

January 10, 2024

## GET INVOLVED AND TAKE THE PARKS, RECREATION AND CULTURE MASTER PLAN SURVEY The deadline to complete the survey is January 29, 2024.

The City of Campbell River is developing a Parks, Recreation and Culture Master Plan (the Master Plan), which will set priorities and guide how the City provides and invests in facilities, programs, and events over the next 10 years. The Master Plan will identify opportunities to address gaps, build on strengths, and meet future needs and trends.

Engaging with residents is an important aspect of developing the Master Plan, and the City is providing opportunities for all residents to participate. Each household in Campbell River has been mailed a postcard with a unique access code for the survey, which is estimated to take between 10 and 15 minutes to complete.

**To complete the survey, visit [getinvolved.campbellriver.ca](https://getinvolved.campbellriver.ca) and enter the unique access code.**

*“The Parks, Recreation and Culture Master Plan impacts many Campbell River residents and visitors and contributes to wellness, community vibrancy, and quality of life,”* says Jason Locke, Acting Director of Community Planning and Livability. *“Whether you participate in recreation and culture programming, visit City parks or facilities, or simply live and play in Campbell River, your feedback is important. By completing the survey and engaging in this process, you will help ensure the Parks, Recreation and Culture Master Plan meets the community’s needs and reflects the priorities and interests of the whole community.”*

For individuals who do not receive a postcard with a unique access code in the coming days or wish to have multiple household members complete a survey, an open, non-coded, version of the survey will be made available online and at the Campbell River Sportsplex, Community Centre and City Hall on January 15, 2024.

Feedback provided through the survey and other engagement and research methods, including benchmarking, community meetings, facility usage data and much more, will help the City better understand residents’ participation preferences, levels of satisfaction, and potential future priorities.

A draft of the Master Plan will be made available for the public to view and comment on before the final version is completed and considered by Council for adoption. It is anticipated that the Master Plan will be completed in 2024.

For more information and to stay informed on the project and future opportunities to participate, visit [getinvolved.campbellriver.ca](https://getinvolved.campbellriver.ca).

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