



## Belle Park Ideas: Focus Group

Welcome





We would like to begin by acknowledging that the land on which we gather is the traditional territory of the Anishinaabe and Haudenosaunee Peoples



## Introductions





Our goal is to engage the public in informing future opportunities for Belle Park

## Today's Goal

To provide findings from the Belle Park public engagement process in order to seek focused feedback and input that further informs recommendations to Council.



# Today's Agenda

- Introductions
- How did we get to today?
- Facilitator and instructions
- The survey
- Survey results – focus group input
- Wrap up and evaluation

# Belle Park History

- Operated as a municipal dump from 1952-1972.
- Turned into a multi-use public open space including a nine-hole golf course, a driving range, tennis courts, and walking paths in 1974.
- Golf activity removed from Belle Island in 2016.







# The Issue and Context

- The golf operation has had a declining membership over the past 6 years.
- Membership (excluding locker and golf cart) has gone from 174 in 2010 down to 68 in 2016, representing a 61% decrease.
- It should also be noted that there was a slight increase from the 52 members in 2015 to the 68 in 2016.
- With the decline in revenues comes an increase in the annual operational deficit averaging \$201,000 over the past 4 years.

# Belle Park: The Opportunity

- The City is in a rare position to ensure that future of Belle Park gels within the context of other larger projects within the City's purview:
  - the Waterfront Master Plan
  - K&P Trail
  - Recreation and Leisure Master Plan
  - North Kings Town Secondary Plan
- Also need to consider legislation, technical and environmental realities, and operating costs
- Need to consider the ever changing demographics in Kingston and what those populations will need in the future in terms of recreation and leisure at this site

# The Working Group's Focus

Belle Park Working Group (BPWG) formed by Council in 2014 to provide advice to staff on matters related to operations and upgrades to the park as a whole. From 2014 to 2017, the Working Group and staff met monthly to conduct meetings and site visits to discuss the issues on the course and how improvements could be achieved over time.

In 2016 two distinct surveys were created:

1. *A golf member specific survey* – to capture what was liked and what needed to be improved upon to increase the golfing experience at the park
2. *A survey for the public at large* – to capture input from a broader audience and what they used the park for

## The Working Group's Focus

The member specific survey returned the following results from 46% of the membership.

- The overall satisfaction rating was 7.4 out of 10
- Positive comments: staff, location, flexibility in tee times and maintenance
- Negative comments: course condition, most specifically fairways

## The Working Group's Focus

The public survey received 290 responses:

- 67 respondents use it for golf (23%)
- 52 respondents use it for pickleball (18%)
- 167 use it as mixed use parkland (57.5%)
- The remainder do not currently use Belle Park

Based on this data, the Belle Park Working Group discussed strategies for servicing all of the park users in a more proportional manner.

## Council's Direction

Subsequently, the BPWG recommended to Council in its end of term 2016 report, and that motion was carried at the December 20<sup>th</sup>, Council Session

**That** Council direct staff to explore options to reduce, modify or eliminate some or all golf activity and increase alternate outdoor recreational and naturalization opportunities at Belle Park; and

**That** Council direct staff to report back to Council with recommendations on the future opportunities and planning for Belle Park after public consultation.



## Our Vision

The City of Kingston engagement practices will encourage broad participation from all members of our community in a transparent and positive process supported by clear and accurate information, and resulting in directions that are for the benefit of the community at large.

## Key Principles

1. Inclusivity
2. Early Involvement and timely communication
3. Respect
4. Transparent and accountable
5. Clear and coordinated approach
6. Continuous improvement

# Belle Park Public Engagement Process

- Pop Up Events: Complete
  - Public Session Workshops: May 31, June 1, and June 8, 2017 Complete
  - Belle Park Tours: Cancelled due to site conditions
  - Online public survey based on feedback: July/Aug - complete
  - Focus Groups: July – Met with Golfers  
August - *Happening now!*
  - Public Session Recap: August 22, 2017
  - Report to Council and Recommendations: Target - September 2017
- \* Reporting back to occur after each session/event

# Facilitator and Instructions

- Survey results will be presented. Please ask *questions of clarity only* at this point.
  - During a period of focused group discussion following the presentation, we encourage you to provide input and advice.
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## Guidelines

1. Everyone participates. No one dominates.
2. Please be respectful.
3. Let's listen and stay open to divergent opinions and perspectives.
4. Please propose vs. dispose.
5. Permission to move along in order to stay on time.

# Belle Park Public Engagement Process

## **Belle Park Ideas - Feedback from public input sessions**

Session dates :

- May 31, 2017 – Belle Park Clubhouse
- June 1, 2017 – Artillery Park Aquatic Centre
- June 8, 2017 – Invista Centre

## **Session format**

- The sessions were held to engage the public in discussing future opportunities for Belle Park
- Approximately 87 people attended
- Residents were given examples of similar spaces in Kingston and Ontario where multiple recreational and leisure activities take place on a large public green space
- Following the presentation, small groups gathered at tables and were presented with four questions for discussion
- Each group presented what they discussed to the room

# Belle Park Ideas – The Survey

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## Survey Process:

- The survey was built from input/feedback from each of the 3 public sessions
- The survey was broken into 4 sections:
  - Golf Activities
  - Outdoor Recreational Activities
  - Naturalization Opportunities
  - Other Activities
- Each section had options you could rank from most to least favourite
- The last question asked you “what interests you the most about this site?”

# Belle Park Ideas – The Survey

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## Survey Distribution:

- The survey was promoted through e-city news, social media, City Website, local news and radio
- Paper based surveys were mailed to all Belle Park members for the past 4 seasons
- Paper based surveys were available at the Belle Park Clubhouse and the Invista Centre
- Pop up events were completed where staff spoke with the public about the public consultation and pointed them to the website or handed them a paper copy of the survey to fill out



# Belle Park Ideas – The Survey

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## Survey Results:

- 1098 people responded (3rd most respondents of any city survey)
- As the survey employs a ranking system, weight is applied to your choices (first choice is scored higher than second, third, etc.)



# Belle Park Ideas – The Survey

Weighting methodology as follows:

The average ranking is calculated as follows, where:

$w$  = weight of ranked position

$x$  = response count for answer choice

$$\frac{x_1w_1 + x_2w_2 + x_3w_3 \dots x_nw_n}{\text{Total}}$$

Weights are applied in reverse. In other words, the respondent's most preferred choice (which they rank as #1) has the largest weight, and their least preferred choice (which they rank in the last position) has a weight of 1. For example, if a Ranking question has 5 answer choices, weights are assigned as follows:

The #1 choice has a weight of 5

The #2 choice has a weight of 4

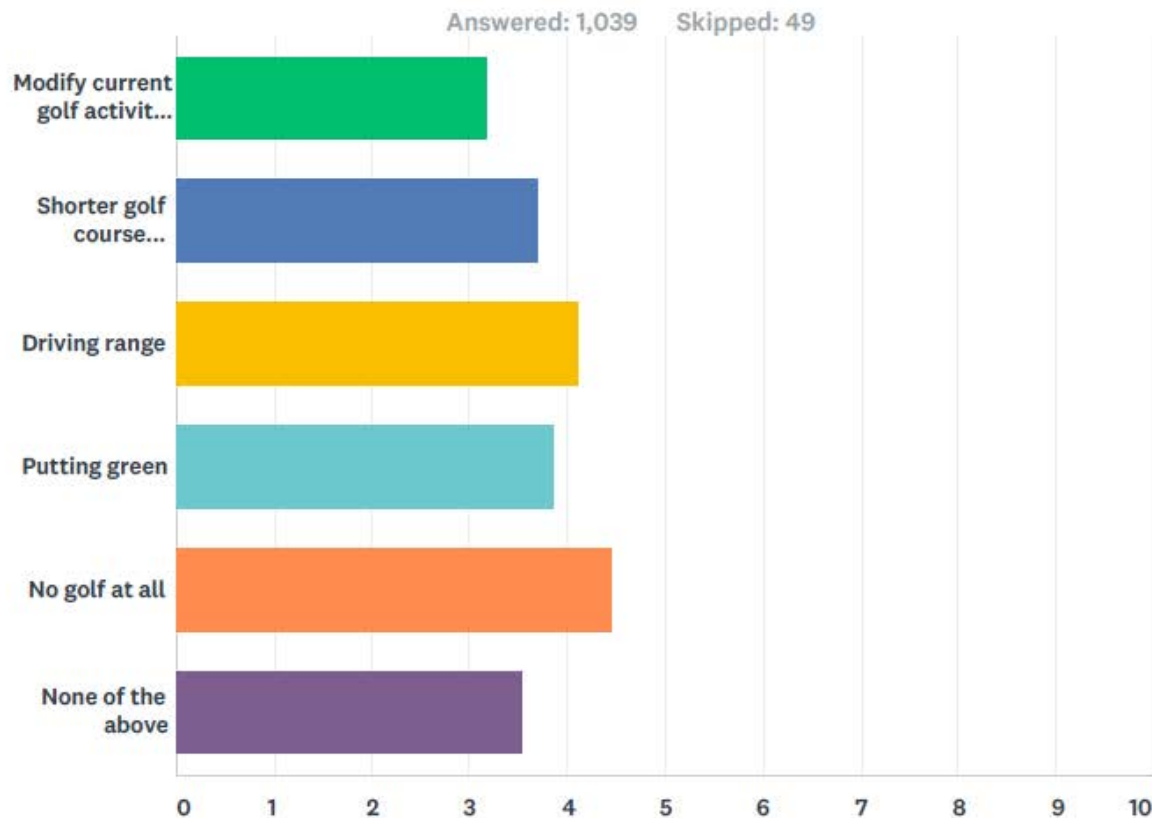
The #3 choice has a weight of 3

The #4 choice has a weight of 2

The #5 choice has a weight of 1

## Golf Activities

**Q1 1. What golf activities would you like to see at Belle Park?**

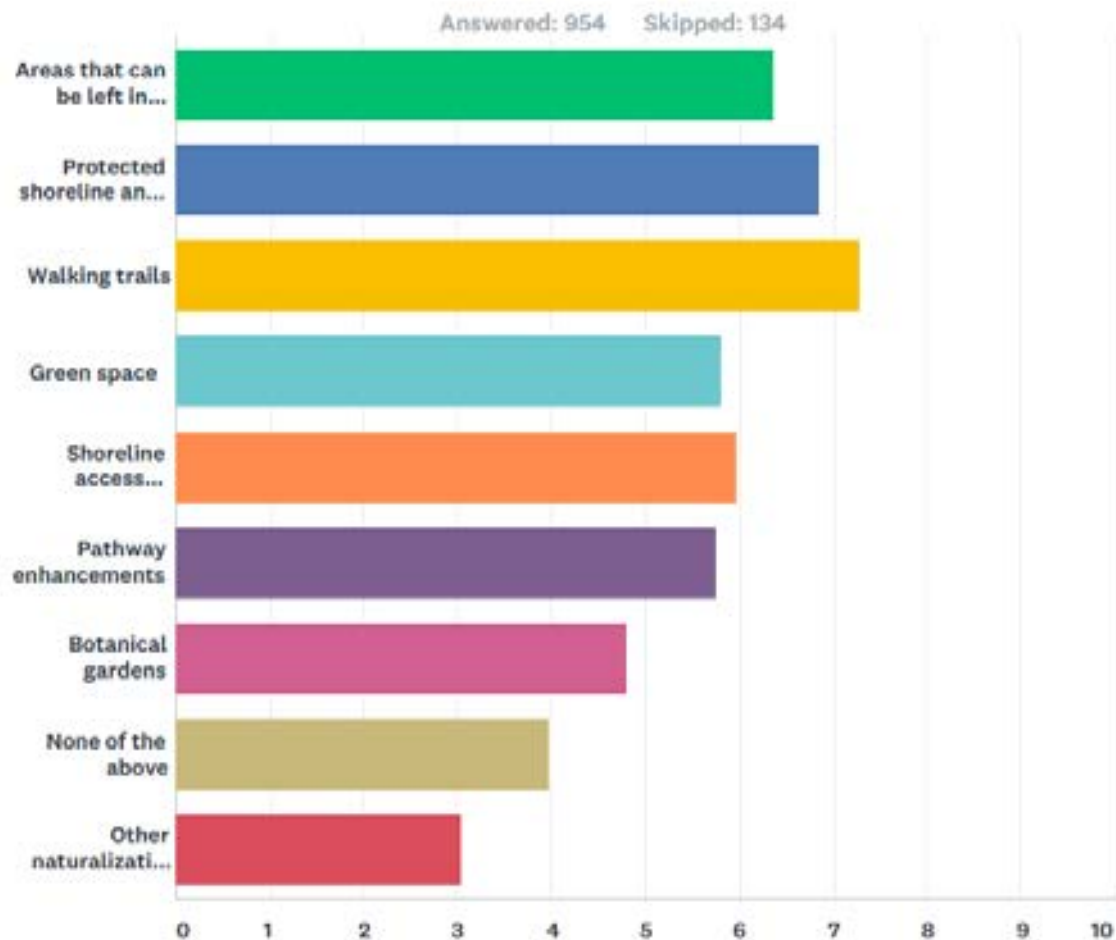


## Golf Activities

	1	2	3	4	5	6	Total	Score
Modify current golf activities (list below)	22.16% 115	8.09% 42	10.40% 54	10.98% 57	20.23% 105	28.13% 146	519	3.17
Shorter golf course (executive style)	17.44% 98	18.33% 103	14.95% 84	22.60% 127	20.28% 114	6.41% 36	562	3.71
Driving range	18.30% 110	24.13% 145	23.79% 143	23.63% 142	6.66% 40	3.49% 21	601	4.13
Putting green	9.64% 59	22.55% 138	35.62% 218	16.99% 104	8.33% 51	6.86% 42	612	3.88
No golf at all	52.83% 392	11.32% 84	5.26% 39	3.50% 26	13.21% 98	13.88% 103	742	4.45
None of the above	29.45% 167	17.81% 101	4.23% 24	5.82% 33	9.70% 55	32.98% 187	567	3.53

## Naturalization Opportunities

**Q3 2. What naturalization opportunities would you like to see at Belle Park?**



## Naturalization Opportunities

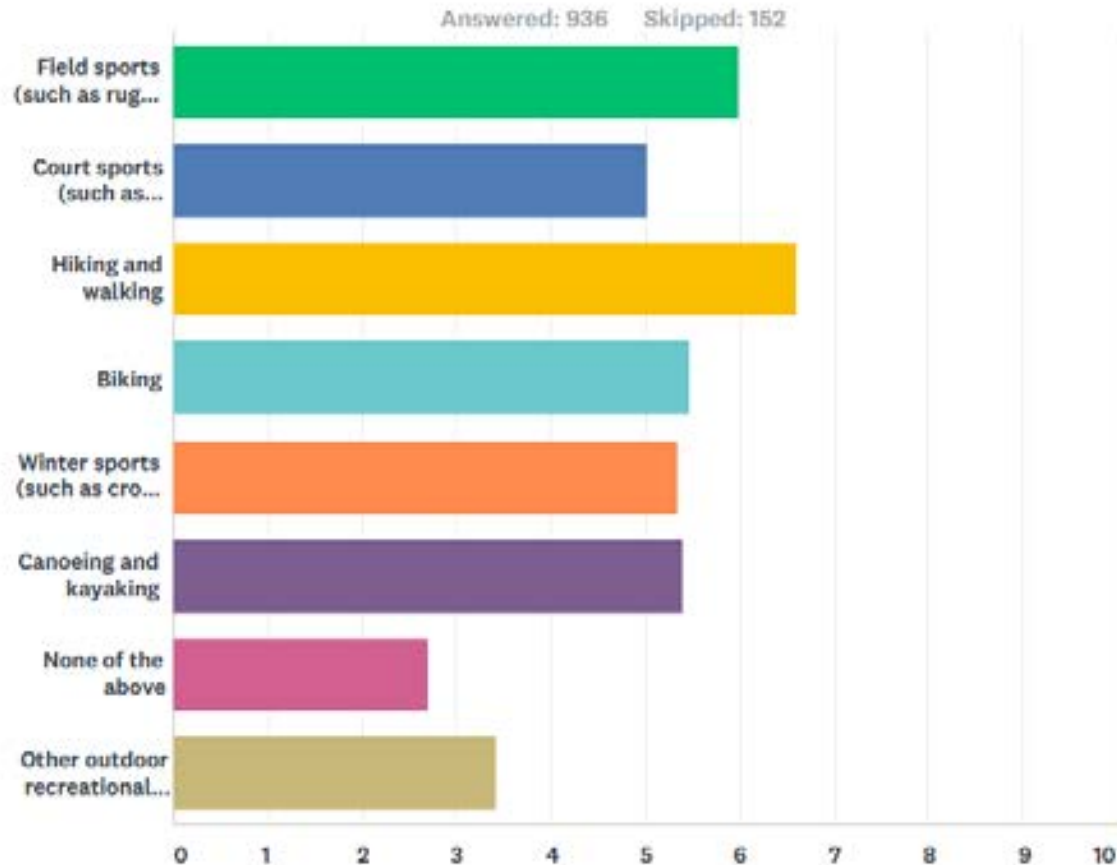
	1	2	3	4	5	6	7	8	9	Total	Score
Areas that can be left in natural “wild” state	24.41% 145	19.19% 114	13.13% 78	7.91% 47	9.76% 58	9.09% 54	9.43% 56	3.54% 21	3.54% 21	594	6.37
Protected shoreline and habitat for wildlife	24.22% 156	27.02% 174	13.04% 84	10.09% 65	9.16% 59	8.39% 54	3.88% 25	3.11% 20	1.09% 7	644	6.84
Walking trails	30.10% 211	21.11% 148	23.82% 167	11.55% 81	5.99% 42	3.28% 23	2.14% 15	1.28% 9	0.71% 5	701	7.29
Green space	6.72% 40	10.08% 60	17.14% 102	24.71% 147	18.82% 112	11.76% 70	8.24% 49	1.01% 6	1.51% 9	595	5.79
Shoreline access enhancements	17.20% 103	13.86% 83	12.85% 77	13.36% 80	15.19% 91	11.69% 70	9.18% 55	4.17% 25	2.50% 15	599	5.97
Pathway enhancements	9.14% 55	14.12% 85	14.78% 89	16.11% 97	14.12% 85	19.77% 119	7.97% 48	2.33% 14	1.66% 10	602	5.75
Botanical gardens	7.88% 42	6.00% 32	12.01% 64	11.63% 62	13.13% 70	13.13% 70	23.26% 124	6.38% 34	6.57% 35	533	4.80
None of the above	26.95% 107	1.26% 5	1.01% 4	2.02% 8	2.02% 8	1.51% 6	5.79% 23	32.75% 130	26.70% 106	397	3.97
Other naturalization opportunities (please list below)	9.12% 31	4.71% 16	2.35% 8	2.06% 7	3.53% 12	4.12% 14	10.59% 36	25.29% 86	38.24% 130	340	3.03



## Outdoor Recreational Opportunities

Belle Park Ideas – Future Opportunities Survey

**Q5 3. What outdoor recreational activities would you like to see at Belle Park?**



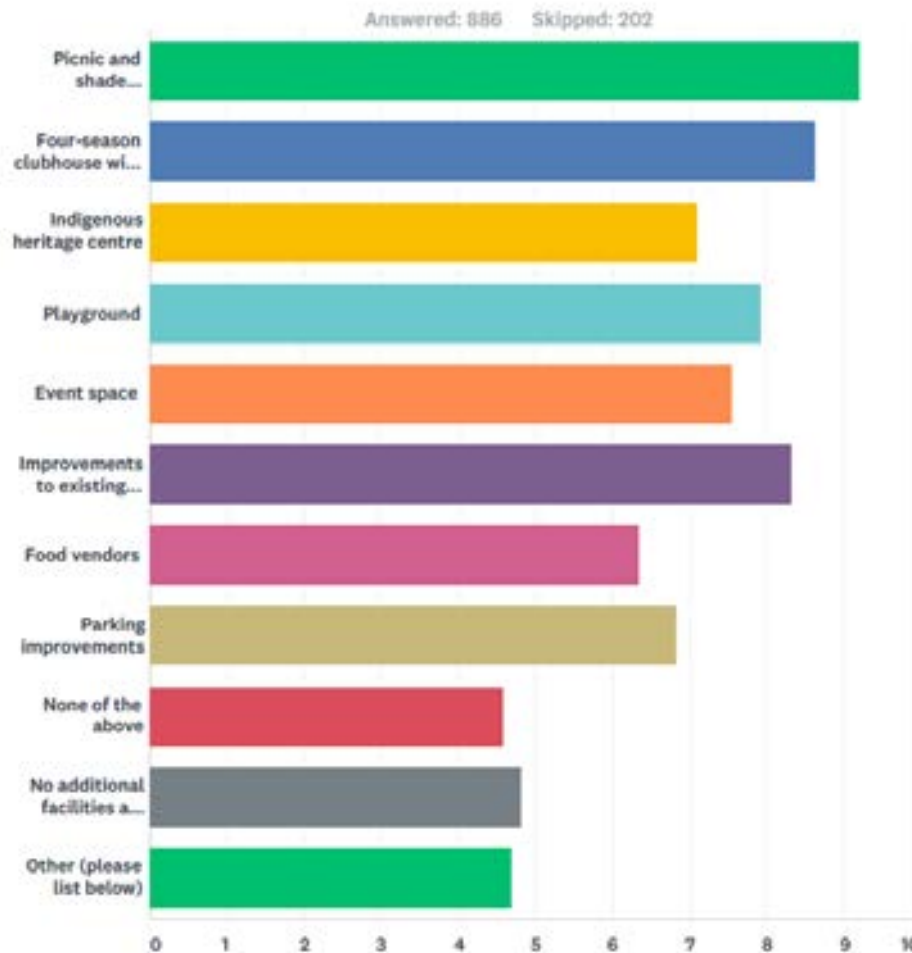
## Outdoor Recreational Opportunities

	1	2	3	4	5	6	7	8	Total	Score
Field sports (such as rugby, soccer, lacrosse, ultimate Frisbee, field hockey)	53.32% 345	3.09% 20	4.64% 30	7.26% 47	10.36% 67	9.12% 59	4.95% 32	7.26% 47	647	5.98
Court sports (such as pickleball, tennis, basketball)	17.07% 91	18.01% 96	10.13% 54	9.76% 52	15.20% 81	16.70% 89	6.57% 35	6.57% 35	533	5.03
Hiking and walking	35.92% 236	24.96% 164	19.18% 126	10.05% 66	4.87% 32	2.13% 14	1.52% 10	1.37% 9	657	6.58
Biking	6.53% 37	25.75% 146	19.93% 113	20.46% 116	13.40% 76	10.23% 58	2.65% 15	1.06% 6	567	5.45
Winter sports (such as cross country skiing and snowshoeing)	7.06% 43	20.20% 123	22.66% 138	20.53% 125	14.29% 87	11.33% 69	2.30% 14	1.64% 10	609	5.34
Canoeing and kayaking	8.04% 48	19.60% 117	24.46% 146	18.26% 109	13.90% 83	13.74% 82	1.68% 10	0.34% 2	597	5.40
None of the above	11.37% 34	1.67% 5	2.34% 7	3.01% 9	5.02% 15	4.01% 12	32.78% 98	39.80% 119	299	2.69
Other outdoor recreational activities (please list below)	15.45% 51	4.85% 16	5.15% 17	4.55% 15	6.36% 21	7.27% 24	26.67% 88	29.70% 98	330	3.42

## Other Opportunities

Belle Park Ideas – Future Opportunities Survey

**Q7 4. What other changes would you like to see at Belle Park?**

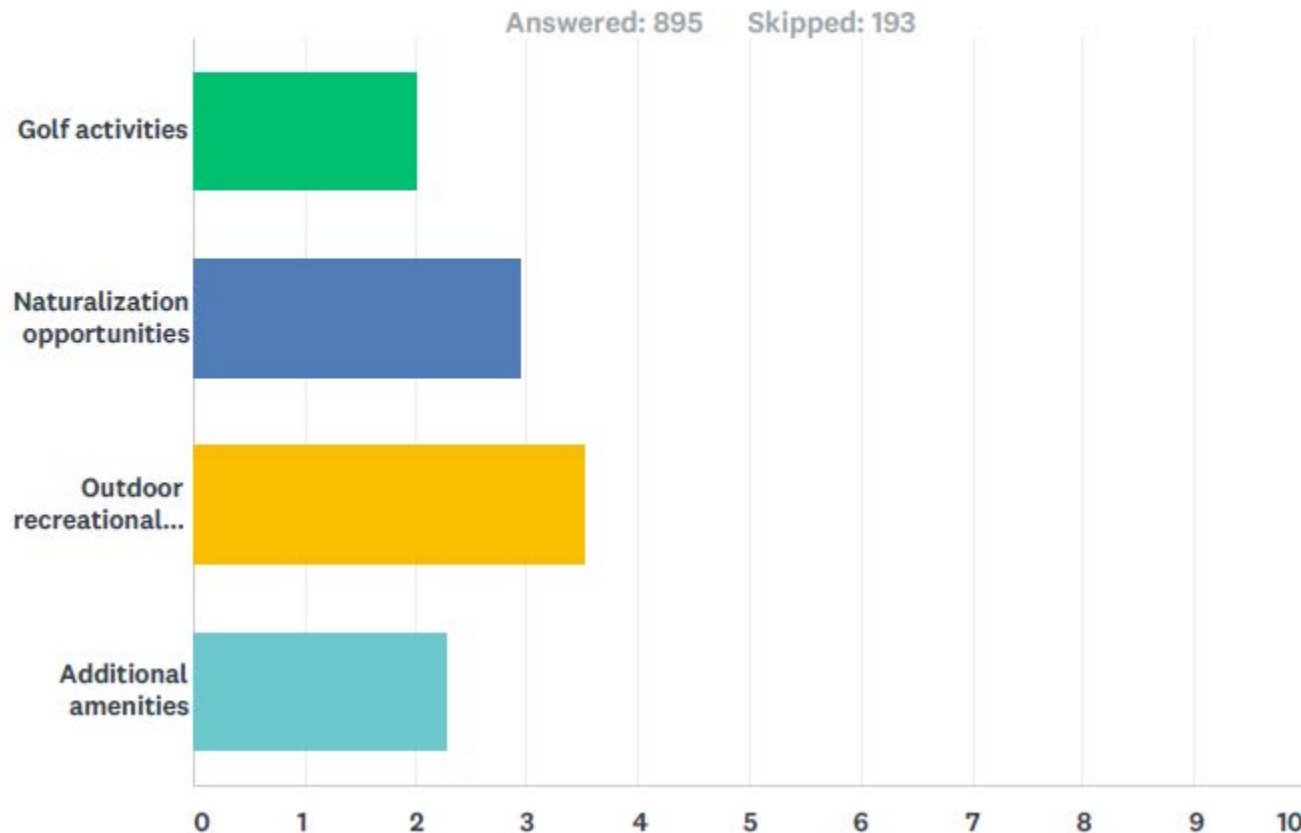


## Other Opportunities

	1	2	3	4	5	6	7	8	9	10	11	Total	Score
Picnic and shade facilities	32.15% 181	23.98% 135	16.52% 93	11.72% 66	6.22% 35	3.20% 18	2.31% 13	1.60% 9	0.71% 4	0.71% 4	0.89% 5	563	9.21
Four-season clubhouse with warming station	33.59% 177	20.11% 106	11.01% 58	6.83% 36	8.35% 44	5.69% 30	2.66% 14	4.17% 22	1.71% 9	3.61% 19	2.28% 12	527	8.61
Indigenous heritage centre	20.78% 91	11.87% 52	10.73% 47	9.36% 41	8.68% 38	5.48% 24	5.71% 25	10.50% 46	3.42% 15	2.28% 10	11.19% 49	438	7.09
Playground	9.05% 43	20.00% 95	20.63% 98	14.74% 70	11.16% 53	8.21% 39	7.16% 34	3.58% 17	1.89% 9	1.89% 9	1.68% 8	475	7.92
Event space	7.89% 34	11.14% 48	19.72% 85	17.17% 74	16.47% 71	10.21% 44	7.66% 33	3.48% 15	2.78% 12	2.09% 9	1.39% 6	431	7.56
Improvements to existing clubhouse (showers, change rooms)	30.30% 150	18.38% 91	8.48% 42	7.07% 35	8.89% 44	9.49% 47	5.66% 28	4.04% 20	4.44% 22	1.82% 9	1.41% 7	495	8.32
Food vendors	4.53% 18	6.55% 26	11.59% 46	12.59% 50	9.32% 37	15.87% 63	15.87% 63	13.10% 52	3.78% 15	3.53% 14	3.27% 13	397	6.34
Parking improvements	5.73% 25	12.61% 55	13.99% 61	12.39% 54	9.40% 41	9.17% 40	15.14% 66	12.84% 56	4.59% 20	2.06% 9	2.06% 9	436	6.82

## What interests you the most?

**Q9 5. Out of the categories presented, what interests you the most about this site?**





## What interests you the most?

	1	2	3	4	Total	Score
Golf activities	22.31% 108	8.68% 42	15.29% 74	53.72% 260	484	2.00
Naturalization opportunities	31.29% 189	38.08% 230	24.50% 148	6.13% 37	604	2.95
Outdoor recreational activities	66.80% 513	22.14% 170	7.16% 55	3.91% 30	768	3.52
Additional amenities	11.11% 54	26.34% 128	41.98% 204	20.58% 100	486	2.28



# Belle Park Ideas – Results

## Big themes and findings –

(If you agree - The idea is to create a broader larger set of themes you uncovered in the public sessions/surveys around trails, wildlife, etc. before you get into details – a larger vision per se – as per our phone call – you could frame the against what interests people the most (slide 29 before this one) – see notes below

## Today's Goal

Let's look at the top preferences  
and findings from each section  
and discuss potential  
impacts/outcomes and  
opportunities

We need your input!



## Golf Activities:

1. No golf at all
2. Driving range
3. Putting green

**What impacts/outcomes and opportunities do you envision for Belle Park?**

# Belle Park Ideas – Results

## Naturalization Opportunities:

1. Walking trails
2. Protected shoreline and habitat for wildlife
3. Areas that can be left in natural “wild” state

**What impacts/outcomes and opportunities do you envision for Belle Park?**

# Belle Park Ideas – Results

## Outdoor Recreational Opportunities:

1. Hiking & walking
2. Field sports (rugby, soccer, lacrosse, etc.)
3. Biking (trails & pump track)

**What impacts/outcomes and opportunities do you envision for Belle Park?**

## Other Opportunities:

1. Picnic and shade facilities
2. 4-season clubhouse with warming station
3. Improvements to existing club house
4. Playground

**What impacts/outcomes and opportunities do you envision for Belle Park?**

# Belle Park Ideas – Input

**Did we get it right?**

**What other impacts/outcomes and opportunities did we miss or do we need to consider?**



# Next Steps

- Pop Up Events: Complete
- Public Session Workshops: May 31, June 1, and June 8, 2017 Complete
- Belle Park Tours: Cancelled due to site conditions
- Online public survey based on feedback: July/Aug - complete
- Focus Groups: July – Met with Golfers  
August - *Happening now!*
- Public Session Recap: August 22, 2017
- Report to Council and Recommendations: Target - September 2017

\* Reporting back to occur after each session/event



# Wrap Up and Thank You

*Thank You for Your Input*

**Please complete the session evaluation form**

