

# Haines Junction Community Recreation Plan: 2015-2024



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# 1.0 INTRODUCTION

Haines Junction is a small, scenic community located in the southwestern Yukon at the gateway of Kluane National Park and Reserve. The village’s dynamic physical setting is matched by an equally dynamic and resourceful population who are passionate about their home and the amenities it provides – chief among them recreation, culture, and proximity to the outdoors.

## How does the Plan define recreation?

What is the Plan actually talking about when it refers to “recreation”? It’s a term people use all the time, but our individual definitions of it can be wide ranging. Experts in the field generally agree that almost any activity undertaken during free time qualifies as recreation, so long as it achieves some kind of benefit to society. Sports, arts, culture, and music are unique and distinct but can still be grouped under the banner of recreation.

The term “recreation” brings up personal and societal values and preferences in a way that “leisure” does not. This distinction matters because good, objective decision-making requires that we recognize our own biases and preferences.

### Recreation vs. Leisure

Recreation is:

*“An activity that people engage in during their free time, that people enjoy, and that is generally recognized as having socially redeeming values.”*

Leisure is:

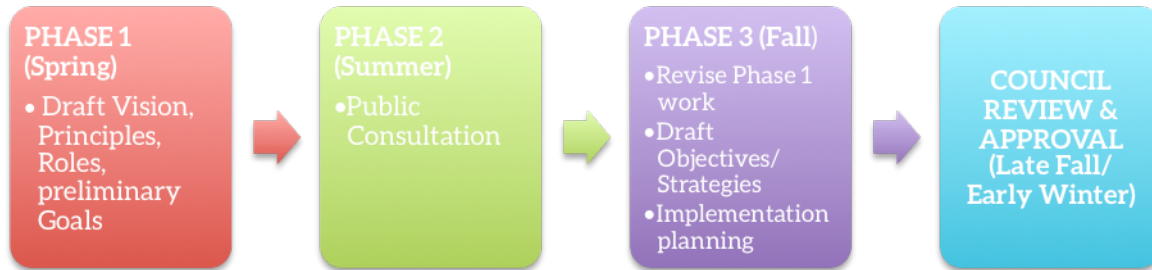
*“Time free from obligations, work, and life maintenance tasks.”*

(Source: Parks and Recreation Professional’s Handbook)

## How was the Plan developed?

From the outset, the Community Recreation Plan was intended to come *from*, and *represent*, the residents of Haines Junction. In March of 2014, the Village of Haines Junction (VHJ) tasked its advisory Culture, Parks, and Recreation (CPR) Committee to work with a consultant Planning Team to create the Plan. Their work began in the spring of 2014 and consisted of three planning workshops, with “homework” and review assigned in between. Over 140 hours of Committee time, effort and thoughtful discussion and consideration went into the making of this Plan.

The Planning Team compiled the Committee’s work from Phase 1 and consulted with the broader community in June. Approximately 25 people provided feedback via either paper or online survey, and an additional four community groups and Champagne and Aishihik First Nations (CAFN) staff were visited in person. Input was also received from 13 local businesses in September via a paper and online survey. All of the community feedback received was reviewed by the Committee and incorporated into the development of the Plan. Please see the Appendices for the detailed surveys and results.



← Culture, Parks, and Recreation (CPR) Committee worked with consultant Planning Team via workshops/email →

### Benefits-Based Approach

Haines Junction’s Community Recreation Plan is firmly grounded in the Benefits-Based Approach (BBA). BBA views the management of recreation inputs (facilities, personnel, dollars, etc.) as the *means* of achieving the *ends* of a broad range of benefits that accrue to individuals and communities. BBA is distinctly different from the conventional supply-demand model that focuses on inputs.

Incorporating BBA into recreation management means that:

- Recreation takes on a more holistic role in the community
- Participants directly benefit but there are indirect benefits to all citizens
- Demands are considered and evaluated in the context of potential public benefits
- Monitoring is longer-term and focuses on outcomes versus inputs
- Management focuses on both on-site and off-site customers

BBA dovetails with the community development view of recreation that is shaping national and territorial policy. Recreation isn’t just a “wish list” of programs or facilities, but an essential building block of a healthy, resilient, productive community.

### What other information did the Plan consider?

The Community Recreation Plan is by no means the start of the conversation about Haines Junction recreation. In fact, there has been a great deal of discussion and work in this area in recent years. The Committee tried to ensure that the Plan linked to and incorporated other plans, reports, and initiatives with relevance to recreation. These included the following:

- Fall 2013 Community Recreation Survey report (VHJ)
- “As was Said” report from Spring 2013 community meeting on recreation (YG)
- 2013 Recreation Complex Building Condition Assessment report (Stantec)
- 2013 Official Community Plan (VHJ)
- 2010 Recreation Infrastructure Prioritization Exercise (YG/VHJ)
- 2006 Official Community Plan (VHJ)
- 2007 Integrated Community Sustainability Plan (VHJ)

## 2.0 RECREATION IN HAINES JUNCTION: 2014

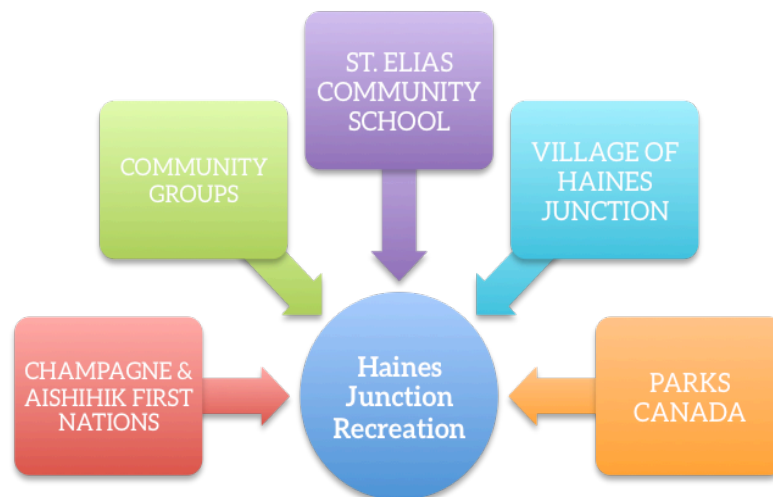
Recreation is an integral part of community life in Haines Junction. Programs and facilities offered by community groups and governments create a wealth of recreation opportunity; however, the tendency to operate in “silos” undermines effectiveness and long-term sustainability.

### How does recreation happen in Haines Junction?

Recreation is created, delivered and sustained at the community level through an organic system of non-profit groups, governments, and government agencies. The key “players” in Haines Junction recreation include the following:

- |  |  |
|--|--|
| <b>Champagne and Aishihik First Nations (CAFN)</b> | Delivers a range of all-ages cultural, wellness and physical activity programming through their Community Wellness and Language, Heritage and Culture departments and operates a Youth Centre, the new Da Ku Cultural Centre, and Healing House (or “old Da Ku”). Both First Nation and non-First Nation residents participate in CAFN programming and CAFN provides space for broader community recreation (i.e., yoga at the Healing House). |
| <b>Community Groups</b>                            | A number of registered non-profit societies and informal clubs provide a wide range of recreation programs and activities to residents, most with funding support from Lotteries Yukon (via VHJ) or other organizations.   |
| <b>Parks Canada</b>                                | Manages Kluane National Park and Reserve, which includes many front-country trails, campgrounds, and other amenities widely used by Haines Junction residents.   |
| <b>St. Elias Community School</b>                  | Incorporates both active and passive recreation activities into its curriculum, provides regular lunchtime intramural and after-school sport clubs, and functions as a recreation venue for community groups.  |
| <b>Village of Haines Junction (VHJ)</b>            | Manages and maintains the Community Recreation Complex, St. Elias Convention Centre, arena, various parks/playgrounds/gathering spaces and paved trails. Via its Culture, Parks and Recreation (CPR) advisory Committee, VHJ administers \$18,000 in annual Lotteries Yukon funding to non-profit groups.  |

(At right) The key “players” in Haines Junction recreation in 2014





Other organizations also have a part to play in providing and/or supporting recreation. The Government of Yukon manages nearby Pine Lake campground and provides support and advice to the municipality via its Sport and Recreation Branch. The local Yukon College campus has offered a variety of recreation-based courses in the past.

## What are the recreation patterns and preferences of Haines Junction residents?

The 2013 Community Recreation Survey showed that Haines Junction residents prefer to participate in active, outdoor recreation with family or friends, on their own schedule, and for minimal cost. Other noteworthy insights include the following:

- 13% usually participate in programs and scheduled activities for recreation (vs. 84% who usually “do their own thing”).
- 71% say their favourite place to recreate is in the outdoors surrounding Haines Junction.
- Most age groups indicated a preference for active versus passive recreation; however, 40% of respondents ages 16 and under preferred passive recreation.
- Most age groups indicated a strong preference for non-motorized versus motorized recreation; however, over 1/3 of respondents ages 17 to 25 preferred motorized recreation.
- The most frequently and broadly used recreation infrastructure is local trails. 89% of respondents use them (66% using them more than 10 times per year).
- Almost all respondents indicated using the library/Yukon College and St. Elias Convention Centre. These facilities were also in the “Top 6” venues used more than 10 times per year by respondents (29% and 28%, respectively).
- Other “Top 6” recreation infrastructure receiving more than 10 visits per year by respondents included the school gym (36%), arena (32%), and swimming pool (31%). For all three, a slightly larger percentage of respondents indicated not using them at all in the past year. This would suggest that these facilities appeal to a narrower demographic but are vitally important to the groups that they do serve.

### Local Clubs & Societies

- Haines Junction Minor/Adult Hockey
- Haines Junction Romp and Run
- Haines Junction Quilters
- Haines Junction Soccer Club
- Haines Junction Yoga
- Hooves and Hands 4-H Club
- Junction Arts and Music
- Junior Canadian Rangers
- Kluane Chilkat International Bike Relay
- Old Timers Hockey
- Shakwak Sharks Swim Club
- St. Elias Cross Country Ski Club
- St. Elias Seniors Society
- St. Elias Lions Club
- St. Elias Firearms Association
- Silver Sled Race Committee



## What are the strengths and weaknesses of Haines Junction recreation?

The planning process is partly about recognizing what is already working well in the community and identifying areas that need improvement so that the most strategic and impactful actions can be pursued. Haines Junction's recreation Strengths and Weaknesses are summarized below.

### Strengths:

- Activities are largely participant-driven.
- A diversity of community organizations offer a wide variety of recreation opportunities.
- Residents are supportive of recreation and understand its value.
- Residents enjoy high quality facilities, including recent upgrades to the arena and swimming pool.
- There is a large group of dedicated volunteers, including skilled educators and coaches.
- Non-profit groups have access to numerous funding sources.
- Local schools, agencies and societies prioritize recreation.
- There are some successful partnerships in place.
- Residents have immediate access to open space, trails, and a National Park.

### Weaknesses:

- The administrative workload of funding applications and reporting poses a significant capacity challenge for non-profit groups.
- The Recreation Complex has reached (or is nearing) the end of its service life.
- Local trails have evolved in an "ad hoc" manner and there is no plan in place to maximize and sustain them, nor a shared understanding of appropriate uses or etiquette.
- CAFN youth programming is running over capacity and additional staffing support is needed.
- Organizations - including local governments - tend to work in isolation and there is little collaboration or communication happening between them.

### HJ Recreation Complex: the Diagnosis

Stantec completed a building condition assessment for the Recreation Complex (curling rink, community hall, and pool) in 2013. It concluded that the complex is "old, outdated, and there are health and safety issues...architectural and mechanical systems are not efficient enough to meet codes and standards.." The report also said that "...a renovation is not economic[ally] feasible and it is recommended...[to] demolish the building complex and design and build a new [one]."

Stantec's preliminary cost estimates for renovation and new construction were as follows:

#### OPTION A. RENOVATE

Design	\$375,000
Swimming pool	\$1.8 million
Curling rink	\$1.5 million
TOTAL*	\$4.0 - \$8.1 million

#### OPTION B. BUILD NEW

Design	\$350,000
Demolition	\$300,000
Construction of pool/rink	\$3.5 million
Curling rink	\$1.5 million
TOTAL*	\$3.0 - \$6.2 million

\*estimates anticipated to vary from -25% to 50% of the actual costs



Photo credit: Village of Haines Junction

- Parks Canada has cut back services to some Kluane frontcountry facilities well used by the community.
- Programming is reliant on a small number of dedicated volunteers who are vulnerable to “burnout”.
- Many community groups do not have liability insurance and this could pose a barrier to accessing non-VHJ facilities in the near future.
- The community lost the long-running Alsek Music Festival in 2009, followed by the Kluane Bluegrass Festival in 2011 (the latter is returning in 2015). The former event site at the Dezadeash Day Use Area will not be available for festival use in the future.
- Council decision-making has

sometimes been more reactive than proactive and can be influenced as much (or more) by “squeaky wheels” in the community as sound, supported rationale.

- The community’s highway orientation poses a real and/or perceived barrier to connectivity of residents to each other and recreation infrastructure.

## What other trends or issues should be factored into planning?

### Demographic “Snapshot”

**From Statistics Canada 2011 Census:**

Total Population – 593 (280 male, 310 female)

Aboriginal Population – 270

Median Age - 42

Average Income - \$42,975

**From Yukon Bureau of Statistics (2014):**

Total Area Population – 846

% of Population aged 0-19: 21%

% of Population aged 50-69: 33%

### Community Demographics

The total population of Haines Junction has remained almost constant over the past decade, but a significantly larger proportion of that population is now aged 50 years or older. This increase in older residents will create a corresponding need for more accessible facilities and adaptable programming. (It should further be noted that statistics show lower overall rates of volunteerism in this age group, but significantly higher hourly contributions for those who do volunteer).

2010-2013 saw a significant increase in residential building permits, most of which are attributed to adults in the 25-40 year old range. This lines up with anecdotal reports of an increase in young families, as well as adults aged 25-40, living in the community<sup>1</sup>. These increases could result in higher

<sup>1</sup> This is not reflected in recent population estimates compiled by Yukon Bureau of Statistics.



demand for, and capacity to provide, recreation and wellness programming oriented to families.

The other key demographic consideration is the significant proportion of Haines Junction residents who are of aboriginal ancestry. The Village should strive for inclusiveness in its programming and facilities and work to incorporate more holistic, wellness-based perspectives into its programming and facility designs. The benefits can be significant: research shows that when culture and tradition are included in physical activity programming, youth are able to develop protective factors including cultural identity and belonging, supportive peer groups, and a strong sense of self – all of this in addition to the benefits of developing physical literacy and fitness.

## National Participation and Recreation Delivery Trends

The Community Recreation Survey provided insight into the unique recreation patterns of Haines Junction residents. It's also important to understand the broader participation trends occurring at the national (and territorial) level that could potentially apply to Haines Junction, including:

- Canadian fitness levels have steadily decreased. Only 15% of Canadians meet the recommended levels of physical activity. Rates of obesity and Type II diabetes are on the rise, even among children and youth.
- There has been a clear shift from formal, organized activities to more individualized, informal recreation that can be done at a convenient time and often close to home.
- People's discretionary time is available in smaller chunks. While many people report valuing leisure time, they may still be challenged to incorporate it into their lifestyles.
- Outdoor activities, including higher-risk sports, are the fastest growing recreation market. Sport tourism is another market that has experienced solid growth.
- Rates of volunteerism have increased slightly, but overall volunteer hours have plateaued.

Recreation providers are responding to these trends in a number of different ways, including:

- Improving accessibility for the elderly and/or people with disabilities through the removal of physical barriers;
- Incorporating multi-use design principles into everything from trail development to

## Yukon Participation

### A typical Yukon adult:

- Is active 26 minutes/day (15.5 in winter)
- Walks (87% in summer and 79% in winter)
- Is motivated to be active and eat well to: 1) have energy for daily activities 2) stay healthy and 3) lose weight

### A typical Yukon senior:

- Is active 25 minutes/day (14 in winter)
- Walks (83% in summer and 79% in winter)
- Enjoys gardening in summer (76%) and home exercise in winter (44%)
- Is least active if female and over 55

### A typical Yukon child/youth:

- Is most likely to participate in: 1) outdoor play/home exercise 2) swimming 3) biking 4) soccer
- Engages in screen-time for 90 minutes each day outside of school
- Is less active after age 13
- Is either very active (46%) or spends double the amount of time on screen-time versus being active

(Source: Yukon Healthy Living Segmentation Study)

- facilities that serve as recreation/family/entertainment centers;
- Facilitating more drop-in and unorganized activities and targeting under-represented or marginalized populations;
- Increasing user and rental fees and seeking partnerships with community groups and the private sector to reduce costs; and,
- Supporting sport tourism via facility development and service provisions.

## National and Territorial Policy

National recreation and sport policies can have a “trickle down” effect as they help set funding and programming priorities at the provincial and territorial levels, which subsequently affect the funding and programming support available to communities. A basic understanding of the policy landscape for recreation can help communities position themselves strategically. The major themes and trends emerging from recent policy include the following:



Photo credit: Cindi Cowie

**Inclusion** – from removing physical barriers for the disabled and/or elderly to reducing cost and/or other “structural” barriers to low-income children/families, increasing access to recreation for underrepresented and/or marginalized populations (including aboriginal or immigrant Canadians) is a growing priority in the sport and recreation field.

**Community Development** – the profile and importance of recreation as a cornerstone of broader community development is reflected in the new National Recreation Framework and other policy. The Framework focuses on Community Building, Citizen Building, and Environmental Sustainability: gone is the infrastructure focus of years past.

**Physical Literacy** – the development of fundamental movement skills and physical literacy in childhood is generally accepted as the best pathway to lifelong sport participation and/or sporting excellence. Without a solid foundation of physical literacy – including the ABCs

(agility, balance, coordination, and speed) children are less likely to develop the skills and confidence to enjoy a broad range of physical activity. The emphasis on physical literacy can be found everywhere from the Canadian Sport for Life (CS4L) model universally adopted by amateur sport organizations, to the Canadian Sport Policy, to school curriculum.

**Active Living** – the integration of physical activity into daily routines is seen as a vital response to the growing public health burden resulting from sedentary lifestyles and poor eating habits. Active living takes a broader perspective of the social and physical contexts surrounding lifestyle choices and proposes better home, workplace and community design and supports to create more positive social norms.

**Wellness** – the Wellness Plan for Yukon Families and Children promotes a holistic definition of wellness and the balance of activities that support physical, mental, spiritual, intellectual, occupational and social wellbeing. The Plan is felt to better align with First Nation perspectives.

## Community Economic Development

After a series of setbacks, including the closing of Madley’s General Store and the elimination of the Kluane motor coach package from Holland America’s tours, momentum is building around economic development in Haines Junction.

Local businesses believe that recreation has a significant impact on economic opportunities. They cited recreation’s potential to keep visitors in the area for longer and spending on local products and services. The catch? Today’s visitor is looking for authentic experiences, not just snapshots. Despite the lack of a current regional tourism and/or economic development plan, one can posit that Haines Junction is best positioned as a destination for outdoor adventure and culture. The question then becomes: can Haines Junction deliver the experiences visitors are seeking?

Easy access to the outdoors is critical to the average adventure traveler. A quality network of signed, interconnected trails offering varied experiences and loops is a good fit with this market. Year-round events draw visitors of all kinds and help “brand” destinations. Signage and wayfinding schemes that promote unique local features and businesses and connect to parks and trails make navigation easy and enjoyable. Fully independent travelers, more active “rubber tire” travelers, and Whitehorse weekenders could be primary target markets for Haines Junction.

Tourism is only one element of economic development, of course. Urban geographers speak of “magnets” and “glue” in vibrant communities. Magnets attract outside resources (such as people and capital) that contribute to local capacity and economic health. Glue is the social infrastructure – including facilities and parks, as well as activities – that adds value to communities. Recreation can act both as a magnet to draw newcomers to Haines Junction and as a glue that keeps them there, contributing their energy and talents for the benefit of the entire community.

### Amenity Migration

Amenity migration (AM) is the movement of white-collar workers to rural areas motivated by quality of life rather than by economic factors. Quality of life amenities include high environmental and scenic values, laid-back lifestyle, and proximity to recreation. AM has helped revitalize many small, rural towns in the western US and Canada.

Haines Junction boasts many of the prerequisites to AM; indeed, some residents may even self-identify as “migrants”. From an AM standpoint, the most strategic recreation investments would enhance access to and enjoyment of the outdoors and support the individualized pursuits favoured by this group.



### 3.0 VISION AND GUIDING PRINCIPLES

Planning involves thinking about and organizing the actions that will help a community arrive at desired future. The Community Recreation Plan’s Vision describes the desired future of recreation in Haines Junction. Its Guiding Principles describe the attitude and outlook the municipality will adopt while it works to achieve that Vision.

#### Vision for 2024

*“Haines Junction has a vibrant core where diverse recreation opportunities foster individual and collective health and wellness, people support each other, the land is enjoyed and cared for, and residents are connected through trails and common spaces.”*

#### Guiding Principles

- Integrity** The Village’s actions are aligned with ethical and honest conduct and embody a spirit of generosity.
- Outreach** The Village reaches out and listens to the community with an open mind, is respectful of individuals and the pace of local people and life, actively seeks out and engages with existing and potential partners, and recognizes the contributions of others.
- Creativity** The Village seeks out creative ideas and opportunities for collaboration and values quality and innovation.
- Transparency** The Village involves and communicates with local residents around decision-making and maintains objectivity by drawing from fact and best practices.
- Future focus** The Village thinks and plans proactively, embraces change, seeks sustainable solutions to ensure a viable future, and moves projects forward with intention.



## 4.0 ROLES & LEVELS OF SERVICE

The Village of Haines Junction places a high priority on recreation, but it has to be mindful of finite resources and many other competing demands. Establishing Roles and Levels of Service helps the Village set targets for recreation delivery and be strategic about meeting them.

### What roles will the Village play in recreation?

**Provider** – The Village will provide and maintains recreation facilities and infrastructure, including ensuring that land is allocated and protected for open space, parks, and other valued natural recreation amenities.

**Community Builder** – The Village will help to strengthen and support the work of various community organizations that are the primary service delivery agents of recreation programming in Haines Junction. The Village will foster an environment in which recreation groups can thrive and connect with and learn from one another.

**Partner** – The Village will partner with other governments and government agencies to meet its recreation mandate, achieve broad community benefits, and minimize inefficiencies and duplication.

### What level of service should the Village aim for?

Haines Junction is a vibrant community full of resourceful people, but its small size and tax base do create limits. Haines Junction residents should have access to a good breadth of recreation options, even if the range and depth of those options may not be equivalent to those found in a larger community. Residents should also be aware of and have access to the unique recreational opportunities that living in Haines Junction offers.

Most recreation provided by the Village and its partners happens at the **municipal level**, particularly programming and facilities. The **neighbourhood level** can't be overlooked, however: it is on this scale that access to spontaneous, unstructured recreation and play is best assessed. A third, **regional level** speaks to access to, and promotion of, recreation opportunities that benefit Haines Junction residents and are situated in the Kluane region but outside of Village boundaries.

### Recreation Spending: The Facts

How much is the Village spending on recreation, anyhow? A quick look at the Village's 2014 Capital and Operating Budgets reveals the following:

- 2013 operations and maintenance spending on recreation facilities totaled about \$400,000 (or 15% of the total O&M budget)
- 2013 revenues for recreation facilities totaled about \$97,000 in rentals (2/3 of which were Convention Centre rentals)
- The 2014-2017 capital budget for recreation facilities is about \$300,000 (or 5% of the total budget)

VHJ staff also spend many hours working on recreation-related tasks that aren't captured in the budget.

## 5.0 GOALS, OBJECTIVES & STRATEGIES

The Plan's Goals and Objectives speak broadly to "what" must happen in order for the Vision to become reality. Strategies describe the "how". Combined, the five Goals, 20 Objectives, and 41 Strategies create the actions that the Village will take over the next 10 years to achieve a vibrant, connected, healthy Haines Junction in 2024.

**Goal:** Maximize existing and future infrastructure to facilitate recreation.

### Objective 1.1 Improve financial and organizational capacity to upgrade, decommission or replace infrastructure.

- a) Continue and expand use of the arena ice for curling as an alternative to curling rink replacement.
- b) Allocate \$20,000 dollars per year to a recreation facility reserve fund.
- c) Create an asset management plan.
- d) Develop and implement a plan to address indoor facility needs (incorporating insights from expanded arena and Convention Centre use).

### Objective 1.2 Increase profile and use of the Convention Centre as a multi-purpose community space.

- a) Eliminate user fees for community groups.
- b) Officially rename the facility the "St. Elias Centre."
- c) Evaluate suitable uses and explore options to accommodate those uses.

**"Think about ways the Convention Centre can be used more often, and more efficiently. It is often a vast space left unused."**

*2013 Community Recreation Survey*

### Objective 1.3 Develop the Recreation Centre block as a "something for everyone" community recreation hub.

- a) Explore alternate uses of the arena.
- b) Pilot an expanded season for the swimming pool.
- c) Create a master site plan to facilitate spontaneous, unstructured outdoor recreation and community gathering in the undeveloped space (with a priority on youth, seniors, and families).

**"Support and create open-to-use anytime facilities like trails, bike park, skateboard park...Minimize O&M and make arena multi-use for hockey and curling."**

*2013 Community Recreation Survey*



## Objective 1.4 Maintain and increase access to non-VHJ recreation facilities.

- a) Develop insurance solutions for community groups.
- b) Develop joint use agreements with the St. Elias Community School, Yukon College, and CAFN for community access.
- c) Investigate opportunities to partner with private property owners with recreation-supporting infrastructure.

## Objective 1.5 Use partnerships to maintain and manage infrastructure.

- a) Explore the potential for asset management support from Government of Yukon.

**Goal: Support, empower and engage a vibrant volunteer community.**

## Objective 2.1 Recognize the contributions of volunteers.

- a) Organize a peer/community-based volunteer recognition initiative.
- b) Display the Volunteer of the Year in Convention Centre.

### WHAT WE HEARD

#### 2013 Recreation Survey:

Recommendation #6: "Identify opportunities to support the development of local program leaders"

54% of respondents cited support for non-profits as top recreation plan priority (tied for #1 with online calendar)

#### 2013 Community Meeting:

#7 priority: "money set aside for coaching clinics and volunteer training, development, recognition"

## Objective 2.2 Facilitate opportunities for learning and capacity building.

- a) Create and maintain a CPR-administered professional development fund for recreation organizations.
- b) Send community representatives to Yukon recreation conferences.
- c) Work with RPAY and YG Sport & Recreation Branch to bring learning opportunities to Haines Junction.

## Objective 2.3 Work with community organizations to increase funding and effectiveness.

- a) Identify/create and distribute a toolkit that provides tips and templates for funding proposals, budgets, and reporting.
- b) Host an annual recreation meeting to solicit input and ideas from non-profit groups.



Photo credit: Bo Mertz, Creative Commons

## Goal: Motivate families and individuals to be healthy and active.

### Objective 3.1 Increase community awareness of recreation opportunities.

- a) Maintain and update the community activity calendar.

#### WHAT WE HEARD

<b>2013 Recreation Survey:</b> 54% cited online calendar as top recreation plan priority (tied for #1 with support for non-profits)  45% support trail upgrades (versus 39% who say "leave as is")	<b>2013 Community Meeting:</b> #2 priority: "Online calendar of events" #3 priority: "Develop a Trails Plan to meet needs of different user groups" #5 priority: "Village webpage update[s]"	<b>2014 Business Survey:</b> 54% cited trails and wayfinding as initiatives that would have a positive impact on business community
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**"Our trail network is a huge and underutilized strength...we need to move forward with mapping, advertising, and potentially improving some trails or trail-related facilities."**

2014 Business Survey

### Objective 3.2 Ensure easy access to spontaneous, unstructured recreation for children and families.

- a) Build playgrounds in Bear Berry, West Junction, and Willow Acres subdivisions.
- b) Add outdoor or "green" gym features to paved trails.

### Objective 3.3 Create a multi-use, designated, interconnected, and signed trail network.

- a) Develop and implement a comprehensive trail plan.

### Objective 3.4 Create and promote active connections between recreation and community destinations.

- a) Incorporate "urban" active transportation-oriented trails, routes and wayfinding systems into the Trail Plan and implement them.



Photo credit: Government of Yukon

**Goal: Showcase and promote use of the community's unique assets.**

### WHAT WE HEARD

#### 2013 Recreation Survey:

Recommendation #6:  
"Encourage community events which target families" and "Consider opportunities to bring back one or more music festivals."

#### 2013 Community Meeting:

#3 priority: "Rodeo grounds updated and renovated for various activities"

### Objective 4.1 Facilitate the hosting of events.

- a) Explore the potential for revitalizing of the rodeo grounds as an all-season staging/camping venue.
- b) Review local policies and bylaws and identify and address barriers to events.
- c) Create and update a simple prospectus for potential event organizers (i.e., venues, rules and regulations, suppliers, etc.)

### Objective 4.2 Use community assets as a place-making tool.

- a) Incorporate interpretation and place-making opportunities into recreation infrastructure development<sup>2</sup>.

### Objective 4.3 Maintain and expand community access to adjacent parks.

- a) Champion community interests in regards to nearby Kluane National Park and Reserve frontcountry amenities and Pine Lake campground.

**Goal: Foster an inclusive, diverse, and accessible recreation environment.**

### Objective 5.1 Reduce and/or remove barriers to participation.

- a) Review current facilities and services and identify existing or potential barriers.
- b) Develop a simple policy for inclusivity.

### Objective 5.2 Identify and work to address recreation gaps (by age, background, ability).

- a) Conduct an bi-annual inventory of opportunities and programs.
- b) Identify gaps and pursue opportunities with other organizations to address them.

### Barriers to Participation

**Cost** - 20% find gyms and/or recreation centers too expensive  
**Lack of time** - 21% cite work and family demands

**Low income individuals:**  
23% feel too tired to be active

**Low income youth:**  
Television and computer habits, lack of parent social skills, unhealthy home environments, lack of transportation

**Rural Yukoners:**  
19% say facilities are too far away; 17% say cost of special clothes or equipment is too high

(Source: Yukon Healthy Living Segmentation Study)

<sup>2</sup> The 2006 Haines Junction Streetscape, Trail and Signage Strategy is an excellent resource to draw from.

### **Objective 5.3 Strive for fairness, representation and transparency in recreation policy and decision-making at all levels.**

- a) Expand CPR membership to include under-represented groups and/or devise a strategy for targeted outreach.
- b) Update the CPR's Terms of Reference and funding criteria to reflect the Benefits-Based Approach and Recreation Plan.
- c) Pilot the use of the Recreation Decision-Making Framework and refine it as needed.
- d) Create a policy for private sector use of VHJ facilities.

### **Objective 5.4 Increase community awareness of and access to recreation work.**

- a) Post relevant surveys, studies, and plans on VHJ website.

### **Objective 5.5 Promote recreation as a community development tool.**

- a) Create an interdisciplinary "community of practice" to generate health, wellness, and recreation-based approaches to community challenges.

#### **Community of Practice**

A Community of Practice (CoP) is a group of people with a common interest who engage in a process of collective learning and problem solving. What might a "health and wellness" interdisciplinary CoP in Haines Junction look like?

- Health care, social work, recreation, education, justice and related resource people meeting informally on a periodic basis.
- CoP members sharing experiences and challenges, identifying knowledge and gaps, sharing and maximizing resources, seeking advice and information, and developing innovative solutions.
- The development and "testing" of small, results-based actions and evaluation of results. Some of these actions could include: initiatives "rewarding" positive behaviour (i.e., youth being active after school, bike helmet wearing, families out recreating, etc.), nurse "prescriptions" for recreation/activity linked to facility or programming support from the Village, CAFN and/or non-profit groups, incorporating recreation into community service and/or probationary terms, etc.

**"We need to stop viewing recreation as a set of one-off boutique programs that are sprinkled throughout communities when there are a few extra dollars to spare. Recreation must be embedded in local planning and policies as a vital component of a good quality of life."**

*Sherri Torjman  
"Recreation and Resilience" (2012)*



## 5.0 IMPLEMENTATION & EVALUATION

### Objective IE.1 Communicate regularly with other community leaders.

- a) Meet on a quarterly basis with CAFN and semi-annual basis with Parks Canada and the St. Elias Community School.

### Objective IE.2 Collaborate to increase capacity and effectiveness.

- a) Work with CAFN, Parks Canada, community organizations, and others to identify/pursue strategic opportunities.

### Objective IE.3 Ensure an adaptable, transparent approach to Plan implementation and performance evaluation.

- a) Hold an annual recreation-oriented Council meeting to receive input and report progress on the Plan<sup>3</sup>.
- b) Create an annual implementation workplan that incorporates previous progress made and changing circumstances (if any).
- c) Update the Community Recreation Plan at the midpoint of its lifecycle (2019).

### Objective IE.4 Allocate the resources required to successfully implement the Plan.

- a) Pilot the recruitment of a part-time Community Development Coordinator to oversee Plan implementation and related tourism and economic development initiatives.
- b) Explore the potential for post-secondary internships and co-op placements to lend capacity to the municipality and community groups.



Photo credit: Marty Samis

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<sup>3</sup> This Strategy could be likely be achieved in concert with Strategy 2.3b.





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**APPENDIX A.**

**COMMUNITY NEWSLETTER/SURVEY**

# RECREATION IN HAINES JUNCTION

Building an even better community!



The Village of Haines Junction is currently developing a Community Recreation Plan as recommended in the 2013 Community Recreation Survey. A Planning Team is leading the project and working under the direction of the Community Parks and Recreation Committee (CPR). The contents of this newsletter are based on the work of CPR and the Planning Team this spring.

The purpose of this newsletter is to share draft Plan ideas and options with the residents of Haines Junction. The Plan is NOT complete: we need to know what residents think about its “building blocks” before CPR can move on to more detailed, action-oriented planning.

We want to hear from you: are we on the right track?

## What's inside?

Using the Plan  
 What's Next  
 2024 Vision Options  
 Guiding Principles  
 Roles and Service Levels  
 Decision-Making Criteria  
 Goals  
 Objectives, Strategies, and Actions

## Why do we need a Plan?

Access to quality recreation is important to the quality of life in Haines Junction. A Community Recreation Plan is the opportunity to be intentional about what residents want recreation to be.

## What is 'Recreation'?

*Recreation is an activity that people engage in during their free time, that people enjoy, and that is generally recognized as having socially redeeming values.*

## What do you think?

This newsletter summarizes the “foundation” pieces that have been developed for the Plan. Think of these pieces as a set of questions that CPR has thought about and tried to answer. Now we want to hear what YOU think!

- What do we want recreation to look like in 2024? > A 2024 Vision
- What culture and outlook should guide Plan implementation? > Guiding Principles
- What role should the Village play in achieving this Plan? > Roles and Service Levels
- What criteria should guide decision-making? > Decision-making criteria
- What do we want recreation to be and look like? > Goals



## Using the Plan

Once it's complete, how will the Plan actually be used? Here are a few key things the Plan will do:

- ✓ Provide Council and administration with direction on where to focus resources
- ✓ Provide a workplan for Council and administration to follow and measure progress against
- ✓ Allow Council to make better decisions around recreation spending.
- ✓ Give Council tools to make decisions when unexpected opportunities or challenges arise
- ✓ Tell Haines Junction residents what the Village plans to do and how they may be affected
- ✓ Help the Village of Haines Junction's recreation partners – including other governments and non-profit groups - understand how the Village can support them, and vice versa.

## What happens next?

CPR completed preliminary planning work

Ideas and options: what do you think?

*\* We are here ! \**

CPR develops a final Recreation Plan

## 2024 Vision Statement options: which one is your favorite?

A. Haines Junction recreation is: active, engaged residents ~ connectedness to the land and to one another ~ thriving community and culture ~ memorable activities.

B. Haines Junction is an active, creative community with a vibrant core that connects residents to recreation, the land, and each other.

D. The Village of Haines Junction is recognized as a model community in promoting health and well-being through fun, progressive and memorable recreation experiences and activities for everyone.

C. In 2014, the Village of Haines Junction has a vibrant core where a diversity of recreation opportunities support individual and collective health and wellness, people support each other, the land is enjoyed and cared for, and residents are connected through trails, common spaces, and other gathering places.

## Guiding Principles: What do you think?

Guiding Principles establish the way the Village will conduct itself in putting the Plan into action.

<b>Integrity</b>	the Village's actions are aligned with ethical and honest conduct and embody a spirit of generosity
<b>Outreach</b>	the Village reaches out and listens to the community with an open mind, is respectful of individuals and the pace of local people and life, and actively seeks out and engages with existing and potential partners
<b>Creativity</b>	the Village seeks out creative ideas and opportunities for collaboration and values quality and innovation
<b>Transparency</b>	the Village involves and communicates with local residents around decision-making and maintains objectivity by drawing from fact and best practices
<b>Future focus</b>	the Village thinks and plans proactively, embraces change, seeks sustainable solutions to ensure a viable future, and moves projects forward with intention

## Decision-making Criteria

Decision-Making Criteria are the things that the Village will consider when making recreation-related decisions.

<b>Community Benefit</b>	multi-use purpose, number of actual or potential users, inclusivity, seasonal or year-round use, promotion of health and wellness, employment generated, achievement of excellence, etc.
<b>Potential to Build Community</b>	levels of resident support, absence of conflict between residents, new or innovative partnerships, ability to physically and socially connect people, strengthening of safety and security, enhancement of community identity, skill and capacity building, community leadership, stewardship, etc.
<b>Alignment with Broader Community Vision</b>	consistency with the Official Community Plan, compatibility with economic and/or tourism development, ability for community to attract and retain residents, etc.
<b>Impact on Financial and Organizational Sustainability</b>	lifespan and return on investment, net value, operations and maintenance costs, cost recovery potential, potential to leverage third party funding, liability and risk profile, regulatory implications, etc.
<b>Impact on Ecological and Community Sustainability</b>	environmental footprint (energy and land use), protection of natural, historic and cultural resources, compatibility with current and/or historic land and/or resource use, stewardship and appreciation of ecological, historic, cultural, and landscape values, etc.
<b>Strategic "Fit"</b>	avoidance of duplication, alignment with current/future demographics, needs and trends, existence of supporting and/or compatible initiatives, proactive versus reactive, etc.

Share your thoughts and win! Details on back...



## Roles and Service Levels

The draft Plan assumes that the Village will play three key roles to turn the 2024 Vision into reality, working at the municipal, but also neighborhood and regional levels:

<b>Provider</b>	The Village provides and maintains recreation facilities and infrastructure
<b>Community Builder</b>	The Village supports community organizations that deliver recreation programming in Haines Junction. The Village helps recreation groups connect to each other
<b>Partner</b>	The Village partners with other governments, government agencies, and community organizations to meet its recreation mandate, achieve broad community benefits, and minimize inefficiencies and duplication

## Goals

Goals serve as the broad-brush statements that identify what recreation should be or look like. CPR’s draft Goals are roughly ordered from highest to lowest priority:

1. Connect residents to the land, each other, and recreation opportunities
2. Promote health and well-being for all residents
3. Facilitate new and strengthen existing partnerships
4. Support, promote and engage a healthy, diverse volunteer community
5. Maximize existing and future physical infrastructure to facilitate recreation
6. Foster an inclusive recreation environment that respects diversity

## Objectives, Strategies and Actions

This newsletter contains the broad “foundation” of the Plan. The Planning Team will build the rest of the Plan by:

1. Getting more specific about WHAT the community will try to achieve – OBJECTIVES
2. Figuring out HOW the community will achieve its Goals & Objectives – STRATEGIES & ACTIONS

The Committee hasn’t focused on these parts of the Plan yet, but some potential ideas and themes have already come out during their work. These include:

- Create a formalized, dedicated, mapped, connected trail system
- Develop new trails to benefit currently underserved groups

**WIN!**  
**What do you think?**  
**Share your**  
**thoughts and enter**  
**to win one of 3**  
**prizes!**

What do you think of these ideas and options? We want to hear your thoughts:

1. Vision statement
2. Guiding Principles
3. Roles and Service Levels
4. Decision-making Criteria
5. Goals
6. Objectives, Strategies and Actions

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### Prizes!

**You could win 1 of 3**  
**\$50 Gift Certificates**  
**to the local business**  
**of your choice!**





## Haines Junction Draft Recreation Plan Comment Sheet

Participate in the Discussion! Please add your feedback and comments below and submit your finished copy to the Village office, **or** complete the online survey at:

<http://fluidsurveys.com/surveys/cequinn/haines-junction-recreation-planning-consultation/>

All submissions will remain confidential.

**Vision Statement:** Which Vision Statement option do you think best reflects the Haines Junction Community? Please list your preferred statements by circling the numbers below. **1: Favorite – 4: Least Favorite.**

Option A	1	2	3	4
Option B	1	2	3	4
Option C	1	2	3	4
Option D	1	2	3	4

Additional Comments:

**Guiding Principles:** Do you agree with these guiding principles? Please circle one:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Additional Comments:

**Decision-Making Criteria:** Do you think the Decision-Making Criteria will help guide the community in making good decisions related to recreation?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Additional Comments:



**Roles and Service Levels:** The Draft Plan assumes that the role of the Village of Haines Junction is to be a “provider”, “community builder”, and “partner”. Do you agree?

**1**                      **2**                      **3**                      **4**                      **5**  
Strongly Agree      Agree                  Neutral              Disagree      Strongly Disagree

Are there other roles the Village should play within community recreation?

**Goals:** Do you agree with the goals outlined in the draft plan?

**1**                      **2**                      **3**                      **4**                      **5**  
Strongly Agree      Agree                  Neutral              Disagree      Strongly Disagree

Additional Comments:

Do you agree with the current order of the goals?

**1**                      **2**                      **3**                      **4**                      **5**  
Strongly Agree      Agree                  Neutral              Disagree      Strongly Disagree

Additional Comments:

**Objectives, Strategies and Actions**

Do you have any additional Objectives, Strategies and/or Actions that should be included in the final plan? Please share them below:

Please enter your contact information to win 1 of 3 \$50 Gift Certificates to the local business of your choice! Only 1 entry per person.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

## **APPENDIX B.**

# **COMMUNITY SURVEY RESULTS**

# **“WHAT WE HEARD”: RECREATION PLAN SURVEY RESULTS**

## **July 2014**

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### **BACKGROUND**

As part of the development of the Community Recreation Plan for the Village of Haines Junction, the Planning Team undertook a two-week long community consultation in June 2014. The purpose of the consultation was to share draft Plan ideas and options with the residents of Haines Junction. The Planning Team emphasized that the Plan was not yet complete; rather, the goal was to seek input on the Plan’s “building blocks” before the Community Parks and Recreation (CPR) Committee and the Team proceeded with more detailed, action-oriented planning.

### **THE PROCESS**

The public consultation period was scheduled from June 6-23, 2014. The Planning Team developed a four-page newsletter summarizing the Vision, Guiding Principles, Decision-Making Criteria, Roles and Responsibilities, and Goals that CPR had developed during the spring.

The newsletter/draft Plan contents and an accompanying survey were made available to the community by the following means:

- A community mass mail-out was sent on June 10, 2014.
- Posters were placed around the community advertising the survey.
- Digital copies were sent to various the community organizations on the Village’s email list. These organizations were asked to distribute the recreation plan to their contacts.
- Printed copies were available at the Village of Haines Junction office.
- Project Team members attended the Junction Community Market on June 9<sup>th</sup> and 16<sup>th</sup> to hand out surveys, answer questions and receive responses.

Respondents were asked to complete a form and submit to the Village of Haines Junction. Respondents also had the option of completing the form in an online survey.

Recreation-based societies and primary stakeholders as identified by CPR were specifically targeted for one-on-one meetings to discuss the survey and offer additional feedback.

Meetings were held with:

- Champagne and Aishihik First Nations Community Wellness staff
- St. Elias Cross Country Ski Club
- Silver Sled Race Committee
- Haines Junction Minor Hockey Association
- Hooves & Hands 4-H Club Haines Junction
- St. Elias Seniors Association (note: a Project Team member met with the Director of the organization and also attended the AGM to present the survey and answer additional questions for association members.

Additional groups were contacted but were not available for a meeting during the consultation period.

## SURVEY RESULTS

The following information was collected through the survey results submitted by community members. Survey results were also collected during the Seniors Annual General Meeting (AGM). The Seniors membership collectively completed the survey, facilitated by a Project Team member, to ensure proper representation from their demographic. 24 individual surveys were completed and 15 seniors attended the AGM and participated in the facilitated group response.

### 1) Vision Statement: Which one is your favourite?

Ranking by Popularity	Vision Statement Option
#1 (C)	In 2024, the Village of Haines Junction has a vibrant core where a diversity of recreation opportunities support individual and collective health and wellness, people support each other, the land is enjoyed and cared for, and residents are connected through trails, common spaces, and other gathering places.
#2 (B)	Haines Junction is an active, creative community with a vibrant core that connects residents to recreation, the land, and each other.
#3 (A)	Haines Junction recreation is: active, engaged residents ~ connectedness to the land and to one another ~ thriving community and culture ~ memorable activities.
#4 (D)	The Village of Haines Junction is recognized as a model community in promoting health and well-being through fun, progressive and memorable recreation experiences and activities for everyone.

### Additional Comments:

- *Trails, common spaces and gathering places were highlighted from option C. Seniors highlighted the things that sets the community apart as trails and attractiveness of the community. \**
- *The only change to "D" I would make is to say "Haines Junction is recognized. . . ." rather than "The Village of Haines Junction is recognized. . . ."*
- *Combine C&D, as they both reflect the perfect vision of recreation in Haines Junction.*
- *C has the right points but is too wordy in my opinion. D, I don't believe we are recognized for this*
- *All these statements have a bias to physical / outdoor activity. A resident once said at a community recreation planning meeting "we don't all wear helmets to recreate". Support for this view + the activities it could include needs to be specified as, say, 'trails' are.*
- *K.I.S.S principle required here. A and C are grammatical monsters!*



- I don't see much difference in A, B, and D. C includes trails. Of equal value to locals and visitors. I believe more visitors come to the area because of the beauty of the Great Outdoors

## 2) Guiding Principles: What do you think?

### Responses:

Strongly Agree: 12  
 Agree: 9  
 Neutral: 3  
 Disagree: 0  
 Strongly Disagree: 0

Guiding Principles establish the way the Village will conduct itself in putting the Plan into action.

<b>Integrity</b>	<b>the Village's actions are aligned with ethical and honest conduct and embody a spirit of generosity</b>
<b>Outreach</b>	the Village reaches out and listens to the community with an open mind, is respectful of individuals and the pace of local people and life, and actively seeks out and engages with existing and potential partners
<b>Creativity</b>	the Village seeks out creative ideas and opportunities for collaboration and values quality and innovation
<b>Transparency</b>	the Village involves and communicates with local residents around decision-making and maintains objectivity by drawing from fact and best practices
<b>Future focus</b>	the Village thinks and plans proactively, embraces change, seeks sustainable solutions to ensure a viable future, and moves projects forward with intention

### Additional Comments:

- Principles need to be realistic and contain manageable stages to achieve goals. Age restrictions needs to be considered when developing guidelines and policies.\*
- More specifically:  
 Integrity: agree  
 Outreach: strongly agrees  
 Creativity: strongly agrees  
 Transparency: agree  
 Future Focus: strongly agrees
- Love the "seeks sustainable solutions to ensure a viable future".
- Missing is: the principle of recognition that it is usually volunteer community groups that create and manage most recreation activities.
- The principle of support, promotion, and funding to create and expand volunteer community groups
- I am missing the stewardship of the land and wild animals. Living in harmony with the land and animals should be integrated as a guiding principle – that is a big part of recreation

3) **Decision Making Criteria: Do you think the Decision-Making Criteria will help guide the community in making good decisions related to recreation?**

**Responses:**

Strongly Agree: 11  
 Agree: 11  
 Neutral: 2  
 Disagree: 0  
 Strongly Disagree: 0

**Additional Comments:**

- More specifically:  
 Community Benefit: Strongly agree

Decision-Making Criteria are the things that the Village will consider when making recreation-related decisions.

<b>Community Benefit</b>	<b>multi-use purpose, number of actual or potential users, inclusivity, seasonal or year-round use, promotion of health and wellness, employment generated, achievement of excellence, etc.</b>
<b>Potential to Build Community</b>	levels of resident support, absence of conflict between residents, new or innovative partnerships, ability to physically and socially connect people, strengthening of safety and security, enhancement of community identity, skill and capacity building, community leadership, stewardship, etc.
<b>Alignment with Broader Community Vision</b>	consistency with the Official Community Plan, compatibility with economic and/or tourism development, ability for community to attract and retain residents, etc.
<b>Impact on Financial and Organizational Sustainability</b>	lifespan and return on investment, net value, operations and maintenance costs, cost recovery potential, potential to leverage third party funding, liability and risk profile, regulatory implications, etc.
<b>Impact on Ecological and Community Sustainability</b>	environmental footprint (energy and land use), protection of natural, historic and cultural resources, compatibility with current and/or historic land and/or resource use, stewardship and appreciation of ecological, historic, cultural, and landscape values, etc.
<b>Strategic “Fit”</b>	avoidance of duplication, alignment with current/future demographics, needs and trends, existence of supporting and/or compatible initiatives, proactive versus reactive, etc.

Potential to build community: strongly agree

Alignment with Broader community vision: Very strongly agree

Impact on . . .Sustainability: Agree

Impact on . . . community sustainability: agree

Strategic fit: agree

- I am unclear about the words “absence of conflict between residents”. Does this mean the Village will strive for this or only take on non-divisive projects or that they will not make a decision on a project if it is not unanimous?

- *Missing is: the role council, volunteers, committees (CPR, CDC, AAC etc.) in the decision making process*
- *Far too wordy! Surely, we can narrow this down to ‘plain English’ and far fewer words...*
- *I would caution to solely decide on numbers. Some interest groups may be small now like the 4H club but may provide color and diversity and opportunity to grow.*
- *Thank you for letting a senior have a say.*

**4) The Draft Plan assumes that the Village of Haines Junction will assume the roles of ‘Provider’, ‘Community Builder’ and ‘Partner’. Do you agree?**

**Responses:**

Strongly Agree: 14  
 Agree: 6  
 Neutral: 1  
 Disagree: 0  
 Strongly Disagree: 0

<b>Provider</b>	<b>The Village provides and maintains recreation facilities and infrastructure</b>
<b>Community Builder</b>	The Village supports community organizations that deliver recreation programming in Haines Junction. The Village helps recreation groups connect to each other
<b>Partner</b>	The Village partners with other governments, government agencies, and community organizations to meet its recreation mandate, achieve broad community benefits, and minimize inefficiencies and duplication

**Are there other roles the Village should play within community recreation?**

- *Take a lead role in planning with community involvement.*
- *The community builder role should help to facilitate and enhance programming for physical and social recreation\**
- *Provider: strongly agree  
Community Builder: strongly agree  
Partner: very strongly agree*
- *A leadership role: If Mayor and Council really support recreation, they should put their money where their mouths are and have a recreation director to direct and oversee the pool, arena and other recreational opportunities in the community, just as they have a public works foreman to direct and manage the public works staff and infrastructure.*
- *Under ‘partner’, I hope that in this time when privatization is becoming so prevalent ‘businesses’ might also be included*
- *Include CHFN*
- *Provider role: support proactively volunteer council committees. Recognize their importance as democratizing and being in touch with the community.*
- *Communicator and organizer... other roles for VHJ staff*

## 5) Goals: Do you agree with the goals outlined in the draft plan?

### Responses:

Strongly Agree:	9
Agree:	13
Neutral:	1
Disagree:	1
Strongly Disagree:	0

### Additional Comments:

- *The only goal missing is: Provide leadership in the delivery of recreation initiatives of the VHJ and the community. (i.e. have a recreation director)*
- *Too much focus on outdoor activities: needs to be some balance.*
- *Many of the goals are beyond the scope of the Village administration. It's enough of a challenge to clean streets, control dogs and manage waste.*
- *It would be good to add 'provide educational opportunities and create awareness re: health and recreation', maybe add to point #2'*
- *Help keep older residents in Haines Junction by providing year-round recreation activities.*

Goals serve as the broad-brush statements that identify what recreation should be or look like. CPR's draft Goals are roughly ordered from highest to lowest priority:

1. Connect residents to the land, each other, and recreation opportunities
2. Promote health and well-being for all residents
3. Facilitate new and strengthen existing partnerships
4. Support, promote and engage a healthy, diverse volunteer community
5. Maximize existing and future physical infrastructure to facilitate recreation
6. Foster an inclusive recreation environment that respects diversity
7. Highlight and celebrate natural, historic and cultural assets in the community
8. Maintain a safe and welcoming community

### Do you agree with the current order of the goals?

Strongly Agree:	2
Agree:	7
Neutral:	5
Disagree:	4
Strongly Disagree:	2

### Additional Comments:

- *Do we need to have a priority list? Could it just be an inclusive list?\**
- *The goal mentioned above should be number 1.*
- *I think that #5 needs to be higher on the list-if the infrastructure is there, the above 4 points will be easier to achieve.*
- *I think perhaps #5 should be higher up. Displacing #3 or #4.*
- *Safety (#8) should be our #1 priority as a community with youth and elders in it.*
- *I think that #6 'Foster an inclusive...' should be 3<sup>rd</sup>. The rest is fine.*
- *Push ahead with the draft plan and make it happen rather than talk about it for 2 years*

- “Maintain a safe and welcoming community” has the lowest priority?!
- I believe #4 and #5 should be #1 and #2
- Too many goals... unfocussed! Goal 5 is the key for the Village admin.
- Not at this time
- 7 and 8 are a higher order, i.e.: broader, and could be named first
- 8 should be higher on the list
- Not a priority list; should be all inclusive

## 6) Additional Objectives, Strategies and Actions that should be included in the final plan.

- Actions: Hire a recreation director to be the champion of implementing the plan. The plan won't succeed if someone else at the village tries to implement it off the side of their desk.
- Formalize funding allotments to volunteer council committees by bylaw, as is the Arts Acquisition Committee. This will give confidence to committee members for planning and protect the work they do from arbitrary council decisions.
- Provide infrastructure for a growing sector of community, seniors, who are growing less mobile but need indoor health facilities geared to slower activity done at one's own pace in a social setting
- A new small but awesome pool
- I agree with the importance of the trail system and would also like to see specific trails for bikes with jumps ... obstacles and challenge
- Yes to trails. Our MLA needs a reminder on the very bad condition of the roadside trails to Pine Lake
- Hiring a Recreation Mgr / Director: even part-time to help liaise with various groups, assists with fundraising, promotion etc.
- Hockey is predominantly male; something more female oriented (not exclusive) i.e. figure skating. Even figure skating ice time for those that take lessons in Whitehorse; like once a week instructed figure skating
- Keep plan simple and doable. Plan needs to be presented to Haines Junction community in a way that feels inclusive and in plain, simple language.

## STAKEHOLDER INPUT

The following feedback was compiled from the community stakeholder and/or recreation organization meetings and is grouped by theme:

### Partnerships:

- The Village should be responsible for partnerships
  - CAFN programming is running over capacity – there are too many youth accessing programming from CAFN without receiving outside staffing support. CAFN Wellness would like to see some initiative taken to support current youth programming from the Village.
  - Suggestion for a person to support seniors and youth programming in partnership with CAFN.



- If there are areas that partnerships are not possible, the Village needs to take a more proactive role in lobbying Territorial and Federal government for support.

### **Suggestions for Action:**

- Multi-purpose recreation space which allows for indoor activities over the winter and increases visibility of seniors in the community.
- Village has a role to play in increasing quality of life for all community members.
- A recreation planning committee which combines all the major players in the community, including the Village should be started to discuss the required actions for the community.
- Trail development and mapping which could include horse trails.

### **Suggestions for improving community recreation opportunities for seniors:\***

- Seniors have begun to stay in the community which is a significant change and would like to see a focus on wellness and holistic recreation.
- Interest from some seniors for a year-round pool.
- Interest in trail development and improvement.
- Some seniors are disheartened by the lack of economic development in the town.
- Desire to connect seniors and youth.
- Increase connection with the greater community.
- Communication needs to be improved with the seniors.
- General focus on the community moving forward as it seems to be moving backwards right now. The senior community finds buy-in challenging for these types of initiatives as they have seen it before and not seen any significant change. How is this process different?
- The group recognizes they also need to take responsibility for their own recreation.

### **NEXT STEPS**

The Planning Team will review the consultation results with the CPR Committee and determine how to incorporate the feedback into the final phase of the Community Recreation Plan. CPR has two more planning meetings scheduled for September 2014, after which the Planning Team will develop a draft Final Plan for presentation to Mayor and Council in mid-October.

\*Information collected during the St. Elias Seniors AGM.

**APPENDIX C.**

**BUSINESS SURVEY**

September 19, 2014



Dear Haines Junction business owner,

As you may be aware, the Village of Haines Junction is currently developing a Community Recreation Plan intended to set priorities and strategic direction for the next ten years.

The development of the Plan was contracted to Jane of all Trades Consulting in April 2014. Since that time, the Planning Team has worked closely with the Village of Haines Junction's Culture, Parks, and Recreation (CPR) Committee to develop the Plan's vision, principles, and goals. The Team consulted with the broader community in June to get feedback on the "building blocks" of the Plan. By and large, the CPR Committee heard that they were on the right track.

Now that the summer tourist season is winding down, we want to get input from the business community. Mayor and Council, the Planning Team, and CPR Committee see potential connections between recreation and economic opportunities in Haines Junction. Ultimately, we need YOU and your ideas to help us understand and strengthen these connections in the final stages of the planning process.

You can share your thoughts and ideas in three different ways:

1. Fill out a short survey online at <https://www.surveymonkey.com/s/HJrecreation>
2. Fill out the paper survey on the back side of this letter and drop it off at the Village offices between 8:30-4:30, Monday to Friday (or call Jane at (867) 335-3346 to arrange for pick-up).
3. Call Jane at (867) 335-3346 to provide your feedback over the phone!

Whichever option you choose, **we hope to receive your input by September 30, 2014** to ensure we can incorporate it into our work. The Planning Team and CPR Committee greatly appreciate your time and assistance with this initiative.

Sincerely,

Jane Koepke  
Jane of all Trades Consulting  
19 Donjek Road  
Whitehorse, YT Y1A 3P8

1. How significant an impact does recreation (including tourist-based recreation) have on economic opportunities in the Haines Junction area?

*Not at all significant*

*Neutral*

*Very significant*

2. How do recreation opportunities and events in Haines Junction relate to your specific business?

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3. What recreation initiatives could Mayor and Council move forward with that would impact the business community in a positive way?

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4. Do you have any other suggestions or comments to pass on to the Planning Team and/or Mayor and Council?

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## **APPENDIX D.**

# **BUSINESS SURVEY RESULTS**

# HAINES JUNCTION COMMUNITY RECREATION PLAN

## Business Community Survey Results

### October 2014

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#### 1. How significant an impact does recreation (including tourist-based recreation) have on economic opportunities in Haines Junction?

<i>Not at all significant</i>		<i>Neutral</i>		<i>Very significant</i>
0	0	0	3 (23%)	10 (77%)

#### 2. How do recreation opportunities and events in Haines Junction relate to your specific business?

More work, more people

Recreation activities greatly impact the number of days tourists stay in the area

My business is Pottery and Holistic Healing - as far as i would look to my clients they all appreciate "nature" and a "healthy" environment and life style - which of course includes all kind of recreation opportunities.

Opportunities to obtain bookings

Very little currently. However there is a lot of potential. We could do much more to sell our product to tourists

N/A

Not sure but if they are available then the clients that are visiting Kluane National Park area and staying with us might be enticed to stay and play longer

Very much so, as our guests like to have opportunities and events while they stay in a cabin for a week or longer. Good and bad weather options to not feel bored and lost in the area.

Indirectly a lot. Sustainable local infrastructures supporting business opportunities for local business. Community pride grows with positive community reception. Local trades could provide unique local produce and crafts.

I retail my products through the Junction Community Market and onsite. Rec opportunities and events relate in that people come out for a rec event and see the market and stop or drive by my site, on their way to recreate, see the farm gate sales sign and stop.

Not that much, we are a fishing lodge.

Not as much direct impact on my business as my business is sole proprietorship doing body work. However, hotels, restaurants, visitor services would be greatly impacted economically.



Effect is significant but indirect - my business is in construction - recreation opportunities are good for tourism and local business such as accommodation - my business then benefits indirectly - for example, a restaurant with increased traffic (due to recreational opportunities) may need my services for repair or improvement of their facilities

### **3. What recreation initiatives could Mayor and Council move forward with that would impact the business community in a positive way?**

Cut down on regulations, as we're only seasonal. Example: Skagway. Small tourist attractions... seasonal - common sense with regards to parking. Example hosting the Bluegrass you can't expect people in tents always to stay at campgrounds. Example major campsites too far away.

Provide and maintain Hike, Bike, Jogging and Cross Country Ski Trails.... and map them ... including short trails families with younger kids or seniors ... may be with natural playgrounds and/or learning possibilities along the hike. A small but sophisticated pool - would be an awesome add after a nice cross country ski day - small-special-wellness- .. would go perfect together with the unique scenery of the Junction and draw also visitors from Whitehorse, besides tourists during the warmer seasons. It would make people stay longer in HJ and so they would have time to explore ... buy from local artists and might be open for more individual health care - like service i do offer. Support and invite new businesses or business ideas. .... after a long hike there might be the desire to visit a restaurant, bar, go shopping, relax in a pool ...

Annual festivals/gatherings. Tournaments Multi season attractions

Infrastructure. Cell service along the highway. Better signage for tourists. Better looking businesses.

Indoor Recreation facilities for those who cannot recreate outside in the winter.

Specifically winter related activities that would encourage the draw of others from outside the area to come, play, and stay. Our community is basically 'dead' in the winter....we need to be more like Dawson City with a vibrant base that keeps people hopping almost year round. Maybe more than recreation initiatives need to be looked at - long term economic development projects should be looked at too - why not bring in a Costco to the area - that would be an economic draw that would make the Junction a 'go to place' where once here the recreational aspects would encourage more long term staying and hence more economic spin-offs to the rest of the private sectors in the region.

More trails and trail maps in and around the village not only into the national park. For hiking shorter and longer walks and biking. Into diverse landscape, forest fire areas, woods, along river, up a mountain, that visitors can find this trailheads without guides. Winter cross country skiing and trails?

Visual beauty of highway area. Functional signage structure and regulations. Inner village and further recreation trails, walkways, structures - easy to recognize and safely to follow. Easy signage keys for distance, destination and difficulty level of a certain path. Event - like initiation of a recreation oriented public transport route to connect the village with the surrounded recreation spots (the lakes, the trails) Thinking ahead: cure and alternative healing could be a potential market niche for HJ and the region. My personal vision: HJ as a unique spot where art, natural healing and outdoor recreation join together as a exceptional recreation opportunity for nearby and international guests.

A trail plan (including designated use) would go a long way towards positively impacting the biz community.

Golf course -more motorized access into KNP, for example use of motorboats on Bates Lake

1. Advertising: x-c skiing, snowshoeing, JAM events followed by a weekend of x-c skiing etc... 2. Encourage development of mountain bike trails; hut to hut skiing; community events like: longest night community bonfire; winter jam sessions and open mic once a month to start where everyone brings musical instruments, even if its just tapping your toes or clapping your hands; spring carnival; etc 3. Incentives for new business owners for year round visitor services: grocery store, coffee shop, brew-pub, hostel, gift store - those would be a great start and a good draw to the community.

our trail network is a huge and underutilized strength - i think we need to move forward with mapping, advertising and potentially improving some trails or trail related facilities - i also think we need to move forward with designating motorized, non-motorized, and multi use trails - an on line map of trails, combined with a few signs here and there would go a long way to bringing tourist dollars to town, and improving recreational opportunities for locals

### **Do you have any other suggestions or comments to pass on to the Planning Team and/or Mayor and Council?**

Common sense for regulations with putting on functions. More cooperations from businesses for these will lower costs instead of gouging.

MAPS and SIGNAGE !!! If possible not a forest of signs - may be a location map that clusters the various offered opportunities in town: green dots = recreation options; red dots = where to buy and find art, blue dots= restaurants .... - and smaller (more or less uniformed) signage along the highway or streets that leads to a business, ... Develop a vision of Haines Junction as the community in the Yukon for recreation, art & music, healthy life style "wellness", .... and promote it. THANKS A LOT FOR ALL YOUR WORK :-)

Perhaps more interaction between the other parties such as CAFN, YTG, Parks Canada and business entities which reside outside of the Village boundaries wherein all parties could collaborate on incentives that would encourage more local (as in Yukoners) participation in and appreciation of our area. More interaction with the communities of Haines and Juneau and even Tok and Tetlin Jct etc to bring all to our region for a reason rather than just driving through on their way to Whitehorse or other points.

It would be nice to have a public bus at least once a week that people could book in advance to come from Whitehorse to Haines Junction. The community could rent bikes to guests so they could bike to Pine Lake or up and down the beautiful Haines Road and Alaska Highway or the old Alaska Highway.

You do a very good job! Go on with it! One suggestion: not to stay concentrate on dealing with the current issues and challenge also keep on looking ahead: what kind of structures and regulations we might need when development creates it's own dynamic? It should be a goal to keep the community spirit and social fairness in times of economic growth.

You are all doing a wonderful job - thank you!

Same as above. Thank you for asking for input. The community feels included when their input is welcomed.

We need to look at minimizing the amount of money we spend on traditional recreational facilities (pool, arena, etc.) - certainly, lets keep them, but lets do what we can to decrease O&M on them - at the same time lets increase the money we spend on developing and maintaining outdoor recreational facilities such as trails. Thanks for the opportunity to comment.