



STAFF REPORT TO COMMISSION

DATE OF REPORT April 17, 2023
MEETING TYPE & DATE Cowichan Community Centre Commission of May 11, 2023
FROM: Cowichan Community Centre Division
Community Services Department
SUBJECT: World's Largest Hockey Stick – Public Engagement
FILE: 0810-20

PURPOSE/INTRODUCTION

The purpose of this report is to seek approval on the draft public engagement survey regarding future direction of the World's Largest Hockey stick (WLHS).

RECOMMENDED RESOLUTION

That it be recommended to the Board that staff be directed to move forward with public engagement regarding the future direction for the World's Largest Hockey Stick, as per the details outlined in the staff report to the May 11, 2023 Cowichan Community Centre Commission meeting.

BACKGROUND

Cowichan Community Centre (CCC) staff presented a report regarding recommended public engagement options to assist with decisions regarding the future of the WLHS at the Special Cowichan Community Centre Commission meeting of April 4, 2023. The report noted that the most cost-effective method to gain public feedback was through a public survey using the CVRD's online Plan Your Cowichan platform. The report also touched on the topic of creating a possible fundraising society to raise funds for replacement of the WLHS; as well as current grant programs that may be available to help fund replacement of the WLHS (Attachment A).

The CCC Commission adopted the following resolution at the April 4, 2023 meeting:

That staff report back with a final draft of the public engagement survey questions regarding support and funding options for potential replacement of the World's Largest Hockey Stick at the Cowichan Community Centre for approval prior to publishing.

ANALYSIS

Staff have completed the final draft of the public engagement survey (Attachment B). In summary, as per the previous staff reports and discussions on this topic, the questions are structured with the following goals:

- **To gain important demographic information regarding age, place of residence and property ownership.** This data will also be used to cross-reference with other specific questions regarding the WLHS replacement to help understand opinions by demographic categories (e.g. the number of respondents who reside in North Cowichan and who support replacing the WLHS with a specific design/material and funding option);
- **To understand public opinion on the level of importance of the WLHS as a community landmark in the Cowichan Region and maintaining the world record for the largest hockey stick and puck;**

- **To understand public opinion levels regarding support to replace the WLHS; and if so, the preferred replacement design, construction material and method of funding; and**
- **To understand public opinion on the urgency of potentially replacing the WLHS and the level of importance of the public providing feedback on a final replacement design.**

Staff recommend moving ahead with implementation of the draft survey as presented with the following inclusions:

- That the survey only be available to online registered users of Plan Your Cowichan to accurately collect demographic information (rather than allowing unrestricted responses which would skew the accuracy and reliability of the data collected);
- That paper surveys be available for pick up and drop-off at the CCC, Kerry Park Recreation Centre, Shawnigan Lake Community Centre, Cowichan Lake Sports Arena and the CVRD Head Office (note, a drawback of this is that respondents will be able to complete multiple surveys); and
- That the survey be open to the public after the anticipated Board approval date in June until the end of September 2023.

A report will be brought back to the CCC Commission in the Fall summarizing the results of the survey data.

FINANCIAL CONSIDERATIONS

At this time, the only anticipated expense for this project is advertising costs to inform the public of the engagement opportunity; which will be covered through the existing CCC operating budget.

Actual replacement costs of the WLHS and where the funds will come from can only be confirmed at the time of procurement and are anticipated to be upwards of several million dollars depending on the design, construction material and timeline.

COMMUNICATION CONSIDERATIONS

As previously mentioned, this project will gain significant media attention and will require both political and senior staff time in order to respond to necessary inquiries. A media release will be published when the survey goes live to help provide an overview of the initiative and answer a majority of the basic questions.

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

N/A

GENERAL MANAGER COMMENTS

☐ Not Applicable

Referred to (upon completion):

- ☐ Community Services (*Arts & Culture, Cowichan Community Centre, Cowichan Lake Recreation, South Cowichan Recreation, Facilities & Transit*)
- ☐ Corporate Services (*Finance, Human Resources, Information Technology, Legislative Services*)
- ☐ Operations (*Parks & Trails, Recycling & Waste Management, Utilities*)
- ☐ Land Use Services (*Building Inspection & Bylaw Enforcement, Community Planning, Development Services, Strategic Initiatives*)

- ☐ Strategic Services (*Communications & Engagement, Economic Development, Emergency Management, Environmental Services*)

Prepared by:

Reviewed by:



Rob Williams, M.Sc.
Manager

Not Applicable
Not Applicable



Kim Liddle
A/General Manager

Reviewed for form and content and approved for submission to the Committee:

Resolution:

Financial Considerations:

☒ Corporate Officer

☒ Chief Financial Officer

ATTACHMENTS:

Attachment A – April 4, 2024 Staff Report on WLHS Public Engagement

Attachment B – Draft WLHS Public Survey