

MEMORANDUM

Date: February 21, 2020
To: Sean O' Flaherty, Corporate Officer
From: Dylan Houlihan
File: 0511.0038.01
Subject: Village of Chase Community Survey Results Summary

1 Introduction

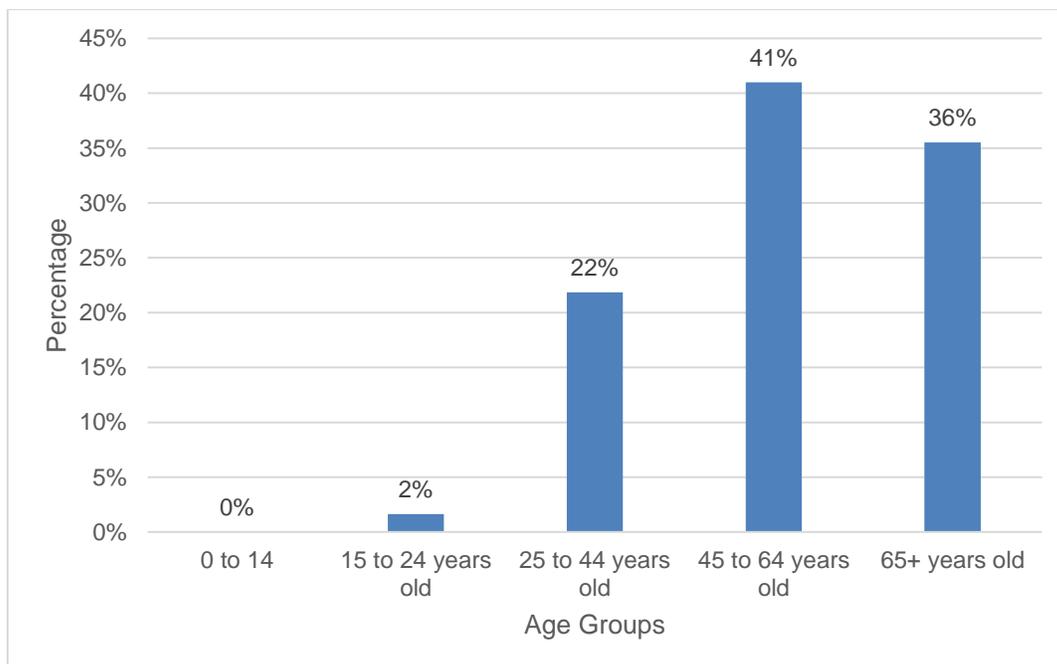
This memo provides a summary of the results of the Village of Chase Community Survey that was recently undertaken to gauge the public's perspective on key issues and priorities to help inform the update of the Official Community Plan (OCP). The survey received 184 responses during the time it was open in December and January. The survey was promoted through social media and an advertisement in the Chase Sunflower.

The survey covered topics such as the community vision, local services and programs, issues facing the community, community development, housing, environment, social priorities and more.

2 Respondent Profile

The largest group to fill out the survey were those people in the 45 to 64-year-old age group who made up 41% of the total survey respondents. The second largest group, with 36%, was comprised of respondents who are 65+ years old. The survey did not capture any responses from community members aged 0 to 14 and people under the age of 44 only comprised 24% of respondents even though this age group comprises 33% of the population.

Figure 2.1 Age of Survey Respondents



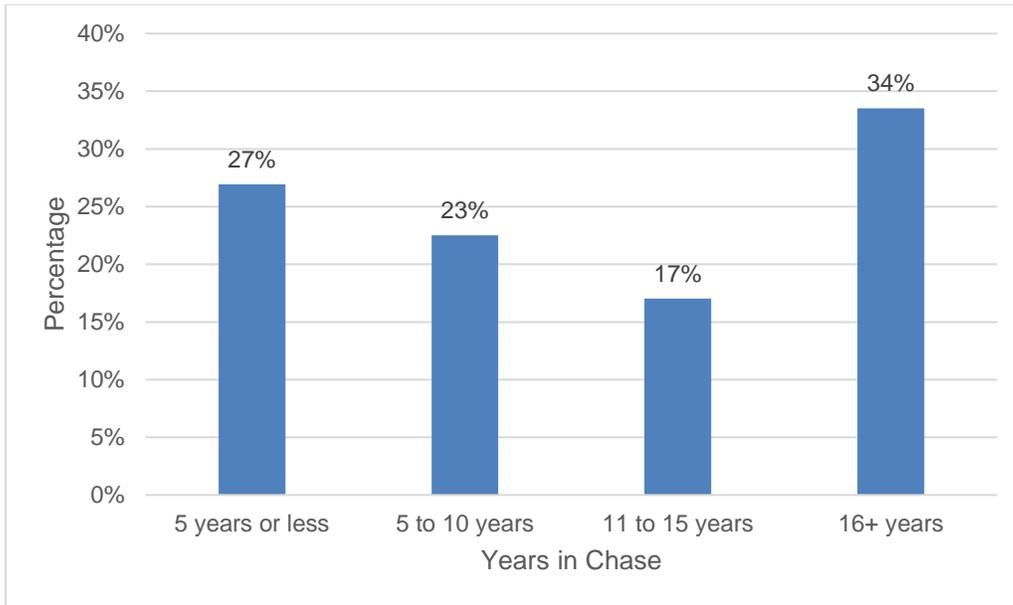
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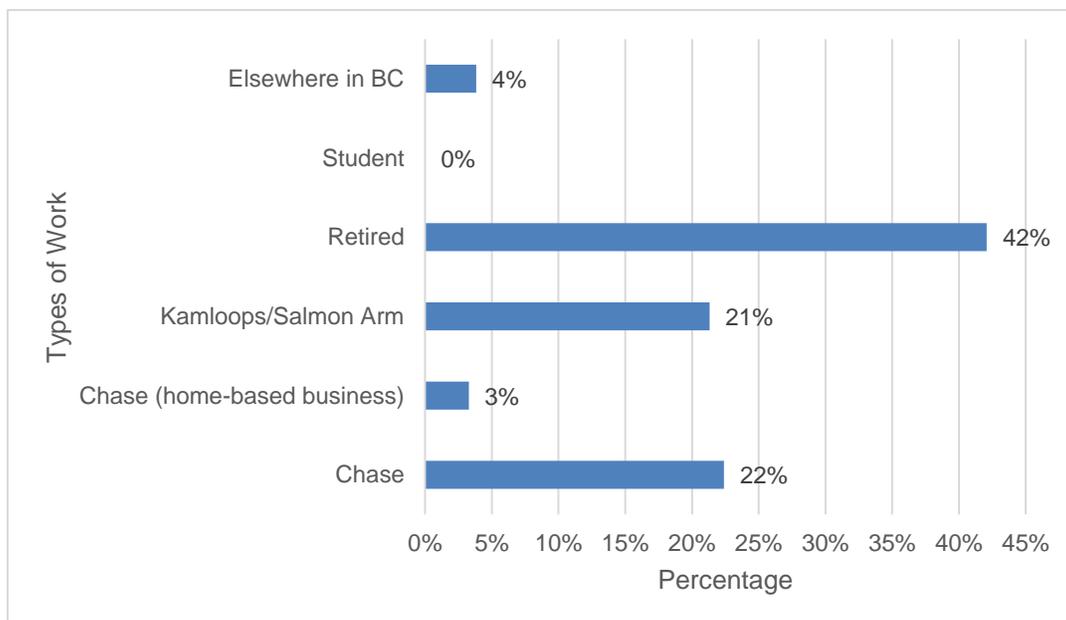
Of the respondents, 34% have lived in the community for 16+ years, followed by 27% living in the community for 5 years or less.

Figure 2.2 Number of Years Lived in the Community



Of the 184 respondents, 42% are retired, followed by 25% working in Chase either in the home or within the community. The third largest group, 21%, work in Kamloops or Salmon Arm.

Figure 2.3 Respondents Place of Employment



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Based on the survey respondents' profiles, the results of the survey will be slightly skewed towards older residents who have lived in the community for a fairly long time.

3 Perspectives of Chase

3.1 Vision of Chase

Of the 184 survey respondents, 174 individuals provided insight into their vision for the Village of Chase. Key themes included:

Safe and family oriented – the community is described as a safe place for people of all ages and a great place to raise children. Respondents would like to see younger families move to the community.

Tourism destination – the community has great access to beaches and lakes, as well as indoor and outdoor recreation to promote tourism opportunity. An increase in hospitality-related businesses and local goods is also desired. The community is also envisioned to have increased indoor and outdoor recreation options for members and tourists to enjoy.

More business and employment – respondents would like to see an increase in employment opportunities to support living in the community. Respondents would also like to see an increase in local, hand-made goods available in the community

Environmentally friendly community – some respondents envision a community with improved recycling programs which supports a pristine environment within and around Chase.

Increased health services – in the future, the community is described to have increased emergency care hours and days per week, improved long-term care facility, and a seniors health and housing facility.

Some respondents are directly quoted below:

- “Chase is our favourite place in the world. We would like to see it continue to be a safe, beautiful, natural and fun place to be”
- “Thriving community with employment opportunities”
- “My vision of Chase in the future is of a community where members are able to live rurally, but with access to interesting opportunities, amenities and events”
- “A green, clean community that provides a quality of life for people of all aged”

3.2 Promotion of Chase

Of the total 184 survey responses, 176 individuals provided their perspective on how they would promote Chase as a place to live or visit. Key themes that emerged were:

Small town – many of the respondents described the Village as a small town with a friendly, relaxed attitude filled with inspiring people.

Recreation – respondents indicated the area is filled with recreational opportunities including walking trails, water activities, zip lining, and more. There are also a variety of recreation options for children in the area such as parks, water activities, and playgrounds.

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Beautiful place – the Village is described as having clean water and healthy land, with an abundance of lakes, mountains, and green space. There is animal viewing such as swans, deer, and salmon.

Some direct quotes from the survey are included below:

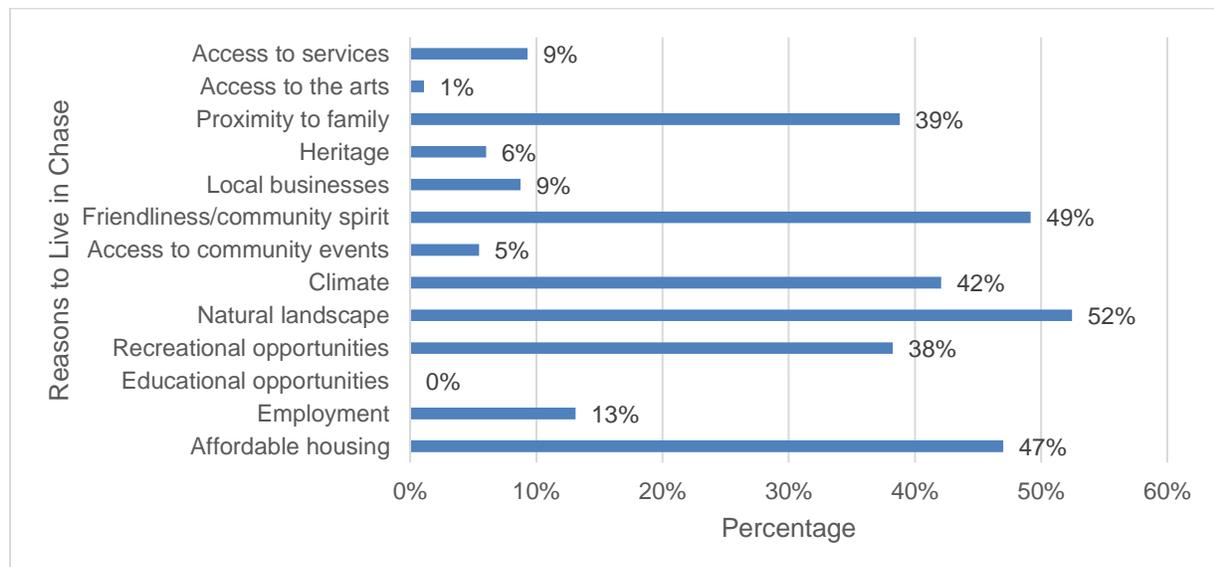
- “Lake, splash park, skate park, kids pool, better value for houses, has everything you need i.e. doctors, shopping”
- “Chase is a small town with access to a lake, river and a creek, a mountain for hiking and biking, an arena for hockey, skating, also bowling, golf, curling. Quick access to cross country skiing and snow shoeing”
- “Chase is a quaint little Village with tons of history and surrounded by glorious mountains, lakes and river, natures beauty all around and friendly people that make it the perfect place to retire, raise a family or just enjoy life”
- “Beautiful and quiet. Can go adventuring in your own backyard. Has everything you need at your fingertips”

3.3 Reasons for Living in Chase

Respondents were asked to choose from a list of 13 possible responses their top three reasons as to why they live in Chase. Respondents also had the option of adding their own explanations for why people live in Chase. The top three reasons for living in Chase included “Natural landscape”, “Friendliness/community spirit” and “Affordable housing”.

Figure 3.Figure 3.1 illustrates the survey results as to the top three reasons people live in the Village of Chase.

Figure 3.1 Top reasons to live in Chase



Some of the other explanations that were offered include:

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- Partner and family members enjoy Chase
- There is access to outdoor recreation activities
- The Village is a great place to raise children and establish a family

4 Priorities

4.1 Services

Survey respondents indicated the most important services and programs within the community include:

- Water infrastructure;
- Fire protection; and
- Solid waste services (garbage/recycling).

Respondents indicated the least important services and programs include:

- Animal control;
- Bylaw enforcement; and
- Library services.

Survey respondents were asked to provide further input on the issues within the community. The 104 responses are summarized below:

- Recreation – provide indoor swimming pool and increased access to outdoor recreation;
- Old School – repurposing old school, like the HUB in Ashcroft;
- Fixing and maintain the Village clock;
- Health services – increased hours of health centre and senior care
- Employment – increase employment opportunities and business development;
- Environmental concerns – protect beaches, stop using chemicals on grasses in public areas,
- Noise – stop train from using whistle when coming through Chase; and
- Services – improve Village services such as snow removal, solid waste removal, Village infrastructure improvement.

4.2 General Top Priorities

Survey respondents were asked to select their three most important issues to them from a list of 12 possible responses. The top three responses were “Maintaining and Enhancing Local Services”, “Enabling healthy and active living”, and “Developing parks and recreation facilities and programs”.

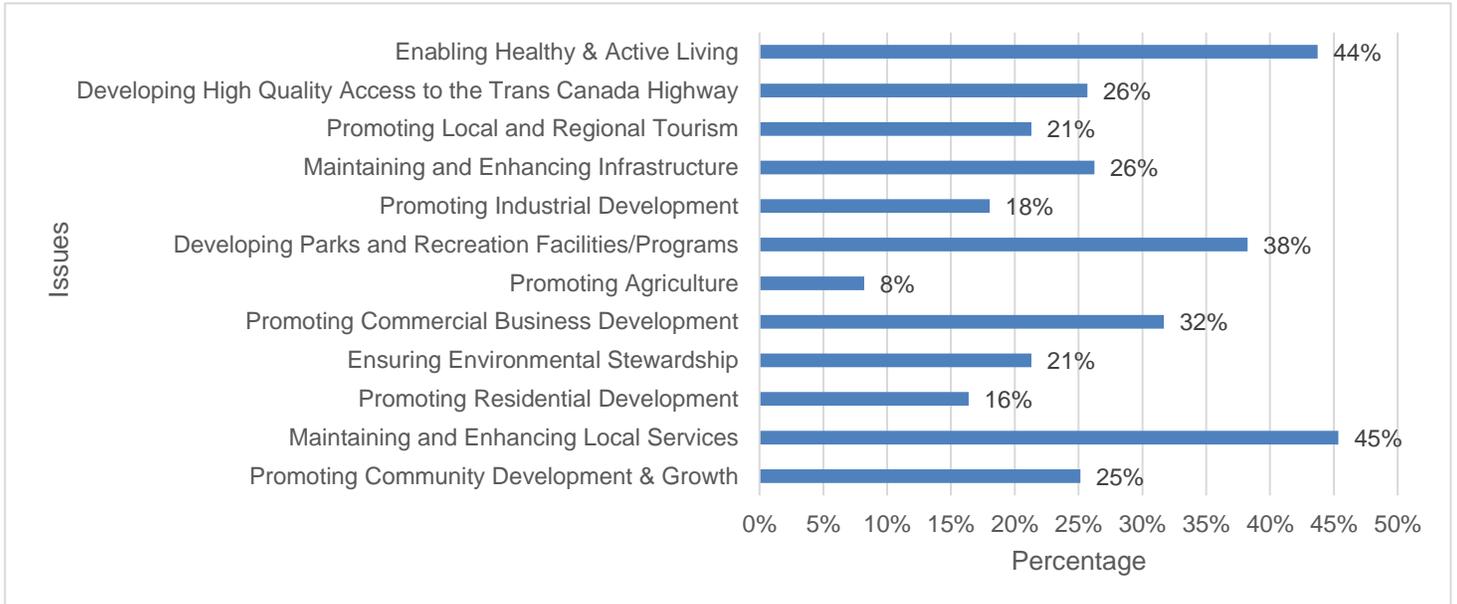
Figure 4.1 illustrates the survey results.

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Figure 4.1 Issues of most importance



4.3 Community Development Priorities

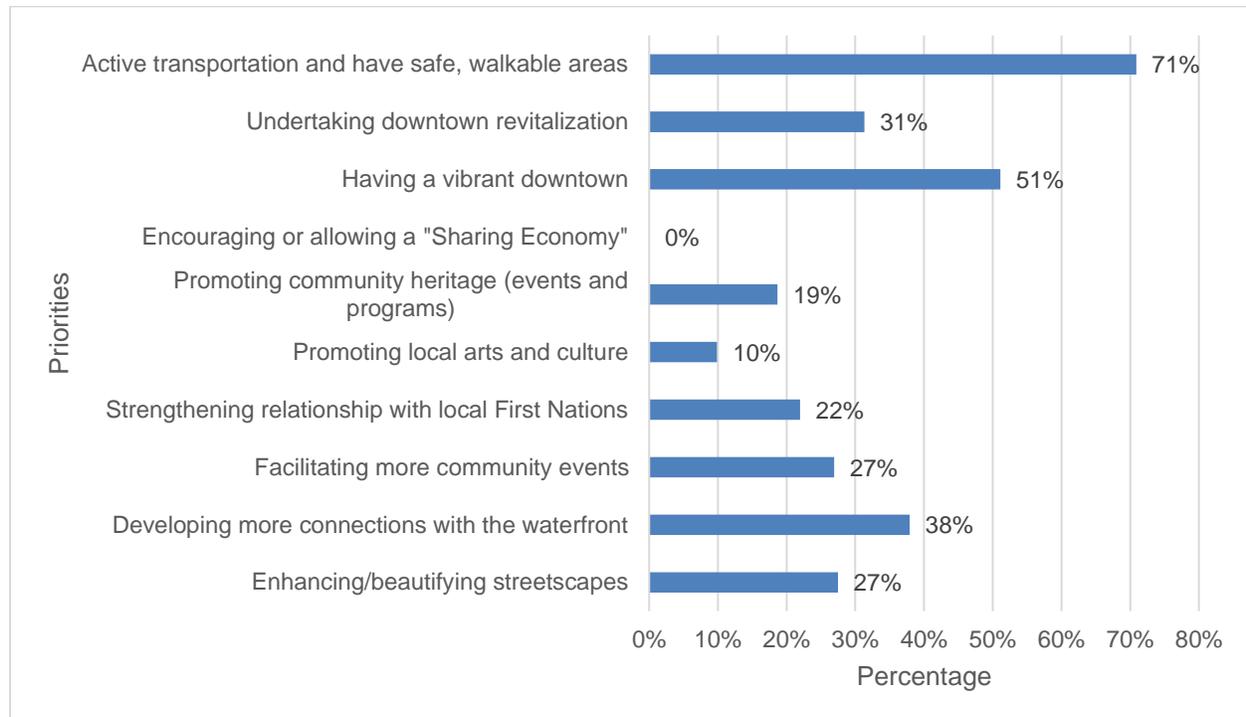
Respondents were asked to indicate their top three priorities regarding community development. The top three community development priorities include the following:

- Promoting active transportation and have safe, walkable areas;
- Having a vibrant downtown as a place where residents congregate; and
- Developing more connections with the waterfront.

Figure 4.2 illustrates the survey respondents' top three community development priorities. It is important to note that the top two responses were significantly more popular than the other responses.

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Figure 4.2 Community development priorities



Survey respondents were prompted to provide further comments on community development. A summary of the 72 comments is below:

- Transportation - improvement of transportation and pedestrian options such as bike paths and improved street lighting;
- Heritage image - keep Chase's heritage buildings and designs while developing for the future;
- Public access - keep recreation sites accessible and free of development, environmentally pristine while improving access to recreation sites and green spaces;
- Local - support and encourage local businesses and economic growth;
- Tourism – promote tourism while attracting young people and families to the area; and
- Health/Social - improved health and social services and more community events.

4.4 Housing Priorities

Survey participants indicated their top three housing priorities, which include:

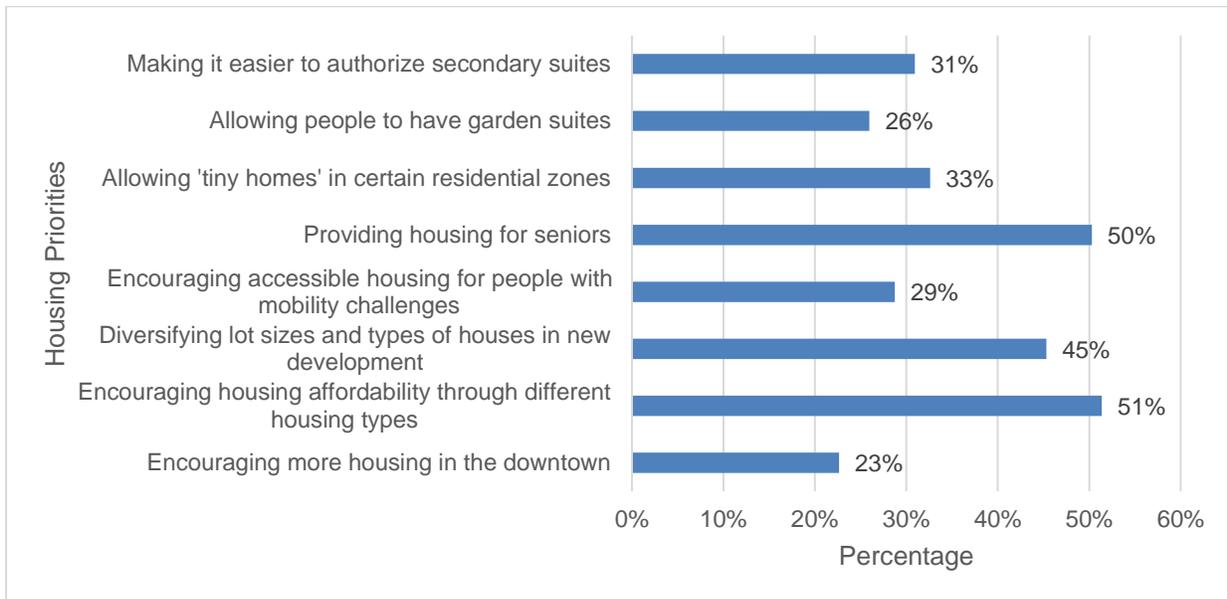
- Encouraging housing affordability through different housing types;
- Providing housing for seniors; and
- Diversifying lot sizes and types of houses in new development.

Figure 4.3 illustrates the 181 survey results regarding housing priorities.

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Figure 4.3 Housing priorities



Survey respondents were prompted to provide further comments on housing issues. A summary of the 65 comments is below:

- Seniors housing and support – mobility issues, assisted living and full-time care options;
- Commercial/Residential zoning – would like to have housing available above businesses in downtown core area;
- Parking – parking is an issue with homes that have secondary suites;
- More housing options – affordable housing, rentals, townhouses, apartments, small homes for young families; and
- Lakefront – limited development along lakefront to keep areas pristine.

4.5 Environmental Priorities

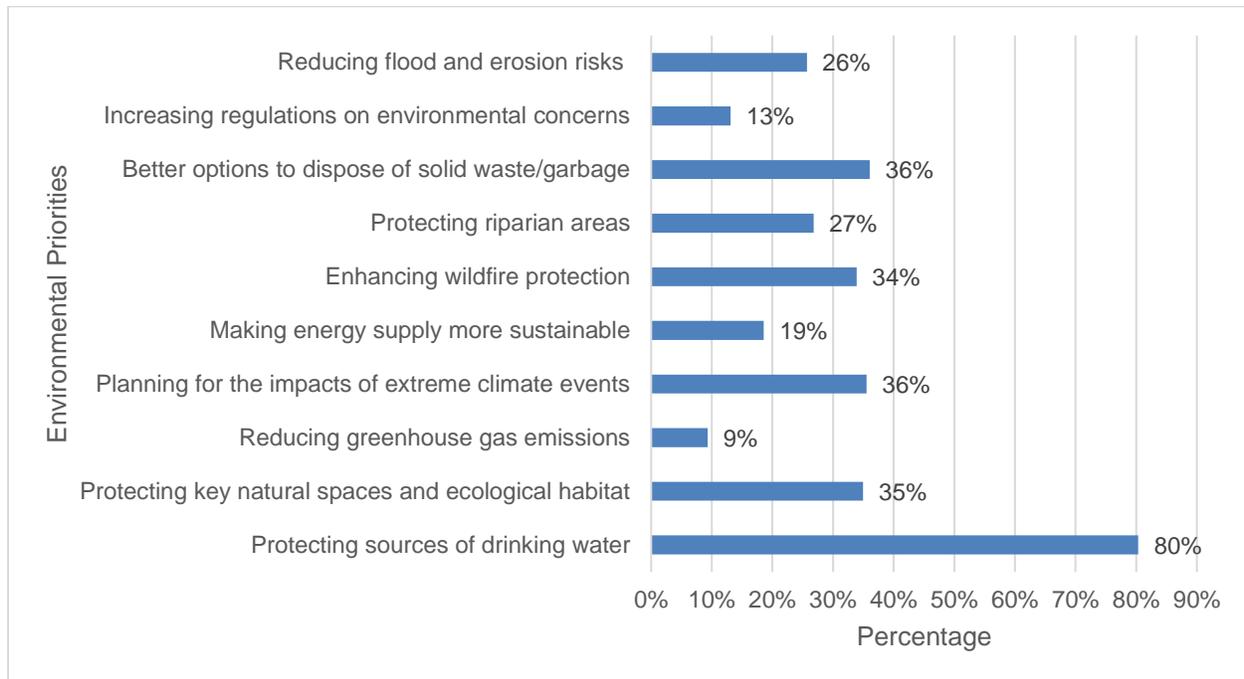
Survey respondents indicated their top three environmental priorities as:

- Protecting sources of drinking water;
- Planning for the impacts of extreme climate events; and
- Providing better options to dispose of solid waste/garbage.

Figure 4.4 illustrates the top environmental priorities from the Chase survey respondents. It is important to note that protecting sources of drinking water was a significantly more popular response to this question than the remaining potential responses.

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Figure 4.4 Environmental priorities



Survey respondents were prompted to provide further comments regarding environmental issues. A summary of the 56 comments are below:

- Solid waste – need for recycling program, garbage pick-up and local disposal site;
- Natural events – flooding has been an issue, reduce resource extraction to mitigate erosion;
- Environmental protection – some areas should not be developed in order to keep the environment pristine and clean; and
- Community access – ensure there is continued public access to beaches and green spaces.

4.6 Commercial Priorities

Survey respondents were asked to indicate their top three priorities regarding commercial areas and development within Chase. The top three priorities include the following:

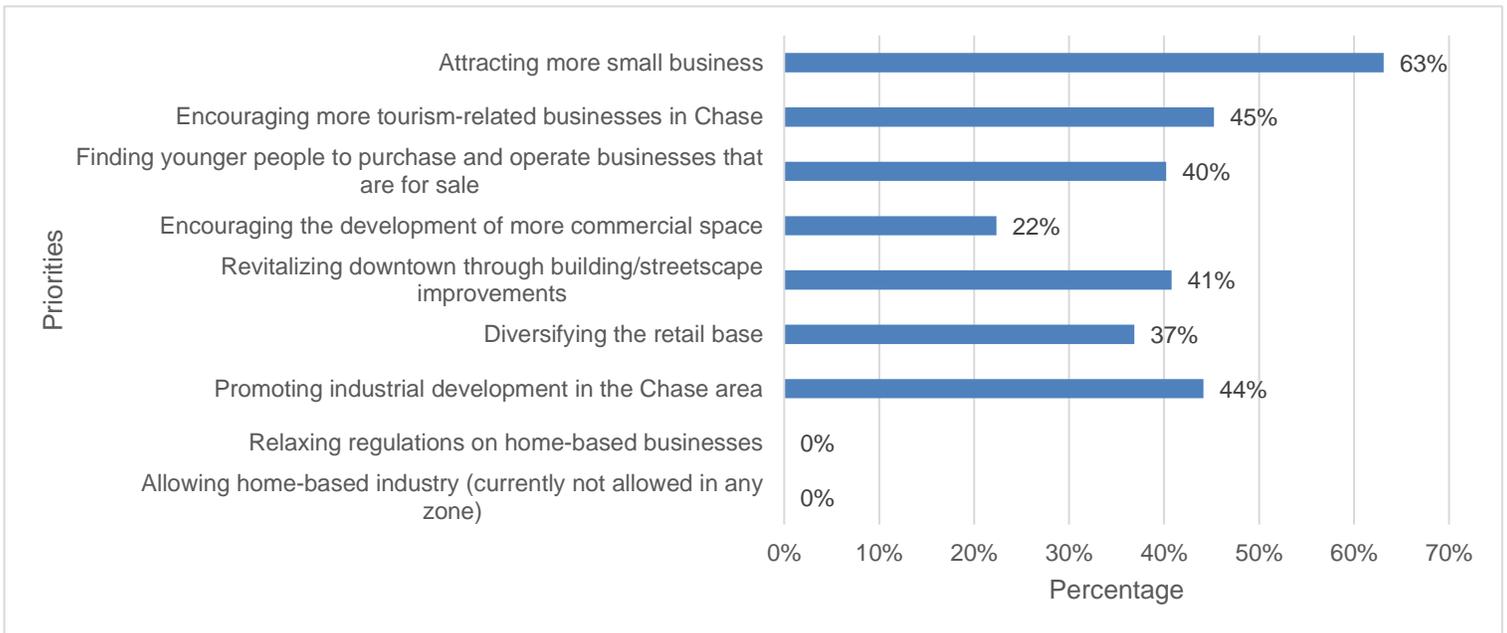
- Attracting more small business;
- Encouraging more tourism-related businesses in Chase; and
- Promoting industrial development in the Chase area.

Figure 4.5 illustrates the survey respondents results regarding the commercial areas and development priorities.

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Figure 4.5 Commercial areas and development priorities



Survey respondents were asked to share further comments on commercial development in Chase. The summary of the 45 comments is below:

- Encourage local – too many people are going elsewhere for shopping, need to support the local businesses and promote shopping local;
- Improved diversity – there is a need for more diversity in the types of stores and goods within Chase for young people and young families;
- Employment opportunity – Chase needs more employment opportunity, encourage people to work locally;
- Light industrial – encourage and promote light industrial development within Chase to diversify the local economy and employment opportunities; and
- Beautification – promote the historic character of Chase while updating some storefronts around the village.

4.7 Food and Agriculture Priorities

Survey respondents were asked to identify their top three priorities regarding agriculture. The top three priorities were:

- Encouraging the continued operation of the Farmers Market;
- Actively promoting Chase agriculture through events and Village marketing; and
- Encouraging more agri-business in the region to support economic development.

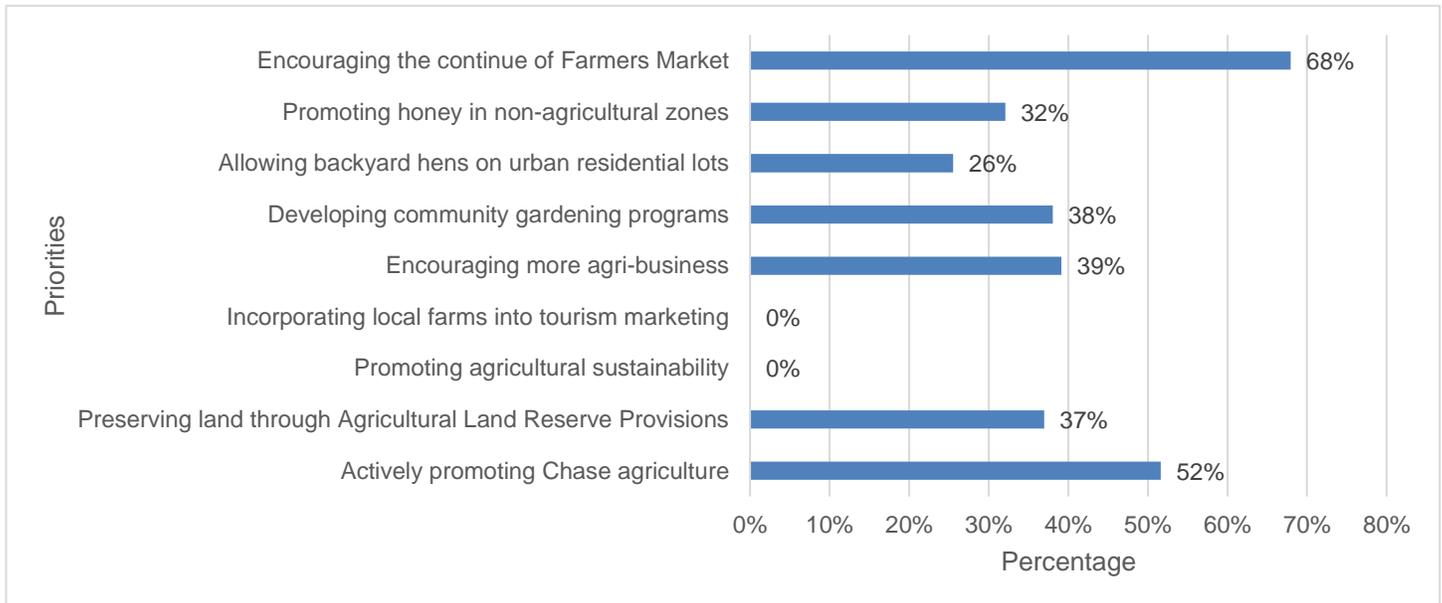
Figure 4.6 illustrates the survey respondents' priorities.

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Figure 4.6 Agricultural priorities



Survey respondents were asked to share their comments regarding agricultural. A summary of the 32 responses is below:

- Support local – encourage year-round farmers markets;
- Agricultural land – capitalize on the abundance of agricultural land in the area; and
- Organic/Environmentally friendly – encourage backyard gardens, support bee population, and support organic farming/produce.

4.8 Parks and Recreation Priorities

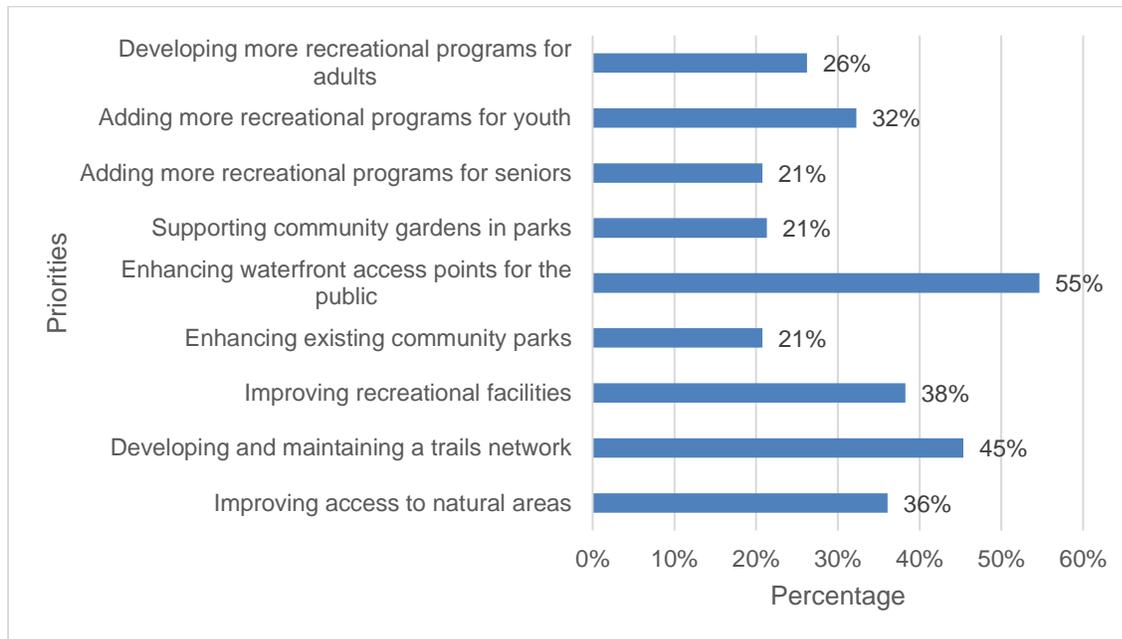
Respondents indicated their top three priorities regarding parks and recreation within the community. Survey respondents indicated the following as their top three responses:

- Enhancing waterfront access points for the public;
- Developing and maintaining a trails network; and
- Improving recreational facilities (i.e. soccer pitches, arena, community facilities)

Figure 4.7 summarizes the parks and recreation priorities within the community.

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Figure 4.7 Parks and recreation priorities



Respondents were asked to further share their perspective on parks and recreation within the community. A summary of the 51 comments is below:

- Increased promotion – more promotion of the public parks and recreation spaces could see improvement in use and care;
- Adult access – adult playground, increased adult summer activities;
- Protection – protect and clean up beaches and parks, keep green spaces;
- New park spaces – development of a fenced dog park, addition of a baseball diamond, trail system looping around the village; and
- Programming and activities – paddle board lessons, badminton, squash, affordable for seniors, and weekday summer programming.

4.9 Social Priorities

Survey respondents were asked to indicate their top three social priorities. These include:

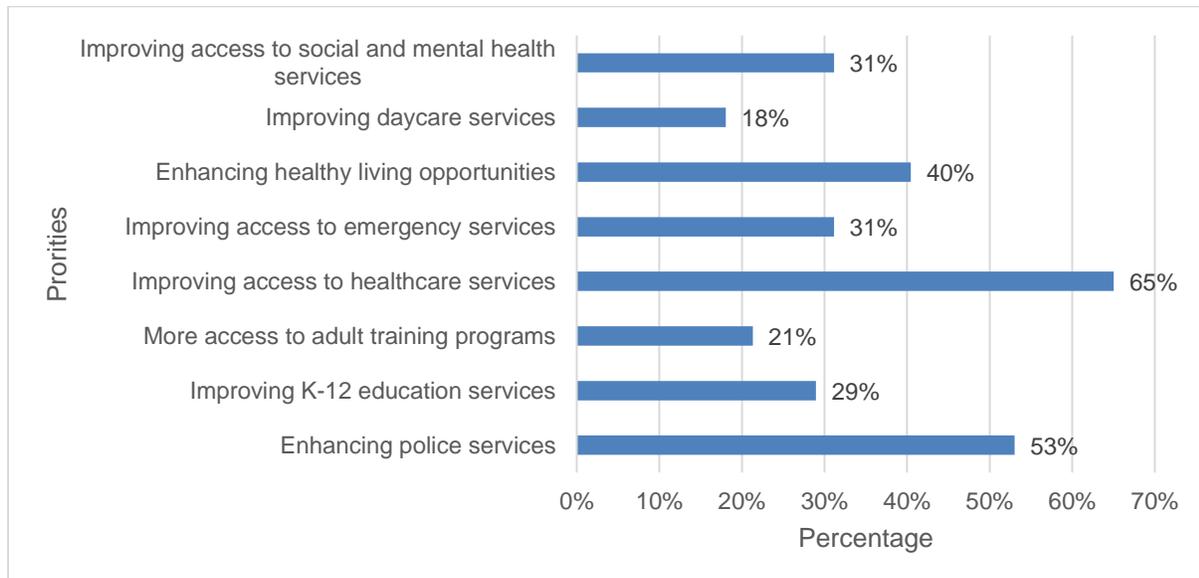
- Improving access to healthcare services;
- Enhancing police services; and
- Enhancing healthy living opportunities (i.e. improving access to recreation opportunities to reduce cardiovascular risk).

Figure 4.8 illustrates the survey respondents' priorities for social services and programs within Chase.

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Figure 4.8 Social priorities for the Village of Chase



Survey respondents were asked to share more of their thoughts on the social issues within Chase. The 43 comments are summarized below:

- Food access – increased access to food services and assistance;
- Health services – increased hours of operation at medical centre, improved access to mental health care and professionals, there is a lack of hospital services in the Village;
- Age gaps – connecting youth with seniors, improved childcare services
- Bullying – major issue in the school system, needs to be addressed; and
- Emergency services – more ambulance services, medical transportation out of town, more RCMP presence, improved fire rescue training.

4.10 Old Elementary School Building

Survey respondents were asked to provide their insight on what should be done with the old elementary school building. The 158 responses are summarized below:

- Demolished – develop seniors housing, residential housing;
- Transformed – used for a community centre, HUB, recreation centre, indoor farmers market, outdoor activity centre, art centre;
- Sell – sell to a developer or contractor;
- Child Care – allow childcare services to operate in the building, family resources; and
- Education programming – adult education, training courses, outdoor skills for all ages.

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4.11 Waterfront Areas

Survey respondents were asked to provide their vision for the use of land along waterfront areas in Chase. Although there were 149 responded, the comments can be summarized into three categories:

- Outdoor recreation – nature education facility, public access, boardwalk or walking trail;
- Environmental protection – ensure area is not developed, protect species living in area; and
- Tourism – promote area for tourism, increase access to beaches, provide camping and BBQ pits.

4.12 Final Comments on OCP

The final question on the survey is open for respondents to bring up any topic, issue or perspective that may have been overlooked throughout the survey. There were 76 responses to this question, all of which are summarized below into the following categories:

- Satisfaction – parks are clean, good air and water, pedestrian friendly Village, happy the OCP update is happening;
- Village services – no paid parking, road improvements needed, bus service;
- Economic growth – encourage more business development, craft beer, attract young families, support agriculture, promote organic, tourism;
- Housing – more affordable housing, rentals; and
- Recreation – more walking trails, boat launch, more winter events, enhance parks, update water park, youth activities.

Sincerely,

URBAN SYSTEMS LTD.

Dylan Houlihan, MCIP
Community Planner