

SECTION 4: PUBLIC ENGAGEMENT

4.1 OVERVIEW

The public and stakeholder engagement process includes various strategies to work with Vaughan residents and key internal and external stakeholders (e.g., community organizations, staff and Council) to determine needs, preferences, emerging trends, opportunities to remove barriers to participation, and to define priorities for implementation.

The keys to successful engagement are achieving broad community involvement and consensus in the formulation of key strategies. The 2013 ATMP's engagement approach was geared to achieve this result. Specifically, the following internal and external efforts were undertaken:

- 1) A communications plan and awareness strategy was developed consisting of content to be posted on Vaughan's website, posters displayed in public buildings, etc.
- 2) External interviews were undertaken with key informants, including the Seniors Association of Vaughan Initiative (SAVI) and other agencies and community organizations to learn more about issues affecting local participation and service/facility provision.
- 3) Internal interviews were undertaken with the Mayor, Councillors, Library Board, and Senior Management Teams to better understand City-wide initiatives, dynamics, and priorities.
- 4) An online stakeholder group survey was launched to solicit information regarding activities, facility usage, and future needs of groups in Vaughan.
- 5) Two public information sessions were held in October 2012 to inform interested members of the public about the Active Together Master Plan and solicit broad-based input. Another public information session was held in April 2013 to solicit input on the draft Plan.
- 6) The Consultant participated in both the Sports Congress and Youth Forum as a way to engage local sports organizations and area youth in planning for the future of parks, recreation, and libraries in Vaughan.
- 7) A random sample telephone survey of Vaughan households was completed in October 2012 to collect statistically significant data on the attitudes of respondents towards various aspects of parks, recreation and library activities, usage, facilities, opinions, and priorities. The survey data is representative of the City as a whole; the sample is not significant on a ward-basis. Despite its prominent description in this Plan, it should be noted that the household survey is one of several inputs into the Plan and should not be considered in isolation of other factors and engagement processes.
- 8) Regular meetings have been held with the Technical Committee, providing opportunities for multi-departmental staff to provide input into the process.

Each engagement technique offers a unique perspective to the ATMP and the results must be weighed against other inputs such as trends, demographics, and the Consultant's experience when assessing current and future needs.

This section provides a summary of each of the engagement methods employed and a synopsis of the input received. **It bears noting that the results represent the interests of the groups and individuals involved and may not necessarily reflect the opinions of the greater public and/or the Consultant.**

4.2 PUBLIC INFORMATION SESSIONS

As part of the engagement program during the first phase of the 2013 ATMP, the Consultant led two public input sessions that were advertised broadly within the community: (1) October 11 at the Vellore Village Community Centre; and (2) October 23 at the North Thornhill Community Centre. Both sessions had between approximately 12 and 20 attendees, consisting largely of residents unaffiliated with any particular organization.

The purpose of the sessions was to gather preliminary input from residents and organizations pertaining to this Plan. The meetings included a brief presentation by the Consultant describing the purpose and scope of the 2013 ATMP, along with key drivers and other contextual information. A discussion period followed, with a list of semi-structured questions to help guide the conversation. The notes from the meetings can be found in [Appendix B](#).

Following preparation of the Draft Plan, a public information session was held on April 29, 2013 to offer the community an opportunity to review the proposed updates to the ATMP. Input from this session influenced the final ATMP. The notes from this meeting can also be found in [Appendix B](#).

4.3 SPORTS CONGRESS

Through the City of Vaughan's second annual Sports Congress, community sports organizations were invited to provide input into the Active Together Master Plan. This event was held at the Vaughan Civic Centre on October 24, 2012; approximately 40 individuals representing several organizations were in attendance.

The session offered Vaughan community sports organization representatives the opportunity to provide input on existing and future sporting facility needs. Topics discussed included trends in sport participation; changes facing sports groups; levels of satisfaction with the facility and park supply, and the City's role in helping sports groups meet the needs of residents.

Input received through this session has been considered as part of the next phase of the ATMP's analysis. The notes from this event are contained in [Appendix C](#).

4.4 YOUTH FORUM

A Youth Forum was on November 26, 2012 to gather input and feedback from Vaughan's youth demographic. The Forum, which was highly successful and attended by approximately 70 students from different high schools around Vaughan, involved a number of youth-oriented presentations and engaging activities designed to provide youth with a voice in identifying needs in Vaughan.

This event provided an opportunity for youth to provide input for the 2013 Active Together Master Plan given that the youth market is often underrepresented, but also makeup the largest core user group of parks, recreation services and libraries. A brief presentation was given to introduce the ATMP, followed by group discussions focused around four key questions regarding participation barriers, improvements to parks, indoor and outdoor recreation facilities, and libraries.

Input received through this session has been considered as part of the next phase of the Plan's analysis. The notes from this event can be found in [Appendix D](#).

4.5 HOUSEHOLD SURVEY

To assist in the preparation of the 2013 Active Together Master Plan, a household telephone survey of residents of Vaughan was conducted in October 2012. The survey was administered to a random sample of residents from all communities within the City and is considered to be representative of the population. A total of 407 surveys were completed, yielding a confidence interval of $\pm 4.9\%$ at the 95% confidence level (i.e., the survey provides for an accuracy of $\pm 4.9\%$, 19 times out of 20). Although representative of Vaughan's residents, the survey did not specifically target those that participate in recreation or library activities, nor was the survey weighted to ensure proportionate representation from all areas of the City. To qualify, respondents were required to be 16 years of age or older and reside in the City of Vaughan. The survey was conducted in English only; language was noted as a barrier for 3% of all numbers dialed and 8% of all live contacts. Please note that responses and graphical illustrations reflect the opinions of only those participating in the household survey. Detailed responses can be found in [Appendix E](#).

The survey collected information on the attitudes of respondents towards various aspects of parks, recreation and library activities, usage, facilities, opinions, and priorities. This subsection summarizes the principal findings of the household survey and highlights significant differences between key variables. The results of the household survey undertaken as part of the City's 2008 Active Together Master Plan are also compared with the results of this survey, with significant differences discussed herein. In addition, the Consultant has undertaken Master Plans for several municipalities with similar characteristics in recent years; where significant, comparisons are made with results from Richmond Hill and Markham to provide the City with some benchmarking data.

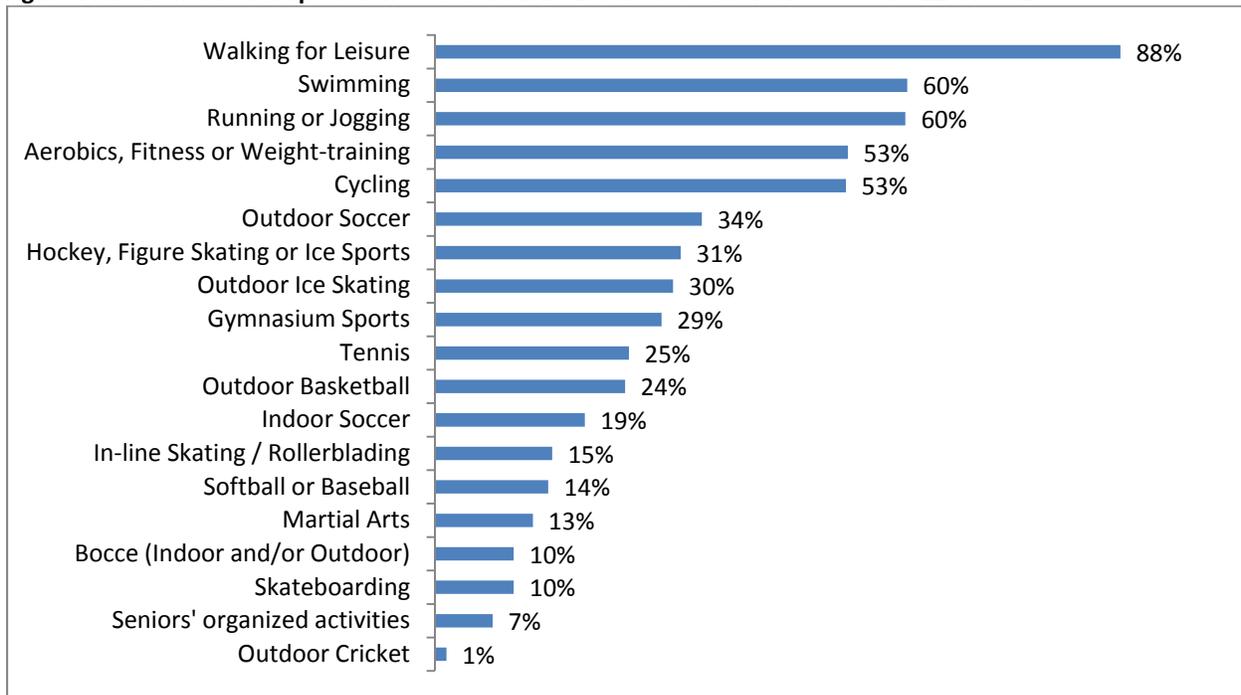
In 2012 a Citizen Survey was conducted on behalf of the City by Ipsos Reid to achieve a number of objectives including, but not limited to, identifying top-of-mind issues, impressions of quality of life, and perceptions of City services. Similar questions were asked by Ipsos Reid relating towards services directly impacting the Active Together Master Plan including recreation and fitness programs and facilities, parks and greenspace, and local public libraries. No statistically significant differences in the findings were identified between the Household Survey and Ipsos Reid Citizen Survey, suggesting that the City is doing a good job in the delivery of these key services.

Household Participation in Recreation Activities

Respondents were asked to indicate whether their households have participated in various recreation and leisure programs in the past twelve months. The response format is *yes* or *no*; all activities are listed in the following figure.

As in other communities within which the Consultant has undertaken this type of market research, *walking for leisure* (88%) is ranked as the most popular activity. *Swimming* (60%) and *running or jogging* (60%) tied as the second most popular activity, followed by *aerobics, fitness or weight-training* (53%) and *cycling* (53%). It is worth noting that the top 5 most popular activities are generally undertaken as drop-in or spontaneous activities that are flexibly scheduled, which has become a common trend throughout Ontario. Since the 2008 Active Together Master Plan, participation by Vaughan residents in these activities (with the exception of swimming) have each increased by 8% or more (significant at the 90% confidence level). It is also interesting to note that outdoor soccer is the most common team sport (34%), followed closely by hockey/figure skating/ice activities (31%).

Figure 7: Household Participation in Selected Parks and Recreation Activities – Past 12 Months



Note: Activities not listed (e.g., football, rugby, dance, gymnastics, golf, etc.) were not specifically asked, but were recorded when mentioned.

Cross-tabulation analysis indicates that:

- Respondents 40 years of age and under, households with children, and households with total annual incomes over \$100,000 are more likely to have participated in parks and recreation activities than those without children and those that have incomes of less than \$100,000.
- Respondents living in western Vaughan (versus those living in eastern Vaughan, with Highway 400 as the divide) and those who identify a primary language other than English and/or reported any secondary language are more likely than others to report household participation in *indoor soccer, outdoor soccer, or bocce*.

- Those households that have used a Community Centre operated by the City of Vaughan in the past twelve months and who have also used all three of the Vaughan offerings tested (community centres, parks/open spaces, and libraries) are typically more likely to say that they or someone from their household has participated in the range of tested activities in the past twelve months (with a few exceptions: walking for leisure; skateboarding; outdoor cricket; bocce; martial arts; and seniors' organized activities).

It is also noteworthy that, when compared with findings from Richmond Hill, residents of Vaughan are significantly more likely to have participated in *aerobics, fitness or weight-training, running or jogging, and cycling*. When compared with Markham, Vaughan's residents are significantly more likely to have participated in *walking for leisure, running or jogging, cycling, outdoor ice skating, and bocce*. Each of these activities is generally undertaken through drop-in participation, which is on-trend with the shift towards unscheduled recreation that better suits the busy lifestyles led by many Canadians.

Barriers to Participation in Parks and Recreation Activities

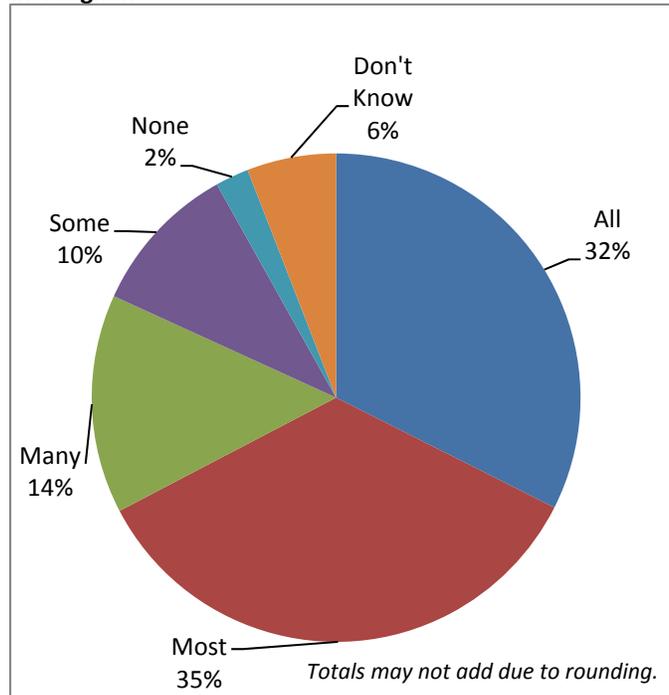
To gain an understanding of barriers to participation, respondents were asked whether they and members of their household are able to participate in parks and recreational activities as often as they would like. 65% reported that they are able to participate as often as they would like (14% higher than the data collected for the 2008 Active Together Master Plan), 34% are not. For those that are not able to participate as often as they would like, the most common reasons were: *lack of personal time / too busy* (83%); *lack of desired facilities or programs* (9%), and *health problems / disability / age* (7%). While it may be a barrier to some, the lack of facilities is not a primary deterrent to the participation of Vaughan's residents in recreational activities. Rather, busy lifestyles are impacting the way in which residents access recreation opportunities, creating greater interest in drop-in activities as opposed to scheduled courses, classes, and leagues.

The percentage of respondents that identified a lack of facilities or programs as a barrier decreased between the 2008 and 2012 Active Together Master Plan surveys, with 18% fewer households identifying this as a barrier to participating within Vaughan in 2012. This may indicate that new program opportunities and facilities (e.g., North Thornhill Community Centre) that the City is now providing are filling previously identified gaps for community members.

Respondents that are ages 61+ are more likely than others to identify *health problems / disability / age* as a reason for why they are unable to participate in recreation activities as often as they would like. Households with total annual incomes over \$100,000 are more likely to identify *lack of personal time / too busy* as a reason why they are unable to participate in recreation activities as often as they would like.

Each respondent was asked what percentage of their household's parks and recreation needs are met within the City of Vaughan. 32% reported that *all* of their needs are met within the City, 35% reported *most*, 14% reported *many*, 10% reported *some*, and 2% reported that *none* of their parks and recreational needs are met within the City. Overall, respondents seem to be participating in the majority of their recreation within Vaughan, suggesting that the City is providing a wide range of opportunities that meet many of the needs of its residents.

Figure 8: Percentage of Parks and Recreation Needs Met in Vaughan



Households with total annual incomes over \$100,000 are more likely to report that *all* of their recreation needs are met within the City of Vaughan. Males, respondents 40 years of age or under, those living in households with four or more people and households with children are more likely than others to report that *most* of their household's recreational needs are met within Vaughan.

With respect to activities in which respondents participate outside of the City, the responses that received 10 or more mentions were: *hockey (7% of subset)*, *cycling (7%)*, *swimming (7%)*, *going to the gym / weight training (6%)*, *walking (6%)*, *soccer (5%)*, *skiing (4%)*, and *ice skating (4%)*.

The most common reasons given for participating in recreation activities outside of the City include: *facility / program is not available in the area at the preferred time (9% of the subset)*, *closer to work or school (8%)*, *facility / program is not available in the area (8%)*, *connected to the other community / used to live there (8%)*, and *for location / gym (8%)*.

When asked if there are any recreation programs that the respondent and their household would like to see offered that are not currently available in Vaughan, 27% replied *yes*. Of these, there were 23 unique responses, including *swimming (16% of the subset)*, *dance / Zumba classes (10%)*, *ice skating / hockey (8%)*, *senior activities (7%)*, and *volleyball (7%)*.

Assessment of Recreation and Parks Opportunities and Facilities

Respondents were asked to rate their level of satisfaction with recreational opportunities in Vaughan for four specific age groups. Given the targeted age ranges, a substantial proportion of respondents that could not offer an opinion on this topic. The following data focuses on those who offered an opinion on their level of satisfaction (i.e., percentages have been adjusted to remove the 'don't know' responses):

- children ages 0 to 12 (77% satisfaction, 17% neutral, 6% dissatisfaction);
- teens ages 13 to 17 (69% satisfaction, 19% neutral, 12% dissatisfaction);
- adults under the age of 60 (67% satisfaction, 25% neutral, 8% dissatisfaction); and
- older adults age 60 years and over (57% satisfaction, 27% neutral, 16% dissatisfaction).

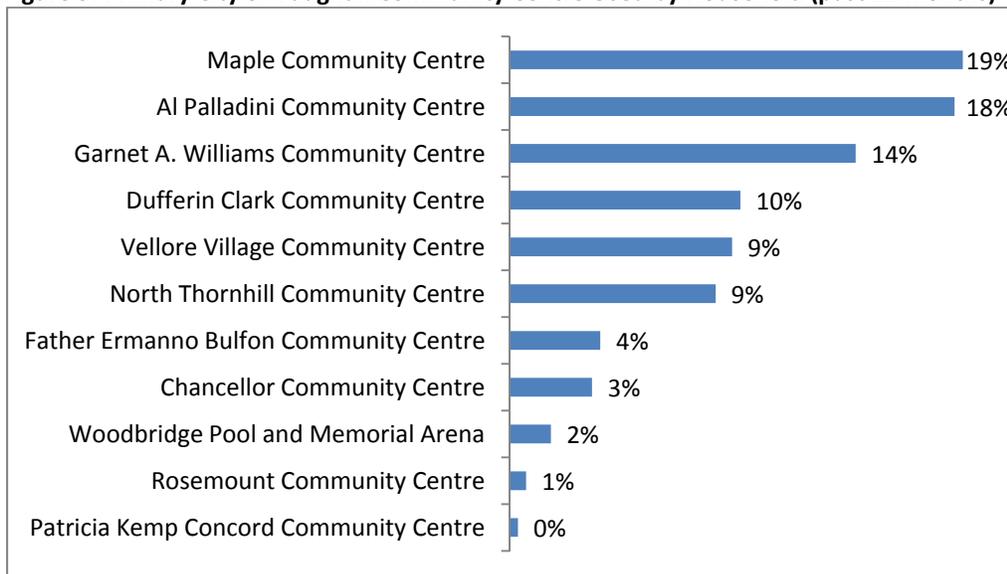
Although the age ranges are slightly different for the 2008 Active Together Master Plan survey, the levels of satisfaction for children, youth and adults all increased in 2012; ratings for older adults remained about the same. It should be noted that in most communities within which the Consultant has undertaken similar research, opportunities for older adults generally rank second highest behind those for children, and youth opportunities nearly always rank the lowest. Although most expectations are being met, the findings suggest that the largest gap in recreation opportunities may be for the older adult population.

Those more likely than others to say they are satisfied with the recreational opportunities for youth in Vaughan include: those living in Western Vaughan, those in households with four or more people and those with children in the household. Households with four or more people, those with children in the household, and respondents 40 years of age and under are more likely to report satisfaction with recreational opportunities for adults. Households without children in the household and respondents 61+ years of age are more likely to report satisfaction with recreation opportunities for older adults.

In order to gain an understanding of facility usage, respondents were asked whether their household has used a municipal community centre within the past 12 months; 72% responded *yes*. Households with children and those with total annual household incomes of \$100,000 or more are more likely than those without children and with incomes of less than \$100,000 to report use of a municipal community centre.

As a follow-up question, those that replied *yes* were asked which community centre their household uses most often. Maple Community Centre (19%) and Al Palladini Community Centre (18%) are the two facilities most often visited by respondents.

Figure 9: Primary City of Vaughan Community Centre Used by Household (past 12 months)



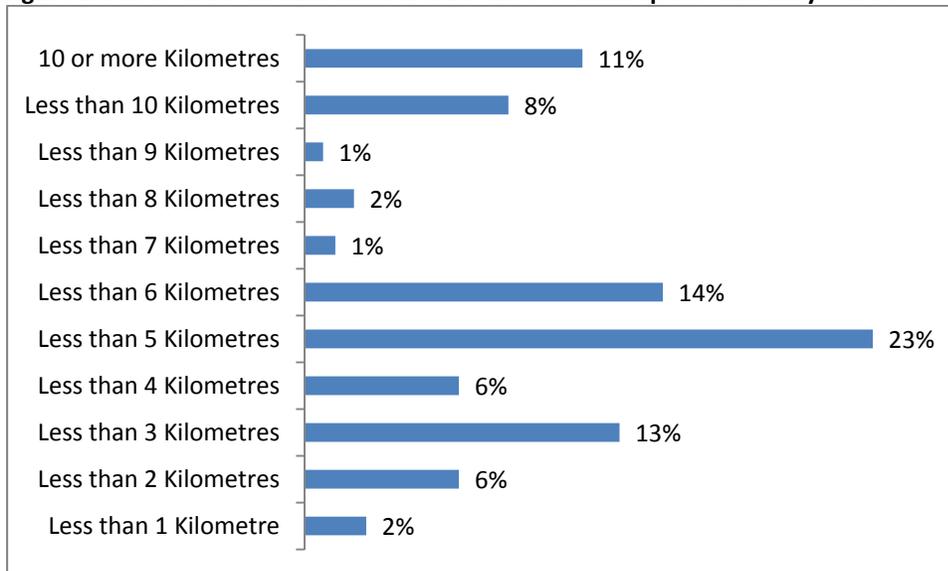
'Don't know' responses not shown.

Not surprisingly, location is a key differentiating variable regarding the community centre that a household uses most often (given the proximity of the centre to a respondent's residence in either western or eastern Vaughan).

Respondents were asked (in an open-ended question) what would encourage them and other members of their households to use municipal community centres more often, of which the following reasons received more than 10 mentions: variety of programs (17% of the sample), better prices / free (15%), better schedule / hours (14%), more free time (7%), availability (4%), better location (4%), more activities for kids (3%), more information (3%), and swimming (3%). These findings suggest that residents are seeking variety and affordability in their recreation opportunities. Respondents 61+ years of age are more likely than others to say that ‘nothing’ would encourage their households to use City of Vaughan community centres more often.

In addition to providing feedback on facilities used, respondents were asked to indicate a reasonable maximum number of kilometres that a resident of Vaughan should have to travel to use a municipal community centre. 50% indicated that this distance should be less than 5 kilometres; 13% did not respond.

Figure 10: Reasonable Maximum Travel Distance to Municipal Community Centres



'Don't know' responses not shown.

With respect to parks, respondents were asked whether members of their household have used any Vaughan parks or open spaces within the past 12 months; 82% replied yes. Households with children are more likely than those without children to report using a Vaughan park or open space within the past twelve months. Respondents ages 61+ and those without children living in the household are more likely than others to report not using a Vaughan park or open space within the past twelve months.

Through an open-ended question, respondents were asked to identify the activities in which they participate while visiting Vaughan’s parks or open spaces. Activities receiving 10 or more mentions include: *walking* (46% of the subset), *playground* (26%), *soccer* (14%), *picnics* (13%), *running / jogging* (8%), *cycling* (8%), *baseball* (4%), *tennis* (4%), *water play* (4%), *walking the dog* (4%), *just to get outside* (4%), *relaxation* (4%), and *basketball* (3%). Respondents from households that do not have children and those age 61 and older are more likely to report use of parks for walking and households with children are more likely to report using parks for the playgrounds. In addition, respondents that have lived in Vaughan for less than 10 years are more likely to use playgrounds at the parks, and households with children and those in western Vaughan are more likely to use parks and open space for soccer.

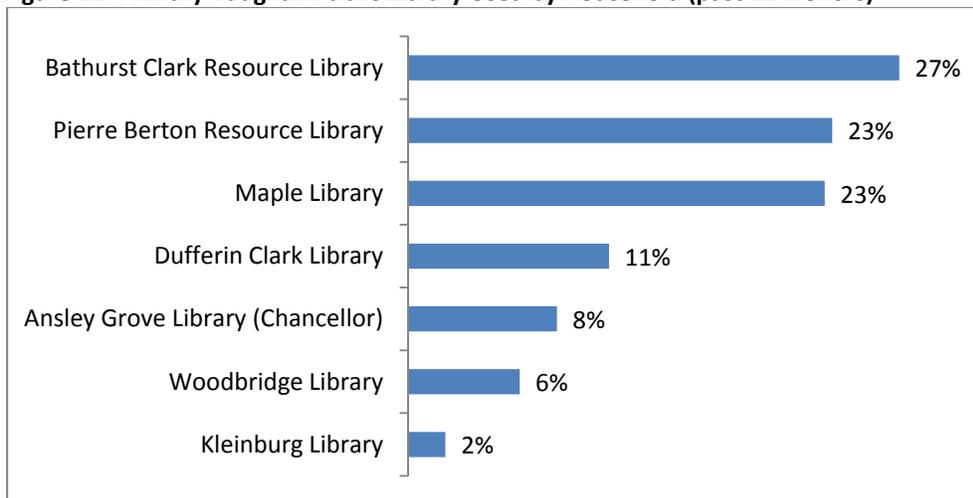
Respondents were asked (in an open-ended question) what would encourage them and other members of their households to use Vaughan’s parks and open spaces more often, of which the following reasons received more than 10 mentions: variety of programs (10% of the subset); dog park / trail (7%); better maintenance / updates (7%); cleaner facilities / extra garbage bins (6%); better location (5%); more free time (5%); more open / picnic spaces (4%); more activities for kids (4%); swimming (4%); and more parks / playgrounds (4%). These findings suggest that residents are seeking variety and certain specific facility types (e.g., dog park, open space, playgrounds, etc.) at their parks, as well as increased comfort amenities.

Assessment of Library Opportunities and Facilities

In order to gain an understanding of library usage, respondents were asked whether their household have used Vaughan Public Libraries within the past 12 months; 72% responded *yes*. Survey respondents from households with children and those with total annual household incomes of \$100,000 or more are more likely than those without children and with incomes of less than \$100,000 to report use of a public library.

As a follow-up question, those that replied *yes* were asked which library branch their household uses most often. Bathurst Clark Resource Library (23%), Pierre Berton Resource Library (19%), and Maple Library (19%) are the most well used libraries. Respondents age 61 and over and households without children are more likely than those with children to identify the *Bathurst Clark Resource Library* as the branch their household uses most often.

Figure 11: Primary Vaughan Public Library Used by Household (past 12 months)



'Don't know' responses not shown.

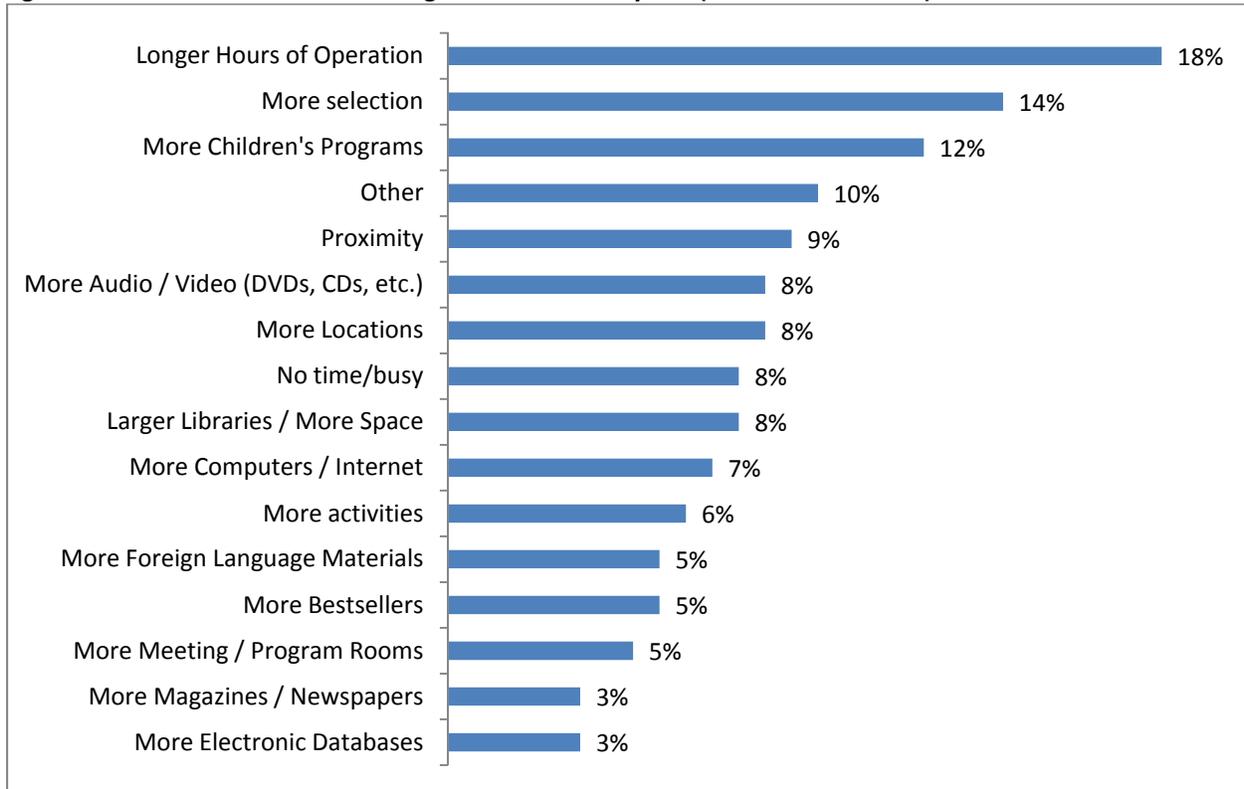
Not surprisingly, *location* is a key differentiating variable regarding the public library that a household uses most often — given the proximity of the library to a respondent’s residence in either ‘western’ or ‘eastern’ Vaughan.

Respondents that reported using Vaughan Public Libraries within the past 12 months were asked what their household uses the library for, with the following responses receiving more than 10 mentions (open-ended responses): *read or borrow books / e-books* (70% of subset); *study / do research* (30%); *borrow DVDs or Blu Ray* (15%); *borrow CDs or audio tapes* (4%); and *use the internet / computers /*

wireless connection (4%). Households without children are more likely than those with children to identify *read or borrow books / e-books* as something for which they use the library. In addition, respondents in households with four or more people living in them and that have children are more likely to identify *studying / do research* as something for which they use the library.

When asked through an open-ended question what would encourage respondents and members of their household to use Vaughan Public Libraries more, the responses that received 10 or more mentions include: *longer hours of operation (13% of subset)*, *more selection (10%)*, *more children’s programs (8%)*, *proximity (6%)*, *more locations (6%)*, *more audio / video (6%)*, *larger libraries / more space (6%)*, *no time / busy (6%)*, and *more computers / internet (5%)*.

Figure 12: Factors that Would Encourage Increased Library Use (5 or more mentions)

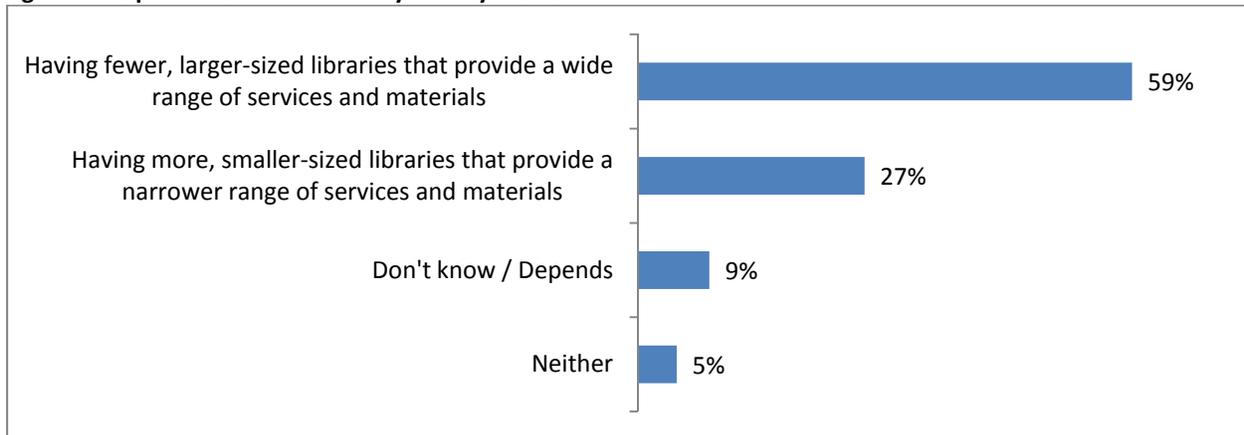


'Don't know' responses not shown.

In order to assess the preferred library facility model, respondents were asked whether they prefer having “*fewer, larger-sized libraries that provide a wide range of services and materials*” or “*more, smaller-sized libraries that provide a narrower range of services or materials*”. Respondents favour larger libraries, with 59% selecting this option. 27% of respondents prefer smaller libraries, 5% responded *neither*, and 9% responded *don't know / depends*.

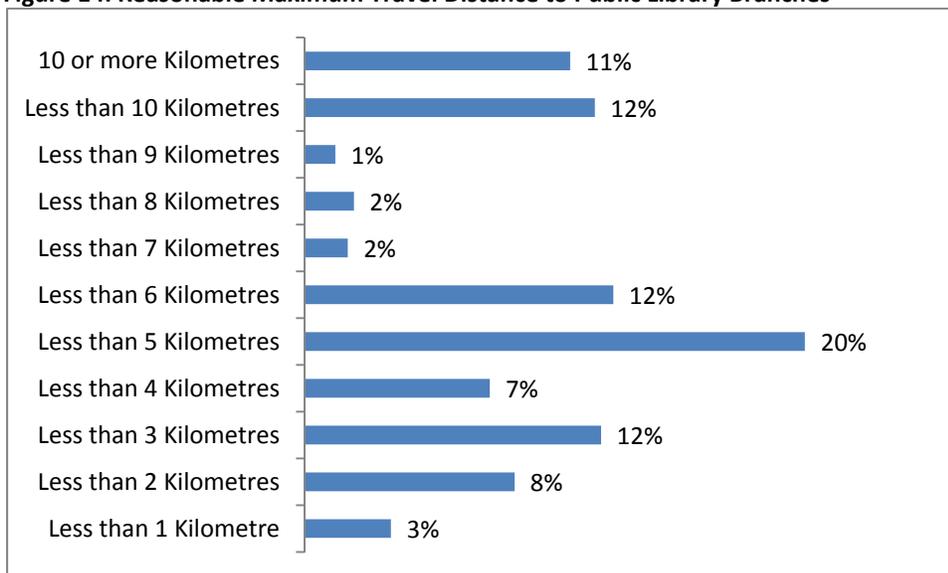
Respondents 40 years of age and under are more likely than others to indicate a preference for having “*fewer, larger-sized libraries that provide a wide range of services and materials*”. In addition, respondents 61 years of age and older are more likely than others to indicate a preference for *having more, smaller-sized libraries that provide a narrower range of services and materials* (those in this same age group are also more likely to say they *don't know* when asked for a preference between the two options).

Figure 13: Opinions on Public Library Facility Model



Respondents were asked to indicate a reasonable maximum number of kilometres that a resident of Vaughan should have to travel to use a public library. Just like the similar question asked for community centres, 50% feel that this distance should be less than 5 kilometres; 10% did not respond. There was no significant difference of opinion between the travel distance to public libraries versus community centres.

Figure 14: Reasonable Maximum Travel Distance to Public Library Branches



'Don't know' responses not shown.

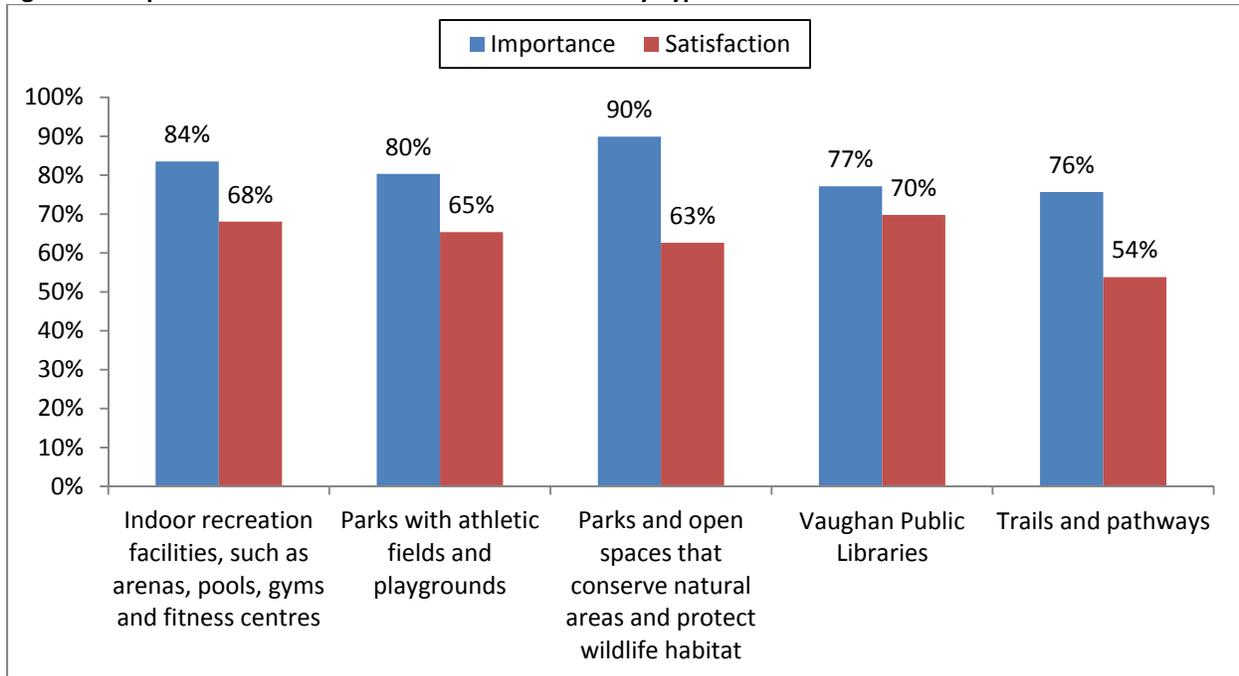
Respondents 61+ years of age and those with total annual household incomes of \$100,000 or less are more likely than others to identify a distance of less than four kilometres as a reasonable maximum to travel to use a Vaughan public library. Respondents 40 years of age and under are more likely than others to identify a distance of six kilometres or more as a reasonable maximum to travel to use a Vaughan public library.

Assessments of “Facility Types” and Spending Priorities

Respondents were asked to rate how important certain **facility types** are to their household and their level of satisfaction with those within Vaughan.

The following graph illustrates the levels of importance and satisfaction that respondents place of various **facility types**. In all cases, the importance rating is higher than the satisfaction rating.

Figure 15: Importance and Satisfaction of Selected “Facility Types”



The net importance/satisfaction differential for each **facility type** is shown below. The larger the differential, the larger the gap in resident expectations versus what the City is currently providing. Based on this data, Vaughan residents place a higher priority on improving ‘parks and open spaces that conserve natural areas and protect wildlife habitat’ and ‘trails and pathways’.

- -27% for *parks and open spaces that conserve natural areas and protect wildlife habitat*
- -21% for *trails and pathways*
- -16% for *indoor recreation facilities, such as arenas, pools, gyms and fitness centres*
- -15% for *parks with athletic fields and playgrounds*
- -7% for *Vaughan Public Libraries*

Since the 2008 Active Together Master Plan survey, the importance placed on each **facility type** has increased amongst Vaughan’s residents. With respect to the 2012 survey, those who place a higher level of importance to each of the Vaughan offerings tested are more likely than others to also cite a higher level of satisfaction with the same offering. In addition, those who cite higher levels of satisfaction with each of the five **facility types** are more likely than others to also express higher levels of satisfaction with the recreational opportunities in the City of Vaughan for various age groups identified earlier in the survey (children, youth, adults under 60, and older adults aged 60+). These findings suggest that parks, recreation facilities, and libraries are playing an increasingly important role

in the lives of Vaughan residents, who are, in turn, progressively more appreciative of the City's offerings.

Respondents 40 years of age and under, households with children, those who live in western Vaughan, and those who have lived in Vaughan for less than ten years are more likely to ascribe higher levels of importance to *indoor recreation facilities* and *parks with athletic fields and playgrounds* than those without children, those that live in other areas of the City, and those who have lived in Vaughan for more than ten years. Respondents more likely than others to ascribe a lower level of importance to both *indoor recreation facilities* and *parks with athletic fields and playgrounds* include: those 61+ years of age; those in households with three or fewer people; and those in households with no children. There is only one notable consistent demographic difference in responses — those 61+ years of age are more likely than others to cite a higher level of satisfaction with all of the Vaughan offerings tested.

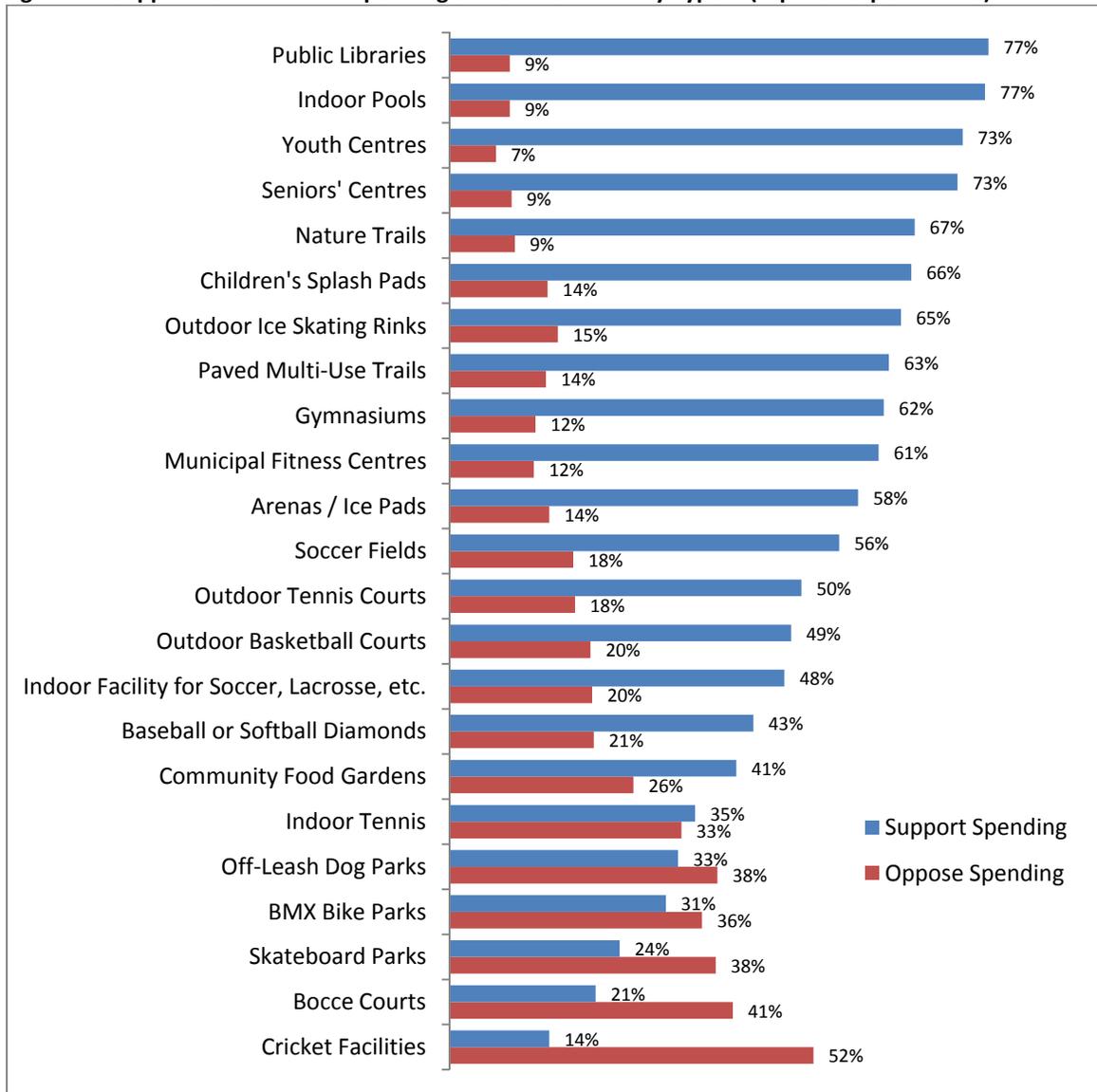
To assess more specifically where respondents felt municipal resources should be allocated, they were asked to what degree they oppose or support spending additional public funds on a variety of **facility types**. This question utilized a scale of 1 to 5, where 1 meant *strongly oppose* and 5 meant *strongly support*.

As shown in the following graph, the **facility types** that received the most support for additional spending were:

- *public libraries* (77% support, 14% neutral or don't know, 9% oppose);
- *indoor pools* (77% support, 14% neutral or don't know, 9% oppose);
- *youth centres* (73% support, 20% neutral or don't know, 7% oppose);
- *seniors' centres* (73% support, 18% neutral or don't know, 9% oppose);
- *nature trails* (67% support, 24% neutral or don't know, 9% oppose);
- *children's splash pads* (66% support, 20% neutral or don't know, 14% oppose);
- *outdoor ice skating rinks* (65% support, 20% neutral or don't know, 15% oppose);
- *paved multi-use trails* (63% support, 23% neutral or don't know, 14% oppose);
- *gymnasiums* (62% support, 26% neutral or don't know, 12% oppose); and
- *municipal fitness centres* (61% support, 27% neutral or don't know, 12% oppose).

Households with children are more likely than those without children to support spending additional public funds on *arenas / ice pads*, *children's splash pads*, *gymnasiums*, *indoor pools*, *outdoor ice skating rinks*, *outdoor basketball courts*, and *soccer fields*. In addition, households with annual incomes less than \$100,000 are less likely to support spending additional public funds on various facilities than those with incomes greater than \$100,000. Respondents that live in western Vaughan are more likely than others to support additional spending on *bocce courts*, *community food gardens*, and *soccer fields*. Respondents that have used a Vaughan public library are more likely to support spending on public libraries than those that have not; similarly, respondents that have used a Vaughan park or open space within the past 12 months are more likely to support additional public spending on *paved multi-use trails* and *nature trails*.

Figure 16: Support for Additional Spending on Selected “Facility Types” (top 2 on 5-point scale)

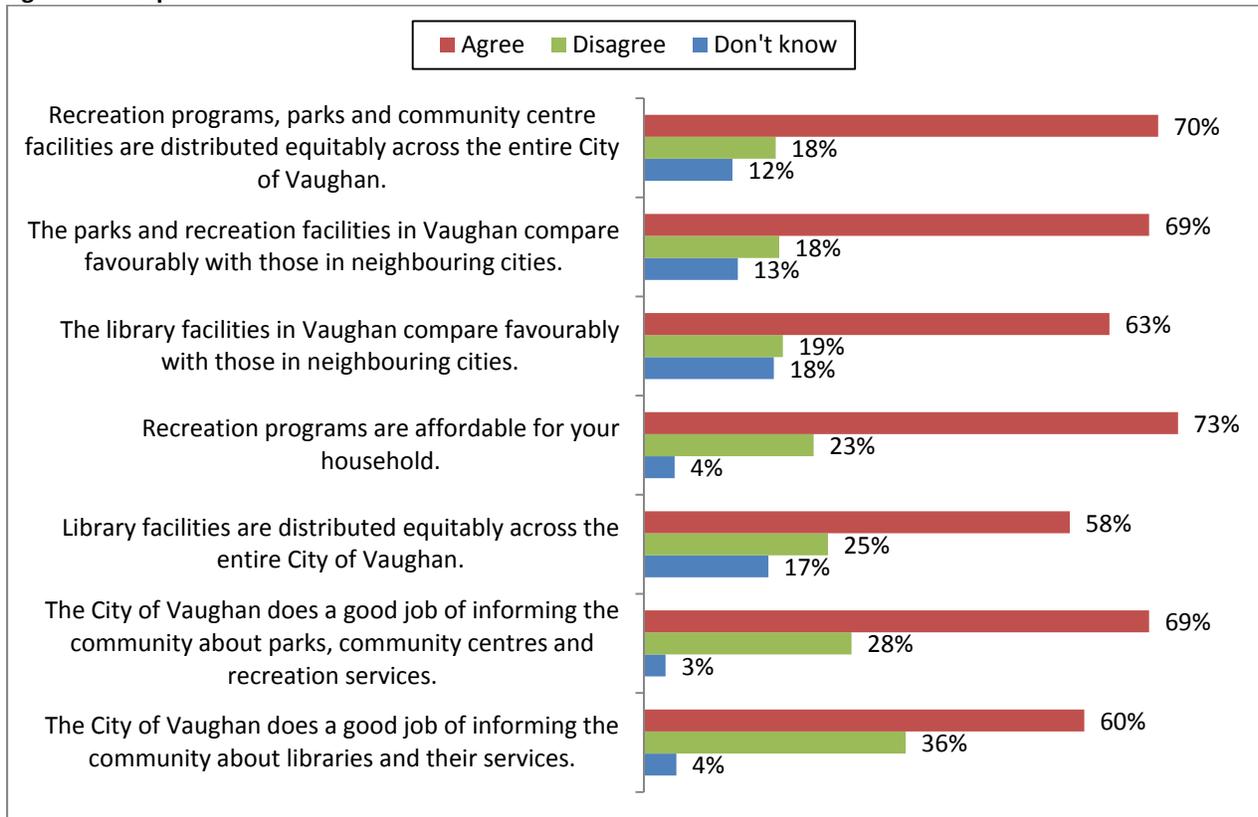


Note: Facilities not listed (e.g., football and rugby fields, outdoor pools, etc.) were not specifically asked, but were recorded when mentioned.

Opinion Statements

To inform the ATMP and related initiatives, another query dealt with specific statements regarding municipal communication with the community, affordability, distribution of programs and facilities, and quality of facilities. Respondents were read seven statements, to which they were asked to respond on a scale of 1 to 4, where 1 was *strongly agree* and 4 was *strongly disagree*. The percentage of respondents who answered that they *agree* or *strongly agree* (represented by a response of 1 or 2 out of 4) with each statement is listed in the following figure.

Figure 17: Responses to Statements



Respondents with total annual household incomes of over \$100,000 and those from households that have used a Vaughan Community Centre in the past twelve months are more likely than others to agree that recreation programs are affordable.

Respondents 40 years of age and younger and those who have lived in Vaughan for less than ten years are more likely to disagree with the statement that the City *does a good job of informing the community about parks, community centres and recreation services*.

With respect to libraries, respondents from households that have used a Vaughan library in the past twelve months are more likely than those who have not to agree with the statements that *library facilities are distributed equitably across the entire City of Vaughan* and *the City of Vaughan does a good job of informing the community about libraries and their services*. Respondents living in western Vaughan are more likely to disagree with the statement that *library facilities are distributed equitably across the entire City of Vaughan*, suggesting that there may be greater gaps in geographic distribution in this area of the City.

General Points of Interest

One-half of respondents (50%) report that they or someone in their household have made use of all three of the Vaughan offerings tested within the past twelve months: *community centres, parks/open spaces and libraries*. Those who have used any one of these are more likely than others to have also used another.

Respondents from households who have used all three Vaughan offerings in the past 12 months are more likely than others to be: 40 years of age or younger, from households with four or more members, to have children in the household 19 years of age or younger, and from households with total annual incomes of over \$100,000. Conversely, respondents from households who have not used all three Vaughan offerings in the past 12 months are more likely than others to be: 61+ years of age, from households with three or fewer members, to not have children in the household 19 years of age or younger, and from households with total annual incomes of \$100,000 or less.

Demographic Profile of Household Survey Respondents

The average household size in Vaughan is 3.3 people according to the 2011 Census. The survey average is 3.62 people per household. The household composition by age group is generally representative of the population, with slightly greater participation from households with children and youth.

The median age of respondents is 48.5 years; note, those under the age of 16 were not eligible to respond to the survey.

Respondents were asked how long they have lived in Vaughan, with the following results:

- 10 years or more – 72%;
- 5 to 9.9 years – 18%;
- 1 to 4.9 years – 8%;
- Less than 1 year – 1%; and
- Refused – 1%

Respondents were asked to provide the first three digits of their postal code in order to identify in which community they live, with the following percentages reported. Although the data was not weighted, the proportions are closely representative of area household counts.

- L4J (Thornhill) – 27%;
- L6A (Maple) – 25%;
- L4L (Woodbridge) – 20%;
- L4H (Woodbridge) – 16%;
- L4K (Concord) – 8%;
- L0J (Kleinburg) – 2%; and
- Other – 1%.

Although the survey was conducted in English only, respondents were asked to indicate the primary and secondary languages spoken within their household. English is the most common primary language spoken (80%) and over a dozen other languages combined for the remaining 19%; Italian (3%) and Russian (2%) were the only other primary languages that received greater than 1% of the responses. 36% of households did not speak a second language. Percentages of second language prevalence are as follows:

- Italian (25%);
- English (18%);
- French (5%);
- Hebrew (3%); and
- Portuguese (2%).

Residents were asked about their household income. The breakdown of responses from those that chose to respond (62% of the sample; “don’t know” responses removed) is as follows:

- 53% of household incomes are over \$100,000;
- 18% are between \$80,000 and \$100,000;
- 11% are between \$60,000 and \$79,000;
- 9% are between \$40,000 and \$59,000; and
- 9% are under \$40,000.

58% of respondents are female; 42% are male.

4.6 STAKEHOLDER SURVEYS

In addition to targeted consultation through the Sports Congress, community stakeholder groups were involved early in the process through a questionnaire. In September 2012, the questionnaire was distributed by email to all key organizations and facility/park users known to the City (e.g., sports and community organizations, senior groups, clubs, etc.). Copies were also made available at the Sports Congress and follow-up correspondence was sent to key non-responding groups.

The purpose of the stakeholder survey was to solicit information regarding:

- the activities of each group and the facilities and/or parks they use,
- the type and level of demand for their service(s) and/or program(s);
- recommendations for improving coordination with the City; and
- any perceived deficiencies, future needs, trends in participation levels, partnership potential, willingness to expand role, etc.

A total of 17 completed surveys were received back by the mid-November 2012 deadline, representing 9 sports groups, 5 community groups, and 3 social/cultural interests:

- Canadian Federation of University Women – Vaughan;
- City of Vaughan Baseball Association
- Girl Guides of Canada, Ontario Council;
- Glen Shields Futbol Club, Inc.;
- Hendon Park Sports Association;
- Humber River Shakespeare Company;
- Kleinburg Book Chats;
- Overseas Cricket Club;
- SantaFest in Maple;
- The Olive Branch for Children;
- Thornhill Park Tennis Club;
- Thornhill Slo-Pitch;
- Vaughan Girls Hockey;
- Vaughan In Action Community Program, Inc.;
- Vaughan Slo-Pitch;
- York Occasional Teachers’ Bargaining Unit;
- Vaughan World Series Slo-Pitch League (VWSSL); and
- One unidentified organization.

Although these organizations represent a wide variety of interests and expressed a broad range of needs, several key themes emerged across a number of groups:

- Facility rentals pose two distinct concerns – one is the perceived lack of equality regarding field allocation (particularly with respect to ball diamonds) and the other is the cost to rent space, specifically the fitness room and gym;
- A lack of adequate facilities was raised as an issue by the sport organizations –
 - City of Vaughan Baseball Association, Hendon Park Sports Association, Thornhill Slo-Pitch, Vaughan Slo-Pitch, and Vaughan World Series Slo-Pitch League expressed desire for appropriately sized ball diamonds for adults with protective netting in the outfield, parking and permanent washrooms, as well as a centralized complex suitable for tournaments;
 - Glen Shields Futbol Club reported a lack of sufficient soccer fields, with the need for high quality and irrigated senior, 9 versus 9, and mini fields;
 - Overseas Cricket Club reported a need for a proper cricket pitch within Vaughan;
 - Thornhill Park Tennis Club would like a winter tennis bubble;
- Organizations seem to be generally satisfied with the quality and maintenance of the City's indoor facilities;
- There is a need for greater publicity regarding parks, recreation, and library opportunities; and
- Utilization of partnerships was mentioned as a method by which services could be delivered and funding of facilities could be pursued.

Other points of interest:

- The majority of the organizations (13 of 17) expect to grow over the next 3 to 5 years;
- The median size of the organizations is 500 participants, with the range being from 20 to over 30,000 participants in 2012;
- The organizations collectively serve all ages, with the majority serving adults over the age of 18;
- 12 of the 17 organizations report serving the entire City of Vaughan; and
- Many organizations make use of municipal and private facilities in King City, Markham, Newmarket, Richmond Hill, and Toronto.

Detailed responses can be found in [Appendix F](#).

4.7 INTERNAL CONSULTATION & ENGAGEMENT

In order to provide an opportunity for in-depth and candid discussions regarding community priorities, participation trends, facility needs, potential partnerships, etc., several key stakeholder interviews and meetings were conducted (in-person and by telephone). Input gathered through the interviews and meetings was considered as part of the study's development. Key external and internal stakeholders providing input into the ATMP include:

- Mayor and Members of City Council
- Vaughan Public Library Board
- Seniors Association of Vaughan Initiative (SAVI)
- York Region District School Board
- York Catholic District School Board
- Toronto and Region Conservation Authority (TRCA)
- Vaughan Community Health Care
- Welcome Centre Immigrant Services – Vaughan
- Senior Management (City and Library)
- Accessibility Advisory Committee (City staff representative)
- Key staff from various City Departments (Recreation and Culture, Building and Facilities, Parks Development, Parks and Forestry Operations, Legal / Real Estate, Policy Planning, Urban Planning, Budgeting & Finance, Reserves and Investment)