

Regional Parks Committee  
February 26, 2020

## The CRD Regional Parks survey program supports:

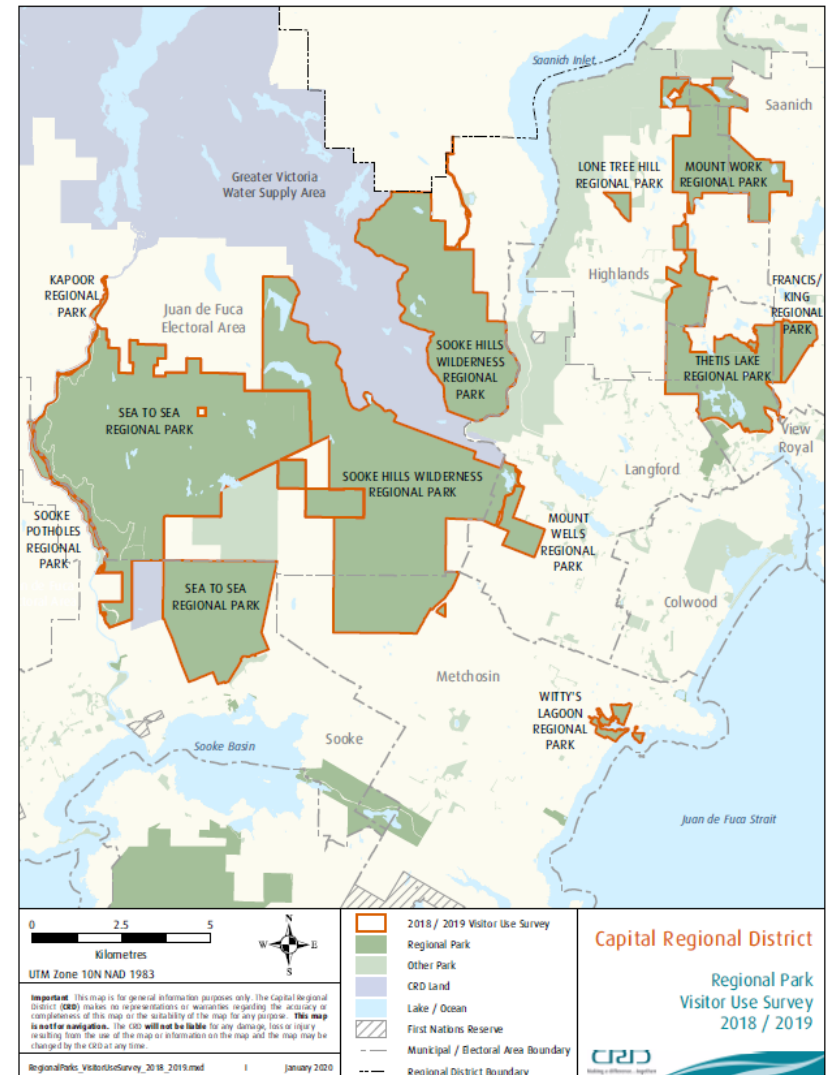
- 2019-2022 CRD Corporate Plan Board Priority 6a-1 by providing a better understanding of park user groups and demands on park infrastructure
- Regional Park Strategic Plan 2012-2021 strategic priorities of undertaking resident and visitor use surveys to strengthen community involvement and partnerships

## Why a survey program in CRD Regional Parks?

- Gather up-to-date information on visitor use, experiences and satisfaction in regional parks and trails
- Get a snapshot of what is happening both in individual parks/trails and in the region in order to identify emerging visitor use trends
- Document how regional and local trends relate to the broader regional context
- Provide a baseline to assess how patterns change over time with the CRD regional park system
- Have a systematic approach to social science data collection

## Regional parks surveyed:

- Francis/King
- Kapoor
- Lone Tree Hill
- Mount Wells
- Mount Work
- Sea to Sea
- Sooke Hills Wilderness
- Sooke Potholes
- Thetis Lake
- Witty's Lagoon



### Regional parks survey methodology:

- Data collection took place at randomly selected days and times at main parking lots of the regional parks canvased
- Data collection occurred from June to mid September on weekdays and weekends
- 1,084 questionnaires filled out by park visitors in 2018-2019





## FRANCIS/KING REGIONAL PARK

Overall  
experience



**94%**

of survey respondents were  
satisfied with their overall  
experience

Survey year:  
2019

Typical amount of time spent in park:  
1-2 hours

Typical frequency of visitation:  
1-5 times a year or more

Typical group size:  
Alone or in a group of two

Typical tools used for navigation:  
CRD wayfinding signs and/or  
experience/knowledge

Typical transportation to the park:  
Car

Typical age ranges:  
55-64 and 65+

Typical place of residence:  
Saanich and Victoria

**Highest** level of satisfaction

► Overall cleanliness

► Trails

**Lowest** level of satisfaction

► Nature Centre hours

► Enforcement of park regulations

Visitor  
satisfaction



Visitor  
use  
patterns



Area of focus for next five years

Survey respondents were asked to prioritize five potential  
areas of focus for this park over the next five years



survey respondents identified  
**natural environment and species  
protection** as the top priority

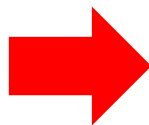
Focus area  
for next 5  
years



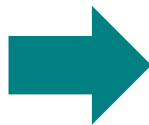
Francis/King Regional Park



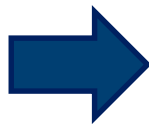
Reasons to visit the park



Main activities



Trails



Dogs



Special topic related to this park



Survey respondents' suggestions



### 2018/2019 survey highlights:

- General satisfaction rating of at least 84% or higher for overall experience in all regional parks surveyed
- Top four recreational activities were hiking, biking, swimming and dog walking
- A third of survey respondents were visiting with a dog
- The majority of survey respondents were satisfied with other visitor use of the trails within the park
- The majority of visitors were local, with the exception of visitors at Sooke Potholes Regional Park
- All ages were represented across the system; however, certain parks showed stronger use by specific age groups.



**Thank you**