



Centre Wellington

PARKS & RECREATION

COMMUNITY ENGAGEMENT REPORT

AS OF APRIL 2025



Centre Wellington

LAND ACKNOWLEDGMENT

The lands we know today as the Township of Centre Wellington have been home to Indigenous peoples since time immemorial. We acknowledge that we are on the treaty lands and traditional territory of the Anishinaabe and the Haudenosaunee.

With increasing encroachment by non-Indigenous settlers in the Township of Centre Wellington, the Anishinaabe and Haudenosaunee could not continue their traditional lifestyle and settled in their villages along the Credit River and in the Grand River Valley. These Indigenous nations uphold their Treaty Rights within our jurisdiction.

Today, the Township of Centre Wellington remains home to Indigenous peoples from across Turtle Island. We are grateful to have the opportunity to share and respect Mother Earth and are committed to building constructive and cooperative relationships with Indigenous nations.

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Centre Wellington

COMMUNITY AND STAKEHOLDER ENGAGEMENT

A comprehensive Community Engagement framework was developed and implemented to gather input from residents, facility and program user groups, marginalized people, event hosts, general interest groups, staff, Members of Council, health care providers, school boards, the Conservation Authority and numerous other stakeholders.

Various Multi-Use engagement tools and approaches were utilized, including community workshops, committee meetings, interviews, focus groups, community-wide online survey, and a dedicated recreation sport and sport survey.

The project was promoted and continually updated through Connect CW, which was complemented by radio interviews, advertisements, media releases, posters, and digital signage. Social media campaigns, particularly on Facebook, as well as word of mouth, and Town Hall events also played a key role in outreach.





Centre Wellington PARKS & RECREATION PLAN

The Township of Centre Wellington has hired MGA – McQueen Galloway & Associates (MGA) to undertake several comprehensive plans over the next 12-15 months. Ensuring key priorities set out in the Township's 2023-2026 Strategic Plan.

1. Parks & Recreation Needs Assessment
2. Parks Plan
3. Parks and Recreation Plan
4. Indoor Multi-Use Recreation Facility Feasibility Study

GIVEN THE NUMBER AND COMPLEXITY OF PLANS THIS PROJECT WILL BE PHASED AS FOLLOWING:

JUNE TO DECEMBER 2024
Parks & Recreation Needs Assessment & Park Plan

JANUARY TO JUNE 2025
Parks & Recreation Plan and
Indoor Multi-Use Feasibility Study

MGA and our team have developed an extensive community engagement program to ensure we hear from everyone in the community. This will include;



STAFF & COUNCIL INTERVIEWS



FOCUS GROUP SESSIONS



COMMUNITY & HIGH SCHOOL WORKSHOPS



USER GROUPS SURVEY



COMMUNITY-WIDE SURVEY
SURVEY CLOSING NOV 17



We will be using the Township's Connect CW website to keep everyone informed about the projects and reports so please keep checking into

www.connectcw.ca



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THE KEY ENGAGEMENT ACTIVITIES INCLUDED:

STAFF WORKSHOPS — involving Planning and Development, Community Development, Parks and Recreation Staff (Aquatics, Senior Services, Programs, Facility operators and Parks operators)

ADVISORY COMMITTEE AND BOARD MEETINGS — with groups such as the Diversity, Equity and Inclusion Advisory Committee, the Healthy Community Advisory Committee and Seniors Centre Board of Directors and members attending AGM.

These discussions including in person and virtual discussions using a series of questions to facilitate the discussion and lead topic priorities.

1:1 STAFF AND SMALL GROUP INTERVIEWS — Staff interviews were conducted in 1:1 and small group sessions with key staff representing various areas of service and responsibility, including the Facility Booking Coordinator, Manager of Recreation Services, Manager of Recreation Facilities, Manager of Parks, Aquatic Coordinator and Head Guards, Seniors Centre staff, Chief Administrative Officer, Managing Director of Planning and Development, Manager Planning Services, Managing Director of Corporate Services, Managing Director of Infrastructure Services, Program staff, Customer Service Clerk, Parks Coordinator, Urban Forestry Coordinator, Horticulturist, Parks & Horticultural staff, Managing Director of Community Services, Manager of Community Development, Community Development Coordinator, Facility Coordinators and Facility Operators.

COUNCIL INTERVIEWS — with the Mayor and six Councillors

- Mayor Shawn Watters
- Councillor Lisa MacDonald
- Councillor Kimberley Jefferson
- Councillor Barbara Lustgarten-Evoy
- Councillor Jennifer Adams
- Councillor Bronwynne Wilton
- Councillor Denis Craddock



COLLABORATION WITH COUNTY OF WELLINGTON SOCIAL SERVICES — MGA worked with the County Social Services staff to engage some of their clients to better understand their challenges in accessing local recreation and parks programs, facilities, and amenities. Social Service staff confidentially met with a number of their clients, including with social assistance clients and with newcomer clients they work with in Centre Wellington, to discuss these issues and provide valuable feedback. This summary outlines responses to questions asked directly by the social worker or submitted in writing by the participant/client.

- Majority of people are aware of the township programs/facilities and feel there are enough opportunities except for a few newcomers
- Respondents felt welcome at township facilities and all thought staff, coaches, etc. very helpful, and all respondents felt like they belonged in Centre Wellington
- Programing time are accessible however many have time challenges due to family responsibilities
- Most walk to services as no public transportation
- Program fees are a barrier for many, being able to rent equipment for programs instead of having to purchase would be valuable
- People unaware of financial support programs to assist them financially
- Many feel their cultural and religious beliefs are accommodated effectively
- Social media, word of mouth from friends, coworkers and social worker is most effective communication tools for Township services
- Programs are accessible however supports like access to childcare and childcare fees are barriers
- More diverse leadership could encourage more participation

Facilitator question guidelines are included in Appendix C.



MGA also had discussions with community organizations like The Grove Youth Hub, Upper Grand Family Health Team and Centre Wellington Foodbank to seek out challenges their clients have in accessing local parks and recreation resources for their clients.

DISTRICT SCHOOL BOARDS

WELLINGTON COUNTY CATHOLIC DISTRICT SCHOOL BOARD

An initial discussion outlined opportunities to continue to work cooperatively with the Township on both the development of new schools in creative ways that may maximize access for students and the community, and to continue to offer access to existing school spaces. The need for a new Grade 7 – 12 school is immediate given the existing need and expected growth and the location in Centre Wellington will be ideal for their bussing plans. (proximity to Highway 6). School Board staff look forward to continued dialogue. Community Use data is being forwarded at a later date.

UPPER GRAND DISTRICT SCHOOL BOARD

A highly positive discussion took place on ways to foster strong community partnership to maximize the use of indoor and outdoor amenities across the Township. One idea was the potential conversion of the high school sport field into an artificial turf field with lights. This enhancement would extend the playing season and provide greater year-round accessibility make possible through shared agreements and financial collaboration between the Township and the school board. Currently the Upper Grand District School Board is building a K-8 school in the NorthWest area of Fergus and have land for an additional school in the south end of Fergus.

The Education Development Charges by-law was approved in the Spring of 2024. There are currently no immediate plans for another new school in Centre Wellington, however staff noted that they are interested in cooperative planning with the Township to maximize site design and access to both indoor and outdoor facilities. There are policy directives for some aspects of future planning, but there are also unique circumstances that require 1:1 discussion to work out solutions for the DSB and the community. Future dialogue is welcome. Community Use of schools' data will be provided at a future date.



HIGH SCHOOL WORKSHOP — A day filled with listening and engaging with over 90 grade 10 students at the Centre Wellington District High School, on September 24th. The participants were encouraged to participate in a SOAR (Strengths, Opportunities, Aspirations and Results) exercise to express their vision for parks and recreation in Centre Wellington



The most common relevant themes from the high school students were:

FACILITY IMPROVEMENTS AND UPGRADES

- Address wear and tear in existing facilities to prevent further decline.
- Upgrade parks with modern amenities and spaces tailored to teen interests.
- Add or improve basketball courts, skateboard parks.
- Improve boat access at Belwood Lake for better recreational use.

NEW AMENITIES AND ATTRACTIONS

- Recreation
 - A turf field with a track for sports and recreation
 - Activities for teens to do ie Skyzone trampoline park, movie theatre, mini golf
 - A competitive 50-metre pool with water park
 - More rinks for open ice time to just skate or play that doesn't require belonging to a league
 - Youth centre/hangout
- Add a beach area for community enjoyment.

EVENTS AND COMMUNITY ENGAGEMENT

- Host more events (ie music events), to bring the community together, especially youth

For a complete summary of the High School SOAR exercise, see Appendix B.

GRAND RIVER CONSERVATION AUTHORITY

A preliminary discussion with Conservation staff provided an update on public engagement feedback received to date regarding resident interest in Conservation managed properties in Centre Wellington. Further discussion will follow as staff conveyed genuine interest in moving forward collectively where opportunities exist, and resources allow. It was acknowledged that the watershed impacts 36 municipalities, making managing expectations and balancing demands an ongoing process.





Parks & Recreation Plan
Belwood Workshop



Belwood Community Workshop
The Township of Centre Wellington is excited to embark on the development of a **Parks and Recreation Plan**, that will provide a roadmap to enhance and grow the Township's parks and recreation facilities and services for residents, user groups, and visitors now and into the future.

You're invited to attend and provide input regarding parks and recreation in Belwood!

What to Expect
Our consultant MGA will kick off with a brief presentation, after which you'll have the chance to participate in the workshop. The evening will conclude with a wrap-up session.

Belwood Community Workshop
Wednesday, September 11
7:00 - 8:30 p.m.
Belwood Hall

www.connectcw.ca
parks@centrewellington.ca

PUBLIC COMMUNITY WORKSHOPS — Over 20 residents attended a Community Workshop held at the Belwood Community Centre on September 11, 2024. This Open House was coordinated by the Manager of Community Development and was one in a series of sessions where Centre Wellington invited the residents to learn about Township initiatives, provide feedback on specific topics, and participate in workshops on a variety of subjects.

The session commenced with MGA presenting a PowerPoint presentation regarding the process and four outcomes for the project, including the Needs Assessment, Parks Plan, Parks and Recreation Plan and the Multi-Use Recreation Centre feasibility study. Following the presentation, the group participated in a SOAR exercise (Strengths, Weaknesses, Opportunities and Results) facilitated by representatives of MGA and GSP (consultants retained for the project).

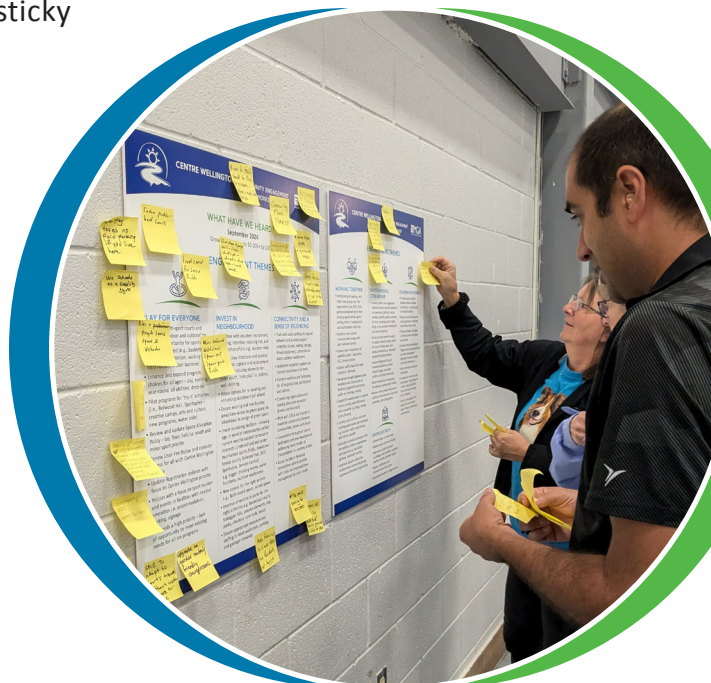


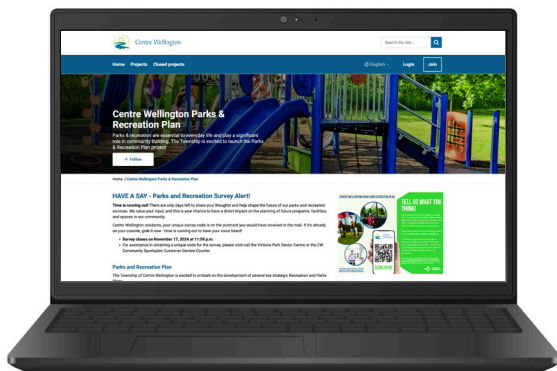
COMMUNITY ENGAGEMENT — September 24th

This well attended Community Engagement session was launched with a brief welcome by Mayor Shawn Watters. MGA then provided a PowerPoint presentation outlining the project activity to date, the four distinct outcomes for the project, and the exercise that the participants will be completing (SOAR). Next steps were reviewed, and a session evaluation was to be completed.

The over 120 participants were then divided into four groups with a facilitator and visual display boards that included feedback received to date from all previous engagement. The facilitator encouraged individuals to add their own thoughts on 'what was missing' to the boards using sticky notes. Following discussion, a 'dotmocracy' exercise was undertaken asking for priorities on the boards to be noted with a 'dot'. This represented a point in time as not all engagement ideas had been gathered and it was acknowledged that it was early in the process to start to identify firm priorities – a point in time that would continue to be built upon.

Input was also gathered from some participants to provide their thoughts on new revenue opportunities that could be considered by the Township.





CW CONNECT — is being used throughout the project to keep individuals informed, provide update regarding status on deliverables, timelines, session information flyers and engagement dates.

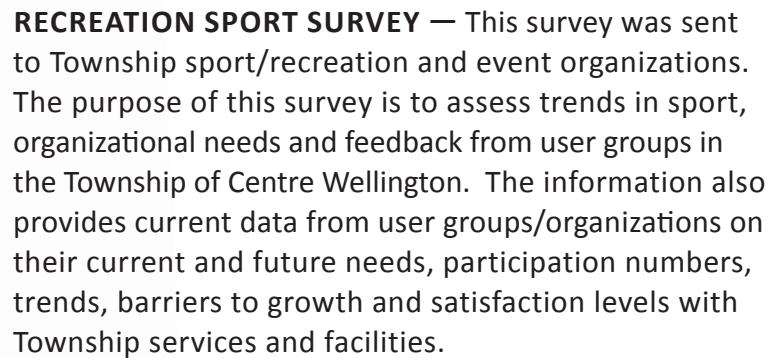
TOWN HALL EVENTS (2)

TOWNSHIP PROJECTS COMMUNITY OPEN HOUSE

On October 22, 2024, the Project was promoted as one of several Township initiatives and projects being undertaken as a part of overall community engagement. Booths were set up around the perimeter of the Sportsplex Hall, providing residents with the chance to talk to consultants about a variety of plans under review (Active Transportation and Mobility, Economic Development and Tourism, Parks and Recreation Plan) as well as Department displays and related initiatives. (Fire, Budget, Ontario Lottery, Emergency Services planning, etc.).

The Parks and Recreation display included boards outlining draft Guiding Principles and priority themes heard to date, as well as providing copies of the Survey postcard that was being promoted as an on-line project feedback mechanism.





WRITTEN SUBMISSIONS — The consultants received written submission on the following topics:

- Importance of accessibility throughout the Township
- Dog Parks, the need for more and to take opportunities to expand current dog park
- Strathallen Park, and the preservation of the trees and green space
- Need to make good design and sustainable decisions in all recreation facilities and parks.

STAFF SURVEY — In addition to staff interviews, a staff survey was conducted, recognizing that employees are essential to delivering well-maintained facilities, high-quality programs, and exceptional customer service. Beyond their day-to-day responsibilities, staff also offer valuable insights and ideas that help shape the future of the municipality. Many staff members have long-standing experience with the Township, making their perspectives especially meaningful. The survey received 26 responses. Overall, staff priorities closely aligned with those of the broader community, while also highlighting the need for additional administrative space and increased resources for both indoor and outdoor maintenance.. The survey questions can be found in Appendix D.



ENGAGEMENT SUMMARY

Thousands of comments were received. After two major engagement sessions to seek validation as well as add any missing feedback, the comments were organized into eight themes with four overarching Guiding Principles.

ENGAGEMENT GUIDING PRINCIPLES



ACCESSIBILITY FOR ALL

- Indoor, outdoor, trails and trail heads, roads, crossings
- Safety and security everywhere, feeling welcome
- Affordable and barrier free
- Engage impacted participants and caregivers in planning/design



RESPONSIBLE AND SUSTAINABLE DESIGN

- Education and awareness
- Protection and growth of parks, trails and open space in all areas
- Intentional Park and open space planning/linkages/design
- Celebrate the natural environment



INVEST IN EXISTING ASSETS

- More attractive local parks
- Maintain all facilities
- Access to space for unstructured play
- Plan for repair, replacement and enhancement of existing assets



OPEN & TRANSPARENT COMMUNICATION

- Ongoing, regular and meaningful communication
- Aligning groups, volunteers and shared best practices and resources
- Website and digital improvements
- Proactive involvement in growth related development and redevelopment

COMMUNITY ENGAGEMENT THEMES

These points represent feedback received to date from all sources as noted.

They do not reflect any recommendations from either the consultants or the Township.

CONNECTIVITY AND TRAILS

Will be aligned with Active Transportation and Mobility Plan (ATMP) feedback

- Connectivity throughout Centre Wellington and new development addressing many modes of transportation i.e. scooters, e-bikes; ensure trail connectivity (east to west, north to south) – off-road, wide linear trails, not just grid sidewalk system
 - Increase communication efforts regarding multi-use trails – etiquette for use, safety, limit use of e-bikes, speed limits, separated areas where possible for walkers and bikers
 - Trails well used; continue to expand network and provide support amenities (shade, seating, signage, fitness equipment, safe connections to water (lake, river), outdoor washrooms, garbage receptacles
 - Create safe active transportation routes between parks and rec facilities, with secured parking for bikes, scooter, etc.
 - Paved trails in existing parks and green spaces to improve connectivity
 - Connect main trail with Guelph St
 - Trailheads need to permit bikes with child trailers to multi-use paths (existing trail entry points are very narrow) and be a defined place with washrooms, parking, information maps
- Implement inspection system and routine maintenance for trails
- Public Transportation

- Link Active Transportation Plan and Parks and Recreation plan to ensure connectivity and alignment
- Lack of waterfront trails and access
- Consider establishing an off-road bicycling association like the Guelph Off Road Bicycling Association (GORBA)

PARTNERSHIPS

(GRCA, healthcare, school boards)

- Work with GRCA and County to maximize connectivity between communities, spaces and places
 - Special status for residents to access GRCA at a reduced rate
 - Improved coordination between conservation areas to improve Elora – Cataract Trail
 - Safety cues for trails and bike crossing along Cataract Trail (i.e. signs to next rest area)
 - Priority access to the Quarry and GRCA
 - Public boat launch and access to Belwood Lake
 - Keep Elora Gorge Park open year-round
 - Make use of all our outdoor spaces (rivers and gorge) i.e., docks, canoe and kayak launch
- Work with school boards to maximize community access
- Work with health organizations to collaborate on flexible spaces to be used by the community
- Continue to work with partners to minimize barriers to recreation/participation for all

- Develop programs together for more grassroots activities vs specialized activities
- Create ways to move projects forward more efficiently (i.e. design competition)

OUTDOOR PARKS AND OPEN SPACES

- Ensure greenspace keeps pace with growth, purchase property when available and where needed; be intentional in design that encourages community interaction, safety and engagement
- Increase the size and number of existing and new dog parks and amenities
- Review play structures and develop a planned upgrade and replacement program, including elements for older youth, 'risky play' i.e. ziplines, wall climbing
- Imperative to ensure new park area adjacent to Sportsplex has a 'wow' impact and reflects short- and long-term needs; built in flexibility
- Parks for all ages, especially teens, and a variety of activities
- Lack of consistent maintenance and funding for all parks (i.e. Confederation Park)
- Provision of shade through increased tree planting (e.g. tennis, pickleball courts)
- Explore alternative for dog waste from being in parks garbage facilities
- Parks need picnic tables and benches
- Ensure appropriate resources and staffing to meet washroom, parking and garbage demands
 - Washrooms for parks and trails
 - Recycling system for garbage bins
- Remove ball diamonds not in use
- Retain camping option at Sportsplex and expand campground availability

OUTDOOR RECREATION FACILITIES

- Pickleball need dedicated space; playing courts dedicated with shared common uses (change, washrooms etc.)
- Need for outdoor multi-sport courts and turf fields to provide opportunity for sports that are underserved (e.g., basketball, volleyball, field hockey, field lacrosse, soccer, rugby)
- Assess options for re-locating and enhancing skateboard (all wheel) park locations, skatepark, pump track, BMX, moto-cross, practice area for kids/bikes
- Improve amenities in parks for the right 'themed' play, with washroom facilities e.g. basketball courts, toboggan hills, passive elements, checker/ chess tables, corn hole, bocce
- Outdoor meeting/gathering space, amphitheatre for concerts, movies etc. (with lighting)
- Improved maintenance and utilization of EXISTING facilities
- Designated sports fields and maintenance schedule for rugby and soccer
- Outdoor Rink or Skating Trail
- Outdoor exercise equipment
- Access to sport, play, recreation not only for user groups
- Lack of infrastructure to host events like tournaments
- Plan for new/different activities that would serve and integrate more diverse population (e.g., cricket)
- Splashpads
- Naturalized playground facilities ex. Logs, use of hills, garden paths

- Expand disc golf course and add additional courses in other areas
- Outdoor pool
- Eliminate perceived differences between Fergus' and Elora's standard of maintenance (i.e. gardens and sport fields)

ENVIRONMENTAL STEWARDSHIP AND CLIMATE ACTION

- Mandate all new builds to have green roofs, green walls, sustainable energy systems and green spaces
- Green space design needs to include food security aspects such as Food Forests, Community Food Veggie gardens, pollinator corridors
- Assess technical (Township and/or external) expertise needed to support new and creative options for use of outdoor parks, open spaces, boulevards e.g., natural planting areas / spaces and planting selection (staff training, awareness, equipment), including setting priorities e.g. reduce mowing, proactive tree care, allow natural plantings
- Green spaces for future; naturalized forests in large areas
- Support heightened focus on incremental efforts to address climate change; permeable surfaces, increased tree canopy, removal of invasive species and tree management programs
- Enhance policies and engagement related to natural resources, education, protection and awareness, celebration - pollinator species locations, butterfly gardens, , including input to budget, design of new amenities involving staff and community groups

- Avoid word 'naturalized' on its own – add in native planting, pollinator planting
- Nurture nature and preservation throughout municipal organization; starting with leadership from above
- More trees on boulevards in middle of street to slow traffic
- Establish climate action groups or planning forums
 - Plan greenspace before housing, commercial and other spaces
 - Education and promotion campaigns for outdoor spaces
 - All that we build should incorporate needs due to climate change
 - Community gardens in neighbourhoods bring people together
- Collaboration with Urban Forest program to utilize and maintain mature trees

INDOOR RECREATION FACILITIES

- Indoor dryland training facility, turf, running/ walking track (flexible space, multi-purpose) "all field sports"
 - Need turf and indoor turf for field lacrosse, not just indoor lacrosse
 - Indoor Pickle Ball courts
 - Indoor soccer fields
 - Indoor Tennis Facility
- Invest and reevaluate existing facilities – showing age, in need of modernization, reflect current need to support community interests [underutilized and undermaintained sports and indoor facilities, tennis courts, Belwood Hall,

Jefferson Elora Community Centre (JECC), Centre Wellington Community Sportsplex (Sportsplex), Victoria Park Seniors Centre (Seniors Centre)] e.g. bigger dressing rooms, gender neutral, water fountains

- Increase hours for existing facilities (to offer more programming)
- Use school gyms as facility gyms
- Larger activity rooms to support programming demand (classes fill quickly)
- More funding for maintenance of CW and Sport and indoor facilities
- Ice needs a high priority (more ice pads needed – lack of opportunity to meet existing needs, plan for growth; any available times undesirable/untenable for some)
- Speed Skating ice
- ½ ice pad for developmental leagues, goalie training, rentals, year-round use etc.
- New spaces for the right activity e.g., faith-based space, scouts space
- Competition swimming pool
- Include social spaces, and local food options, in new builds to encourage interaction and connections
- Investment in curling facilities
- More facilities in Elora for residents – not tourists
- Maintain or expand size of weightroom at Sportsplex and include more fitness opportunities
- Start collecting dedicated funds for recreation facilities (i.e. surcharge on permits, tax levy)
- Designated youth space
- The Senior's Centre is enjoyed by current membership.
- Investigate opportunities with Victoria Rugby Fieldhouse and the Senior's Centre.

PROGRAMS, EVENTS, FESTIVALS

- Membership review (consider monthly all-access pass at Sportsplex); cost and services CW is more expensive than some neighbouring communities
- Support for events needs to continue to be a priority; seek efficiencies where possible e.g. stage, storage, grants/funding, shared resources with user and event groups; sharing “lessons learned” and best practices
- Improved program scheduling to allow more community groups to grow and diversify programming
- Enhance and expand program and choices for all ages – day, evening, year-round, all abilities (free ‘yoga in the park’, more programming offered in all areas of CW)
 - Pilot programs for ‘try-it’ activities (i.e., Belwood Hall, Sportsplex – pickleball, creative camps, arts and culture, new programs, water polo); engage groups and associations to launch
- Incentives for Seniors to stay active and combat social isolation
- Activities to engage ‘English as a Second Language’ newcomers with long-term residents (Play & Grow Together)
- Maximize Centre Wellington programs, drop-ins and services with a ‘CW first’ approach
- Gymnastics and more program choices for children
- Invest in the Arts
- Diversify from sports such as hockey, lacrosse and rugby

- Increase available swim time for more programming
- Improved festival and event infrastructure (camping, hydro)
- Increase downtown events that are vehicle free
- Reduce the noise pollution in our community that music festivals bring
- Improve accessibility for all participants
- Celebrate the community with a milestone event or initiative (i.e. decorations, signs)
- Share administration work by partnering with sports clubs to run activities
- More open community skating time.

ENGAGEMENT, ADMINISTRATION AND REVENUE

- Improved ways to reach people e.g. improved, user-friendly website, links to community groups, options to work together through website, monthly website newsletters, discussion forums, centralized digital tools such as group websites and mailing lists, awareness on who to contact (i.e. garbage, road conditions) etc.
- Hosting annual meetings with major user groups and 'like' organizations (ice, BIA's, field, gardens and growers) to share training opportunities, grant writing, levels of expectations and maintenance standards
 - Departments and Staff are not working together (planning, by-law, transportation, parks & rec) and therefore coordinated planning is lacking
- Recognize synergies between parks, recreation and culture (use of facilities, support for volunteers, public art, heritage, events)
- Promote wellness and belonging for all organizations, participants and visitors
- Policies with a focus on sport tourism and events in facilities with needed amenities i.e. accommodation, parking, signage
- Need neighbourhood or homeowner associations to bring more facilities into neighbourhoods
- Work together with all people, not just 'major user groups'
- Update Registration policies with focus on Centre Wellington priority
- Review and update Space Allocation Policy – ice, floor, halls i.e. youth and minor sport priority and assess use of all existing space
- Formalize opportunities to develop mutually beneficial partnerships i.e. school boards and regional facilities
- Continue with volunteer recruitment, training, retention, awareness, reducing risk, and celebration efforts e.g., outdoor rinks
- Township Council needs to consult and communicate with residents on all recreation topics – 2 times per year at least
 - Transparency about how CW defines success, measures usage, and projects and initiatives
- Evaluate and engage staff in equipment and operation needs; lifecycle, maintenance and scheduling
- Look at better ways to collect and distribute revenues (i.e. MAT tax, parking, lottery distribution, third-party service agreements, tax levy)

- Educate and communicate on levels of service in CW for all residents; balance expectations and capacity e.g. naturalized gardens, boulevard planting, capacity to meet all needs
 - Continue with staff and volunteer training opportunities and incentives e.g. aquatics staff, cross training staff where possible
 - Volunteer support option in trade of 'free membership'
 - Better public internet (Wi-Fi) in facilities; technology for booking facilities (i.e. app for ice)
 - Maintain a focus on quality of space, access to public realm in a variety of ways
- Better inventory of parks and playgrounds for parents to explore options
 - Involvement and partnerships with Faith Communities
 - Renew User Fee Bylaw and consider access for all with Centre Wellington priority
 - Input opportunities (Staff and community) for budget process
 - Positive engagement with all groups, clubs, service organizations operating in CW (i.e. Curling Clubs, The Door, lawn bowling, churches)



SPORT SURVEY – REGISTRATION DATA

Data supplied by organizations

SPORT ORGANIZATION	2019	2022	2023	2024
CW Minor Hockey	-	698	703	765
Grand River Mustangs (girls youth hockey)	225	254	405	365
Elora Fergus Ringette	-	71	83	91
Elora District Skating Club	-	180	195	200
Fergus Skating Club	-	-	-	200*
CW Minor Softball	650	-	500	700
Fergus Elora District Soccer (youth)	900	1,075	1,224	1,389
Fergus Highland Rugby	360	420	560	635
CW Lacrosse	385	500	550	700 (indoor) 200 (field)
Fergus Jr. C Thistles Lacrosse	23 (roster cap)	23	23	23
Fergus Tennis Club	276	469	417	396
CW Celtics Basketball	-	703 (+ 167 tryouts)	692 (+ 199 tryouts)	690 ¹ (+276 tryouts)
Fergus Flippers Swim Club	56	107	134	149
Pickleball ²	-	-	14,935	13,169

* Data provided by the Township.

1. Approx. 120 additional registrations by year-end.

2. Indoor pickleball (PickupHub-system) play numbers reflect daily drop-ins vs registered individual participants. These numbers were recorded in Q3 (by the Township) and will greatly surpass 2023 numbers by year-end.

SPORT USER GROUPS – OVERVIEW OF COMMENTS

(Full Survey Results are included in Appendix A)

- growth expected to continue as community grows, with some growth potential limited by lack of facilities
- mixed return of registration since COVID; some still building back
- appreciate efforts of Township staff and opportunity to provide feedback
- enhanced tournament / event hosting would benefit from improved facility amenities (improved accessibility, food facilities, LiveBarn, meeting rooms, outdoor washroom facilities)
- strong desire for indoor training facilities (all sports) with a variety of amenities
- enhanced communication mechanism desired – regular, transparent communication between groups and with the Township
- concern with respect to consistent application of existing policy, staff knowledge of all policies and ongoing monitoring efforts
- interest in being part of policy review and updating (i.e. allocation, residency)
- challenges with differing Governing Bodies for the same sport; impacts on access, allocation
- size of ice not suitable for tournament hosting for some users
- ice limits offering of more programs as well as more diverse programs
- facility conditions assessment varied by sport
- more storage, warm-up areas and larger dressing rooms desirable
- volunteer base struggling in some sports, satisfactory in others
- lighting some rectangular fields could increase access
- collaboration with groups and Township staff on how to improve outdoor sport field conditions
- collaboration with groups and Township staff as plans proceed to develop new indoor and outdoor facilities is desired
- some groups are doing longer term plans for their organizations and would appreciate collaborating with the Township in this area
- ice removal affects the beginning of some sport seasons, Home Show, Antique Show, hockey tryouts
- improved options to showcase the heritage and achievements of sport in the community
- lack of facilities limits growth and can contribute to wait lists, air supported structure (dome) could maximize year-round play
- some organizations see their sport as available to all levels, social environment, all ages etc.
- lack of indoor gymnasium space (none municipally owned) limits play and growth potential
- pool time and desired pool time by other groups and Township programs impacts growth in program

ENGAGEMENT METHODOLOGY

GATHERED STAFF FROM VARIOUS SERVICE AREAS AND OF VARYING DUTIES, GROUPS AND ORGANIZATIONS, EVENT HOSTS, SPORT GROUPS AND COUNCIL TO RECEIVE **FEEDBACK**



ORGANIZED **DRAFT THEMES** AND PRESENTED AT COMMUNITY WORKSHOP WITH FACILITATED FEEDBACK SESSIONS TO ADDRESS 'GAPS', INITIAL THEMES AND PRIORITIES 'TESTED' WITH **DOTMOCRACY**



ENGAGEMENT FINDINGS CONTRIBUTE TO INFORMING THE PARKS AND RECREATION PLAN RECOMMENDATIONS

INPUT GATHERING
OCTOBER AND NOVEMBER
SURVEY RESULTS AND SPORT/RECREATION **GROUP SURVEY** RESPONSES WILL BE FURTHER REVIEWED AND ENGAGEMENT SUMMARY REFINED



PRESENTED TO **HIGH SCHOOL** STUDENTS AND CONTINUED PROCESS

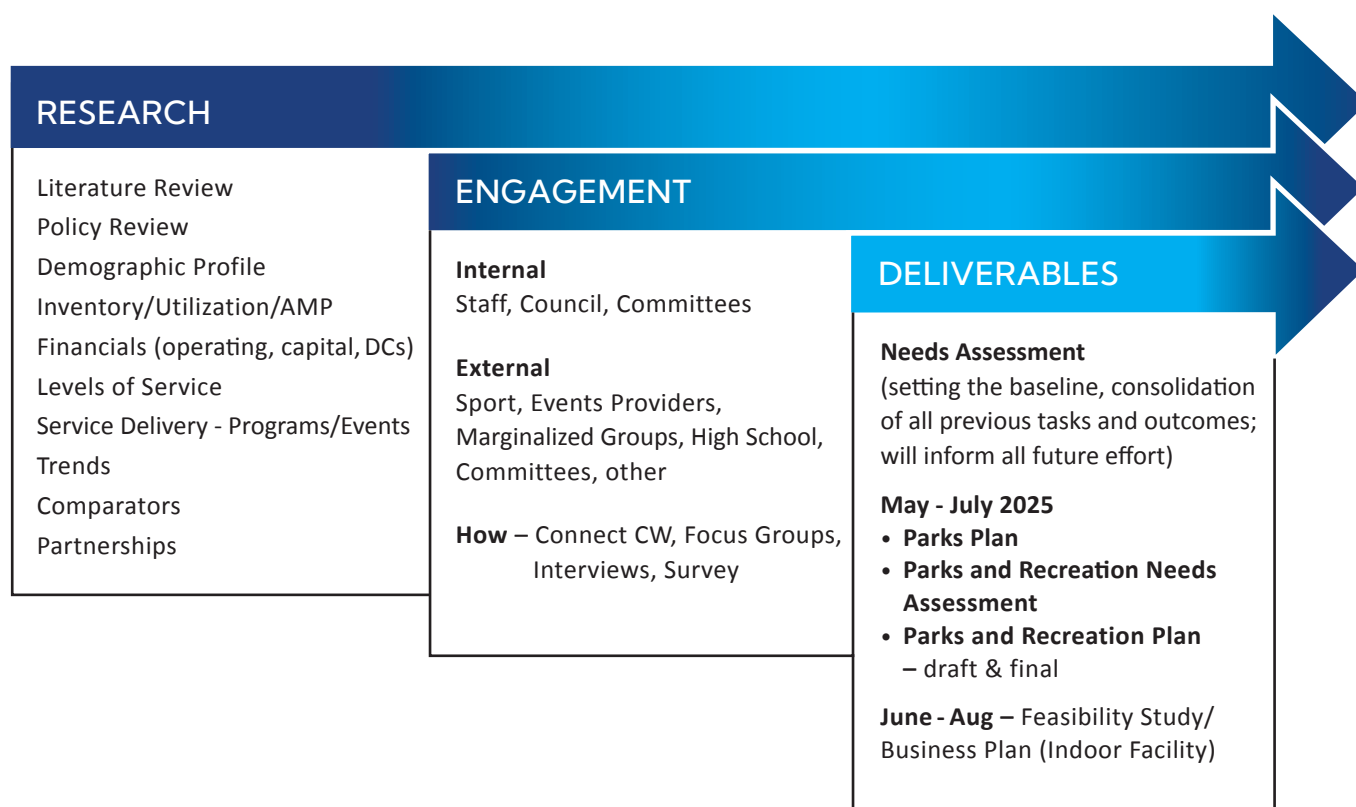


THEMES AND OVERARCHING GUIDING PRINCIPLES **FURTHER ENHANCED** AND SUMMARIZED USING AN UPDATED LENS WITH ALL INPUT TO DATE
BOARDS ON DISPLAY AT TOWN HALL PROJECTS EVENT



Engagement is a key component of the robust community and stakeholder process used to inform future thinking. It is qualitative in nature and represents a 'point in time'.

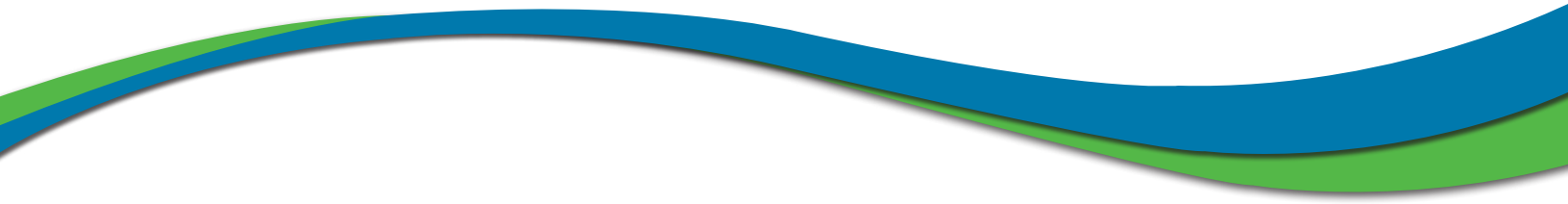
When it is aligned with the quantitative evidence as outlined in the Needs Assessment document, it will serve as the key underpinning for the plans to follow (Parks Plan, Parks and Recreation Plan, Feasibility Study and Business Plan for the Multi-use Recreation Centre). Engagement activity evolves and builds as ongoing feedback refines and strengthens the themes and eventually, the recommendations'.



ENGAGEMENT SCHEDULE

ENGAGEMENT	DATE
Engagement • Indoor Sports • Outdoor Sports • Events/Festivals • Seniors	September 11 th & 12 th
Council	September 11 th & 12 th , October and November
Senior Managers	September 11 th & 12 th , October 17 th
Community Services Management	September 11 th & 12 th
Healthy Community Advisory Committee	August 28 th meeting with subcommittee virtually
DEI Advisory Committee	Sept 5 th Virtual
Belwood Community Group	Sept 11 th at Bellwood Community Hall
Mayors Town Hall	May 30 th at 6pm Sept 17 th at 6pm Static board
Community Open Houses	September 24 th at Sportsplex
Staff workshop (2) Recreation Facilities Staff Recreation Services Staff Parks Staff	September

ENGAGEMENT	DATE
Community Survey	November
Other Parks and Recreation Partners • Victoria Park Seniors Centre • Grand River Conservation Authority • Upper Grand District School Board • Wellington Catholic District School Board	Sept 11 th & 12 th November 26 th & 28 th
Special Project Community Meeting	October 22 nd
Marginalized Community Members Interview Director of Social Services for Wellington Food Bank Health Providers	Sept 12 th October 24 th November
High School	September 24 th
Victoria Park Seniors Centre AGM	November 21 st
Connect CW Social Media	Ongoing
Project update meetings	Every 3 weeks



APPENDIX A – SPORT USER SURVEYS



Centre Wellington

SPORT / USER GROUP SURVEY – Township of Centre Wellington

ICE USERS – CWMHA

Name of Organization: Centre Wellington Minor Hockey Association

What is your age range served? <i>(i.e., 4-18 yrs)</i>	4-18 years old			
Please provide membership numbers for:	2019	2022	2023	2024
	unknown	698	705	765
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	Based on current trends we are anticipating continued membership growth YOY. Furthermore, we would expect growth reflected in township population growth spurred on by announced housing developments.			
In what year did you have your biggest enrollment?	Unknown, but with current information, 2024			
Do you have a wait list? <i>If so, for what age group(s)?</i>	No, although we have turned away a few participants due to size of groups/ ice time available			
How many/percentage registrants/customers are from the Township of Centre Wellington?	83%			
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	No, we would need an additional 18-20 hours minimum to meet current demand, not taking into account any growth in future years, or specialty activities including tournaments, jamborees, or specified power skating or goalie development.			
How many tournaments/events/races do you have per year?	This year, none. Prior years, one (based on ice allotment of township).			
Would you want to host more tournaments?	Yes, that would be beneficial to the organization, as well as the township, as it would bring in income generated from sports tourism.			
Do you require different facilities and amenities to host more events or for better spectator and user experiences? <i>If yes, explain</i>	Yes, we would require an increase in ice pads, ice time, as well as indoor dryland facilities in order to properly accommodate our current teams. Handicap accessible ice pads would also be also be beneficial, as well as food amenities in each space holding events.			

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates		✓			
Facility or Field Conditions			✓		
Facility Policies and Allocations		✓	✓		
Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?	The current policy does not allow for constructive communication with all organizations involved. There is not enough ice time to be had by any organization, but we understand that ice time is a limited resource. More proactive communication would lead to more comfort in allocations. As an association, we look to collaborate with other organizations, but would require the township to participate in and mediate these sessions with transparent and concise communication about policies and procedures. We respect the townships position on these policies, and would like to participate in discussions around allotments. Additionally, we feel that it is important to seek clarity with user groups regarding representation of membership aligning with residency requirements.				
Does your organization have a stable and adequate roster of coaches/leaders and Board Members? Do the Board Members and volunteers have the adequate training or certification to do assigned duties?	Yes, we have a stable and adequate roster of coaches/leaders, and board members. Many of the board members, and association volunteers have adequate training or certification, but it would be beneficial if there was available ice time out of standard "season" times that could be used to provide OMHA coaching courses (held in person, on ice) in order to better prepare for our year, and not have our association members have to drive multiple hours in order to complete coaching requirements. This would apply to other user groups as well, including referees.				
Do you receive funding from the Township to assist with your organizational expenses? <i>If so, does it meet your needs?</i>	No, we do not receive funding, but we do receive a preferred rate for township facilities.				
Are there any additional ways the Township of Centre Wellington could promote / support your organization?	Continue collaboration.				
What upgrades or facilities improvements are needed for a better spectator or user experience?	Recorded or streaming capabilities (ex. LiveBarn) in all ice/floor pads (hockey/lacrosse)				

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

Multi ice pad facility with adequate and appropriate change room availability, handicap accessible ice surfaces (level access, clear boards, etc), and year-round multi-use turf

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

While this is a difficult question to answer due to the availability and type of space the facility would offer, we believe that multiple teams would utilize turf for weekly dryland activities, and we would use 18-20 hours of ice time for organization programming, in addition to any individually purchased team ice used.

Does your organization have the financial capacity to support infrastructure investments
(new facilities or upgrading current)?

We would work with the township to find ways to assist in funding.

Do you have any other comments you would like to share?

We appreciate the work the township does, and look forward to continuing to work with them. We appreciate the opportunity to give feedback.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


MCQUEEN GALLOWAY ASSOCIATES
info@mgagroup.ca
905 749 2152

SPORT / USER GROUP SURVEY – Township of Centre Wellington

ICE USERS – GIRLS MINOR HOCKEY

Name of Organization: Grand River Mustangs

What is your age range served? (i.e., 4-18 yrs)

All ages. 4-104

Please provide membership numbers for:

2019	2022	2023	2024
225	254	405	450

Are you anticipating an increase/decrease in enrollment for upcoming years?
Please explain why.

Girls' hockey is still in a growth pattern across North America. Many women who played as youths are now enrolling their daughters as parents and with more female support the game grows. Our growth is also consistent with the PWHL as well as provincial trends. Therefore, we still see consistent growth amongst those new to Canada and Centre Wellington and those families with a hockey background.

Girls' hockey is a materially different experience with a governing body structure different from boys' hockey. This also allows for growth but the differences are not acknowledged in CW policy.

In what year did you have your biggest enrollment?

2024/25 is our largest season, but even before COVID we were growing consistently YoY.

Do you have a wait list?
If so, for what age group(s)?

Yes. All ages. Each year we send players to play elsewhere. At any given time 35-45 girls play outside of CW.

How many/percentage registrants/customers are from the Township of Centre Wellington?

85-90% of participants are Centre Wellington residents. However, understanding that the premise of the question is to ensure that CW residents are being served the question doesn't acknowledge the following:

- 85%+ are CW residents but 25% of our ice needs are served by other municipalities meaning that any non-residents ice needs are served by their own municipalities and not CW.
- Because the Township cannot support our growth, we consistently send residents to

play in Waterloo, Guelph, Kitchener, Cambridge and Woolwich.

- Girls on average spend more time playing hockey outside of CW relative to the same boy at the same age and skill. For example, a Local League girl in CW will play 50%+ of her games out of town and 25% of her practices out of town. The same boy will play 90% of his games and have all his practices in CW.

Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand?
(please indicate hours per week by season)

No. We would need +25 more hours per week between 6-9pm and 8am to 8pm on weekends. This would allow us to bring girls back to CW and offer AA hockey. One of our biggest challenges is that CW cannot provide age-appropriate ice.

How many tournaments/events/races do you have per year?

One.

Would you want to host more tournaments?

Yes. Our tournament has maxed out in capacity. We bring in over 65 teams from 70 different communities and 3300 visitors for 3 days. *Data is from registration system and Rafflebox Technologies. However, we need to use Palmerston, Harriston, Arthur, Drayton and Grand Valley to deliver this tournament. This is in part because the Township will not release 100% of ice in CW during tournament weekend. Despite the large economic benefit delivered in a non-peak tourist season the Township has said sports-tourism is not a priority.

Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain

Yes

- Better internet to support modern score keeping technology.
- Online ice booking/management system.
- Larger meeting rooms with modern technology such as projectors.
- More access to ice.
- Improved maintenance of facilities. Washrooms, meeting rooms, hallways are all tired and need deep cleans or repainting. Water refilling stations are broken.
- Pixellott/LiveBarn services
- Regular use of heaters
- 6-7 pads of ice for community growth
- Year round ice similar to Woolwich/Elmira.

How would you rate the following:

Rental Rates

Facility or Field Conditions

Facility Policies and Allocations

Excellent	Good	Fair	Poor	Not Sure
	x			
		x		
			x	

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Policies are not supportive.

- The ice policy is almost 20 years old and does not acknowledge demographic changes in the community.
- Does not acknowledge changes to Hockey Canada or OHF guidelines
- Use outdated, non-inclusive language.
- Is not executed as written. Staff need to follow their own policy.
- Multiple staff have indicated to his us they do understand policy, nor do they have sufficient computer literacy to manage it in Excel.
- Distribution of ice and ice surfaces is not transparent or reviewed by management requiring our staff to do hours of rework foe corrections in the late summer and autumn.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Yes and Yes.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No. Township refuses to discuss despite other community groups getting funding. The last request for funding was rejected without explanation. We have made multiple requests for policy explanations so that we can adapt our requests but have received no response.

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

The Township really needs to create a committee that meets regularly with community groups. The established committees never seek input and when we have asked to join or even get contact information the Township is unhelpful. For example, in 2023 we met with Community Service and a portion of that meeting was about access the Fergus BIA. Despie repeated requests for a POC with BIA it was 45 mins before a Township employee admitted they represented the Township as a BIA board member.

With exception of arena attendants, the remainder of Community Development staff require customer service training as well as sensitivity training to under the diverse groups that compose this community.

What upgrades or facilities improvements are needed for a better spectator or user experience?

In addition to above we would suggest:

- Indoor walking track.
- Fitness facilities for youths under 16
- Improved customer service skills and technical training for office staff.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

Indoor fitness space, meeting rooms in addition to more ice.

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

Yes. However, we need guarantees that we will get fair access to those facilities.

Do you have any other comments you would like to share?

Please separate email sent to Tracey on 11/17.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


MCQUEEN GALLOWAY ASSOCIATES
info@mgagroup.ca
905 749 2152

SPORT / USER GROUP SURVEY – Township of Centre Wellington

ICE USERS – ELORA FERGUS RINGETTE

Name of Organization: Elora Fergus Ringette

What is your age range served? <i>(i.e., 4-18 yrs)</i>	4-18				
Please provide membership numbers for:	2019	2022	2023	2024	
		71	83	91	
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	Increase as association like Wellington North and Hanover have folded their associations or don't currently have any teams. They did have teams last year.				
In what year did you have your biggest enrollment?	2024				
Do you have a wait list? <i>If so, for what age group(s)?</i>	No				
How many/percentage registrants/customers are from the Township of Centre Wellington?	85 percent				
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	We could benefit from one more hour a week on Thursdays so all our teams could practice that night. One team a week does not get a consistent Thursday Practice and might not get a weekend Practice that week depending on if they have games scheduled on the weekend.				
How many tournaments/events/races do you have per year?	We do not host any tournaments as not enough ice pads in Centre Wellington to host a tournament.				
Would you want to host more tournaments?	Yes, we would like to host a tournament. They make money for The association.				
Do you require different facilities and amenities to host more events or for better spectator and user experiences? <i>If yes, explain</i>	We would need another ice pad.				
How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates		X			
Facility or Field Conditions		X			
Facility Policies and Allocations		X			

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Ice is quite a bit cheaper than the big cities. However, everything has gone up and it is beginning to really eat up our associations budget. The township gives us consistent ice and fair ice times. We are happy with the allocations they give us! A few more hours of ice a week would be nice, however, I don't know if we could afford it.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Coaching Can be an issue as not many adults are familiar with the sport and are not willing to coach. We have a few consistent coaches and usually struggle to find coaches for at least one team each year.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Board members are very hard to find. People are too busy or don't want to volunteer.

New volunteers are offered to shadow board positions The year before. Nothing is too complicated, training and certification is not a concern.

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No

Are there any additional ways the Township of Centre Wellington could promote / support your

Discounted ice would help greatly as our costs are getting high.

What upgrades or facilities improvements are needed for a better spectator or user experience?

Remove the spectator nets at elorA and find another way to keep the spectators safe safe from pukes.

One more changeroom on pad B at The Fergus sportsplex.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

An Ice pad!

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

Fall, winter and early spring (8-10 hours a week)

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

No

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.

SPORT / USER GROUP SURVEY – Township of Centre Wellington

ICE USERS – SKATING CLUB

Name of Organization: Elora & District Skating Club

What is your age range served? *(i.e., 4-18 yrs)* mostly 4-18; but we occasionally have adult lessons

Please provide membership numbers for:

2019	2021/22	2022/23	2023/24
	180	195	200

Are you anticipating an increase/decrease in enrollment for upcoming years?
Please explain why.

We are anticipating an increase. We have been on a steady incline since Covid.

As new families move to the community, our PreCan and CanSkate numbers grow

In what year did you have your biggest enrollment?

I think this 2024/25 will be our biggest in the last 4 years. Our fall session had higher numbers than last year.

Do you have a wait list?
If so, for what age group(s)?

Yes, we usually have a waitlist for our PreCan classes. They are smaller than our CanSkate classes.

How many/percentage registrants/customers are from the Township of Centre Wellington?

95%

Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand?
(please indicate hours per week by season)

No, there are more programs we could run but don't have the ice time. For example, kids synchro, power skating, and more PreCan/Canskate.

2 hours +

How many tournaments/events/races do you have per year?

None

Would you want to host more tournaments?

We have never had the option to host a competition.

Do you require different facilities and amenities to host more events or for better spectator and user experiences? *If yes, explain*

We would need multiple ice pads for a whole weekend (Fri, Sat, Sun).

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
		X			
Rental Rates			X		
Facility or Field Conditions		X			
Facility Policies and Allocations					

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

We have a good relationship with the township.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

We have a stable roster of coaches.

We have a small board.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Our program assistants receive training from our coaches.

Our coaches are highly qualified.

Board members are trained on the job.

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Offer grants for equipment purchases, facility upgrades, or special programs.

Fundraising assistance.

Promote the club through township newsletters, websites, and social media.

Connect the skating club with local businesses for sponsorships or donations.

What upgrades or facilities improvements are needed for a better spectator or user experience?

However, we no longer have a meeting room. We now hold our meetings in the kitchen.

We have bluetooth problems and miss the audio cord.

Having only one entrance to the rink creates problems for classes coming and going.

Change rooms are smaller.

We lost our storage room. We now store costumes under the stands, which isn't ideal.

We lost our trophy display cabinet.

We could use a dedicated off-ice warm-up area with mirrors and mats for stretching and technique practice.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

Space for skating aids, pylons, and harness systems for jumps and spins.

Clear ice markings or removable dividers for segmenting the ice during lessons.

Designated area with rubberized flooring, mirrors, and mats for stretching, warm-ups, or choreography.

Secure storage for club equipment (e.g., cones, harnesses, props, costumes).

Sound system with easy music control for lessons and performances.

Video recording equipment or playback system for skill analysis.

Multi-purpose rooms for club meetings, choreography sessions, or off-ice conditioning.

Flexible scheduling

Affordable rental costs

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

We used to run 10 hours a week with the same programming during Fall & Winter. We could probably fill another 2 hours.

Fall & Winter: 12 hours per week.

Summer (April to August): 4-6 hours per week to run skills and conditioning sessions.

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

This depends on the level and expectation of contribution.

There is not a lot of extra funds after expenses are paid.

Do you have any other comments you would like to share?

Location is important to our town.
Many Elora families will not drive to Fergus for "learn to skate" lessons.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.



Centre Wellington

SPORT / USER GROUP SURVEY – Township of Centre Wellington

ICE USERS – SENIOR HOCKEY						
Name of Organization:		Elora Rocks				
What is your age range served? (i.e., 4-18 yrs)		Fans – any Players – 21-any				
Please provide membership numbers for:		2019	2022	2023	2024	
		N/A	N/A	N/A	N/A	
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.		No				
In what year did you have your biggest enrollment?		Similar year to year				
Do you have a wait list? If so, for what age group(s)?		No				
How many/percentage registrants/customers are from the Township of Centre Wellington?		Most are local this year, typically 50% minimum				
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? (please indicate hours per week by season)		Yes, but the timing is an issue at times. In the past we were told we could not have earlier due to the figure skaters, this year it has only been youth minor hockey practices before our games. We have been requesting an earlier time (even a 7:30 puck drop) for years now.				
How many tournaments/events/races do you have per year?		12 regular home games, minimum 2-3 playoff games				
Would you want to host more tournaments?		No				
Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain		Kitchen, hall				
How would you rate the following:		Excellent	Good	Fair	Poor	Not Sure
Rental Rates			X			
Facility or Field Conditions		X				
Facility Policies and Allocations			X			

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Mentioned above – we would just love an earlier time

The only other burden is having to move to Fergus for playoffs, but we understand if this is never going to be possible!

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Yes and yes

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Possibly helping with some promotions

What upgrades or facilities improvements are needed for a better spectator or user experience?

N/A

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

Possibly an indoor track? Team fees for a fitness room/centre (dryland training)

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

August to April (approximately) ~2-4 hour/week

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

No – not for profit

Do you have any other comments you would like to share?

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


MCQUEEN GALLOWAY ASSOCIATES
info@mgagroup.ca
905 749 2152

SPORT / USER GROUP SURVEY – Township of Centre Wellington

FIELD USERS – CWMSA

Name of Organization: CENTRE WELLINGTON MINOR SOFTBALL ASSOCIATION

What is your age range served? <i>(i.e., 4-18 yrs)</i>	4-100			
Please provide membership numbers for:	2019	2022	2023	2024
	650		500	700
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	increase every year			
In what year did you have your biggest enrollment?	2024			
Do you have a wait list? <i>If so, for what age group(s)?</i>	yes for some of the divisions			
How many/percentage registrants/customers are from the Township of Centre Wellington?	80% i think			
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	We will outgrow the allotted times in the next year due to the lack of diamonds in our area			
How many tournaments/events/races do you have per year?	one, in late Sept			
Would you want to host more tournaments?	perhaps if we had the volunteers			
Do you require different facilities and amenities to host more events or for better spectator and user experiences? <i>If yes, explain</i>	just need bleachers and ball diamonds			
How would you rate the following:	Excellent	Good	Fair	Poor
Rental Rates				X
Facility or Field Conditions				X
Facility Policies and Allocations			X	
Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?	They are fair, 2025 there will be contracts to be signed which will be new to our organization			

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?	Stable? We struggle every year to find all that you mentioned
Do the Board Members and volunteers have the adequate training or certification to do assigned duties?	Yes
Do you receive funding from the Township to assist with your organizational expenses? <i>If so, does it meet your needs?</i>	No
Are there any additional ways the Township of Centre Wellington could promote / support your organization?	Stop taking the ball diamonds away, assist with information about grants for improvements.
What upgrades or facilities improvements are needed for a better spectator or user experience?	Diamonds need to be maintained better, warning tracks are garbage, bleachers are broken, old and dangerous. Lights are old and dim.
If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?	Batting cages, pitching cages, board rooms for use - meetings, training.
If the indoor facility met your organization needs, how many hours would you use it per week? <i>(please note which season/s)</i>	if there were cages we would use them all year long, approx 20 hrs per week but that is a guess
Does your organization have the financial capacity to support infrastructure investments <i>(new facilities or upgrading current)?</i>	not really as we are a not for profit association
Do you have any other comments you would like to share?	

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.

SPORT / USER GROUP SURVEY – Township of Centre Wellington

FIELD USERS - SOCCER

Name of Organization: Fergus Elora District Soccer (FEDS)

What is your age range served? <i>(i.e., 4-18 yrs)</i>	U3 to Adult			
Please provide membership numbers for:	2019	2022	2023	2024
	Approx. 900	1124	1455	1673
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	We expect a continue rise in enrolment in the upcoming years due to: addition of U3 house league division, World Cup 2026 in North America, success of women's and men's national soccer teams, reasonable price, very little needed in terms of equipment, growing community and we are seeing many new residents where culturally soccer is the #1 sport			
In what year did you have your biggest enrollment?	-in recent memory 2024 has been our biggest enrolment			
Do you have a wait list? <i>If so, for what age group(s)?</i>	Many divisions of our house league fill quickly and then we either have a wait list or open more sections of that particular division			
How many/percentage registrants/customers are from the Township of Centre Wellington?	In 2024 close to 90% of registrants are from CW			
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	Time isn't really the issue. It is the lack of fields. The Township is supportive of giving us adequate time, but we are running out of space. Lights at more fields would allow for more use			
How many tournaments/events/races do you have per year?	We don't really have enough fields to host tournaments. They would have to only have a few teams involved. More field facilities would allow actual tournaments to happen.			
Would you want to host more tournaments?	YES!			

Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain

Yes. Outdoor turf fields to extend the season and training ability. Indoor turf fields for all season training and programming. Newly purchased township land could create both better spectator and user experiences. In particular 11 v 11 full size fields are a must

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates		X			
Facility or Field Conditions		X		X	
Facility Policies and Allocations		X			

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

We are generally happy with allocation, rates, lining, and maintenance. Southridge field drainage issues is the reason for the poor rating above. Some holes on fields.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Yes, stable and growing!

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Yes.

Do you receive funding from the Township to assist with your organizational expenses? If so, does it meet your needs?

No. But we haven't asked for funding in particular other than related to big future projects (ie. More fields, indoor turf)

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Proactive and forward thinking. Collaborate with us and other related clubs to have current fields maintained or improved, add turf outdoor and indoor

What upgrades or facilities improvements are needed for a better spectator or user experience?

Number of fields (we will not have enough full fields in 2025 for our rep programs). Better drainage in certain areas. Facility improvements?.....add on to the Sportsplex for a turf facility and track

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

-turf field with nets
-storage, change rooms
-a track around the field

If the indoor facility met your organization needs, how many hours would you use it per week? (please note which season/s)

That is tough to quantify. 10-15 hours from end of October to May. Potentially some summer hours.

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

Yes. Some funds set aside with the potential to raise more from membership.

Do you have any other comments you would like to share?

We have been working on more fields and the prospect of an indoor facility for a long time. I presented to council in 2018 regarding the need for indoor turf. In addition, we have not had any township land dedicated to soccer fields for many, many years. We are happy to collaborate on any ventures to help make this happen.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


MCQUEEN GALLOWAY ASSOCIATES
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SPORT / USER GROUP SURVEY – Township of Centre Wellington

FIELD USERS – RUGBY

Name of Organization: Highland Rugby Club

What is your age range served? (i.e., 4-18 yrs)

Please provide membership numbers for:

2019	2022	2023	2024
360	420	560	635

Are you anticipating an increase/decrease in enrollment for upcoming years?
Please explain why.

As we have continued to grow over the past decade, we are anticipate the same with High School rugby and High performance programs now being offered

In what year did you have your biggest enrollment?

2024 we saw a large increase as we saw high school numbers increase which had a major positive effect on club numbers, we have number of relationship programs with elementary schools aswell which are now give positive effects

Do you have a wait list?
If so, for what age group(s)?

No we don't have a waiting list for the main programs as we run a two level program. But we do see the need ot have waiting lists if we don't get more space to run our program

How many/percentage registrants/customers are from the Township of Centre Wellington?

80% of our participants coming from this township

Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand?
(please indicate hours per week by season)

We manipulate the space to accommodate, so truthfully if we did give the correct space to each team we wouldn't be able to run our program

How many tournaments/events/races do you have per year?

Events we run now has grown to 5 major tournaments where we need lots more space

Would you want to host more tournaments?

Yes we would beable to host more if we had more allocated space, especially Provincial tournament

Do you require different facilities and amenities to host more events or for better spectator and user experiences? *If yes, explain*

We always have to have porta potties because our numbers are now for the tournament reached a 1000 athletes. So more washroom facilities would be better

Also parking is always a problem, so space to park and spread out would be beneficial.

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates		yes			
Facility or Field Conditions	yes				
Facility Policies and Allocations	yes				

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

We work with the township staff who do a great job to balance access to meet our need. I feel for them being able to accommodate all the groups.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Yes we have a good group of people leading our group

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

We are always looking for extra support for our group, we do make sure we have the appropriate certification to meet our governing bodies requirements.

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No we don't receive funding from the township

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Promotion of all sports are important so having the support of the township is key

Allowing parking on prime days in areas around our facility would help and not charge our visitors to the township for parking

What upgrades or facilities improvements are needed for a better spectator or user experience?

As we grow we get more people coming to the field, so now we would

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

We currently have to go out of town to run our off season programs, so having a facility that we could use locally would benefit us greatly. We would run our Indoor league from January to March, Our elite training from November to April. For these programs we need a turf field that can be used for Tackle. Size would be full and half size fields.

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

Indoor league would be 4 hours weekly
Elite training would be 8-12 hours a week

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

All depending how many field space we can get
We don't have ready capital to invest but we do have access to grants that can support the investment,
We would love to partner with the township on these efforts for sure

Do you have any other comments you would like to share?

Please connect with me if you wish to discuss this as we move forward

We have a working committee within our organisation looking at our 5 to 10 year plan so they would be interested

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


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SPORT / USER GROUP SURVEY – Township of Centre Wellington

FLOOR USERS – CENTRE WELLINGTON MINOR LACROSSE

Name of Organization: Centre Wellington Minor Lacrosse

What is your age range served? (i.e., 4-18 yrs)	3-50 +				
Please provide membership numbers for:	2019	2022	2023	2024	
	385	500	550	700	
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	Increase, marketing initiatives, community growth, popularity and visibility of sport and championships.				
In what year did you have your biggest enrollment?	2024				
Do you have a wait list? If so, for what age group(s)?	No, increase programming as required or divert to local/ other associations.				
How many/percentage registrants/customers are from the Township of Centre Wellington?	95%				
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? (please indicate hours per week by season)	Spring Field- must rent elsewhere. Summer Box – Ice remaining is a challenge at start up. Working around Home Show etc is do able. Fall Field – new challenge to find lit fields to accommodate. Winter – no available traditional facility, rent elsewhere or use the hall.				
How many tournaments/events/races do you have per year?	Tournament, Fun Day, ???				
Would you want to host more tournaments?	Yes, if awarded to the association from the parent association (Ontario Lacrosse Association)				
Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain	Yes, off prime and off-season training opportunities				
How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates	X				
Facility or Field Conditions		X			
Facility Policies and Allocations		X			

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Feel we have a good working relationship with the Township

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Small Group, Stable Board executing large workload. Coaches a very supportive community. Additional training always welcome.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No funding received yet from the Township

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Space and upgrades for showcasing the heritage of the sport in our community.

What upgrades or facilities improvements are needed for a better spectator or user experience?

No upgrades needed at this time.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

Summer – Box Lacrosse pad
Fall – access to lit fields outside
Spring & Winter – Lacrosse Pad, indoor artificial turf

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

Summer 20-30 Fall 10 Winter 10-20
Spring 10-20 hours per week

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

No capital investment available.

Do you have any other comments you would like to share?

Not at this time

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.



SPORT / USER GROUP SURVEY – Township of Centre Wellington

FLOOR USERS – FERGUS JR LACROSSE

Name of Organization: Fergus Thistles Jr C Lacrosse

What is your age range served? <i>(i.e., 4-18 yrs)</i>	16 – 21 yrs olds				
Please provide membership numbers for:	2019	2022	2023	2024	
23 Man Rosters	✓	✓	✓	✓	
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	No. Same roster size.				
In what year did you have your biggest enrollment?	Same				
Do you have a wait list? <i>If so, for what age group(s)?</i>	Yes. Looking at a Jr A team in the near future.				
How many/percentage registrants/customers are from the Township of Centre Wellington?	90%				
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	Yes – 1 practice/week 1 – 2 games/week Be nice to have off season training facility				
How many tournaments/events/races do you have per year?	No				
Would you want to host more tournaments?	Possible Canadian championship				
Do you require different facilities and amenities to host more events or for better spectator and user experiences? <i>If yes, explain</i>	Both rinks are out-dated. Elora arena was a band-aid fix.				
How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates		✓			
Facility or Field Conditions			✓		
Facility Policies and Allocations		✓			
Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?	Very difficult to fit in 20 schedules in less than 2 months. Antique shows/ hockey tryouts cause problems for Lacrosse.				

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?	Yes
Do the Board Members and volunteers have the adequate training or certification to do assigned duties?	Yes
Do you receive funding from the Township to assist with your organizational expenses? <i>If so, does it meet your needs?</i>	No
Are there any additional ways the Township of Centre Wellington could promote / support your organization?	An indoor facility would be focal for off-season training (soccer, lacrosse, tennis).
What upgrades or facilities improvements are needed for a better spectator or user experience?	A new rink.
If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?	Lacrosse nets/ Dressing rooms/ Turf/ Showers/Washrooms
If the indoor facility met your organization needs, how many hours would you use it per week? <i>(please note which season/s)</i>	Winter Months – create leagues for kids, adults, practices/games.
Does your organization have the financial capacity to support infrastructure investments <i>(new facilities or upgrading current)?</i>	I would say no, but could make some adjustments.
Do you have any other comments you would like to share?	This is exciting to see/hear that this is being discussed.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.

SPORT / USER GROUP SURVEY – Township of Centre Wellington

COURT USERS – TENNIS

Name of Organization: Fergus Tennis Club

What is your age range served? (i.e., 4-18 yrs)

4 – 90 years

Please provide membership numbers for:

2019	2022	2023	2024
276	469	417	396

Are you anticipating an increase/decrease in enrollment for upcoming years?
Please explain why.

We cannot grow as long as we are on 3 court facility. Tennis Canada recommends 75 members per court. There is no space for members to play with family or friends as every evening is filled with leagues. This leads to a lot of unsatisfied members. We choose to run doubles leagues each night for all the different levels to allow as many on the 3 courts as possible.

In what year did you have your biggest enrollment?

2021 – 550 members

Do you have a wait list?
If so, for what age group(s)?

We had to cut off registration thru covid but did not keep a wait list.

How many/percentage registrants/customers are from the Township of Centre Wellington?

94% of our members live within Centre Wellington

Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand?
(please indicate hours per week by season)

Every night (May-Sept) all courts are full. We require two more for a total of 5 courts available to us 5 nights per week to meet demand. Some league members only get scheduled 2-3 times a month due to space.

How many tournaments/events/races do you have per year?

5-6 events per season but now they are within our club only. We used to belong to an intra rural league but had to cancel out as we cannot host when it's our turn due to court space.

Would you want to host more tournaments?

Definitely. In order to give our young athletes an opportunity to advance, we would like to host OTA tournaments. These would bring in players from all over Ontario for the weekend. (tourism)

Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain

We would require a minimum of 4 courts and parking to host these events.

How would you rate the following:

Rental Rates

Facility or Field Conditions

Facility Policies and Allocations

Excellent	Good	Fair	Poor	Not Sure
	Y			
	Y			
			Y	

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Stratford has 6 courts for their tennis club and an additional 8 courts for tennis and pickleball. We have 3 in our club and 2 public. Elora has been promised courts for years. This sport is great for newcomers to meet friends as we cater to all ages and all levels, particularly in our junior and adult learn to play programs.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Yes. We have been running this club with a volunteer board of directors for over 100 years. We have a CA as an accountant, two high level IT professionals, and an engineer on the 10 volunteer board. We have a certified tennis pro and 2 assistants.

Do you receive funding from the Township to assist with your organizational expenses? If so, does it meet your needs?

The club is run without funding except for upkeep of facilities. We pay 25% of those currently. We pay for our utilities, and anything clubhouse related.

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Understand this club is needed more than ever in a growing community. It is a place for people to have pre-arranged games at all levels. They don't have to try out for a team, they don't have to be an athlete or afford equipment. They automatically have friends to play with. We need additional courts and consider a loan to build a dome with the help from Tennis Canada.

What upgrades or facilities improvements are needed for a better spectator or user experience?

We need parking available. There is none now and it is very unsafe, particularly for children being dropped off on the streets. The lighting is in need of an upgrade.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

We would require a proper surface and nets.

If the indoor facility met your organization needs, how many hours would you use it per week? (please note which season/s)

If it were a tennis facility, we would work towards a 90% court usage.

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

The club is run without funding except for upkeep of facilities. We even built our own clubhouse. If we were a domed year around facility, we have budgets showing full financial coverage including upkeep/upgrades of facilities, therefore requiring no funding.

Do you have any other comments you would like to share?

Some municipalities have arranged an interest free loan to the club to build a dome, to be paid back over 10-15 years. We have limited time to apply for the \$200,000.00 grant from Tennis Canada.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


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SPORT / USER GROUP SURVEY – Township of Centre Wellington

COURT USERS – BASKETBALL

Name of Organization: CW Celtics

What is your age range served? <i>(i.e., 4-18 yrs)</i>	6 to 18			
Please provide membership numbers for:	2019	2022	2023	2024
	Not available	703 plus 167 tryouts	692 plus 199 tryouts	690 with more to come plus 276 tryouts
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	Increase – we have continuing growth in our house league which leads to growth in our rep teams; anticipated to be 10 to 15% per year			
In what year did you have your biggest enrollment?	2024 will be our biggest year			
Do you have a wait list? <i>If so, for what age group(s)?</i>	Yes – 6 to 12 (house league)			
How many/percentage registrants/customers are from the Township of Centre Wellington?	72% - the remaining are from areas surrounding the Township, from all directions (e.g., Elmira, Orangeville, Guelph, etc.).			
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	No - there is only one basketball court in Centre Wellington and it is owned by the UGDSB, who are very difficult to rent from			
How many tournaments/events/races do you have per year?	We host Ontario's largest 3x3 tournament every summer and this is continuing to grow. The Celtics do not have space to host tournaments; we do host mini-tournaments on Saturdays during our rep season – approximately 25 weekends			
Would you want to host more tournaments?	Yes – we would be able to host an eight-team tournament every weekend if we had a gym available			
Do you require different facilities and amenities to host more events or for better spectator and user experiences? <i>If yes, explain</i>	We would need a court with stands, benches, scoreboards, and shot clocks in some cases			

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates					x
Facility or Field Conditions					x
Facility Policies and Allocations					x
Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?	We don't have the experience with the Township's rentals to voice an opinion				
Does your organization have a stable and adequate roster of coaches/leaders and Board Members?	Yes – we have over 40 volunteers				
Do the Board Members and volunteers have the adequate training or certification to do assigned duties?	Yes				
Do you receive funding from the Township to assist with your organizational expenses? <i>If so, does it meet your needs?</i>	No				
Are there any additional ways the Township of Centre Wellington could promote / support your organization?	We need more facilities				
What upgrades or facilities improvements are needed for a better spectator or user experience?	Not applicable, first we need space				
If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?	Basketball courts				
If the indoor facility met your organization needs, how many hours would you use it per week? <i>(please note which season/s)</i>	30 hours or more				
Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?	No				
Do you have any other comments you would like to share?					

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.

SPORT / USER GROUP SURVEY – Township of Centre Wellington

POOL USERS – SWIM TEAM

Name of Organization: Fergus Flippers

What is your age range served? <i>(i.e., 4-18 yrs)</i>	5 - 19			
Please provide membership numbers for:	2020	2022	2023	2024
	56	107	134	149
Are you anticipating an increase/decrease in enrollment for upcoming years? Please explain why.	We are anticipating an increase in the demand for our program. We are at capacity each session and unless we receive more pool time will continue to have to cap it at 108-110 a session. We have two sessions a year. Most of our swimmers stay all year and some only participate in the fall/winter or spring/summer session which is why our numbers are higher than 108-110 for the year, and why registration numbers aren't necessarily reflecting our growth accurately. It is more affordable to participate in our swim program compared to swimming lessons, it has kids swimming for a full hour as opposed to a 30 minute lesson where most of the time is spent waiting your turn to swim. It is easier to register for the program, as we are not limited to 6-8 per time slot, however we do fill up within 48 hours of registration opening.			
In what year did you have your biggest enrollment?	2024, I anticipate demand to continue to increase as our program spreads via word of mouth.			
Do you have a wait list? <i>If so, for what age group(s)?</i>	Each session we have at least 10 names of all ages for the waitlist.			
How many/percentage registrants/customers are from the Township of Centre Wellington?	98% are from the township of Centre Wellington (Palmerston, Elora, Fergus, Belwood, Alma, Drayton etc) - with only 4 coming from Guelph.			
Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand? <i>(please indicate hours per week by season)</i>	We would like at least 1 more hour with the entire pool, or a second night with 3 hours so we can run twice a week like the other teams in our league run.			

How many tournaments/events/races do you have per year?

We host one and attend 5 others.
Yes at least one more over the winter.

Would you want to host more tournaments?

Yes we would be able to host more if we had more allocated space, especially Provincial tournament

Do you require different facilities and amenities to host more events or for better spectator and user experiences? If yes, explain

Better viewing area for parents and space for swimmers to be on deck, limited space means we don't have a lot of space to set up marshalling, race numbers, and post results.

How would you rate the following:

Rental Rates

Facility or Field Conditions

Facility Policies and Allocations

Excellent	Good	Fair	Poor	Not Sure
			x	
		x		
			x	

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

Since we started up after Covid getting pool time has been a battle, with our group unable to get more because the 5 - 10 people who do the aquafit have more time to complain that they can't have it Thursday evenings when it is offered other evenings AND during the day.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Our head coach has been with the team for 20 years, we are growing and adding volunteers each session. The treasurer has been with the team for 10+ years and the administrator has been with the team for 6 years.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

We have volunteers work with experienced coaches, but we are looking into available options for additional training.

Do you receive funding from the Township to assist with your organizational expenses? If so, does it meet your needs?

None.

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

possibly, but since we have a waiting list each year without promotion, unless we receive more pool time this would only lead to disappointment.

What upgrades or facilities improvements are needed for a better spectator or user experience?

a viewing area that is not on the pool deck, larger change rooms.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

a pool, preferably with a better viewing area for parents for swim meets. More storage space for equipment as it is stored with the Sportsplex equipment and is used by the facility (for example flippers).

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

We run from November to early July and currently have it for 3 hours from Nov to April and then get an additional 2 hours to run twice a week at the beginning of May. We would like to run for 3 hours twice a week for the entire time period. Potentially one more hour to be able to have a Masters program for those 19+

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

We do provided it is actually an improvement from our current circumstances.

Do you have any other comments you would like to share?

The other teams in our league do not have nearly the same issues with receiving pool time. Things have only changed over the past few years (post-covid) where we as a team have made many compromises with the aquatics director, but are still made to feel as if we are being pushed out. This organization has been around for many many years, and it has become quite frustrating pushing for space for a program that is very indemand and of benefit to the township. Many of our swimmers go on to become swim instructors and life guards.

We also pay more renting from Centre Wellington than any of the other local teams. Additionally other townships/towns give a discount for those who run a not for profit and are renting their space. We do not receive anything like that.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.


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SPORT / USER GROUP SURVEY – Township of Centre Wellington

CURLING

Name of Organization:

Fergus Curling Club (FCC)

What is your age range served? (i.e., 4-18 yrs)

Our membership and users of our facilities consists of a wide range of age groups.
Our Little Rocks (Under 12) and Junior (Under 18) youth programs currently have 56 registered future athletes with the youngest being 5 years old. Our day-time leagues have a number of octogenarians registered as current members, with the oldest member turning 88 years young this year. We also run elementary school programs from November to early March, with 32 Elementary School sessions booked in the current season.

Please provide membership numbers for:

2019	2022	2023	2024
259	216	233	294

**Are you anticipating an increase/decrease in enrollment for upcoming years?
Please explain why.**

Increase. In the 2024/25 season, which runs from October 2024 to April 2025, we had 310 registered members (5% yoy growth). We anticipate this growth to continue as Center Wellington expands and the popularity of the sport increases.

We also anticipate annual increases in club facility usage by the community. Facility rentals for personal and community needs are increasing and we see this continuing and growing.

In what year did you have your biggest enrollment?

2024/25 season (current season)

**Do you have a wait list?
If so, for what age group(s)?**

Due to overwhelming demand, we are introducing a waiting list for our Under 12 youth program for the 2025/26 season. Also, most leagues and events are fully subscribed and events sometimes need to be capped because of capacity constraints. There is a wide age range for these events/leagues.

How many/percentage registrants/customers are from the Township of Centre Wellington?

83.5% of registered members are in Center Wellington proper with another 9% in the immediate area.

Majority of bonspiels are open to other clubs in the area and draw teams from Guelph, Alliston, Ayr, Acton, etc., with some overnight stays in our community.

In addition, there are community bonspiels that target local businesses and organisations. Curl for a Cause, Bar and Community bonspiel and Home Hardware Regional bonspiel are some examples.

Do you have adequate permitted times to meet your programming needs? If no, how much more time would you require to meet demand?
(please indicate hours per week by season)

Most leagues and events are fully subscribed. The most popular events often need to be capped because of capacity constraints. It is anticipated that we will need a new facility to support the projected long-term growth in this sport and our community.

How many tournaments/events/races do you have per year?

Host 15 bonspiels and on-ice events (tournaments usually held on Saturdays)

Host 15 adult leagues running daily Monday to Friday

Host two Sunday leagues for our youth programs (Under 12 and Under 18)

Host elementary school programs on Fridays from November to early March, with two or three sessions held each Friday. Each session is supervised by club volunteers.

Host over 12 private rentals of the facilities during the 2024/25 session, with some recurring weekly.

Host Men's and Women's Inter-club events.

Host Home Hardware Regional Bonspiel.

Host Regional and Provincial Trials as required.

Would you want to host more tournaments?

Yes. A new facility will allow us to host national/international tournaments.

Do you require different facilities and amenities to host more events or for better spectator and user experiences? *If yes, explain*

Absolutely YES. We anticipate that we will need a 6-sheet facility in order to meet our long-term participation growth estimates and the needs of the growing community.

The current building was constructed in 1928 with a steel addition over the ice sheets constructed in 1977. The facilities are on municipality leased land in the middle of downtown Fergus and has no room for expansion. In addition, the aging building has no wheel chair access, and is not eco-friendly. Converting the facility to zero emissions and with wheel chair access is not possible.

We are looking for a new, 6 sheet facility and require support from the Township for land and to help fund the building cost of the new facility.

Building a new, energy-efficient facility with a significantly reduced carbon footprint will attract provincial and federal funding. This expansion will:

- Accommodate our growing community's needs.
- Enable a wider range of programs, attracting new and diverse curlers by offering flexible times and skill levels (as indicated by Curling Canada's survey).
- Allow for a Pickleball club to operate from May to September, maximizing facility use and catering to a similar demographic with a popular recreational sport.
- Increase lounge and hall space, leading to more rental opportunities for non-curling events.
- Enhance the spectator experience, promoting the sports within the facility.
- Potentially include a full-time dining facility, creating a complete evening experience for both participants and spectators.

How would you rate the following:	Excellent	Good	Fair	Poor	Not Sure
Rental Rates					n/a
Facility or Field Conditions				x	
Facility Policies and Allocations					n/a

Why or why not are the Township's policies (i.e. space allocation, rates and fees) supportive and fair to your organization?

The FCC manages the operation of the building and membership rates/fees. The land is leased from the Township at token cost. It should be noted that the club is in a prime location in the center of downtown Fergus and it will be valuable real estate for further development by the Township.

The current building was constructed in 1928. An environment friendly modern facility with access is needed for the future.

Does your organization have a stable and adequate roster of coaches/leaders and Board Members?

Yes.

Do the Board Members and volunteers have the adequate training or certification to do assigned duties?

Yes.

Do you receive funding from the Township to assist with your organizational expenses?
If so, does it meet your needs?

No. We have a long-term lease of the land. The building and equipment are owned and maintained by the FCC.

Are there any additional ways the Township of Centre Wellington could promote / support your organization?

Yes! Allocate land for a new facility, help with funding to build one and help with applications for Provincial and Federal grants.

What upgrades or facilities improvements are needed for a better spectator or user experience?

Everything.

More sheets to accommodate growth in membership numbers and to allow more community access to curling.

A new building that is eco-friendly and allows wheel chair access.

A new permanent concrete pad that will allow more efficient ice productions and maintenance, use less treated water and less electricity. It would also facilitate other community uses in the curling off-season.

A new ice plant will be more efficient and environmentally friendly than the current very dated compressor and facility.

If the Township was to build a multi-purpose indoor facility, what amenities would your organization need to consider booking indoor seasonal space?

We would prefer a dedicated, self managed facility.

The curling club requires dedicated ice surface available 7 days a week from October to April. The financial model for a successful curling club also requires a bar and kitchen facilities as well as meeting space for club and community activities. The off-ice facilities need to have viewing access to the ice surface. High level tournaments (national/international) will require audience seat capacity.

If the indoor facility met your organization needs, how many hours would you use it per week?
(please note which season/s)

The curling season runs from October through April. It is actively in use 7 days a week with curling scheduled from 9 AM through to, as late as, 10:00 PM some evenings of the week. Saturdays are reserved for Bonspiels and community on-ice events. There are approximately 16 such events. Sundays we host a long-term rental from 9:00am to 12:00 noon, and junior curling from 1:00pm to 5:00pm.

Does your organization have the financial capacity to support infrastructure investments (new facilities or upgrading current)?

No.
The Club is actively fundraising for a new floor and ice-plant (approximately \$500K). Costs for a new facility would suggest a long-term commitment of support from Centre Wellington. Due to the expected cost of a dedicated new facility, Provincial and Federal grants will be required.

Do you have any other comments you would like to share?

The Fergus Curling Club was founded in 1834 and it is the longest continuously operating curling club in Ontario. The 2024/25 season was our 190th season and we expect to continue providing curling for the Centre Wellington community for the next 190 years and beyond.

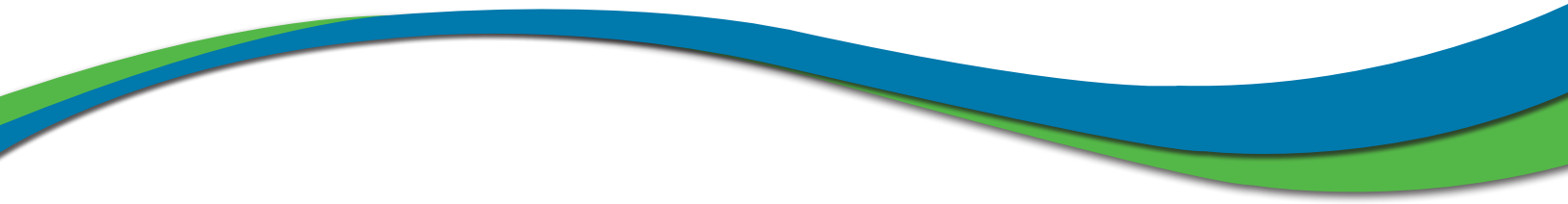
Curling is a sport that can be started at a very early age (our youngest curler is 5 years old) and can be continued well into your 80's. It offers social interaction and physical activity for people of all ages. This is especially valuable for the senior members of our community, where curling is a key source of interaction with others and an important source of physical activity. The social interaction is also valuable for new members of the community where they get to meet and integrate into the Center Wellington community.

The population of Center Wellington is projected to almost double in the next 25 years, with the population of Fergus projected to reach over 36,000 people by 2051. We expect our membership to increase proportionally.

The current building, constructed in 1928, will not support this growth. It also does not have the eco-friendly construction required of modern facilities, nor does it have the required accessibility infrastructure needed in modern sports complexes.

If you would like to offer additional information directly to the consulting team, please email us at info@mgagroup.ca

Thank you for your time.



APPENDIX B – YOUTH ENGAGEMENT SUMMARY (Strengths, Opportunities, Aspirations, Results Exercise)

Centre Wellington

Youth Engagement

(SOAR exercise)

S

Hockey Arenas
Pool
Trails
McDonalds/Fast Foods
Parks/Open Spaces
Fall Fair
Grocery Stores/Shopping
Gorge
Sportsplex
People/Community/Friends/Small Town Feel
Gym
Location
Soccer Fields
Sports Teams
Hospital
Places to hangout
River/water access

O

Speciality Stores (i.e hockey, fishing, fashion)
Costco
More Restaurants/Fast Food
Larger/More Parks/Open spaces
Mall
Beach
Turf fields
Destination Resort(ski/waterpark/theme park)
Rubber Track
Entertainment Businesses (i.e laser tag, sky zone, mini golf, arcade, bowling, gaming)
Rock Climbing Gym
50M Pool
4-pad arena
Outdoor Rink
NHL Team
More Community Events
Lower House Prices
Movie Theatre
Park upgrades
More Car Dealerships
Better Sports (competitive leagues/sports)
Beach Volleyball
Field Hockey
New Sports centre
Jobs for youth employment
Franchise gym/more gyms
Youth centre/hangouts
Elora grocery store
Belwood boat dock
Outdoor learning opportunities
Outdoor Basketball courts

Centre Wellington

Youth Engagement

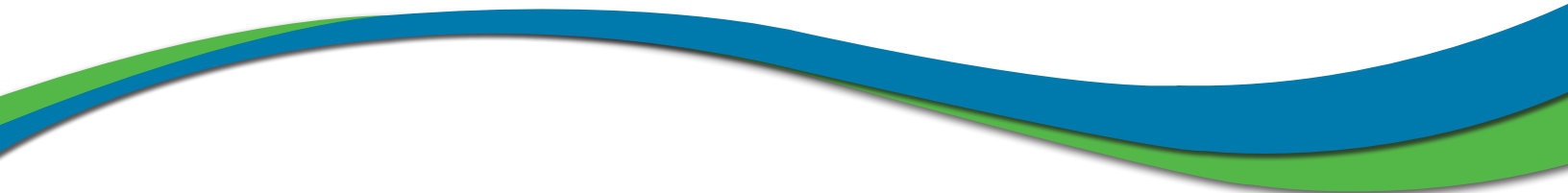
(SOAR exercise)

A

Less tourists/less crowding
No growth/no new homes/stay a 'small town'
More growth
Welcoming community/community pride
New Hockey Arena
One Community identity (not separate towns/hamlets)
Better ER/health care
Futuristic/More technology
More music playing in places
Fresh water
Amazing sports (AAA Hockey centre)
More art
More stores/boutiques
More tennis
Solar panel field/'green' initiatives
Open farm space/open green space
More habitat for animals
More swimming spots
YMCA
More health care options (ortho)
To play basketball outside

R

Work better together
Less pollution/cleaner community
Greener - electric vs gas
Control building
Better communication (use social media)
Things to do
Increase sales tax to add to savings
Teach more useful things in school (vocational)
Improve budget process
Advocate to provincial government
Donations and grants
More wildlife



APPENDIX C – COUNTY OF WELLINGTON SOCIAL SERVICES (Facilitator Question Guidelines)

COUNTY OF WELLINGTON SOCIAL SERVICES – Facilitator Question Guidelines

GENERAL BARRIERS

ACCESS AND OPPORTUNITIES:

- Are you aware of the recreation and sport programs available in your Centre Wellington?
- Do you feel there are enough programs that meet your interests or needs?

TIME AND SCHEDULING:

- Are the times for recreation programs convenient for your schedule?
- Do you have family, work, or caregiving responsibilities that make participation difficult?

TRANSPORTATION AND LOCATION

- How easy or difficult is it for you to get to recreational facilities or sports venues throughout Centre Wellington?
- Are there programs offered within walking distance or easily accessible?

FINANCIAL BARRIERS

AFFORDABILITY:

- Do program fees or equipment costs prevent you from participating?
- Are you aware of any subsidies or financial assistance available, and is it easy to access them that are offered by Centre Wellington or the County of Wellington?

SOCIAL AND SAFETY BARRIERS

- Do you feel the programs respect and accommodate your cultural or religious practices?
- Have you ever felt unwelcome or uncomfortable participating in any programs?
- Do you feel that you belong in Centre Wellington parks and recreation facilities?

COMMUNICATION AND AWARENESS

PROGRAM PROMOTION AND COMMUNICATION:

- How do you usually learn about recreation programs (e.g., social media, flyers, word of mouth, social worker)?
- Is information about the programs accessible (e.g., provided in your language, easy to understand)?

SUPPORT SYSTEM

PROGRAMS FOR DIVERSE NEEDS:

- Are there programs that accommodate your abilities or offer adaptations if needed?
- Are you aware of any opportunities for personal or one-on-one support (e.g., for those with disabilities)?

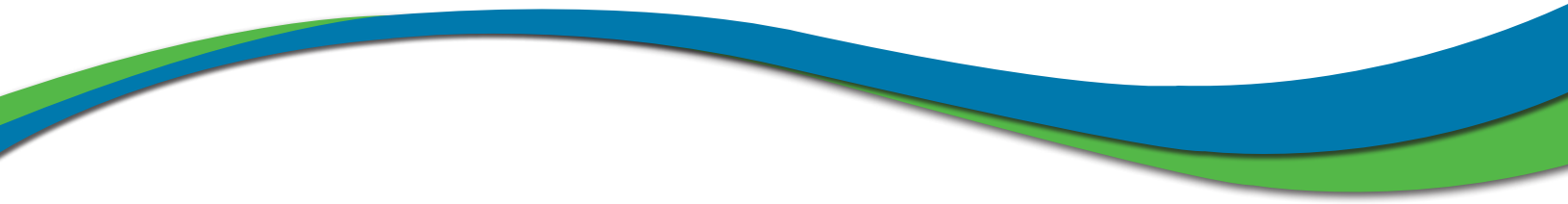
REPRESENTATION:

- Do you feel that staff, coaches, or volunteers represent or understand your personal experiences?
- Would having more diverse leadership encourage your participation?

FEEDBACK AND IMPROVEMENTS

SUGGESTIONS FOR IMPROVEMENT:

- What changes or improvements would make it easier for you to participate in recreation programs?
- Are there specific activities or events you wish were offered in your community?



APPENDIX D – STAFF SURVEY

As you are aware MGA – McQueen Galloway & Associates and our consulting team have been completing a substantial engagement process for the development of a Centre Wellington Parks & Recreation Needs Assessment, a Park Plan, a Parks & Recreation Plan (for 30 years), and an Indoor Multi-Use Recreation Facility Feasibility Study.

The engagement process included interviewing a large number of Community Services Department Staff and Senior Management Team, as well as meetings with user groups, school boards, conservation authority, family health team, marginalized families and individuals survey, a community workshop (over 150 people), and a large statistically valid community wide online survey. The results of this engagement are now all incorporated into the Community Engagement Report which we would like for you to read at the following link – [LINK](#).

We are now following up with staff in seeking out staff's input as we begin working on the Parks & Recreation Plan and Indoor Multi-Use Facility Feasibility Study. The Community Engagement Report is one of the background work on how we move forward with the next two plans and their recommendations. We would appreciate you taking the time to review the report and provide your feedback on department priorities from the community moving forward through this short online survey.

1. Based on your review of the Community Engagement Report and Community Engagement Report, what do you feel are the TOP THREE priorities for Indoor Facilities in Centre Wellington?

- | | |
|---|---|
| ☐ Gymnasium. | ☐ Indoor Turf. |
| ☐ New Arena. | ☐ New Pool. |
| ☐ Indoor Pickleball Courts. | ☐ Walking Track. |
| ☐ Curling. | ☐ Indoor Tennis Courts. |
| ☐ Multi-purpose Community Rooms/Halls. | ☐ Improved aquatic Changerooms. |
| ☐ Fitness Area/weightroom. | ☐ Senior Centre. |
| ☐ Event Space. | ☐ Arts & Culture Space. |
| ☐ Re-purposing existing space for alternate uses. | |
| ☐ Other _____ | |

2. Based on your review of the Community Engagement Report, what do you feel are the TOP THREE priorities for Outdoor Amenities in Centre Wellington?

- | | |
|--|--|
| ☐ Ball Fields. | ☐ Soccer/Rugby Fields. |
| ☐ More diversity of spaces to meet changing cultural need. | ☐ Unstructured Play Areas. |
| ☐ Water Filling Stations. | ☐ Washrooms. |
| ☐ Event Space. | ☐ Parking. |
| ☐ Play Equipment | ☐ Picnic Shelters |
| ☐ Skateboard Park. | ☐ Basketball Courts. |
| ☐ Tennis Courts. | ☐ Disc Golf. |
| ☐ Natural Areas. | ☐ Pickleball Courts. |
| ☐ Splash pads. | ☐ Fitness Equipment. |
| ☐ Outdoor Ice Rink. | ☐ Dog Leash Free Area. |
| ☐ Other _____ | ☐ Spectator Seating. |

3. Based on your review of the Community Engagement Report, what do you feel are the TOP THREE program areas the Department should focus on?

- Improved program scheduling to allow community groups to grow and diversify programming.
- Support for events needs to continue to be a priority.
- Expand and enhance program choices for all ages.
- Pilot programming for “try-it” activities.
- Incentives for Seniors to stay active and combat social isolation.
- Activities to engage “English as a Second Language” newcomers.
- Maximize Drop-in programs and services with a “CW First” approach.
- Invest in Arts & Culture.
- Gymnastic programs.
- Diversify from sports such as hockey, lacrosse and rugby.
- Increased available swim time for more programs.
- Improved festival and event infrastructure.
- Partner with clubs and organizations to run activities.

4. Based on your review of the Community Engagement Report what are the TOP THREE priorities for a NEW Indoor Multi-Use Recreation Facility?

- | | | |
|----------------------|------------------|---------------------------------|
| ○ Walking track. | ○ Gymnasium. | ○ Senior programming area. |
| ○ Pickleball courts. | ○ Event Space. | ○ Athletic Track. |
| ○ Arena. | ○ Youth Centre. | ○ Synthetic Turf Field. |
| ○ Artisan area. | ○ Climbing wall. | ○ Cultural Space/Meeting rooms. |
| ○ Viewing areas. | ○ Tennis courts. | ○ Skatepark. |
| ○ E-gaming space. | ○ Other _____ | |

5. Based on your review of the Community Engagement Report, what are the TOP TWO areas the Township should focus on funding for Parks & Recreation?

- Improving the quality of existing parks and sports fields.
- Re-purposing under used recreation facilities to address new users.
- Building new facilities which provide more variety of programs other than arenas and pools.
- Developing sports facilities that can be used year-round (i.e. synthetic turf).
- Building new arenas and pools.
- Improve maintenance and cleanliness of existing facilities and parks.
- Incorporating environmentally friendly facility design.
- Better barrier Free accessibility.
- Other _____

6. For staff to do their jobs properly is there enough staff resources, space, and equipment within the various Parks & Recreation Facilities and Amenities to provide excellent customer service?

☐ Yes

☐ No

If you answered no, what is needed for you to provide this service?

- i. More staff for indoor facility maintenance.
- ii. More staff for outdoor parks maintenance.
- iii. More program and administrative staff to support programs and services.
- iv. More staff office/working space.
- v. More funding for maintenance equipment.
- vi. Other _____

7. Are there any underutilized spaces in existing facilities or parks that should be re-purposed to better serve more members of the community?

☐ No

☐ Yes

If you answered Yes, please provide space? _____

8. Have you been following the Parks & Recreation Plan project updates on the Township Connect CW website? <https://www.connectcw.ca/parksandrecplan> - (Township October Special Projects Meeting Project Boards and Engagement Summary)

☐ Yes

☐ No

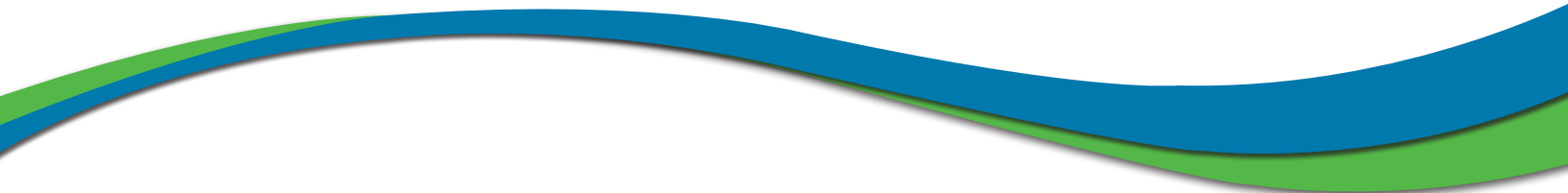
9. In closing were there any comments/items raised in the Community Engagement Report that surprise you or you totally disagreed about?

PLEASE NOTE:

The Township is currently also undertaking an Active Transportation and Mobility Plan that will be addressing township Trails, which is outside the scope of the Parks & Recreation Plan.

<https://www.connectcw.ca/active-transportation-and-mobility-plan>

**Thank you for taking the time to review the Community Engagement Report
and providing your feedback!**



PARKS AND RECREATION PLAN ONLINE SURVEY REPORT



Township of Centre Wellington:

Parks and Recreation Plan Survey

Online Survey Report
Jan 2025

Introduction

McQueen Galloway Associates (MGA) engaged Forum Research to conduct a study aimed at understanding the current and future needs of Township of Centre Wellington residents regarding parks and recreation services and facilities.

The findings from this research provide valuable insights to support the comprehensive Parks & Recreation Needs Assessment, Parks Plan, and Parks & Recreation Plan, and Indoor Multi-Use Recreation Facility Feasibility Study.

This report summarizes the results of an online survey conducted as part of the study.

The survey was available to all residents of the Township of Centre Wellington and was promoted through various channels, including social media, emails, advertisements in local newspapers, radio ads, and posters displayed at community facilities and parks.

In order to reach as many residents as possible, not only were postcards mailed to every household, but additional postcards and paper options were made available at locations. This ensured that those who may not have received a postcard still had the opportunity to obtain one, and those experiencing online or technical difficulties could complete the survey using another modality.

To ensure the integrity of the survey results and prevent multiple submissions, each residential property received a postcard with a unique access code. This unique code allowed us to track responses accurately, ensuring that each household can only complete the survey once. Additionally, the access code enables respondents to return to the survey and save their progress, allowing them to complete it at their convenience.

Methodology

Method CAWI (Computer Aided Web Interview)

Criteria for Participation Township of Centre Wellington residents (16+ years old)

Fieldwork Dates Oct 28 – Nov 17, 2024

Sample Size Total n = 402

Average Length 24.9 minutes

Statistical Weighting The results were weighted for household size, household income, house ownership, and location using the 2021 Census of Township of Centre Wellington population from Statistics Canada and Watson's Phase 1 Municipal Comprehensive Review (MCR) Report.

Margin of Error +/- 4.81%, 19 times out of 20.



Interpreting This Report

Rounding

Due to rounding, numbers presented throughout this report may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

Multi-mentions

For questions that allow multiple response selections (e.g., “What are the top 3 most important items as the Township invests in its recreation/parks facilities and services? ”), it is important to note that the response percentages typically add to over 100%. This is because the total number of times an answer option was selected can be greater than the number of respondents who answered the question. For example, a single respondent may have selected both “feeling safe” and “barrier free accessibility” as their answer; as both responses would be counted, the percentage totals for the question would exceed 100%.

TOP2 / BTM2 / T3B

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “very dissatisfied” and “somewhat dissatisfied.” Mentions of a Top 3 Box (T3B) score reflect the top three activity levels on an activity scale: “about once a month,” “about once a week,” and “more than once a week,” representing engagement at least once a month or more frequently.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments are highlighted where applicable. Significant differences across sub-groups, excluding community of residence, are noted wherever they exist.

For the community of residence, significant differences are reported only when both Fergus and Elora residents differ from rural residents. Fergus and Elora residents are collectively referred to as 'urban residents'.

Executive Summary – Indoor Recreation Facilities

High Participation in Indoor Recreation*

- In general, majority of Centre Wellington residents (91%) have participated in at least 1 indoor recreation activity in the past 12 months. [Slide 13](#)
- Walking is the most popular indoor activity among Centre Wellington residents, with two-thirds (T3B: 66%) walking indoors at least once a month. In addition, about one-third of residents frequently participate in fitness programs (T3B: 39%) and swimming (T3B: 32%). [Slide 14](#)

Strong Satisfaction with General Facility Attributes

- Of the residents who have participated in at least 1 indoor activity within the past 12 months, most are satisfied with indoor recreation facilities, highlighting safety (TOP2: 88%), opportunities for social connections (TOP2: 78%), convenient locations (TOP2: 77%), and good maintenance (TOP2: 75%). [Slide 16](#)

Barrier to Using Indoor Recreation Facilities

- The primary reason for not using indoor facilities is lack of interest in current programs, cited by 19% of residents. [Slide 17](#)
- Other reasons include limited awareness of recreation opportunities (12%) and inconvenient facility hours (11%). [Slide 17](#)

General Demand Gaps

- Less than half of the residents feel that the amenities are adequate (TOP2: 48%) and only a quarter think that the facilities are uncrowded (BTM2: 23%). [Slide 16](#)
- Pickleball courts and arenas for ice sports show the largest adequacy gaps (gap: 12% and 7%, respectively), with more residents perceiving these as ‘too few’ than ‘just right’. [Slide 18](#)
 - Conversely, event spaces, the Victoria Park Seniors Centre, and community rooms/halls are generally viewed as adequate (gap: -27%, -20%, and -13%, respectively). [Slide 18](#)
- Notably, majority of residents indicate they ‘don’t know’ about the adequacy of most of the amenities, particularly weightroom (60%), pickleball courts (59%) and fitness class studio (56%), it may suggest that the awareness or usage of these amenities are low. [Slide 18](#)

**It is important to note that these activities are not necessarily taking place at Centre Wellington sites. This refers to a general sense of indoor participation.*

Executive Summary – Indoor Recreation Facilities

Prioritization Gaps

- Overall, residents' satisfaction on the indoor amenities is low:
 - Residents are most satisfied with Victoria Park Senior Centre, with 55% of residents reporting they are somewhat or very satisfied. [Slide 19](#)
 - Fewer than half of the residents are satisfied with other amenities. Particularly, weight rooms (TOP2: 23%), pickleball courts (TOP2: 26%), and fitness class studios (TOP2: 29%) received the lowest satisfaction scores. [Slide 19](#)
- When it comes to importance of the amenities, washrooms (TOP2: 78%) and the indoor aquatic centre (TOP2: 73%) are rated as the most important amenities. [Slide 20](#)
 - Despite low satisfaction, weight rooms (TOP2: 41%), pickleball courts (TOP2: 42%), and fitness class studios (TOP2: 45%) also scored low on importance. [Slide 20](#)
- A key driver analysis was conducted to understand which amenities are highly valued by the community yet have lower satisfaction scores. Results from this analysis highlights changing rooms and arenas for ice sports as top priorities for improvement. [Slide 22](#)

Executive Summary – Outdoor Recreation Facilities

High Participation in Outdoor Recreation*

- Similarly to indoor recreation facilities, in general, a vast majority of Centre Wellington residents (94%) have participated in at least one outdoor recreation activity in past 12 months. [Slide 24](#)
- Walking/trail walking is the most popular activity, with nearly half (49%) walking more than once a week, and only 12% not participating at all. [Slide 25](#)
- Picnics and nature activities are also widely enjoyed, with about two-thirds (T3B: 62%) engaging in them at least once a month. [Slide 25](#)
- On the other hand, over 9 in 10 residents did not participate in cricket (99%), badminton (94%), ball hockey (94%), volleyball (92%), disc golf (91%), or skateboarding/BMX (91%) over the past year. [Slide 26](#)

Positive Perceptions of Outdoor Parks and Facilities

- Of the residents who have participated in at least 1 outdoor activity within the past 12 months, most feel positively about the Township's outdoor parks and recreation facilities, particularly for the safety (TOP2: 85%), convenient access (TOP2: 74%), and overall good condition they are in (TOP2: 74%). [Slide 27](#)
- However, fewer residents agree that parks are accessible for individuals with special needs (TOP2: 48%) or equipped with sufficient amenities for youth aged 12-18 (TOP2: 22%). Additionally, only 40% (BTM2) say the facilities are not crowded. [Slide 27](#)

Amenity Demand Gaps

- The largest adequacy gaps are observed for washrooms (gap: 46%), water filling stations (gap: 38%), and picnic shelters (gap: 22%). [Slide 29](#)
- While the adequacy gaps for the running track, pickleball courts, and spectator seating are also significant (gap: 10%-18%), approximately half of residents (48%-58%) indicate they 'don't know' about their adequacy. This may suggest low awareness or limited use of these amenities. [Slide 29](#)

**It is important to note that these activities are not necessarily taking place at Centre Wellington sites. This question aims to get a general sense of outdoor participation.*

Executive Summary – Outdoor Recreation Facilities

Low Satisfaction with Outdoor Amenities

- Event space received the highest satisfaction rating, but only 43% of residents reported being satisfied (TOP2), followed by 39% of residents expressing satisfaction with playgrounds/play structures and unstructured play areas, highlighting room for improvement across amenities. [Slide 31](#)
- Washrooms (BTM2: 58%) received the highest level of dissatisfaction, followed by water filling stations (BTM2: 47%) and running tracks (BTM2: 44%). [Slide 32](#)

Importance of Outdoor Amenities

- Washrooms (TOP2: 83%) and water filling stations (TOP2: 76%), which scored low on satisfaction and were widely seen as insufficient, are perceived as the most important outdoor amenities. [Slide 33](#)
- Unstructured play areas (TOP2: 81%), and picnic shelters/shared structures (TOP2: 76%), which are considered inadequately supplied, are also seen as the most important outdoor recreation amenities. [Slide 33](#)
- Conversely, BMX dirt tracks (TOP2: 24%), rugby fields (22%), and disc golf (19%) are considered lower-priority amenities. [Slide 34](#)
- A key driver analysis highlights washrooms and water filling station as top priorities for improvement. [Slide 36](#)

Executive Summary – New Facilities

Walking tracks are desired

- When thinking about facilities or amenities for a new potential indoor multi-purpose recreation facility, a walking track was the most desired facility, with 61% of respondents including it in their top 5 and 24% selecting it as their most desired option. [Slide 40](#)
- Senior programming areas is another top desired facility, with 33% identifying it as a top-5 desired facility and 10% marking it as their most desired facility. [Slide 40](#)
- Other top priorities include a gymnasium (37%), pickleball courts (30%), and youth centers (28%), reflecting diverse age groups and recreational needs. [Slide 40](#)

Support for Investment in Recreation

- A majority of residents support increasing taxes or fees to enhance or add facilities (65%), or to maintain existing ones (20%), showing a willingness to invest in community recreation. [Slide 41](#)
- Among those who support increasing taxes or fees, user fees are the preferred funding method (48%). [Slide 41](#)

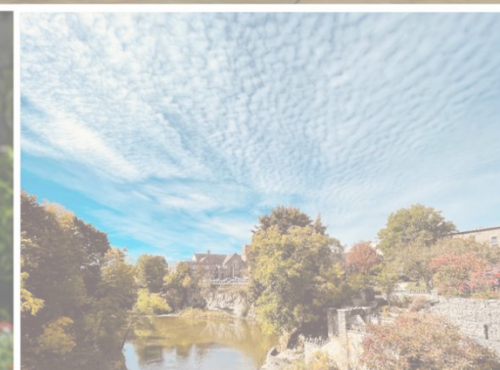
Focus on Multipurpose and Year-Round Facilities

- Investment priorities highlight the need to repurpose underused spaces (34%), expand recreational offerings beyond traditional arenas and pools (32%), and develop year-round facilities (30%), emphasizing adaptability and inclusivity. [Slide 42](#)
- Meeting the needs of residents (26%) and improving/adding more recreational amenities (19%) are also top priorities for future parks and recreation facilities. [Slide 45](#)

Preference for Digital Communication

- Most residents favor digital communication methods, such as email/e-newsletter (51%), social media (48%), and the Township website (44%), over traditional in-person meetings (5%) or posters in community centres (10%), suggesting the importance of maintaining a strong online presence. [Slide 43](#)

DETAILED FINDINGS



INDOOR RECREATION PARTICIPATION & PERCEPTION

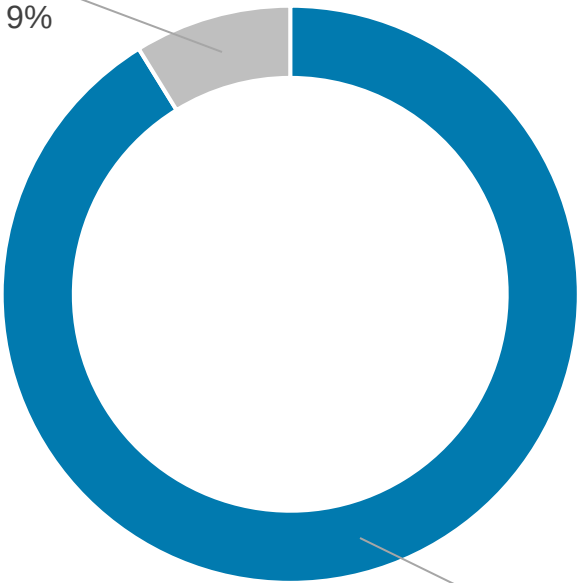


Overall Indoor Recreation Participation in Past 12 Months

Overall, majority of Centre Wellington residents (91%) have participated in at least 1 indoor recreation activity in past 12 months.

**It is important to note that these activities are not necessarily taking place at Centre Wellington sites.*

Did NOT participate in ANY indoor recreation activities, 9%



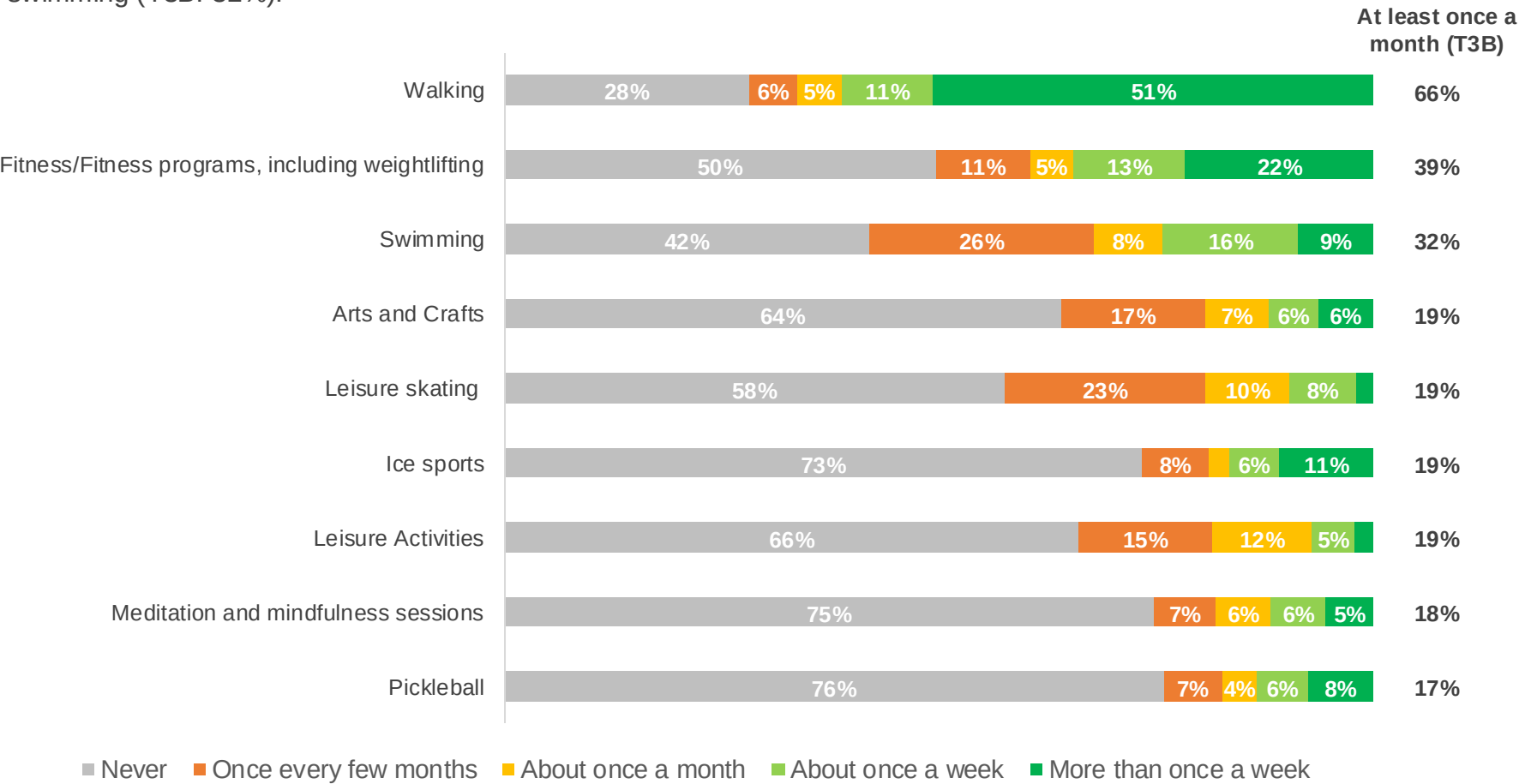
Participated in at least 1 indoor recreation activity, 91%

- Larger household with 3 or more member (98%-100%) and those with children (100%) are more likely to engage in indoor recreation activities.
- Additionally, households earning \$125k+ (97%) are more likely to participate than those earning under \$70k (80%).



Indoor Recreation Participation in Past 12 Months

Walking is the most popular indoor activity among Centre Wellington residents, with two-thirds (T3B: 66%) walking indoors at least once a month. Additionally, about one-third of residents frequently participate in fitness programs (T3B: 39%) and swimming (T3B: 32%).



Walking

- Urban residents (T3B: 69%-72%) walk more frequently than rural residents (T3B: 44%).

Fitness/Fitness Programs

- Participation is lower among households with incomes below \$70k+ (NEVER: 65%) compared to those with incomes \$125k+ (NEVER: 38%).

Swimming

- Households with four or more members (T3B: 56%-57%) and those with children (T3B: 59%) swim more frequently than smaller households with three or fewer members (T3B: 22%-34%) and households without children (T3B: 21%).

Arts and Crafts

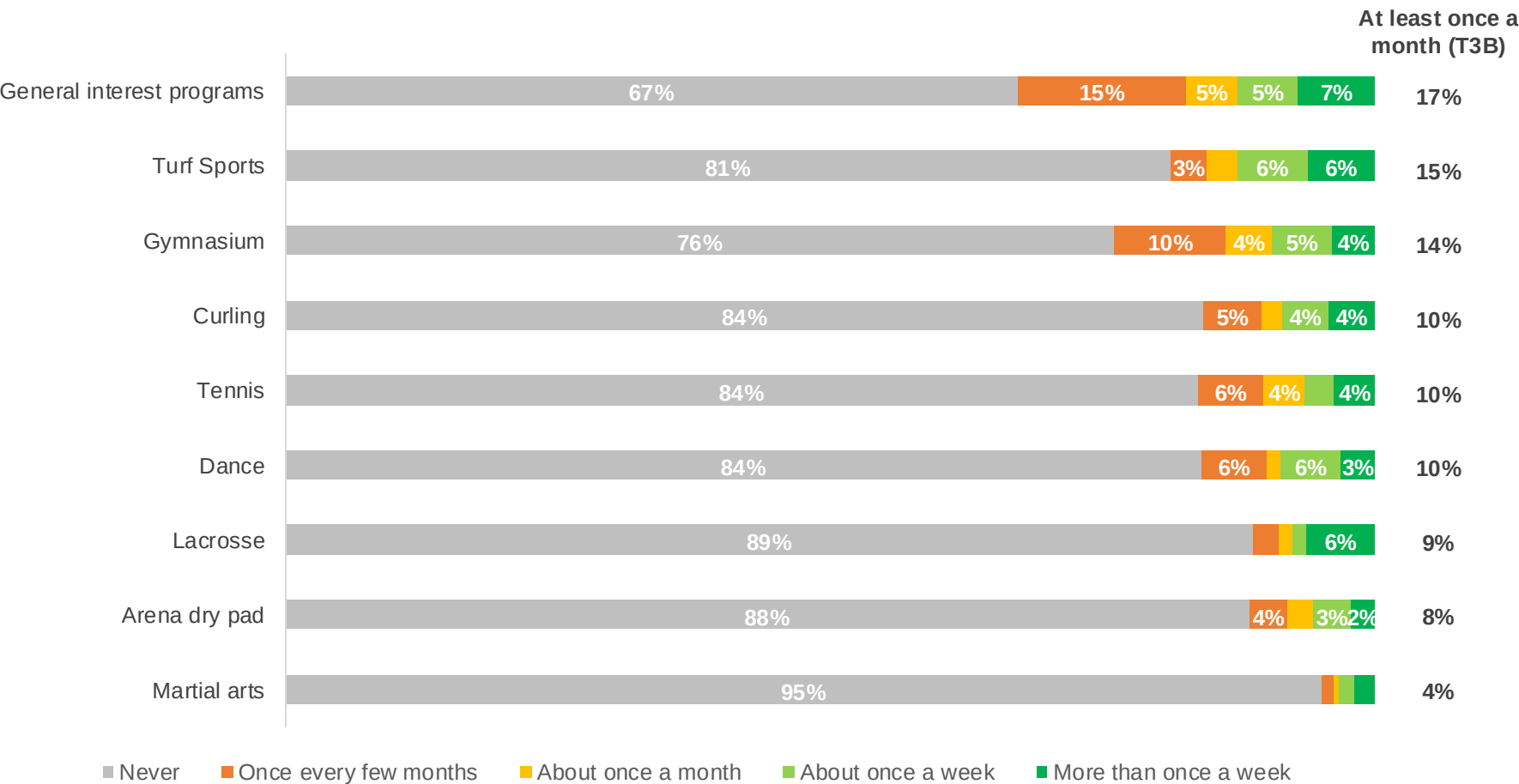
- Urban residents (T3B: 21%-23%) participate in arts and crafts more frequently than rural residents (T3B: 5%).
- Households with children (T3B: 27%) also engage in arts and crafts more frequently than those without children (T3B: 16%).

Leisure Skating

- Larger households (3+ members, T3B: 26%-42%), households with children (T3B: 38%), and those with incomes of \$125k+ (T3B: 23%) skate more frequently than smaller households with 1-2 members (T3B: 11%), households without children (T3B: 12%), and those with incomes below \$70k (T3B: 8%).

Indoor Recreation Participation in Past 12 Months (Cont.)

Lacrosse (T3B: 9%), arena dry pad (T3B: 8%) and martial arts (T3B: 4%) are the least popular indoor activities among the residents.



Ice Sports

- Larger households (3+ members, T3B: 29%-49%), households with children (T3B: 40%), and those with incomes of \$70k+ (T3B: 21%-26%) are more likely to participate in ice sports compared to smaller households with 1-2 members (T3B: 8%), households without children (T3B: 10%), and those with incomes below \$70k (T3B: 7%).

Pickleball

- Participation is lower among households with incomes below \$70k (NEVER: 85%) compared to those with incomes of \$125k+ (NEVER: 68%).

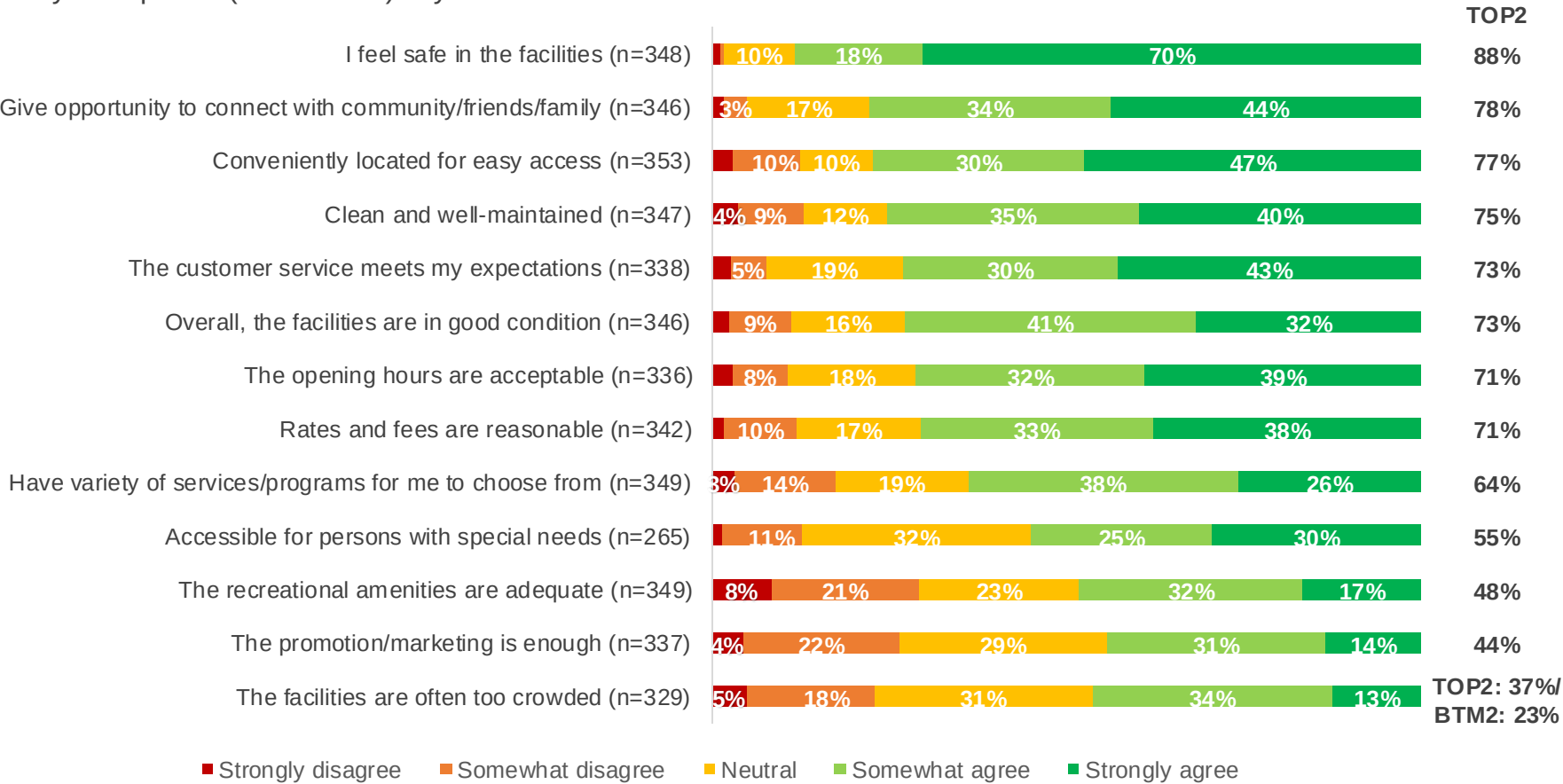
General Interest Programs

- Urban residents (T3B: 19%-20%) participate in general interest programs more frequently than rural residents (T3B: 4%).
- On the other hand, households with five or more members (NEVER: 85%) are less likely to participate in general interest programs compared to households with fewer than five members (NEVER: 63%-66%).



Perception on Indoor Recreation Facilities

Most residents are satisfied with indoor recreation facilities, with many feeling they are safe (TOP2: 88%), promote social connections (TOP2: 78%), are conveniently located (TOP2: 77%), and well-maintained (TOP2: 75%). However, fewer find the amenities adequate (TOP2: 48%), marketing sufficient (TOP2: 44%). Only one-quarter (BTM2: 23%) say the facilities are uncrowded.

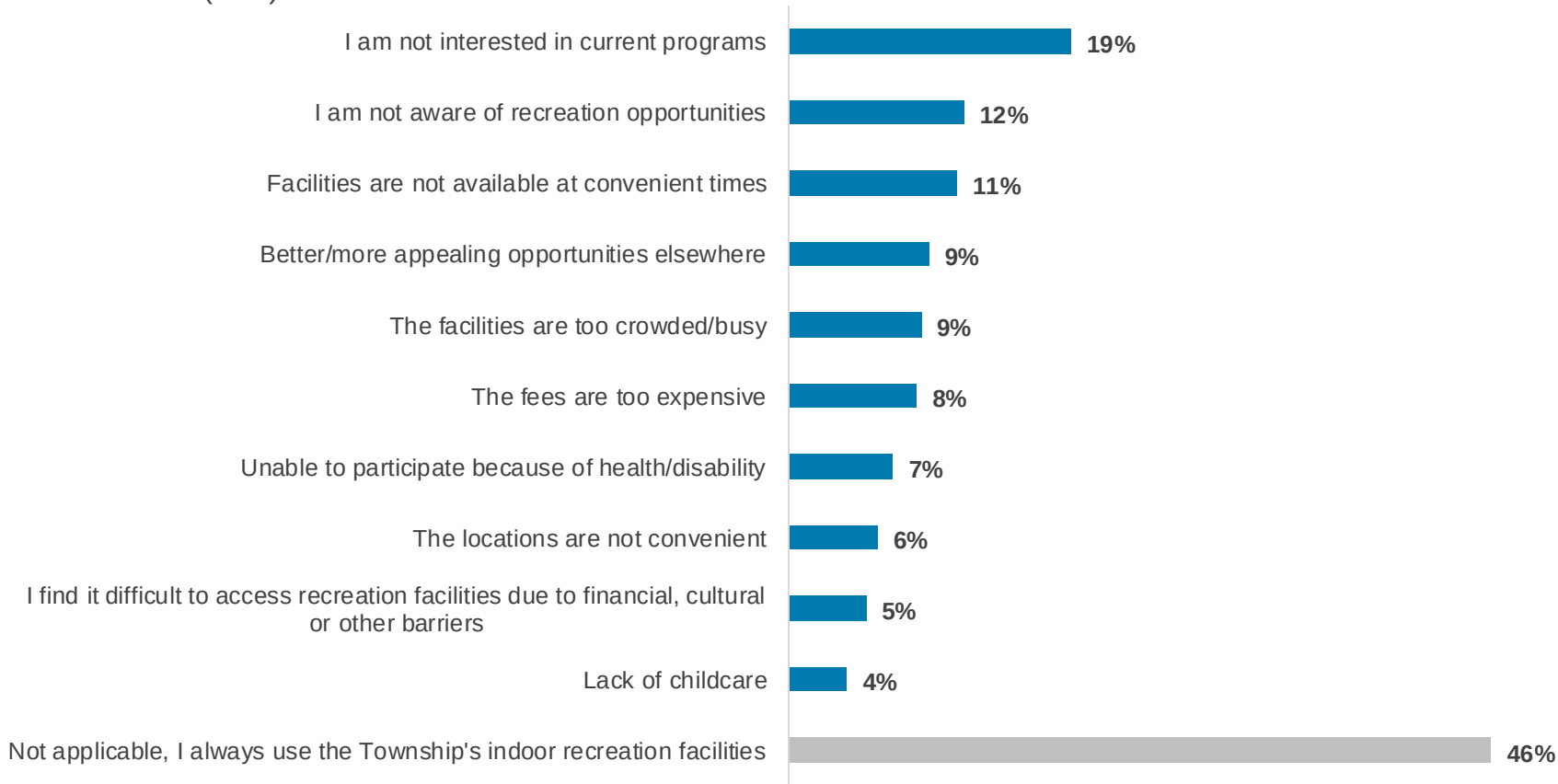


- Larger households, those with children, and higher-income households are less satisfied with the variety of programs:
 - Households with 3+ vs 1-2 members: BTM2: 26%-31% vs 10%
 - Households with vs without children: BTM2: 29% vs 12%
 - Households' incomes \$125k+ vs \$70k - \$125k: BTM2: 24% vs 11%
- Smaller households are more agree that promotions and amenities are adequate. In contrast, those with children or with higher incomes tend to feel that promotions are inadequate:
 - Households with 1-2 members are more likely to agree that facilities have enough promotions (TOP2: 50%) and amenities are adequate (TOP2: 53%) compared to households with 5+ members (TOP2: 28% and 31%, respectively).
 - Households with children (BTM2: 43%) and incomes of \$125k+ (BTM2: 39%) are more likely to disagree that promotions are adequate than those without children (BTM2: 19%) and with incomes <\$125k (BTM2: 15%-20%).
- Crowding is more of an issue for households with 3-4 members and those with children
 - Households with 3-4 members (TOP2: 58%-59%) and those with children (TOP2: 57%) are more likely to say facilities are too crowded compared to households with 1-2 members (TOP2: 38%) and without children (TOP2: 41%).



Reason for Not Using Township Indoor Facilities

About half of residents (46%) say that they always use the Township's indoor facilities. Not being interested in current programs is the top reason for not using the Township's indoor facilities, cited by 19% of residents. Other top reasons include not being aware of recreation opportunities (12%) and facilities not being available at convenient times (11%).



[<3% not shown in visual]

- Households with 3 members (23%) and with income of \$125k+ (16%) are more likely to be not aware of the recreation opportunity compared to those with 1-2 members (8%) and those earning less than \$70k (6%).
- Households with 3-4 members (16%-19%), with children (16%), and with an income of \$125k+(15%) are more likely to say there are better/more appealing opportunities elsewhere compared to households with 1-2 members (4%), those without children (6%) and those with an income <\$70k (5%).
- Larger households (3+ members, 15%-26%) and those with children (20%) are more likely to mention facilities not available at convenient times compared to smaller households (1-2 members) at 5% and those without children (7%).
- Households with children (18%) are more likely to mention facilities are too crowded/busy compared to those without children (5%).
- Household with income less than \$70k (21%) are more likely to cite expensive fee than those with income more than \$70k (4%).



Centre Wellington



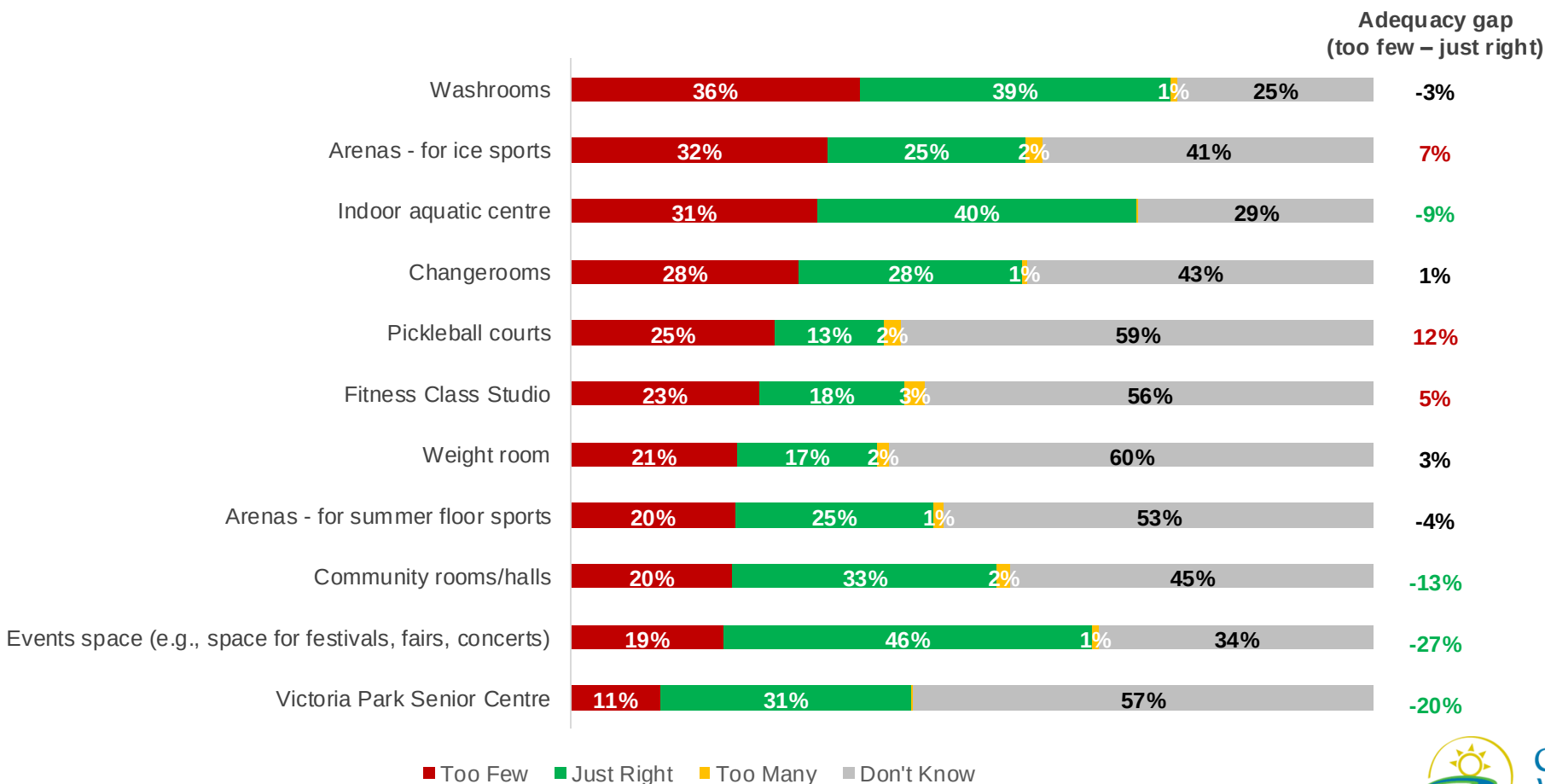
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A3. If you (or other members of your household) have not used any Township indoor recreation facilities in the last 12 months, please tell us why.
Base: All respondents (n=402), weighted

Indoor Recreation Amenities Supply

Pickleball courts and arenas for ice sports show the largest adequacy gaps (gap: 12% and 7%, respectively), with more residents perceiving these as ‘too few’ than ‘just right.’ Conversely, event spaces, the Victoria Park Seniors Centre, and community rooms/halls are generally viewed as adequate (gap: -27%, -20%, and -13%, respectively).

Notably, majority of residents indicate they ‘don’t know’ about the adequacy of most of the amenities, particularly weightroom (60%), pickleball courts (59%) and fitness class studio (56%), it may suggest that the awareness or usage of these amenities are low.

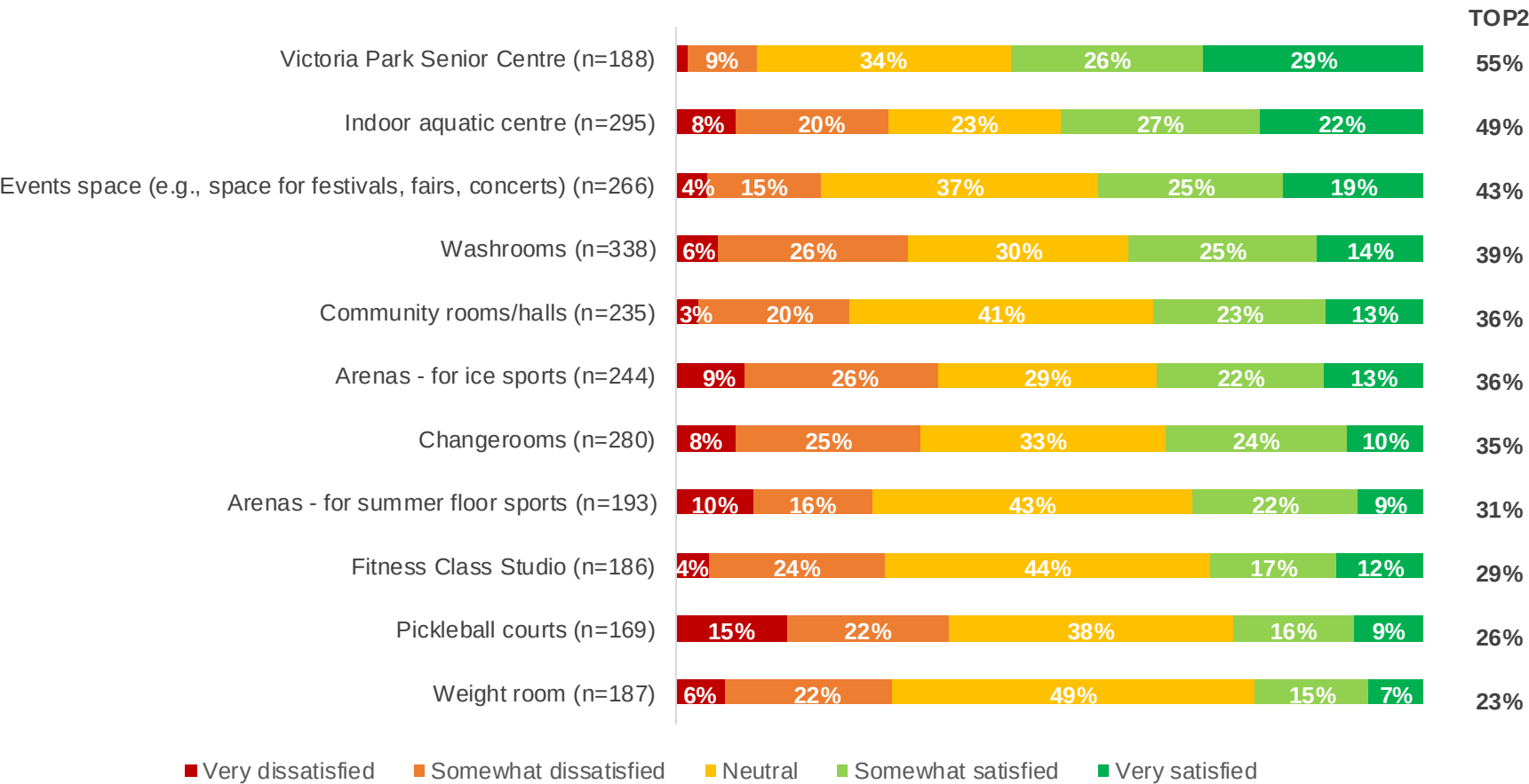


- Households with 3 and 5 members (58%, 55% respectively) are more likely to say washrooms are too few compared to those with 1-2 or 4 members (29%, 32% respectively). Also, those with children (46%) tend to feel washrooms are too few compared to those without children (32%).
- Households with 3+ members (40%-53%), those with children (44%), and those with an income of \$125k+ (43%) are more likely to say arenas for ice sports are too few compared to households with 1-2 members (24%), those without children (27%), and those with an income between \$70k and \$125k (23%).
- Households with 5+ members have the highest demand for an indoor aquatic center (68%), followed by households with 3-4 members (39%-47%). In contrast, 1-2 member households are the least likely to find it too few (19%). In addition, those with children (52%) are also more likely to say it is too few compared to those without children (22%).
- Households with 3+ members (44%-59%), those with children (54%), and those with an income of \$70k+ (30%-39%) are more likely to say changerooms are too few compared to those with 1-2 members (14%), those without children (18%), and those with an income under \$70k (13%).
- Those with a household income of \$70k+ (28%-34%) are more likely to say pickleball courts are too few compared to those with a household income under \$70k (10%).



Satisfaction on Indoor Recreation Amenities

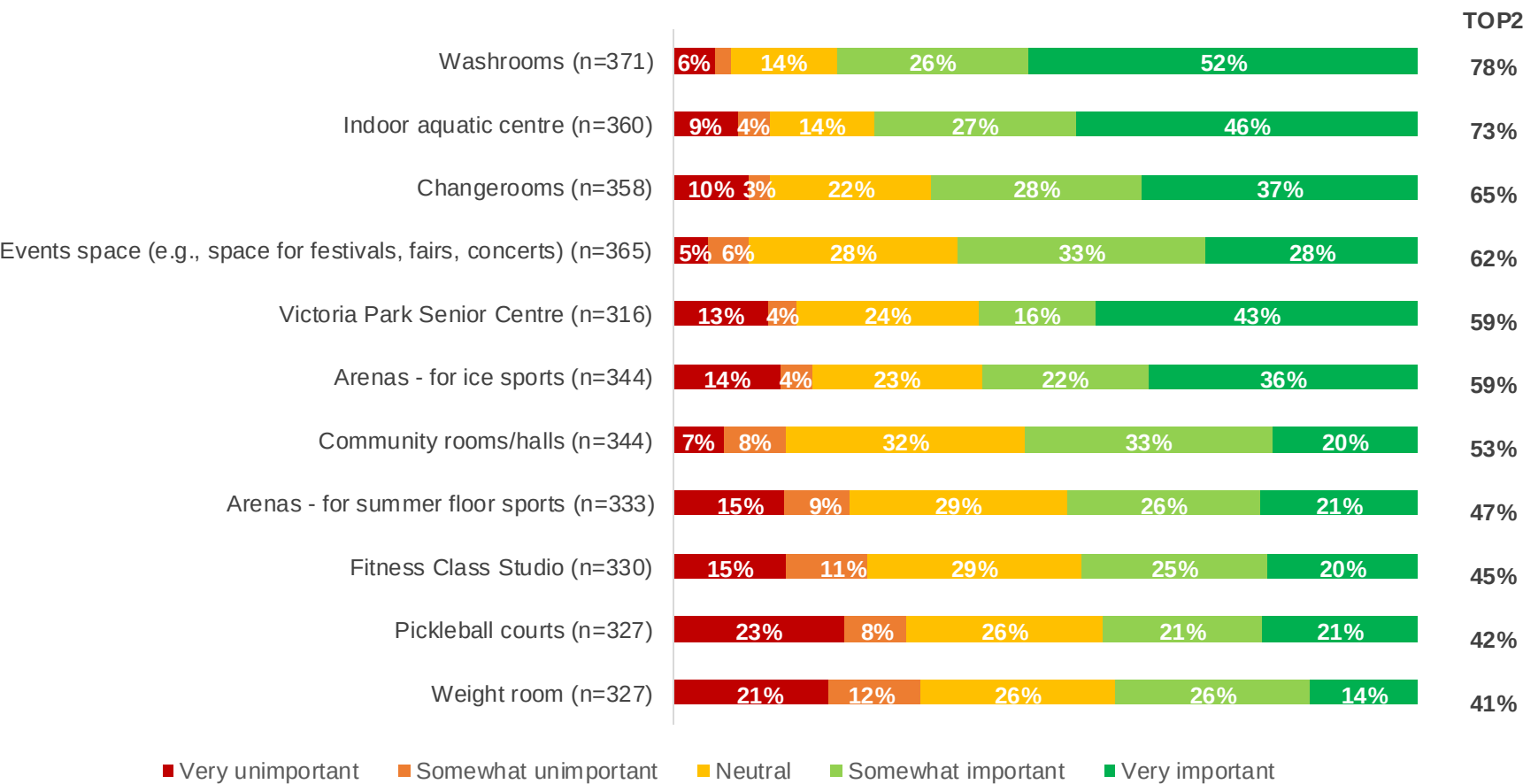
Residents are most satisfied with Victoria Park Senior Centre, with 55% of residents reporting they are somewhat or very satisfied. Fewer than half of the residents are satisfied with all other amenities, with the weight room (TOP2: 23%), pickleball courts (TOP2: 26%), and fitness class studio (TOP2: 29%) being the least satisfactory.



- Households with incomes less than \$70k (TOP2: 76%) are more satisfied with Victoria Park Senior Centre than those with incomes over \$125k (TOP2: 34%).
- Households with 5+ members (BTM2: 45%) and those with children (BTM2: 41%) are more dissatisfied with washrooms compared to households with 1-2 members (BTM2: 25%) and those without children (BTM2: 27%).
- Households with 4 members (BTM2: 49%) are more dissatisfied with changerooms than those with 1-2 members (BTM2: 26%).
- Households with children (BTM2: 37%) are more dissatisfied with arenas for summer floor sports than those without children (BTM2: 20%).
- Households without children (BTM2: 45%) are more dissatisfied with pickleball courts than those with children (BTM2: 15%).

Perceived Importance of Indoor Recreation Amenities

Washrooms (TOP2: 78%) are perceived as the most important amenity, followed by indoor aquatic centres (TOP2: 73%). In contrast, fitness class studios (TOP2: 45%), pickleball courts (TOP2: 42%), and weight rooms (TOP2: 41%) are seen as the least important.



Washroom

- Rural residents (TOP2: 97%) are more likely to say washrooms is important compared to urban residents (TOP2: 72%-78%).
- Household with 3 members (TOP2: 89%) prioritize them over those with 1-2 members (TOP2: 75%).

Indoor aquatic centre

- Rural residents (TOP2: 91%) are more likely to say indoor aquatic centre important than urban residents (TOP2: 72%).
- Household with 3+ members (TOP2: 83%-89%) and those with children (TOP2: 87%) value it more than smaller household size (1-2 members, TOP2: 65%) and those without children (TOP2: 67%).

Changerooms

- Household with 3 members (TOP2: 79%) and incomes of \$70k+ (TOP2: 71%-73%) value it more than those with 1-2 members (TOP2: 60%) and with income less than \$70k (TOP2: 49%).

Event space

- Households with 3 members (TOP2: 76%) prioritize event spaces more than smaller households (1-2 members, TOP2: 58%).
- Also, mid-income households (\$70k-\$125k, TOP2: 75%) value it more than lower-income (<\$70k, TOP2: 49%) or higher-income (\$125k+, TOP2: 59%) households.

Victoria Park Senior Centre

- Household with 1-2 members and those without children (TOP2: 66%, each) value VPSC more than those with 4 members (TOP2: 44%) and without children (TOP2: 41%).
- Households with income <\$125k (TOP2: 65%-71%) also find it more important than those with income \$125k+ (TOP2: 43%).



Interpreting the Gap Analysis

This gap analysis compares satisfaction scores (Y-axis) with perceived importance scores (X-axis) for various amenities. Each bubble represents a specific amenity, with its size corresponding to the percentage of people who feel the supply of that amenity is "too few." The larger the bubble size, the greater the proportion of residents who believe there is insufficient supply, signaling higher perceived demand.

1. Key Areas to Improve (High Importance, Low Satisfaction)

These amenities are highly valued by the community but currently have low satisfaction scores, indicating they should be prioritized for immediate improvement to meet user expectations.

2. Secondary Areas to Improve (Low Importance, Low Satisfaction)

These amenities have lower satisfaction and importance scores. While improvements are beneficial, they are less urgent and can be addressed as secondary priorities.

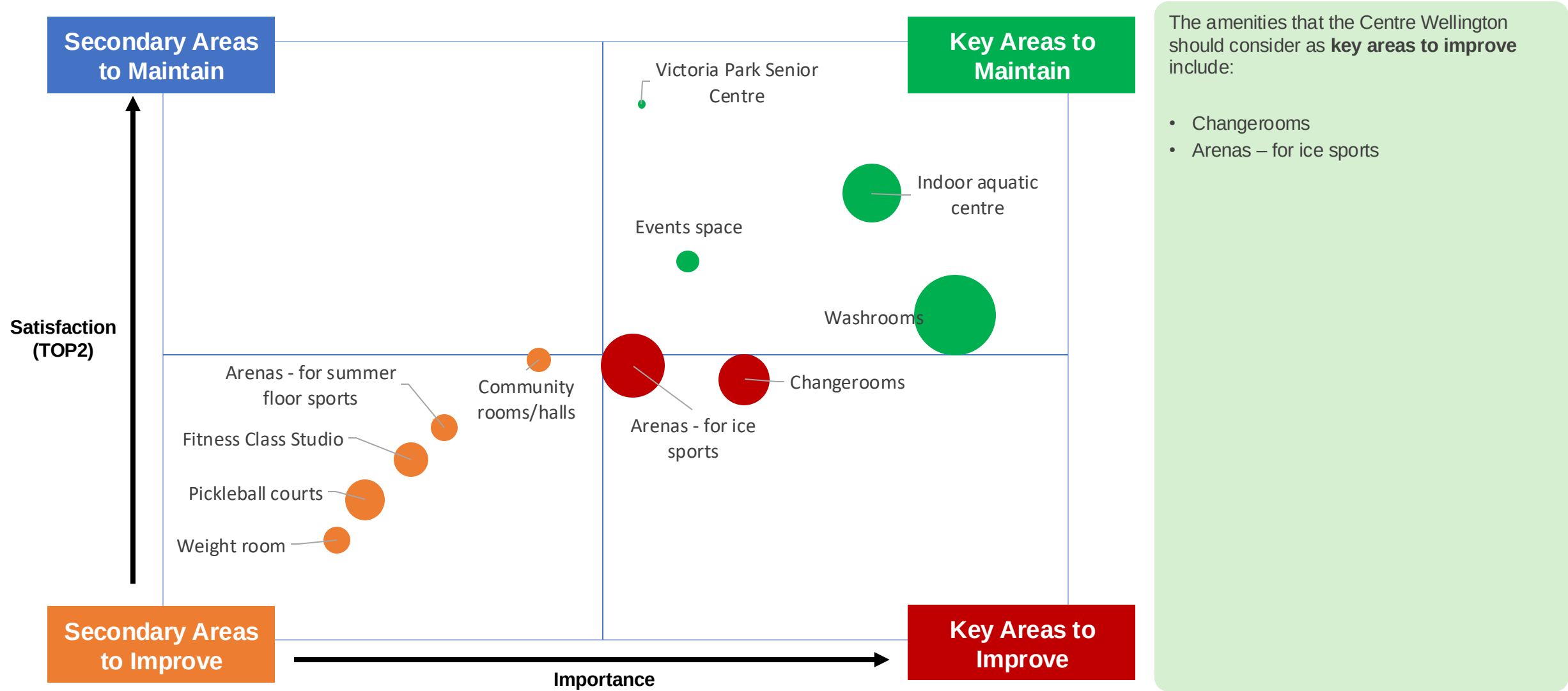
3. Key Areas to Maintain (High Importance, High Satisfaction)

These amenities here are both important and well-regarded, meaning they should be maintained at their current level to sustain user satisfaction.

4. Secondary Areas to Maintain (Low Importance, High Satisfaction)

These items show high satisfaction but are of lower importance to users. Maintenance is still advisable but can be a lower priority.

Gap Analysis: Indoor Recreation Amenities



C1. What are your thoughts on the current supply of the following indoor recreation amenities in Centre Wellington? C2a. How satisfied are you with the current indoor recreation amenities in Centre Wellington? Please use a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. / C2b. How important are each of the current indoor recreation amenities in Centre Wellington to you? Please use a scale from 1 to 5, where 1 is very unimportant and 5 is very important.
Base: C2a, C2b: All respondents, exclude "don't know", weighted / C1: All respondents, weighted



OUTDOOR RECREATION PARTICIPATION & PERCEPTION

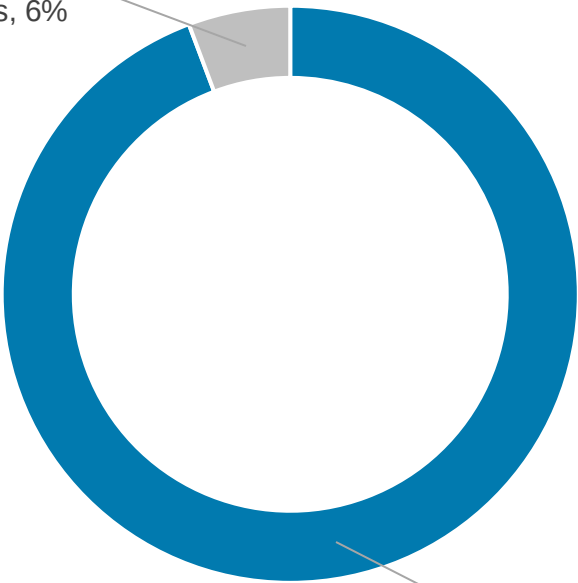


Overall Outdoor Recreation Participation in Past 12 Months

Overall, majority of Centre Wellington residents (94%) have participated in at least 1 outdoor recreation activity in past 12 months.

**It is important to note that these activities are not necessarily taking place at Centre Wellington sites.*

Did NOT participate in ANY outdoor recreation activities, 6%



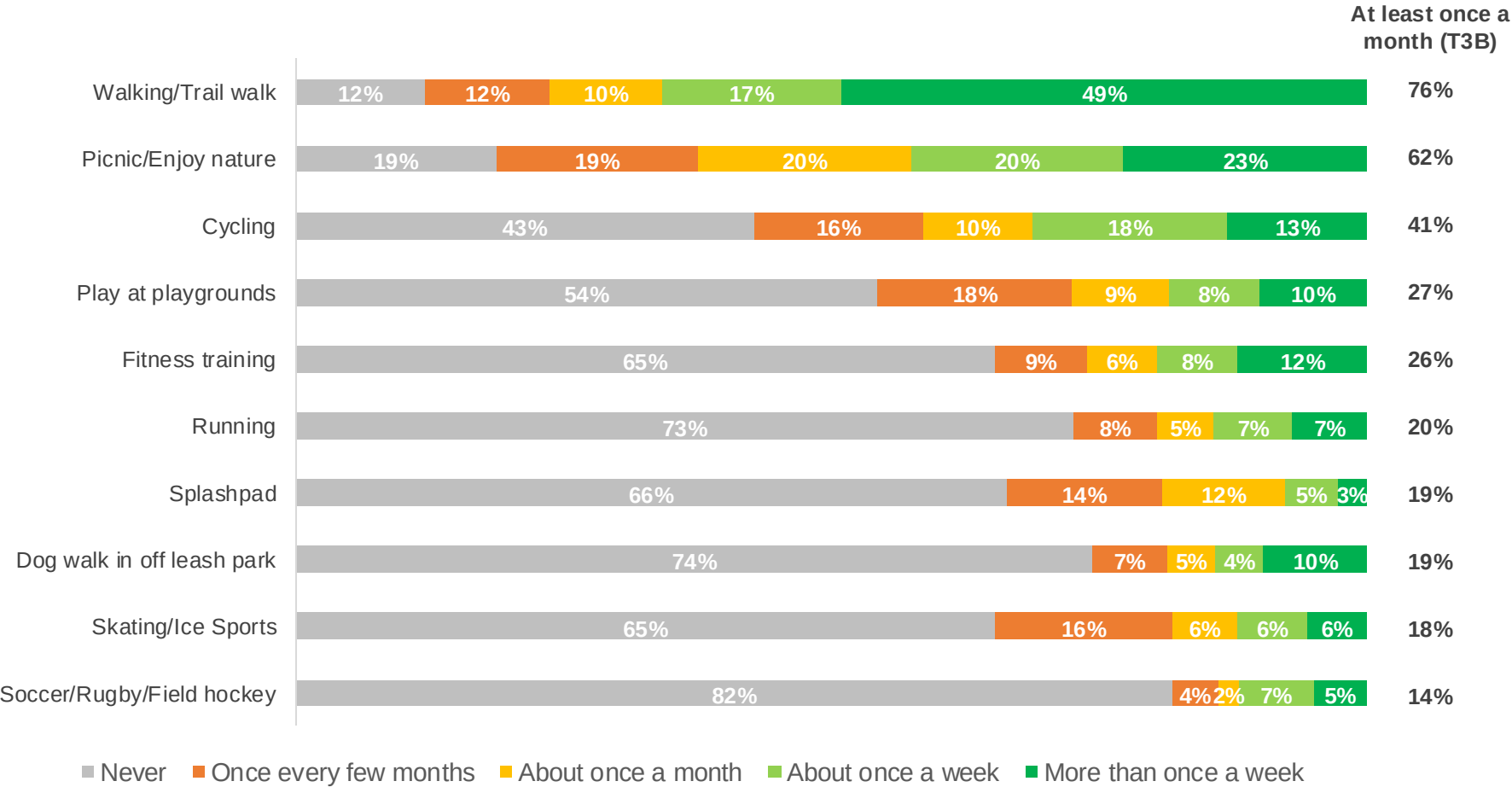
Participated in at least 1 outdoor recreation activity, 94%

- Larger households with 3 or more members (99%-100%), those with children (100%), and participants in indoor activities (97%) are more likely to engage in outdoor recreation.
- Additionally, households earning \$125k (99%) are more likely to participate compared to those earning <\$70k (87%).



Outdoor Recreation Participation in Past 12 Months

Walking/Trail walking is the most popular outdoor activity, with nearly half of Centre Wellington residents (49%) walking more than once a week, and only 12% never participating in the past 12 months. Additionally, picnic/nature activities are also popular, with about two-thirds (T3B: 62%) engaging in them at least once a month.



- Walking/ Trail walk**
- Larger households (5+ members, T3B: 92%) and those with children (T3B: 83%) walk more often than smaller households (1-2 members, T3B: 72%) and those without children (T3B: 73%).
- Picnic/Enjoy nature**
- Large households (5+ members, T3B: 77%) and those with children (T3B: 72%) are more likely to go picnic than small households (1-2 member, T3B: 57%) and those without children (T3B: 59%).
- Cycling**
- Households with 5+ members (T3B: 79%) cycle most frequently compared to those with fewer than 5 members (T3B: 34% - 45%).
 - Households with children (T3B: 58%) and incomes over \$70k (T3B: 41%-52%) cycle more frequently than those without children (T3B: 35%) and incomes under \$70k (T3B: 21%).

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Centre Wellington

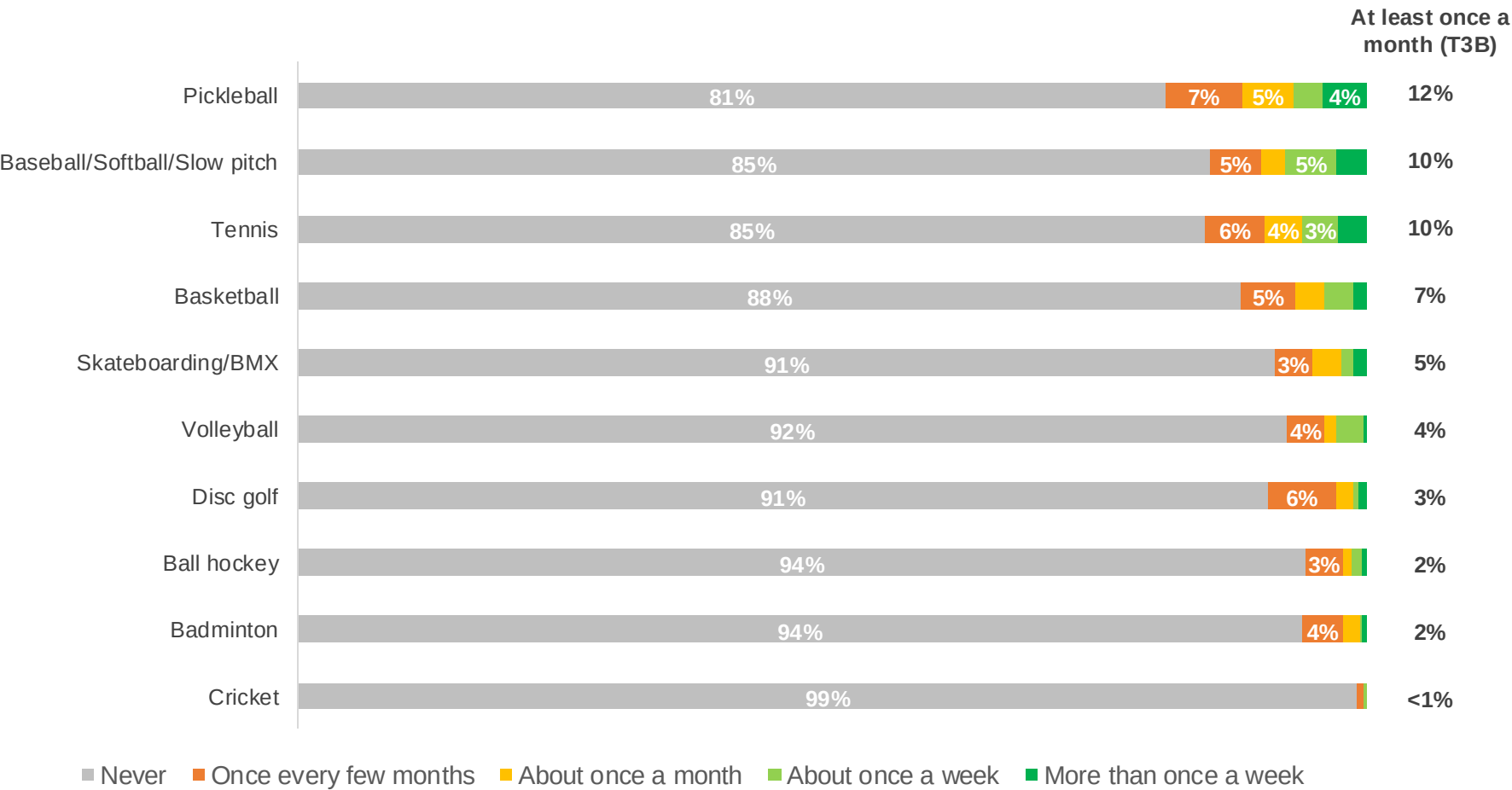


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A4. Which of the following outdoor activities have you (or other members of your household) done, and how often, in the last 12 months?
Base: All respondents (n=402), weighted

Outdoor Recreation Participation in Past 12 Months (Cont.)

Over 90% of residents did not play cricket (99%), badminton (94%), ball hockey (94%), volleyball (92%), disc golf (91%), or skateboarding (91%) in the past 12 months.



- Play at playground**
- Household with 5 or more members (T3B: 74%) play at playground the most frequently. On the other hand, household with 1-2 members (TOP2: 11%) are the least frequently playing at playground.
 - Households with children (T3B: 71%) and incomes over \$70k (T3B: 28%-40%) play at playground more frequently than those without children (T3B: 10%) and incomes under \$70k (T3B: 12%).
- Fitness Training**
- Larger households (5+ members, T3B: 44%) do fitness training more often than smaller households (1-2 members, T3B: 22%).
- Running**
- Larger households (3+ members, T3B: 26%-51%) and those with children (T3B: 37%) run more often than smaller households (1-2 members, T3B: 10%) and those without children (T3B: 12%).
 - Also, household incomes over \$70k (T3B: 22%-26%) run more frequently than those with incomes under \$70k (T3B: 8%).

[<3% not labelled in visual]



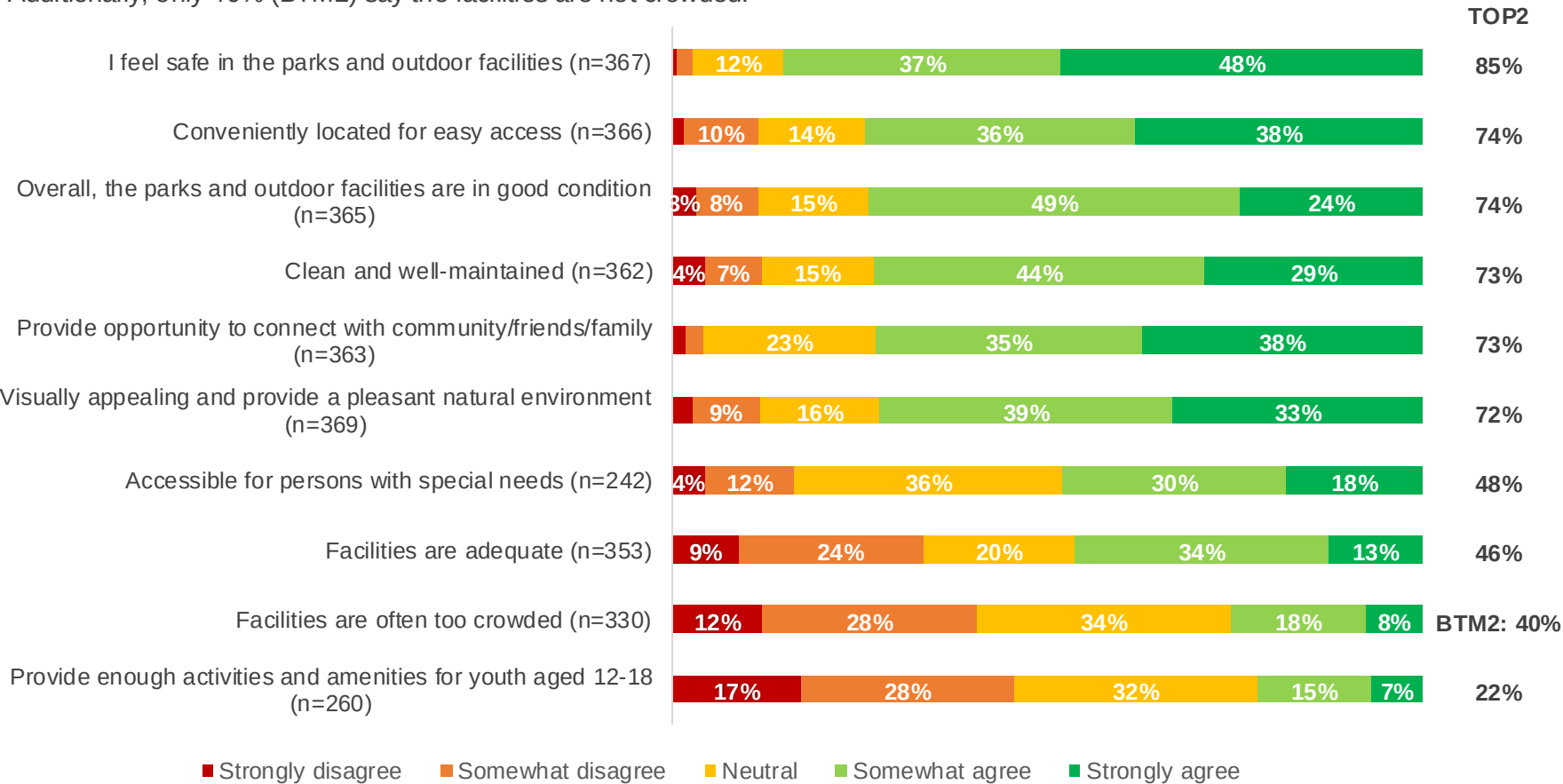
Centre Wellington



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Perception on Outdoor Recreation Facilities

Most respondents feel positively about the Township's outdoor parks and recreation facilities, with high agreement on safety (TOP2: 85%), convenient access (TOP2: 74%) and overall good condition (TOP2: 74%). However, fewer residents agree that parks are accessible for individuals with special needs (TOP2: 48%) or equipped with sufficient amenities for youth aged 12-18 (TOP2: 22%). Additionally, only 40% (BTM2) say the facilities are not crowded.



Satisfaction with Outdoor Facilities

- Smaller household size (1-3 members, TOP2: 76%-79%) and those without children (TOP2: 79%) are more positive about the overall condition of the facilities than household with 5+ members (TOP2: 54%) and those with children (TOP2: 63%).

Accessibility and Adequacy of Facilities

- Households with children (BTM2: 25%) tend to disagree that the facilities are accessible for persons with special needs than those without children (BTM2: 12%).
- They are also more likely to say the amenities are inadequate (BTM2: 43% vs. BTM2: 29%).
- In addition, urban residents (BTM2: 36%-41%) and household with 4 members (BTM2: 49%) tend to say the facilities are inadequate compared to rural residents (BTM2: 11%) and those with 1-2 members (BTM2: 28%).

Activities for Youth

- Larger households (4+ members, BTM2: 58%-62%) and those with children (BTM2: 60%) are more likely to feel there are insufficient youth activities and amenities compared to smaller households (1-3 members, BTM2: 37%-39%) and those without children (BTM2: 35%).

Crowding

- Households earning over \$125k (TOP2: 32%) are more likely to find facilities crowded compared to those earning less than \$70k (TOP2: 17%).



Reason for Not Using Township Outdoor Facilities

Two-thirds of residents (65%) stated that they always use the Township’s outdoor recreation facilities. The reasons for not using the facilities are fairly evenly spread, with no particular reason standing out significantly. The top reasons range between 4% and 8%, indicating a variety of factors influencing non-usage.



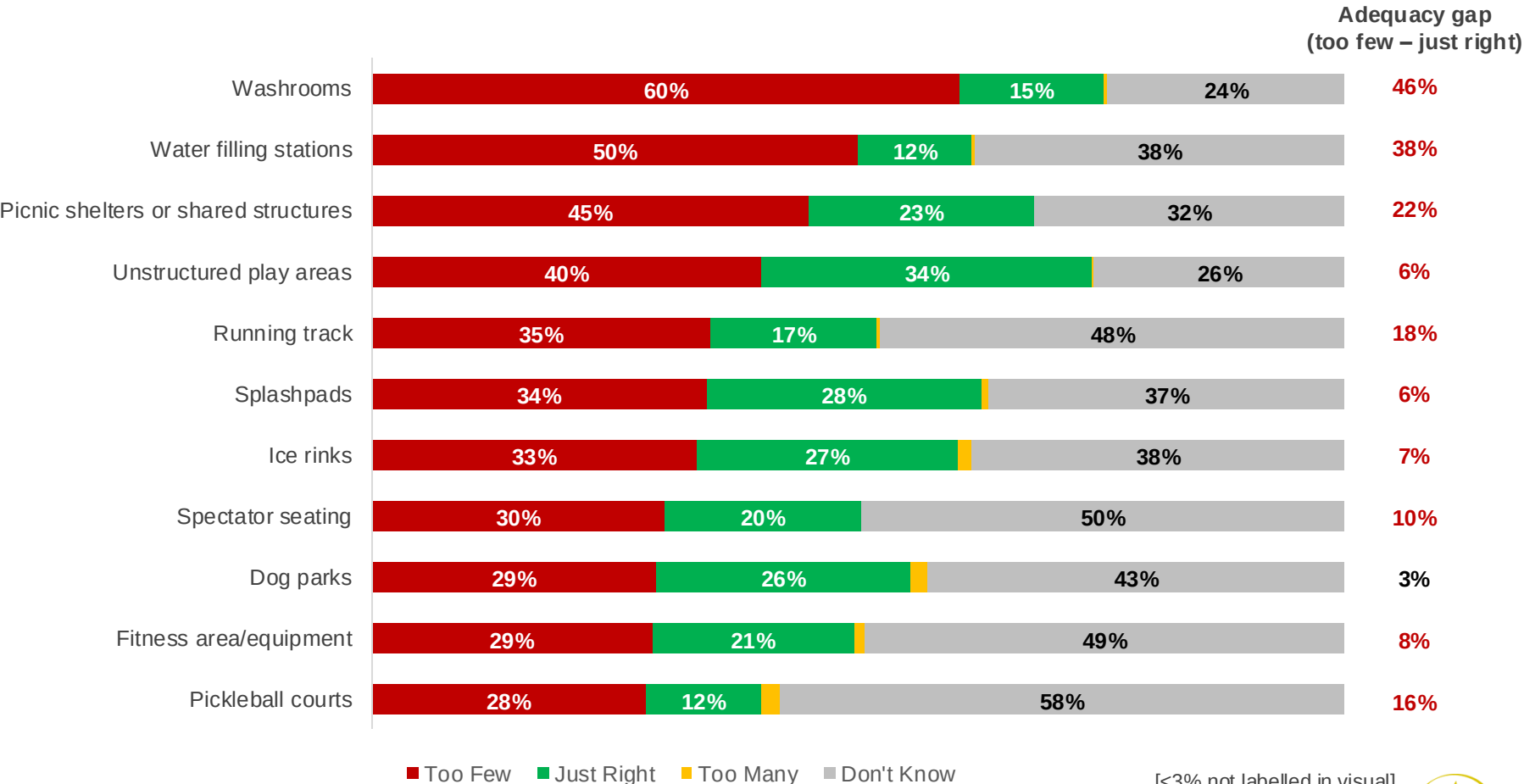
- Household with 1-2 members (67%) are more likely to use the Township’s outdoor facilities than those with 3 members (52%).

A6. If you have not used any Township outdoor recreation facilities in the last 12 months, please tell us why. Select all that apply.
Base: All respondents (n=402), weighted



Outdoor Recreation Amenities Supply

The largest adequacy gaps are observed for washrooms (gap: 46%), water filling stations (gap: 38%), and picnic shelters (gap: 22%). While the adequacy gaps for the running track, pickleball courts, and spectator seating are also significant (gap: 10%-18%), approximately half of residents (48%-58%) indicate they 'don't know' about their adequacy. This may suggest low awareness or limited use of these amenities.

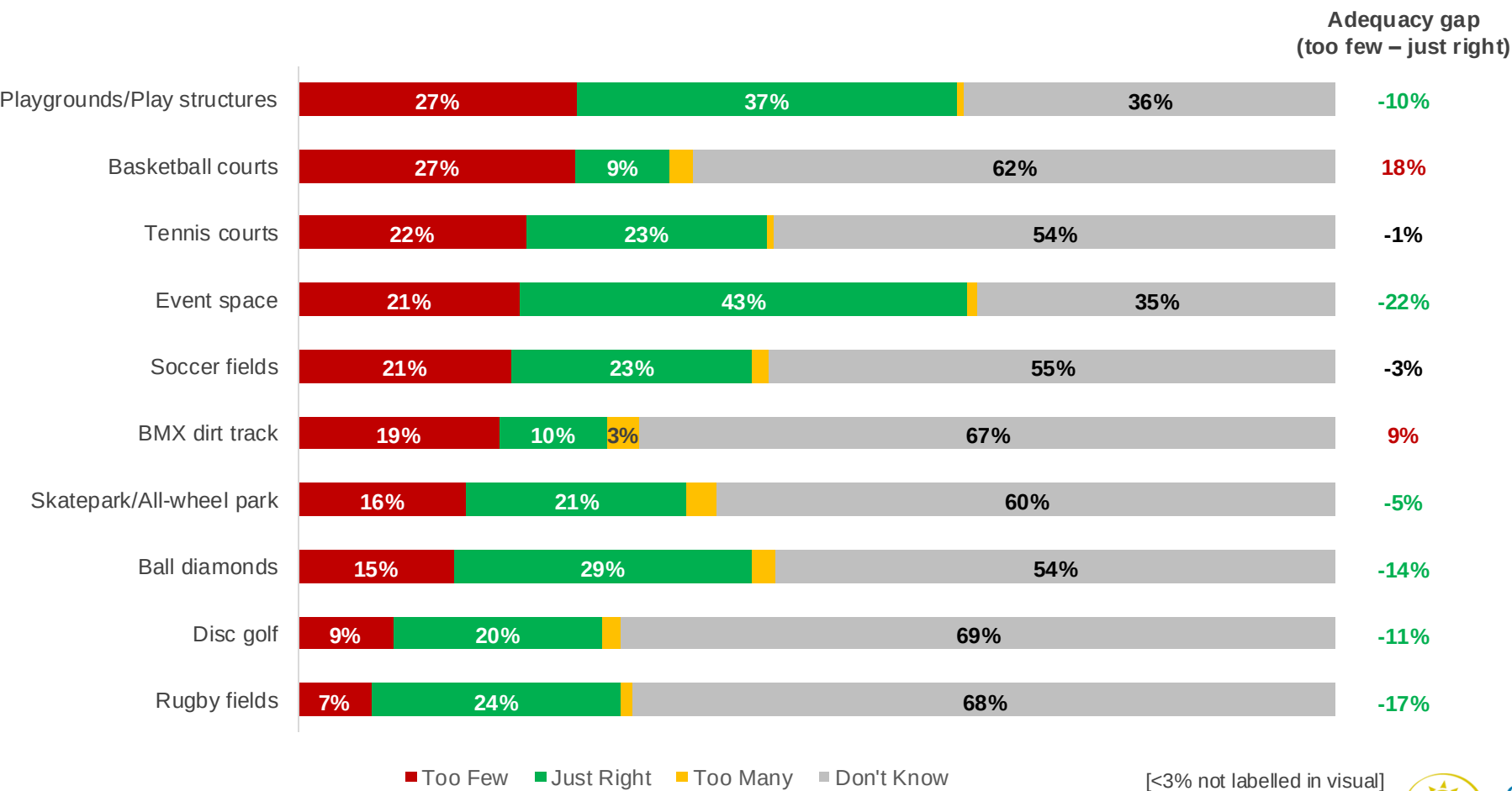


- Larger households and those with children are more likely to say the following facilities are too few compared to smaller households and those without children:
 - Washrooms
 - 3+ vs 1-2 members: 67%-77% vs 53%
 - With vs without children: 72% vs 56%
 - Picnic shelters or shared structures
 - 3 vs 1-2 members: 62% vs 39%
 - With vs without children: 54% vs 41%
 - Unstructured play areas
 - 3 vs 1-2 members: 49% vs 33%
 - 5 vs 1-2 members: 57% vs 33%
 - With vs without children: 55% vs 34%
 - Splashpads
 - 3+ vs 1-2 members: 47%-60% vs 23%
 - With vs without children: 60% vs 24%
 - BMX dirt track
 - 3+ vs 1-2 members: 27%-44% vs 10%
 - With vs without children: 41% vs 10%
- Households with 3-4 members (61%-71%), with children (67%), and with income <\$125k (62%) are more likely to say water filling stations are too few compared to those with 1-2 members (42%), without children (43%), and with income <\$125k (37%-47%).
- Running tracks are considered inadequate by urban residents (36%-43%), those with 3+ members (48%-60%), with children (53%), and with income \$125k+ (47%) compared to rural residents (16%), those with 1-2 members (22%), without children (27%), and with income <\$125k (18%-32%).



Outdoor Recreation Amenities Supply (Cont.)

More residents believe the amenities listed below are sufficient than those who think they are too few, except for basketball courts and BMX dirt tracks. However, for these two amenities, the majority of residents indicated they “don’t know” (62% and 67%).

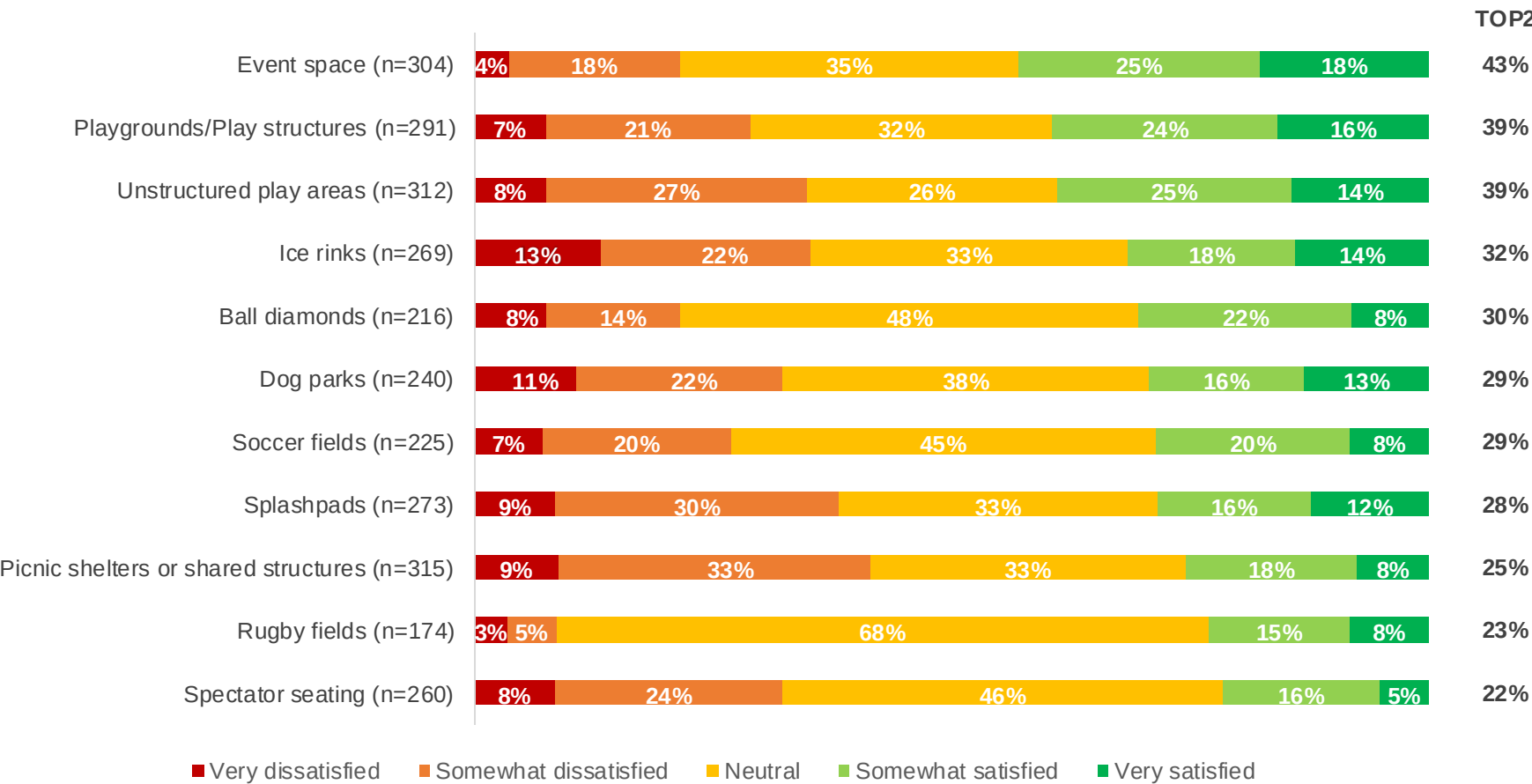


- Households with 4+ members (48%-56%), with children (44%), and with income \$125k+ (44%) are more likely to say ice rinks are too few, compared to households with 1-2 members (24%), those without children (29%), and those with income <\$125k (23%-28%).
- Households with children (41%) are more likely to say spectator seating is inadequate than those without children (26%).
- Households with 4 members (48%) and those with income \$125k+ (38%) are more likely to say fitness areas/equipment are too few, compared to households with 1-2 members (22%) and those with income <\$70k (19%).
- Those with income \$70k+ (31%-34%) are more likely to say pickleball courts are too few, compared to those with income <\$70k (16%).
- Households with 3+ members (31%-51%), those with children (42%), and those with income <\$125k (35%) are more likely to say basketball courts are too few, compared to households with 1-2 members (17%), those without children (20%), and those with income <\$125k (17%-27%).



Satisfaction on Outdoor Recreation Amenities

Overall, residents' satisfaction with outdoor recreation amenities is low. Event space received the highest satisfaction rating, but only 43% of residents reported being satisfied (TOP2). Similarly, just 39% of residents expressed satisfaction with playgrounds/play structures and unstructured play areas, highlighting room for improvement across amenities.



Households with 3-4 members and those with children are more dissatisfied with the following facilities compared to smaller households and those without children:

- Playgrounds/Play Structures
 - 4 vs 1-2 members: BTM2: 41% vs 22%
 - With vs without children: BTM2: 39% vs 23%
- Soccer Fields
 - 4 vs 1-2 members: BTM2: 39% vs 17%
 - With vs without children: BTM2: 38% vs 19%
- Basketball Courts
 - 3-4 vs 1-2 members: BTM2: 49-56% vs 26%
 - With vs without children: BTM2: 51% vs 31%

On the contrary, household with 1-2 members (BTM2: 47%) and those without children (BTM2: 44%) are more dissatisfied with pickleball courts than those with 4 members (BTM2: 22%) and those with children (BTM2: 25%).

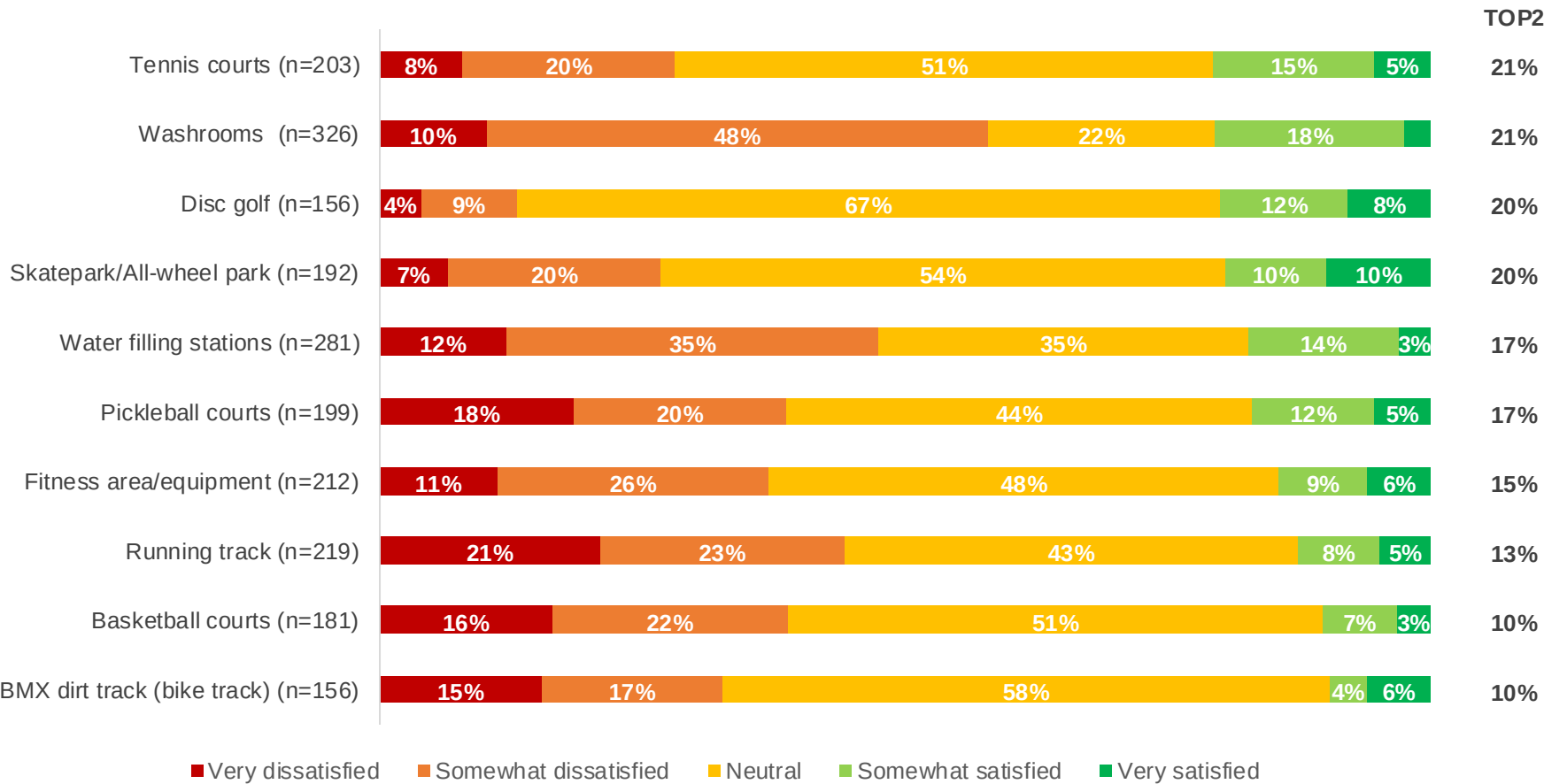
Households with children are more dissatisfied with these facilities compared to those without children:

- Ball diamonds: BTM2: 31% vs 16%
- Spectator Seating: BTM2: 42% vs 27%
- BMX Dirt Track: BTM2: 51% vs. 21%



Satisfaction on Outdoor Recreation Amenities (Cont.)

Washrooms received the highest level of dissatisfaction, with 58% of residents expressing dissatisfaction (BTM2). Water filling stations (BTM2: 47%) and running tracks (BTM2: 44%) also saw significant dissatisfaction, indicating these amenities require the most attention.

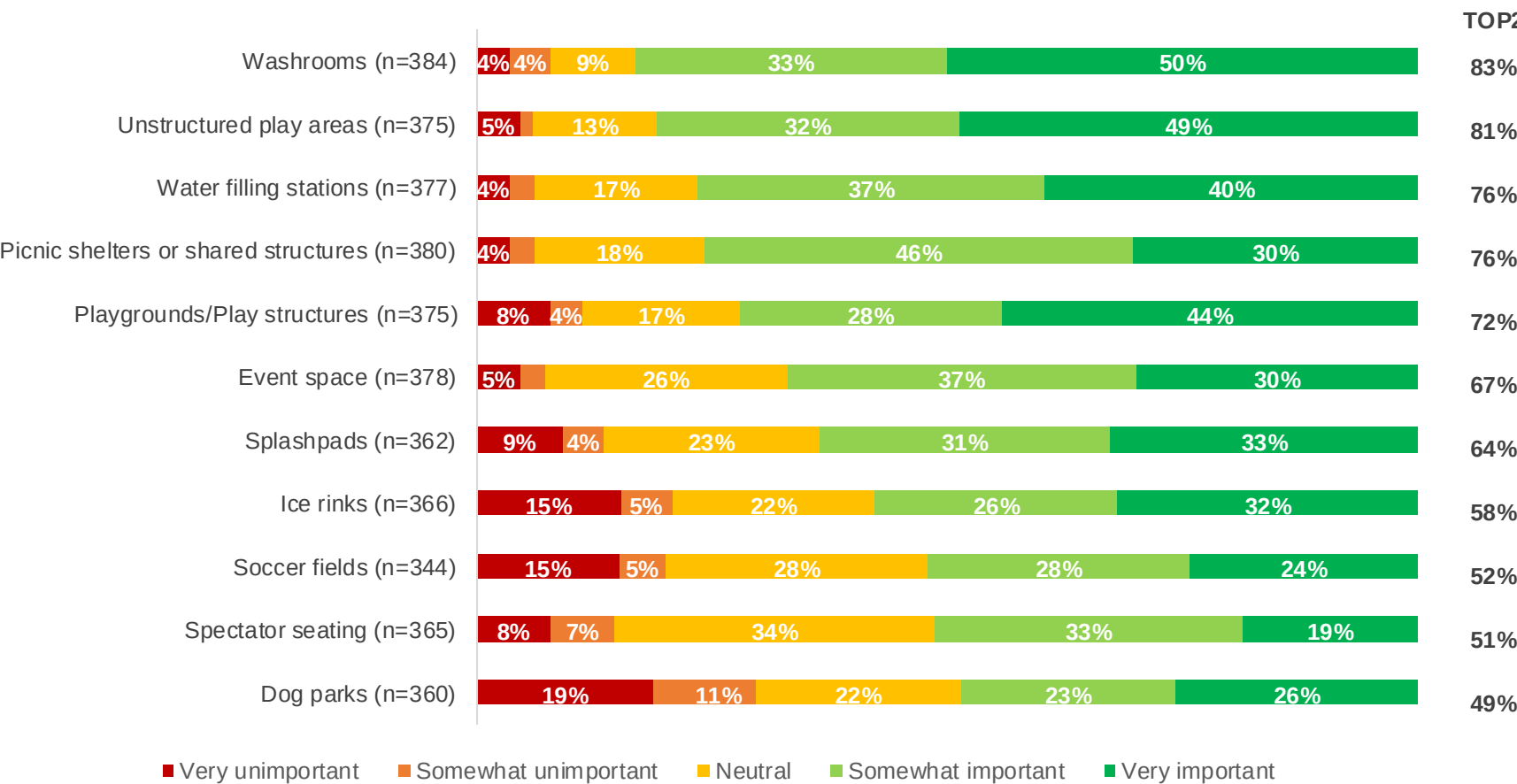


- Households with incomes under \$70k (BTM2: 58%) are less satisfied with picnic shelters than those with incomes above \$70k (BTM2: 29%-35%).
- Lastly, households with 4 members (BTM2: 56%), and those with children (BTM2: 57%) are more dissatisfied with the running track than households with 1-2 members (BTM2: 34%), and those without children (BTM2: 37%).



Perceived Importance of Outdoor Recreation Amenities

More than three-quarters of residents identified washrooms (TOP2: 83%), unstructured play areas (TOP2: 81%), water filling stations (TOP2: 76%), and picnic shelters/shared structures (TOP2: 76%) as the most important outdoor recreation amenities.

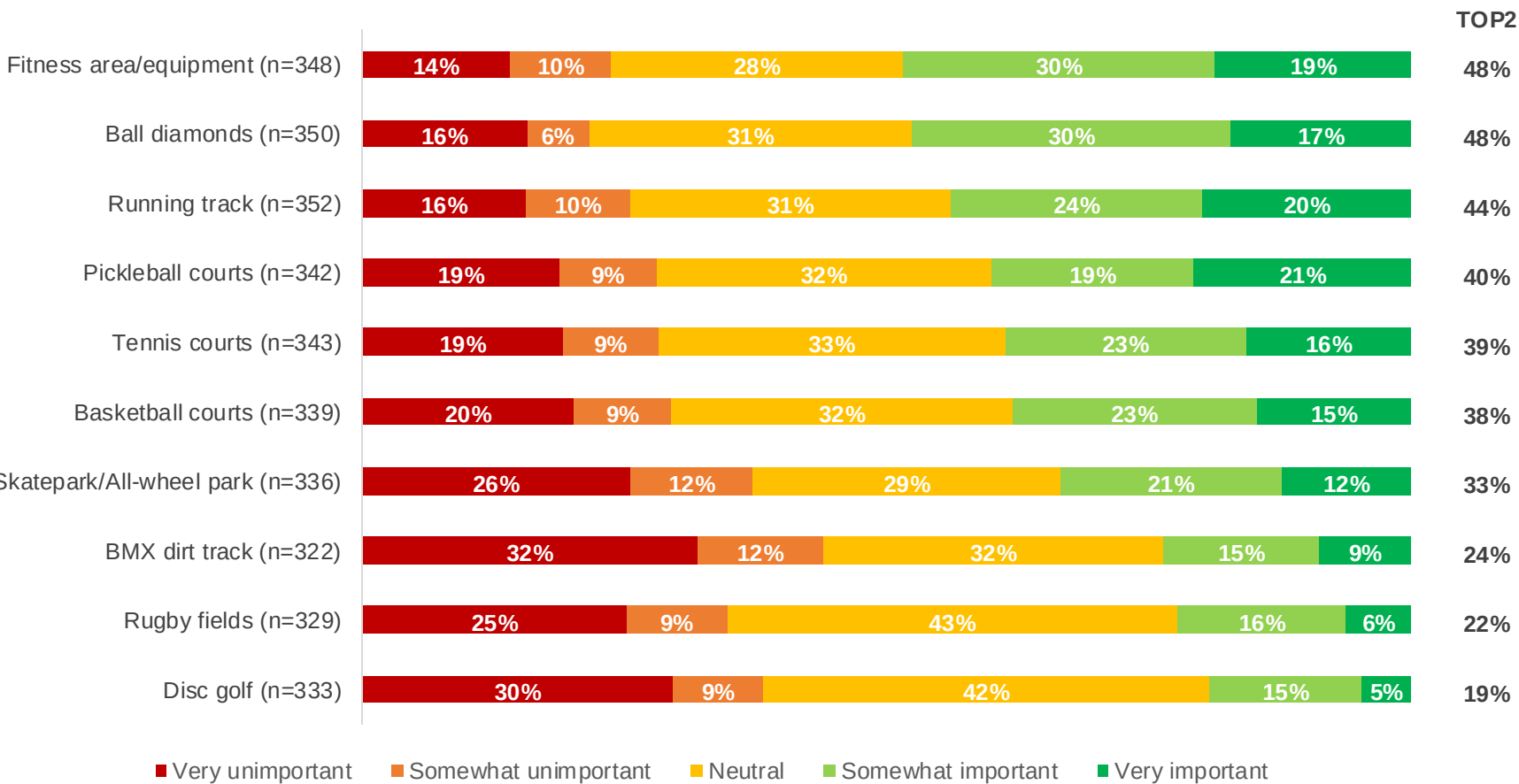


- Almost all households with 5+ members (TOP2: 98%) consider washrooms important, significantly higher than households with 1-4 members (TOP2: 74%-84%).
- Household with 5+ members (TOP2: 92%) are more likely to say unstructured play areas important than those with 1-2 members (TOP2: 79%).
- Households with 4 or more members and those with children are more value the following facilities compared to smaller households and those without children:
 - Playgrounds/Play Structures
 - 5+ vs 1-4 members: TOP2: 95% vs 68%-74%
 - With vs without children: TOP2: 84% vs 67%
 - Splashpads
 - 5+ vs 1-4 members: TOP2: 86% vs 59%-66%
 - With vs without children: TOP2: 77% vs 57%
 - Soccer fields
 - 4+ vs 1-2 members: TOP2: 66%-71% vs 45%
 - With vs without children: TOP2: 67% vs 45%
 - Skatepark
 - 5+ vs 3 members: TOP2: 50% vs 23%
 - With vs without children: TOP2: 45% vs 28%



Perceived Importance of Outdoor Recreation Amenities (Cont.)

Only a small proportion of residents consider the BMX dirt track (TOP2: 24%), rugby fields (TOP2: 22%), and disc golf (TOP2: 19%) to be important, indicating lower prioritization for these amenities.



- Households with 5+ members (TOP2: 77%) and with income of \$70k+ (TOP2: 62%) consider ice rinks important compared to those with 1-3 members (TOP2: 47%-55%) and those with incomes <\$70k (TOP2: 42%).
- While households without children value dog parks (TOP2: 53%) and pickleball courts (TOP2: 45%) more, those with children value basketball courts more (TOP2: 47%).
- Households with incomes of \$70k-\$125k (TOP2: 60%) are more likely to say fitness areas are important than those with incomes <\$70k (TOP2: 37%) or >\$125k (TOP2: 43%).
- Households with incomes of \$70k-\$125k (TOP2: 60%) are more likely to say ball diamonds are important than those with incomes <\$70k (TOP2: 45%) or >\$125k (TOP2: 38%).
- Running tracks are more important to urban residents (TOP2: 46%-51%), those with household sizes of 4 (TOP2: 56%), and those with incomes >\$125k (TOP2: 49%) compared to rural residents (TOP2: 20%), households with 1-2 members (TOP2: 39%), and those with incomes <\$70k (TOP2: 30%).



Interpreting the Gap Analysis

This gap analysis compares satisfaction scores (Y-axis) with perceived importance scores (X-axis) for various amenities. Each bubble represents a specific amenity, with its size corresponding to the percentage of people who feel the supply of that amenity is "too few." The larger the bubble size, the greater the proportion of residents who believe there is insufficient supply, signaling higher perceived demand.

1. Key Areas to Improve (High Importance, Low Satisfaction)

These amenities are highly valued by the community but currently have low satisfaction scores, indicating they should be prioritized for immediate improvement to meet user expectations.

2. Secondary Areas to Improve (Low Importance, Low Satisfaction)

These amenities have lower satisfaction and importance scores. While improvements are beneficial, they are less urgent and can be addressed as secondary priorities.

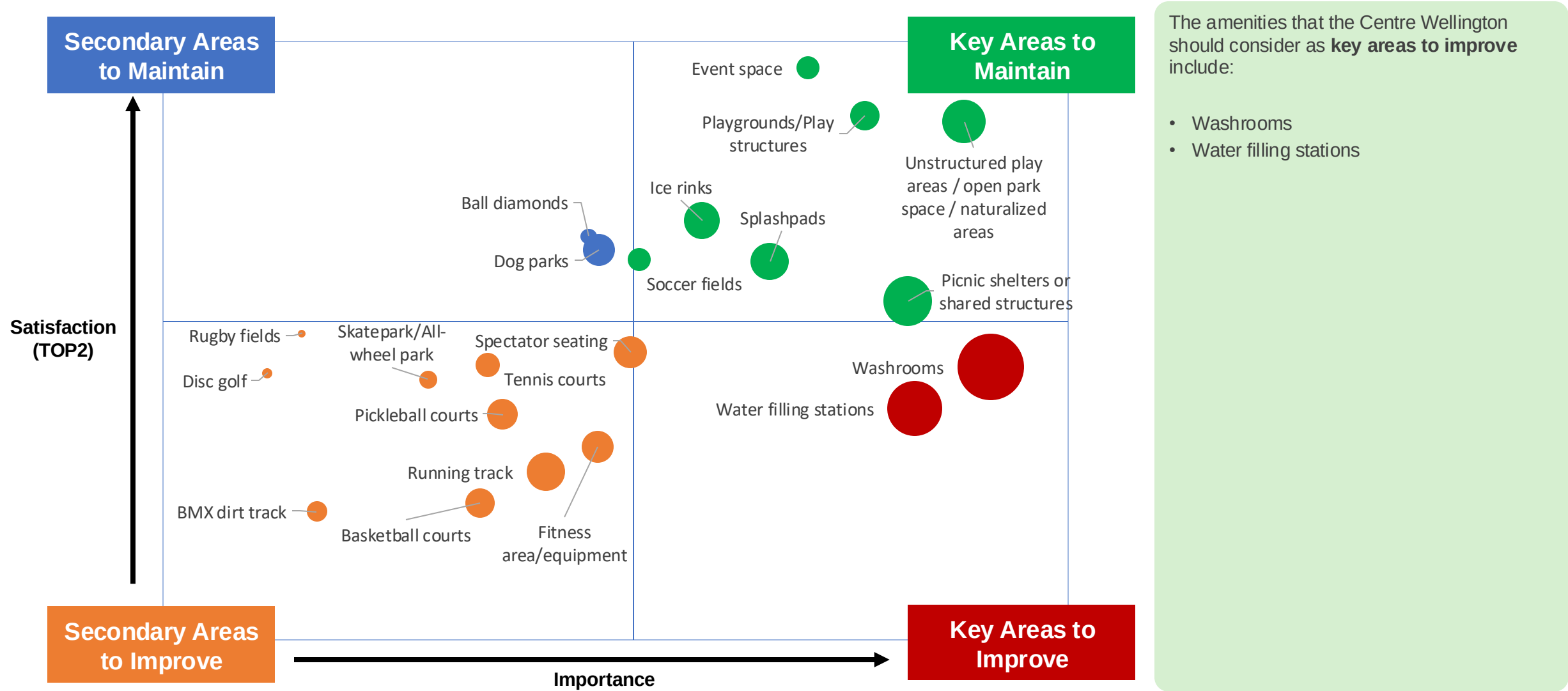
3. Key Areas to Maintain (High Importance, High Satisfaction)

These amenities here are both important and well-regarded, meaning they should be maintained at their current level to sustain user satisfaction.

4. Secondary Areas to Maintain (Low Importance, High Satisfaction)

These items show high satisfaction but are of lower importance to users. Maintenance is still advisable but can be a lower priority.

Gap Analysis: Outdoor Recreation Amenities



C3. What are your thoughts on the current supply of the following outdoor recreation amenities in Centre Wellington? / C4a. How satisfied are you with the current outdoor recreation amenities in Centre Wellington? Please use a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. / C4b. How important are each of the current outdoor recreation amenities in Centre Wellington to you? Please use a scale from 1 to 5, where 1 is very unimportant and 5 is very important.
Base: C3: All respondents; C4a/C4b: All respondents, exclude "don't know", weighted

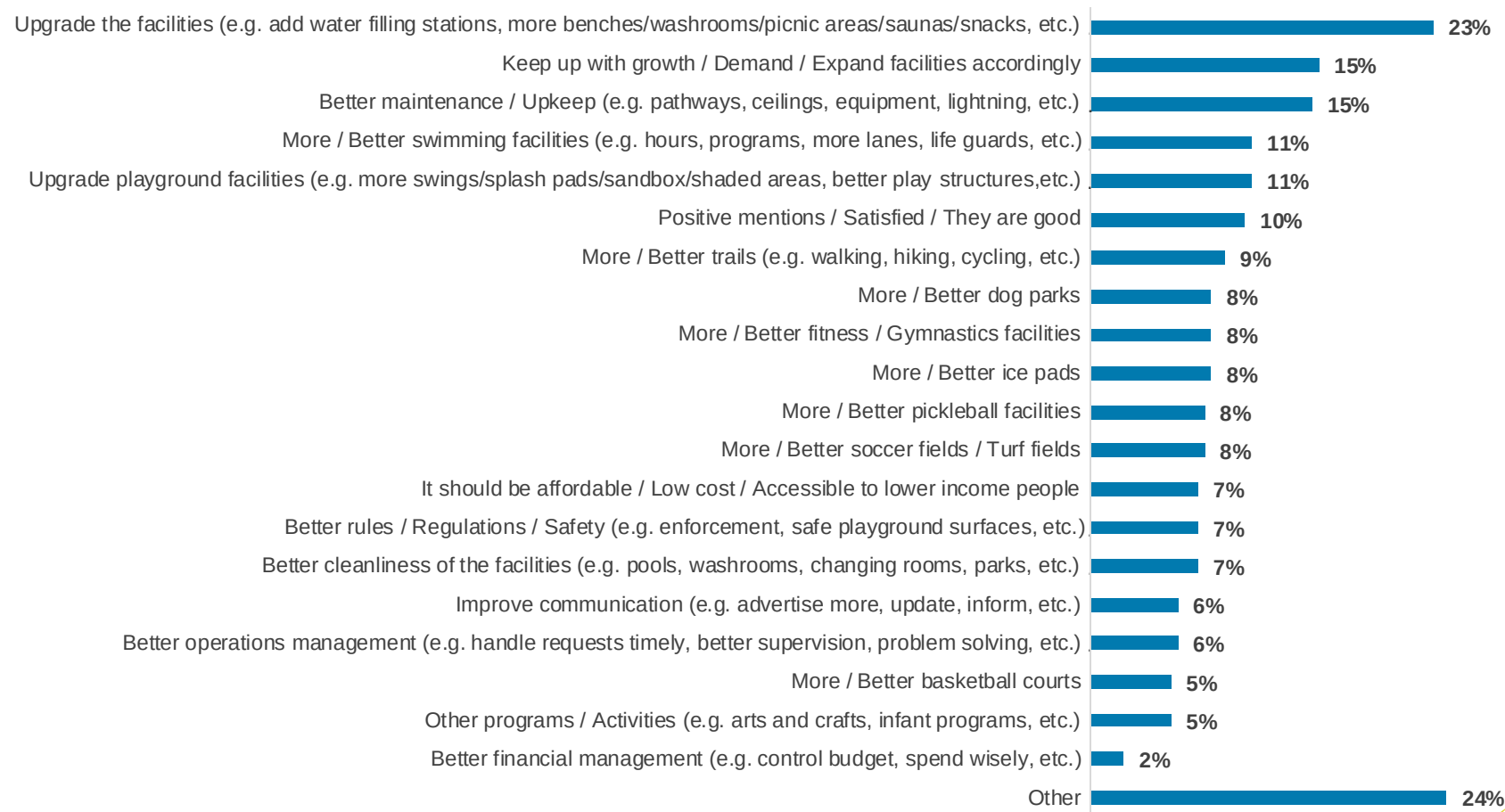


OTHER COMMENTS ON CURRENT FACILITIES



Other Comments on Current Parks and Recreation Facilities

When asked for additional comments or suggestions about current parks and recreation facilities, the most common feedback focused on upgrading facilities (23%). Other notable suggestions included expanding facilities to keep up with demand (15%), improving maintenance (15%), and enhancing swimming and playground facilities (11% each).



- Mid-income households (\$70k-\$125k, 38%) are more focused on upgrading facilities compared to those with lower incomes (<\$70k, 17%) and higher incomes (\$125k+, 18%).
- Additionally, mid-income households (\$70k-\$125k, 23%) are also more concerned about improving maintenance than those with lower incomes (<\$70k, 7%) and higher incomes (\$125k+, 8%).
- Households with children are more concerned about better swimming facilities (18%) and playgrounds (21%) than those without children (7% and 6%, respectively).



New Facility



Desired Amenities for the New Indoor Facility

The walking track is the most desired facility, with 61% of respondents including it in their top 5 and 24% selecting it as their most desired option. Senior programming areas is another top desired facility, with 33% identifying it as a top-5 desired facility and 10% marking it as their most desired facility. Gymnasium (37%), pickleball courts (30%), and youth centre (28%) round out the top five desired facilities.

	Top 5 desired facility	Most desired facility
Walking track	61%	24%
Gymnasium (e.g. basketball, volleyball, badminton)	37%	4%
Senior programming areas	33%	10%
Pickleball courts	30%	8%
Youth centre	28%	5%
Arena	27%	9%
Event space	24%	2%
Climbing wall	24%	3%
Turf field	23%	8%
Viewing areas and lobby	22%	2%
Athletic track	20%	3%
Cultural spaces/Meeting rooms	17%	1%
Artisan space	14%	3%
Tennis court	13%	3%
Workspace	7%	1%
Skatepark	7%	1%
E-gaming space	5%	1%
Other	3%	11%
None, I do not want any additional facilities/amenities	4%	4%

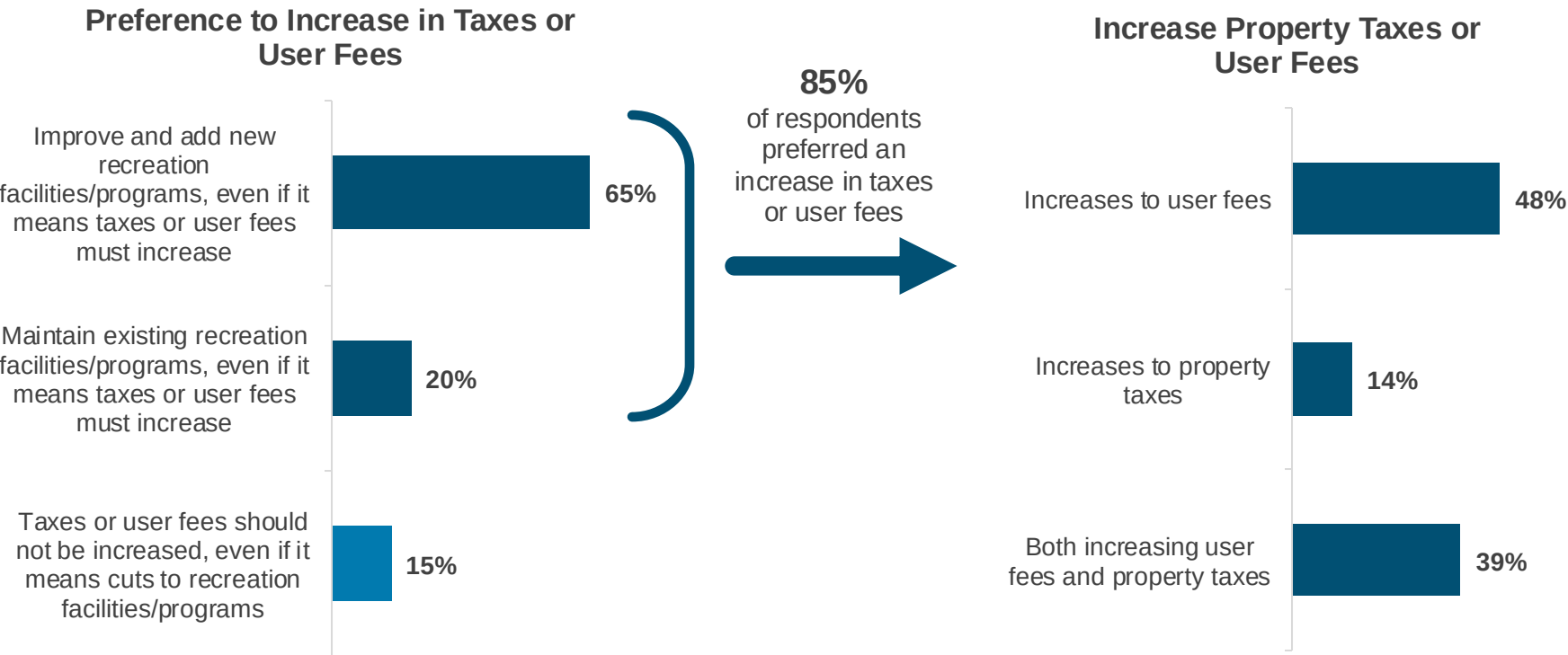
Most desired facilities: Top 3
[<3% not shown in table]

- Walking track is mostly preferred by households without children: with 65% of them including it in their top 5 and 28% picked it as their most desired option.
 - Household with income \$125+ (71%) are more likely to include it in their top 5 than those with income \$70k-125k (51%)
 - On the other hand, smaller household size (1-3 members: 27%-28%) are more likely to select it as their most desired than those with 5+ members (7%).
- For senior programming areas, those without children (44%), with incomes <\$125k (34%-46%), and with 1-2 household members (45%) are more likely to include it in their top 5 compared to those with children (8%), incomes \$125k+ (18%), and households with 3+ members (6%-23%).
 - A similar trend is observed for top picks, with significant differences between households with children (15%) and without children (0%), between those with incomes <\$125k (11%-21%) and \$125k+ (3%), and between households with 1-2 members (14%) and 4+ members (0%-5%).
- Households with children are more likely to include a gymnasium (52%) and youth centre (37%) in their top 5 compared to those without children (31% and 24%, respectively).
 - Gymnasium is also preferred by households with 4+ members (47%-64%) compared to those with 1-2 members (30%).
 - Similarly, youth centre is more popular among households with 4 members (38%) than those with 1-2 members (24%).
- Pickleball courts, on the other hand, are more likely to be preferred by households without children (34%), and those with incomes of \$70k+ (34%-38%) compared to households with children (19%), and those with incomes under \$70k (15%).



Balance of Services and Taxes

Most respondents support increasing taxes or fees to improve or add new facilities/programs (65%) or to maintain existing ones (20%), while 15% oppose any increases. Among those who favor increases, nearly half (48%) prefer funding through user fees, 14% through property taxes, and 39% through both.



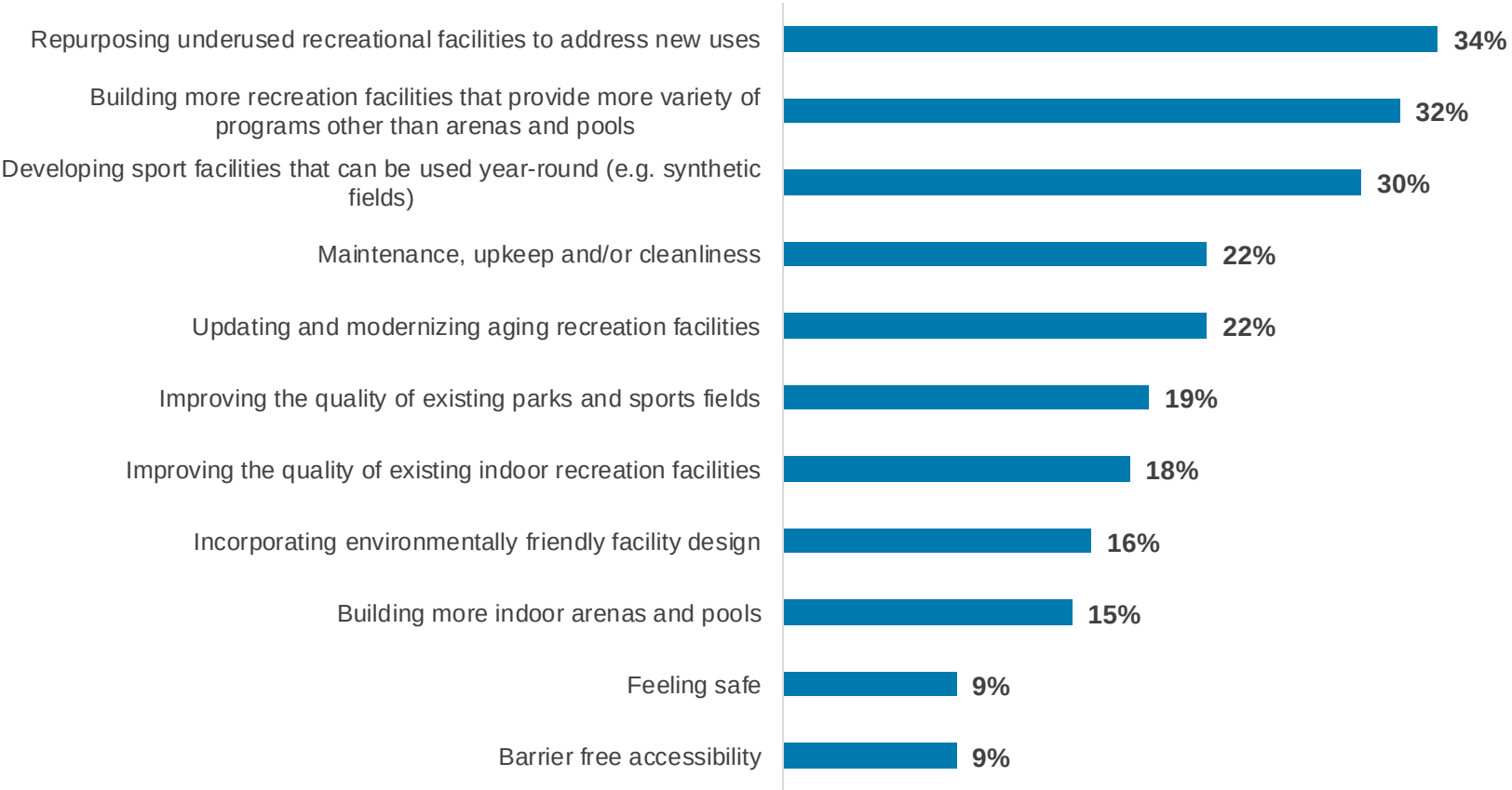
- Households with 5 or more members (79%) and incomes of \$125k+ (84%) are more likely to support increasing taxes or fees to improve or add new facilities/programs compared to households with 1-2 members (61%) and incomes below \$125k (54%-67%).
- In contrast, households with 1-2 members (26%), incomes below \$125k (22%-26%), and those without children (25%) are more likely to support increasing taxes or fees to maintain existing facilities/programs compared to households with 4 or more members (6%-7%) and incomes of \$125k+ (6%).
- In contrast, households with 1-2 members (15%) or 5+ members (26%) are more likely to prefer an increase in property taxes compared to those with 3 members (4%).

D4a. In order to provide improved and new recreational facilities and parks, additional funding may be required. To deal with this situation, which of the following three statements best reflects your view? / D4b. And if it meant an increased cost to provide those services, which would you prefer?
Base: D4a: All respondents (n=402), weighted / D4b: Those who prefer an increase in taxes or user fees (n=343), weighted



Top Priorities for Recreation and Parks Investment

When it comes to investment priorities for the Township, the top mentions include repurposing underused recreational facilities for new uses (34%), building more recreation facilities offering a variety of programs beyond arenas and pools (32%), and developing year-round sports facilities (30%).



- Households with 1-3 members (36%-43%) are more likely to mention repurposing underused recreational facilities compared to those with 4 members (18%).
- In contrast, households with 3-4 members (40%-44%) prioritize building more recreation facilities more than those with 1-2 members (25%).
- Similarly, households with 3 or more members (39%-45%) place higher importance on year-round sports facilities compared to those with 1-2 members (22%).
- This preference for year-round facilities is also more common among those with children (43%) and incomes of \$125k+ (39%) compared to those without children (25%) and incomes under \$70k (18%).
- Household without children (25%) are more likely to mention updating and modernizing aging recreation facilities than those without (15%).

[<5% not shown in visual]



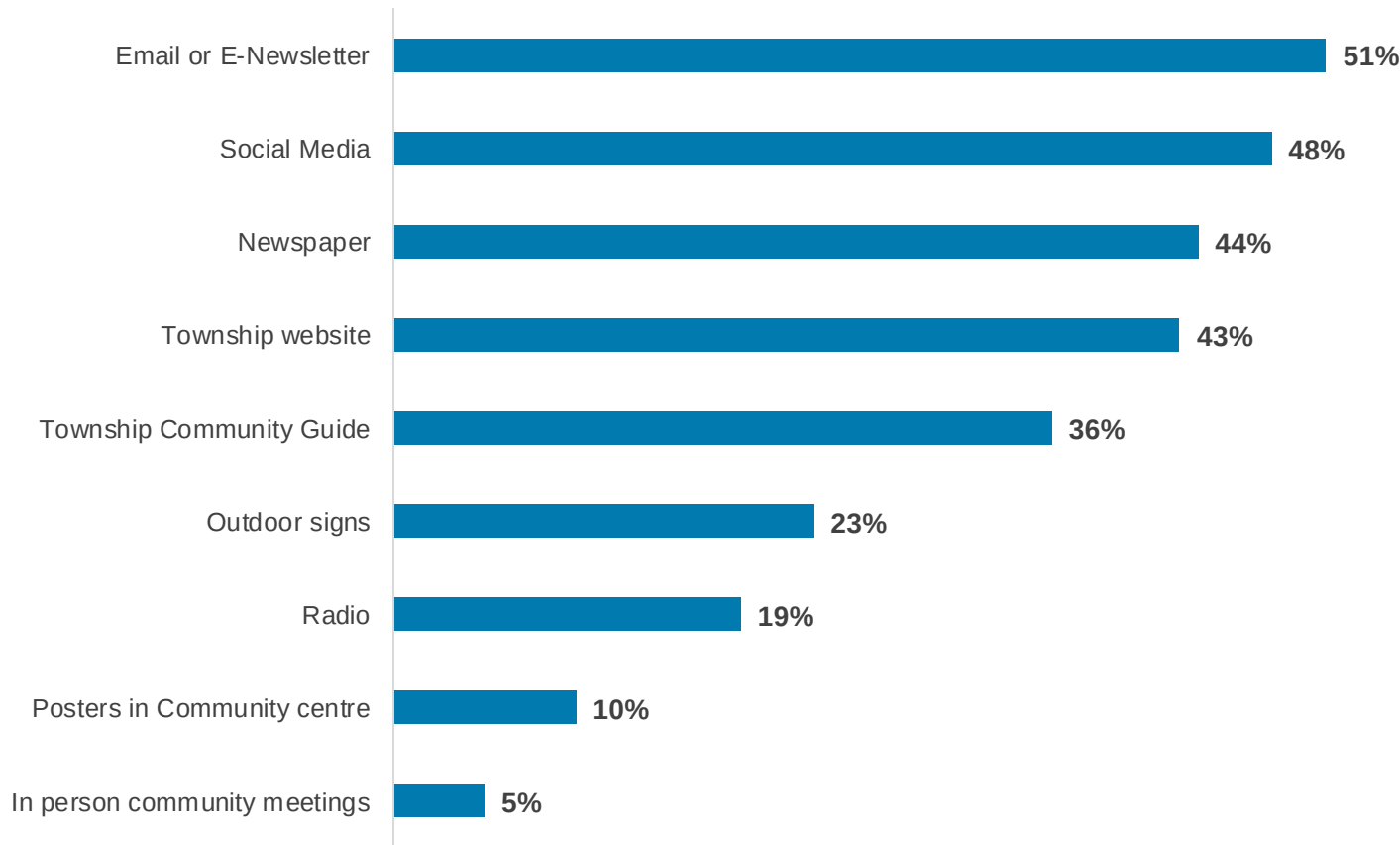
Centre Wellington



FORUM RESEARCH INC. 113

Preferred Source of Information

More than half of residents prefer receiving information from the Township through email or e-newsletters (51%), followed by social media (48%), newspapers (44%), and the Township website (43%). In-person community meetings (5%) and posters in community centers (10%) are the least preferred methods.



[<5% not shown in visual]

- Household with 4 members and those with children are more likely to prefer receiving information by email/e-newsletter and from social media than those with 1-2 members and those without children:
 - Email/e-newsletter:
 - 4 members vs 1-2 members: 65% vs 48%
 - With vs without children: 60% vs 47%
 - Social media:
 - 4 members vs 1-2 members: 62% vs 44%
 - With vs without children: 59% vs 44%
- Social media is also preferred by rural residents (71%) compared to urban residents (45%).
- In contrast, household with 1-2 members and those without children (49%, each) prefer newspaper more than those with 4 members and those with children (31%, each).
- Households with 1-2 members (40%), those without children (42%), and those with household income \$70k-\$125k (40%) are more likely to prefer the township community guide compared to households with 5+ members (23%), those with children (20%), and those with income above \$125k (25%).

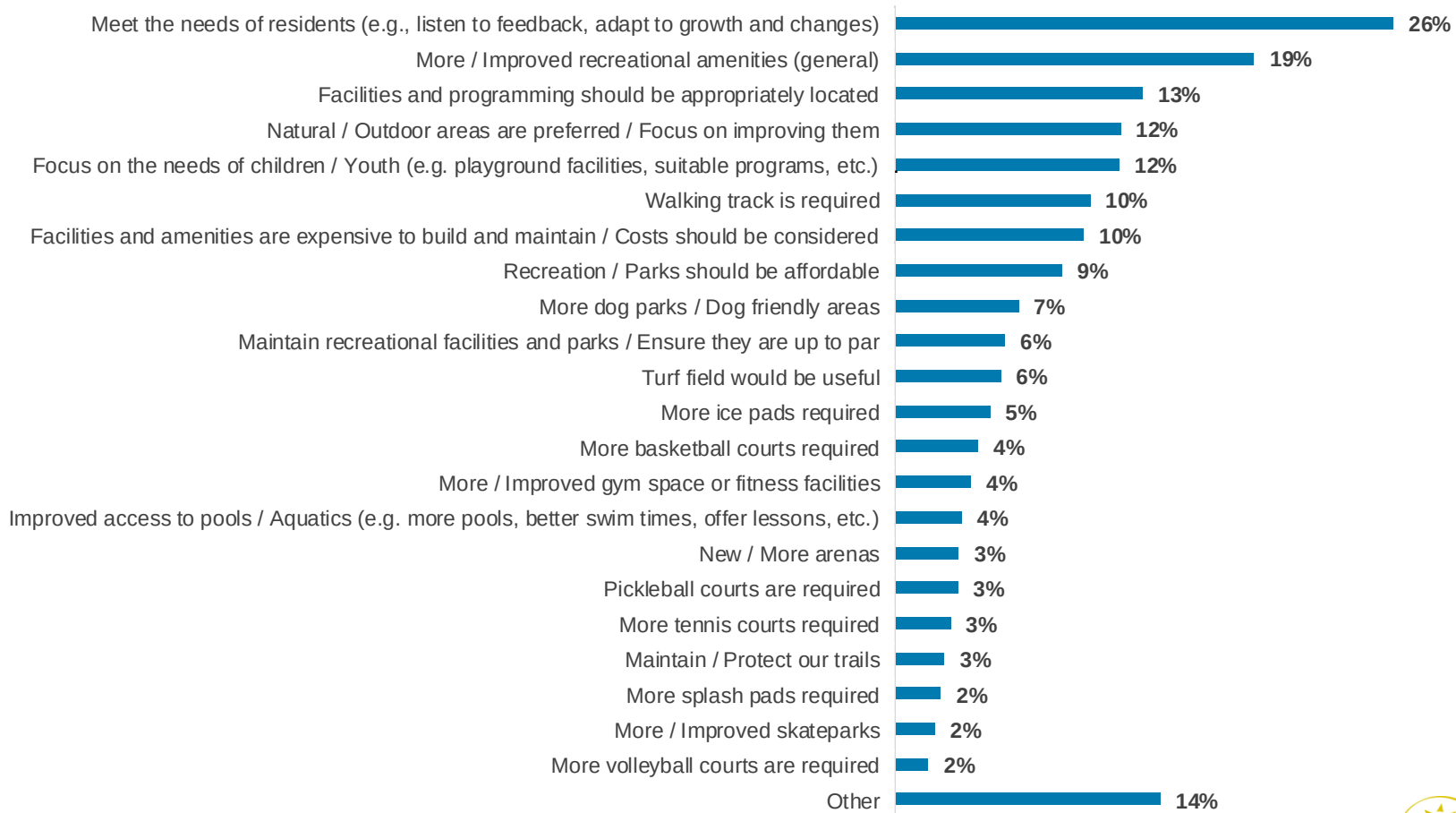


OTHER COMMENTS ON FUTURE FACILITIES



Other Comments on Future Parks and Recreation Facilities

When asked for additional comments or suggestions about future parks and recreation facilities, the most common cited feedback is to meet the needs of residents (23%), followed by adding or improving recreational amenities (19%), and appropriately locating the facilities and programs (13%).



- Household with children (33%) and with income \$70k+ (23%-25%) are more likely to mention more/improved recreational amenities than those without children (11%) and with income <\$70k (2%).

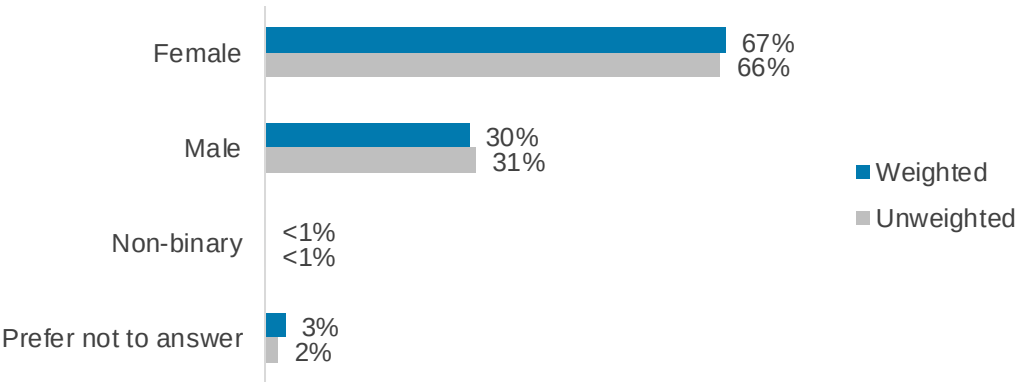


DEMOGRAPHICS



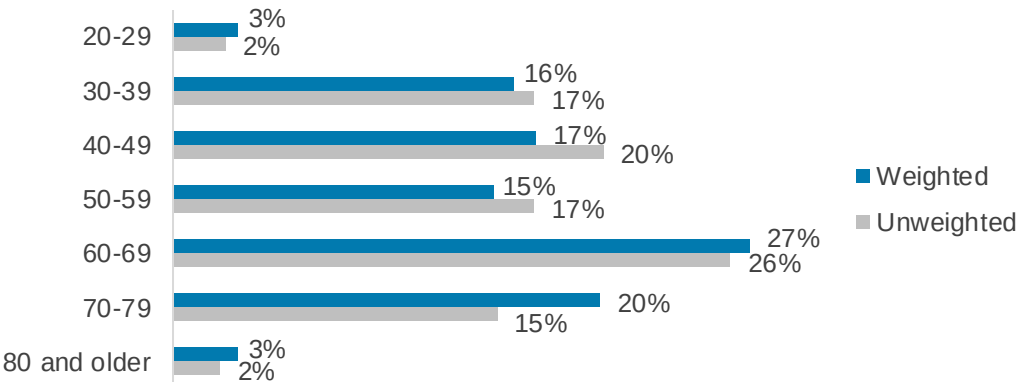
Demographics

Gender



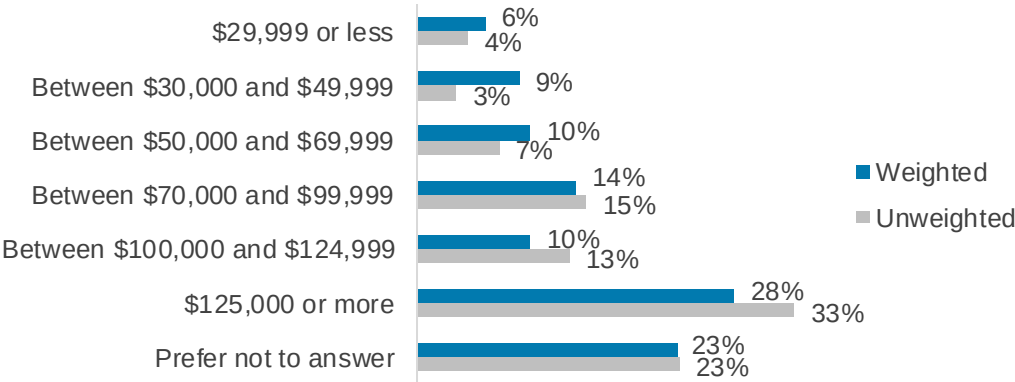
X1. What is your gender?
Base: Total sample (n=402)

Age



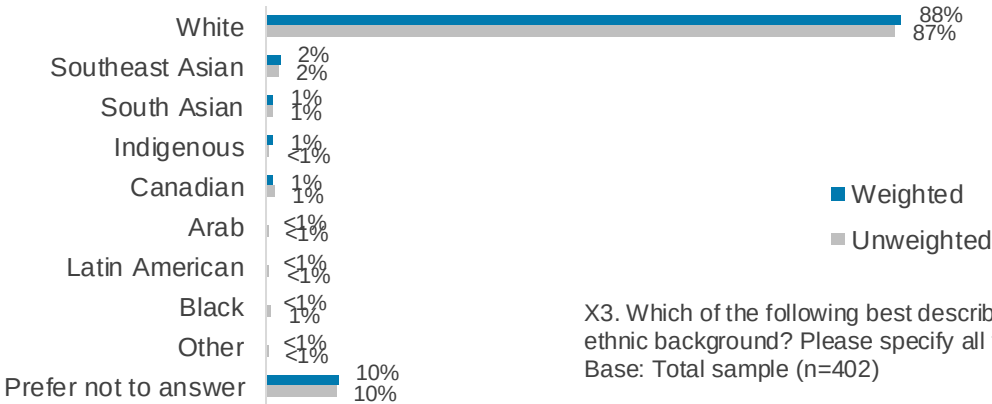
S2. In which of the following age categories do you belong?
Base: Total sample (n=402)

Household income



X4. Into which of the following categories would you place your total household income before taxes in 2023?
Base: Total sample (n=402)

Race

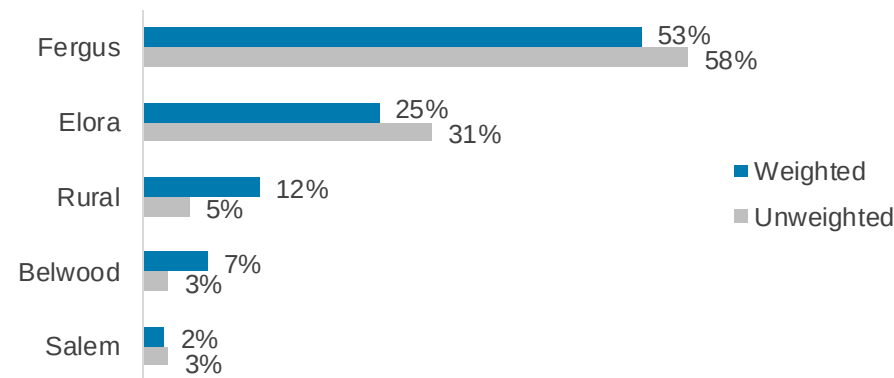


X3. Which of the following best describes your ethnic background? Please specify all that apply.
Base: Total sample (n=402)



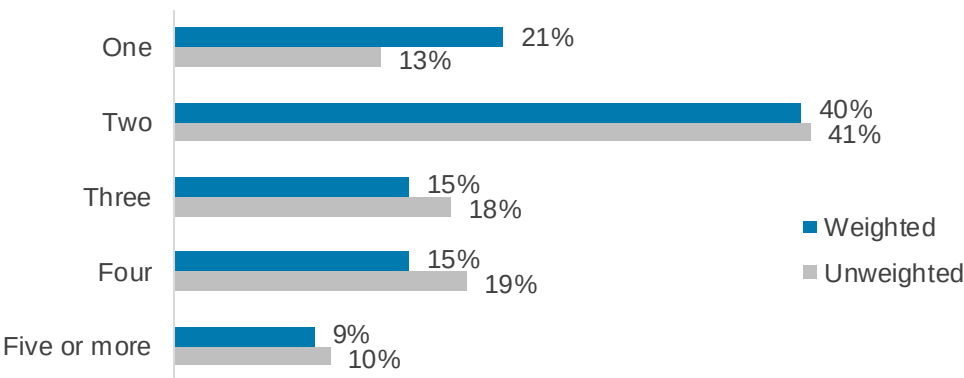
Demographics

Community of Residence



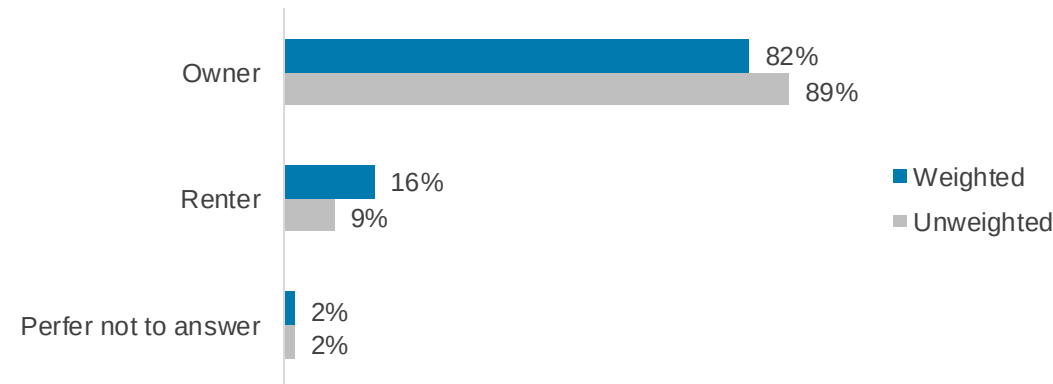
S1. In which Centre Wellington Township community do you live?
Base: Total sample (n=402)

Household size



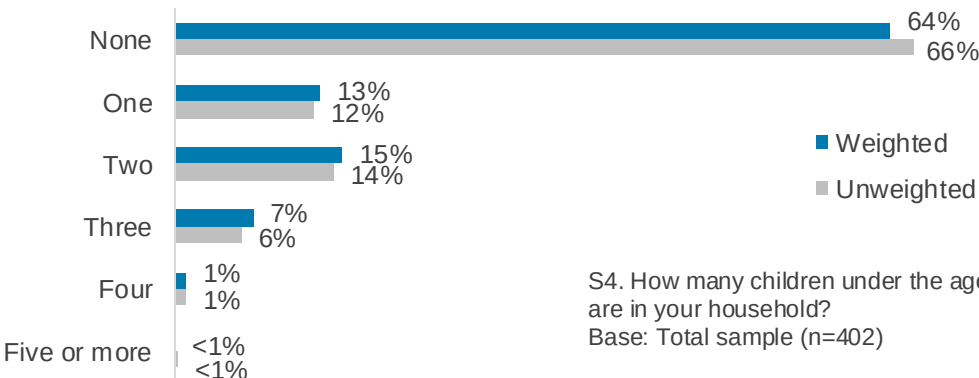
S3. Including yourself, how many people live in your home?
Base: Total sample (n=402)

Home owner or renter



X2. Do you rent or own your current place of residence?
Base: Total sample (n=402)

Number of children in household



S4. How many children under the age of 18 are in your household?
Base: Total sample (n=402)

