

Community Input Received

The consultation period spanned a six-week period between November 21, 2018 and January 1, 2019, consisting of the following feedback opportunities:

1. Community Survey
2. Online & Emailed Feedback
3. Aquatics Staff Workshop

A summary of themes from each consultation activity is summarized in the pages that follow.

Community Survey

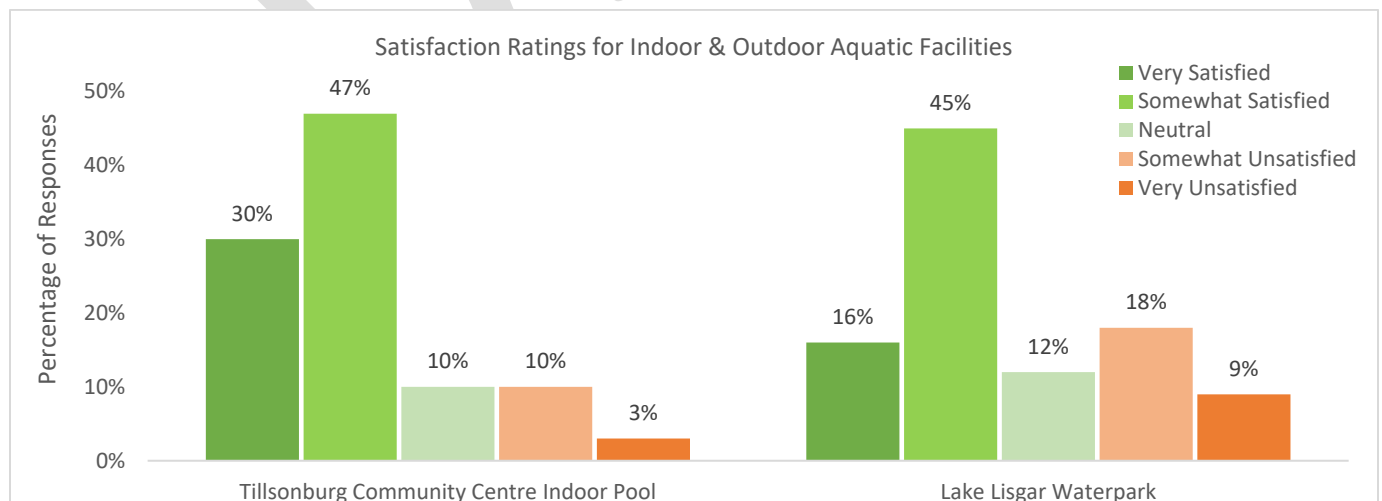
Survey Sample Characteristics

The community survey generated responses from 652 individuals, noting that the total number of responses per question varied (i.e. respondents were not obligated to answer any particular question). The survey sample was comprised of both Tillsonburg residents (78%) and non-residents (22%), were more likely to be female (82%), and 58% reported an annual household income over \$75,000. The average age of survey respondents was 44 years and reported an average of 2.2 persons per household, slightly younger than the Census average age for the Town (46 years) and the same as the Census average household size.

Greater than four out of every five responses (83%) were received from individuals that have used the Tillsonburg Community Centre indoor pool during the past year. Conversely, 54% of respondents visited the Lake Lisgar Waterpark over the past twelve years. When expanded to visits over the past two years, 57% of survey respondents visited the Tillsonburg Community Centre indoor pool more than 16 times while 68% of responses visited the Lake Lisgar Waterpark less than 6 times.

Overall Experience at Tillsonburg Aquatics Facilities

More than three out of four respondents' reported being satisfied with their last visit to the Tillsonburg Community Centre indoor pool (77%). The Lake Lisgar Waterpark received a slightly lower, but nonetheless adequate, satisfaction rating of 61%.



Reasons for Not Visiting a Tillsonburg Aquatic Facility

For the 96 survey respondents that had not visited the Tillsonburg Community Centre indoor pool in the past year, 23% reported the reason as being that programs were not offered at a time convenient to them while another 20% were simply not interested in swimming. Other reasons receiving between included those that felt the design of the pool is outdated, programs were too expensive, or that they did not know enough about the indoor pool or its programs (these other reasons each amounted to between 10% and 12% of responses).

Among the 239 respondents reporting that they did not use the Lake Lisgar Waterpark in the past year, 34% indicated that admission is too expensive or that they prefer to use free splash pads found within parks (in other municipalities). Another 19% stated that the facility is too busy while 12% indicated that they are not interested in swimming or waterplay.

Importance of Selected Indoor Aquatic Activities & Amenities

Respondents prioritized a number of indoor aquatic programs and activities. Frequently cited examples of activities that were somewhat important or very important included swimming lessons (90%), leisure swims (88%), lifeguarding and leadership programs (85%), aquafit (84%), and family/parent-tot swims (83%).

Within an indoor pool setting, survey respondents were most likely to place importance on deepwater (84% rated this as somewhat or very important), special needs and accessibility features (83%), warm water (83%) and family changerooms (82%). In total, 86% of respondents indicated that they would likely use the Tillsonburg Community Centre indoor pool more frequently than they do at present if it were modernized/enhanced with amenities that were appealing to themselves.

Importance of Selected Outdoor Aquatic Activities & Amenities

Respondents also prioritized a number of outdoor aquatic programs and activities. Whereas respondents placed strong priority on lessons and aquatic leadership in an indoor pool setting, this was less so for outdoor pools. Instead, respondents placed the greatest importance on waterplay programs and activities with 83% rating outdoor waterplay as somewhat important or very important. Another 78% stated some level of importance for leisure swims and family/parent-tot swims (76%), which were followed by aquatic leadership and lessons (64% and 52%, respectively).

Within an outdoor aquatics setting, survey respondents were most likely to place importance on shaded areas (93% rated this as somewhat or very important), family changerooms (85%), on-deck viewing space (84%), zero-depth entry (83%), and special needs and accessibility features (82%). In total, 86% of respondents indicated that they would likely use the Lake Lisgar Waterpark more frequently than they do at present if it were modernized/enhanced with amenities that were appealing to themselves.

Values and Future Directions

Respondents were asked to state their level of agreement or disagreement with a number of value statements and potential future directions to be contemplated. The following is a summary

- 97% agreed in some form that it is important that the indoor pool at the Tillsonburg Community Centre continues to serve current and future residents; another 96% agreed that the indoor pool is an important part of the quality of life that is afforded in Tillsonburg.

- By comparison, 83% agreed in some form that it is important that the Lake Lisgar Waterpark should continue to serve current and future residents while 82% agreed that it is an important part of the quality of life that is afforded in Tillsonburg.
- 89% of respondents agreed that the indoor pool provides a fun and enjoyable experience compared to 85% that agreed with the same for the Lake Lisgar Waterpark.
- 87% agreed with the preliminary thought of expanding the Tillsonburg Community Centre's indoor aquatic pool to allow new types of activities to be offered while 78% agreed in principle with the idea of refurbishing the Lake Lisgar Waterpark to bring it up to a modern level of quality.
- 86% agreed that the indoor pool provides their household with good value in relation to its program and admission fees (8% disagreed in some form); by comparison, 70% agreed that Lake Lisgar Waterpark provides good value in relation to its admission rate (15% disagreed in some way).
- 71% agree that the indoor pool is accessible to persons with disabilities, seniors, families with young children and others with special needs (18% disagree in some form); by comparison 80% of responses agree with the same for the Lake Lisgar Waterpark (6% disagreed).
- While over half of responses (53%) support replacing Lake Lisgar Waterpark with an expanded indoor aquatic centre at the Tillsonburg Community Centre, this concept also generated the highest level of disagreement with 34% somewhat or strongly disagreeing with such direction (14% neither agreed nor disagreed).

For additional information regarding the community survey, the complete summary of tabulated survey responses is contained in **Appendix A**.

Appendix A:
Community Survey Results

Tillsonburg Community Centre & Indoor Aquatics

1. Has anybody in your household used the indoor pool located inside the Tillsonburg Community Centre during the past year?

	#	%
Yes	538	83%
No	114	17%
Total	652	

2. If you answered "No" to the previous question, please tell us what has prevented you from swimming here (select up to two reasons).

	#	%
Programs are not offered at the convenient time	24	23%
Not interested in swimming	21	20%
Programs are too expensive	13	12%
I don't know enough about the pool or its programs	12	11%
The pool design is outdated	11	10%
Cleanliness of the pool or changerooms is not up to my level of expectation	11	10%
Programs are too busy	9	8%
No longer able to swim due to health condition / injury	6	6%
The pool is located too far away from my home or place of work	6	6%
The water temperature is uncomfortable	5	5%
The pool is not fully accessible for persons with disabilities or limited mobility	4	4%
There are no family changerooms	3	3%
Don't know how to swim	1	1%
Not enough parking	1	1%
Don't Know	10	
Number of People Answering	96	

Other Reasons

- Lack of Time (4)
- Have my own pool (2)
- Not a Tillsonburg resident (2)
- Age-related limitation
- Just moved to Tillsonburg
- Cannot go with my young children

3. How would you rate your overall experience during your last visit to the Tillsonburg Community Centre's indoor pool?

	#	%
Very Satisfied	158	30%
Somewhat Satisfied	251	47%
Neither Satisfied or Unsatisfied	53	10%
Somewhat Unsatisfied	51	10%
Very Unsatisfied	18	3%
I Have Never Used the Pool	1	0%
Don't Know / Unsure	1	0%
Total	532	

4. Please rate how important the following types of aquatic activities are to you in an indoor pool setting.

	Not Important at All / Not Important		Neutral		Somewhat Important / Very Important		Total
	#	%	#	%	#	%	
Swimming Lessons	38	7%	21	4%	507	90%	566
Leisure Swims	21	4%	48	9%	490	88%	559
Lifeguarding / Leadership Programs	38	7%	46	8%	473	85%	557
Aquatic Fitness (Aquafit) Programs	36	6%	58	10%	479	84%	573
Family / Parent and Tot Swims	52	9%	44	8%	460	83%	556
Therapeutic Programs	42	8%	78	14%	437	78%	557
Water Play (Shallow Water)	77	14%	76	14%	398	72%	551
Competitive Swimming (Masters, Swim Teams, etc.)	108	20%	126	23%	308	57%	542
Lane Swimming	112	20%	127	23%	313	57%	552
Aquatic Sports (e.g., Synchro, Water Polo, etc.)	106	20%	142	26%	292	54%	540
Platform Diving	177	33%	171	32%	189	35%	537
Scuba Diving	204	38%	186	35%	143	27%	533

Other Activities

- Aqua Jogging & Bicycling (2)
- Fun swims
- Community swims
- Special Needs programs
- Free swims

5. Please rate how important the following types of aquatic amenities are to you in an indoor pool setting.

	Not Important at All / Not Important		Neutral		Somewhat Important / Very Important		Total
	#	%	#	%	#	%	
Deepwater	36	6%	56	10%	481	84%	573
Special Needs / Accessibility Features	37	6%	58	10%	480	83%	575
Warm Water (30 degrees Celsius or 86 degrees Fahrenheit)	53	9%	46	8%	484	83%	583
Family Changerooms	52	9%	49	9%	475	82%	576
On-deck Viewing Space	87	15%	87	15%	402	70%	576
Ramp / Beach / Zero Depth Entry	114	20%	102	18%	347	62%	563
Hot Tub	214	37%	104	18%	254	44%	572
Waterslide	212	37%	109	19%	247	43%	568
Interactive Spray Features in the Pool	227	40%	125	22%	219	38%	571

Other Amenities

- Larger/better changerooms (5)
- Therapeutic pool (2)
- Better viewing area (2)
- Clean and welcoming areas
- Competition sport designs/features
- Non-slip flooring
- Float belts for deep-water exercise
- Food concession

6. If the indoor pool at the Tillsonburg Community Centre is modernized or enhanced with some of the amenities or activities that you chose in the previous questions, how likely would your household be to USE THE POOL MORE OFTEN than you do right now?

	#	%
Very Likely	324	55%
Likely	180	31%
Neither Likely or Unlikely	46	8%
Unlikely	18	3%
Very Unlikely	14	2%
I Have Never Used the Indoor Pool Before	2	0%
Total	584	

Lake Lisgar Waterpark & Outdoor Aquatics

7. Has anybody in your household used the Lake Lisgar Waterpark during the past year?

	#	%
Yes	320	54%
No	273	46%
Total	593	

8. If you answered "No" to the previous question, please tell us what has prevented you from swimming here (select up to two reasons).

	#	%
The Waterpark is too busy	46	19%
Prefer to use a free splash pad in a park	45	19%
Admission is too expensive	36	15%
Not interested in swimming / waterplay	28	12%
The Waterpark design is outdated	20	8%
Cleanliness of the Waterpark or changerooms is not up to my level of expectation	19	8%
The water temperature is uncomfortable	15	6%
The Waterpark was closed for maintenance when I wanted to use it	15	6%
I don't know enough about the Water Park	9	4%
No longer able to swim due to health condition / injury	5	2%
Don't know how to swim	4	2%
The Waterpark is not fully accessible for persons with disabilities or limited mobility	4	2%
Not enough parking	4	2%
Prefer to use privately operated Waterparks (e.g., East Park in London)	4	2%
The Waterpark is located too far from my home or place of work	4	2%
There are no family changerooms	4	2%
Don't Know	30	
Number of People Answering	239	

Other Reasons

- Don't have children / grandchildren that would use it (17)
- Only participate in lane swims or aquafit (6)
- Too "old" to use a waterpark (6)
- My children are too young (5)
- Hours of operation do not work for me (5)
- Have my own pool (5)
- My children are too old for it (4)
- Prefer to use indoor pools (3)
- Too busy (2)
- Just moved to Tillsonburg
- Not enough waterplay features
- No aquafit programs are offered
- Too many unsupervised youth

9. How would you rate your overall experience during your last visit to the Lake Lisgar Waterpark?

	#	%
Very Satisfied	50	16%
Somewhat Satisfied	143	45%
Neither Satisfied or Unsatisfied	37	12%
Somewhat Unsatisfied	58	18%
Very Unsatisfied	30	9%
I Have Never Used the Waterpark	3	1%
Don't Know / Unsure	1	0%
Total	322	

10. Please rate how important the following types of aquatic activities are to you in an outdoor pool setting.

	Not Important at All / Not Important		Neutral		Somewhat Important / Very Important		Total
	#	%	#	%	#	%	
Water Play (Shallow Water)	58	11%	31	6%	448	83%	537
Leisure Swims	63	12%	54	10%	414	78%	531
Family / Parent and Tot Swims	72	13%	57	11%	408	76%	537
Lifeguarding / Leadership Programs	94	18%	98	18%	341	64%	533
Swimming Lessons	155	29%	106	20%	279	52%	540
Aquatic Fitness (Aquafit) Programs	175	33%	121	23%	241	45%	537
Competitive Swimming (Masters, Swim Teams, etc.)	253	49%	158	30%	109	21%	520
Lane Swimming	284	54%	133	25%	107	20%	524

11. Please rate how important the following types of aquatic amenities are to you in an outdoor pool setting.

	Not Important at All / Not Important		Neutral		Somewhat Important / Very Important		Total
	#	%	#	%	#	%	
Shade / Sun-Shelters	23	4%	13	2%	501	93%	537
Family Changerooms	45	8%	35	7%	453	85%	533
On-deck Viewing Space	54	10%	33	6%	445	84%	532
Beach / Zero Depth Entry	56	10%	35	7%	443	83%	534
Special Needs / Accessibility Features	44	8%	49	9%	437	82%	530
Waterslide	70	13%	42	8%	420	79%	532
Interactive Spray Features in the Pool	63	12%	53	10%	420	78%	536
Warm Water (30 degrees Celsius or 86 degrees Fahrenheit)	58	11%	81	15%	396	74%	535
Concessions / Food Area	76	14%	72	13%	388	72%	536
Inflatable Toys	110	21%	57	11%	366	69%	533

	Not Important at All / Not Important		Neutral		Somewhat Important / Very Important		Total
	#	%	#	%	#	%	
Deepwater	100	19%	89	17%	345	65%	534

12. If Lake Lisgar Waterpark is modernized or enhanced with some of the amenities or activities that your chose in the previous questions, how likely would you household be to use the Waterpark more often than you do right now?

	#	%
Very Likely	225	40%
Likely	180	32%
Neither Likely or Unlikely	74	13%
Unlikely	26	5%
Very Unlikely	31	5%
I Have Never Used the Waterpark Before	17	3%
Don't Know / Unsure	15	3%
Total	553	

Statements regarding Indoor and Outdoor Aquatics

13. Please rate your level of agreement with each of the following statements.

	Strongly Disagree / Somewhat Disagree		Neutral		Strongly Agree / Somewhat Agree		Total
	#	%	#	%	#	%	
Tillsonburg Community Centre							
It is important to me and my household that the Tillsonburg Community Centre's indoor swimming pool continues to serve current and future residents of Tillsonburg.	10	2%	8	1%	540	97%	558
The Tillsonburg Community Centre's indoor pool is an important part of the quality of life for the Town as a whole.	4	1%	21	4%	532	96%	557
I support the refurbishment of the Tillsonburg Community Centre's existing indoor pool to bring it and its supporting features up to a modern level of quality.	23	4%	34	6%	490	90%	547
The Tillsonburg Community Centre's indoor pool provides a fun and enjoyable aquatic experience.	21	4%	38	7%	489	89%	548

	Strongly Disagree / Somewhat Disagree		Neutral		Strongly Agree / Somewhat Agree		Total
	#	%	#	%	#	%	
I support the expansion of the Tillsonburg Community Centre's indoor pool and supporting features to allow new types of aquatic programs and activities to be offered.	34	6%	35	6%	481	87%	550
The Tillsonburg Community Centre's indoor pool provides my household with good value in relation to its program and admission fees.	41	8%	33	6%	472	86%	546
The Tillsonburg Community Centre's indoor pool is accessible to persons with disabilities, seniors, families with young children, and others with special needs.	96	18%	58	11%	370	71%	524
Lake Lisgar Waterpark							
The Lake Lisgar Waterpark provides a fun and enjoyable outdoor aquatic experience.	28	5%	51	10%	452	85%	531
It is important to me and my household that the Lake Lisgar Waterpark continues to serve current and future residents of Tillsonburg.	36	7%	55	10%	458	83%	549
The Lake Lisgar Waterpark is an important part of the quality of life for the town as a whole.	21	4%	74	14%	446	82%	541
The Lake Lisgar Waterpark is accessible to persons with disabilities, seniors, families with young children, and others with special needs.	31	6%	66	14%	390	80%	487
I support the refurbishment of the lake Lisgar Waterpark to bring its existing pool and supporting features up to a modern level of quality.	48	9%	68	13%	420	78%	536
The Lake Lisgar Waterpark provides good value in relation to its admission rate.	76	15%	75	15%	360	70%	511
I support replacing the Lake Lisgar Waterpark with an expanded indoor aquatic centre at the Tillsonburg Community Centre (that is, having one centralized location for aquatic programs and waterplay is preferable to having two separate locations).	180	34%	74	14%	281	53%	535

Characteristics of Survey Respondents

14. In what year were you born?

	#	%
1990 and After	83	15%
1980 - 1989	178	33%
1970 - 1979	115	21%
1960 - 1969	68	12%
1950 - 1959	63	12%
1940 - 1949	30	5%
1930 - 1939	10	2%
Total	547	
Average Age	44	

15. Please indicate the number of people in the following age groups that currently live in your household.

Age Group	#	%
0 to 4 years	177	15%
5 to 9 years	166	14%
10 to 19 years	171	14%
20 to 34 years	199	17%
35 to 54 years	296	25%
55 to 69 years	128	11%
70+ years	55	5%
Number of People Answering	551	
Total Persons Reported	1,192	
Persons Per Household	2.2	

16. How many times have you visited the Tillsonburg Community Centre indoor pool and the Lake Lisgar Waterpark during the past two years?

Tillsonburg Community Centre Indoor Pool	#	%
0 times	42	8%
1 to 5 times	88	16%
6 to 15 times	102	19%
16 to 30 times	86	16%
30+ times	220	41%
Don't Know / Unsure	5	1%
Total	538	

Lake Lisgar Waterpark	#	%
0 times	163	30%
1 to 5 times	204	38%
6 to 15 times	91	17%

16 to 30 times	44	8%
30+ times	31	6%
Don't Know / Unsure	3	1%
Total	533	

17. As an optional question, please indicate the range applicable to your household's annual income.

	#	%
Less than \$35,000	32	8%
\$35,000 to \$74,999	130	33%
\$75,000 to \$124,999	146	37%
\$125,000 and over	84	21%
Number of People Answering	392	
Don't Know / Prefer Not to Answer	122	

18. As an optional question, please indicate your gender.

	#	%
Male	87	17%
Female	431	82%
Non-Binary/Other	5	1%
Total	523	

19. Are you a Tillsonburg resident?

	#	%
Yes	438	78%
No	120	22%
Total	558	

20. If you are not a Tillsonburg resident, please indicate where you are visiting us from.

	#	%
Norwich, Norfolk County, or Thames Centre	54	46%
Southwest Oxford	25	21%
Bayham	17	14%
Aylmer	7	6%
Malahide	5	4%
London	3	3%
Woodstock	2	2%
Brant County	1	1%
Zorra Township	1	1%
Other (please specify)	3	
Answered	118	

Other Municipalities

- St. Thomas
- East Zorra-Tavistock
- Greater Toronto Area