

DATE: July 15, 2022

TO: MAYOR AND COUNCIL

NAME AND TITLE: Deanna Wasnik, Director of Planning and Development

SUBJECT: Consultation for Proposed Prince George Community Foundation – Rotary Destination Park (“Mega Park”)

ATTACHMENT(S): - Appendix “A”: Survey Questions
- Appendix “B”: Summary of Survey Responses

RECOMMENDATION(S):

That Council RECEIVES FOR INFORMATION the report dated July 15, 2022 from the Director of Planning and Development, titled “Consultation for Community Foundation – Rotary Destination Park (“Mega Park”)”.

PURPOSE:

The purpose of this report is to provide Council with the results of the community consultation that was held to gauge the public interest for a new park located at the corner of Ospika Boulevard and 22nd Avenue, and to advise on information that should be considered in determining the establishment of the park.

BACKGROUND:

On March 14, 2022, representatives from Prince George Community Foundation, Rotary Club of Prince George, and Colliers appeared before Council as a delegation to present a proposal for a new park.

The presenters provided a PowerPoint presentation regarding the proposed Prince George Community Foundation – Rotary Destination Park (“Mega Park”) including information on proposed project scope, design elements, preliminary budget and timeline considerations, and a request for the City to continue working with the Project Team on next steps.

Council directed Administration “to continue working with the Park Project Team and return a report to Council with information on the next steps in the project”.

Administration identified the corner of Ospika Boulevard and 22nd Avenue as the potential site for the proposed park. This site is city-owned, undeveloped space on the Exhibition Park grounds that is intended to be used for recreation purposes.

Administration proceeded to consult residents on the proposed park to gain a sense of the level of interest in a “Mega Park” at the corner of Ospika Boulevard and 22nd Avenue.

DISCUSSION:

Method and Duration of Consultation

To capture a sense of the public’s level of interest in the proposed Mega Park, Administration developed an on-line survey with a series of questions that ranged between closed-ended, four-point scale, and open-ended questions. A copy of the 6-question survey is attached to this report as Appendix “A”.

The online survey was available to the public from May 26, 2022 to June 9, 2022. To promote this online survey, Administration advertised through City of Prince George social media pages such as, Facebook, Instagram and

Twitter. Further to this, a news release was shared with media outlets, and a banner was created on the City of Prince George website highlighting the survey and consultation period.

A total of 2,244 Prince George residents provided responses to the online survey for the proposed Mega Park.

Survey Summary

The responses to the survey questions are summarized in Appendix “B” with a variety of display methods. Bar graphs and tables are used to display the percentage breakdown of the answers to the survey questions, a Summary Response is provided to highlight the findings of the responses, and a sentiment analysis is provided for open ended questions, and questions that allowed for comments to be input.

The sentiment analysis sums up the comments collected and categorizes them as positive, neutral, or negative. The sentiment analysis is displayed under the heading “How People Feel” and includes the comments (generalized) and percentage breakdown of the positive (green), neutral (yellow), and negative (red) responses.

Overall, there appears to be support for a park at the proposed location as it will provide options for outdoor recreation and activity. Although respondents favour the park knowing there would be an increase to the annual cost to the City operating budget (Question #5), the comments through the survey consistently indicate concerns regarding the cost of the new park (short-term and long term) and point out that focus should be placed on the needs of our existing infrastructure (i.e. parks, park equipment, capital projects related to infrastructure).

FINANCIAL CONSIDERATIONS:

The costs associated with the proposed park are not fully known at this time. The proponent has provided the upfront costs for the park features, however, there are other upfront costs to consider such as, site preparation and site servicing. Further cost analysis is required to understand the full lifecycle cost of adding a new park to the City’s inventory, including ongoing operations, maintenance, and eventual replacement. There will be financial implications related to this project both in the short term and long term.

Administration recommends that Council direct Administration to conduct a full lifecycle analysis of the financial implications of the proposed park.

SUMMARY AND CONCLUSION:

This report provides Council with the results of the community consultation that was held to gauge the public interest for a new park located at the corner of Ospika Boulevard and 22nd Avenue. Overall, the feedback collected indicates support of a park; however, the comments also point to concern of the costs associated with the proposed park.

Administration is seeking Council direction to conduct a full lifecycle analysis of the financial implications of the proposed park to facilitate an informed review and consideration of the proposed park project.

RESPECTFULLY SUBMITTED:

Deanna Wasnik, Director of Planning and Development

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2022/07/25