



# RECREATION STRATEGIC PLAN

Environmental, Parks and Recreation Advisory  
Committee

January 28, 2026

# Team Introduction

Quentin Talbot-Kelly,  
Partner



Project Role:  
Project Director

Sarah Nickerson,  
Planning Analyst



Project Role:  
Planning Associate

Rebeca Galvao,  
Planning Analyst

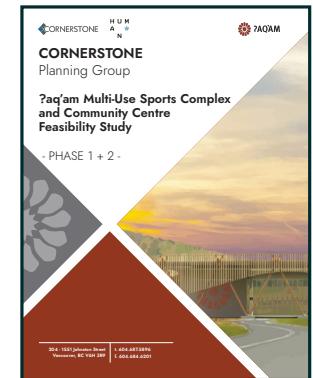
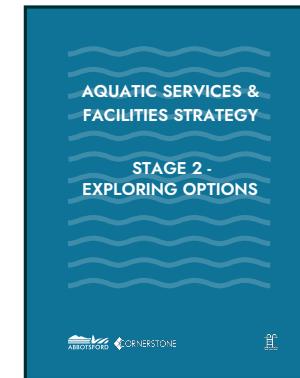
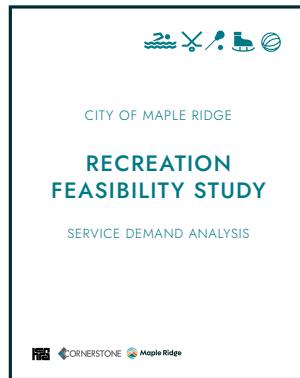


Project Role:  
Planning Associate

# Firm Introduction



- 53 years in business, with a strong focus on Western Canada
- 1,000+ projects supported
- Project sectors include health, education, civic master planning, arts & culture, recreation and many others.
- Over the past 5-10 years, Cornerstone has increased its focus on recreation services, facilities and strategic planning
- As a values-drive organization, Cornerstone's service philosophy centers on delivering thoughtful, client-focused planning that produces meaningful results.
- Inhouse expertise: strategic planning, business analysis, facilitation, service design, architecture, engineering, graphic design and cost modelling.



# Session Agenda

1. Study Context
2. Goals, Approach and Timeline
3. Proposed Engagement
4. Questions for the Committee



# Study Context

- The Township requires an updated, forward-looking strategy to guide recreation planning and decision-making over the next 15-years.
- Shifts in age, household composition, and growth patterns are placing new demands on recreation services and facilities.
- Residents' recreation interests, service standards, and expectations around inclusion and accessibility have changed over time.
- Current infrastructure and programs may no longer fully meet demand, capacity, or community needs.
- Council and staff require clear, evidence-based guidance to prioritize projects and allocate resources effectively.

# Goals, Approach and Timeline

## 1. Develop a data-driven understanding of Esquimalt's recreation system

Establish a comprehensive picture of current conditions, performance, and capacity through demographic analysis, facility and program inventories, utilization review, and operational assessment.

## 2. Engage the community and stakeholders to inform future direction

Gather meaningful input from residents, stakeholders, and advisory bodies to understand needs, priorities, and expectations, and ensure the plan reflects community values.

## 3. Define future recreation needs and deliver actionable recommendations

Identify future service and space requirements and provide phased, feasible recommendations—including cost, funding, and implementation considerations — to guide long-term investment and decision-making.

# Goals, Approach and Timeline

December 2025 -  
January 2026

## STAGE 1



Project  
Foundations

January -  
February 2026

## STAGE 2



Current State  
Analysis

February -  
March 2026

## STAGE 3



Community Needs  
& Aspirations

March -  
April 2026

## STAGE 4



Future Needs  
Assessment &  
Recommendations

April -  
May 2026

## STAGE 5



Final Report

# Proposed Engagement



# Proposed Engagement

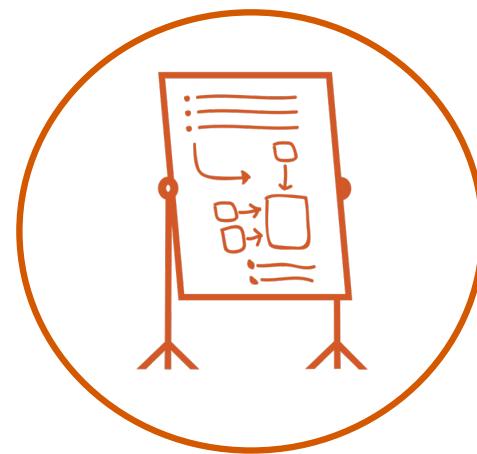
## Community Engagement Activities



Community Survey



Interest Holder Interviews



Community Open Houses

# Proposed Engagement

## Community Survey - Overview

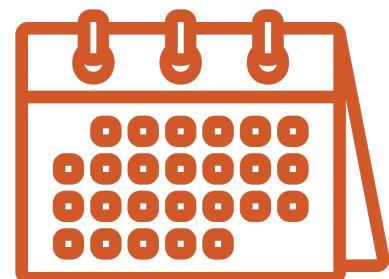


**Purpose:** To gather information on the community's current patterns of recreational activities, their perceived need for improvements, priorities, and desires.

What we plan to ask about:

- Respondent demographics
- How residents use recreation today
- Where gaps exist
- Satisfaction, inclusion, and accessibility
- Ideal future state
- Priorities given limited funding

**Survey open  
for 3 Weeks**



# Proposed Engagement

## Interest Holder Interviews - Overview



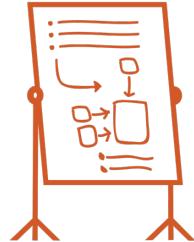
Purpose: To collect insights into the desires and needs of the Esquimalt community related to recreation provision, with a focus on community organizations and key interest holders. This also provides an opportunity to gather operational insights and identify gaps that may not be evident through data alone. Direct participants to online survey for themselves and their peers to complete.

5 separate interview sessions with the following groups:

1. Township Committees
2. Township Staff
3. Recreation User Groups
4. First Nations Representatives
5. Local Community Organizations

# Proposed Engagement

## Community Open Houses - Overview



**Purpose:** To present proposed strategy, respond to public questions, and gather feedback to help refine the document.

- Confirm priorities
- Identify gaps before finalization

**Two in-person sessions (Spring 2026)**

- Public open house
- Invitation-only session for key groups (recreation user groups, community organizations) and First Nations representatives

# Questions for the Committee

1. What is the Township doing well, where could it improve to better serve its residents, and what would you like to see for the Township's future?
2. Are there specific organizations, networks, or community leaders we should connect with to improve reach and participation?
3. Do you feel the proposed mix of engagement tools (survey, open houses, interviews) will effectively reach your community, or are there additional approaches you recommend?
4. Are there known barriers—such as timing, location, language, accessibility, or trust—that we should address to improve participation?
5. Are there any cultural considerations or local dynamics we should be aware of when engaging the community on recreation and culture?