

WHO PARTICIPATED?

456
Views to project website on
www.placespeak.com/McAdam

72
Connected to the project on
www.placespeak.com/McAdam

~100
Attended the Community Events on
June 14, 15, and 16, 2018

102
Completed an Ideas Questionnaire
online or on paper

<p>♥ People love...</p> <ul style="list-style-type: none"> ■ Riparian areas along the Cowichan River ■ Walking and running on the trails ■ Mature trees and forested areas ■ Bringing their dogs to the park ■ Playing football and other sports 	<p>⚠ People are concerned about...</p> <ul style="list-style-type: none"> ■ Illegal activities within the park (camping, drug use) ■ Safety, especially at night ■ Off-leash dogs ■ Garbage and litter ■ Deteriorating facilities ■ Negative public perceptions about the park 	<p>💡 People have ideas about...</p> <ul style="list-style-type: none"> ■ Crime prevention and monitoring ■ Upgraded facilities ■ Improved river access ■ Fun and engaging play areas ■ Accessibility to all members of the community ■ Community events
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KEY THEMES:

SAFETY: Park improvements should be carefully planned and designed to address public safety, both during the day and at night. Concerns exist about illegal activities within the park, the presence of off-leash dogs, and the provision of safe access to the Cowichan River.



ENVIRONMENT: The park's riparian and forested areas are highly valued environmental assets. Enhancing the park's existing ecological character and protecting natural areas could generate important environmental benefits and encourage stewardship and educational opportunities.



COMMUNITY SPIRIT: McAdam Park could be a place and destination for all of Duncan's residents to gather at any time of day and throughout all seasons of the year. Park improvements should target diverse user groups to increase visitation and ensure all residents feel welcome.



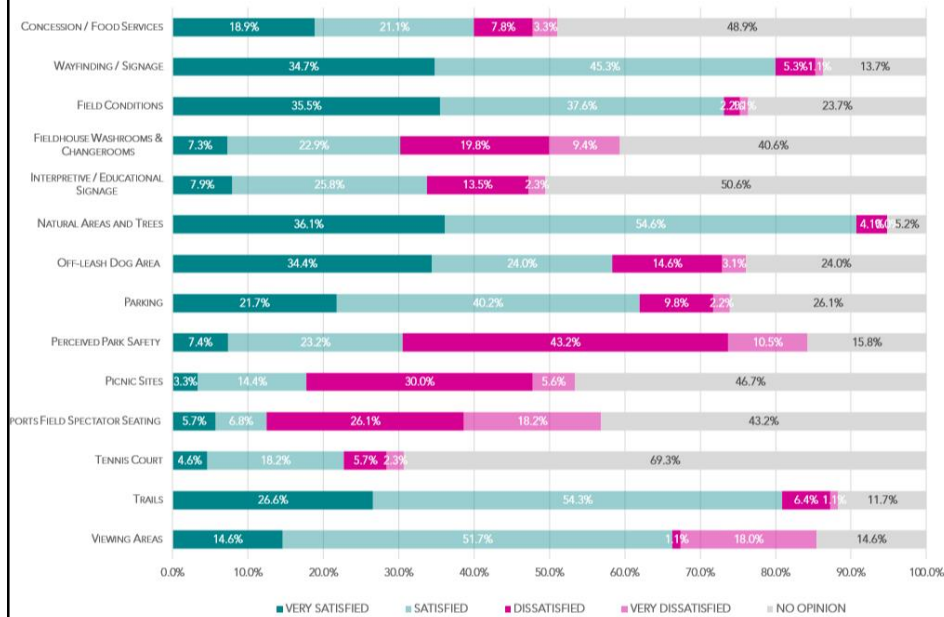
CONNECTIVITY: McAdam Park is uniquely situated on Duncan's highly valued Somenos Trail Loop. Improved trail connectivity for walkers, runners, and bikers warrants strong consideration.



RECREATION: Existing park facilities have served the community well but an upgrade could attract a variety of visitors and improve public perception of the park. Amenity upgrades that offer a wide range of recreational activities for all ages warrant consideration. Spatial programming should address activity adjacencies to ensure different types of recreational opportunities can occur simultaneously.



Respondents were asked to rank their level of satisfaction with a number of park features, as very satisfied, satisfied, dissatisfied, very dissatisfied, or no opinion



MOST IMPORTANT FUNCTIONS OF McADAM PARK

Respondents were asked to rank the most important functions of McAdam Park. Responses identified the top functions as:

1. Access to the Cowichan River
2. Organized Sports
3. Dog Activities
4. Protection of Natural Areas
5. Trail Connections
6. Unstructured Recreation
7. Opportunities to learn about regionally significant landforms, geology, flora, and fauna
8. Stewardship Opportunities



SAFETY

- Concerns about illegal activities in the park including camping, vandalism, and drug use
- Lack of lighting
- Concerns about off-leash dogs

GREENSPACE & ENVIRONMENT

- Maintenance of riparian areas including presence of invasive plants
- Waste, litter, dog feces, physical presence of illegal activities (i.e., garbage, needles)
- Access to the river

AMENITIES & FACILITIES

- Lack of activities for young children
- Underutilized playing fields
- Lack of community programs
- Lack of benches, picnic tables and spectator seating during sporting events
- Aging facilities and signage



McADAM PARK MASTER PLAN

PHASE I COMMUNITY INPUT SUMMARY May to June, 2018

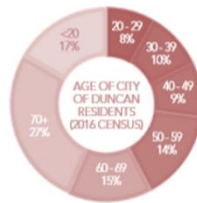
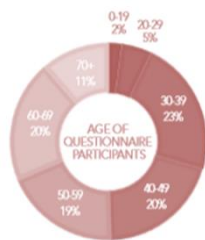
5 | NEXT STEPS

The outcomes of this process will be used during Phase 2 of the McAdam Park Master Plan. Upcoming next steps in the process include:

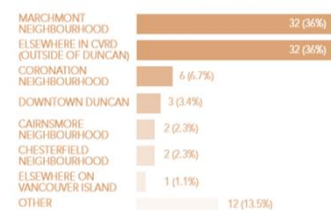
- The project team will undertake further research on the park, precedents, and best practices to continue building a planning framework.
- The City and Project team will initiate the process of outlining potential conceptual design options for the Park Master Plan.
- Input will continue to be gathered on design options or outstanding questions to supplement information compiled to date.
- Further input and ideas will continue to be welcomed via email or phone call.
- Preliminary design options will be summarized and shared with community members in fall 2018 for review, refinement, and discussions on preferences and priorities.
- Updates will continue to be posted to the project web-page: www.placospark.com/McAdam

TENTATIVE NEXT ENGAGEMENT SESSIONS WILL OCCUR TOWARDS THE END OF NOVEMBER

AGE OF QUESTIONNAIRE PARTICIPANTS



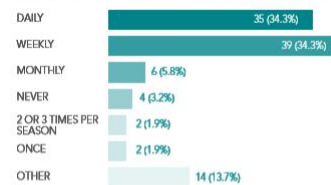
WHERE QUESTIONNAIRE PARTICIPANTS LIVE



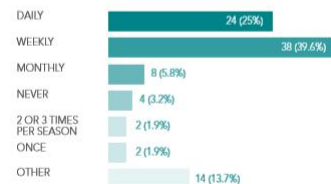
Responses in the "Other" Category include:

- North Cowichan, just south of the River
- North Cowichan, outside of the City Boundary
- Boys Rd / Allenby
- Berkies Corner
- Sherman Rd. Area
- Victoria
- Deuchars Gibbins
- Curling Rink Area
- Homeless

HOW OFTEN DO PEOPLE VISIT MCADAM PARK IN THE SUMMER?



HOW OFTEN DO PEOPLE VISIT MCADAM PARK IN THE WINTER?



ACTIVITIES THAT PEOPLE PARTICIPATE IN MOST FREQUENTLY AT MCADAM PARK

Respondents were asked what activities they engage in at McAdam Park today. Responses identified the top activities as:

1. Walking
2. Dog Walking
3. Nature Appreciation / Bird Watching / Photography
4. Bicycling
5. Spectating Field Sports
6. Playing Football
7. Picnicking
8. Playing Other Field Sports
9. Swimming
10. Tennis
11. Playing Soccer