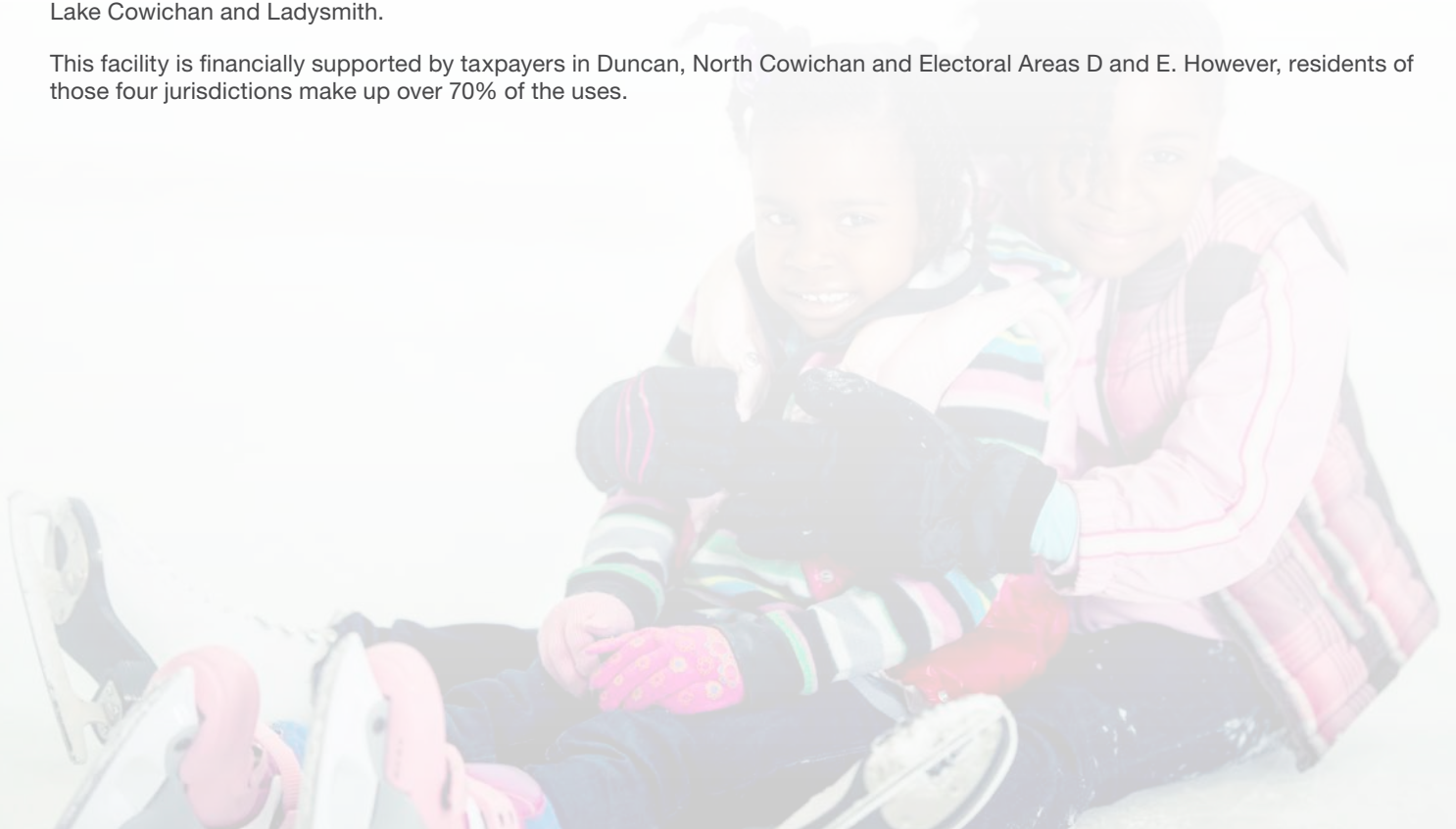
In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that public drop-in uses make up 10% of total facility uses. The second row percentages are multiplied by .32 to indicate that programs represent another 32% of total facility uses. And, the third row percentages are multiplied by .58 to represent the fact that group rentals constitute 58% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Eighteen** shows that final analysis. Only **Figure Eighteen** can be used as a basis for determining the residency of uses of this facility.

Figure Eighteen: Proportion of All Island Savings Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.2	1.0	0.2	0.6	0.9	0.8	0.1	.00	0.0	0	0.2	0.0	0.1	6.0	10%
Program Registration	1.5	2.6	1.8	2.8	2.0	2.3	0.3	0.5	0.2	0.0	0.2	0.3	0.6	17.1	32%
Group Rental	4.6	6.6	4.5	3.7	4.3	5.5	0.6	0.9	0.2	0.1	0.2	0.5	1.0	25.5	58%
Total Use	6.3%	10.2%	6.5%	7.1%	7.2%	8.6%	1.0%	1.4%	0.4%	0.1%	0.6%	0.8%	1.7%	48.6%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Eighteen** show, residents of some jurisdictions are more likely to use the Island Savings Centre than others. Those that are proportionately most likely to use it include Electoral Areas D and E and residents of North Cowichan and Duncan. Those that are proportionately least likely to use it include Electoral Areas G, H and I, first nations residents and residents of Lake Cowichan and Ladysmith.

This facility is financially supported by taxpayers in Duncan, North Cowichan and Electoral Areas D and E. However, residents of those four jurisdictions make up over 70% of the uses.



SECTION NINE

Cowichan Sportsplex



The Cowichan Sportsplex is operated by a not for profit society with the majority of the fields allocated to groups. There is non-scheduled, general public access to the running track, fields, fitness circuit and amenities when not rented and therefore a drop-in survey was conducted for this facility. The drop-in use is affected by both special events and the weather and therefore drop-in use varies significantly from day to day. In addition, fields are closed during periods of inclement weather including frost, snow, or significant rain resulting in either unsafe conditions or damage to the fields. The vast majority of use at the Cowichan Sportsplex is by group rentals, estimated at 90% of overall use with 10% being drop-in use. [Figure Nineteen](#) presents the raw user data from the survey and the membership list provided by the rental groups.

Figure Nineteen: Summary of Raw Usage Data for Cowichan Sportsplex

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	14	36	5	14	52	24	2	11	0	0	2	4	5	258	427
Group Rental	8328	11888	6443	6751	5586	12141	2040	6934	1698	1551	1746	6881	10463	74833	157283

In order to use the raw data in [Figure Nineteen](#), it is first turned into percentages. That is done in [Figure Twenty](#).

Figure Twenty: Raw Usage Data for Cowichan Sportsplex in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	3.3	8.4	1.2	3.3	12.2	5.6	0.5	2.6	0.0	0.0	0.5	0.9	1.2	60.4	100
Group Rental	5.3	7.6	4.1	4.3	3.6	7.7	1.3	4.4	1.1	1.0	1.1	4.4	6.7	47.6	100

But the raw percentages are not usable as the first row represents only a sample of drop-in uses and the second row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that public drop-in uses make up 10% of total facility uses. The second row percentages are multiplied by .9 to indicate that group rentals constitute fully 90% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Twenty-One** shows that final analysis. Only **Figure Twenty-One** can be used as a basis for determining the residency of uses of this facility.

Figure Twenty-One: Proportion of All Cowichan Sportsplex Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.3	0.8	0.1	0.3	1.2	0.6	0.1	0.3	0.0	0.0	0.1	0.1	0.1	6.0	10%
Group Rental	4.8	6.8	3.7	3.9	3.2	6.9	1.2	4.0	1.0	0.9	1.0	4.0	6.0	42.8	90%
Total Use	5.1%	7.6%	3.8%	4.2%	4.4%	7.5%	1.3%	4.3%	1.0%	0.9%	1.1%	4.1%	6.1%	48.8%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Twenty-One** show, the jurisdictions that are proportionately most likely to use the Sportsplex are Electoral Area E and North Cowichan. Those that are proportionately least likely to use the site are residents of Electoral Areas B, C, G and H and residents of Duncan and Ladysmith.

It is worth noting that North Cowichan and Duncan residents account for about 53% of the use of the site but pay about 79% of the costs directly (and more, indirectly). However, residents of Electoral Areas A through E account for about 28% of the use and pay about 21% of the net public support.

SECTION TEN

Cowichan Performing Arts Centre



The vast majority of use for the Cowichan Performing Arts Centre is through programs (i.e. advance ticket sales) of which the theatre has a record of the addresses and number of times participants attended the theatre. This data is accurate and reliable. The rental use is quite insignificant in terms of the overall operation. The small amount of spur of the moment ticket sales at the door (about 10% of the total) was estimated through the on site survey process. The consultants are confident that the proportionate use represented by [Figure Twenty-Four](#) is representative of the user residency profile of CVRD users. As noted earlier, a significant portion of Theatre use comes from residents outside the CVRD.

[Figure Twenty-Two](#) presents the raw user data from the membership lists (program uses) and the survey data (drop-in uses).

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	11	2	10	4	7	6	2	0	0	0	0	1	3	74	120
Program Registration	283	425	394	350	438	439	65	118	81	37	52	45	172	2546	5445

In order to use the raw data in [Figure Twenty-Two](#), it is first turned into percentages. That is done in [Figure Twenty-Three](#).

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	9.2	1.7	8.3	3.3	5.8	5.0	1.7	0.0	0.0	0.0	0.0	0.8	2.5	61.7	100
Program Registration	5.2	7.8	7.2	6.4	8.0	8.1	1.2	2.2	1.5	0.7	1.0	0.8	3.2	46.8	100

But the raw percentages are not usable as the first row represents only a sample of drop-in uses and the second row represents all program registration uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

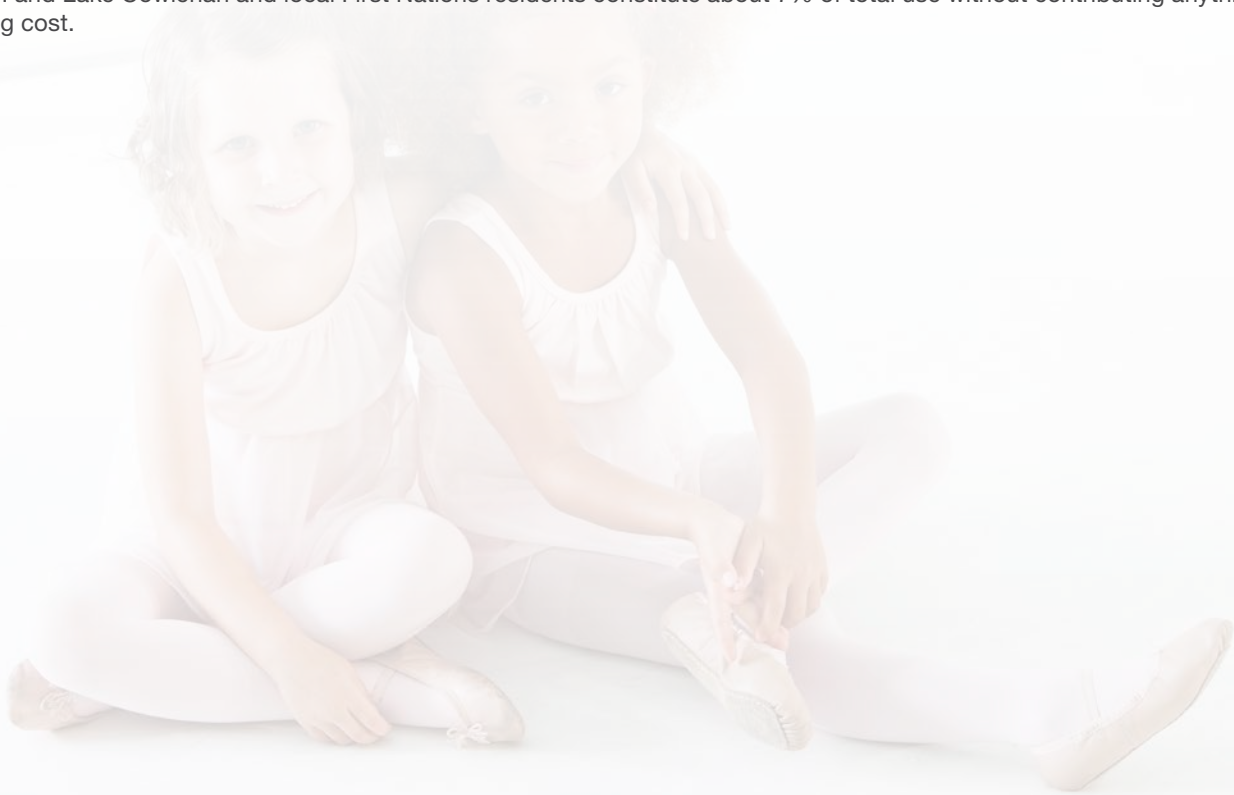
In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that public drop-in uses make up 10% of total facility uses. The second row percentages are multiplied by .9 to indicate that programs represent another 90% of total facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Twenty-Four** shows that final analysis. Only **Figure Twenty-Four** can be used as a basis for determining the residency of uses of this facility.

Figure Twenty-Four: Proportion of All Cowichan Performing Arts Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.9	0.2	0.8	0.3	0.6	0.5	0.2	0.0	0.0	0.0	0.0	0.1	0.3	6.2	10%
Program Registration	4.7	7.0	6.5	5.8	7.2	7.3	1.1	2.0	1.4	0.6	0.9	0.7	2.9	42.1	90%
Total Use	5.6%	7.2%	7.3%	6.1%	7.8%	7.8%	1.3%	2.0%	1.4%	0.6%	0.9%	0.8%	3.2%	48.3%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Twenty-Four** show, those jurisdictions which are proportionately most likely to use the performing arts centre include Electoral Areas D and E and the municipalities of Duncan and North Cowichan. Those that are proportionately least likely to use the theatre are Electoral Areas B and H, residents of Ladysmith and First Nations.

This facility is somewhat unique among the nine regionally significant facilities in the CVRD in that it is broadly funded by jurisdictions that make up the vast majority of use. However, even here, it is interesting to note that residents from Electoral Areas F through I and Lake Cowichan and local First Nations residents constitute about 7% of total use without contributing anything to the operating cost.



SECTION ELEVEN

Shawnigan Lake Community Centre



Figure Twenty-Five presents the Shawnigan Lake Community Centre raw user data from the program and the membership lists. As there was deemed to be minimal drop-in use, there was no exit survey of users to attempt to measure it.

Figure Twenty-Five: Summary of Raw Usage Data for Shawnigan Lake Community Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	4114	44863	1678	633	488	235	31	18	12	0	1	0	5	293	52371
Group Rental	410	141	166	301	326	106	0	311	157	0	53	40	0	1803	3814

In order to use the raw data in Figure Twenty-Five, it is first turned into percentages. That is done in Figure Twenty-Six.

Figure Twenty-Six: Raw Usage Data for Shawnigan Lake Community Centre in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	7.9	85.7	3.2	1.2	0.9	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	100
Group Rental	10.7	3.7	4.4	7.9	8.5	2.8	0.0	8.2	4.1	0.0	1.4	1.0	0.0	47.3	100

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents all member uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .85 to indicate that programs represent 85% of total facility uses. And, the second row percentages are multiplied by .15 to represent the fact that group rentals constitute only 15% of all annual facility uses. The resultant proportions represent the correct “weight” of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Twenty-Seven** shows that final analysis. Only **Figure Twenty-Seven** can be used as a basis for determining the residency of uses of this facility.

Figure Twenty-Seven: Proportion of All Shawnigan Lake Community Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	6.7	72.8	2.7	1.0	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	85%
Group Rental	1.6	0.6	0.7	1.2	1.3	0.4	0.0	1.2	0.6	0.0	0.2	0.2	0.0	7.1	15%
Total Use	8.3%	73.4%	3.4%	2.2%	2.1%	0.7%	0.1%	1.2%	0.6%	0.0%	0.2%	0.2%	0.0%	7.6%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%

As the last two rows of **Figure Twenty-Seven** show, use of the Shawnigan Lake Community Centre is focused in the immediately area with the four Electoral Areas closest (A through D) to it comprising 87% of total annual use. All other jurisdictions are proportionately much less likely to use it.

Electoral Area B finances 100% of the cost of the Shawnigan Lake Community Centre, and comprises the vast majority of its use. However, residents of Electoral Areas A and C and North Cowichan make up almost 20% of the use without paying anything toward the facility.



SECTION TWELVE

Summary

Based on the analysis above, the consultants are able to draw a number of conclusions.

1. The methodology used for this project is sufficiently valid and reliable to be used to apportion net use of all recreation spaces within the CVRD. While no data is perfect, the consultants assert that the information available and its analysis renders results which are more reliable and valid than industry standard levels of confidence. Industry standard level of confidence in survey data is plus or minus 5% nineteen times out of twenty. For this study, the combination of data sources with different levels of reliability are complicated to combine into a cohesive confidence level. However, the overall result is almost certainly better than 5% nineteen times out of twenty, and is likely in the range of about 3%.
2. This means that if the methodology were repeated, use by area of residency would have to shift by more than 3% for it to be reliably picked up (nineteen times out of twenty) by the process.
3. However, to put that into perspective, if an Electoral Area currently registers 6% of use of a specific recreation facility in one of the figures in this report, use by that Electoral Area would have to change by +/- 3% overall (from 3% to 9%) for the change to be relied on as statistically significant. In other words, in this example, use from one Electoral Area might have to increase by 50% from 6% to 9% for the increase to be considered to be statistically significant. This is always the problem with small percentages in these situations. Even quite accurate data doesn't easily pick up changes in very small percentages.
4. The methodology used for this project could be used to analyze alternative funding models for financing major recreation facilities within the CVRD.
5. For it to be repeated more cost effectively, it would be prudent to insert a "physical address" field into all program registration software used in future so that addresses can be more easily assigned to a geopolitical jurisdiction. Also, for a group to rent any amount of recreation space more than a single use, it should be required to submit the physical addresses of the users of that space.



It is clear from the data in this report that:

- Community Centre type spaces exist in each of the five subregions so there is no incentive for any significant amount of travel away from the local community centre to use one in an adjacent area. Use of these spaces is predominantly by the residents closest to them.
- However, as soon as an arena ice sheet is added, the user base shifts. Ice user groups don't necessarily use the closest ice surface exclusively. In fact, they are more likely to make use of a variety of ice surfaces in the region, and to use ice wherever it is available.
- Also, as soon as an indoor pool is added to a complex (or provided independently of one) it draws from a larger geographic area. However, most residents of CVRD that use a pool, use the one that is closest to them.
- The Cowichan Performing Arts Centre is the most "regional" of the nine facilities investigated in this study. Use of this facility is distributed roughly proportionate to the population distribution, with few exceptions.
- Most facilities in this study show significant inequity between who uses them and who pays for them. Those jurisdictions that spearheaded and developed facilities are more likely to contribute percentages in excess of the amount they are used. Those jurisdictions that don't have a full range of facilities are most likely to benefit from use more than they contribute in taxes. However, this should not be construed to indicate that such jurisdictions need to build more facilities. It is more likely to indicate that they should increase contributions to neighbouring jurisdictions which do have the spaces.

The data in this report is summarized in the [Figure Twenty-Eight](#).

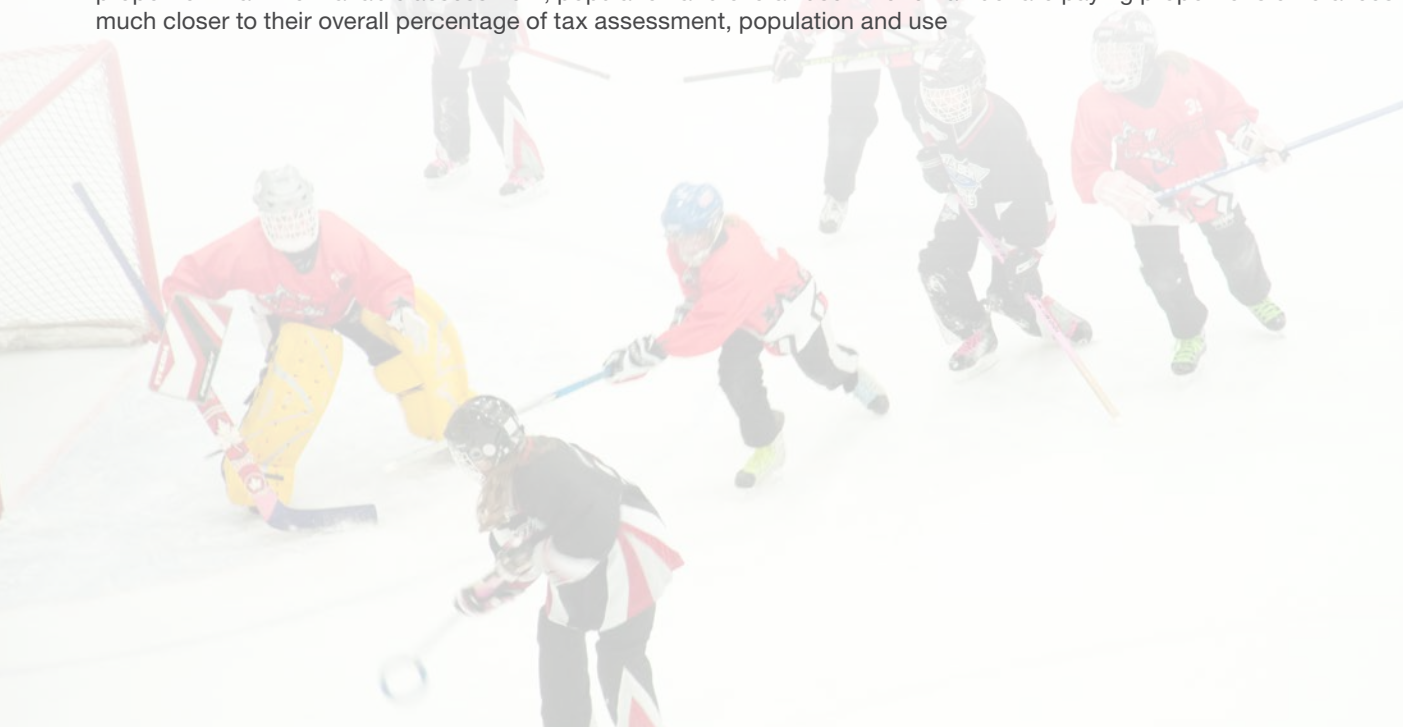
Figure Twenty-Eight: Summary of the Areas of Residency of Users of All Nine of the Regionally Significant Facilities With Comparisons to Population, Taxable Assessment and Total Proportion Currently Paid															
Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Cowichan Aquatic Centre	3.8%	11.6%	7.1%	3.6%	8.1%	7.4%	0.7%	3.2%	0.2%	1.0%	0.4%	2.2%	0.6%	50.1%	100%
Cowichan Lake Recreation	3.9%	4.1%	3.7%	0.7%	6.4%	3.4%	4.8%	3.8%	0.7%	0.2%	12.3%	18.5%	2.3%	35.4%	100%
Cowichan Sportsplex	5.1%	7.6%	3.8%	4.2%	4.4%	7.5%	1.3%	4.3%	1.0%	0.9%	1.1%	4.1%	6.1%	48.8%	100%
Cowichan Performing Arts Centre	5.6%	7.2%	7.3%	6.1%	7.8%	7.8%	1.3%	2.0%	1.4%	0.6%	0.9%	0.8%	3.2%	48.3%	100%
Frank Jameson Community Centre	0.3%	1.0%	0.2%	1.1%	0.3%	0.6%	0.3%	0.9%	6.0%	11.5%	0.2%	1.3%	62.6%	13.4%	100%
Fuller Lake Arena	0.2%	1.0%	0.5%	2.1%	2.3%	9.4%	1.3%	0.3%	3.9%	1.0%	0.3%	2.5%	19.0%	55.8%	100%
Island Savings Centre	6.3%	10.2%	6.5%	7.1%	7.2%	8.6%	1.0%	1.4%	0.4%	0.1%	0.6%	0.8%	1.7%	48.6%	100%

Figure Twenty-Eight: Summary of the Areas of Residency of Users of All Nine of the Regionally Significant Facilities With Comparisons to Population, Taxable Assessment and Total Proportion Currently Paid

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Kerry Park Recreation Centre	18.9%	34.1%	15.2%	9.8%	2.0%	2.9%	0.2%	1.6%	0.0%	0.1%	0.2%	0.1%	0.3%	14.8%	100%
Shawnigan Lake Community Centre	8.3%	73.4%	3.4%	2.2%	2.1%	0.7%	0.1%	1.2%	0.6%	0.0%	0.2%	0.2%	0.0%	7.6%	100%
Proportion of Population	5.7%	10.2%	6.0%	3.9%	5.9%	4.9%	1.9%	4.9%	2.8%	2.9%	1.4%	3.9%	10.2%	35.4%	100%
Proportion of Taxable Assessment	7.3%	12.1%	6.9%	4.2%	4.6%	4.5%	3.3%	—	4.5%	4.2%	3.9%	2.8%	8.8%	32.9%	100%
Total Tax Support for the Nine Facilities*	704	1832	713	757	1025	562	872	72	40	89	850	552	1412	6496	16M
Proportion of Total Tax Support	4.4%	11.5%	4.5%	4.7%	6.4%	3.5%	5.5%	0.5%	0.3%	0.6%	5.3%	3.5%	8.8%	40.6%	100%

* From estimates in table in Appendix B. These figures are in 1000's.

As [Figure Twenty-Eight](#) shows, a total of over \$16 million of public funds are supporting the nine regionally significant recreation facilities each year. A few jurisdictions, like Electoral Areas D, F and I and North Cowichan, are financing a percentage of that total which is higher than their percentage of overall use and higher than their percentage of population and higher than their percentage of taxable assessment. There are also several jurisdictions, including Electoral Areas A, C, E, G and H, which are spending a smaller proportion than their taxable assessment, population and overall use. The remainder are paying proportions of total costs which are much closer to their overall percentage of tax assessment, population and use



Appendices



A: Details of User Survey 26
B: Financial Contributions to Regionally Significant Recreation Facilities 29

APPENDIX A

Details of User Survey




Schedule for Drop-in Survey

Facility	Dates	Day	Survey Time	Program Covered
Cowichan Aquatic Centre	16-Sep	Saturday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	23-Sep	Saturday	2:30-4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	24-Sep	Sunday	11:00 to 1:00 pm	Free Rec Day
Cowichan Aquatic Centre	24-Sep	Sunday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	30-Sep	Saturday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	01-Oct	Sunday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	07-Oct	Saturday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	08-Oct	Sunday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	14-Oct	Saturday	2:00 to 4:00 pm	Everyone Welcome
Cowichan Aquatic Centre	15-Oct	Sunday	2:00-4:00pm	Everyone Welcome
Cowichan Lake Sports Arena	18-Sep	Monday	3:00 to 4:50 pm	Free Skate
Cowichan Lake Sports Arena	22-Sep	Friday	6:30-7:50 pm	Friday night skate and Free Rec Day
Cowichan Lake Sports Arena	02-Oct	Monday	1:00 to 3:20 pm	Schools Out Drop-in Hockey
Cowichan Lake Sports Arena	02-Oct	Monday	10:30 to 12:30 pm	Learn to Play Euchre
Cowichan Lake Sports Arena	26-Sep	Tuesday	7:00 to 9:00pm	Acoustic jam
Cowichan Lake Sports Arena	05-Oct	Thursday	9:00 to 10:20 pm	Drop-in Hockey
Cowichan Performing Arts Centre	19-Sep	Tuesday	7:00 to 9:00 pm	Film
Cowichan Performing Arts Centre	25-Sep	Monday	7:00 to 9:00 pm	Film
Cowichan Sportsplex	10-Sep	Sunday	10 to 12 noon	Ovarian Cancer Event team of 3
Cowichan Sportsplex	18-Sep	Monday	8:00 to 10:00 am	
Cowichan Sportsplex	19-Sep	Tuesday	6:30 to 8:00 pm	
Cowichan Sportsplex	19-Sep	Tuesday	8:00 to 10:00 am	
Cowichan Sportsplex	21-Sep	Thursday	6:30 to 8:00 pm	

Facility	Dates	Day	Survey Time	Program Covered
Cowichan Sportsplex	25-Sep	Monday	8:00to 10:00 am	
Cowichan Sportsplex	28-Sep	Thursday	6:30 to 8:00 pm	
Frank Jameson Community Centre	25-Sep	Monday	6:30 to 7:30 pm	Toonie Swim Team of 1
Frank Jameson Community Centre	25-Sep	Monday	7:30 to 9:00 pm	Adult Swim
Frank Jameson Community Centre	26-Sep	Tuesday	6:30 to 8:00 pm	Everyone Welcome
Frank Jameson Community Centre	27-Sep	Wednesday	6:30 to 7:30 pm	Toonie Swim
Frank Jameson Community Centre	27-Sep	Wednesday	7:30 to 9:00pm	Adult Swim
Frank Jameson Community Centre	28-Sep	Thursday	6:30 to 8:00 pm	Everyone Welcome
Frank Jameson Community Centre	29-Sep	Friday	6:30 to 8:00 pm	Everyone Welcome
Frank Jameson Community Centre	01-Oct	Sunday	2:00 to 5:00 pm	Everyone Welcome
Frank Jameson Community Centre	09-Nov	Thursday	6:30 to 8:30 pm	Everyone Welcome
Frank Jameson Community Centre	12-Nov	Sunday	2:30 to 5:30 pm	Everyone Welcome
Fuller Lake Arena	15-Sep	Friday	6:30 to 7:50 pm	Everyone Welcome
Fuller Lake Arena	17-Sep	Sunday	3:15 to 4:00 pm	Everyone Welcome
Fuller Lake Arena	22-Sep	Friday	6:30 to 7:50 pm	Everyone Welcome
Fuller Lake Arena	24-Sep	Sunday	3:15 to 4:00 pm	Everyone Welcome
Fuller Lake Arena	29-Sep	Friday	6:30 to 7:50 pm	Everyone Welcome
Fuller Lake Arena	01-Oct	Sunday	3:15 to 4:00 pm	Everyone Welcome
Fuller Lake Arena	06-Oct	Friday	6:30 to 7:50 pm	Everyone Welcome
Fuller Lake Arena	13-Oct	Friday	6:30 to 7:50 pm	Everyone Welcome
Fuller Lake Arena	15-Oct	Sunday	3:15 to 4:00 pm	Everyone Welcome
Island Savings Centre	16-Sep	Sat	7:00 to 9:00 pm	Capitals Team of 3
Island Savings Centre	20-Sep	Wednesday	6:30 to 7:50 pm	Everyone Welcome
Island Savings Centre	22-Sep	Friday	6:30 to 7:50 pm	Everyone Welcome
Island Savings Centre	23-Sep	Saturday	1:00 to 2:20 pm	Everyone Welcome
Island Savings Centre	24-Sep	Sunday	1:00 to 2:20 pm	Everyone Welcome
Island Savings Centre	08-Oct	Sun	2:00 to 4:00 pm	Capitals
Kerry Park Recreation Centre	17-Sep	Sunday	1:00 to 2:15 pm	
Kerry Park Recreation Centre	20-Sep	Wednesday	1:00 to 2:15 pm	
Kerry Park Recreation Centre	20-Sep	Wednesday	10:45 to 12:45pm	Senior fitness and Drop-in Hockey
Kerry Park Recreation Centre	22-Sep	Friday	1:00 to 2:15 pm	
Kerry Park Recreation Centre	22-Sep	Friday	7:00 to 8:15 pm	
Kerry Park Recreation Centre	12-Nov	Sunday	1:00 to 2:15 pm	Everyone Welcome

Copy of Poster to Advertise Drop-in Survey






30 seconds of your time?

The Cowichan Valley Regional District and the Town of Ladysmith are asking users to provide their addresses for a facility use survey.

Survey results will help us better understand who uses this facility and how we can better serve you.

Thank You!



30 seconds of your time?

The CVRD, Municipality of North Cowichan, City of Duncan and Cowichan Sportsplex are asking users to provide their addresses for a facility use survey.

Survey results will help us better understand who uses this facility and how we can better serve you.

Thank You!

APPENDIX B

Financial Contributions to Regionally Significant Recreation Facilities

Figure Twenty-Seven: Proportion of All Shawnigan Lake Community Centre Uses from Each Jurisdiction

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
All breakdown figures are in 1000s															
Cowichan Aquatic Centre	28	46	27	0	416	20	8	72	—	—	8	3	—	3200	\$3.83M
Cowichan Lake Recreation	—	—	—	—	—	—	864	—	—	—	842	549	—	—	\$2.26M
Cowichan Sportsplex	13	—	13	8	18	10	—	—	—	—	—	—	—	146	\$.21M
Cowichan Performing Arts Centre	35	58	67	85	113	102	—	—	—	—	—	—	45	610	\$1.11M
Frank Jameson Community Centre	—	—	—	—	—	—	—	—	40	89	—	—	1367	—	\$1.50M
Fuller Lake Arena	—	—	—	—	—	—	—	—	—	—	—	—	—	480	\$.48M
Island Savings Centre	—	—	—	279	478	430	—	—	—	—	—	—	—	2060	\$3.25M
Kerry Park Recreation Centre	628	1048	606	385	—	—	—	—	—	—	—	—	—	—	\$2.67M
Shawnigan Lake Community Centre	—	680	—	—	—	—	—	—	—	—	—	—	—	—	\$.68M
Total of All Facilities	704	1832	713	757	1025	562	872	72	40	89	850	552	1412	6496	\$15.99M



