



Memorial Park Skatepark

Consultation
Summary Report
June 2021

Summary

The City of West Kelowna is advancing planning of the Skatepark at Memorial Park, located at 3743 Old Okanagan Highway. Public consultation provided the opportunity for residents and stakeholders to share their feedback on the Skatepark Concept Plan and proposed improvements and learn more about the future of the Skatepark as it relates to the development of West Kelowna's first City Hall. With an improved design, the new Skatepark would accommodate all abilities and include additional space for potential programs that could occur to make it a more vibrant and active space.

From **April 6 through 18, 2021**, the City provided a Concept Plan for the design of the Skatepark and sought feedback from the public and stakeholders. During this time, there was a total of 628 visitors to the online engagement website ourwk.ca, 522 people viewed the project page, 140 people were informed (clicked through the content) and 76 people completed a feedback form.

Feedback highlights

From the 628 visits to the online engagement website, ourwk.ca, we received 76 responses:

- 66% of people were happy with the overall proposed improvements
- 70% of people said the connection of the Skatepark to the surrounding park area was important
- shade trees, benches and lighting are the top three elements that should be considered as part of the design of the Skatepark



Participation

Public consultation on improvements to the Skatepark at Memorial Park was held from April 6 through 18, 2021. In light of COVID-19, engaging the community looked different this year due to restrictions to hold in-person activities.

The primary methods to provide input included:

- Skatepark presentations at key milestones
- Online Engagement Platform (link from City's main webpage)
 - Background on the City Hall Project and Council's Strategic Priorities
 - Feedback form
 - Ask us a question forum
- Social media posts on the City's Facebook, Twitter and Instagram channels
- Printed feedback forms (available at City Hall)
- Signage at skatepark with QR code to link mobile users directly to feedback form
- Emails to known skatepark community members to help spread the word

During the engagement period, we interacted with the public and stakeholders in a variety of ways as shown on the following page:

Who We Heard From



76

Feedback form responses



10

Stakeholder interactions



3

Emails received

How We Connected



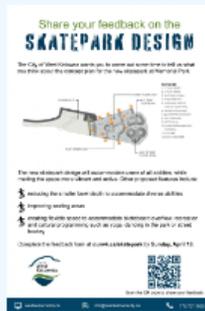
2,780

Unique pageviews to City's main webpage



628

Visitors to online engagement platform ourwk.ca



2

Posters displayed at the skatepark

Aware: 522 (viewed the project page)
Informed: 140 (clicked through content)
Engaged: 68 (completed a feedback form or signed up for a session)

3,052



Recipients of City e-News (In Your Community)

Social Media Interactions



3,672

Social media impressions



1,638 Saw our posts

144 Post clicks, likes, shares, reactions and comments



867 Saw our posts

19 Interactions with a Tweet



1,167 Saw our posts

204 Instagram likes and video views



Notification

Stakeholders and the community were notified about the public engagement opportunities using several notification methods – all of which included the link to the online engagement website (ourwk.ca/skatepark) and the email address (cityhallproject@westkelownacity.ca).

Social media

Posts were shared on the City's social media channels to create awareness of the engagement and how to participate, including: Facebook, Instagram and Twitter.

Stakeholder invitations

Two rounds of emails were sent to key stakeholders to provide information about the opportunity to participate in the engagement and invite preliminary comments on concept design. Two virtual meetings were held at key milestones of the concept design.

Engagement website

Information about the engagement period, including ways to participate and engagement materials, were posted to the engagement website, **ourwk.ca/skatepark**.

- 628 visitors to the online engagement website ourwk.ca
- 522 people viewed the project page
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What we heard - online engagement results

From **April 6 through 18, 2021**, an online feedback form was available and hosted on ourwk.ca, the City's engagement platform. A total of 76 forms were submitted. It is important to note that respondents were not required to answer all questions.

The qualitative outcomes of the feedback reflect the opinions of those that participated in the process.

There were three online methods that members of our community could provide feedback:

- complete a feedback form
- ask a question via the online Question and Answer portal
- contact the engagement team for additional information

The primary goal was to hear from members of our community about the Skatepark Concept Design and proposed improvements to the existing design. (For complete results, see the attached Feedback Report).

Who completed the online feedback form?

Age demographics:

- 17 or younger: 17% (13 people)
- 18-24: 13% (10 people)
- 25-34: 26% (20 people)
- 35-44: 21% (16 people)
- 45-54: 12% (9 people)
- 55-64: 8% (6 people)
- 64 or older: 3% (2 people)

Respondents reside in the following areas:

- Bartley North: None
- Boucherie Centre: 3% (2 people)
- South Boucherie: 5% (4 people)
- Casa Loma: 1% (1 person)
- Glenrosa: 20% (15 people)
- Goats Peak/Gellatly: 5% (4 people)
- Smith Creek: 8% (6 people)
- Shannon Lake: 9% (7 people)
- Lakeview Heights: 1% (1 person)
- West Kelowna Business Park: None
- West Kelowna Estates/Rose Valley: 8% (6 people)
- Westbank: 8% (6 people)
- Westbank Centre: 4% (3 people)
- Westbank First Nation: 5% (4 people)
- Westside Road/Bear Creek Road: 1% (1 person)
- Outside of West Kelowna: 21% (16 people)

How often respondents use the Skatepark:

- Every day – 12
- 2-3 times per week – 21
- Once per month – 8
- 2-3 times per month – 18
- 2-3 times per year – 6
- Never – 2

Riding abilities:

- Beginner – 12
- Average – 27
- Advanced – 33
- Other – 4

Respondents primarily consider themselves as:

- Skateboarder – 54
- Scooter rider – 7
- In-line skater – 2
- BMX – 6
- Spectator – 8
- Other – 12

Modes respondents use most to get to the Skatepark:

- Vehicle – 68
- Walk and/or roll – 14
- Transit – 5

Overall design**When asked if the proposed design has good flow, respondents said:**

- Yes – 10
- No – 1
- Don't know/unsure – 1

When asked if the bowls meet respondent needs:

- Yes – 51
- No – 23

When asked about the importance of seating and connection with the surrounding park:

- Yes – 53
- No – 17
- Don't know – 6

When asked about the overall improvements of the Skatepark:

- Happy – 9
- Neutral – 3
- Unhappy – 0

When asked to rank skatepark elements from 1 (being the highest priority) to 9 (being the lowest priority) respondents ranked the following:

1. Shade trees
2. Benches
3. Lighting
4. Grass areas
5. Walkability
6. Water fountain

When asked about multi-use flexible space options, respondents suggested:

- bike pump track similar to the Westbank First Nation facility
- bike skills classes and camps
- picnic areas and event space, including roller skate area
- food trucks and ice cream vendors
- farmers market area

Next steps and future engagement

Results of the feedback for the Skatepark at Memorial Park was shared with the design team for the final design. As a result of what we heard, the following enhancements were incorporated into the final design of the Skatepark:

- moved the manual pad away from the centre of the park and replaced it in a better flow line
- increased the length of the manual pad (dimensions are now 6m x 1.2m)
- added a scooter roll into the flow bowl
- added perimeter lighting
- added shade trees
- added benches/tables for seating
- added a water bottle filling station
- added additional flex space

Next steps

A contractor has been selected and will begin construction in June 2021. The existing skatepark will remain open to the community until such time the new skatepark is constructed.