

What we Heard Summary

DELANEY
the engagement people



The Town of White City is a growing community where sports, culture and recreation amenities are a top priority. A Multi-Use Recreation Centre would be a major investment in the future of the Town Centre Neighbourhood Plan and would provide the community with opportunities for improved community health and wellness, economic development, and jobs.

From April 22 to May 20, 2021, we engaged the community to listen to insights and feedback on next steps for Phase 3 regarding design development and phasing.

What we did

Share Information



Town of White City Municipal website
- Designated project webpage on engage.whitecity.ca (1,061 visitors)



White City/Emerald Park Community Newsletter



Municipal Newsletters and Updates
- Designed mailer sent to each White City residence



Municipal Alert System



Paid and Earned Media
- Newspaper and Radio



Social Media – Twitter, Instagram, Facebook – Municipal and community partner channels

Engage Community

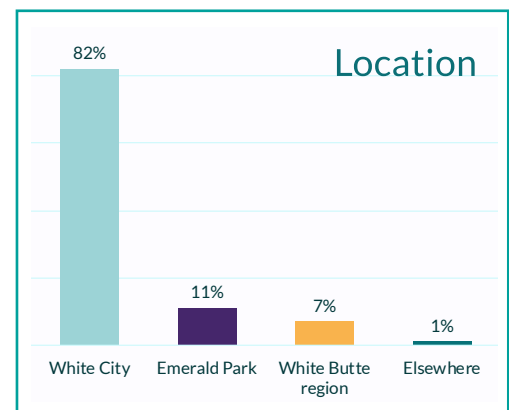
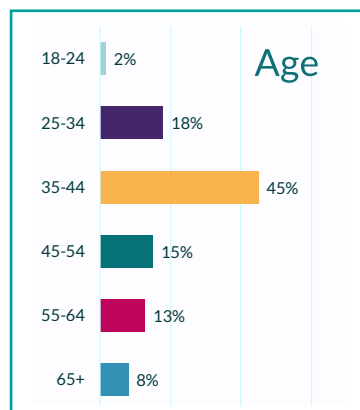
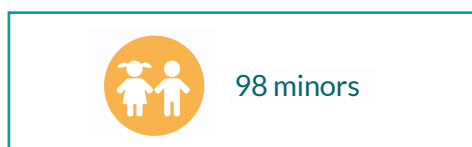
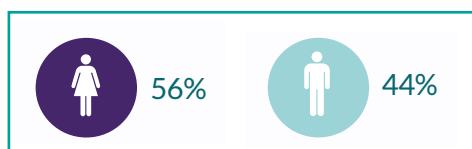
The engagement process was open to all Town of White City community members, community groups and interested and affected parties, as well as residents in surrounding communities. Several engagement approaches were used to connect with 414 participants.

- Short online survey – 384 participants
- Long online survey – 218* participants
- Community liaison – 4 emails and 2 phone calls
- Community workshops – 23 participants
- Key Stakeholder Interview – 1

*The prerequisite to take the long survey was that participants needed to first take the short survey, so this number is not reflected in the total engagement process participants.

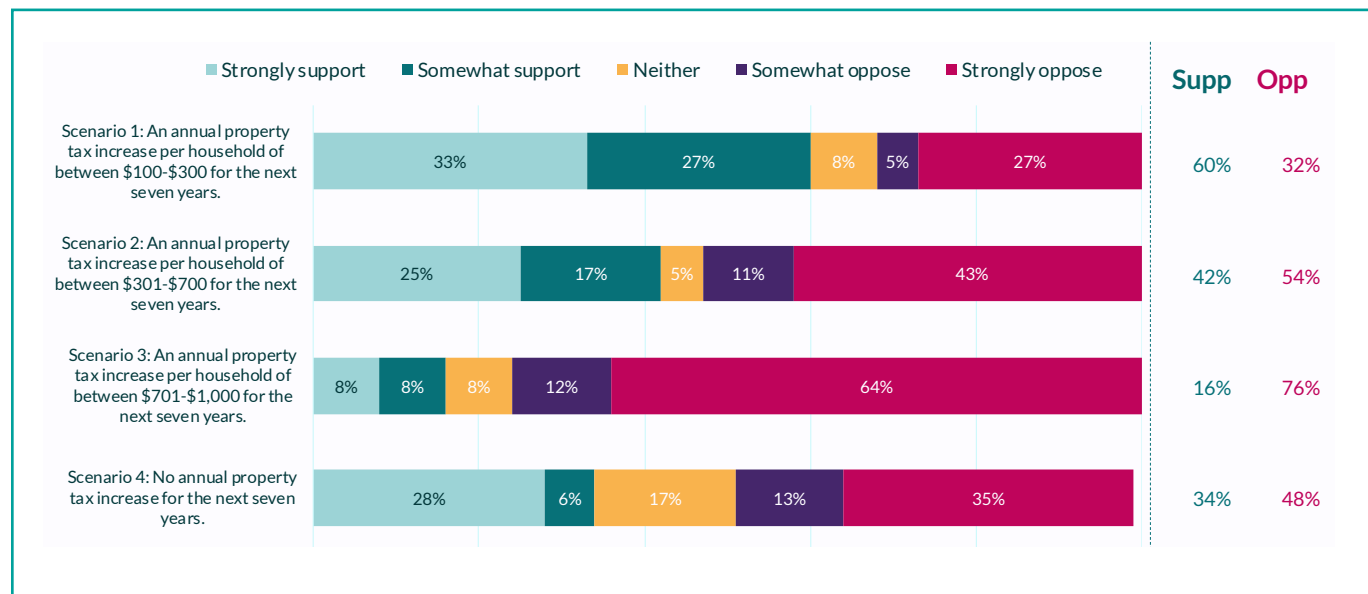


Who Participated?



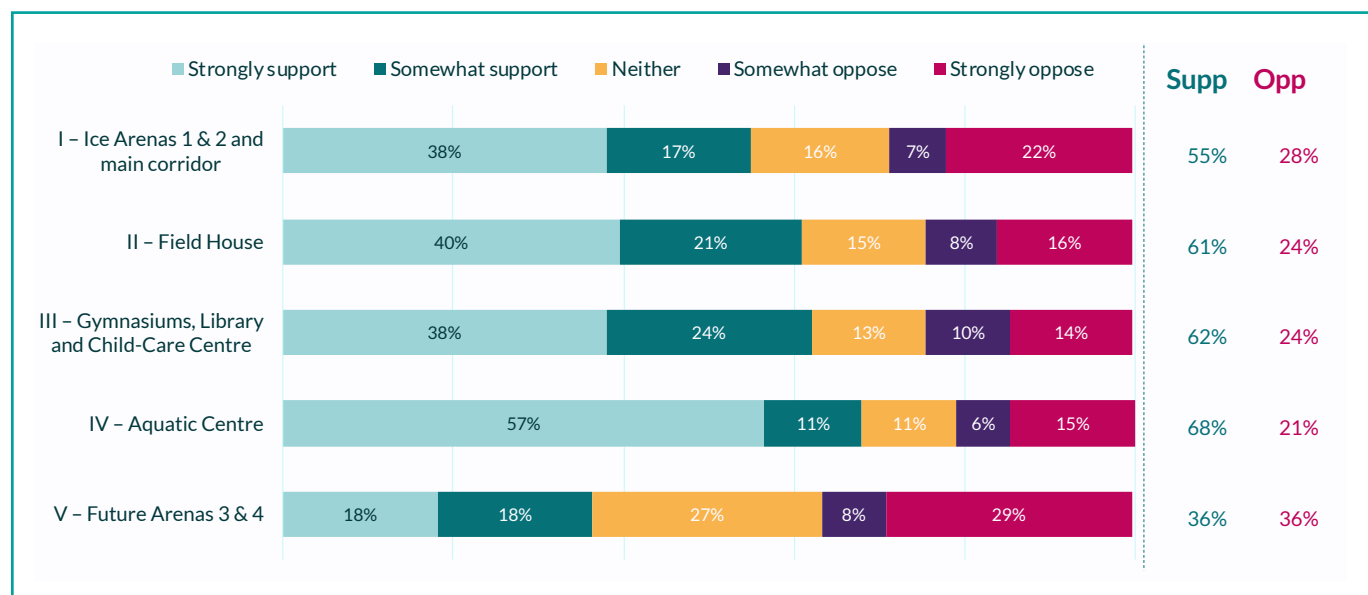
What we heard

Funding options and affordability are key areas of interest for the community. A property tax increase is just one funding option being considered. When asked what level of property tax increase the community would support, participants shared that there is strongest support (60%) for an annual property tax increase of \$100-\$300 per household for the next seven years.



Project Phases

The majority of participants support Phase 1 – 4 with a timeline of development from 3 – 5 years. Support for Phase 4, the aquatic centre, is highest, and from other survey results, including written comments, we heard that many participants want an aquatic centre sooner and feel it should be more of a priority than arenas.



Four Big Themes

Here's what else we heard...

Concerns of

Project Cost & Affordability

was the most common theme heard.

"Tax increases must be reasonable for the whole community."

Fieldhouse and Court Sports

were amenities that many suggested were lacking in the community.

"We need diversity in our recreation activities."

Participants supported current

Phasing and Timelines

for Phases 1 – 4 with a timeline of 3 – 5 years.

"I want to see this built within 5 years so that my children can use the facility."

Community Gathering or Meeting Space

was a common theme to create accessible space for members of the community to meet and connect.

"Create an accessible multi-purpose space for all ages and members of the community."

What's Next

June 14, 2021

Summary of Engagement Findings presentation to Council

Early Summer 2021

Town Council will make a decision whether to move forward with Stage 3 Design Development for the Multi-Use Recreation Centre

