



# Strategic Planning Survey

## *What we heard*

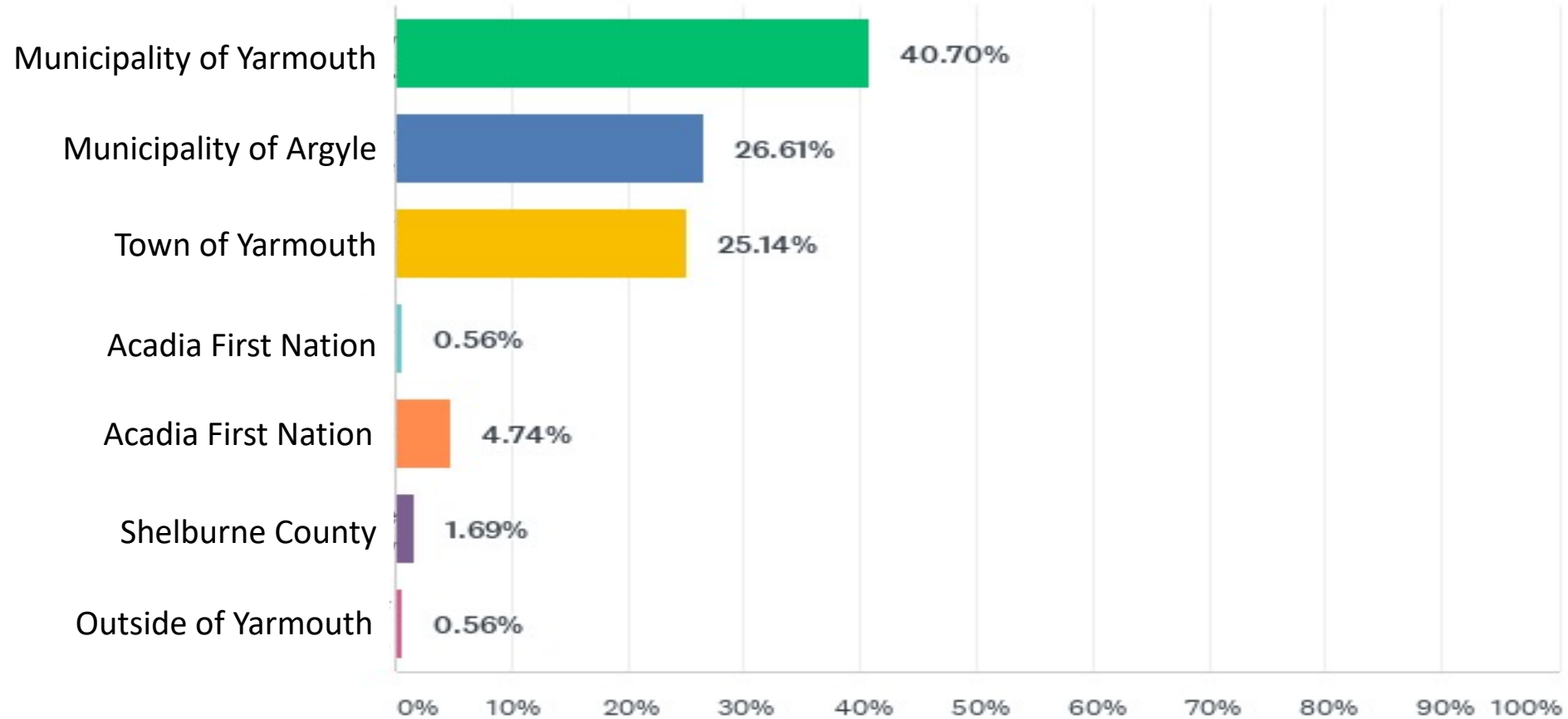
*May 2021*

# Survey Stats

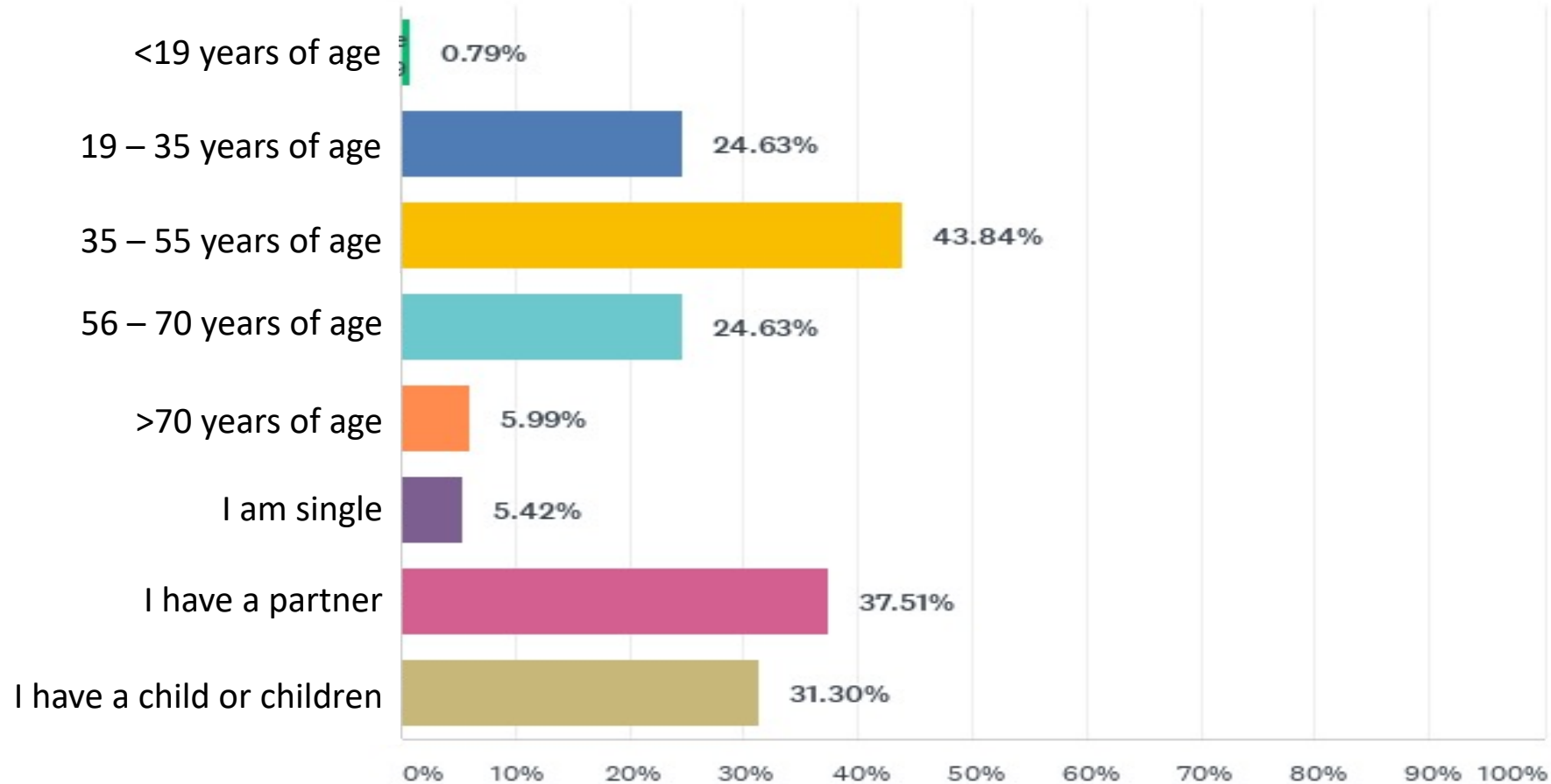


- In March of 2021, the Mariners Centre Board of Directors executed a community survey to collect ideas and suggestions in several areas to ensure the best possible future for the Centre and residents of our communities
- Information collected was anonymous and did not identify the respondent in any way with their responses
- **Specific effort was made to engage the community for their input on the future expansion and what they would prioritize for additions to the Mariners Centre facility (pages 7 & 8)**
- 887 Responses
  - 33.4% (296) on the day we launched
  - 57% completed within three days
  - 99.2% completed online
- Survey responses have been summarized in the following slides

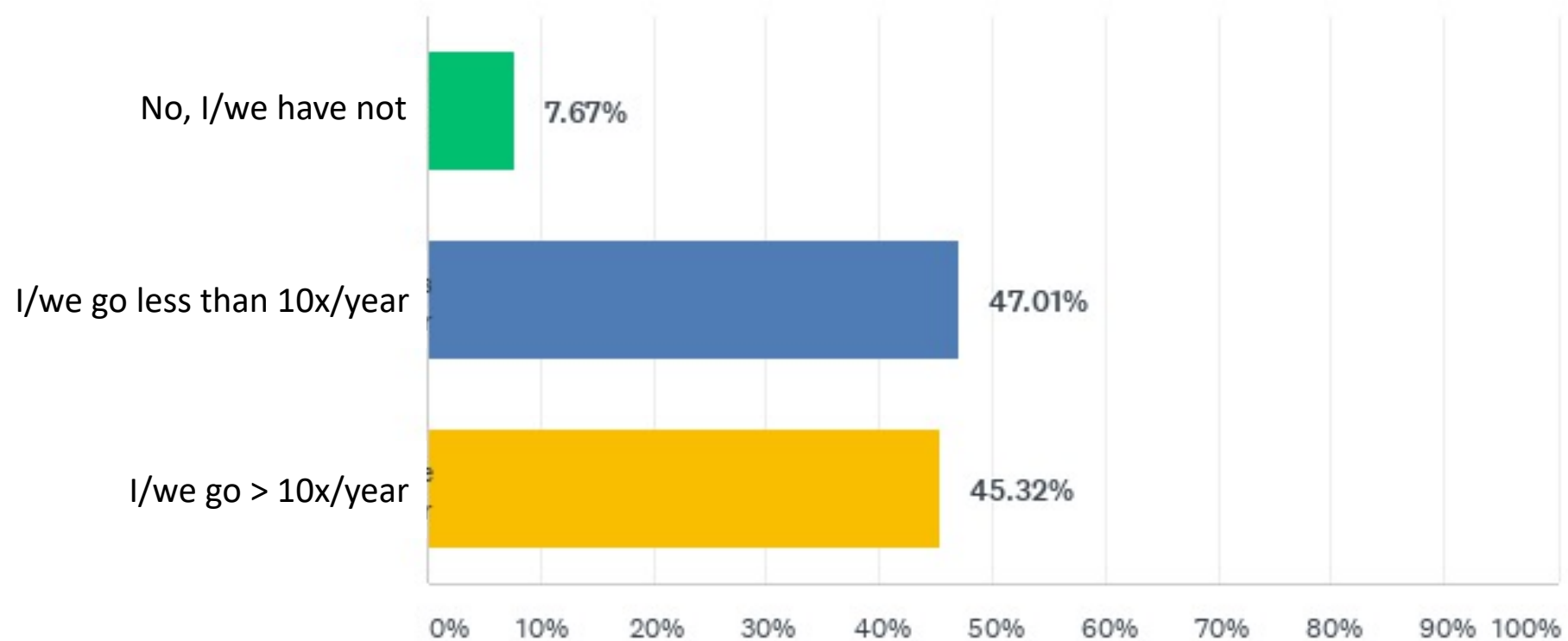
# Where do you live?



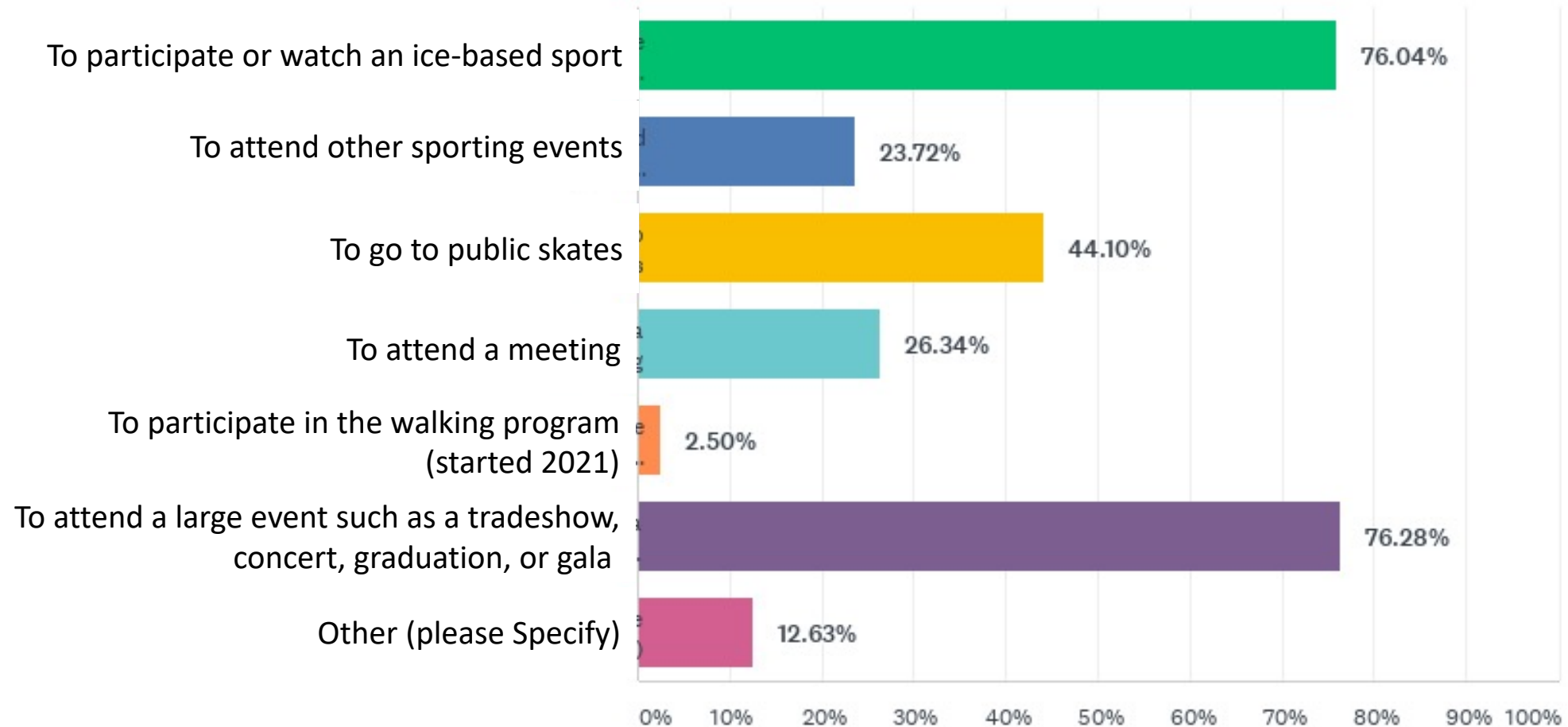
# Tell us about yourself



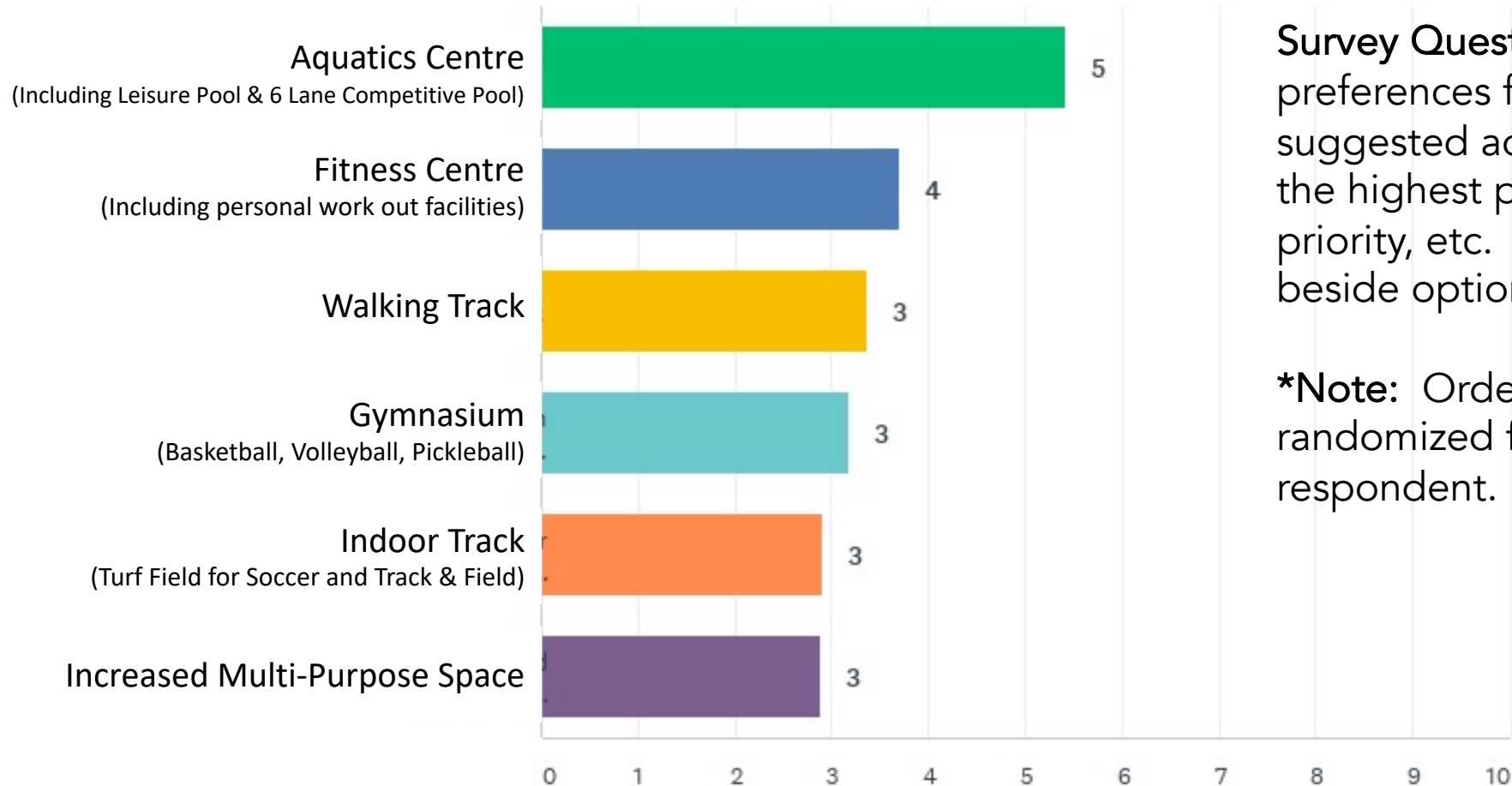
# Have you or your family been to the Mariners Centre in the past 3 years?



# What have you attended?



# Preference for facility additions



**Survey Question:** "Please indicate your preferences for any of the following suggested additions to the facility. 1 being the highest priority, 2 the second-highest priority, etc. Please only put a number beside options that you would support."

**\*Note:** Order of facility options was randomized for each online survey respondent.

# How respondents ranked facility additions

## Example: New Aquatics Centre

- 70.32% ranked this first
- 15.67% ranked it 2<sup>nd</sup>
- 6.71% ranked it 3<sup>rd</sup> and so on
- 849 respondents ranked a New Aquatics Centre as a priority
- Overall score 5.42

	1	2	3	4	5	6	TOTAL	SCORE
An aquatic centre, including a leisure pool and 6 lane competitive pool	70.32% 597	15.67% 133	6.71% 57	2.94% 25	2.12% 18	2.24% 19	849	5.42
A fitness centre including personal workout facilities	12.07% 95	24.78% 195	22.49% 177	15.12% 119	12.96% 102	12.58% 99	787	3.70
A walking track	8.20% 68	24.37% 202	17.49% 145	15.20% 126	15.44% 128	19.30% 160	829	3.37
A gymnasium for basketball, volleyball, pickleball, etc.	2.98% 23	16.19% 125	22.67% 175	24.87% 192	21.11% 163	12.18% 94	772	3.19
An indoor track and turf field for soccer and other such sports	3.47% 27	14.25% 111	17.07% 133	20.03% 156	24.13% 188	21.05% 164	779	2.90
Increased multi-purpose space	7.79% 61	10.09% 79	16.73% 131	20.05% 157	19.41% 152	25.93% 203	783	2.89



# Mariners Centre in 5 years



- Community hub
- Broader in scope: #1 pool, fitness facilities, youth, Sport centre
- Events – wide scope, outdoor and indoor
- Clean, bright, modern
- Welcome and safe
- Accessible – physically, fiscally and socially
- YMCA is missed

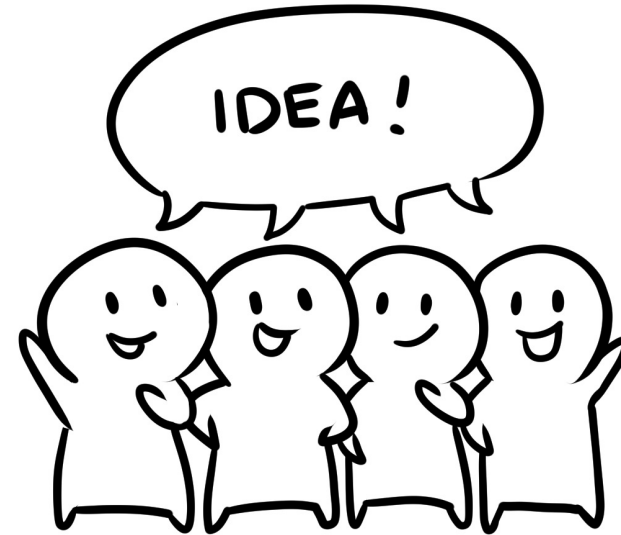
*Note: survey was from March 2021, before Mariners on Main re-opened in the former YMCA facility*





# Other things you would like to see

- List is long
- Events
- Community hub, campus style
- Arts centre, Curling rink
- Family and youth activities
- Safe space for all
- Support local community, art, local vendors
- Rock climbing wall, trampoline park, batting cage, splash park, dance





# Feedback for the Board

- Get to it – can't wait
- Repaint and refresh
- Build it right, i.e., space for competition, deck space etc.
- Transportation is an issue
- Accessibility is important – physical and fiscal
- Gender equity is important
- Space must be welcoming and inclusive

