

DOG PARK ENGAGEMENT RESULTS - MARCH 21, 2016



RECOMMENDATIONS

- ▶ THAT Council receives, for information, the dog park public engagement results, with respect to the statistically valid dog park survey and online feedback form.
- ▶ AND THAT Council direct staff to engage in public consultation with stakeholders and neighbourhood residents on four potential off-leash dog beaches and one potential off-leash dog park.

BACKGROUND

- ▶ In 2015, Council endorsed staff's proposal to undertake a city-wide statistically valid survey in order to better understand all sides of the dog park equation
- ▶ an online feedback form was concurrently available on the City website for residents to complete

A. STATISTICALLY VALID SURVEY - GOALS

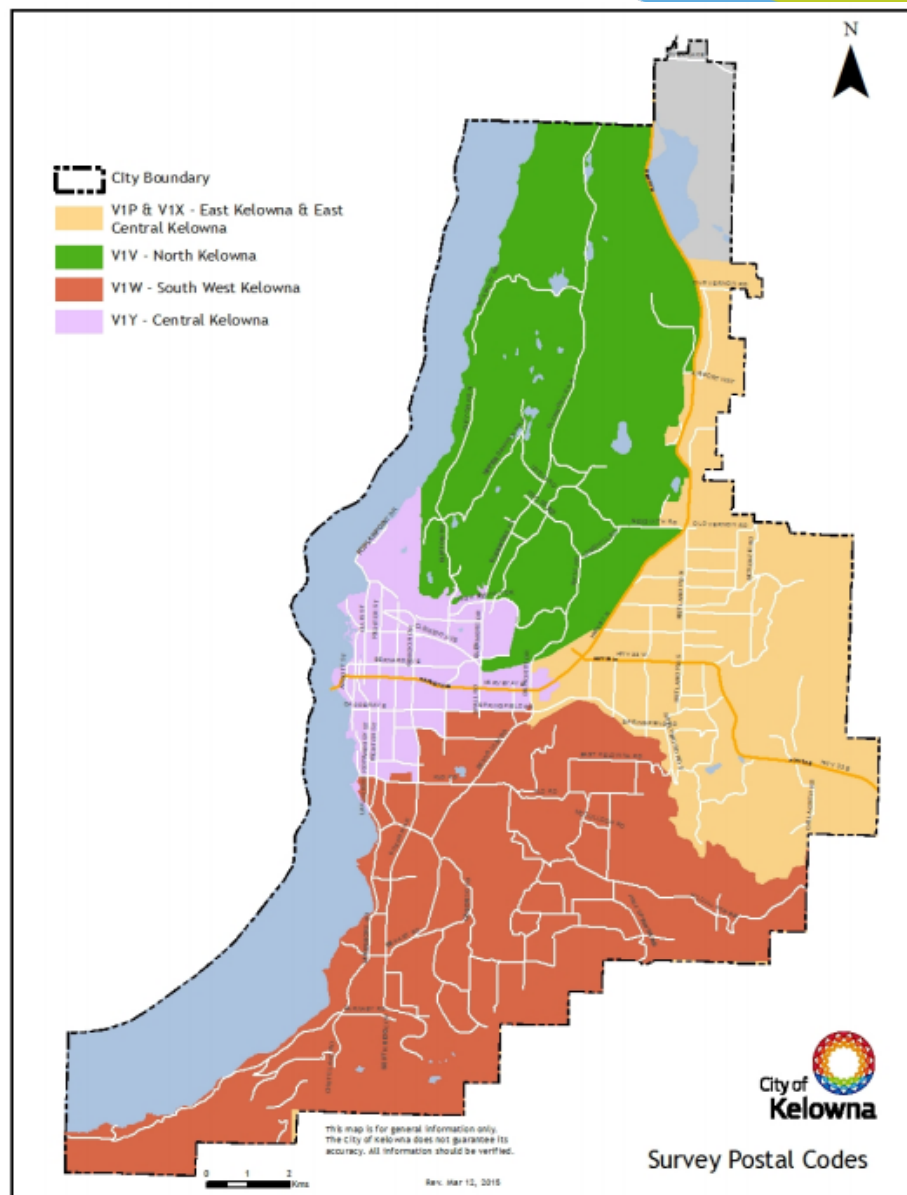
- ▶ Determine residents' levels of support for off-leash dog parks and/or dog beaches
- ▶ Identify residents' tolerance levels for off-leash dog parks and/or dog beaches in their neighbourhoods
- ▶ Identify priority locations for off-leash dog parks and dog beaches
- ▶ Measure the size of dog owners as a user group of the parks system

STATISTICALLY VALID SURVEY

- ▶ NRG Research Group
- ▶ Conducted January 27 - February 4, 2016
- ▶ Allowed for representative data, both geographically and demographically, by establishing age and postal code quotas
- ▶ 386 surveys completed
- ▶ Overall accuracy within +/-5%

DOG OWNERSHIP- RESULTS

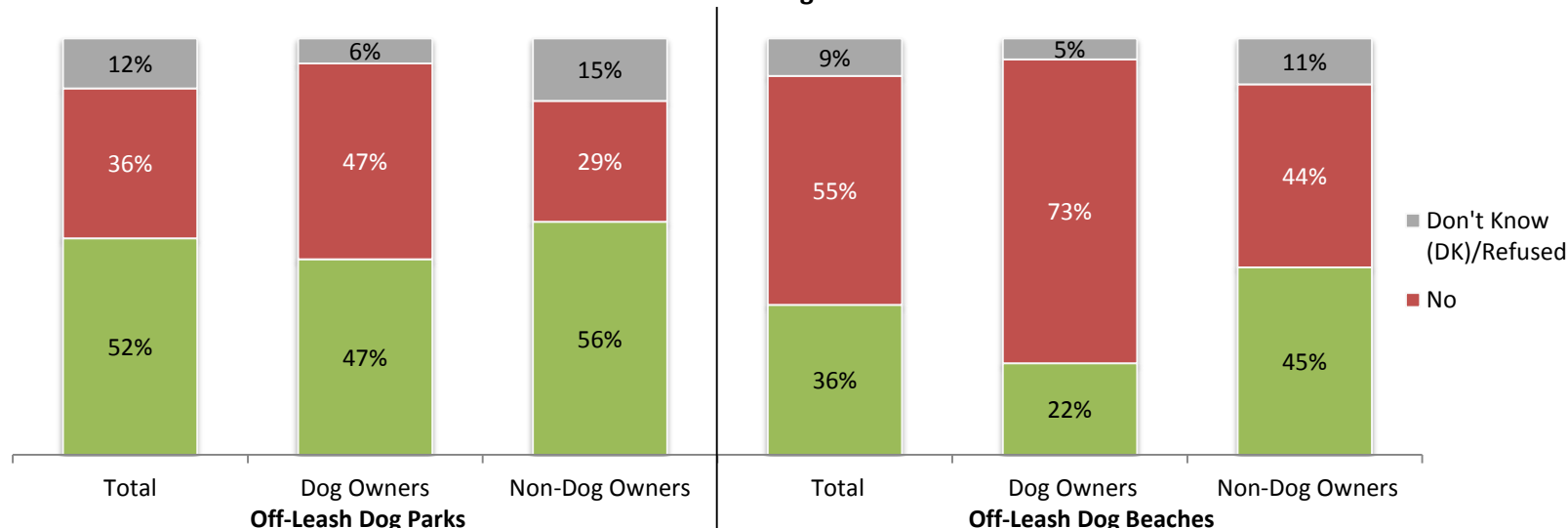
- ▶ 38% of households own dogs
 - ▶ 44% southwest
 - ▶ 43% central
 - ▶ 36% east & east central
 - ▶ 23% north



CURRENT INVENTORY

- ▶ 52% of residents believe that there are enough existing off-leash dog parks
- ▶ 55% feel more off-leash dog beaches are required.

Q2/Q3. Do you feel there are enough off-leash dog parks/beaches in the City of Kelowna to sufficiently meet the needs of dog owners?

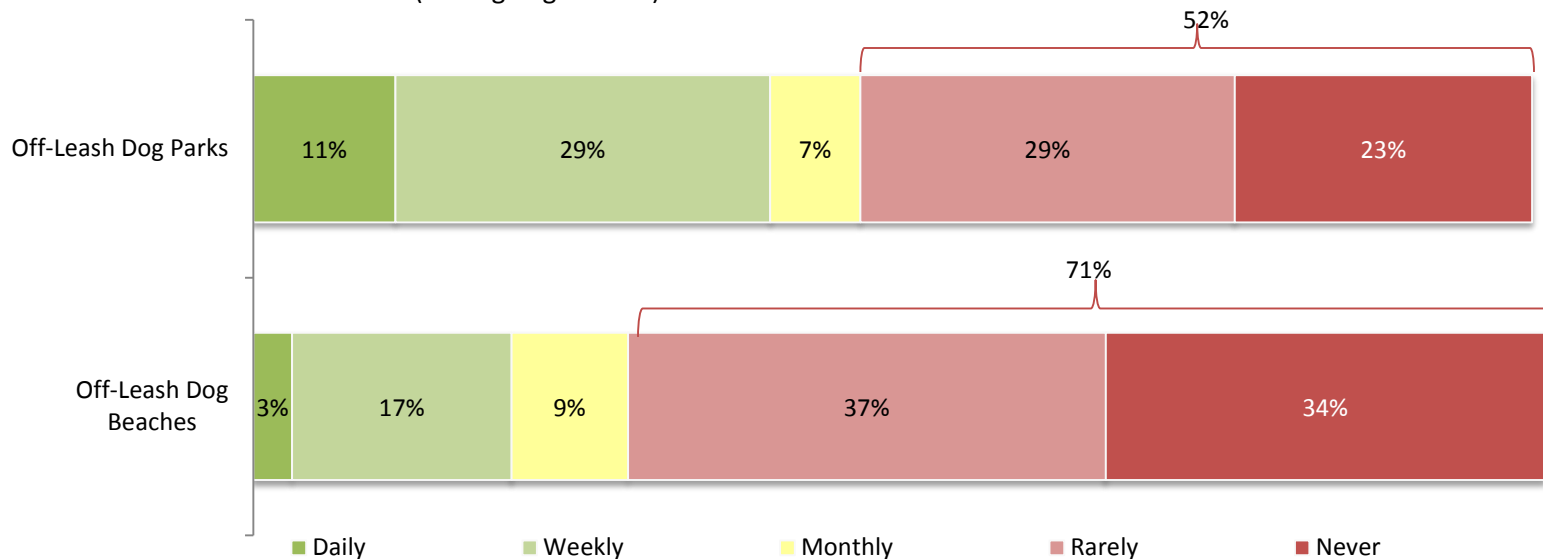


Base: All respondents, n=386; Dog Owners, n=158, Non-Dog Owners, n=227.

CURRENT USE

- ▶ 52% of dog owners note that their dog(s) rarely or never go to an off leash dog park
- ▶ 71% rarely or never go to an off leash dog beach

Q4/Q6. On average, how often does your dog/dogs use an off-leash dog park?
(among dog owners)

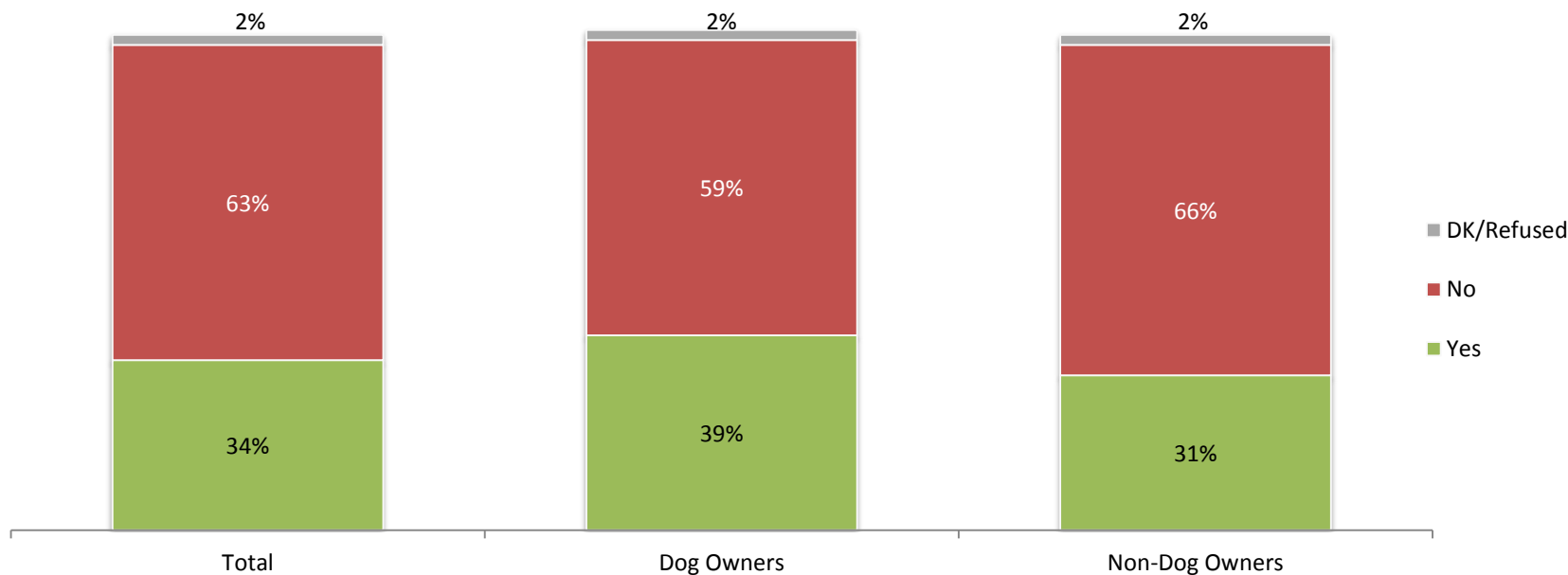


Base: Dog owners only, n=158.

WALKING DISTANCE EXPECTATIONS

- ▶ 63% do not believe it is reasonable to expect a dog park to be located within walking distance of home

Q8. Is it reasonable for residents to expect that an off-leash dog park or beach be within walking distance to their home?



Base: All respondents, n=386; Dog Owners, n=158, Non-Dog Owners, n=227.

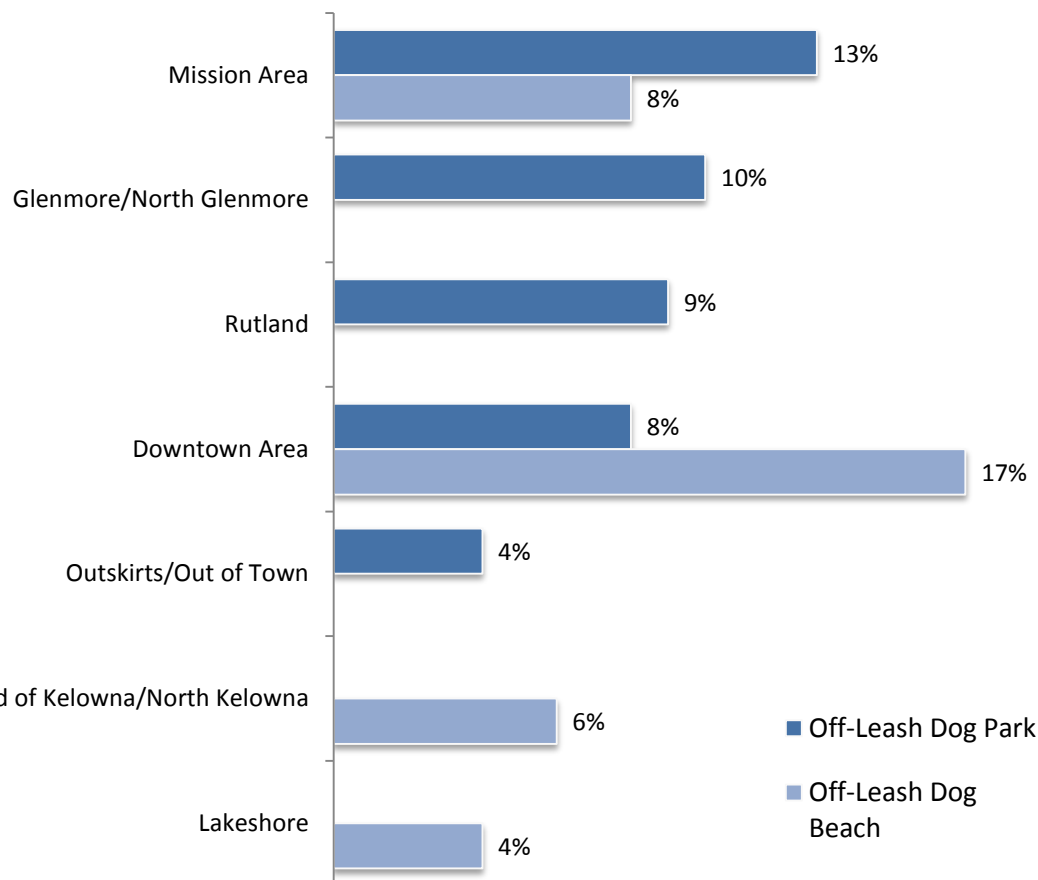
LOCATIONS SUGGESTED BY PUBLIC

off-leash dog parks

- ▶ Mission (13%)
- ▶ Glenmore (10%)
- ▶ Rutland (9%)
- ▶ Downtown (8%)

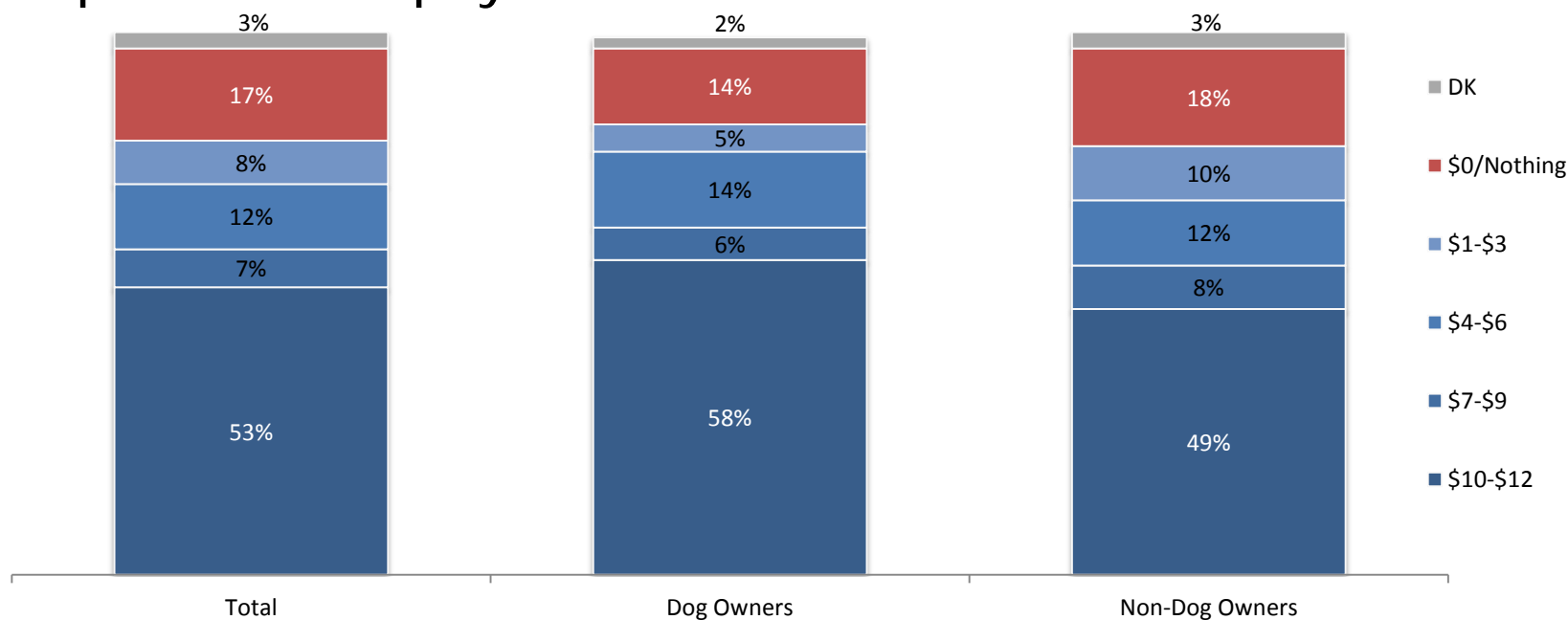
off-leash dog beaches

- ▶ Downtown (17%)
- ▶ Mission (8%)
- ▶ North End /North Kelowna (6%)



WILLINGNESS TO PAY

- ▶ 72% support increasing property taxes between \$4 and \$12 to help pay for dog parks
- ▶ 78% support sponsorship or advertising options to reduce impacts on taxpayers



Base: All respondents, n=386; Dog Owners, n=158, Non-Dog Owners, n=227.

A faded background image of a man and a young boy walking a small dog on a leash along a path in a park. The man is wearing a white t-shirt and blue jeans, and the boy is wearing a blue t-shirt and shorts. They are both looking towards the camera. The path is paved, and there are trees and grass in the background.

B. ONLINE FEEDBACK- GOALS

- ▶ Identify community preferences for dog park amenities (e.g. surface material and amenities)
- ▶ Identify benefits and drawbacks of off-leash dog parks & beaches
- ▶ Provide an opportunity for residents to provide feedback and /or suggestions

ONLINE FEEDBACK

- ▶ City website
- ▶ January 27 - February 15, 2016
- ▶ higher proportion of dog owners (82% or over 2X city average)

TOTAL RESPONSES

1610

COMPLETED RESPONSES

1245

COMPLETION RATE

77%

PRIORITY AMENITIES

- ▶ Drinking fountains for dogs and people
- ▶ Parking
- ▶ separate areas for small dogs

PRIORITY SURFACING

- ▶ Turf grass

PARK SIZE

- ▶ Most respondents were willing to accept smaller dog parks where land is scarce downtown

TOP 3 MAIN BENEFITS

- ▶ Socialization
- ▶ Exercise
- ▶ Safety

TOP 3 MAIN DRAWBACKS

- ▶ Safety (aggressive or uncontrolled dogs or owners)
- ▶ Other (amenities, aesthetics, size)
- ▶ Dog owners not picking up

SUMMARY

- ▶ the majority of residents support another dog beach; but were split almost exactly in half on the need for another off-leash dog park
- ▶ dog owners represents one of the largest user groups of our parks system
- ▶ the most popular location for a dog beach was the Downtown; followed by the Mission; the north end/ north Kelowna; and finally Lakeshore.

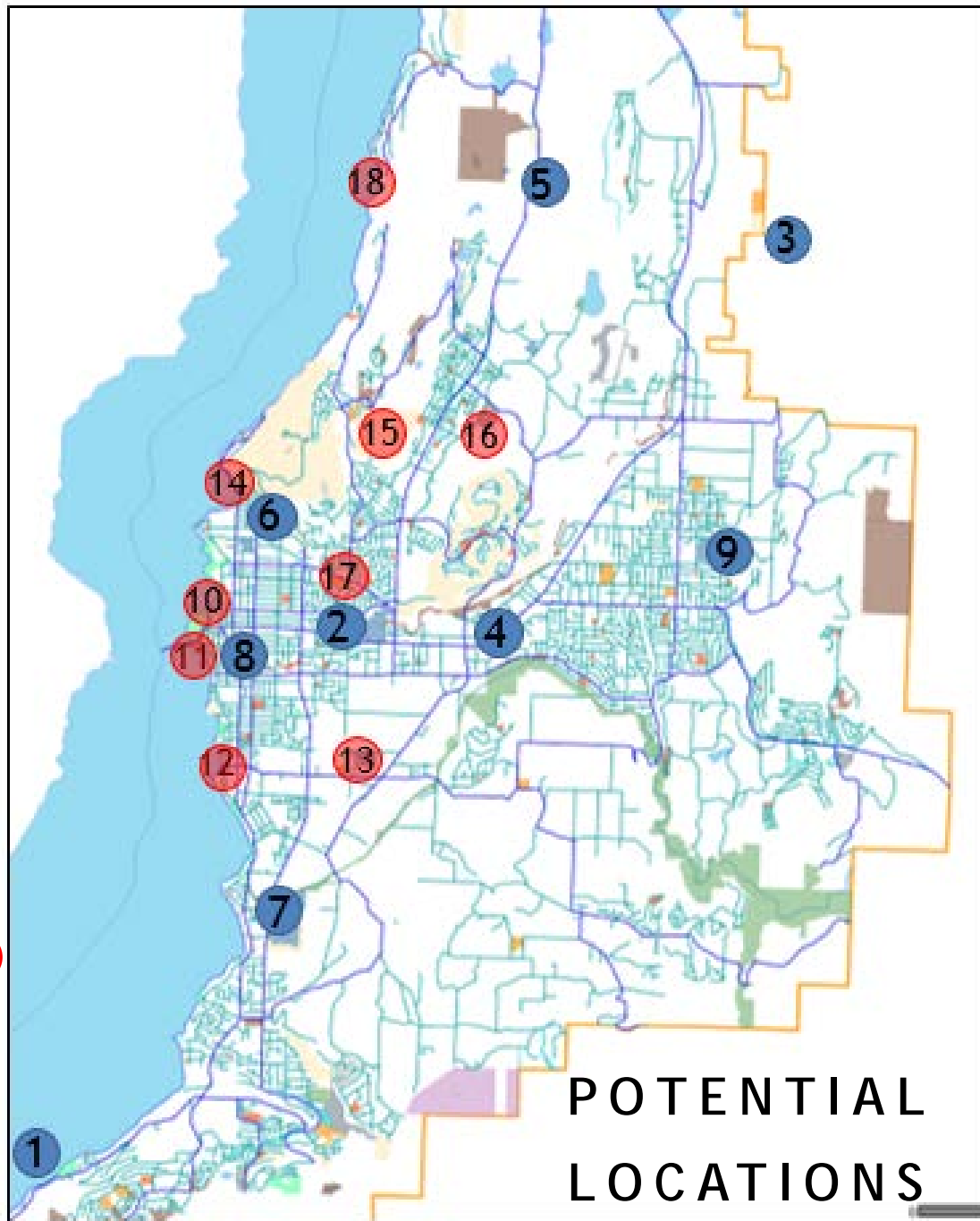
OFF-LEASH DOG PARKS

- ▶ Munson Pond 12
- ▶ Knox Mtn East 15
- ▶ Glenmore Rec Park 16
- ▶ Rails with Trails 17

OFF-LEASH DOG BEACHES

- ▶ Sails mini-beach 10
- ▶ Lake Ave Beach Access 11
- ▶ Cedar Ave Beach Access 12
- ▶ Poplar Point Rd 13
- ▶ Dewdney Rd 18

*Existing dog parks shown in blue



NEXT STEPS

- ▶ Council direct staff to engage in face-to-face consultation with stakeholders and neighbourhood residents on the four potential off-leash dog beaches and one potential off-leash dog park shown on this and the following slide. This process may include online public engagement :

a) mini-beach@ the Sails



b) Lake Ave Beach Access



c) part of Munson Pond Park



NEXT STEPS (Con't.)

d) Cedar Avenue Beach Access



e) Knox Mountain Park
(Poplar Point Drive)





THANK YOU