

Public Engagement Summary Report: New West Aquatics and Community Centre Naming Process

March 5, 2020

The City of New Westminster is currently in the process of identifying a name for the new aquatics and community centre. A Joint Naming Advisory Panel has been established to recommend an Indigenous name to Council for the new facility.

From December 10, 2019 and January 21, 2020 the City undertook a public engagement process to gather community input to help inform the Panel's name development and considerations. The purpose of the engagement was to gather input from the community to help inform the panel, rather than seek specific name suggestions. The City gathered input and stories from New Westminster residents on what this space means to them and to our community now and in the future.

The purpose of this summary report is to share with the Joint Naming Advisory Panel, with participants and with New Westminster community members:

1. What engagement activities were completed
2. How many people participated, and some demographic information about participants
3. The key themes we heard from participants
4. Next steps

1. Naming Engagement Process

Across two engagement opportunities, approximately 300 community members provided their input.

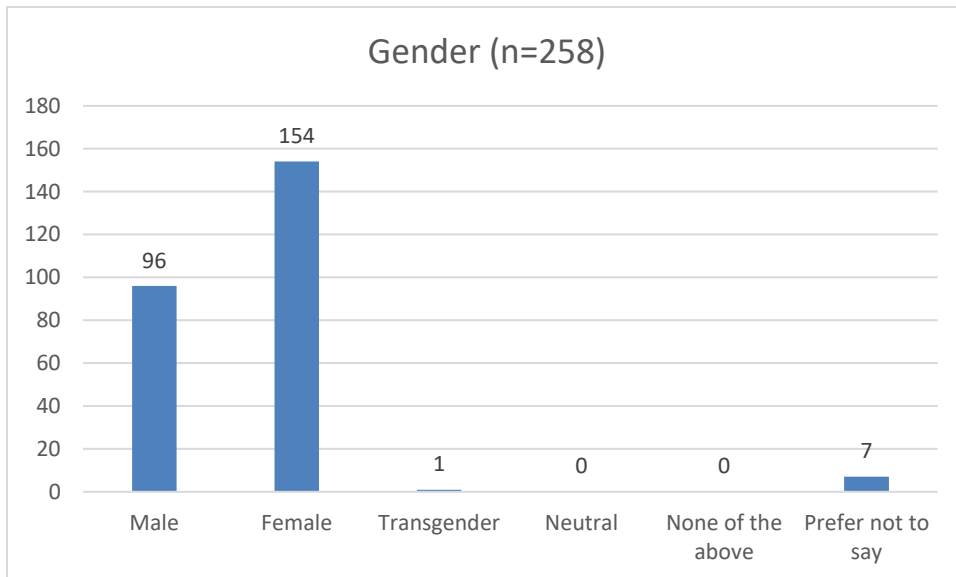
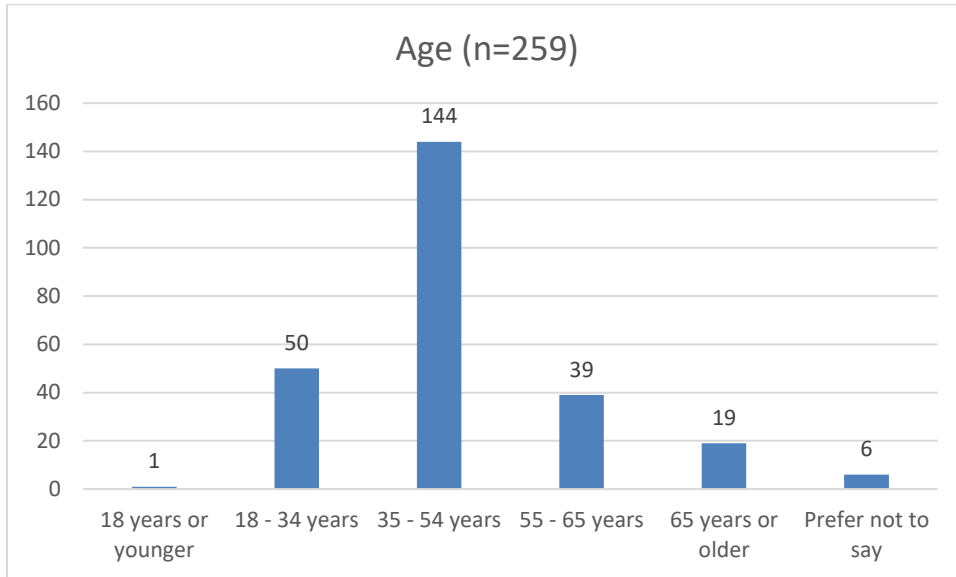
- An online survey was open from December 10, 2019 through January 21, 2020 and had a total of 281 responses
- An open house was held at Centennial Community Centre on January 14, 2020 and had a total of 30 participants

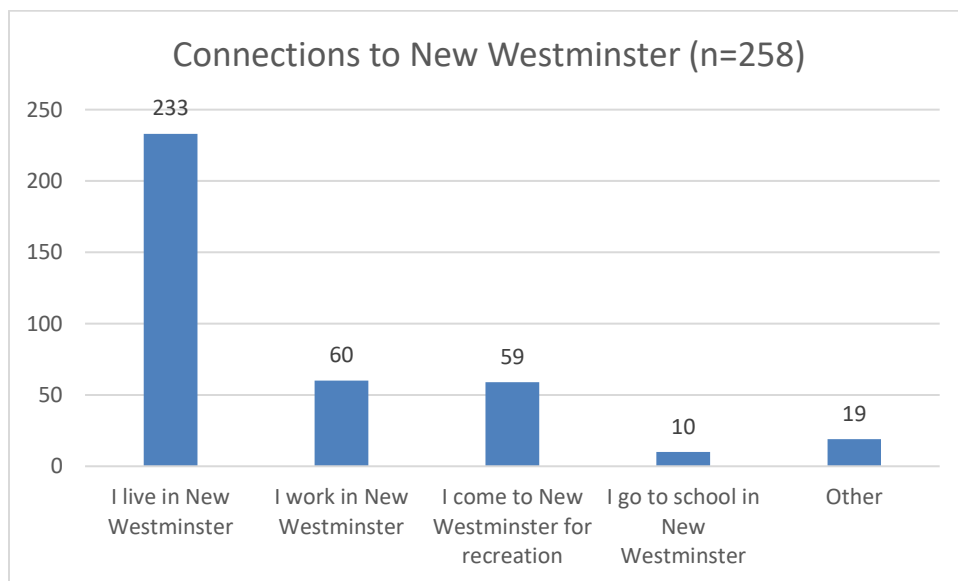
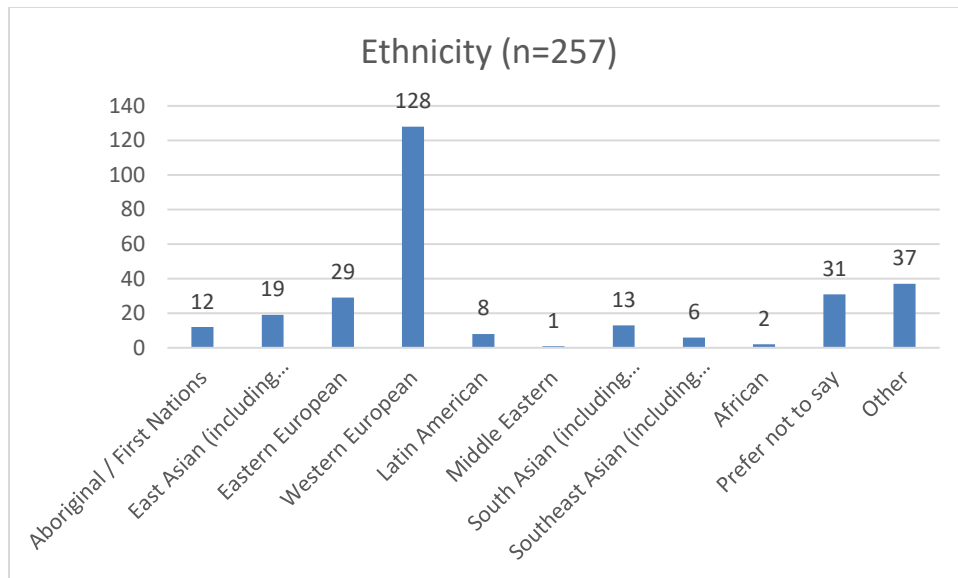
Opportunities to participate were communicated through the following channels:

- City Page (distributed by email blast to approximately 1,000 subscribers and printed in The Record newspaper)
- City website (events calendar, homepage, etc.)
- Social media posts (Facebook, Twitter, Instagram)

2. About Participants

Several optional demographic questions were asked at the end of the online survey. A summary of these responses is included below. Demographic information was not collected at the open house session.





3. What We Heard: Online Survey

The online survey included a mix of ranking / priority questions and open-text questions.

Question 1: Based on their importance to you and your family, please rank (1-6) these priority activities for the new aquatics and community centre: 1=highest priority, 6= lowest priority

Activity	Overall Rank	Average Rank (out of 6)
Health and fitness	1 (highest priority)	1.80
Recreation	2	2.34
Learning a new skill	3	3.90
Care and play for children	4	4.12
Socializing with family and friends	5	4.18
Competitive sports	6 (lowest priority)	4.44

Question 2: Based on their importance to you, please rank these principles for the new aquatics and community centre: 1=highest priority, 6= lowest priority

Principle	Overall Rank	Average Rank (out of 6)
Accessibility	1 (highest priority)	2.64
Flexibility	2	3.01
Sustainability	3	3.22
Social connectivity	4	3.73
Inclusivity	5	3.81
Connectivity to nature	6 (lowest priority)	4.36

Question 3: In 20 years, the new aquatics and community centre will be known as (please rank from 1-6): 1=highest priority, 6= lowest priority

Place	Overall Rank	Average Rank (out of 6)
A place for recreation	1 (highest priority)	2.41
A place for well-being	2	2.56
A place for sport	3	3.56
A place where the community gathers	4	3.80
A place for learning	5	3.91
A place for creativity	6 (lowest priority)	4.80

Question 4: What about the proposed space has the most impact for you?

This was an open-text question, with a total of 182 responses. The key themes heard in this question include:

Theme	Number of Mentions
Gym / fitness area / fitness	41
Pool / swimming	36
Design / look and feel / new / upgraded / clean / light / openness	30
Community / social aspects / a place for all ages	18
Swim lessons / classes / programming	15
Health / wellbeing	14
Range of offerings / activities	13
Space for families / children	12
Accessibility / all abilities	10
Competitive swimming / swim club	10
Inclusion / welcoming space	9
Swimming lanes / more lanes	8
Loss of recycling depot in this location	7

Note: Some comments included more than one theme and therefore have been counted more than once. For example, if a single respondent mentioned both the pool and fitness area, their comment was counted in the gym/fitness area theme and also in the pool/swimming theme.

Question 5: What is your favourite story, memory or experience from the Centennial Community Centre and/or the Canada Games Pool?

This was an open-text question, with a total of 147 responses. The key themes heard in this question include:

Memories related to...	Number of Mentions
Learning to swim / swim lessons / watching my kids learn to swim / kids swim lessons / generations of swim lessons (myself and then my kids/grandkids/nieces/nephews)	48
Swimming / the pool	26
Making friends / spending time with friends / connecting with others / community	15
Staff / teachers / instructors	12
Kids birthday parties / parties	11
Swim meets / competition / competing / swim club	9

Dance classes / learning to dance	7
Diving / diving boards / diving platforms	5
Mom and baby programs	4
Waterslide	4
Lifeguard training / child taking lifeguard training	4

Note: Some comments included more than one theme and therefore have been counted more than once.

Question 6: Please finish this sentence: The new aquatics and community centre will be a place where I will go to...

This was an open-text question, with a total of 219 responses. The key themes heard in this question include:

Theme	Number of Mentions
Swim	60
Work out / lift weights / exercise / use the gym	58
Get or stay fit / increase or maintain fitness / increase or maintain health / be active	51
Socialize / spend time with family / spend time with friends / connect with community / make friends / meet people	46
Take classes / lessons / programs / aquafit / course	19
Relax / rejuvenate / recharge	16
Have fun	14
Play/practice sports / pickle ball / badminton	11
Learn something new / develop / grow	11
Train / compete / swim meets / watch competitions	10

Note: Some comments included more than one theme and therefore have been counted more than once.

Question 7: Anything else you would like to share?

This was an open-text question, with a total of 93 responses (comments of “no” or “N/A” were not counted). Many of the responses to this question were related to the facility design, programming or were otherwise not related to the naming process, and these responses were not analyzed for this summary report.

For responses that were related to naming, the following themes have been identified:

- Participants who don’t support an Indigenous name for the facility
- Participants who do support an Indigenous name

- Participants who want to keep the current name (Canada Games Pool)
- Participants who suggested a specific name for the new facility
- Participants who suggested keeping the name simple

What We Heard: Open House

The January 14, 2020 open house included a variety of interactive activities for participants to provide input. Various elements at the open house included:

- An information/slide show displaying on repeat with visuals and a description of the facility
- A facilitated table conversation on the topic of “What is important in a name?” and “What do you imagine yourself doing here?” with a graphic facilitator capturing the conversation visually
- A word cluster station, where participants chose the five words that best describe how they see themselves using the new centre
- A collage station where children and families were invited to select photos that reflected their experiences and feelings about the facility

The following two images were developed by the graphic facilitator and relate to the discussion about “What do you imagine yourself doing here?” and “What’s important in a name?”

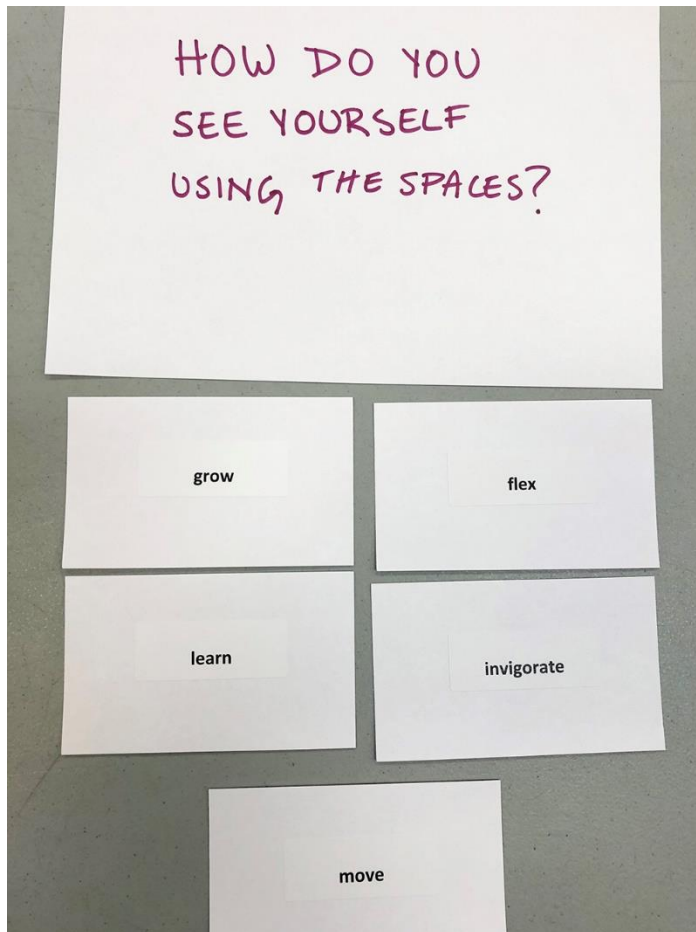




At the word cluster station, the following words were selected by multiple participants:

Words chosen by five participants	move, participate
Words chosen by four participants	live, train, relax, socialize, connect, compete
Words chosen by three participants	experience, interact, inspire, belong, succeed, meet, grow, learn, invigorate, celebrate, develop, support
Words chosen by two participants	thrive, play, flex, become, practice

The following image is an example of a word cluster response:



The following image is a word cloud developed from the word cluster results:



The following image is the completed collage of pictures that participants selected:



4. Next Steps

The Joint Naming Advisory Panel will consider the input received through the public engagement process, and will work to develop a suggested name for the new facility. In the coming months, the panel's name suggestion and a summary report about the panel

process will be delivered to New Westminster City Council, along with this summary report of public engagement input. Council will then make the final decision about what the name of the new aquatics and community centre will be.