

Messaging and Survey Questions

Focus on ideas and concepts, not spelling and grammar.

This is the output of a “working session” or “brainstorming” - Lots of ideas below – more can be added and things can be deleted.

Nothing is in stone!

Messaging

What and Why

Intent of communication and survey: Gauge community support to see if we want to move forward.

Why:

Growing sport

Growing at the cottages

Very social sport – meet all your new neighbours

Fun to watch (and heckle)

Health and well being

More residents (almost sold out and built out in 2 years) – need more activity options (and supporting infrastructure).

Relieve stress on existing amenities such as pools

Good for all ages

Being taught in school now

Ages “6 – 90+”

No real court at TCOOL

Infringes on patio

PB court increase value of homes at TCOOL

Additional amenity/attraction for guests and renters

Testimonials

- From current PB players

Links to PB sites (for more information)

What:

- 1 or 2 courts designed for PB and other activities.
 - Basketball?
 - Tennis
 - needs more space than 2 PB
 - PB courts would be “end-to-end”
 - Courts should be aligned “N/S” because of sun.
- Badminton
 - Very compatible
- Volleyball
 - Not so compatible
- Others
 - Ball Hockey
 - On foot
 - Rollerblades
 - Shuffleboard
 - Quality of surface?
 - “Gym” Curling
 - Curling Canada Learn to play program?
 - Soccer
 - Small Teams < normal 11
 - See Soccer.ca for what they call it
 - Outdoor Exercise
 - Zumba
 - Yoga

Survey Questions

Survey Design Guidance

Mostly “Yes/No” questions or a Range “1=No Support to 5 = Huge Support” or a Range “1=Strongly Disagree to 5 = Strongly Agree” (as appropriate)

Short Time To Complete: 3 – 5 minutes?

“Paper” and/or online?

One “free form” question to gather subjective input.

1. Would u support a PB court at TCOOL as an amenity
2. Do u, or people in your family, play
3. Follow on to “do u play”: If yes, would u play (more) if there was a court at TCOOL?
4. Are u interested in Pickleball or Would u like to learn
5. Would u support the construction of a PB court with \$?
6. Follow on to “. . .with \$”: If Yes, how much?

- a. Choice of \$ range?
 - b. Units: \$/month, \$/year, etc.
- 7. Follow on to “Would u support construction. . .”: If no, why not?
 - a. Free form

FAQs:

1. Q: What’s in it for me?
 - a. Non-players
 - i. Increased value of homes
 - b. Players
 - i. More convenient
 - ii. Less travel
 - iii. “Zero” (less?) “carbon footprint”
2. Q: Where would the court be?
 - a. Answer: The Project Team is looking at several locations – no decision at this time.
3. Q: What other “activities”?

A: We’re looking at basketball, badminton and other activities compatible with the selected surface.

4. Q: How much will this cost?

A: The Project team will provide a cost estimate if the project continues and when it is determine what and where courts might be built (for each alternative design/site).

5. Q: When would the courts be available?

A: Spring 2022

6. Q: What are next steps?

A: 1) Analyze survey returns. 2) “Proceed/Stop” decision by Project Team. 3) If “Proceed” move to more detailed planning and proposal by (some date in time for info sessions and 2021 AGM).

Next Project Team Steps

-circ to team

- place to collaborate

-above by EOD Friday

-everyone to attempt more refined product and share

-checkpoint on Tuesday before next Team meeting on Thursday

- Garry to research “prior art” – messaging and surveys by town/cities/groups to achieve similar objective. (Surrey one possible example).