



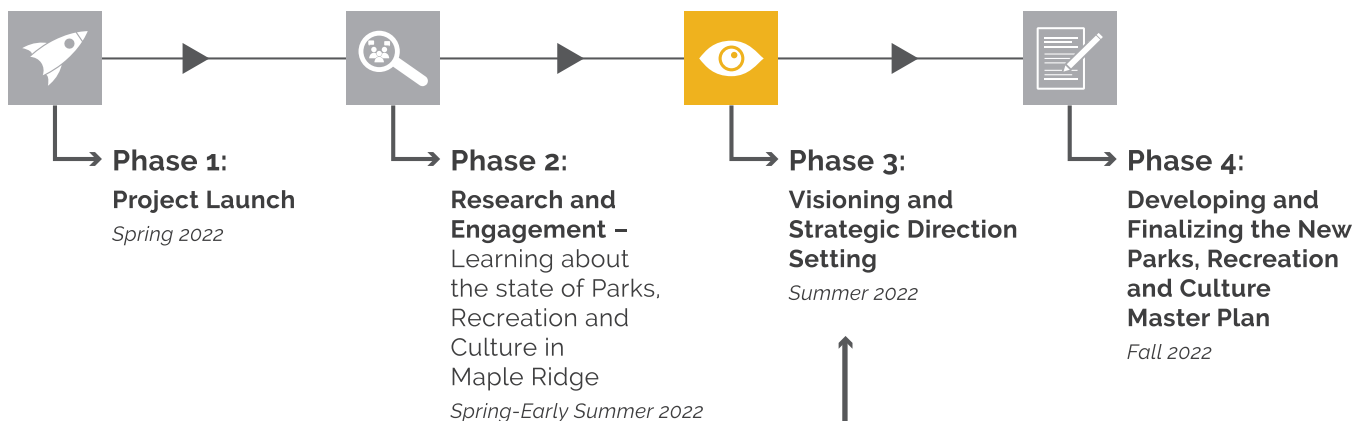
CITY OF MAPLE RIDGE
PARKS | RECREATION | CULTURE
MASTER PLAN

**Community
Check-In**

Project Purpose Refresher

The City of Maple Ridge is developing a new Parks, Recreation & Culture Master Plan. The City's last Parks, Recreation and Culture Master Plan was developed in 2010. The Master Plan will provide staff and Council with a key strategic planning document that will inform decision making and service delivery (program and facilities). More specifically, the Master Plan will:

- Help prioritize investments into existing and new facilities for the next 10+ years;
- Identify opportunities to optimize operations, program delivery and partnerships; and
- Ensure parks, recreation and cultural opportunities are accessible, inclusive and provide the greatest possible benefit to residents.



Current Project Status

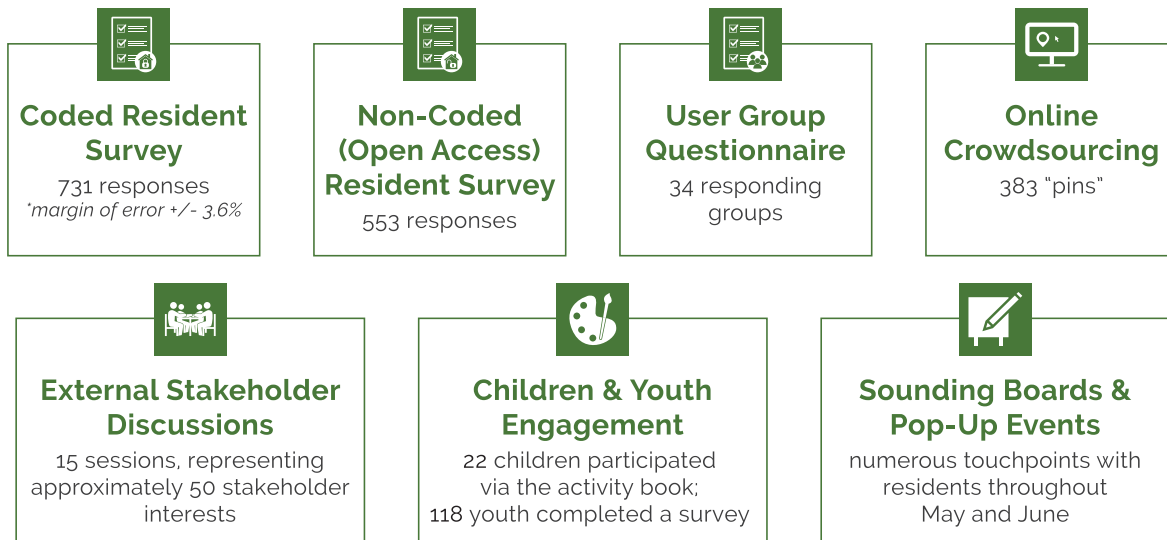
The project team has spent the last four months conducting engagement and research to learn about the current state and future needs for parks, recreation and culture in the community. This work has helped identify key focus areas and preliminary strategic directions (as outlined later in this summary document).

The project is currently in Phase 3 and scheduled for completion this fall.

Engagement and Research Overview

(How did we learn about parks, recreation and culture in Maple Ridge?)

Community Engagement



Research and Analysis





Maple Ridge at a Glance

Market demand for parks and recreation services is strongly influenced by the lifestage of resident households as well as a variety of other demographic indicators and characteristics. The emergence of analytics tools and resources can help providers of many services (including parks, recreation and culture) better understand the dynamics of their community and how they translate into needs and wants for programming, facilities and events.

The largest segments of population in Maple Ridge according to Environics Analytics PRIZM (a segmentation system that classifies Canada's neighbourhoods into 68 unique lifestyle types) are:

- **"Suburban Sports" Households (24% of all Maple Ridge households).** These households place a high value on regular exercise and participation in sports and recreation pursuits. Many of their family outings are based around sports and recreation.
- **"Family Mode" Households (18% of all Maple Ridge households).** Similar to "suburban sports", these households base many of their outings around sports and recreation. They are also frequent visitors to amusement parks, campgrounds, and other family oriented attractions.

While the City needs to provide services for all residents, understanding who the most prevalent consumers of parks, recreation and culture are can help inform programming and other aspects of service delivery.

Key Findings from the Engagement

What did the community tell us?

Resident Survey

Parks, recreation and culture opportunities are highly valued by residents and a number of physical, wellness, and social reasons motivate activity participation.

Physical health and exercise, enjoying nature and the outdoors, pleasure / entertainment (having fun!), being with friends and/or family and mental health and wellbeing were the top 5 motivators of activity among Maple Ridge households.

While residents value and engage in a lot of program-based activity, a large proportion of recreation and leisure in Maple Ridge is spontaneous / unstructured (e.g. use of trails and parks, drop-in use of facilities, etc.).

Top 5 indoor activities that Maple Ridge households regularly participate in: swimming drop-in, fitness/weight training at a gym, library activities, fitness classes, and lessons.

Top 5 outdoor activities that Maple Ridge households regularly participate in: hiking / walking / running on a trail or pathway, gardening, nature viewing, BBQ/picnic/social gathering, and cycling / biking.

Satisfaction levels with parks, recreation and culture are generally strong, but opportunities exist to improve communications and awareness of opportunities.

The majority of residents are somewhat or very satisfied with most aspects of service delivery. Satisfaction levels were highest for the city's parks system.

However, nearly half of residents indicated that they feel inadequately informed about parks, recreation and culture opportunities.

There is a strong demand for new facility development in Maple Ridge, however many residents are hesitant to incur increased taxes and user fees to support investment.

Top 5 amenity types (by percentage selected) that residents would like to see enhanced and/or more of: natural surface trails, indoor aquatics facilities, BBQ and picnic areas / park shelters, campgrounds, and indoor multi-use facilities.

When asked if they would support an increase in taxes to fund parks, recreation and culture, only 36% were willing to do so (40% indicated that "no" they were not willing to support an increase). This finding seems to reiterate the importance of focusing on multi-use facilities that can efficiently meet an array of activity needs.

Key Findings from the Engagement

(Continued) What did the community tell us?

Themes from the Engagement with Community Organizations and Facility User Groups

Overall Perspectives on Outdoor Amenities and Spaces

- There is a need to ensure clarity around appropriate and designated trail uses, especially on natural surface trails that are appealing for biking, hiking, and equestrian uses.
- It is important that neighbourhoods, both new and existing, are adequately serviced with parks, playgrounds and trails.
- Parks in Maple Ridge are used by a diverse array of individuals and groups. Continuing to ensure that an adequate supply of comfortable, attractive, and accessible amenities are available will maximize user experience for all abilities (e.g. washrooms, change areas, shaded sitting areas, etc).

Conservation

- Outdoor amenity development needs to be balanced with conservation.
- The Maple Ridge area is becoming a regional destination for cycling, paddling, and other forms of outdoor recreation. This situation creates opportunity, but must be appropriately managed and accommodated with sufficient infrastructure to ensure safety, conservation and replace with maximization of community benefits.
- The impacts of climate change need to be considered in future outdoor facility and amenity planning.

Indoor Facilities and Spaces

- Similar to what we heard through the Resident Survey, there is a desire among many groups for new facility development or enhancement.

- While user groups are appreciative of what currently exists, the viewpoint that Maple Ridge has fallen behind other communities in the region was commonly expressed.
- Arena and pool capacity is limited and challenging for some user groups / activity interests to access during peak times and seasons.
- The Greg Moore Youth Centre is highly valued and regarded as a best practice for youth and teen focused facilities.

Additional Themes and Perspectives from the User Group and Stakeholder Engagement

- Most groups expect to grow over the next decade.
- Many groups are concerned with the rising costs (expenses) associated with delivering their activities and the impact that has on participant costs.
- Stakeholders and groups recognize that Maple Ridge is growing and changing, requiring new methods to reach residents and ensure programming is accessible for all.
- Opportunities exist to continue building the cultural capacity and "vibe" of the community.
- When asked about future facility priorities and needs, many user groups were challenged to distinguish between Maple Ridge specific needs and the broader needs of the "Ridge Meadows" area.

Key Findings from Other Research and Engagement

What else did the project team learn?

- Maple Ridge is growing at a faster pace than most other communities in the region and province. Within the next 30 years it is estimated that Maple Ridge could add as many as 50,000 new residents, bringing the total population of the city above 140,000 residents. Looking ahead long term, growth is expected to level off after 2031 as residential land supply becomes more limited.
- Data analytics of key demographic indicators in Maple Ridge suggest that community has a high proportion of sports involved families and individuals – potentially a contributing factor to high levels of facility demand.
- Like every community, some areas of the Maple Ridge have a higher proportion of residents that face social, health related, financial and systemic barriers to accessing some parks, recreation and culture opportunities. Areas of the city with a higher proportion of residents facing these barriers are Hammond, West Maple Ridge, Town Centre, Cottonwood, and Central Maple Ridge.
- Pandemic disruptions have impacted the ability to assess impacts of the recent renovation on Maple Ridge Leisure Centre utilization and user experience.
- Benchmarking (comparison of infrastructure services levels on a population basis) suggests that Maple Ridge provides lower level of inventory in indoor aquatics facilities and ice arenas; however, exceeds in the provision of synthetic turf fields.
- The benchmarking research also suggests that Maple Ridge provides most other parks, recreation and culture facility / amenity types at similar levels to regional comparators.
- The City's parks, recreation, and culture infrastructure requires significant investment to sustain service life.



Preliminary Master Plan Directions

The new Parks, Recreation and Culture Master Plan is currently being developed and will include specific direction on facility priorities, programming focus areas, and opportunities to optimize service delivery and partnerships. Identified as follows are some key preliminary strategic directions that we want to share with you as they reflect the course of action that the Master Plan will suggest across a number of important topic areas. The specifics associated with these preliminary strategic directions will continue to be built upon as the Master Plan is being refined.

- Prioritize asset management and investment to sustain and renew existing infrastructure.
- Work with neighbouring communities to plan major infrastructure.
- Provide a realistic action plan to meet identified community needs for aquatics, arena and multi-use facilities.
- Improve data collection and management practices, helping the City to better understand utilization and provide data that can inform service delivery decision making on an ongoing basis.
- Enhance communications and the awareness of parks, recreation and cultural opportunities.
- Renew the parks classification system to provide an up to date foundational basis for planning and management.
- Identify and address barriers to recreation and cultural opportunities.
- Continue to work with the arts and cultural community in Maple Ridge to build capacity and advance key initiatives.
- Wherever possible, parks, recreation and culture services in Maple Ridge will work to further reconciliation and decolonization.
- Provide suitable infrastructure to support growing and emerging activities such as pickleball, hiking and biking.
- Maximize place-making opportunities in parks and public spaces to leverage these spaces as key places of social interaction, wellness, and community building.
- Establish clear metrics that can be used to measure success, identify gaps, and inform key aspects of service delivery.
- Leverage local and regional partnerships to optimize service delivery, build new infrastructure, and make the best use of limited financial and land resources.
- Support community driven events and festivals so that they can continue to create a sense of place and help build a vibrant community.
- Provide a framework for how and when the public and community organizations will be engaged as new facility projects and other major initiatives are conceived and executed (in alignment with the City's overall approach to engagement and communications).
- Create accessible and appealing "hub" spaces in every community that can foster social gathering and multi-generational activities.

What's Next?

The Draft Parks, Recreation and Culture Master Plan will be developed this fall and shared with the community.

Please continue to check www.mapleridge.ca/PRCMasterPlan for updates and details on opportunities to review the draft plan!