



Huron-Kinloss Parks and Recreation Master Plan 'What We Heard Report'

September 2022



BLUEPRINT
FOR THE FUTURE

Parks & Recreation Master Plan



Acknowledgments

We would like to acknowledge and thank all the community organizations, clubs and partners, municipal staff and Council, and the many residents who participated in the focus groups, surveys, interviews, and community events. Your feedback and shared experiences provide valuable insights to inform the development of the Parks and Recreation Master Plan.

We would also like to thank the Project Team for providing background information, sharing their expertise and knowledge, and assisting in the planning and promotion of the stakeholder engagement sessions.

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Thank you

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Introduction

The Township of Huron-Kinloss is taking important steps to further support the health and wellbeing of residents through the development of the Township's first Parks and Recreation Master Plan. The Master Plan (the Plan) will guide future decision making of parks and recreation services over the next 10 years. As part of informing the direction of the Plan, a series of community engagement activities were carried out from June to August 2022. This report summarizes the experiences and insights shared by residents, community clubs and organizations, local service providers, and Township staff and Members of Council.

Engagement activities were aimed at hearing a range of opinions and experiences on the current and future parks and recreation needs across the Township, and to begin to identify actions for the future. This report outlines what we are hearing so far.

More opportunities to engage with residents and stakeholders on the Parks and Recreation Master Plan will be coming up in October 2022.



Engagement Overview

OUR APPROACH

As part of the parks and recreation master planning process, several community engagement activities have been undertaken to gather initial insights from stakeholder groups, staff and Council, and local residents. Activities are aimed at developing an understanding of current and future needs, challenges and gaps, and opportunities for parks and recreation planning in the future.

Community engagement activities undertaken to date include:

- Interviews with members of Council and senior staff (13)
- Focus groups and questionnaires community groups and clubs (18 participants)
- Virtual community workshop (9 participants)
- Community pop-up interviews (60)
- Telephone survey (200)
- Online survey (143)

This section provides a summary of the key engagement activities conducted so far and overview of emerging messages and priorities heard from residents and stakeholders.

ACTIVITIES

Our approach to engagement included the following activities:

ACTIVITY	DATE	PARTICIPATION
Telephone Survey	July 12th to July 24th, 2022	200
Online Survey	July 12th to August 8th, 2022	143
Focus Group 1: Service Providers & Clubs	June 21st, 2022	6
Focus Group 2: Culture & Community Groups	June 21st, 2022	2
Questionnaires & Interview: Sports Clubs	June 30th to July 8th, 2022	11
Key Informant Interviews	June 13th to June 24th, 2022	13
Virtual Community Workshop	July 12th 2022	9
Pop-Up 1: Lucknow, Summerfest Fireman's Breakfast	June 25th, 2022	21+
Pop-Up 2: Ripley, Sport Team Night	July 12th, 2022	22+
Pop-Up 3: Point Clark, Youth Day	July 30th, 2022	17+

Overall, 60 interviews were held throughout the three pop-up events, engaging approximately 158 people.



Project Website:
323
Unique Views

Website News Posts:
2



Social Media
5
posts



Direct Emails Sent:
~40 organizations

Reach:
~500 individuals
(minimum)



Admail Flyer:
3000
people



Posters in the Community:
20

COMMUNITY REACH

A project-specific website was created on the Township's website. Multiple communications tactics were used to create awareness about the project and promote the engagement opportunities.



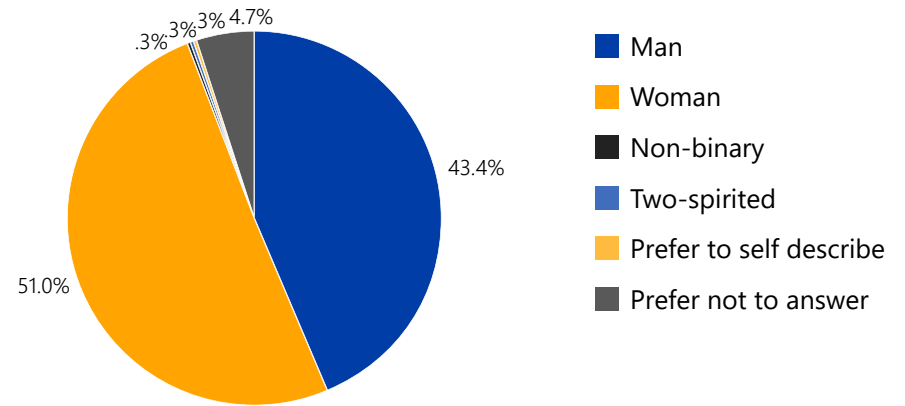


WHO WE HEARD FROM

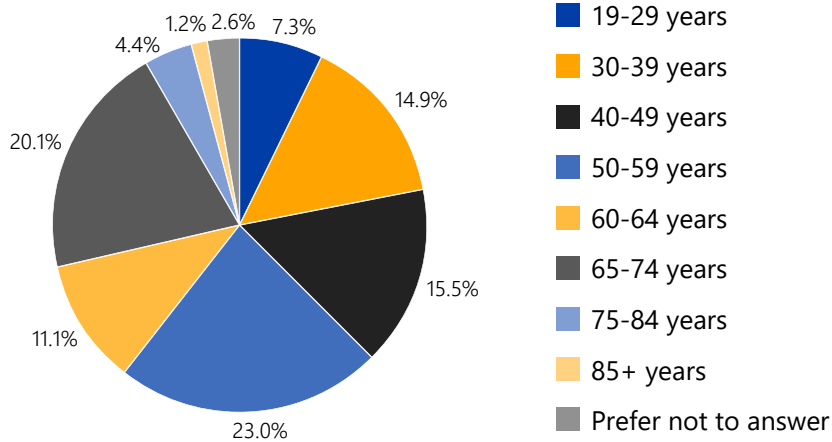
To date, we have heard from over **440** people through the engagement process.

Of the **343** people who have completed either a telephone or online survey, we have heard from the following demographics:

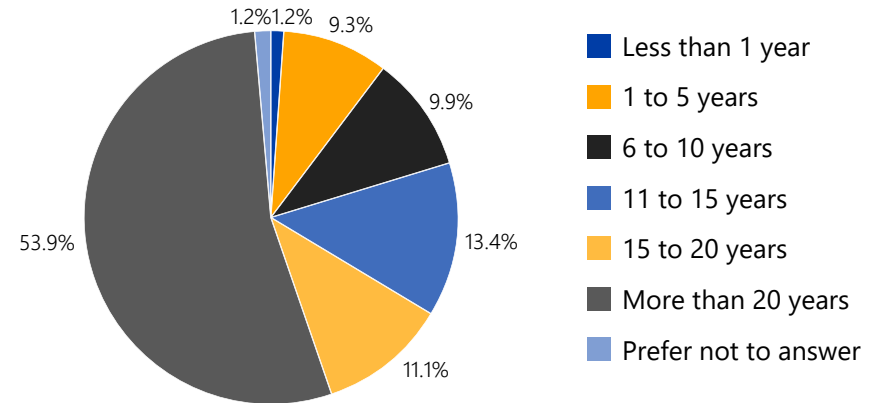
Gender



Age

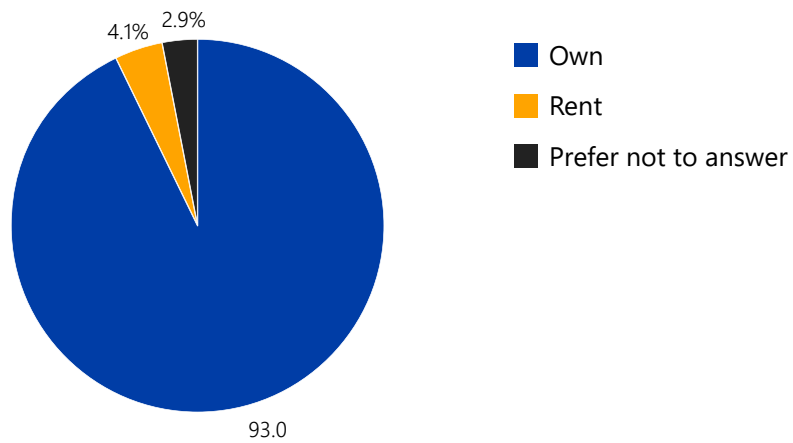


Years Lived in Huron-Kinloss

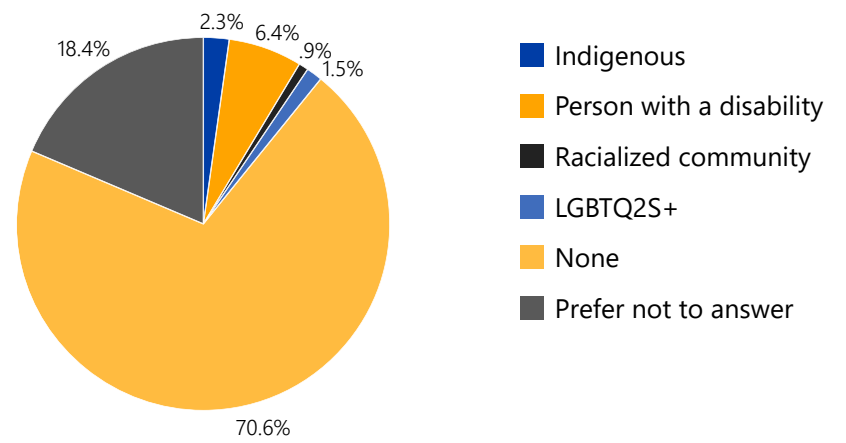




Own or Rent Home



Self-Identify as Part of Specific Group



What We Heard

During the engagement process, we heard a variety of perspectives and thoughts on a wide range of issues related to current strengths, challenges, and opportunities in parks and recreation across the Township. Feedback heard through community pop-up interviews, surveys, stakeholder focus groups and questionnaires, and the workshop is summarized below. Detailed survey responses are provided in Appendix A.

IMAGINE – What is important to us?

As part of the engagement process, through the community workshop and pop-up events, residents and stakeholders were invited to share their thoughts and experiences on what their ideal community would look like as it related to parks and recreation.

Based on the emerging themes from these conversations, the illustration on the right was created.



LOVE MOST ABOUT HURON-KINLOSS

Community members interviewed at the three community pop-up events were asked what the best part of living in the Township was, these results are provided in the following word cloud.



HURON-KINLOSS IN THE FUTURE

In addition, participants at the virtual workshop and focus groups were asked to think of one word that they hoped would describe parks and recreation in Huron-Kinloss in the future. The results are highlighted in this word cloud.





DEFINE – What are our strengths? What are our challenges?

Strengths & Assets	Needs & Gaps
Overall good level of satisfaction of Township parks and trails, facilities, programs and services, events, and beaches among residents	Some sense that distribution of amenities and facilities is unequal across communities
Many activities and facilities throughout Township (i.e., beaches, Lighthouse, playgrounds, arenas, Rail Trail, Community Centres, biking and walking trails, multi-generational programs)	Lack of day care spaces
“A lot for us to do!”	Some areas/facilities in need of repair (Community Centre parking lot (Lucknow), Basketball Court at Victoria Park, Ripley Arena, benches at Lucknow ballpark, some park picnic tables rotting, horseshoe pits not maintained)
Generally, facilities are well maintained	Lack of activities for seniors
Baseball diamonds are good quality	Need for better maintenance of trails (i.e., Legion Trail, Rail Trail)
Good volunteerism	Need programs in addition to hockey, soccer, baseball
Point Clark dog park	Costs are a barrier to bringing events to communities
Parking for boating	More maintenance at parks needed (weeds, garbage)
Good support from Township	“There is a lot of garbage, broken bottles at park”
Environmental consciousness	Need to address number of derelict properties
“Super nice here”	Need to get activities for kids up and running since COVID shutdowns
Museum and library are good resources	Lack of activities for youth/teens
Huron-Kinloss App	Lack of sidewalks
Splash pad	Safety concerns with lack of parking at beach (Point Clark)
Rural/small town feel	Lack of washrooms in some public areas (beaches, soccer fields)
Good sense of community	Lack of options for swimming lessons, need to go out of Township, long waiting lists
Good programs for hockey, soccer, and baseball	No soccer field in Point Clark
Good access to parks, ball diamonds	Unable to launch a boat in Point Clark
Camping near by	Need to limit use of ATVs and golf carts on multi-use paths, some concern over safety
Various media platforms to reach community	Food security is an issue for some people in the community
“Parks are great!”	Some organizations are finding it hard to get volunteers
Lighthouse	Some concern regarding loss of trees
Summer events	Parks are not well enough identified or promoted
Family-friendly	No sport programs in Point Clark, all in Ripley
Community Centre (Point Clark) has good seniors’ programs	Need better communication with residents about programs, facilities, and services



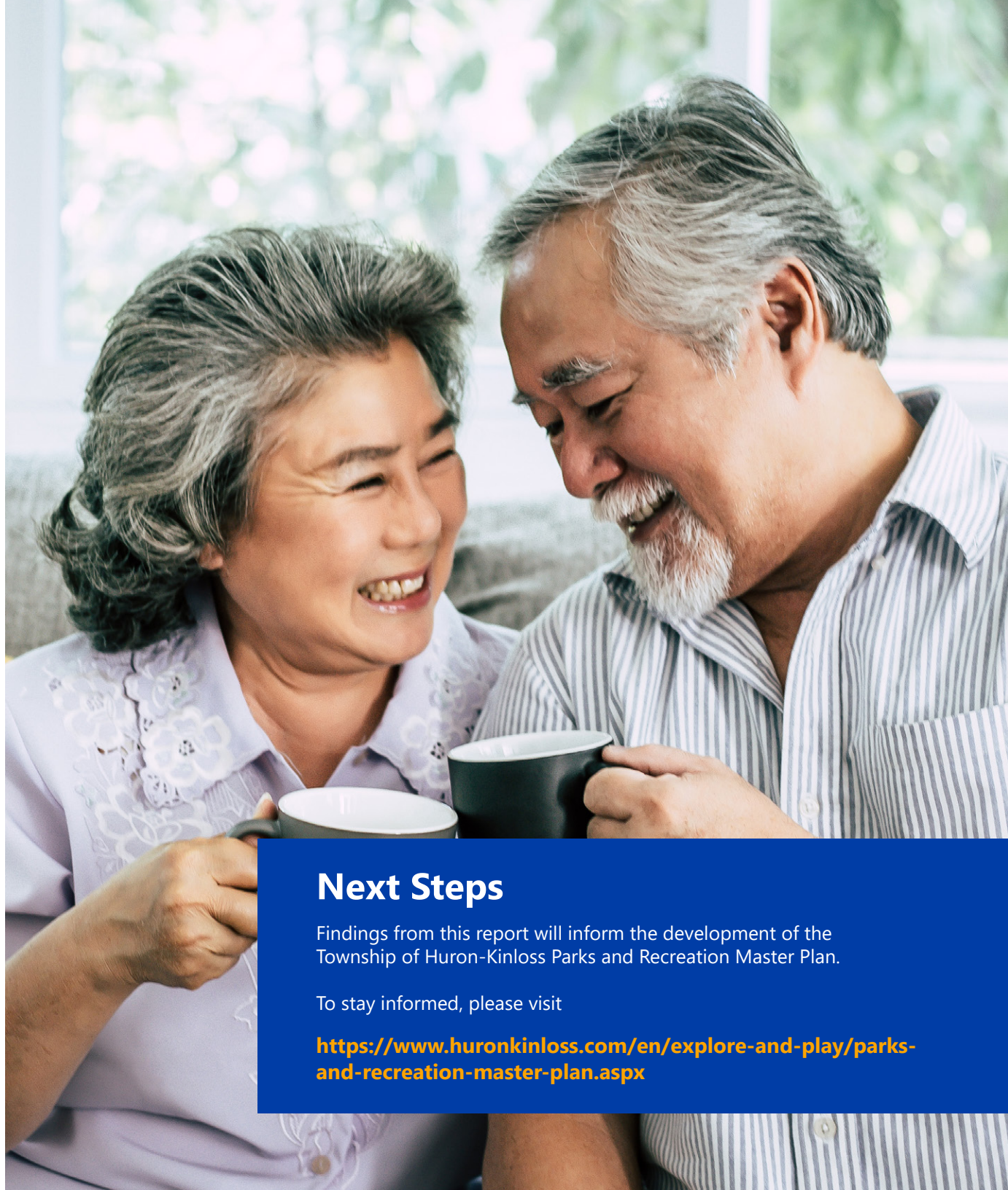
PRIORITIZE – What do we need, and want, moving forward?

Strategies & Ideas
More trails, better connectivity between trails, improved accessibility of trails, more maintenance of trails, beautification of trails
Bridge over creek to connect trail to Kincardine, Southampton
More promotion of trails
With growing population, need to ensure greenspace/parks and programs expand to meet needs
More garbage cans and picnic areas at parks, and consider food trucks
Multi-purpose facilities to accommodate growing and diversifying needs
Enhanced maintenance at parks and beaches (i.e., garbage pick-up, grass cutting)
More outreach to new families/residents, provide information on programs and services
More tree planting
Another dog park
Some suggestions for new programs (parent and baby/tot programs, seniors' programs, more pickleball, more adult swimming in evenings, more fitness/wellbeing programs, art/dance programs, nature/environmental programs, guided cycle tours)
Accessible play equipment
Some facility enhancements (lighting and storage at ball parks, climbing equipment at parks, walls/fence around tennis courts)
Facility maintenance and enhancement (i.e., arena), ensure accessibility of all facilities
Additional and/or expanded splash pad, stage/amphitheatre (at Lighthouse)
Opportunities to do more at Lighthouse (i.e., bring back ice cream shop, promenade at 'wall', more benches, more activities and events)
Indoor and/or outdoor pool
More engagement with youth, more activities/programs for youth
Improved active transportation, more cycling paths and wider paths
Expand Bruce Botanical Gardens
Ensure long term public access to beaches
More information on current programs, events, and facilities
More promotion of Township tourism
More community events
Seek out grants for funding
More partnerships between Township and local groups & clubs
Skateboard park
Extend hours at public/beach washrooms
Continue to bring back/extend events (i.e., children's activities, fishing derby)
"Really like to see more events!"
Open harbour at Point Clark (so that do not need to drudge)

Summary of Emerging Messages & Priorities

Within the various conversations and feedback received from residents and stakeholders the following priorities for the future of parks and recreation across the Township are emerging.

- Ensure accessibility of all public spaces
 - Continue to make upgrades to park equipment, trails, and facilities
 - Continue to prioritize public use of lakeshore
- Continue enhancement of trails including overall maintenance, accessibility, and connectivity
- Increase emphasis on active transportation
- Continue to expand and grow facilities and programs to meet growing and diversifying population needs
 - Ensure programing and activities for youth, new families
 - Ensure ongoing maintenance and facility enhancements when needed
- Seek out opportunities for increasing communication and engagement with community
- Explore possibilities for increasing Township events and tourism
- Explore opportunities to expand use of existing spaces such as lakeshore/beach areas
- Identify opportunities to support volunteerism and partnerships
- Continue to embrace values of biodiversity and sustainability within planning and decision making



Next Steps

Findings from this report will inform the development of the Township of Huron-Kinloss Parks and Recreation Master Plan.

To stay informed, please visit

<https://www.huronkinloss.com/en/explore-and-play/parks-and-recreation-master-plan.aspx>

Appendix A: Survey Results

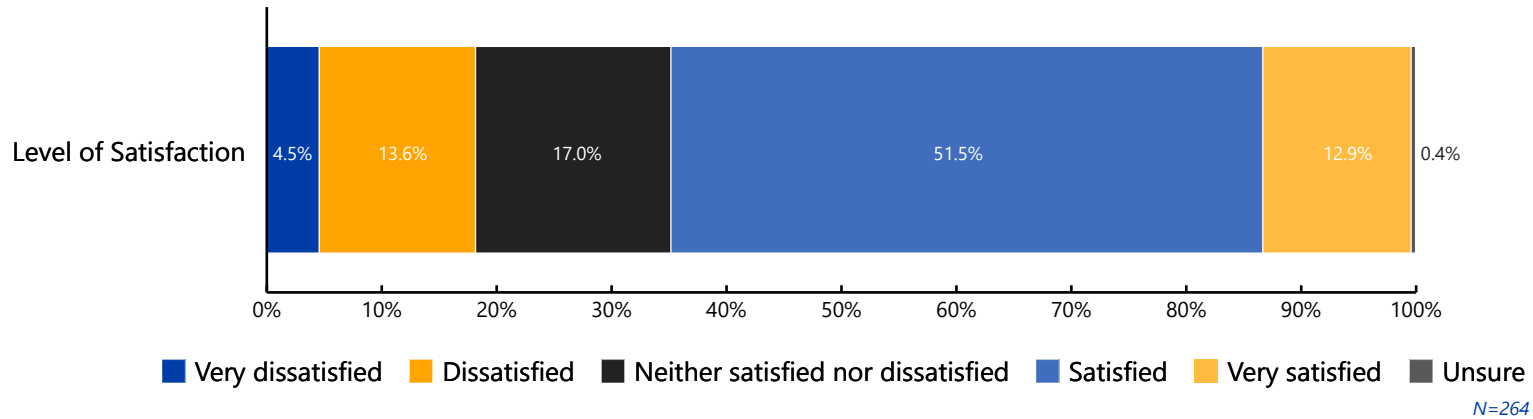


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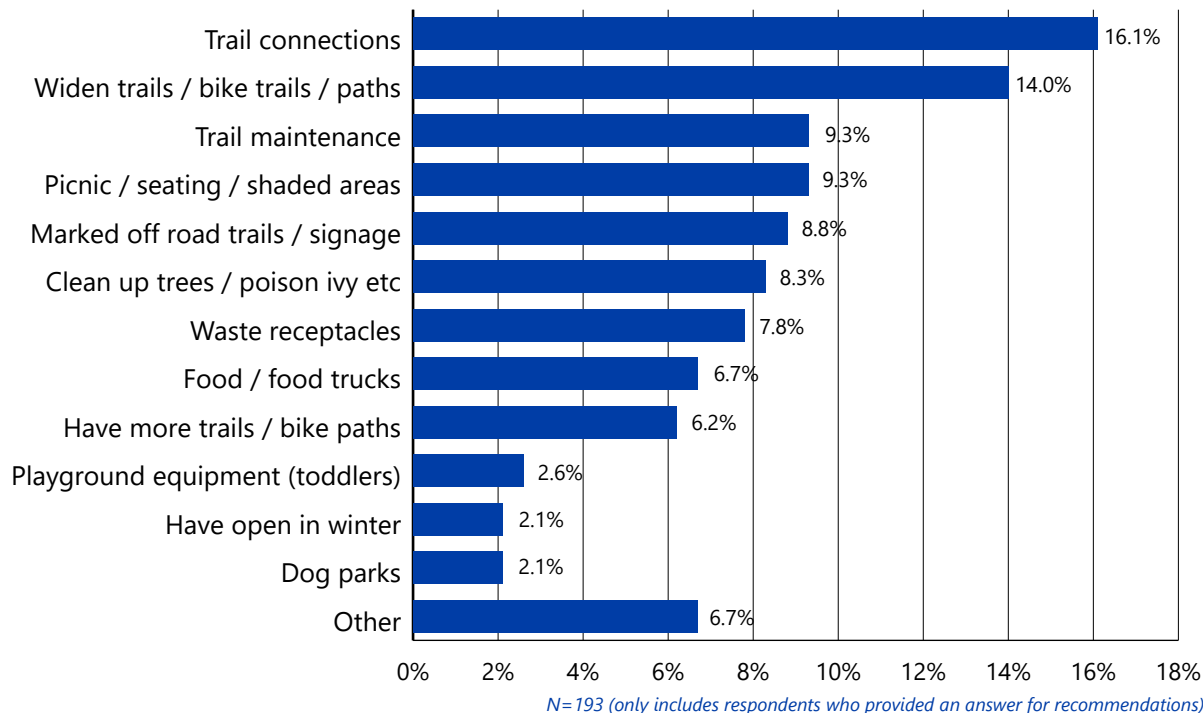
Parks & Recreation Master Plan

PARKS, TRAILS AND OPEN SPACES

Overall, how satisfied are you with Township parks, trails, and outdoor spaces that you have used or frequented?



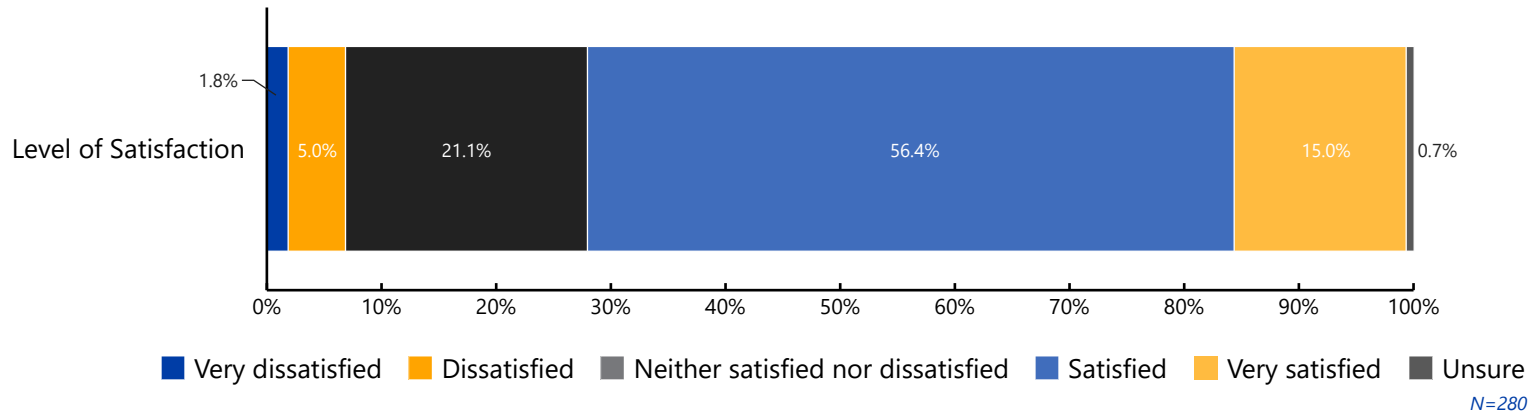
Recommendations for how Township parks, trails, and outdoor spaces can be improved?



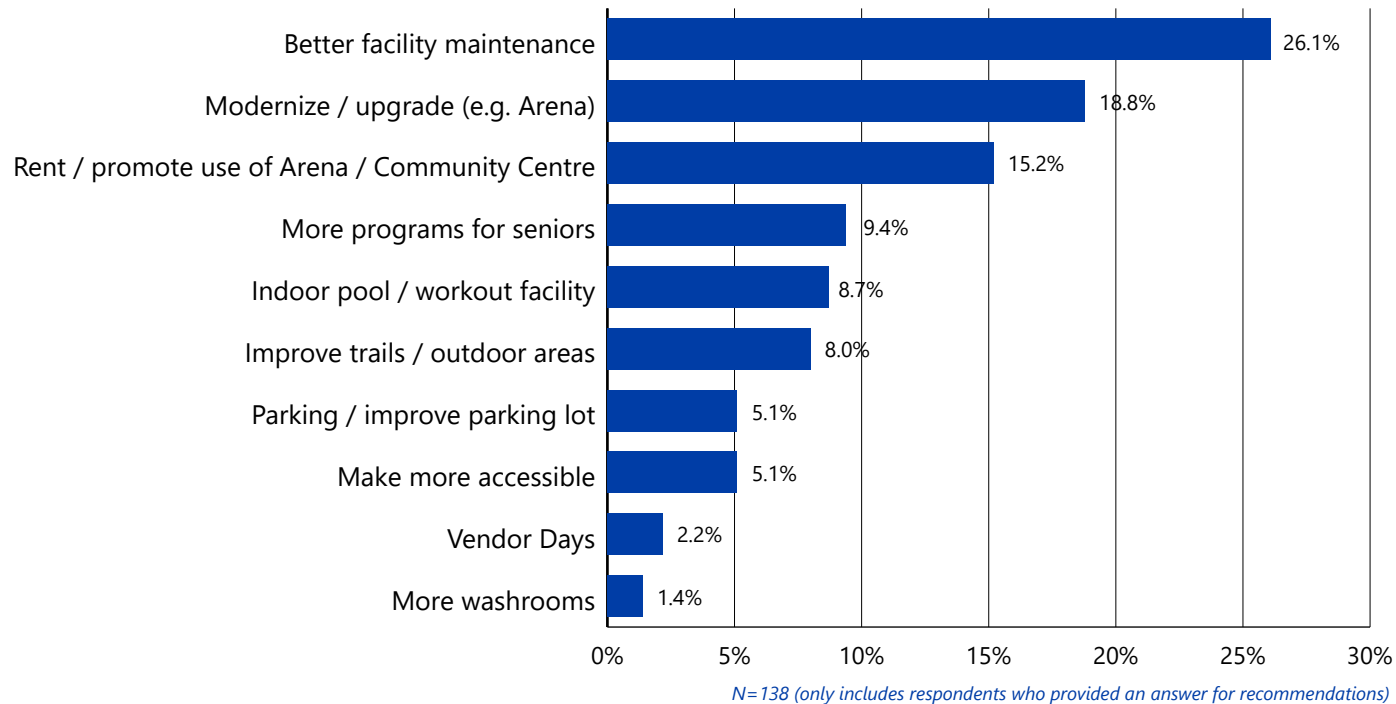
- OTHER**
(categories with less than 4 responses)
- Eliminate trailer by-law
 - Boat launch
 - Fitness programs
 - Parking
 - Safety
 - Accessibility
 - Security cameras
 - Washrooms / bathrooms

FACILITIES

Overall, how satisfied are you with Township facilities that you have used or frequented?

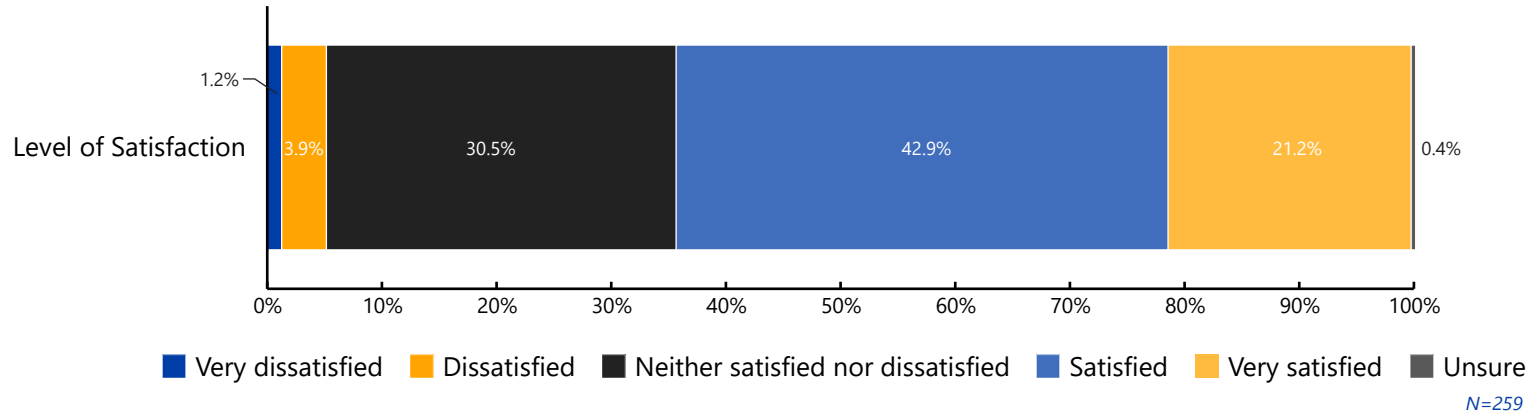


Do you have any recommendations for how Township facilities can be improved?

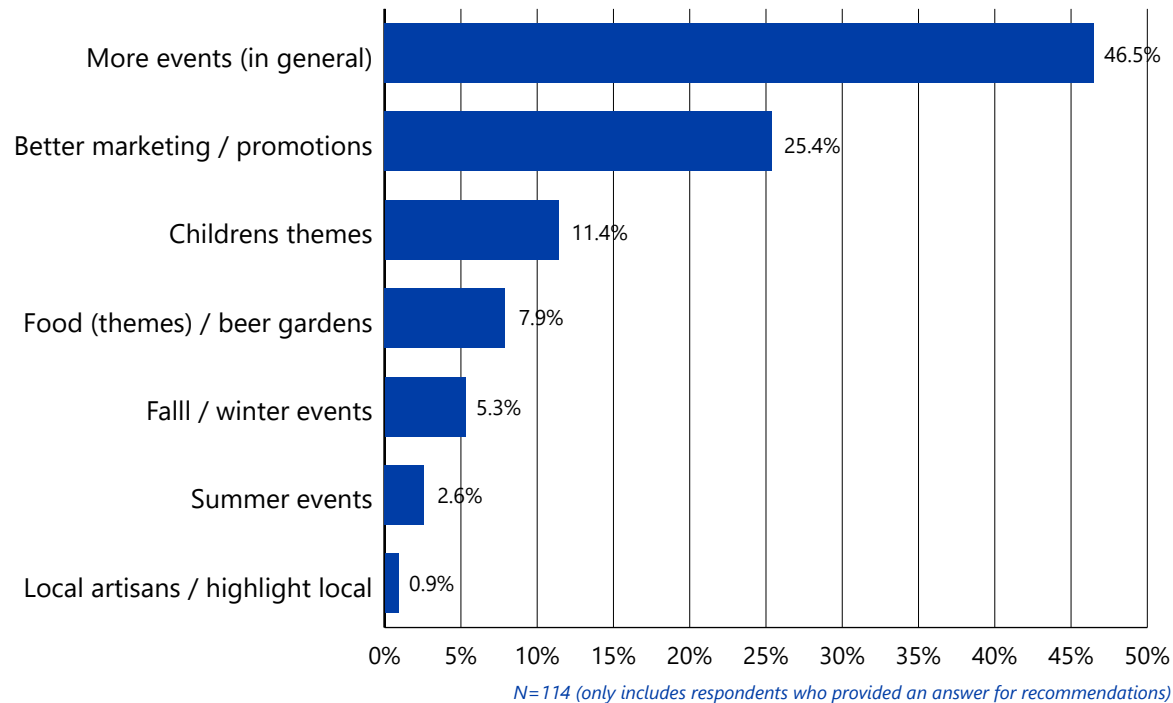


EVENTS

Overall, how satisfied are you with Township events that you attended and/or participated in?

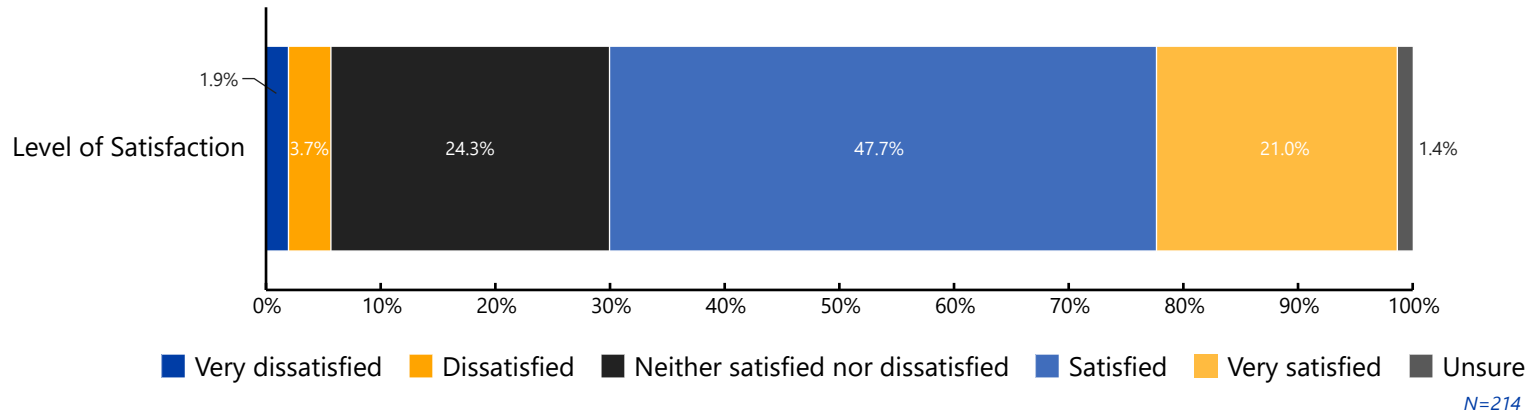


Do you have any recommendations for how Township events can be improved?

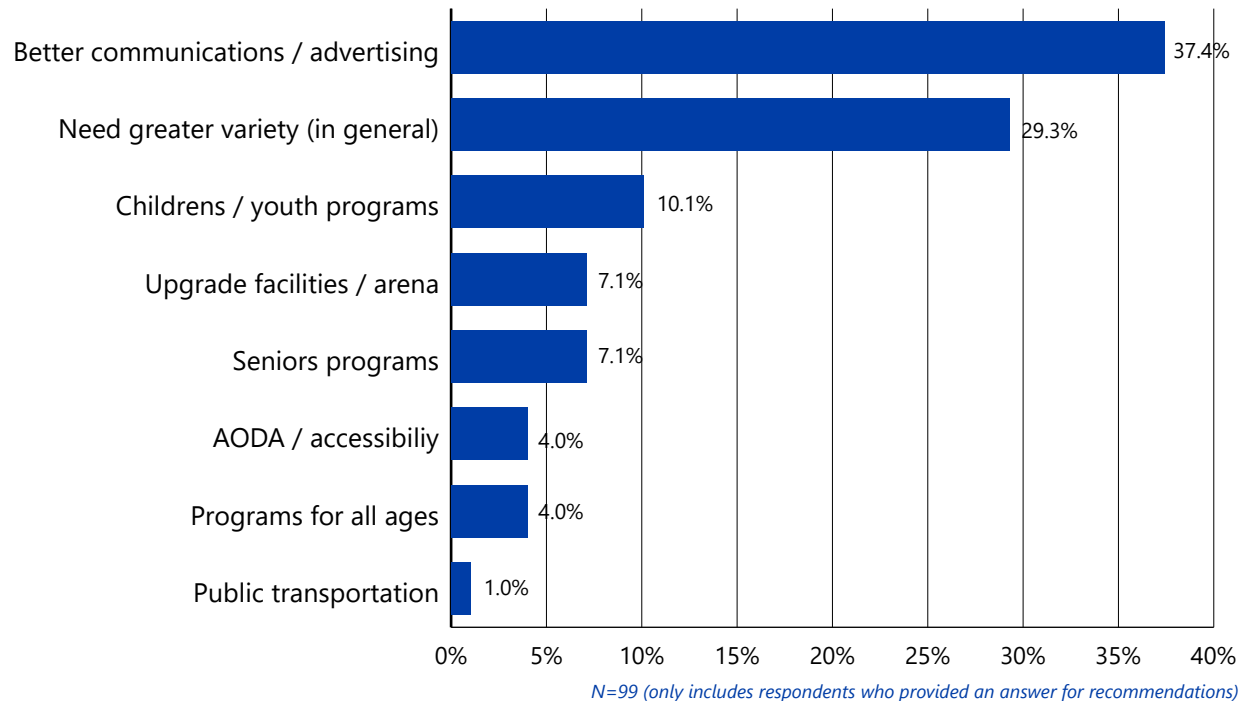


PROGRAMS & SERVICES

Overall, how satisfied are you with Township program and services that you have used?

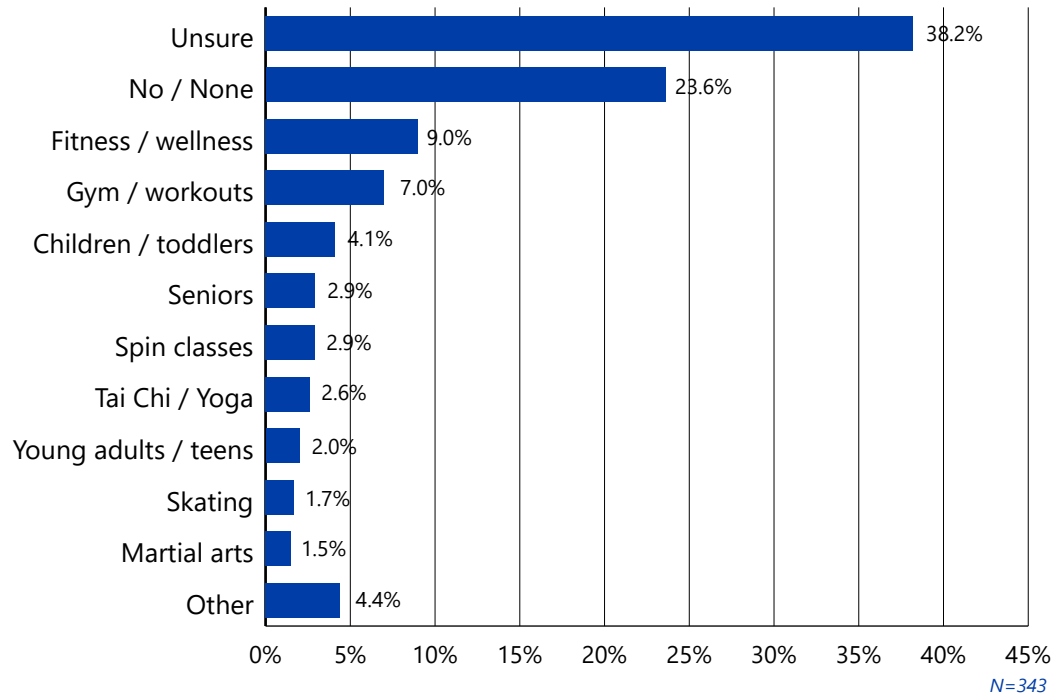


Do you have any recommendations for how Huron-Kinloss Community Services programs and services can be improved?



PROGRAMS & SERVICES

Are there other programs and activities that you would like to participate in but are not currently offered by the Township?

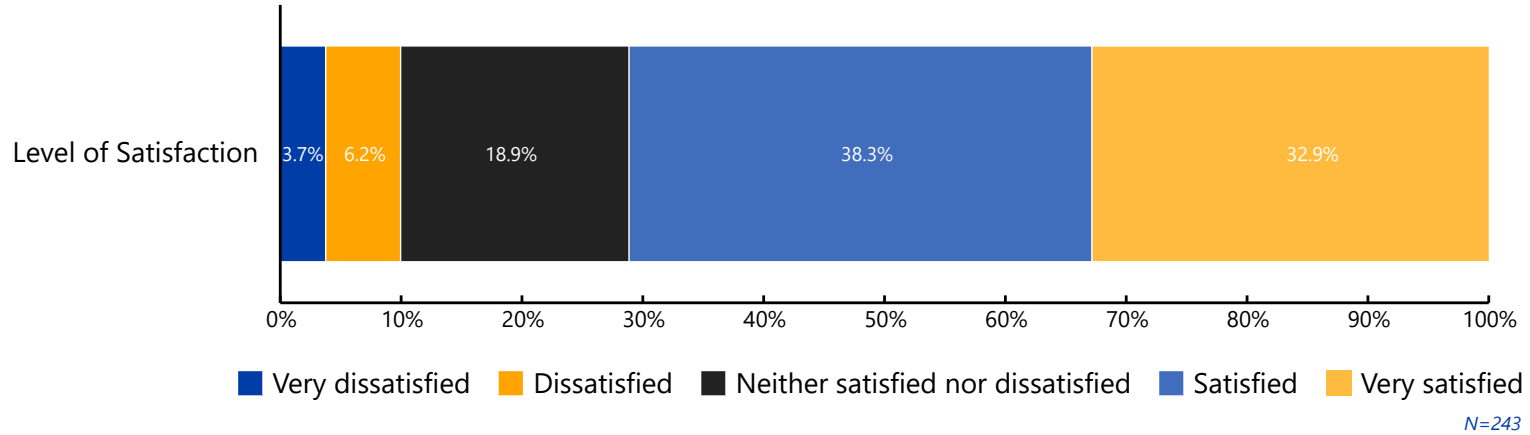


OTHER (categories with less than 5 responses)

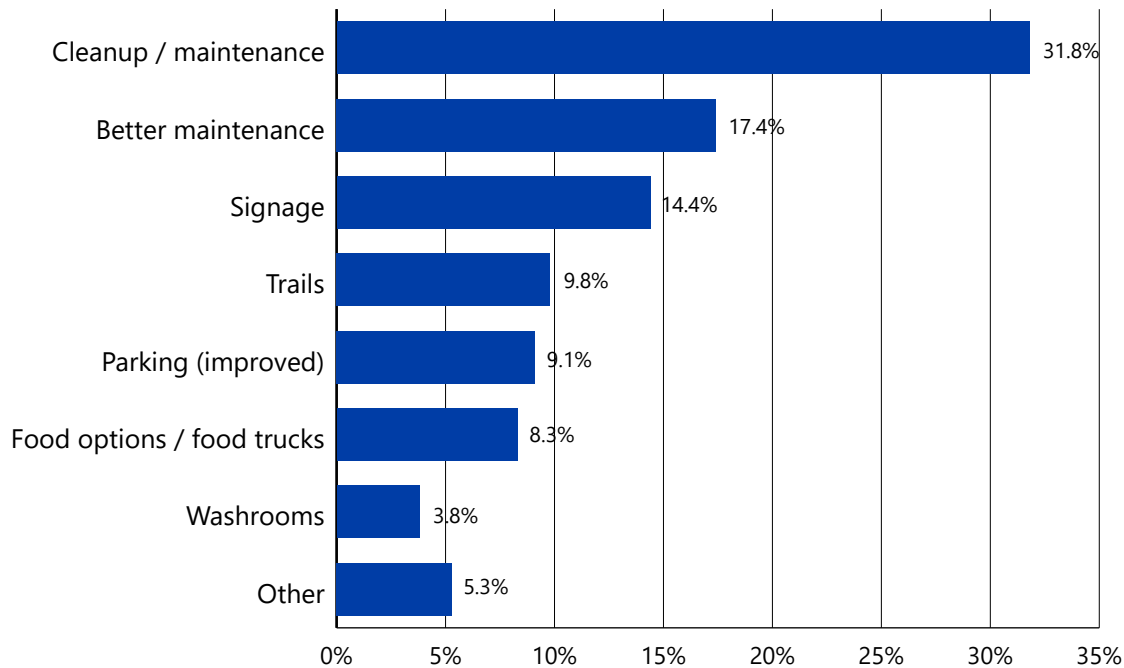
- Roller skating / blading
- Food trucks / concession stand
- Golf
- Community Yard Sales
- Baseball / softball
- Lacrosse
- Festivals
- Workshops
- Soccer

BEACHES

Overall, how satisfied are you with Township beaches that you have used or frequented?



Do you have any recommendations for how these Township beaches can be improved?



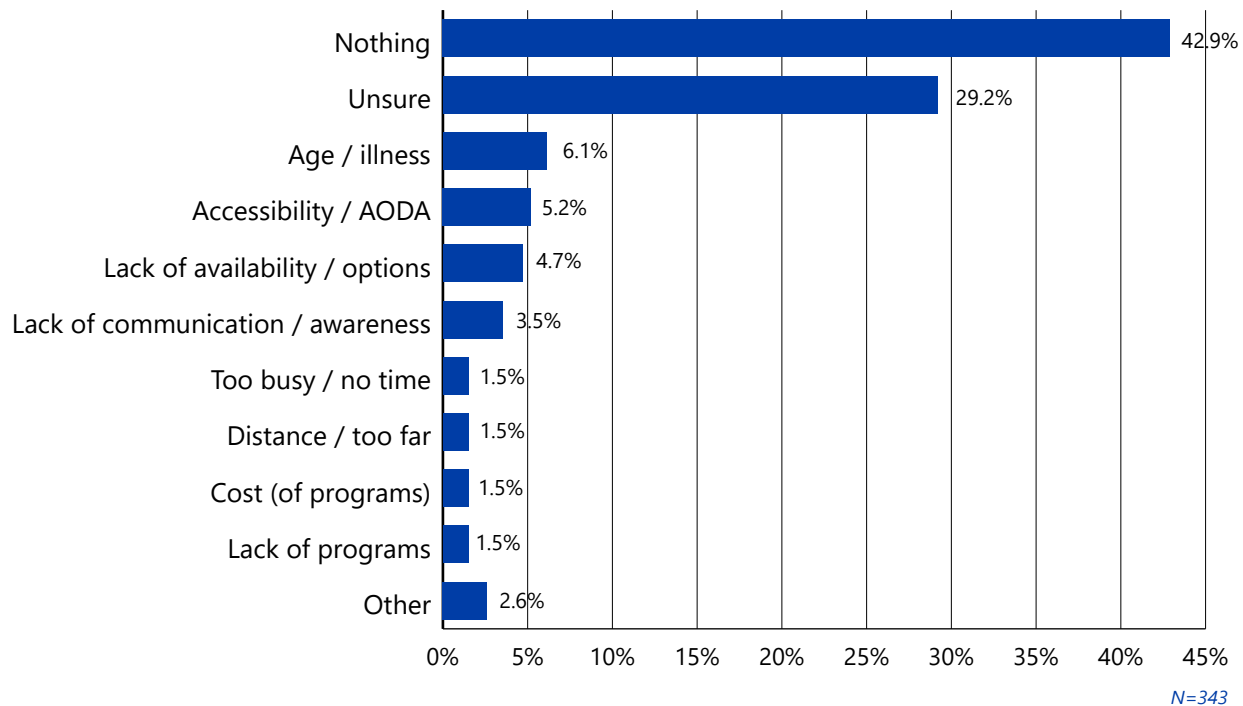
N=132 (only includes respondents who provided an answer for recommendations)

OTHER (categories with less than 5 responses)

- Cut down on jet skis / boats
- Waste receptacles
- Picnic / seating areas

GENERAL

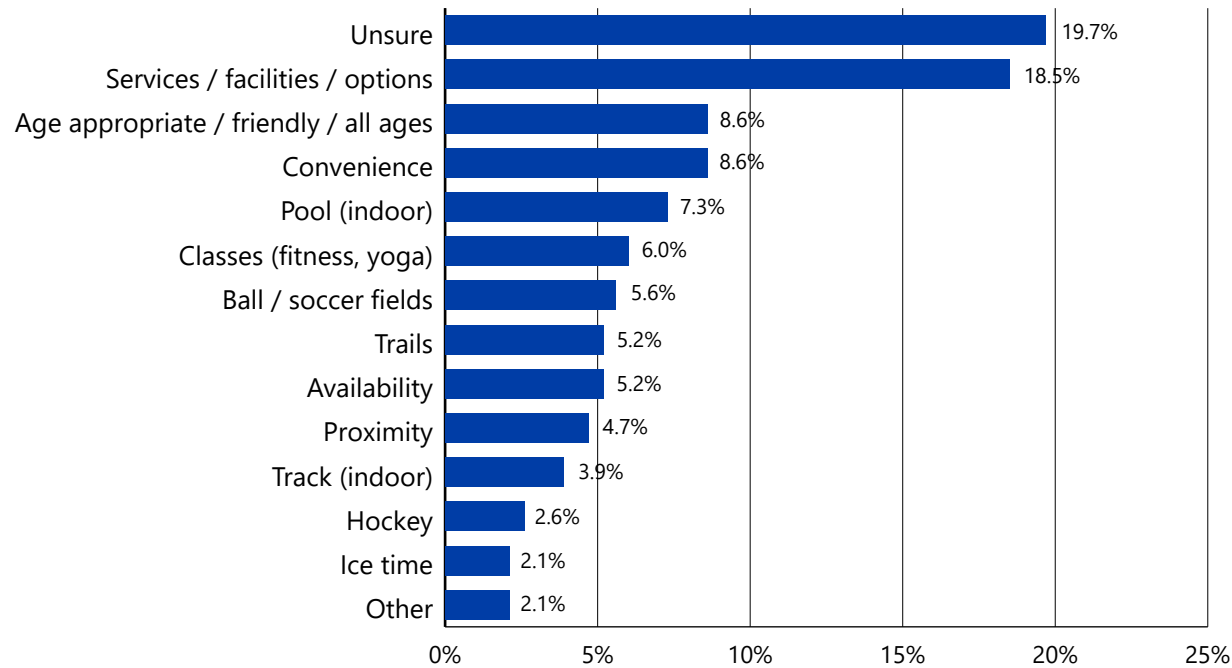
Which factors, if any, limit or prevent participation in sports, recreation and/or arts programs or activities by you or other members of your household?



OTHER (categories with less than 5 responses)

- COVID-19 / pandemic
- Parking
- Not (all) age appropriate
- No interest
- Cost (gas, transportation)

What are the reasons you use the facilities and programs in communities surrounding Huron-Kinloss?



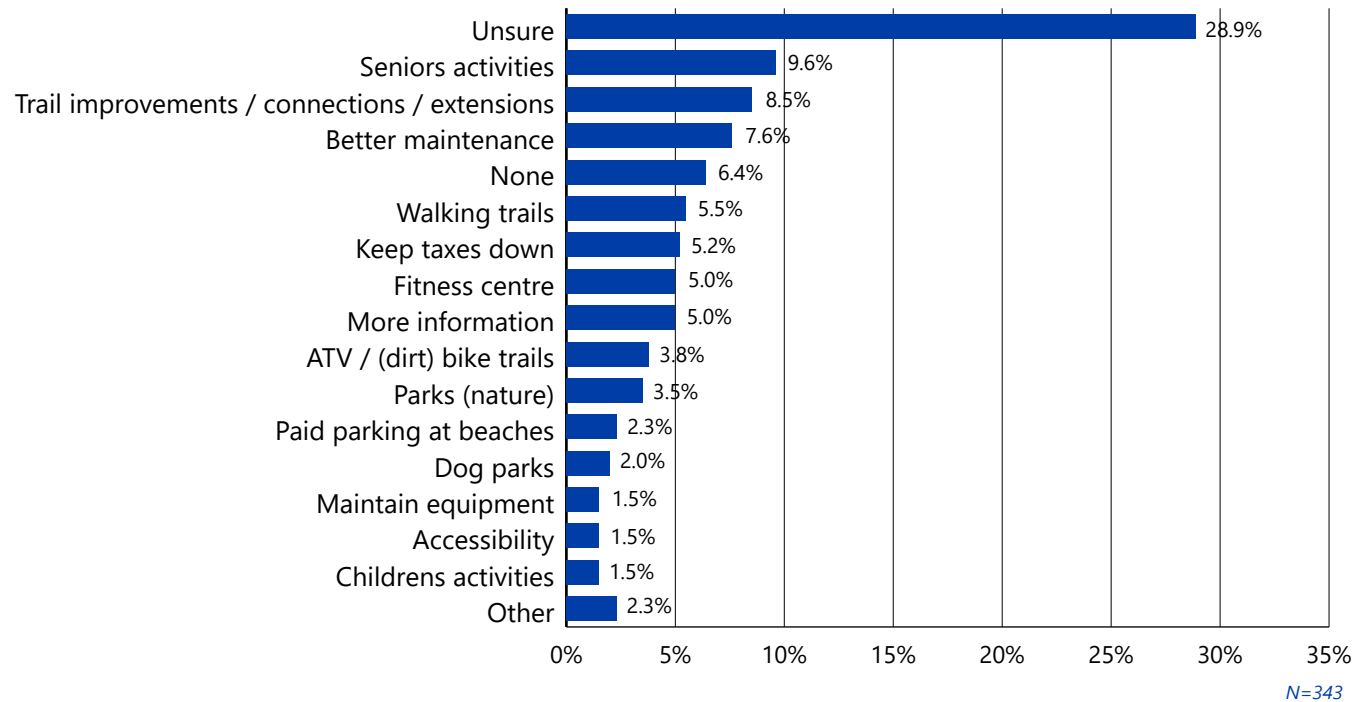
N=233 (only includes respondents who use facilities and programs in communities surrounding Huron-Kinloss)

OTHER
(categories with less than 5 responses)

- Tennis / pickle ball
- Bike / BMX / skateboard parks

GENERAL

Thinking about the next 10 years, what would be your top priority to improve parks and recreation across Huron-Kinloss?



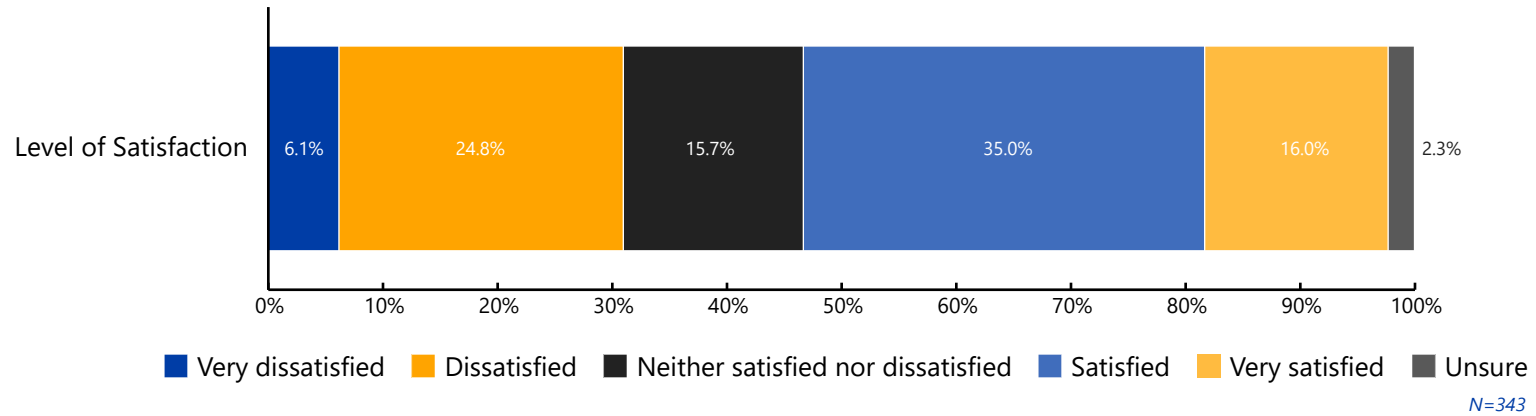
OTHER

(categories with less than 5 responses)

- Bathrooms / washrooms
- Basketball / pickleball / tennis courts
- Bike trails / parks
- Program improvements

COMMUNICATION

Overall, how would you rate the way that the Township communicates with residents about the recreation programs, facilities and services that it provides?



What is your preferred method to have the Township provide you with information?

