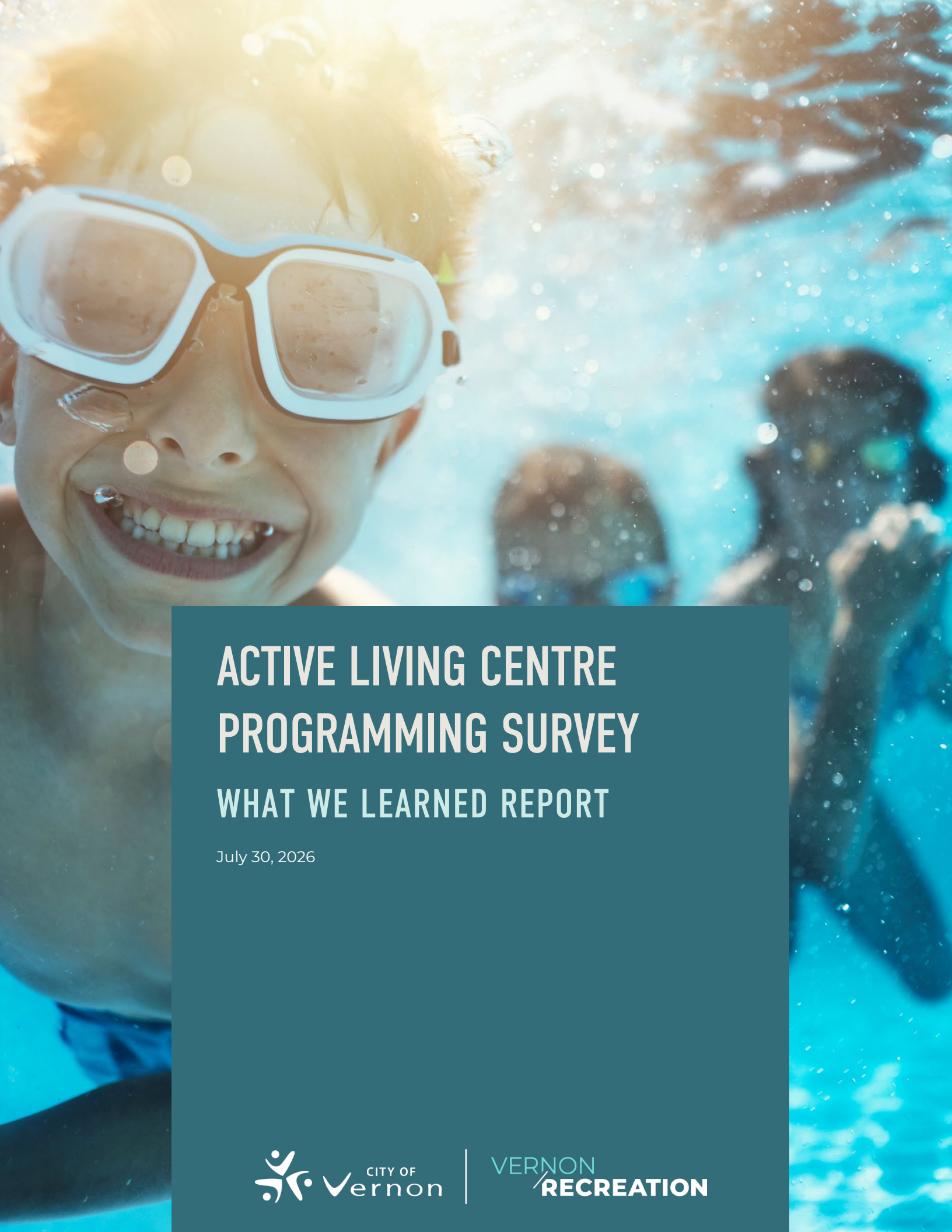




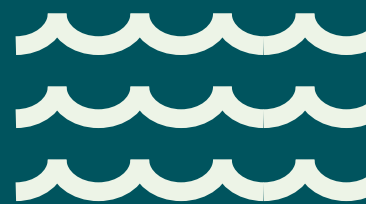
ACTIVE LIVING CENTRE PROGRAMMING SURVEY WHAT WE LEARNED REPORT

July 30, 2026



BUILDING EXCITEMENT FOR THE NEW ACTIVE LIVING CENTRE:

Community Input on Programming



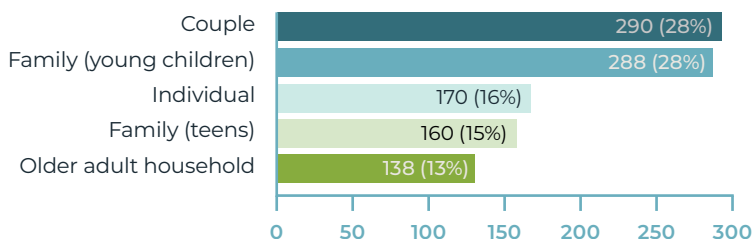
We're counting down the days until Vernon's new Active Living Centre opens in late 2026!

To help shape programming at the Active Living Centre when it opens and in the years ahead, we asked community members to share their ideas and priorities through a survey in June 2026.

More than **1,000** responses were received from residents of Vernon and the surrounding area.

HERE'S WHAT WE LEARNED:

Which best describes your household?



The most frequent comments were related to affordability, aquatic fitness programs, programs for families and children, fitness classes and accessibility:

"I hope to see easy access to the pools and hot tubs. I have a disability and it is difficult for me to use stairs."

"Offer a variety of short programs to allow for more selection without a long time commitment. Keep costs reasonable so families and seniors can afford it."

"I am really excited for the new Active Living Centre! I am hopeful there will be senior adult swim times, aquafit, and yoga, pilates, Zumba etc."

The top priorities for program types are:



Group fitness (yoga, strength, cycling, aquafit)
18% of responses



Aquatic programs (swimming lessons, certifications)
14% of responses



Older adult wellness (balance, mobility, stretching)
12% of responses

Still want to share your ideas for the Active Living Centre? Have your say by visiting:



The top barriers that would prevent people from participating in programs include:

Schedule **(37% of responses)**

Cost **(30% of responses)**

Lack of awareness of programs **(13% of responses)**

Stay tuned for updates on ALC programming and memberships coming in fall 2026!



LETSTALKVERNON.CA/ALC

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1.0 INTRODUCTION

The City of Vernon is planning future programming for the Active Living Centre, where programs will begin transitioning from the Vernon Recreation Centre in early 2027.

To help develop programming that reflects community priorities and needs, the City invited residents of Vernon and the surrounding area to share their input through the **Active Living Centre Programming Survey**, open from June 11 to June 25, 2026.

The survey asked participants about the **types of programs** they are most interested in, **preferred schedules** and formats, **barriers** that may prevent participation, and **ideas** for future programming.

This What We Learned Report summarizes the survey feedback and highlights common themes, priorities, preferences and opportunities identified by participants. The findings will be considered alongside operational, financial and facility design considerations to help guide programming decisions for the new Active Living Centre.

Vernon's new Active Living Centre will be a vibrant hub for health, wellness, and community life. Designed for all ages and abilities, this destination for aquatics, fitness, play and connection will offer something for everyone — from toddlers splashing in the leisure pool to adults tackling fitness classes or joining friends for drop-in sports.

Thank you to everyone who shared their feedback. Your input will help shape recreation programs and services in Vernon, and we appreciate the time you took to share your perspective.

2.0 WHAT WE ASKED

The Active Living Centre Programming Survey was designed to help the City of Vernon understand what kinds of programs residents are interested in, when they would like programs to be scheduled, what may prevent them from participating, and any other ideas they have for recreation programming.

This What We Learned Report is structured to summarize the findings from each of these categories of questions to report back to the community on what was shared and guide the City's recreation programming decisions. This includes:

Who Participated

- What is your age group?
- Which best describes your household?
- Where do you live?

Program Preferences and Priorities

- What types of programs are you interested in?
- What three programs are your top priorities?
- What types of fitness classes are you interested in?

Scheduling

- What days of the week would you be most likely to participate in programming?
- What times of day would you be most likely to participate in programming?

Program Formats

- What format do you prefer?

Barriers to Participation

- What might prevent you from participating?

Additional Comments and Ideas

- Do you have any other comments or ideas you would like to share about programming at the Active Living Centre?

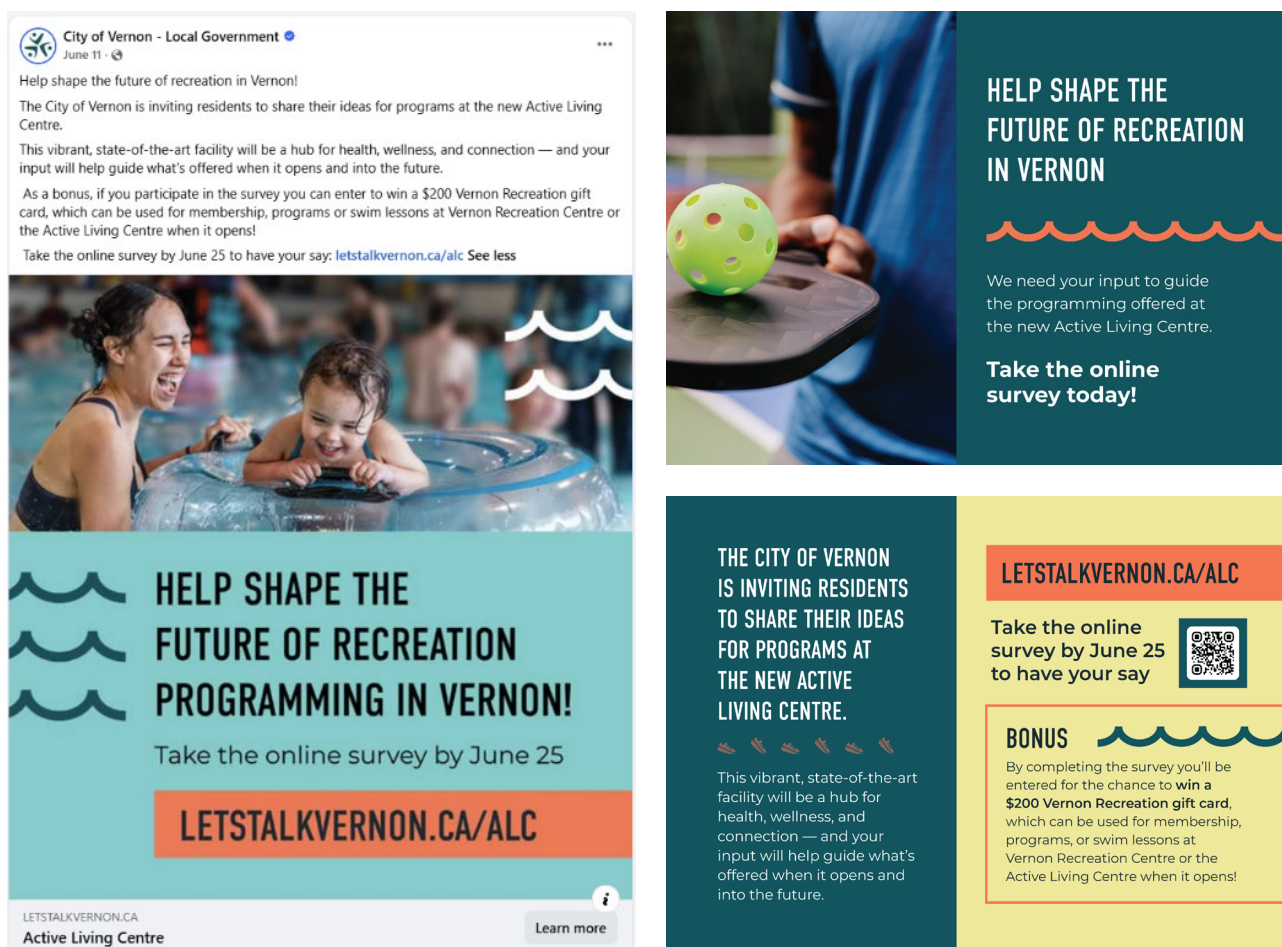
3.0 HOW WE COMMUNICATED

The opportunity to participate in the survey was promoted to community members through several methods:

- A [news release](#) issued on June 11, 2026
- Postcards available in the Vernon Recreation Centre and other City of Vernon facilities
- Posters put up in the Vernon Recreation Centre and other City of Vernon facilities
- Social media posts on the City of Vernon Facebook and Instagram accounts
- Social media advertising ran on the City of Vernon Facebook and Instagram accounts
- Fitness instructors promoted the survey in classes and programs
- Emails to current City of Vernon recreation program users

Survey participants could choose to enter a draw for a chance to win a \$200 Vernon Recreation gift card, which could be used for membership, programs or swim lessons at the Vernon Recreation Centre or the Active Living Centre when it opens.

Figure 1: Survey Communications

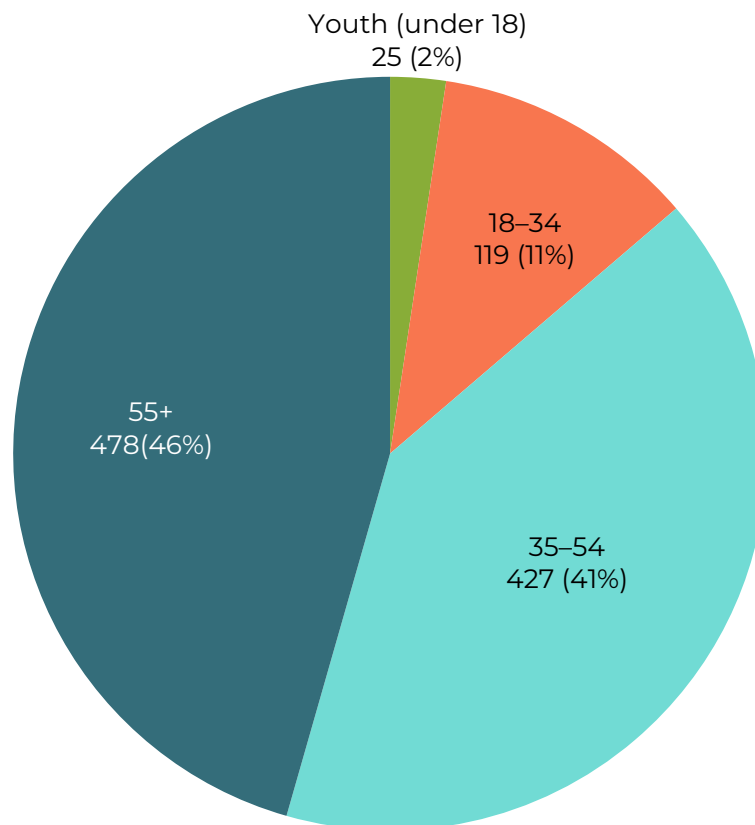


4.0 WHO PARTICIPATED

Survey participants were primarily adults aged 35 and older, with 46% of respondents aged 55 and over and 41% aged 35–54. Households were well represented across a variety of life stages, with the largest shares coming from couples (28%) and families with young children (28%). Most respondents lived in Vernon (75%), with additional participation from Coldstream (14%) and other communities across the North Okanagan.

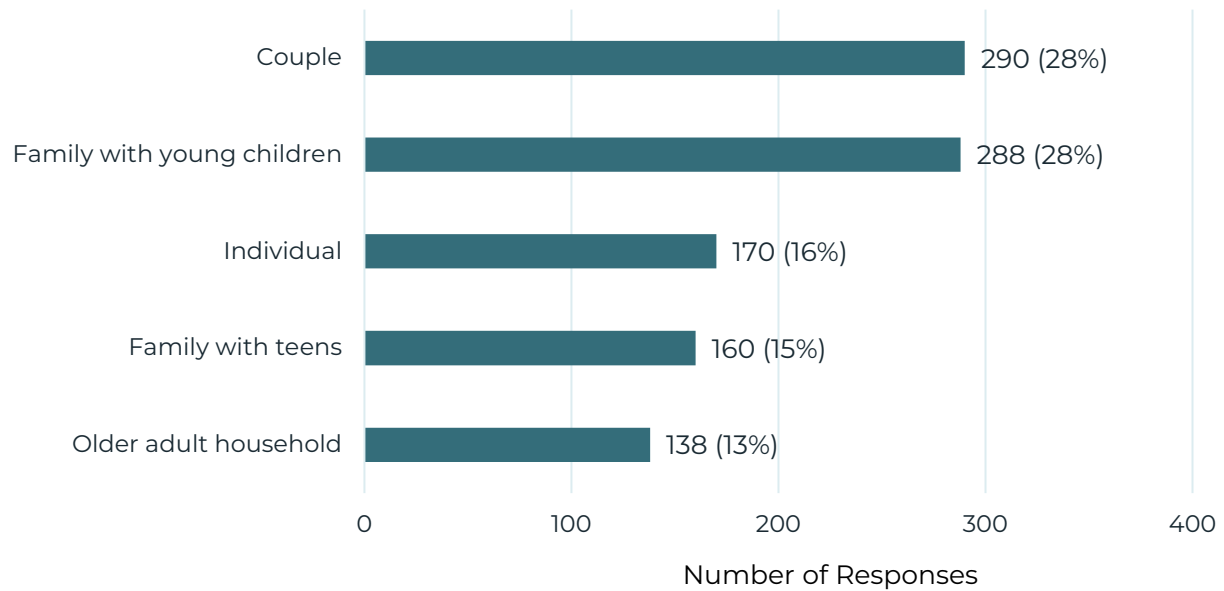
The strongest participation in the survey was from adults aged 35 and older, families, couples, and older adults who live in Vernon.

Figure 2: What is your age group?



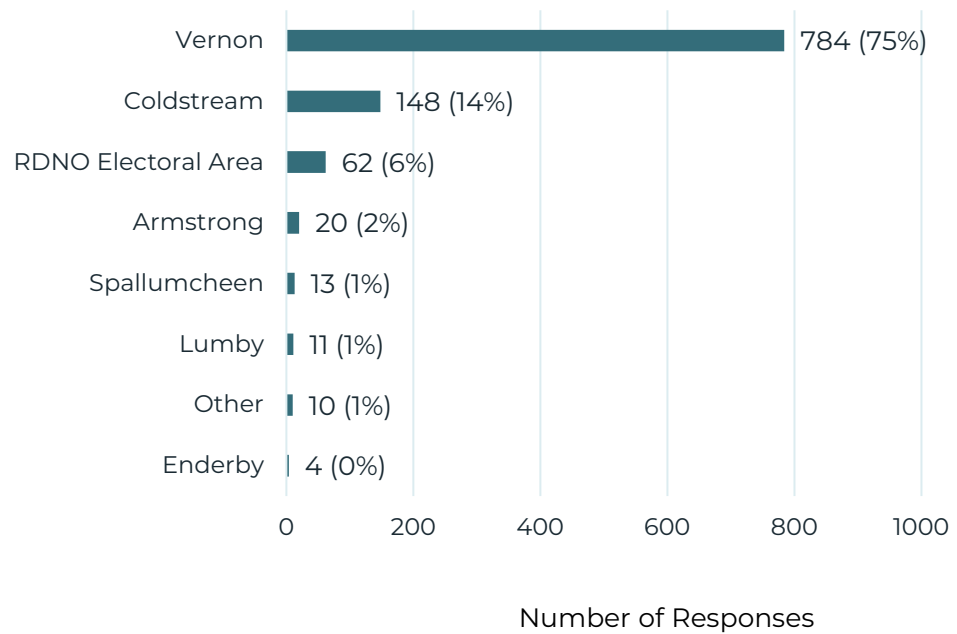
Total number of responses = 1,049

Figure 3: Which best describes your household?



Total number of responses = 1,046

Figure 4: Where do you live?



Total number of responses = 1,052

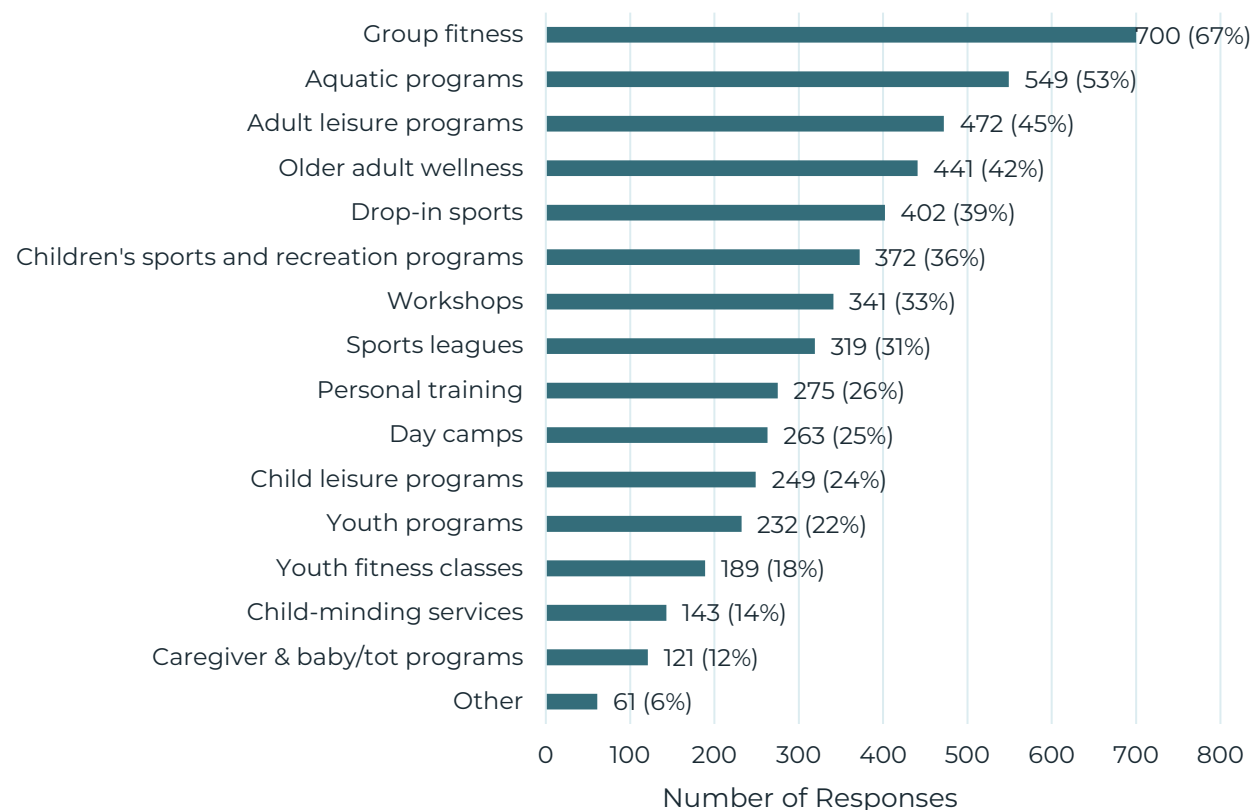
5.0 WHAT WE LEARNED

5.1 PROGRAM PREFERENCES & PRIORITIES

Survey respondents expressed interest in a wide range of programs and activities. Group fitness programs, such as yoga, strength, cycling and aquafit, are the most popular option, with 67% of respondents selecting this option, followed by aquatic programs (53% of respondents), adult leisure programs (45% of respondents), and older adult wellness activities (42% of respondents).

There is also strong interest in drop-in sports and children's recreation programs, reflecting demand for both structured and flexible opportunities that support active lifestyles across age groups.

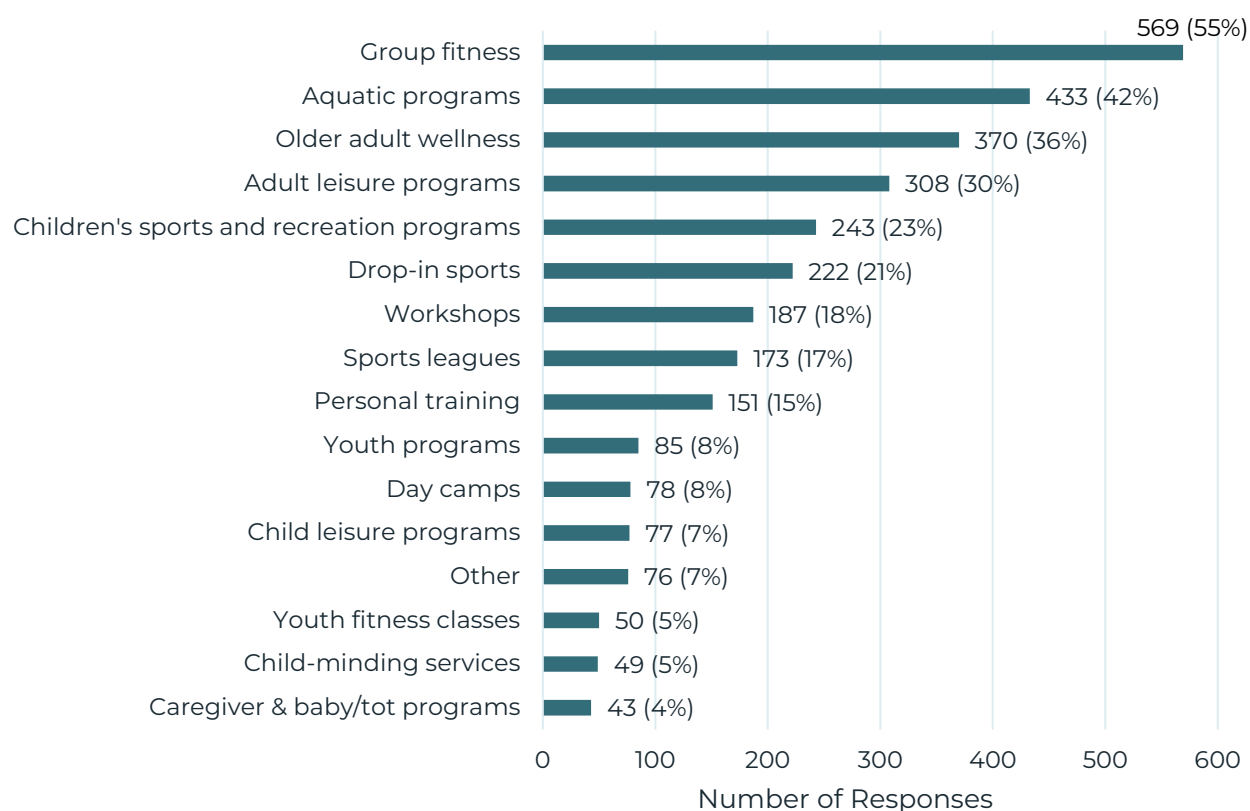
Figure 5: What types of programs are you interested in?



Total number of responses = 1,039

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

Figure 6: Which three programs are your top priorities?



Total number of responses = 1,038

(Participants could select up to three options, and percentages are out of the total number of responses rather than the total number of options selected)

5.1.1 PRIORITIES BASED ON DEMOGRAPHICS

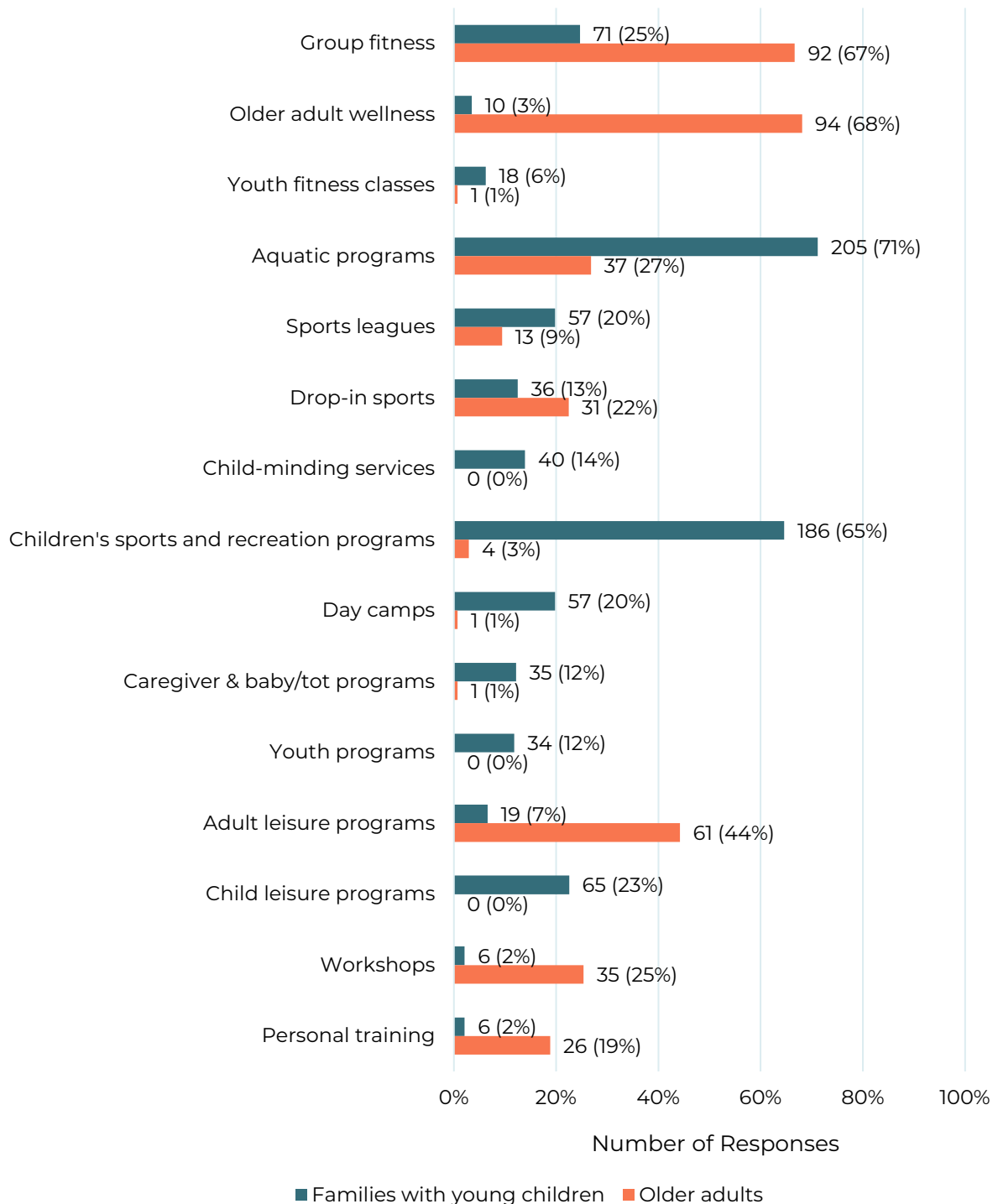
The program priorities differed between different demographic groups. For families with young children and teens, aquatic programs and children's sports and recreation programs were much more important than other programs. A similar trend is shown in the priorities for respondents who indicated they were 35-54 years old, who tend to be in the age group to have children in their household.

Families with teens are the most likely to be interested in sports leagues (26%) and youth programs, such as leadership and youth zone (27%).

More couple households prioritize personal training (24% of respondents) and drop-in sports (26%) compared to individual households, whereas individuals are more likely to prioritize adult leisure programs (48%) and workshops (27%).

The comparison of program priorities for families with young children and older adults is shown in Figure 7.

Figure 7: Program priorities for families with young children vs. older adults



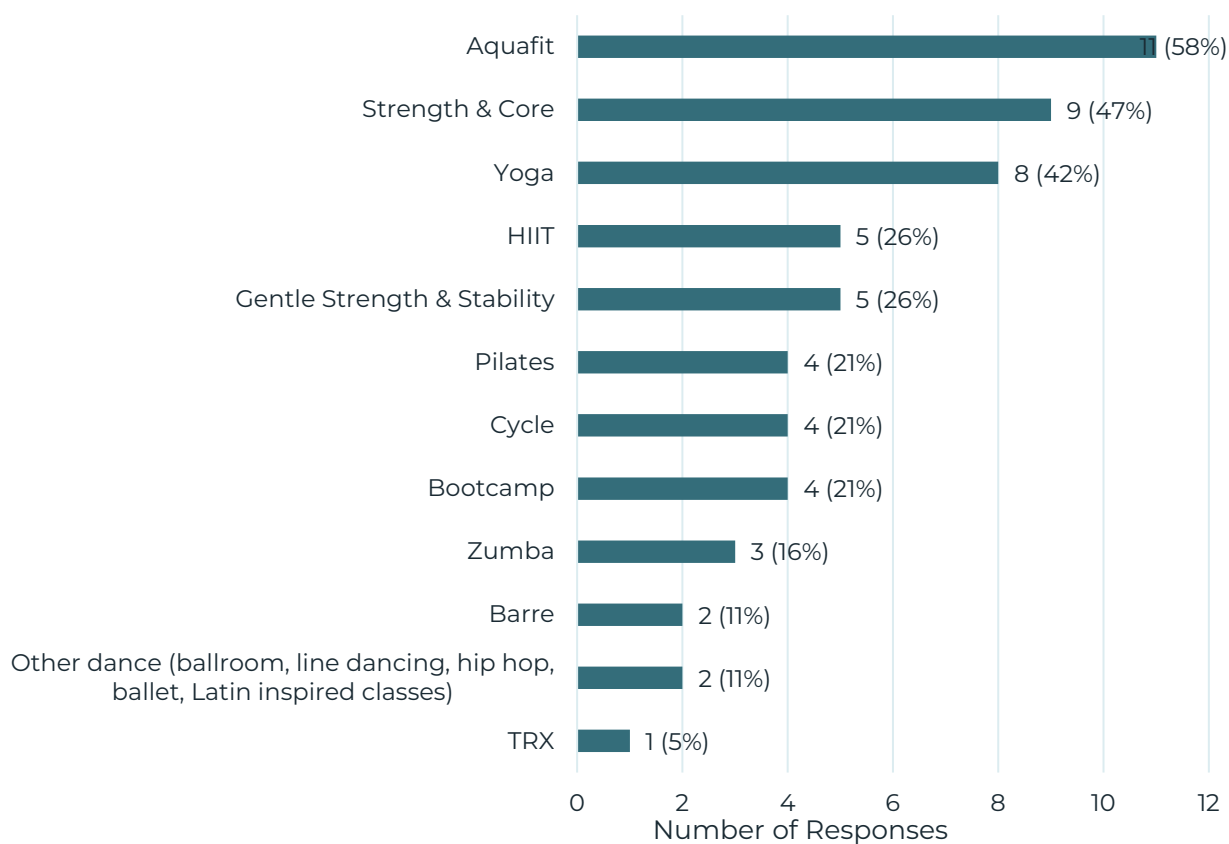
Total responses from families with young children = 288

Total responses from older adult households = 138

(Participants could select up to three options, and percentages are out of the total number of responses from each household type than the total number of options selected)

Respondents who are interested in fitness classes ranked aquafit, strength & core, and yoga as the top options they are most interested in.

Figure 8: What types of fitness classes are you interested in?



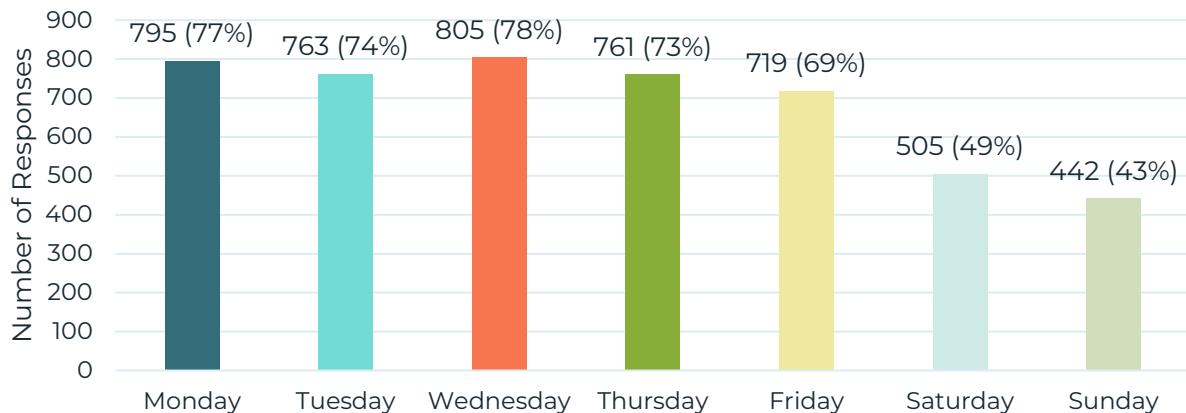
Total number of responses = 19 responses

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

5.2 SCHEDULING

The days of week and times that respondents are most likely to participate in programming are weekdays, specifically Monday to Thursday, and mornings from 6 am to 12 pm.

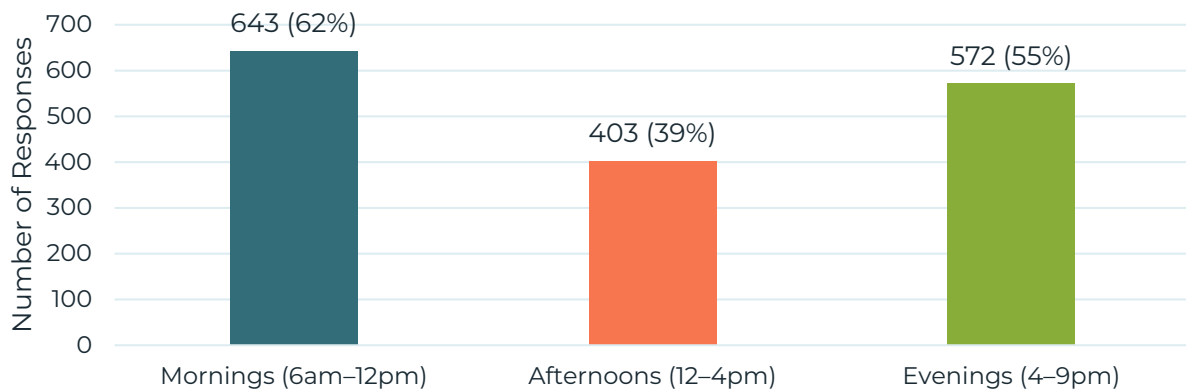
Figure 9: What days of the week would you be most likely to participate in programming?



Total number of responses = 1,037

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

Figure 10: What times of day would you be most likely to participate in programming?



Total number of responses = 1,044

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

5.2.1 SCHEDULE PREFERENCES BASED ON DEMOGRAPHICS

Families with young children and teens are the only groups where the majority of respondents said they would participate in programs on the weekend and in the evenings.

In comparison, the majority of respondents from individual, couple or older adult households would be most likely to participate in programming on weekday mornings.

These results are highlighted in Table 1 and 2 below.

Table 1: Day of the week preferences based on demographics

Day of Week	Individual	Couple	Family with Young Children	Family with Teens	Older Adult Household
Monday	125 (74%)	227 (78%)	209 (73%)	120 (75%)	109 (79%)
Tuesday	122 (72%)	215 (74%)	212 (74%)	107 (67%)	103 (75%)
Wednesday	129 (76%)	228 (79%)	217 (75%)	117 (73%)	108 (78%)
Thursday	114 (67%)	217 (75%)	208 (72%)	117 (73%)	100 (72%)
Friday	119 (70%)	205 (71%)	183 (64%)	110 (69%)	98 (71%)
Saturday	68 (40%)	88 (30%)	202 (70%)	99 (62%)	47 (34%)
Sunday	61 (36%)	86 (30%)	168 (58%)	84 (53%)	40 (29%)

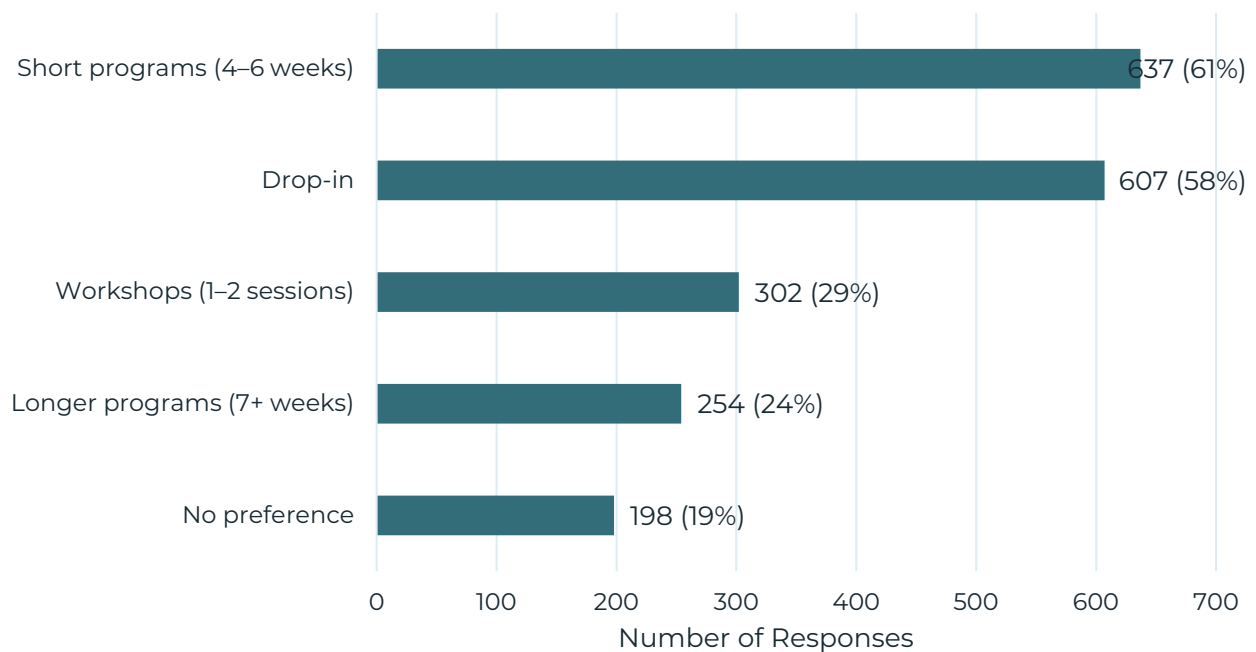
Table 2: Time of day preferences based on demographics

Time of Day	Individual	Couple	Family with Young Children	Family with Teens	Older Adult Household
Mornings (6am–12pm)	115 (68%)	207 (71%)	145 (50%)	67 (42%)	105 (76%)
Afternoons (12–4pm)	77 (45%)	100 (34%)	128 (44%)	44 (28%)	51 (37%)
Evenings (4–9pm)	64 (38%)	107 (37%)	223 (77%)	132 (83%)	42 (30%)

5.3 PROGRAM FORMATS

The most popular program format are short programs with a duration of four to six weeks, followed by drop-in programs. Programs with shorter and longer durations were less preferred, with 29% of respondents indicating they preferred workshops with one or two sessions, and 24% of respondents preferring programs that last longer than seven weeks.

Figure 11: What format do you prefer?

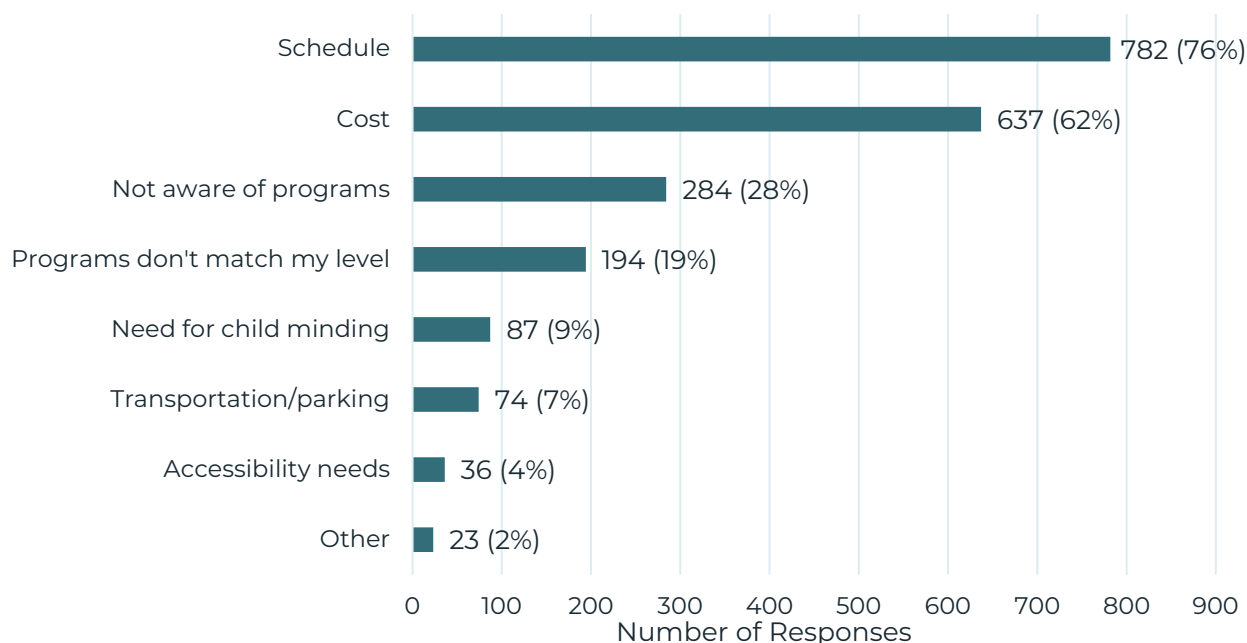


Total number of responses = 1,043

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

5.4 BARRIERS TO PARTICIPATION

Figure 12: What might prevent you from participating?



Total number of responses = 1,023

(Participants could select as many options as they wanted, and percentages are out of the total number of responses rather than the total number of options selected)

5.4.1 BARRIERS BASED ON DEMOGRAPHICS

Although schedule was the most common barrier all respondents reported as potentially preventing them from participating, this was especially significant for families with young children and teens. For older adult households, the biggest barrier is cost.

Naturally, only families with young children identified the need for child minding as a potential barrier for child minding, but this was a potential barrier for almost 30% of these respondents.

Lack of awareness of programs may potentially prevent approximately a quarter of respondents from individual, couple, families with young children and older adult households, but this was a more common potential barrier for more families with teens.

These results are highlighted in Table 3 below.

Table 3: Barriers based on demographics

Barrier	Individual	Couple	Family with Young Children	Family with Teens	Older Adult Household
Cost	110 (65%)	172 (59%)	166 (58%)	93 (58%)	92 (67%)
Schedule	118 (69%)	204 (70%)	238 (83%)	133 (83%)	85 (62%)
Transportation/parking	14 (8%)	19 (7%)	18 (6%)	10 (6%)	11 (8%)
Need for child minding	1 (1%)	2 (1%)	80 (28%)	2 (1%)	0 (0%)
Programs don't match my level	35 (21%)	70 (24%)	25 (9%)	31 (19%)	32 (23%)
Accessibility needs	8 (5%)	7 (2%)	10 (3%)	1 (1%)	9 (7%)
Not aware of programs	42 (25%)	74 (26%)	72 (25%)	58 (36%)	35 (25%)

5.5 ADDITIONAL COMMENTS AND IDEAS

When asked for any other comments or ideas about programming at the Active Living Centre, the top ten frequently mentioned themes were related to affordability, aquatic fitness, family and children programming, fitness classes and wellbeing, accessibility, youth and teen programs, programs in the evenings and weekends, indoor amenities, seniors programs, and lane swimming.

Affordability (82 comments, 14% of total comments)

- Concerns about the cost of program fees and membership being a barrier
- Desire for the walking track to be free to access and use
- Concerns about higher fees for non-Vernon residents
- Desire for a discounted seniors rate

Aquatic fitness (78 comments, 14% of total comments)

- High priority on aquatic fitness programs in the ALC
- Desire for specific programs to start or continue, such as masters swimming, adult swim lessons, open water swim lessons, infant swim lessons, deep water aquafit

Family and children (64 comments, 11% of total comments)

- Support for child minding in the facility to enable parents to participate in programs
- Desire for evening weekday programming for children

Fitness classes and wellbeing programs (62 comments, 8% of total comments)

- Interest in having more variety in fitness and wellbeing classes
- Desire for adult fitness classes to be available in the evenings after a typical work day
- Interest in drop-in fitness classes

Accessibility (48 comments, 8% of total comments)

- Desire for more programs for people with disabilities
- Concern that the cost of programs for people with disabilities and seniors creates a barrier to participate
- Support for the accessibility features of the ALC

Youth and teen programs (44 comments, 8% of total comments)

- Desire for more programs for teenagers, such as drop-in sports or opportunities for socialization
- Desire for more drop-in children's programs, especially on School District 23 professional development days

Evenings and weekends (40 comments, 7% of total comments)

- Desire for more options in the evenings and weekends
- Frustration with current challenges accessing the pool and gym on weekday evenings

Indoor amenities (39 comments, 7% of total comments)

- Support for indoor amenities, such as indoor courts, fitness equipment, walking track

Senior programs (37 comments, 6% of total comments)

- Desire for programs for seniors that support strength and mobility
- Concern about the cost of seniors programs being a barrier to participation

Lane swimming (34 comments, 6% of total comments)

- Desire for more access to lane swimming and more consistency about the number of lanes available

Total number of responses = 413

6.0 WHAT COMES NEXT

The input from community members that is summarized in this What We Learned Report will be used by the City, along with operational, financial and facility planning considerations, to make decisions about program types, formats and schedules at the Active Living Centre.

Programs will start at the Active Living Centre in January 2027, and registration for these programs will open in late 2026.

As planning continues, the City's priority is to create welcoming, inclusive and accessible opportunities that support active lifestyles, wellness and community connection.

Figure 13: Quotes from respondents

