



Crystal Pool and Wellness Centre Replacement Project

ENGAGEMENT SUMMARY REPORT
FEBRUARY 2017 – JUNE 2018



Introduction

The design of Victoria's new aquatic and wellness centre to replace the Crystal Pool is built on three phases of public and stakeholder engagement – the Feasibility Study (2016), Conceptual Design Refinement (2017) and Schematic Design (2018).

In total more than 4,400 people have participated in all three phases of engagement, which included Open Houses, surveys, stakeholder meetings, sounding boards at Crystal Pool and pop-up engagement at community events.

The project began with a conceptual design based largely on the Feasibility Study completed in 2016, which identified the priority program elements for the new facility (i.e. 50m pool tank, leisure pool, fitness area, multi-purpose rooms, barrier-free access, and siting in Central Park).

During the Conceptual Design Refinement phase, engagement and communications focused on informing citizens on the project plan as well as the anticipated benefits for the community, and acquiring initial feedback from residents.

In the third phase of public and stakeholder engagement for the Crystal Pool and Wellness Centre Replacement Project, extensive feedback was collected to inform the schematic design. Feedback was also collected on Central Park which will help inform future planning for the park.

Engagement Approach

Engagement during the Conceptual Design Refinement phase consisted of in-person and online activities. The purpose of engagement was to raise awareness and understanding on what is planned for the future facility, as well as to collect feedback on the proposed concept designs.

Public input in the Project Design phase was obtained through activities in three stages:

- Public Engagement 1 (February 1 – April 1, 2018)
- Stakeholder Engagement (April 1- June 15, 2018)
- Public Engagement 2 (May 15 – July 3, 2018)

Engagement in this phase was designed and conducted at the *Involve* and *Consult* levels on the International Association of Public Participation (IAP2) guide for public participation, following the principles and practices outlined in the City's Engagement Framework.

HCMA Architecture + Design led the public and stakeholder engagement sessions, focusing on presenting and gathering information specific to project design, programming and other feedback on the guiding principles to assist with overall project planning.

Engagement Highlights:

3 Phases of Engagement

4,400

Participants at engagement sessions, community events and stakeholder meetings

1,165 Respondents to online surveys

80 %

Survey respondents who **agree** that the facility designs reflect their expectations for the new centre

Conceptual Design Refinement Public Engagement: May – December 2017

What We Did

The engagement and communications program focused on informing citizens of the project's progress, as well as the anticipated outcomes and benefits for the community.

The project team interacted with more than 2,000 people at festivals, community events and coffee shops to discuss the project and proposed concept designs, and gained intelligence on preferred methods of communication for residents.

Meetings were also held with more than 26 organizations – including the North Park Neighbourhood Association and the Hillside Quadra Community Association – representing hundreds of citizens who live and work in the city. Input received helped to shape the interior and exterior design of the facility.

How We Engaged

From May – December 2017, the project team employed a variety of strategies to reach residents where they live, work and play. Particular attention was given to reach a diverse audience, including people who do not currently use the facility.

Event	Date	Participation
Information booth and in-person engagement at festivals, community events and coffee shops	May – September	2,000 (approx.)
Technical meetings with representatives from more than 26 stakeholder organizations	May	36
Community consultation with the North Park Neighbourhood Association	September 6, 2017	30
Community consultation with the Hillside/Quadra Neighborhood Association	November 7, 2017	30

Communication Methods:

- Project website
- Display at Crystal Pool
- Project brochure
- Project e-newsletter
- Email to stakeholders
- Media relations
- Exterior digital signage
- Social media
- Handbills
- Key messages shared with City customer service staff
- Information at Neighbourhood Association meetings and newsletters

What We Heard

Through one-on-one conversations, feedback through social media channels, and stakeholder meetings, several common themes emerged, which are outlined below:

High level of support for the project:

- High level of general support among people engaged and keen interest to learn more about the proposed designs and planned amenities.
- Need for strong project and risk management practices to ensure success.

Broad support for conceptual design and planned amenities, including:

- Family change rooms
- Improved accessibility
- Fitness areas to be all together
- Features which retain natural light
- Supportive of a location in Central Park

Suggestions for additional consideration in the schematic design stage:

- Room for spectators
- Play features
- Food and beverage service on-site

Schematic Design Public Engagement 1: February – April, 2018

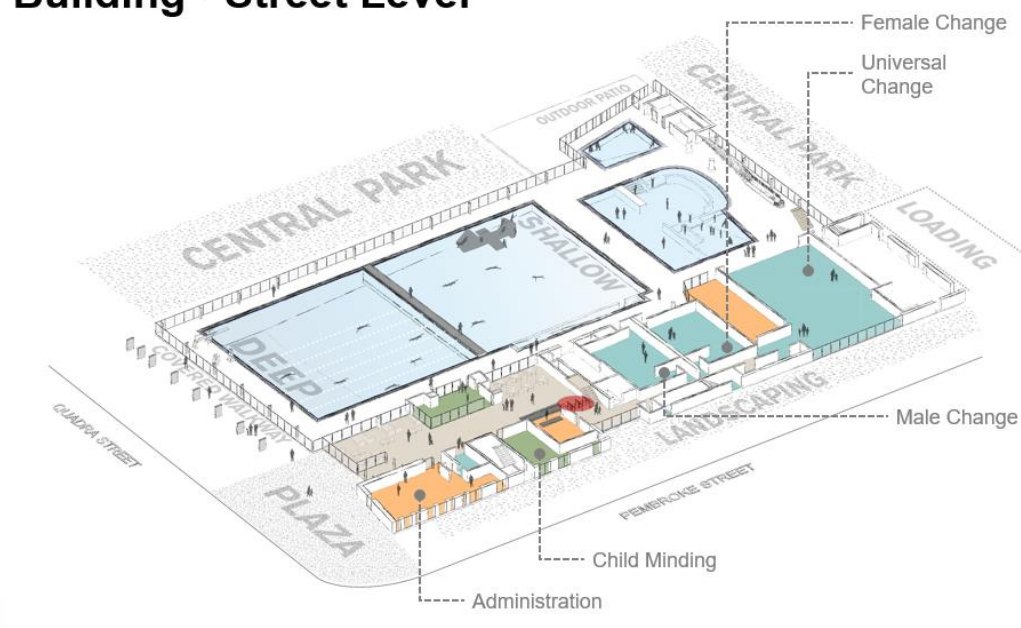
What We Did

The goal in this public engagement was to seek input on the conceptual design, anticipated use patterns, needs and expectations of users. Below are the conceptual plans that were shared.

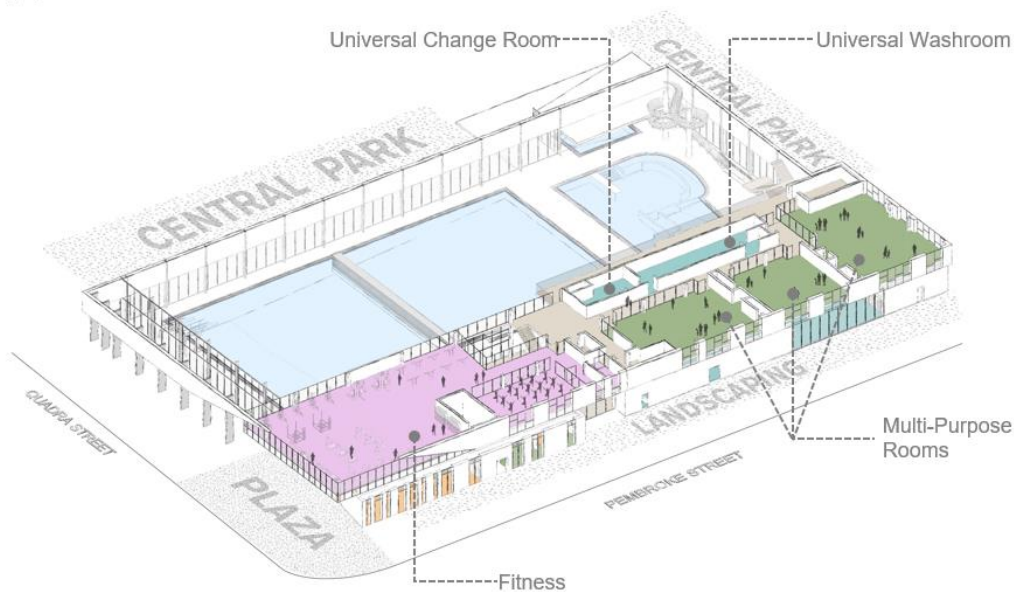
Site



Building - Street Level



Upper Level



How We Engaged

From February 2018 to April 2018, we heard feedback on the conceptual designs of the facility from 890 residents and Crystal Pool visitors.

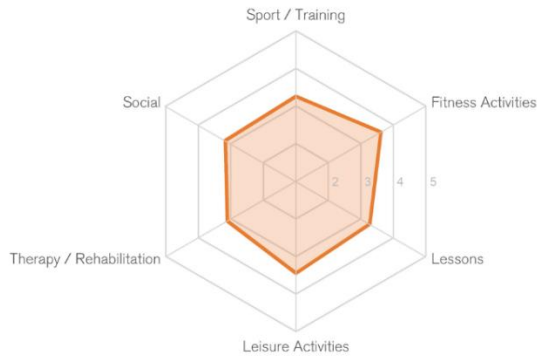
Event	Date	Participation
Online Survey	February 27- March 31, 2018	784
Community consultation sessions at Crystal Garden	February 27, 2018	106

Communication Methods:

- Project e-newsletter
- Email project stakeholders
- Media relations
- Advertising (Times Colonist, VicNews)
- Exterior digital signage
- Social media
- City website
- Displays in City buildings
- Handbills
- Key messages shared with City customer service staff
- Information at Neighbourhood Association meetings and newsletters

What We Heard

The community survey asked participants to rank their priorities for the new facility and features that they would use most.



Aquatic Priorities from Survey

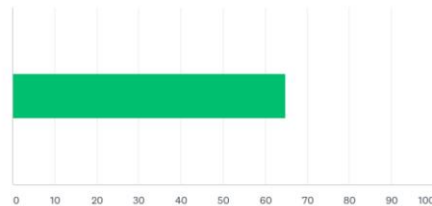


Dry Land Priorities from Survey

In addition participants were asked rate out of 100 if the proposed facility met their needs. The average score the facility design received was 65.

Q9: Do you agree that the proposed facility meets the needs of you and your community?

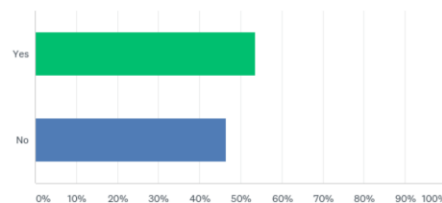
Answered: 645 Skipped: 139



Survey respondents were also asked whether they participated in other Crystal Pool and Wellness Centre Replacement Project engagement activities in the last two years. Approximately half of the respondents had already been involved and half were participating for the first time.

Q11: Have you participated in the public engagement process over the last two years?

Answered: 643 Skipped: 141



A full summary of the feedback from the online survey from this stage can be found [here](#).

Feedback Highlights from the Open House:

- Survey results indicated desire for a facility that could cater to a broad range of aquatic activities.
- Survey results also indicated desire for dry land programs that focused on fitness and community use.
- Accessibility is important and should consider those with sensory and cognitive disabilities.
- Leisure pool should support a range of recreational and therapeutic activities.
- Larger change facilities with a family change room are desired.
- Inclusive amenities that provide a range of opportunities to participate.
- Increase parking and reduce the distance to the front door.
- Integrate sustainability and achieve the City's climate action targets.
- Some interest expressed in new amenities, not shown in the conceptual design (ie. gymnasium, library, full-time childcare)



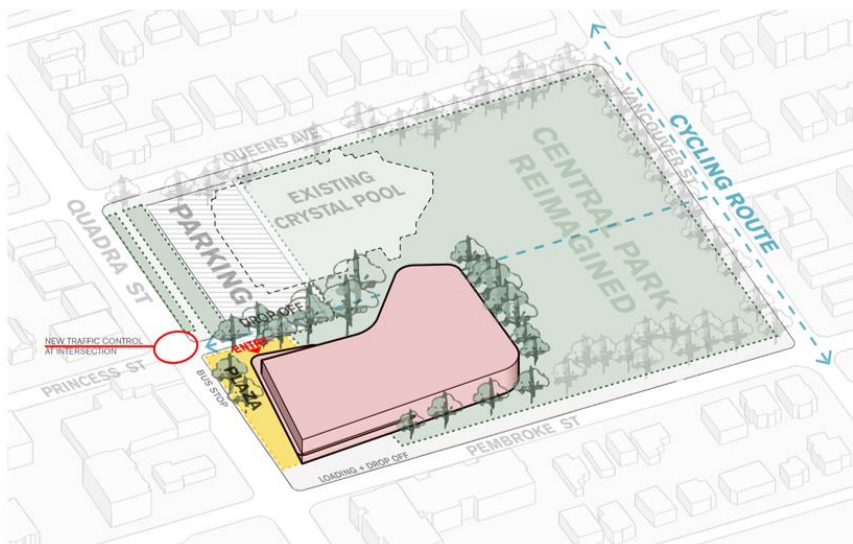
Schematic Design Stakeholder Engagement: April 1 – June 15, 2018

What We Did

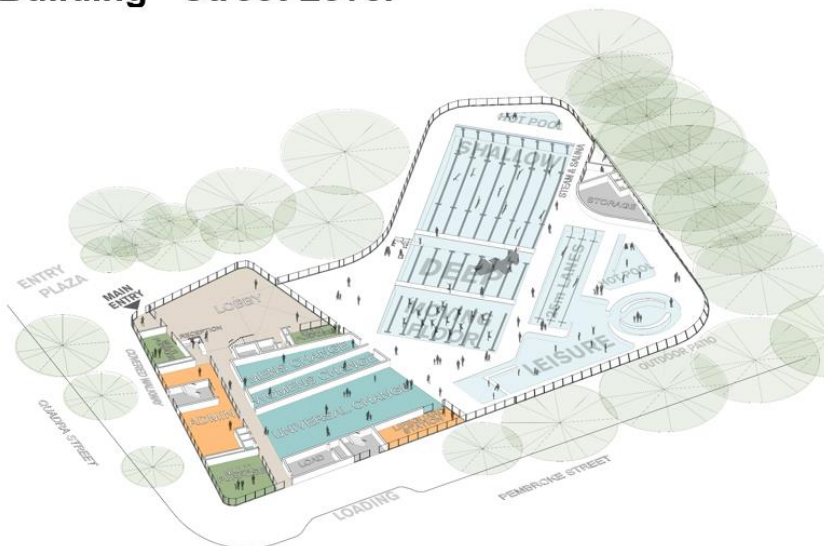
Stakeholder engagement during the schematic design stage aimed to engage and solicit feedback from organizations on the refined design of the facility, site planning, programming and partnership opportunities and identification of cultural, accessibility and inclusivity needs.

The refined designs presented were based on results of the previous engagement sessions and technical analysis completed by the project team.

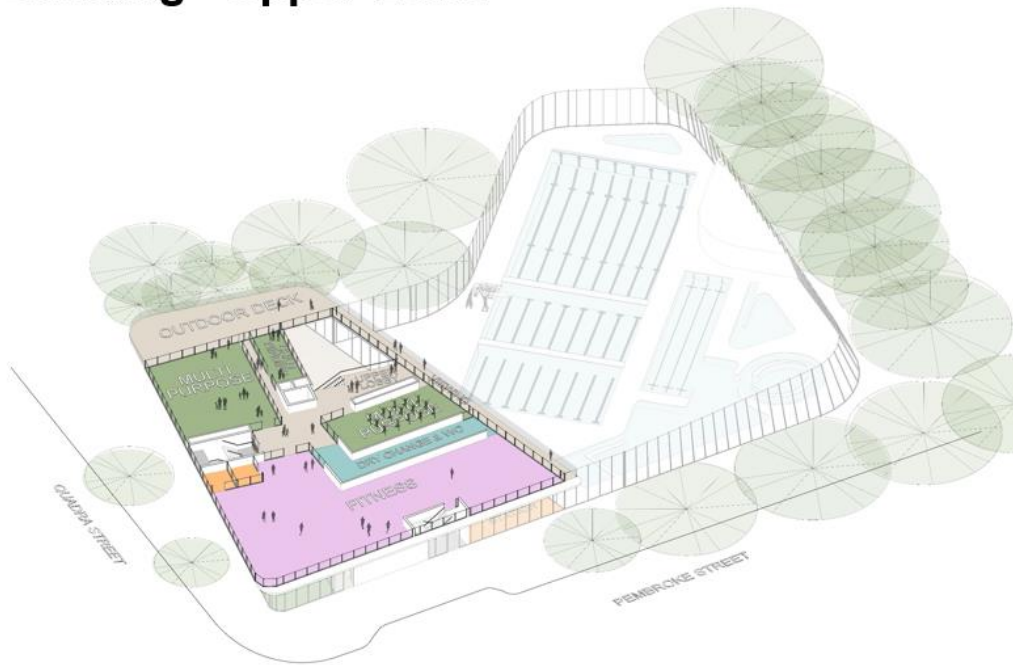
Site



Building - Street Level



Building - Upper Level



How We Engaged

From April 2018 to June 2018, the City invited representatives of 38 stakeholder organizations and individual residents to provide feedback on the refined designs of the facility. Dialogue was facilitated through a series of small group meetings.

Accessibility Groups	Rick Hansen Foundation
	Accessibility Working Group, City of Victoria
	Tyee Aquatic Club
	Recreation Integration Victoria
	Special Olympics Swim Club
	Triathlon Canada
	Active Living Victoria
	MS Society
Community	Active Living Alliance for Canadians Living with a Disability
	Oaklands Community Centre
	Hillside / Quadra Neighbourhood Association
	Quadra Hillside Community Centre
	North Park Neighbourhood Association
Fernwood Community Centre	

	Friends of Central Park
	Victoria Silver Threads
	Active Transportation Advisory Committee, City of Victoria
	North Park residents in adjacent properties
	School District 61
Sport and Recreation	Turbo H2O Fitness
	Mercury Rising Tri-Club
	Friends of Crystal Pool
	Gorge Narrows Rowing Club
	Human Powered Racing
	Oak Bay Orcas
	Victoria Curling Club
	Pacific Coast Swimming
	Swim Canada
	Private Fitness and Rehab Contractors
	Victoria Youth Paddling Club
	Victoria Master's Swim Club
	Pro Motion Rehab
	University of Victoria
Regional municipal recreation centres	
Health and Wellness	Island Health
	<ul style="list-style-type: none"> - Community Health Services - Outpatient Neurological Rehabilitation
Cultural	Métis Nation of BC
	Victoria Native Friendship Centre
	Inter-Cultural Association of Greater Victoria

What We Heard

Highlights from the feedback received at these sessions, include:

- The new balance of water across pool tanks allows a wider range of aquatic activities.
- Accessibility for users with a range of physical, sensory and cognitive disabilities needs to be carefully considered.
- Desire for a gymnasium in the facility.
- Retention of the maximum number of existing trees and enhance park spaces with additional planting.
- Carefully consider cultural barriers to facility use.
- Enhance facilities and access for pedestrians and bicycles.

- Parking – there were differing views among participants, representing the full range of having no parking on-site, extensive parking on-site, as well as underground parking.
- Carefully consider access and programming for seniors.
- Concerns regarding operational impacts relating to potential failure of bulkheads and movable floor.
- Carefully consider drop-off and accessible parking.
- Existing park amenities such as the basketball court are highly used and important to the community; losing these during the construction period will be impactful.

Schematic Design Public Engagement 2: May 15 – July 3, 2018

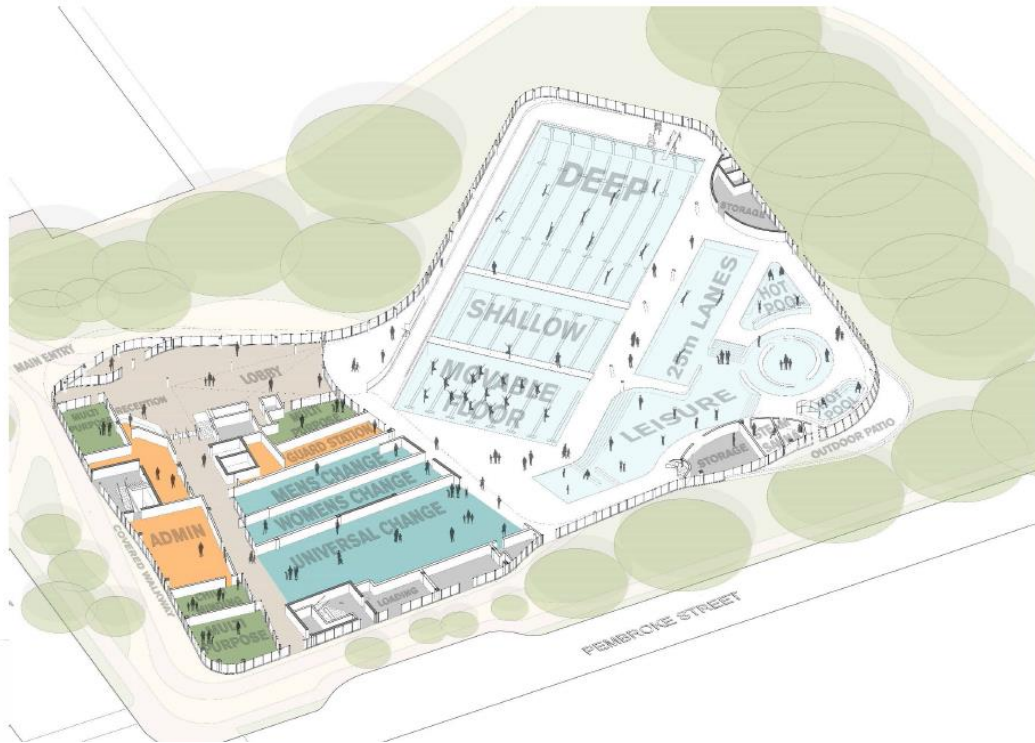
What We Did

In this stage of public engagement the updated designs were shared for feedback with the community.

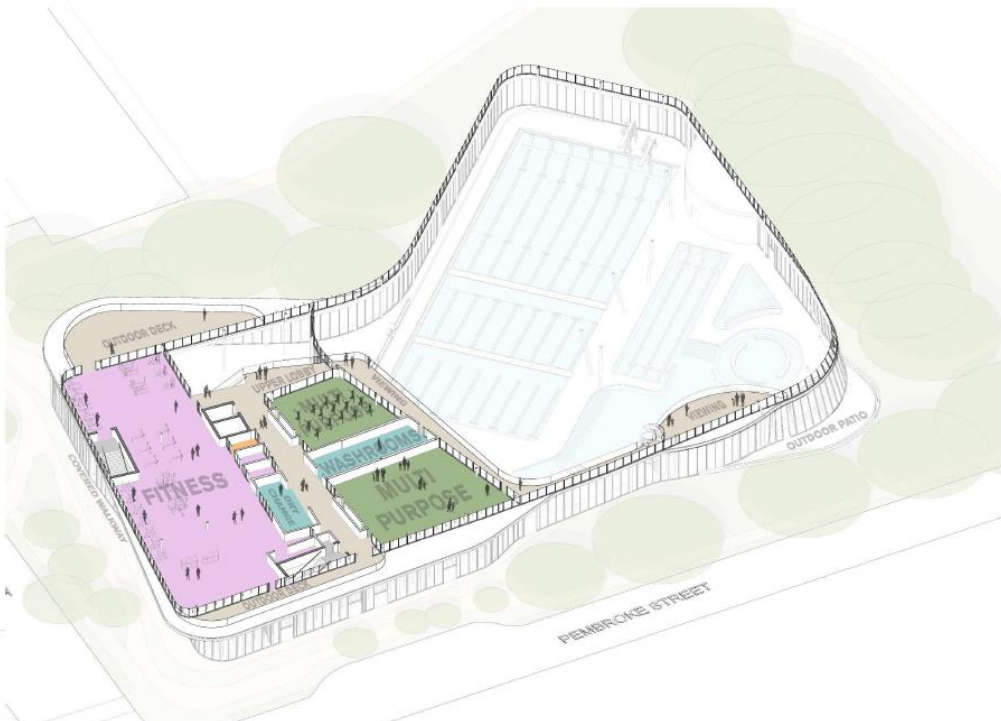
Site



Building - Street Level



Building - Upper Level



How We Engaged

Online and in-person engagement activities gave the public the opportunity to review and provide feedback on the updated design of the new facility.

Event	Date	Participation
Online Survey	June 19 – July 3, 2018	381
Community Open House at Crystal Garden	June 19, 2018	125

Communication Methods:

- Invitations to Neighbourhood Associations
- Notification to project email distribution list (community members who requested updates)
- Social media: incorporating video and social media video
- Website updates: project web page, Current Initiatives, Have Your Say, Latest News, Spotlight button
- Exterior digital signs
- Local media contact
- Three newspaper ads
- Display at Crystal Pool, City Hall
- Posters and handbills in community centres, medical clinics, regional recreation centres, schools
- Posters in City facilities
- Promotion at City/Community Events:
 - Promotion at HarbourCats games
 - Vic West Harbour Fest
 - Car Free YYJ
 - North Park street festival



Survey promotion occurred from June 19 - July 3, using all of the methods outlined above.

What We Heard:

Participants at the Open House and in the online survey were asked for their perspective on how well the key principles and facility design reflected their expectations for the new centre.

Highlights of Survey Results:

- 80% of survey respondents **strongly agreed/agreed** that the facility design reflected their expectations for the new centre.
 - 37% Strongly Agree
 - 43% Agree
 - 20% Disagree
- Survey participants were also asked to evaluate how well the schematic design met their expectations for each of the five project principles:

Principle	Agree
Barrier Free	91%
Inclusive (All Ages, Abilities and Families)	86%
Efficient and Sustainable	86%
High Quality Health and Wellness	83%
Place for Community	83%

- Six out of every 10 survey respondents indicated they had participated in other Crystal Pool engagement activities. This is a nearly 10% increase over the same question asked in the first online survey, an indication that people are remaining engaged throughout the public consultation process. Approximately 40% of respondents were participating for the first time.

Participants were asked for feedback and suggestions on any areas they felt the facility did not meet expectations. The project team is currently evaluating these comments and will consider them as they complete detailed design of the facility.

Complete results from the online survey can be reviewed [here](#). Feedback collected at the Open House included;

- Focus on protecting trees and integrating them with the building design is the right approach.
- Maintain and enhance the social atmosphere of the facility.
- Desire to maximize the amount of park space once the facility is completed.
- As the design progresses, carefully address cultural barriers and consider the specific needs of those with disabilities.
- Parking remained a topic of discussion, with some residents advocating for a reduction of on-site parking, others desiring to move parking underground, and many suggesting that sufficient parking is included to meet anticipated demand and mitigate impacts on the immediate neighbourhood.



Next Steps

The Project Team will present the schematic design and results from public engagement and technical analysis to Council as part of the July 2018 Project Update.