



## REGIONAL RECREATION COMMITTEE

WEDNESDAY, OCTOBER 26, 2011

5:00 PM – CVRD BOARD ROOM – 175 INGRAM STREET

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### REGIONAL RECREATION COMMITTEE:

Director T. McGonigle, Chair  
Director G. Giles, Vice-Chair  
Director T. Walker  
Director B. Harrison  
Director R. Hutchins



**C·V·R·D**

## **MEETING CONDUCT**

The CVRD is committed to fostering a safe, respectful, orderly environment for the public to observe its local government meetings. Adherence to following code of conduct will help us meet that commitment:

1. Respect will be shown to other members of the public, the Board and staff;
2. Individuals will refrain from disruptive behavior impeding the proceedings or other disorderly conduct;
3. Directives of the Chair will be complied with in a prompt and orderly fashion;
4. Questions and comments during delegations and question period will be made at the appropriate time.

**Failure to comply with this code of conduct may result in your expulsion from this facility in accordance with Section 133 of the *Community Charter*.**



SR1

## STAFF REPORT

### REGIONAL RECREATION COMMITTEE MEETING OF OCTOBER 26, 2011

**DATE:** October 13, 2011.  
**FROM:** Jacob Ellis, Manager, Corporate Planning  
**SUBJECT:** Regionally Significant Recreation Facilities Usage Study

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#### **Recommendation/Action:**

That it be recommended that the results of the Regionally Significant Recreation Facilities Usage Survey be presented to the Regional Services Committee on November 23, 2011.

#### **Relation to the Corporate Strategic Plan:**

The Corporate Strategic Plan specifies, as a priority, the development of a long term recreation funding strategy for the region.

**Financial Impact:** (Reviewed by Finance Division: n/a)

n/a

#### **Background**

At its regular meeting of January 12, 2011, the Board approved moving ahead with retaining the services of a consultant to carry out a usage study of certain regionally significant recreation facilities. This reason for undertaking this study was to produce a report with statistically valid user figures could provide useful information that could further the work on developing an improved recreation funding model for the Region.

This study is now complete and a draft report attached for review by the committee.

Submitted by

A handwritten signature in black ink, appearing to read "Jacob Ellis".

Jacob Ellis, Manager  
Corporate Planning

Attachment

**Cowichan Valley  
Regional District**

**Draft 2011  
Recreation Facility Use  
Analysis**

August 13th, 2011

**Professional  
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Recreation  
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P E R C

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## Introduction

In February 2011 PERC was retained by the Cowichan Valley Regional District to undertake an independent analysis of the geographic residency of the users of specific public recreation facilities that are supported by CVRD taxpayers. The information was requested by the CVRD Board as part of an investigation about funding alternatives for recreation facilities. However, the information will also be useful to various facility managers who may use it to support management and marketing decisions.

PERC has completed that assignment and is pleased to present the results in this report. It is hoped that the information will be useful in its own right, and that the methodology will also be helpful for future attempts to repeat the analysis on a periodic basis.

## Deliverables

The final report will be delivered as an electronic document suitable for printing as well as a searchable electronic database for more flexible future use.

The report includes:

- In percentage terms, a statistically reliable breakdown of users of regionally significant recreation facilities by area of residency, with a level of confidence averaging +/- 5% nineteen times out of twenty;
- The regionally significant facilities include two aquatic facilities, four ice arenas, Cowichan Sportsplex sports fields, five community centres, and the Cowichan Theatre;
- The areas of residency will include four incorporated municipalities and nine electoral areas all within the Cowichan Valley Regional District, as well as the percentage of users that come from outside the regional district;

The user data is analyzed at a postal code level and postal codes is attributed to a geographic member of the CVRD (or "other" designation). These geographic areas consist of Electoral Areas A – Mill Bay/Malahat, B – Shawnigan Lake, C – Cobble Hill, D – Cowichan Bay, E – Cowichan Station/Sahtlam/Glenora, F – Cowichan Lake South/Skutz Falls, G – Saltair/Gulf Islands, H – North Oyster/Diamond, I – Youbou/Meade Creek, the City of Duncan, Municipality of North Cowichan, Town of Ladysmith, and Town of Lake Cowichan. Where uncertainty existed regarding the geographic location of a postal code, the full street address was used.

The data base is provided in Microsoft Excel format with one worksheet for each of the categories; namely aquatics, arenas, sportsfields, community centres, and Cowichan Theatre. In each sheet there will be a breakdown by facility where there is more than one facility in that category (e.g. aquatics, arenas, and community centres).

## Methodology

While the consultants were asked to analyze use at nine recreation facilities, arenas were separated from community centre spaces at the Kerry Park, Island Savings Centre and Cowichan Lake facilities, and the pool use was separated from the community centre spaces at the Frank Jameson Community Centre. Therefore, there are a total of thirteen separate facility analyses in this report.

Typically, a recreation facility has three modes of use; namely

- Drop in uses – where a patron makes a decision on a use-by-use basis to use the facility, and often pays a user fee to use a facility during a public use session;
- Program uses – where a user typically pre-commits, through a registration process, to a series of uses, usually involving some form of instruction, and then attends for most or all of those programmed uses;
- Rental uses – where a group or individual rents a space or a portion of a space and then controls the uses and users of that rented space for the period of the rental.

In the case of the two public swimming pools in the scope of this study, all three modes of use apply in significant portions. In the case of the four arena facilities, the vast majority of use is in the rental category, with some program data and incidental drop in use (not measured in this case). For sport fields, the vast majority of use relates to the rental category, with some drop in use. The majority of the community centre use and Cowichan Theatre are scheduled programs with very few rental uses

Based on the three modes of use, three types of data were collected using three separate techniques.

### ***Pool and Sportsplex User Survey***

Since the pools and Sportsplex enjoy a significant amount of drop in use, it was decided that public drop in users would be sampled and each would be asked to provide their residential address. A variety of days of the week and times of day were chosen at each pool in consultation with the facility staff where there was space available in the pool for drop in use. In addition, the Sportsplex dates were scheduled for times where the track was available and when the operators felt drop in users would be using the facilities. Researchers (i.e. students in the recreation and tourism program at Vancouver Island University and for the Sportsplex the researchers were supported by volunteers from the Sportsplex) were assigned to each of the identified sessions. They set up a large sign that illustrated what they were doing (see *Appendix A*) and approached all parties as they exited the building, asking three questions:

1. How many members of the party used the facility (i.e. changed into a bathing suit or used equipment in the associated fitness centre in a pool facility, or came to the site for a drop use of the Sportsplex),
2. How many of those used the facility for drop in use (i.e. a use that was not part of a registered program or group rental),
3. The detailed residential address of the party.

The researchers found that they were able to approach the vast majority of parties leaving the facility. They missed approaching about 10% of the parties during particularly busy periods, which equated to less than 3% of parties missed overall. The vast majority of parties that were approached agreed to answer all three questions. About 10% declined to participate, primarily due to lack of time.

The list of sessions during which users were surveyed is included in *Appendix A*.

There is no reason to indicate that the survey period during March, April and May of 2011, is atypical of users or uses during other months of that year. There is also no reason to assume that the year 2011 is atypical of recent years. Therefore, the consultants believe that this methodology, which solicits residency from a large sample of facility users from each pool and the Sportsplex, is quite valid and reliably represents all drop-in users of each pool and the Sportsplex site.

Analysis of use of each pool's operating format indicates that drop in use represents about 50% of all use; with program uses representing a further 40% and rentals representing the final 10% of all uses. This is consistent with both pools, and is quite consistent with BC's public indoor pools. Analysis of use of the Sportsplex indicates that drop in use represents about 10% of all use with rentals being 90% of all uses.

### ***Program Registration Database***

The jurisdictions operating the facilities within this study utilize a sophisticated program registration system called CLASS. This system records and reports on all registrations and registrants including their detailed address. Therefore, this information is available in report form and can be sorted by facility and session.

For the four arenas, two pools, five community centres and the Cowichan Theatre the CLASS data was extracted and analyzed from these databases. All programs for the calendar year 2010 were used in the analysis.

For the pools that information was used to determine breakdown by residency of the 40% of all pool uses that relate to program uses. For arenas, it was used to determine the 10% of all uses associated with this category of use. For the remaining facilities the percentages varied.

### ***User Group Membership Lists***

All significant user groups that rented the Sportsplex, arenas, pools, community centres or Cowichan Theatre were identified by the respective facility staff. Each was requested to provide a list of all members along with the residential address for each member. This proved to be a somewhat more involved process than it was first thought, as many groups either did not have, or were in the process of updating their lists. Repeated attempts were made to solicit all significantly sized groups to the point where information was obtained from any groups that were of significant size. These lists were then formatted by the consultant in a manner where addresses could be categorized into areas of residency and checked.

The information was then used to provide 90% of field use and arena use analysis, 10% of pool use, and varying percentages for the remaining facilities.

Overall, information was received from 68 user groups which collectively represented 12,378 members of groups that used indoor pools, arenas, community centres, theatre and sportfields.

## **Non Resident Use**

The first thing the consultants did was determine the percentage of uses that came from outside the Regional District for each facility. That information was gleaned from all three data sources and is summarized in the **Figure One**. The consultants then multiplied the out-of-district percentage use by the proportion of use for each facility by each mode of use to properly weight each mode of use so they can be added to determine the total percentage of out of district uses per facility. This is presented in **Figure Two**.



**Figure One**  
**Percentage of Out-of-district Use per Facility and Mode of Use**

Facility/Mode of Use	Drop-in	Program	Rental
Cowichan Aquatic Centre	5.6%	0.4%	3.5%
Cowichan Lake Sports Arena		39.2%	1.7%
Cowichan Lake Other Spaces		9.8%	0.0%
Cowichan Sportsplex	2.8%		2.2%
Cowichan Theatre		8.0%	0.8%
FJCC Community Spaces *		7.1%	62.5%
FJCC Pool	8.2%	11.8%	6.7%
Fuller Lake Arena **		2.8%	4%
ISC Arena		0.8%	3.7%
ISC Community Spaces		2.8%	4.2%
Kerry Park Other Spaces		0.2%	1.4%
Kerry Park Arena		1.7%	4.1%
Shawnigan Lake		0.9%	2.9%

\*Frank Jameson Community Centre rental group information was from a small data base which influences the percentage of out-of-district uses by a small number of people. However, when the proportionate use weighting is applied in **Figure Two**, it mitigates the apparently large number.

\*\*Fuller Lake Arena rental information is based upon the Cowichan Valley Minor Hockey Association which is deemed by the operator to be representative of all Fuller Lake Arena Uses.

**Figure Two**  
**Weighted Percentage of Proportionate Out-of-district Uses**

Facility/Mode of Use	Drop-In	Program	Rental	Total
Cowichan Aquatic Centre	2.8%	0.2%	0.3%	3.3%
Cowichan Lake Sports Arena		3.9%	1.5%	5.4%
Cowichan Lake Other Spaces		1.0%	0.0%	1.0%
Cowichan Sportsplex	0.3%		2.0%	2.3%
Cowichan Theatre		7.6%	0.0%	7.6%
FJCC Community Centre Spaces		6.8%	3.1%	9.9%
FJCC Pool	4.1%	4.7%	0.7%	9.5%
Fuller Lake Arena *		0.3%	3.6%	3.9%
ISC Arena		0.1%	3.3%	3.4%
ISC Community Spaces		1.4%	2.1%	3.5%
Kerry Park Other Spaces		0.1%	0.9%	1.0%
Kerry Park Arena		0.2%	3.7%	3.9%
Shawnigan Lake		0.8%	0.3%	1.1%

The use of facilities by non residents obviously varied a great deal by facility and by mode of use. The consultants then took those non resident uses out of the usage databases along with the uses with unknown addresses including post office boxes only and used only local CVRD residents to

determine where in the Regional District each use came from. The remainder of this report deals only with resident uses of the 13 facilities.

## Analysis of Pool Use

The use of the two aquatic venues was calculated and analyzed as follows in the next two subsections. All three categories of use were used to derive usage in each case.

### Cowichan Aquatic Centre

The Cowichan Aquatic Centre is located in the Municipality of North Cowichan and is funded largely by property tax subsidy and revenues generated by the facility including public admissions. The following data and discussion identify current proportional usage.

Usage for the Cowichan Aquatic Centre is summarized in the next three figures. The raw data (representing uses) is used to start the analysis is summarized in **Figure Three**. The first row represents the actual number of drop in swims recorded by the survey teams in the sample survey conducted in March 2011. The second row represents the number of uses a resident of each jurisdiction made in the program category for a program based at Cowichan Aquatic Centre. The third row represents the number of members of all groups that rented space at Cowichan Aquatic Centre that reside in each of the jurisdictions.

**Figure Three**  
Summary of Raw Usage Data at Cowichan Aquatic Centre

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	2	11	24	12	41	33	3	4	5			32	10	288	465
Program Registration	232	187	64	391	1750	414	2	146	77	183	70	56	89	10379	14040
Group Rental	3	9	6	7	3	5	1				1			47	82

In order to use the raw data in **Figure Three**, it is first turned into percentages. That is done in **Figure Four**.

**Figure Four**  
Raw Usage Data for Cowichan Aquatic Centre in Percentage Terms

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.4%	2.4%	5.2%	2.6%	8.8%	7.1%	0.6%	0.9%	1.1%	0.0%	0.0%	6.9%	2.2%	61.9%	100.0%
Program Registration	1.7%	1.3%	0.5%	2.8%	12.5%	2.9%	0.0%	1.0%	0.5%	1.3%	0.5%	0.4%	0.6%	73.9%	100.0%
Group Rental	3.7%	11.0%	7.3%	8.5%	3.7%	6.1%	1.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	57.3%	100.0%

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents all program registration uses, and the third row represents only a percentage of members, not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .5 to indicate that public drop-in uses make up 50% of total facility uses. The second row percentages are multiplied by .4 to indicate that programs represent another 40% of total facility uses. And, the third row percentages are multiplied by .1 to represent the fact that group rentals constitute only 10% of all annual facility uses. The resultant proportions represent the correct "weight" of each row, and therefore, can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Five* shows that final analysis. Only *Figure Five* can be used as a basis for determining the residency of uses of this facility.

**Figure Five**  
**Proportion of All Cowichan Aquatic Centre Uses from Each Jurisdiction**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.2%	1.2%	2.6%	1.3%	4.4%	3.5%	0.3%	0.4%	0.5%	0.0%	0.0%	3.4%	1.1%	31.0%	50.0%
Program Registration	0.7%	0.5%	0.2%	1.1%	5.0%	1.2%	0.0%	0.4%	0.2%	0.5%	0.2%	0.2%	0.3%	29.6%	40.0%
Group Rental	0.4%	1.1%	0.7%	0.9%	0.4%	0.6%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	5.7%	10.0%
Totals	1.2%	2.8%	3.5%	3.3%	9.8%	5.3%	0.5%	0.8%	0.8%	0.5%	0.3%	3.6%	1.3%	66.3%	100.0%

### *Frank Jameson Pool*

The Frank Jameson Pool raw data (representing uses) is used to start the analysis and is summarized in *Figure Six*. The first row represents the actual number of drop in swims recorded by the survey teams in the sample survey conducted in March and April of 2011. The second row represents the number of times a resident of each jurisdiction registered for a program based at the Frank Jameson pool, not the number of program uses. The third row represents the number of members of all groups that rented space at the Frank Jameson Pool and their residential jurisdictions.

**Figure Six**  
**Summary of Raw Usage Data at Frank Jameson Pool**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey					1	2			47	46			328	51	475
Program Registration	9	73	9	223	34	117	33		478	672		165	5703	915	8431
Group Rental									1	3			22	2	28

In order to use the raw data in *Figure Six*, it is first turned into percentages. That is done in *Figure Seven*.

**Figure Seven**  
**Summary of Raw Usage Data for Frank Jameson Pool in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%	9.9%	9.7%	0.0%	0.0%	69.1%	10.7%	100.0%
Program Registration	0.1%	0.9%	0.1%	2.6%	0.4%	1.4%	0.4%	0.0%	5.7%	8.0%	0.0%	2.0%	67.6%	10.9%	100.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	10.7%	0.0%	0.0%	78.6%	7.1%	100.0%

But the raw percentages are not usable as the first row represents only a sample of uses, the second row represents program registrations rather than uses, and the third row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .5 to indicate that public uses make up 50% of total facility uses. The second row percentages are multiplied by .4 to indicate that programs represent another 40% of total facility uses. And, the third row percentages are multiplied by .1 to represent the fact that group rentals constitute only 10% of all annual facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Eight* shows that final analysis. Only *Figure Eight* can be used as a basis for determining residency of uses.

**Figure Eight**  
**Proportion of Frank Jameson Pool Uses from Each Jurisdiction**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	4.9%	4.8%	0.0%	0.0%	34.5%	5.4%	50.0%
Program Registration	0.0%	0.3%	0.0%	1.1%	0.2%	0.6%	0.2%	0.0%	2.3%	3.2%	0.0%	0.8%	27.1%	4.3%	40.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%	0.0%	0.0%	7.9%	0.7%	10.0%
Total	0.0%	0.3%	0.0%	1.1%	0.3%	0.8%	0.2%	0.0%	7.6%	9.1%	0.0%	0.8%	69.4%	10.4%	100.0%

## Analysis of Arena Use

There are four arenas in the study area. The vast majority of all uses in these arenas are attributed to group rentals. Since the small number of programmed uses was relatively easy to collect, it is also added to the analysis. However, for the relatively few drop in uses, it was not cost effective to survey them to determine the area of residency for these users.

There are three minor hockey associations which use the four arenas, two of which use multiple arenas, Lake Cowichan Sports Arena and one other. Due to the high usage by minor hockey these associations were identified separately from other arena rental groups in the residency use calculation. The associations were included in the 90% use of the arena by renter groups. The residency of the minor hockey associations is presented in each figure showing the raw data of each arena below.

### *Cowichan Lake Sports Arena*

Cowichan Lake Sports Arena has three minor hockey associations using the arena in addition to other group rentals. The Cowichan Lake Sports Arena summary of raw renter group usage data is summarized in **Figure Nine**.

**Figure Nine**  
**Cowichan Lake Sports Arena Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Uses		24			30		12			6	11	41		49	173
Cowichan Valley Minor Hockey Rentals	77	274	110	50	175	176	7	12	97	53	3	30	442	1598	3104
KP Minor Hockey Assoc. Rentals	69	128	40	27	1								1		266
LCD Minor Hockey Assoc. Rentals						1	14				13	90		5	123
Rentals by Other Groups	1			1		1			1		10	2	5	3	24

In order to use the raw data in **Figure Nine**, it is first turned into percentages. That is done in **Figure Ten**.

**Figure Ten**  
**Cowichan Lake Sports Arena Minor Hockey Raw Usage Data Adjusted to Percentage of Use**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.0%	13.9%	0.0%	0.0%	17.3%	0.0%	6.9%	0.0%	0.0%	3.5%	6.4%	23.7%	0.0%	28.3%	100.0%
Group Rental Cowichan Valley Minor Hockey	2.5%	8.8%	3.5%	1.6%	5.6%	5.7%	0.2%	0.4%	3.1%	1.7%	0.1%	1.0%	14.2%	51.5%	100.0%
Group Rental Lake Cowichan Minor Hockey	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	11.4%	0.0%	0.0%	0.0%	10.6%	73.2%	0.0%	4.1%	100.0%
Group Rental Kerry Park Minor Hockey	25.9%	48.1%	15.0%	10.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	100.0%
Group Rental Other	4.2%	0.0%	0.0%	4.2%	0.0%	4.2%	0.0%	0.0%	4.2%	0.0%	41.7%	8.3%	20.8%	12.5%	100.0%

But the raw percentages are not usable as the first row represents only a sample of uses and rows two, three, four and five represent the number of members of all groups that rented ice that reside in each of the jurisdictions. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. Row one is multiplied by .1 representing 10 % of the arena use. Rows two, three, four and five are multiplied first by .9 representing 90% of arena use. Then multiplied by percentage of hours of use per renter group; row two by .305, row three by .1127, row four by .338 and row five by

.249. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Eleven** shows that final analysis. Only **Figure Eleven** can be used as a basis for determining residency of uses.

**Figure Eleven**  
**Proportion of Cowichan Lake Sports Arena Uses from Each Jurisdiction**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.0%	1.4%	0.0%	0.0%	1.7%	0.0%	0.7%	0.0%	0.0%	0.3%	0.6%	2.4%	0.0%	2.8%	10.0%
Group Rental Lake Cowichan Minor Hockey	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.1%	0.0%	0.0%	0.0%	2.9%	20.1%	0.0%	1.1%	27.5%
Group Rental Cowichan Valley	0.3%	0.9%	0.4%	0.2%	0.6%	0.6%	0.0%	0.0%	0.3%	0.2%	0.0%	0.1%	1.4%	5.2%	10.1%
Group Rental Kerry Park Minor Hockey	7.9%	14.6%	4.6%	3.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	30.4%
Group Rental Other	0.9%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	9.3%	1.9%	4.7%	2.8%	22.4%
Total Use	9.1%	16.9%	4.9%	4.2%	2.4%	1.7%	3.8%	0.0%	1.3%	0.5%	12.9%	24.4%	6.2%	12.0%	100.4%*

\* Rounding error results in a total not exactly equal to 100%

### **Fuller Lake Arena**

The Fuller Lake Arena group rental information submitted was for the Cowichan Valley Minor Hockey Association (CVMHA) only. Although other group renters consist of almost 50% of the arena use, the facility operator has indicated that due to the large and diverse membership of the CVMHA that its membership could be used to represent all group renters at Fuller Lake arena. The raw usage data for the Fuller Lake Arena is represented in **Figure Twelve**

**Figure Twelve**  
**Fuller Lake Arena Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	12	35	41		11	36	6		71			12	155	307	686
Group Rental CVMHA	77	274	110	50	175	176	7	12	97	53	3	30	442	1598	3104

In order to use the raw data in **Figure Twelve**, it is first turned into percentages. That is done in **Figure Thirteen**.

**Figure Thirteen**  
**Fuller Lake Arena Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	1.7%	5.1%	6.0%	0.0%	1.6%	5.2%	0.9%	0.0%	10.3%	0.0%	0.0%	1.7%	22.6%	44.8%	100.0%
Group Rental	2.5%	8.8%	3.5%	1.6%	5.6%	5.7%	0.2%	0.4%	3.1%	1.7%	0.1%	1.0%	14.2%	51.5%	100.0%

But the raw percentages are not usable as the first row represents program registrations rather than uses, and the second row represents only a percentage of members rather than uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses.

In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that programs account for only 10% of total facility uses. The second row is multiplied by .9 to indicate that represent the remaining 90% of total facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Fourteen** shows that final analysis. Only **Figure Fourteen** can be used as a basis for determining the residency of users.

**Figure Fourteen**  
**Proportion of All Fuller Lake Arena Uses from All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.2%	0.5%	0.6%	0.0%	0.2%	0.5%	0.1%	0.0%	1.0%	0.0%	0.0%	0.2%	2.3%	4.5%	0.1
Group Rental	2.2%	7.9%	3.2%	1.4%	5.1%	5.1%	0.2%	0.3%	2.8%	1.5%	0.1%	0.9%	12.8%	46.3%	0.9
Total	2.4%	8.5%	3.8%	1.4%	5.2%	5.6%	0.3%	0.3%	3.8%	1.5%	0.1%	1.0%	15.1%	50.8%	100%

### **Kerry Park Arena**

The Kerry Park Arena is used by only one minor hockey association. So, the analysis of its use is reasonably straightforward. The raw data summarizing the uses are included in **Figure Fifteen**.



**Figure Fifteen**  
**Kerry Park Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	224	633	199	137	1	4							4	17	1219
Group Rental KP Minor Hockey	69	128	40	27	1								1		266
Group Rental Non Minor Hockey	44	87	39	18	3	5						3		29	228

In order to use the raw data in *Figure Fifteen*, it is first turned into percentages. That is done in *Figure Sixteen*.

**Figure Sixteen**  
**Kerry Park Arena Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	18.4%	54.9%	16.3%	11.2%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.4%	100.0%
Group Rental Minor Hockey	25.9%	48.1%	15.0%	10.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	100.0%
Group Rental Non Minor Hockey	19.3%	38.2%	17.1%	7.9%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	12.7%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second and third row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility (which is total use minus drop in use), they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that public program uses make up 10% of facility uses. The second and third row are multiplied first by .9 to indicate that group rentals represent the remaining 90% of facility uses and then by the proportion of rental use that group has in this case being 55.63% and 44.37% respectively. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Seventeen* shows that final analysis. Only *Figure Seventeen* can be used as a basis for determining the residency of uses.

**Figure Seventeen**  
**Proportion of All Kerry Park Arena Uses from All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	1.8%	5.2%	1.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	10.0%
Group Rental KP Minor Hockey	13.0%	24.1%	7.5%	5.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	50.1%
Group Rental Other	7.7%	15.2%	6.8%	3.2%	0.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	5.1%	39.9%
Total	22.5%	44.5%	16.0%	9.4%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	5.2%	100%

### *Island Savings Centre*

Use of the ice surface at the Island Savings Centre is also quite straightforward. The Raw Usage Data is summarized in *Figure Eighteen*.

**Figure Eighteen**  
**Island Savings Centre Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	36	116	48	33	160	261	9	20	5			40	8	818	1554
Group Rental Minor Hockey	77	274	110	50	175	176	7	12	97	53	3	30	442	1598	3104
Group Rental Non Minor Hockey	11	15	22	19	103	68	4	2	7	3	2	22	11	431	720

In order to use the raw data in *Figure Eighteen*, it is first turned into percentages. That is done in *Figure Nineteen*.

**Figure Nineteen**  
**Island Savings Centre Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	2.3%	7.5%	3.1%	2.1%	10.3%	16.8%	0.6%	1.3%	0.3%	0.0%	0.0%	2.6%	0.5%	52.6%	100.0%
Group Rental Minor Hockey	2.5%	8.8%	3.5%	1.6%	5.6%	5.7%	0.2%	0.4%	3.1%	1.7%	0.1%	1.0%	14.2%	51.5%	100.0%
Group Rental Non Minor Hockey	1.5%	2.1%	3.1%	2.6%	14.3%	9.4%	0.6%	0.3%	1.0%	0.4%	0.3%	3.1%	1.5%	59.9%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second and third row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility (which is total use minus drop in use), they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that program uses make up 10% of facility uses. The second and third row are multiplied first by .9 to indicate that group rentals represent the remaining 90% of facility uses and then by the proportion of rental use that group has in this case being 46.27% and 53.73% respectively. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Twenty* shows that final analysis. Only *Figure Twenty* can be used as a basis for determining the residency of uses.

**Figure Twenty**  
**Proportion of All Island Savings Centre Arena Uses from All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.2%	0.7%	0.3%	0.2%	1.0%	1.7%	0.1%	0.1%	0.0%	0.0%	0.0%	0.3%	0.1%	5.3%	10.0%
Group Rental CVMHA	1.0%	3.7%	1.5%	0.7%	2.3%	2.4%	0.1%	0.2%	1.3%	0.7%	0.0%	0.4%	5.9%	21.4%	41.6%
Group Rental Non Minor Hockey	0.7%	1.0%	1.5%	1.3%	6.9%	4.6%	0.3%	0.1%	0.5%	0.2%	0.1%	1.5%	0.7%	28.9%	48.4%
Total	2.0%	5.4%	3.3%	2.2%	10.3%	8.6%	0.4%	0.4%	1.8%	0.9%	0.2%	2.1%	6.7%	55.6%	100%

## Analysis of Sport Field Use

The Cowichan Sportsplex is operated by a not for profit society with the majority of the fields allocated to groups. There is non-scheduled access to the running track, fields, fitness circuit and amenities when not rented and therefore a drop-in survey was conducted for this facility. The drop in use is affected by both special events and the weather and therefore drop-in use varies significantly from day to day. In addition fields are closed during periods of inclement weather including frost, snow, or significant rain resulting in either unsafe conditions or damage to the fields. The vast majority of use at the Cowichan Sportsplex is by group rentals, estimated at 90% of overall use with 10% being drop-in use. *Figure Twenty-One* presents the raw user data from the survey and the membership list provided by the rental groups.

**Figure Twenty-One**  
**Sportsplex Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	14	16	14	16	67	28	2	33	2	1	1	5	2	29	498
Group Rental	94	21	12	12	14	16	4	15	31	12	11	35	30	73	172
		1	2	5	7	4	15							2	9

In order to use the raw data in *Figure Twenty-One* it is first turned into percentages. That is done in *Figure Twenty-Two*.

**Figure Twenty-Two**  
**Sportsplex Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	2.8%	3.2%	2.8%	3.2%	13.5%	5.6%	0.4%	6.6%	0.4%	0.2%	0.2%	1.0%	0.4%	59.6%	100.0%
Group Rental	5.4%	12.2%	7.1%	7.2%	8.5%	9.5%	0.9%	0.0%	1.8%	0.7%	0.6%	2.0%	1.7%	42.3%	100.0%

But the raw percentages are not usable as the first row represents a random sample of drop in uses, and the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .1 to indicate that public drop-in uses make up 10% of

facility uses. The second row percentages are multiplied by .9 to indicate that group rentals represent the remaining 90% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Twenty-Three* shows that final analysis. Only *Figure Twenty-Three* can be used as a basis for determining the residency of uses.

**Figure Twenty-Three**  
**Proportion of All Sportsplex Uses from All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
User Survey	0.3%	0.3%	0.3%	0.3%	1.3%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%	6.0%	10.0%
Group Rental	4.9%	11.0%	6.4%	6.5%	7.7%	8.3%	0.8%	0.0%	1.6%	0.6%	0.6%	1.8%	1.6%	38.1%	90.0%
Total	5.2%	11.3%	6.6%	6.8%	9.0%	9.1%	0.8%	0.7%	1.7%	0.6%	0.6%	1.9%	1.6%	44.1%	100.0%

## Analysis of Use of the Cowichan Theatre

The vast majority of use for the Cowichan Theatre is through programs (i.e. ticket sales) of which the theatre has a record of the addresses and number of times participants attended the theatre. This data is accurate and reliable. The rental use data is limited to one group with several uses. While this appears to bias the data, the proportionate usage factor of 95% for programs and 5% for rental groups properly positions the small rental data set and the consultants are confident that the proportionate use represented by *Figure Twenty-four* is representative of the user residency profile of CVRD users. As noted earlier, a significant portion of Theatre use comes from residents outside the CVRD.

*Figure Twenty-Four* presents the raw user data from the program and the membership lists.

**Figure Twenty-Four**  
**Cowichan Theatre Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	802	1105	1499	966	1422	1087	110	147	248	95	59	528	400	8980	17448
Group Rental	1	4	3	6	13	10	1						2	80	120

In order to use the raw data in *Figure Twenty-Three* it is first turned into percentages. That is done in *Figure Twenty-Five*.

**Figure Twenty-Five**  
**Cowichan Theatre Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	4.6%	6.3%	8.6%	5.5%	8.1%	6.2%	0.6%	0.8%	1.4%	0.5%	0.3%	3.0%	2.3%	51.5%	100.0%
Group Rental	0.8%	3.3%	2.5%	5.0%	10.8%	8.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	66.7%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .95 to indicate that program uses make up 95% of facility uses. The second row percentages are multiplied by .05 to indicate that group rentals represent the remaining 5% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Twenty-Six* shows that final analysis. Only *Figure Twenty-Six* can be used as a basis for determining the residency of uses.

**Figure Twenty-Six**  
**Proportion of All Cowichan Theatre from all Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	4.4%	6.0%	8.2%	5.3%	7.7%	5.9%	0.6%	0.8%	1.4%	0.5%	0.3%	2.9%	2.2%	48.9%	95.0%
Group Rental	0.0%	0.2%	0.1%	0.3%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.3%	5.0%
Total	4.4%	6.2%	8.3%	5.5%	8.3%	6.3%	0.6%	0.8%	1.4%	0.5%	0.3%	2.9%	2.3%	52.2%	100.0%

## Analysis of Use of Community Centres

The community centres consist of multiuse spaces and curling rinks which are primarily used for programs and available for some rental activities. Each community centre has a different profile and tends to serve the immediate area for programs and a wider audience for rental activities.

### Cowichan Lake Sports Arena (Non-Ice Arena Use)

The Cowichan Lake Recreation Centre (i.e. all non-arena spaces within the Cowichan Lake Sports Centre) includes multiuse space and a curling rink. The curling rental groups have high use of the curling rink. The program use of the centre has a broader audience and fewer uses. The proportionate use, 80% group rentals and 20% program, allocated to this facility is different than the other community centres due to the curling rink. The consultants are confident this is representative of the use. Figure *Twenty-Seven* summarizes all raw uses for which data was available.

**Figure Twenty-Seven**  
**Cowichan Lake Sports Arena Facility Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	8	8	4		16	4	43	12			34	29	5	8	43
Group Rental							10	1			9	40		3	63

In order to use the raw data in *Figure Twenty-Seven* it is first turned into percentages. That is done in *Figure Twenty-Eight*.

**Figure Twenty-Eight**  
**Cowichan Lake Sports Arena Facility Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	1.9%	1.9%	0.9%	0.0%	3.7%	0.9%	10.0%	2.8%	0.0%	0.0%	7.9%	68.3%	0.0%	1.9%	100.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	1.6%	0.0%	0.0%	14.3%	63.5%	0.0%	4.8%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total annual uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .20 to indicate that program uses make up 20% of facility uses. The second row percentages are multiplied by .80 to indicate that group rentals represent the remaining 80% of annual facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Twenty-Nine* shows that final analysis. Only *Figure Twenty-Nine* can be used as a basis for determining the residency of uses.

**Figure Twenty-Nine**  
**Proportion of all Cowichan Lake Sports Arena Facility Usage from all Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.4%	0.4%	0.2%	0.0%	0.7%	0.2%	2.0%	0.6%	0.0%	0.0%	1.6%	13.7%	0.0%	0.4%	20.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	1.3%	0.0%	0.0%	11.4%	50.8%	0.0%	3.8%	80.0%
Total	0.4%	0.4%	0.2%	0.0%	0.7%	0.2%	14.7%	1.8%	0.0%	0.0%	13.0%	64.5%	0.0%	4.2%	100.0%

### **Frank Jameson Community Centre**

The group rental data gathered for the Frank Jameson Community Centre is for one group with most of the participants living out of the CVRD resulting in minimal data. Considering the usage of the rental group and the programs the proportionate use allocation is 95% program and 5% rental group. *Figure Thirty* presents the raw user data from the program and the membership lists.

**Figure Thirty**  
**Frank Jameson Community Centre Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	14	3		43	1				780	891	14	9	6827	805	9387
Group Rental													3		3

In order to use the raw data in *Figure Thirty* it is first turned into percentages. That is done in *Figure Thirty-One*.



**Figure Thirty-One**  
**Frank Jameson Community Centre Raw Usage Date in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	8.3%	9.5%	0.1%	0.1%	72.7%	8.6%	100.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .95 to indicate that program uses make up 95% of facility uses. The second row percentages are multiplied by .05 to indicate that group rentals represent the remaining 5% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Thirty-Two* shows that final analysis. Only *Figure Thirty-Two* can be used as a basis for determining the residency of uses.

**Figure Thirty-Two**  
**Proportion of All Frank Jameson Community Centre Use in All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	7.9%	9.0%	0.1%	0.1%	69.1%	8.1%	95.0%
Group Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	5.0%
Total	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	7.9%	9.0%	0.1%	0.1%	74.1%	8.1%	100.0%

### *Island Savings Centre Community Space*

In this case, the season ticket holders to the Capitals hockey games are included within the ISC rental group data. The Island Savings Centre rents space to groups including the Cowichan Valley season ticket holders. These groups use the facility frequently resulting in a greater proportion of the use by rental groups than by program use. *Figure Thirty-Three* presents the raw user data for the Island Saving Centre Community Space from the program and the membership lists.

**Figure Thirty-Three**  
**Island Saving Centre Community Space Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	257	222	229	461	1086	591	17	34	57	39	29	154	228	4679	8083
Group Rental	24	30	40	52	174	85	5	9	9	5	9	25	13	653	1133

In order to use the raw data in *Figure Thirty-Three* it is first turned into percentages. That is done in *Figure Thirty-Four*.

**Figure Thirty-Four**  
**Island Saving Centre Community Space Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	3.2%	2.7%	2.8%	5.7%	13.4%	7.3%	0.2%	0.4%	0.7%	0.5%	0.4%	1.9%	2.8%	57.9%	100.0%
Group Rental	2.1%	2.6%	3.5%	4.6%	15.4%	7.5%	0.4%	0.8%	0.8%	0.4%	0.8%	2.2%	1.1%	57.6%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .20 to indicate that program uses make up 20% of facility uses. The second row percentages are multiplied by .80 to indicate that group rentals represent the remaining 80% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. *Figure Thirty-Five* shows that final analysis. Only *Figure Thirty-Five* can be used as a basis for determining the residency of uses.

**Figure Thirty-Five**  
**Proportion of All Island Savings Centre Community Centre Use in All Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	0.6%	0.5%	0.6%	1.1%	2.7%	1.5%	0.0%	0.1%	0.1%	0.1%	0.1%	0.4%	0.6%	11.6%	20.0%
Group Rental	1.7%	2.1%	2.8%	3.7%	12.3%	6.0%	0.4%	0.6%	0.6%	0.4%	0.6%	1.8%	0.9%	46.1%	80.0%
Total	2.3%	2.7%	3.4%	4.8%	15.0%	7.5%	0.4%	0.7%	0.8%	0.4%	0.7%	2.1%	1.5%	57.7%	100.0%

### **Kerry Park Community Centre**

The Kerry Park Community Centre includes a curling rink and multipurpose space. *Figure Thirty-Six* presents the Kerry Park Community Centre raw user data from the program and the membership lists.

**Figure Thirty-Six**  
**Kerry Park Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	1767	2090	1035	325	48	6								42	5313
Group Rental	60	73	79	13	9	8						1	1	26	270

In order to use the raw data in *Figure Thirty-Six* it is first turned into percentages. That is done in *Figure Thirty-Seven*.

**Figure Thirty-Seven**  
**Kerry Park Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	33%	39%	19%	6.1%	0.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	100.0%
Group Rental	22%	27%	29%	4.8%	3.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	9.6%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .34 to indicate that program uses make up 34% of facility uses. The second row percentages are multiplied by .64 to indicate that group rentals represent the remaining 64% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Thirty-Eight** shows that final analysis. Only **Figure Thirty-Eight** can be used as a basis for determining the residency of uses.

**Figure Thirty-Eight**  
**Proportion of all Kerry Park Usage in all Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	11.3%	13.4%	6.6%	2.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	34.0%
Group Rental	14.7%	17.8%	19.3%	3.2%	2.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	6.4%	66.0%
Total	26.0%	31.2%	25.9%	5.3%	2.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	6.6%	100.0%

### **Shawnigan Lake Community Centre**

**Figure Thirty-Nine** presents the Shawnigan Lake Community Centre raw user data from the program and the membership lists.

**Figure Thirty-Nine**  
**Shawnigan Lake Community Centre Raw Usage Data**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	1385	3658	1181	610	7	158						8	5	193	7205
Group Rental	5	100	8										2	3	118

In order to use the raw data in **Figure Thirty-Nine** it is first turned into percentages. That is done in **Figure Forty**.

**Figure Forty**  
**Shawnigan Lake Community Centre Raw Usage Data in Percentage Terms**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	19.2%	50.8%	16.4%	8.5%	0.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	2.7%	100.0%
Group Rental	4.2%	84.7%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.5%	100.0%

But the raw percentages are not usable as the first row represents program visits, but the second row represents only a percentage of members not uses. To properly determine how these percentages relate to total uses of the facility, they are multiplied by the proportion of use that each category of use makes up of the total annual facility uses. In this case, the percentage breakdowns for the first row are multiplied by .90 to indicate that program uses make up 90% of facility uses. The second row percentages are multiplied by .10 to indicate that group rentals represent the remaining 10% of facility uses. The resultant proportions can then be added to equal 100% of uses that are derived from each of the areas of residency. **Figure Forty-One** shows that final analysis. Only **Figure Forty-One** can be used as a basis for determining the residency of uses.

**Figure Forty-One**  
**Proportion of all Shawnigan Lake Usage in all Jurisdictions**

Category of Use	Electoral Area A	Electoral Area B	Electoral Area C	Electoral Area D	Duncan	Electoral Area E	Electoral Area F	First Nations	Electoral Area G	Electoral Area H	Electoral Area I	Lake Cowichan	Ladysmith	North Cowichan	Total
Program Registration	17.3%	45.7%	14.8%	7.6%	0.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	2.4%	90.0%
Group Rental	0.4%	8.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	10.0%
Total	17.7%	54.2%	15.4%	7.6%	0.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	2.7%	100.0%

## Summary

Based on the analysis above, the consultants are able to draw a number of conclusions.

1. The methodology used for this project is sufficiently valid and reliable to be used to apportion net use of aquatic centres, arenas, community centres, theatre and sportfields within the CVRD. While no data is perfect, the consultants assert that the information available and its analysis renders results which are more reliable and valid than industry standard levels of confidence. Industry standard level of confidence in survey data is plus or minus 5% nineteen times out of twenty. For this study, the combination of data sources with different

levels of reliability are complicated to combine into a cohesive confidence level. However, the overall result is almost certainly within 5% nineteen times out of twenty.

2. This means that if the methodology were repeated consistently, use by area of residency would have to shift by more than 5% for it to be reliably picked up (nineteen times out of twenty) by the process.
3. However, to put that into perspective, if an Electoral Area currently registers 6% of use of a specific recreation facility in one of the figures in this report, use by that Electoral Area would have to change by +/- 5% overall (from 1% to 11%) for the change to be relied on as statistically significant. In other words, in this example, use from one Electoral Area might have to increase by 83% from 6% to 11% for the increase to be considered to be statistically significant. This is always the problem with small percentages in these situations. Even quite accurate data doesn't easily pick up changes in very small percentages.
4. The methodology used for this project could be used to analyze alternative funding models for financing major recreation facilities within the CVRD.

DRAFT

## Appendix A – Details of Pool Use Survey

Cowichan Aquatic Centre	Dates	Day	Time	Hours
2653 James Street Duncan Phone: 250.746.7665	5-Mar	Sat	1 to 3 pm	2
	15-Mar	Tues	1 to 3pm	2
	20-Mar	Sun	1 to 3pm	2
	21-Mar	Mon	5:30 to 7:30 pm	2
	24-Mar	Thurs	1 to 3 pm	2
	<b>Total</b>			<b>10</b>
Frank Jameson Pool	Dates	Day	Time	Hours
810 6th Avenue , Ladysmith , BC Phone: (250) 245-6424	15-Mar	Tues	6 to 8 pm	2
	16-Mar	Wed	7 to 9 pm	2
	18-Mar	Fri	7 to 9 pm	2
				2
	26-Mar	Sat	1 to 3 pm	2
	28-Mar	Mon	11 to 1 pm	2
	4-Apr	Mon	7-9 pm	2
	6-Apr	Wed	11:30 to 1:30	2
	11-Apr	Mon	11:30 to 1:30	2
	29-Apr	Fri	11:00 to 1:30	2.5
<b>Total</b>				<b>18.5</b>
Cowichan Sportsplex	Dates	Day	Time	Hours
5847 Chesterfield Avenue Duncan, B.C. V9L 3M3 Phone: 250-746-5666	10-Mar	Thurs	6 to 8 pm	2
	15-Mar	Mon	3:15 to 5 pm	1.75
	23-Mar	Wed	6 - 8 pm	2
	3-Apr	Sun	9 to 11	2
	30-Apr	Sat	12 to 3 pm	3
	13-May	Fri	8:30 to 11:30	3
	18-May	Wed	8:30 to 1:30	5
	30-May	Mon	5:30 to 8:30	3
	31-May	Tues	8:30 to 11:30	3
<b>Total</b>				<b>24.75</b>



## **30 seconds of your time?**

The Cowichan Valley Regional District  
and the Town of Ladysmith are asking  
users to provide their addresses for a  
facility use survey.

Survey results will help us better  
understand who uses this facility and  
how we can better serve you.

**Thank You!**





## **30 seconds of your time?**

**The CVRD, Municipality of North Cowichan, City of Duncan and Cowichan Sportsplex are asking users to provide their addresses for a facility use survey.**

**Survey results will help us better understand who uses this facility and how we can better serve you.**

**Thank You!**



MUNICIPALITY of *North*  
**COWICHAN**



CITY OF DUNCAN

## **30 seconds of your time?**

The CVRD, Municipality of North Cowichan and City of Duncan are asking users to provide their addresses for a facility use survey.

Survey results will help us better understand who uses this facility and how we can better serve you.

**Thank You!**