

COMMUNITY AND RECREATION
FACILITY MASTER PLAN, 2020

CREATING VIBRANT COMMUNITY PLACES.

What We Heard

Community Engagement Report

April 2018

Phases I & II

Edmonton

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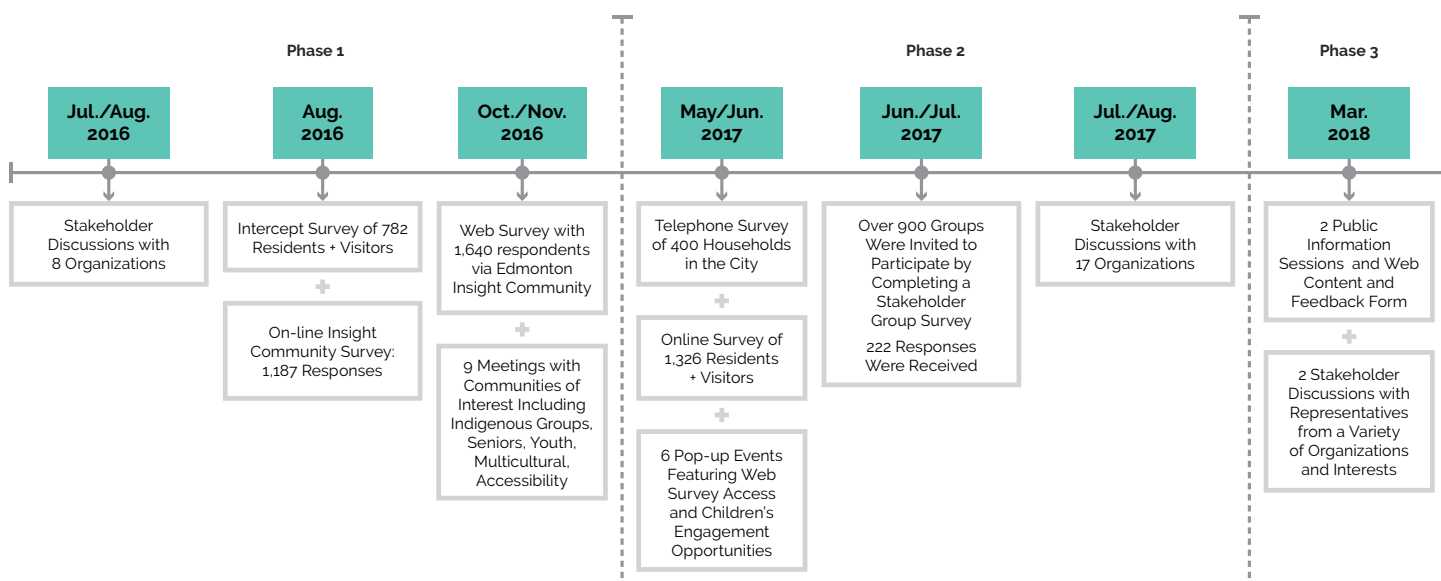
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Executive Summary

This report summarizes the findings from the several consultation activities related to the development of the draft Community & Recreation Facility Master Plan¹. Several different mechanisms were employed to learn the perspectives of residents, organized groups and community stakeholders over a two-year period. The key engagement mechanisms included stakeholder and community group consultation, in addition to web and telephone public surveys. Complete descriptions of these activities can be found in "Section 5: Engagement Phases" of this report. Below is a timeline of the engagement activities conducted in 2016 and 2017.



¹ The Community & Recreation Facility Master Plan is intended to outline a strategic course of action for the City of Edmonton over the next 20+ years for the provision and animation of recreation facilities and spaces.

Executive Summary

Conclusions

The findings of the Phase I and Phase II engagement activities are extensive and important to consider when planning for community and recreation facilities. The information presented herein represent the overall conclusions from both phases of engagement. The statements noted reflect overall takeaways from all the findings. When examining the findings there may be notable differences between the different phases and even the different data collection mechanisms. Regardless, overall conclusions are still made. There is not a straight line formulaic means to determine these overall conclusions; there is, however, some guiding principles that have been employed. Phase II findings are considered paramount to those from Phase I. As such the more recent findings take precedence in the analysis. The findings from the public/resident survey are considered more heavily than the findings from the other mechanisms utilized as well. Finally, for discrepancies between the telephone and web survey in Phase II, greater emphasis is placed on the telephone survey which is considered representative of city residents. The conclusions presented below address the major issues—not all lines of questioning are included.

Barriers to Participation

The most common barriers to participation in recreation programs and activities at facilities in Edmonton are: cost, transportation, location, health, and lack of motivation.



Cost



Transportation



Location



Health



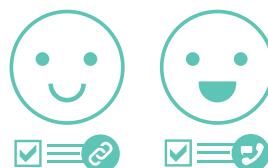
Motivation

Satisfaction Ratings

There are relatively high levels of satisfaction with City recreational facilities. Affordability received the lowest level of satisfaction, and safety the highest.



Affordability



General Satisfaction













Safety

Executive Summary











Investment in Indoor Recreation Facilities

There is a need to upgrade and develop additional INDOOR recreation facilities. Priorities were determined for both an enhancement to existing facilities and the development of additional or new facilities. These priorities are noted in the lists below.

Indoor ENHANCED/UPGRADED

- 
 1. Seniors Centres
- 
 2. Youth Centres
- 
 3. Swimming Pools for Recreation
- 
 4. Community Halls
- 
 5. Child Minding Spaces
- 
 6. Indoor Children's Playgrounds
- 
 7. Indoor Skating Rinks for Leisure
- 
 8. Indoor Skating Rinks for Sport
- 
 9. Multipurpose program rooms
- 
 10. Multicultural Centres





















Indoor NEW/ADDITIONAL

- 
 1. Youth Centres
- 
 2. Child Minding Spaces
- 
 3. Seniors Centres
- 
 4. Swimming Pools for Recreation
- 
 5. Indoor Children's Playgrounds
- 
 6. Indoor Skating Rinks for Sport
- 
 7. Indoor Skating Rinks for Leisure
- 
 8. Community Halls
- 
 9. Multipurpose program rooms
- 
 10. Indoor Fields

Executive Summary

Investment in Outdoor Recreation Facilities

There is a need to upgrade and develop additional OUTDOOR recreation facilities. Priorities were determined for both an enhancement to existing facilities and the development of additional or new facilities. These priorities are noted in the lists below.

Outdoor ENHANCED/UPGRADED	Outdoor NEW/ADDITIONAL
 1. Ice Rinks	 1. Sports Fields: Natural Turf
 2. Sports Fields: Natural Turf	 2. Gazebos/Picnic Shelters
 3. Basketball/Sport Courts	 3. Ice Rinks
 4. Swimming Pools	 4. Bike Parks
 5. Gazebos/Picnic Shelters	 5. Swimming Pools
 6. Bike Parks	 6. Skating Ovals
 7. Skating Ovals	 7. Basketball/Sport Courts
 8. Tennis Courts	 8. Sand/Beach Volleyball Courts
 9. Ball Diamonds: Natural Turf	 9. Ball Diamonds: Natural Turf
 10. Track and Field spaces	 10. Sports Fields: Artificial Turf

Executive Summary

Community and Recreation Facility Inventory Management

- The most important criteria when considering a reduction in service levels or community and recreation facility close includes:
 - » Utilization levels at recreation facilities
 - » Capital investment to maintain and sustain facilities
 - » Cost to operate facilities

Willingness to Pay to Support Community and Recreation Facilities

- The majority support the maintenance of current levels of tax support should additional investment be required for the City's recreation facilities
- The majority support the maintenance of current user fees should additional investment be required for the City's recreational facilities

What We Heard

01

What is the Approach to Community Recreation Facility Planning in Edmonton?

As recreational interests are both subjective and diverse, it is a complex exercise to plan for the provision of recreation facilities and spaces to ensure maximum benefit to all residents throughout the city. Although it would be ideal to provide every community and recreational environment that residents and visitors would like, it is not realistic. As public funds are limited and strategic decisions must be made. **This Approach to Community Recreation Facility Planning in Edmonton is intended to outline a strategic course of action for the City of Edmonton over the next 20+ years for the provision and animation of recreation facilities and spaces.** It builds upon the directions and successes of the 2005-2015 Recreation Facility Master Plan; it is also positioned within the context of broader City of Edmonton strategic direction. The Community & Recreation Facility Master Plan recognizes that recreation provision in Edmonton is part of a larger regional, provincial, and national recreation movement.

The Plan will guide the provision of both existing and new community and recreation facilities, such as community centres, indoor soccer pitches, ice arenas, seniors' centres, community leagues, and aquatic centres. It will focus on the way community and recreation facilities will be developed, redeveloped, and animated. This Master Plan will help make decisions about what facilities to build and where to build them. It will help the City determine when to invest in a facility, when to repurpose facilities, and even when to close a facility. It will be flexible and adaptable to what Edmonton's needs may be in five, 10 or 20 years and reflect changing dynamics to the social, physical and recreation realms.



02

What is a Recreation Facility and a Recreation Amenity?

A **recreation facility or space** is a publicly accessible venue for recreation activity to occur; a recreation facility or space can include any combination of recreation amenities. Examples of recreation facilities or spaces are the Terwillegar Community Recreation Centre and the Eastglen Leisure Centre.

A **recreation amenity** is a specific component within a recreation facility or space. Sports fields, swimming pools, and ice arenas are examples of recreation amenities.

City of Edmonton and partner **indoor** public recreation and sport amenities considered in scope include:

- Gymnasiums
- Indoor Turf Fields
- Youth Centres
- Seniors Centres
- Indoor Aquatics
- Ice Arenas
- Community League Halls
- Cultural Centres
- Curling Rinks
- Fitness Centres

Similarly, the range of publicly accessible, City or partner **outdoor** facilities in scope include:

- Outdoor Pools
- Outdoor Ice
- Ball Diamonds
- Rectangular Fields
- Cricket Pitches
- Outdoor Track and Field
- Outdoor Basketball Courts
- Outdoor Tennis Courts
- Ski Hills
- Golf Courses
- Outdoor Velodromes

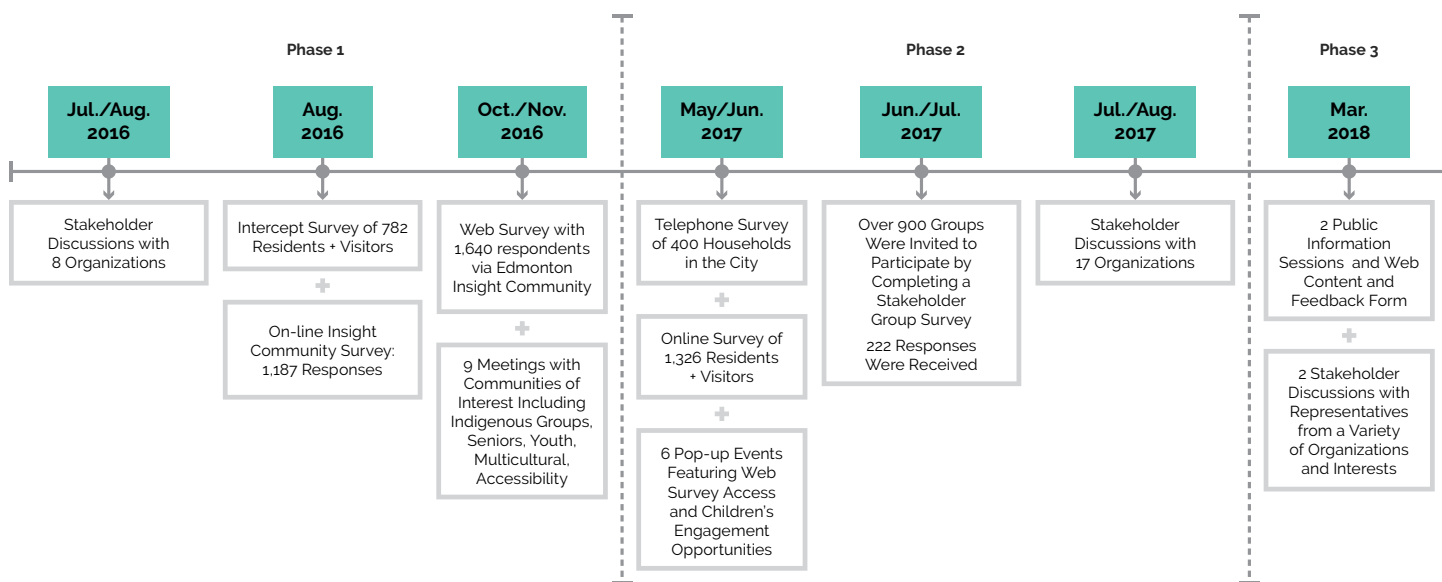
It is important to note that there are other community and recreation amenities supported by the City that are not in the scope of this Model in 2018. These other amenities are either addressed in other City planning documents or they may be addressed in future iterations of the Model or the Master Plan.

03

How is the Community & Recreation Facility Master Plan Being Developed?

To properly develop the Community & Recreation Facility Master Plan a breadth of information needs to be examined and analyzed. The inventory of community and recreation facilities needs to be identified. Included in this inventory is the location of each facility in Edmonton as well as its proximity to other facilities. The physical condition of each recreational facility needs to be understood as well. This is important because it helps us understand the investments needed to keep the facilities operating. Information will be examined to understand how well facilities are being used now and our best estimates for how they might be used in the future. We need to think about different recreational activities that may rise to prominence in the future as well as activities that may see a decline. All of this information will help us plan for recreation facilities for years to come.

Perhaps most importantly we need to gather information from the people of Edmonton, community organizations, and community stakeholders. We all have different recreational interests and passions; as such every resident and stakeholder in the City may share a different opinion about community and recreation facilities. Different consultation mechanisms have been implemented to hear from these important constituencies. This report shares the findings of these consultation efforts that have led to the development of initial draft of the Plan. They are summarized in the following graphic.



Public and stakeholder engagement is important and required to develop draft ideas about the Plan; it is also important to provide those same entities a chance to comment on draft Plan materials. The engagement will also allow the public and stakeholders to see how input gathered was integrated into the planning process.

The engagement planned and undertaken thus far is conducted under the auspices of the City's Public Engagement Policy C593¹. The Policy identifies the value of public engagement processes and recognizes their value to support decision making. The Policy includes a definition of public engagement.

Public Engagement creates opportunities for people to contribute to decision making by City Council and Administration about the City's policies, programs, projects, and services, and communicates how public input is collected and used.



¹ Adopted by: City Council April 11/12/2017.

04

About This “What We Heard” Report

This report summarizes the findings from the several consultation activities related to the development of the draft Approach to Community Recreation Facility Planning in Edmonton. Several different mechanisms were employed to learn the perspectives of residents, organized groups and community stakeholders. The different means of engagement are noted below along with the findings from each.

This report is lengthy and represents a significant investment in the Master Planning process. It is important to share the information that has been gathered. It is also important to note that the findings herein do not represent the final themes or directions outlined in the draft Approach to Community Recreation Facility Planning in Edmonton. Rather, the findings will be considered in the context of all other information gathered to shape the draft and ultimately final version of the Plan.

Of note is that the opinions and input of others, such as key recreation delivery partners of the City, other levels of government, regional municipalities and other key stakeholders external and internal to the City will also influence the development of draft and final version of the Plan throughout the planning process.

The majority of this report contains graphical representations and written summaries of the 2016 – 2017 surveys results. It should be noted that percentages found on graphs represent average respondent support for a particular category of response. For clarity and visual purposes to avoid overlap of the figures, percentages are not labeled on all graphs.



05

Engagement Phases

There have been two distinct consultation phases that have been undertaken to let Edmontonians and other stakeholder provide input into the creation of the initial draft Master Plan.

1. Phase I: Summer/Autumn 2016
2. Phase II: Spring/Summer 2017

Phase I: Summer/Autumn 2016

Opportunities for input during Phase 1 included stakeholder discussions and surveys that tested higher level thoughts and perspectives about why recreation facilities are important in the community and the underlying reasons why the City should invest in their provision.

- **Stakeholder Discussions: 6 organizations**
 - » Over the summer of 2016 the City of Edmonton facilitated meetings with groups of stakeholders, including sport and recreation groups and partner organization.
- **Intercept Surveys: 782 participants**
 - » The intercept survey was conducted in August 2016 at a variety of locations and times across Edmonton including festivals, fairs, farmers' markets, and locales where many people gather (e.g. Alberta Legislature)
- **Web-based Survey: 1,640 respondents¹**
 - » Members of the Edmonton Insight Community² were invited to participate in the survey. The survey was also promoted across City online channels; thirty-two respondents were captured through this mechanism. The web survey was intended to capture the largest audience of public engagement.
- **Engagement with Communities of Interest: 9 meetings**
 - » As part of the engagement on the RFMP, the engagement team sought out the opinions of specific user groups, referred to here as "communities of interest" these groups were selected to provide opinions from the perspective of different user demographics. They were chosen with collaboration from City of Edmonton staff. The groups contacted fell under one of five categories:
 - Youth
 - Seniors
 - Indigenous
 - Multicultural
 - Accessibility
- **City of Edmonton Insight Community Survey: 950 responses**
 - » The City of Edmonton's online Insight Community was asked to provide high-level input on two questions related to sport and recreation facilities.

¹ Findings include full and partial responses.

² The Edmonton Insight Community is a web-based engagement forum with over 6,000 active participants that help provide input to the city on various topics.

Phase II: Spring/Summer 2017

Opportunities available in Phase II included surveys and face to face interactions with City staff and members of the consulting team. Input gathered in Phase II was more specific in terms of existing and future community and recreation facility and activity preferences and further refined and tested the values information gathered in Phase I. Promotion of Phase II opportunities and the entire planning process occurred through pop-ups at several existing public events and high traffic areas such as the Mill Woods Farmers' Market, pop-up displays at several locations (e.g. National Aboriginal Days, Clareview Community Recreation Centre, Edmonton Tower, etc.); through posters, online messaging, Great City News, Twitter, Facebook, the Approach to Community Recreation Facility Planning in Edmonton website and email updates. Engagement methods used in Phase II included:

- **Telephone Survey: 400 respondents³**
 - » A randomly dialled⁴ telephone survey was fielded from May 25th through June 9th. The findings of this survey are statistically representative of Edmontonians with a margin of error +4.9% nineteen times out of twenty⁵.
- **Online Survey: 1,326 respondents⁶**
 - » The online survey was openly available on the City's website and was promoted throughout the duration of it being available. The survey was active from May 30th through June 30th. The Edmonton Insight Community was again invited to participate as well. The web survey was intended to capture the largest audience of public engagement.
- **Stakeholder Discussions: 17 organizations**
 - » Structured interviews and meetings were conducted with groups of stakeholders including sport and recreation groups and partner organizations.

3 In total 13,368 calls were made to residents. This included calls not answered, voice mails, call backs, etc. While 400 people completed the questionnaire 2,546 people refused to participate in the survey. The telephone number sample included 50% for cell numbers.

4 Soft quotas were used during the fielding for gender and age of respondent. This means that the completed interviews needed to be within a range of the actual population. For gender the target was 55%F/45%M (achieved 51%F/49%M). For age the target was 85% of the Statistics Canada data for ages 18-34 yrs; 34-44 yrs; 45-54 yrs; 55-64 yrs; and 65+ yrs. (achieved 95% in each segment). Information on wards was tracked to ensure an appropriate geographic distribution was achieved.

5 If the survey were fielded in the same manner twenty times, the findings would be within 4.9% on nineteen occasions.

6 Findings include full and partial responses.



- **Community Groups Survey: 222 respondents⁷**
 - » An email invitation was sent to over 900 organizations inviting participation in the survey. The original invitation was sent in mid-June with reminders sent out in early July. The survey was active from June 14th through to July 14th, 2017.
 - » Participation was from a broad range of organizations including: Community Leagues, advocate groups for people with disabilities, social agencies, provincial sport agencies, groups representing cultures and ethnicities, arts groups, seniors' organizations, heritage organizations, general recreation groups, elite athletics, private business, educational institutions, and youth organizations.
- **Children's Engagement: 70 participants**
 - » This engagement was included in the activities and discussion that occurred at the various pop-up events. Children were engaged through the use of a drawing/colouring sheet. A facilitator was present at the events encouraging the children to draw and talk about their drawings. They were asked to draw the activities they currently enjoy doing as well as activities they might enjoy doing 20 years into the future.
 - » Children were also asked to complete a checklist of what they believe is important in recreation places and spaces. This checklist consisted of 13 statements on the topics of the importance, future, and key traits of recreation places and spaces.
 - » Responses were received from children ages 3 – 16 years⁸.



7 Findings include full and partial responses.

8 Ages 3 to 6 years (14 responses); ages 7 to 11 years (45 responses); ages 12 to 16 years (11 responses).

06

Engagement Findings

The following pages outline the findings of the different engagement methods used in Phase 1 and Phase 2 of the engagement process. These findings are summarized at the end of the document.

Engagement Findings Legend

PI	Phase I: Summer/Autumn 2016
PII	Phase II: Spring/Summer 2017
<hr/>	
SE	Stakeholder Engagement: 2016
IS	Intercept Surveys 2016
WS	Web-based Survey: Oct/Nov 2016
TW	Telephone and Web-based Surveys: 2017
CS	Community Group Survey 2017
SE	Stakeholder Engagement: 2017
CE	Children's Engagement 2017

Phase I: Summer/Autumn 2016

Stakeholder Engagement

Over the summer of 2016, the City of Edmonton conducted facilitated meetings with groups of stakeholders, including communities of interest, sport groups, and partner organizations that included: YMCA, Sport User Committee, Edmonton Foundation of Community Leagues, Edmonton Arts Council, and Edmonton Public Library. Over the course of eight meetings, the following themes emerged.

The need for more "sport orientated" facilities.

While many people praised the investment in new sport and recreation infrastructure, many expressed disappointment that, in their view, too much emphasis has been placed on recreation over sport. More specifically, they said many of the new facilities are unsuitable for use by sport groups, particularly the aquatic facilities, many of which do not meet FINA (the aquatic sport's regulatory body) specifications. They asked the City to ensure that the new facilities can meet sport-specific requirements.

Better planning of facilities.

Stakeholders suggested that many of the issues with the current facilities could have been avoided with better engagement and planning. "What are you trying to accomplish with the facilities you build?" was a key question put to the City by stakeholders. According to them, individual facilities, which are relatively easy to build, need to contribute to the overall plan.

The importance of partnerships.

All the groups emphasized the importance of partnerships in the delivery of sport and recreation programming. They said that while the City builds most of the facilities, partner organizations provide a substantial amount of programming, and, in some cases, such organizations (e.g. YMCA and the University of Alberta) own and operate the facilities themselves.

Rethink the use of aging facilities.

Several participants in the meetings suggested that aging facilities might provide the City with an opportunity for innovation. For example, several arenas have ice-making equipment nearing the end of its life. Rather than simply closing these facilities, the City could examine their potential as art spaces, or year-round facilities like an indoor "artificial park" or year-round cross-country skiing facility.

Approach closing facilities carefully.

The stakeholders were unanimous in suggesting the City needs to approach the closure of facilities carefully, given how important they are to local communities. It was suggested that recreation facilities closures should be approached the same way as school closures.

In addition to the themes above, stakeholders were engaged in discussion about the principles that the City needs to embrace when making decisions about new and existing facilities.



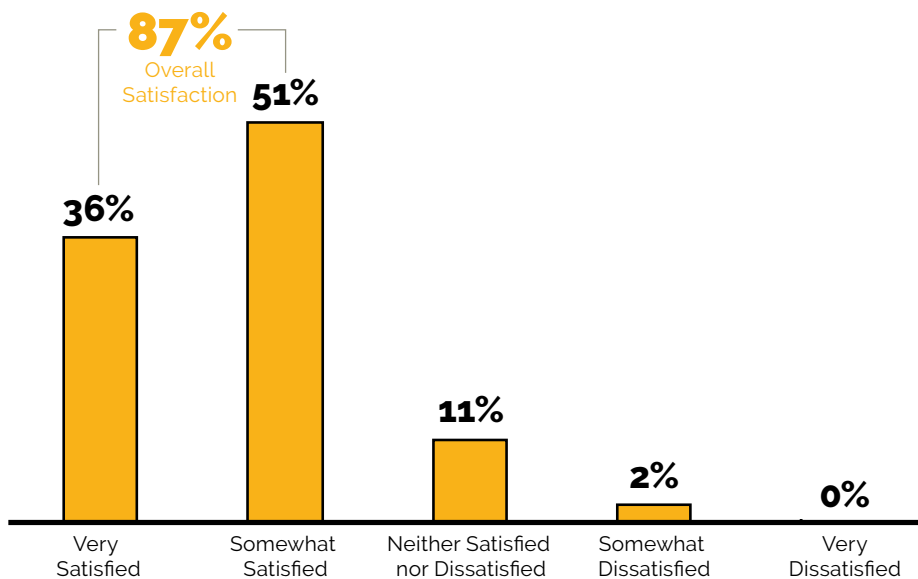
Intercept Surveys 2016

In addition to stakeholder engagement, the City also conducted intercept surveys at festivals, events, and transit stops throughout the month of August 2016. A total of 782 responses were completed. Participants were asked about the types of activities they participate in at recreation centres, their level of satisfaction with recreation facilities and what additional programs and activities they would like to see offered.

Eighty-seven percent of respondents (87% intercept survey) were either 'very' or 'somewhat' satisfied with the City of Edmonton facilities they visited in the past twelve months.

Overall Satisfaction with City Recreation Facilities Visited in the Last Twelve Months

n=782 respondents



Common Themes and Sentiments from Residents of Edmonton

River Valley, Riverfront, and River Activities

- The river valley should be kept green and natural, though many would also like to see washrooms (and even small concessions for coffee and food) installed along the main trails.
- The trails in the river valley require more frequent maintenance and upgrades.
- More accessible, diverse, and affordable riverfront activities are desired.
- There should be more kayaking and canoeing opportunities on the river, with multiple buildings for renting, returning, and servicing the vessels being constructed along the riverside

Bicycle Lanes and Bicycle Services

- Shops and stops for rentable bicycles should be offered throughout the City in order to reduce traffic, promote public health and wellness, and make use of the City's bicycle lanes. Edmonton may wish to model such a program after similar initiatives undertaken in multiple European cities.
- Bicycle lanes require improvement, expansion (to more areas of the city), and enlargement.
- Lanes (or side streets) reserved specifically for use by people riding bicycles may be very successful in improving public health, reducing traffic, furthering the City's commitment to environmentalism, and increasing the City's "bikeability".
- More areas where people can securely lock their bicycles throughout the City are required, and would encourage people to more frequently use their bicycles.

Transportation and Other Services

- More public transit is needed in order to make recreational facilities, festival grounds, and the City's core more accessible to suburban residents. Most specifically, more buses should be run to the areas where festivals and other events take place, as well as the areas surrounding recently developed recreation facilities, like the one in Terwillegar.
- Cleanliness in most City facilities, especially in pools and locker/dressing rooms, could be improved.



Winter Activities

- The City needs to offer more recreational opportunities in the winter; encourage Edmontonians to be outdoors during the winter, attending fairs, festivals, cultural and sporting events, and more.

Indoor Activities

- Full-sized indoor running and jogging tracks are needed to allow track athletes to properly train during the winter.
- A new recreation facility is needed in the west end of Edmonton (near or west of the Anthony Henday) and in the City's central area.
- More programs need to be offered for adults and senior citizens at Edmonton's recreation facilities, as the majority of the available programs and classes are directed toward and used only by children.

Prices, Passes, and Operating Hours

- Longer operational hours are needed at all Edmonton facilities, with more programs available after 6:00 pm and during the weekends, so that people who work throughout the day and on weekdays have a better opportunity to participate in the City's available recreation.
- The City of Edmonton's recreational activities are too expensive, especially for families with multiple children; prices for all facilities need to be lowered, with tax deductible passes, discounted passes, and more inclusive passes (including more facilities) being offered.
- Although the cost of recreation is too high, the quality and variety of City facilities and activities is also quite high.
- A single pass or a family pass should be instituted that grants access to all City facilities for the whole family.

Promotions and Miscellaneous

- Much more—and better—advertising and marketing is needed for all City facilities, available "deals" and discounts, festivals, and events.
- The City of Edmonton needs a greater Internet presence, and its website needs to be streamlined and simplified so that less navigation is necessary for residents to find information on events, festivals, and facilities in the City. Also, arranging the advertisements according to areas would make it easier for the public to look for information.



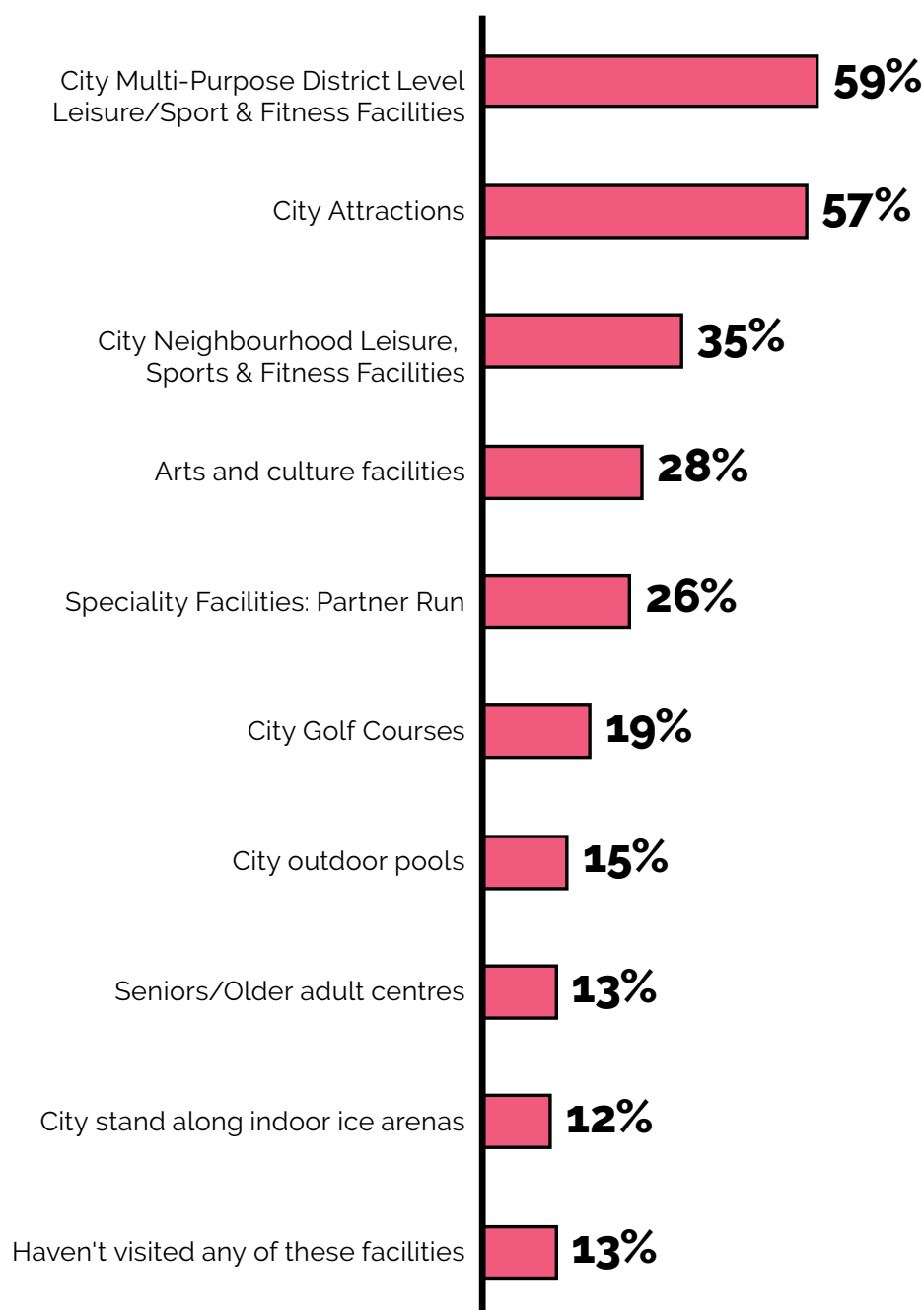
Web-based Survey: Oct/Nov 2016

Most Common Facilities Visited By Respondents (Past Twelve Months)

The three most common facilities that survey respondents visited over the past twelve months from the 2016 web-based survey include: City Multi-Purpose District Level Leisure, Sport and Fitness Facilities (59%), City Attractions (57%) and City Neighbourhood Leisure, Sports and Fitness Facilities (35%).

Facilities Visited in the Past Twelve Months

n=1,640 respondents



City Multi-Purpose District Level Leisure/ Sport & Fitness Facilities:

Clareview, Commonwealth, Kinsmen, Terwilligar, The Meadows

City Attractions: Muttart Conservatory, Edmonton Valley Zoo, John Janzen Nature Centre, John Walter Museum

City Neighbourhood Leisure, Sports & Fitness Facilities: A.C.T., Grand Trunk, Bonnie Doon, Mill Woods, Confederation, etc.

Arts and Culture Facilities: City Arts Centre, City Archives/ Prince of Wales Armouries, Heritage Amphitheatre, Jasper Place Annex

Speciality Facilities— Partner Run: Argyll Velodrome, curling rinks, indoor soccer centres, Scona Pool, ski clubs, YMCA, etc.

City Golf Courses: Victoria, Riverside, Rundle Park

City Outdoor Pools: Fred Broadstock, Mill Creek, Oliver, Queen Elizabeth

Seniors/Older Adult Centres: Central Lions Rec Centre, Northgate Lions Rec Centre

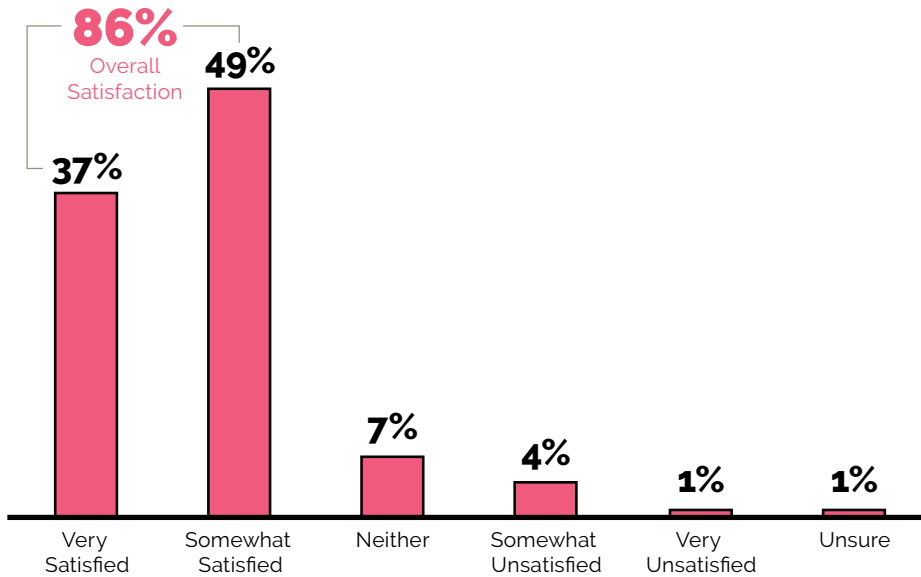
City Stand Along Indoor Ice Arenas: Bill Hunter, Coronation, Crestwood, Tipton, Russ Barnes, etc.

Satisfaction with City of Edmonton Recreation Facilities

Eighty-six percent of respondents (86% web survey) were either 'very' or 'somewhat' satisfied with the City of Edmonton's recreational facilities and program offerings.

Level of Satisfaction with City of Edmonton's Recreation Facility Offerings

n=1,427 respondents

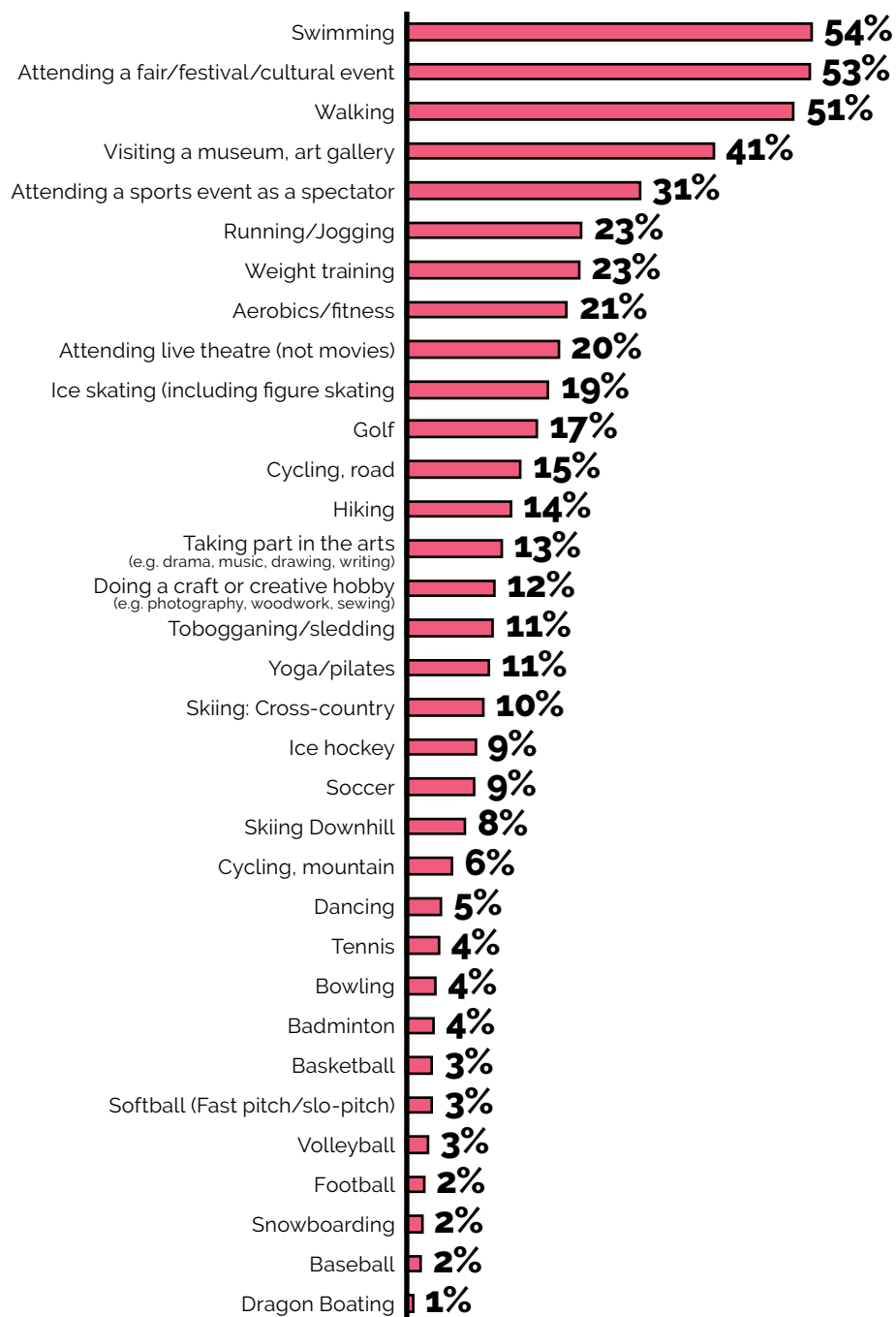


Level of Participation in City of Edmonton Provided Activities (Past Twelve Months)

The three most popular activities that survey respondents participated in over the past 12 months from the 2016 web-based survey include swimming (54%), attending a fair, festival or cultural event (53%) and walking (51%). See the accompanying graph for additional details.

Level of Participation in Activities at City of Edmonton Facilities in the Past Twelve Months

n=1,427 respondents

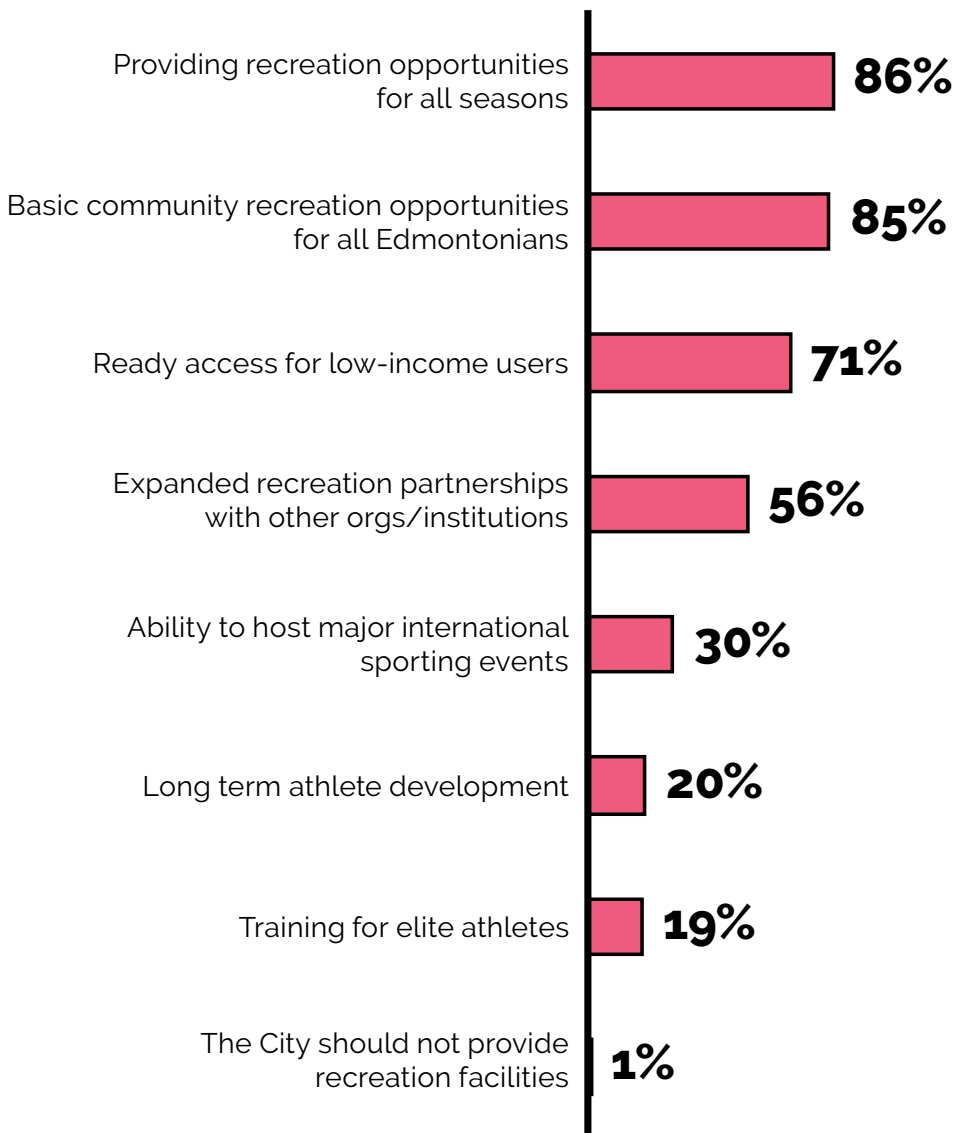


Aspirations for Recreation Facilities

Survey respondents were asked to identify the aspirations that should be met by the City with its new, current, and renovated recreation facilities. Eighty-six percent (86%) felt that City recreation facilities should provide recreation opportunities for all seasons. Conversely 30% think that the City recreational facilities should be able to host major international sporting events. See the accompanying graph for additional details.

Aspirations that the City Should Meet With its Recreation Facilities

n=1,640 respondents

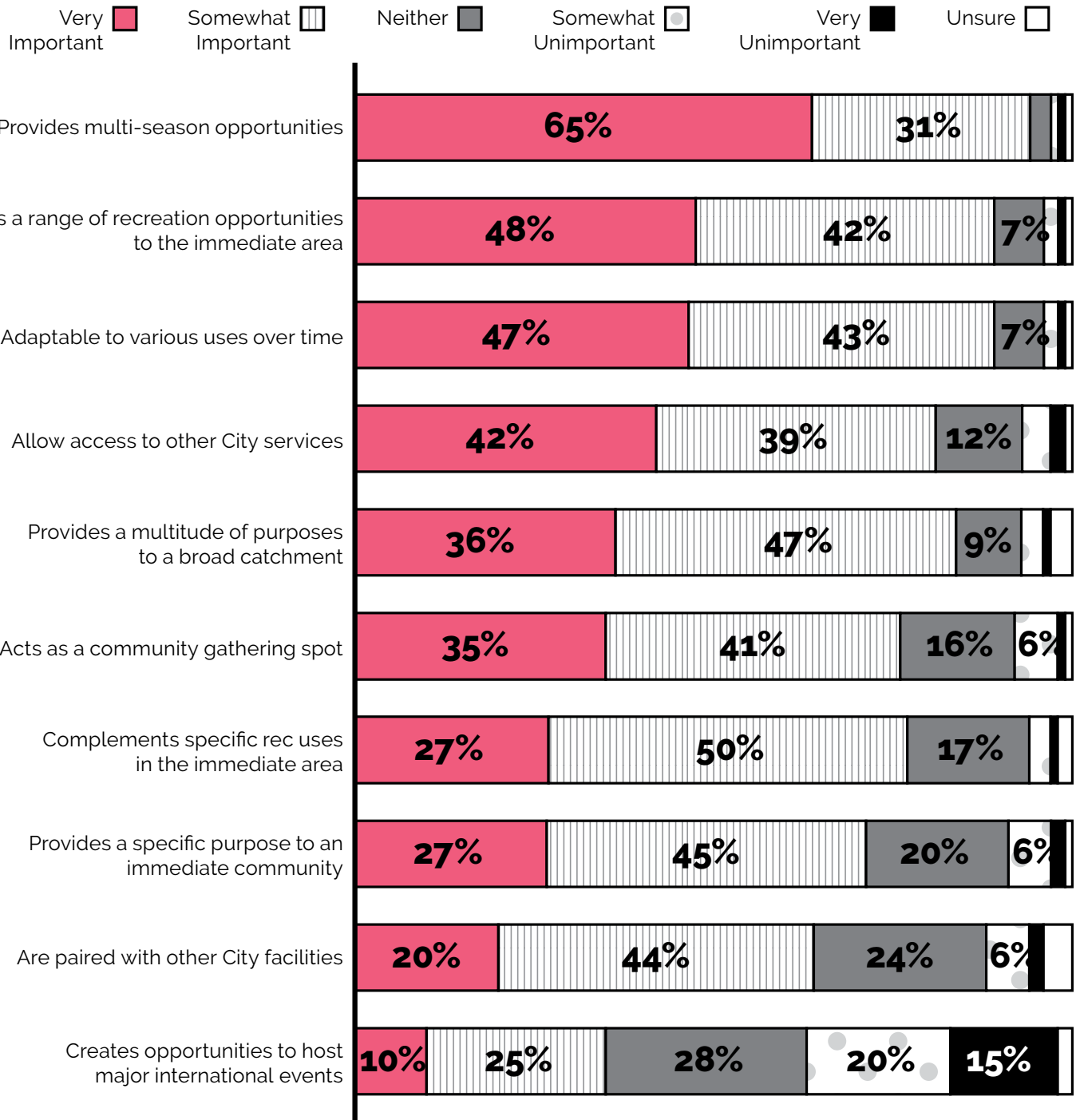


Desired Qualities for New Recreation Facilities

When considering qualities of new recreation facilities respondents suggested that their ability to provide multi-season opportunities (65% very important) and the ability to provide a range of recreational opportunities to the immediate area (48% very important) are key considerations. See the accompanying graph.

Qualities for New Recreation Facilities

n=1,640 respondents

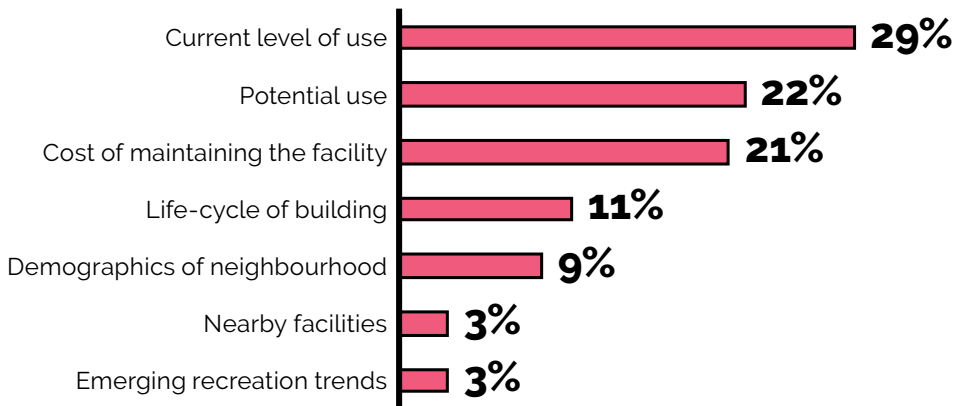


Most Important Factors to Consider When Deciding to Maintain Facilities

According to web-survey respondents, the most important factors to consider when making decisions regarding maintaining existing facility include: current level of use (29%), potential use (22%) and cost of maintaining the facility (21%).

The Most Important Factors to Consider in Decisions Regarding MAINTAINING Existing Facilities

n=1,640 respondents

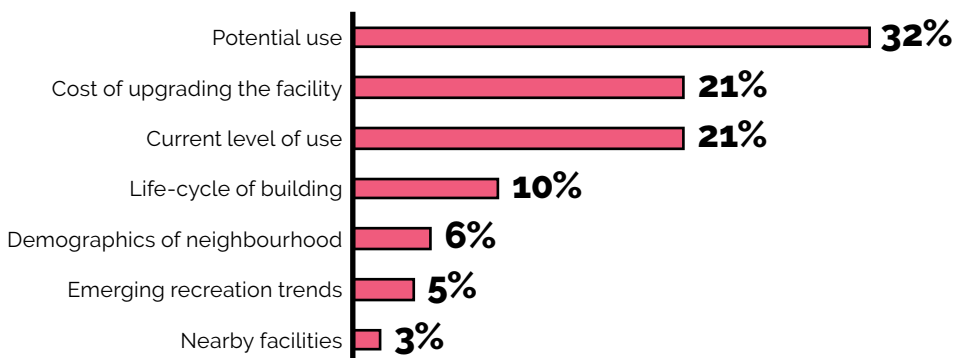


Most Important Factors to Consider When Deciding to Upgrade Facilities

As presented in the graph, the most important factors to consider when making decisions regarding upgrading a facility include: cost of upgrading the facility (74%), potential use (72%) and current level of use (71%).

The Most Important Factors to Consider in Decisions Regarding UPGRADING Existing Facilities

n=1,640 respondents

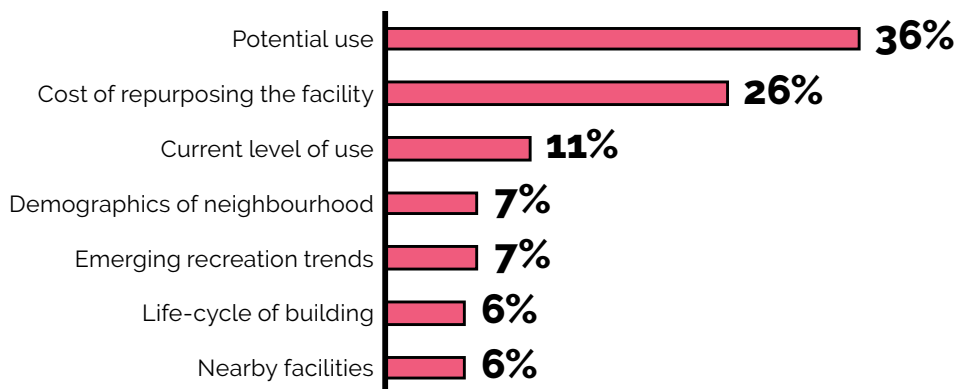


Most Important Factors to Consider When Deciding to Repurpose Facilities

The potential use (36%) of a facility is the most important factor to consider when making a decision about repurposing a facility. The costs to upgrading the facility was identified as important by approximately one-quarter (26%) of respondents.

The Most Important Factors to Consider in Decisions Regarding REPURPOSING Existing Facilities

n=1,640 respondents

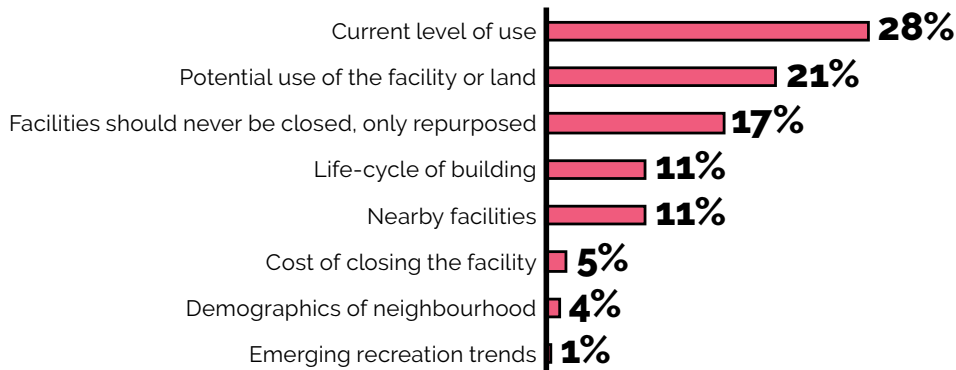


Most Important Factors to Consider When Deciding to Close Facilities

According to web-survey respondents, the most important factors to consider when making decisions regarding closing a facility include: current level of use (28%) and potential use of the facility or land (21%). 'Facilities should never be closed, only repurposed' was the third most common response by respondents surrounding decisions to close facilities (11%).

The Most Important Factors to Consider in Decisions Regarding CLOSING Facilities

n=1,640 respondents

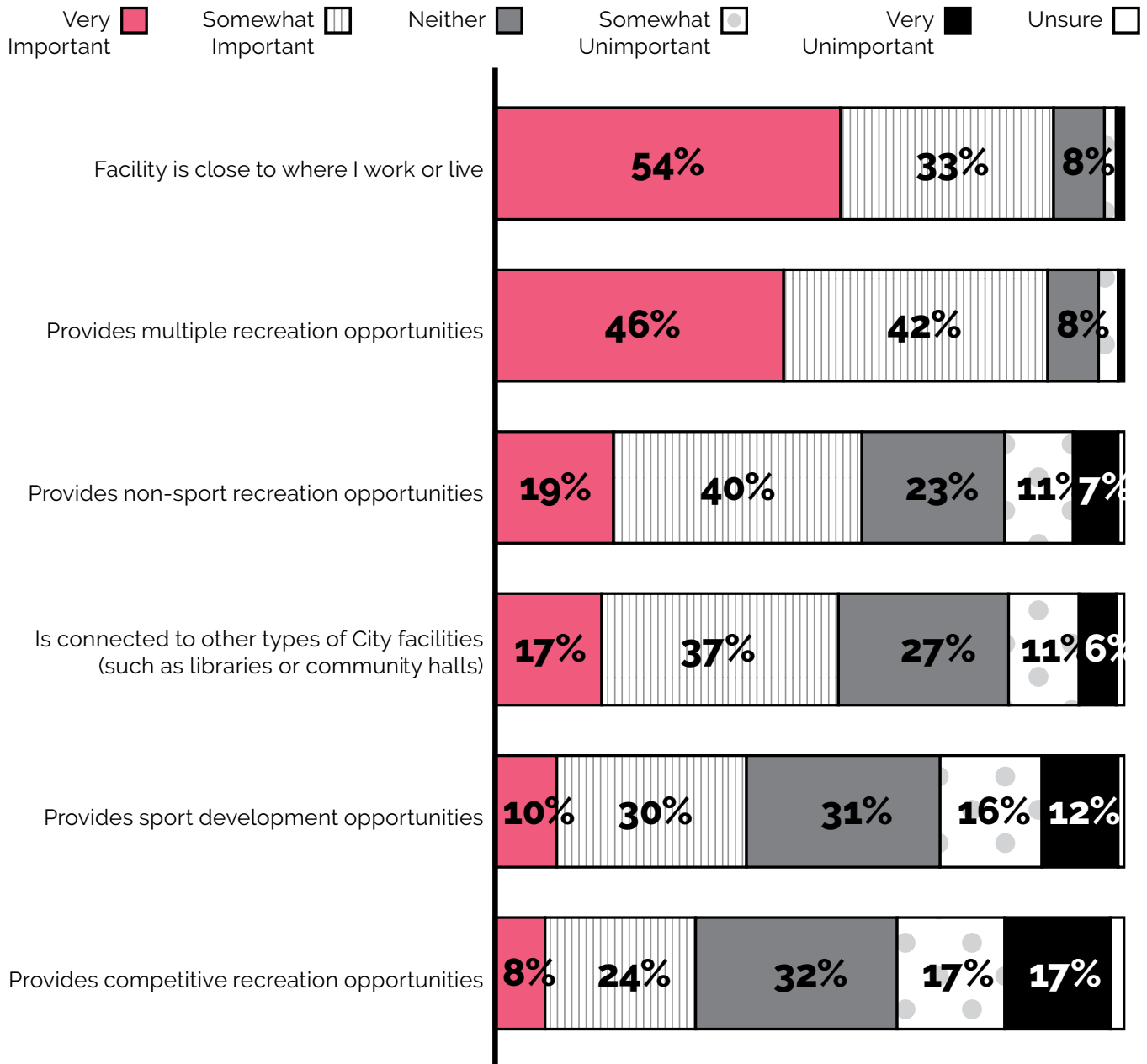


Attributes That Are Important When Providing Recreation Facilities

As illustrated in the graph, the most important attributes related to facility provision include: the facility is located close to the respondent's home or work (54%), the facility provides multiple recreation opportunities (46%) and the facility provides non-sport recreation opportunities (19%).

Importance of Attributes Related to Facility Provision

n=1,640 respondents



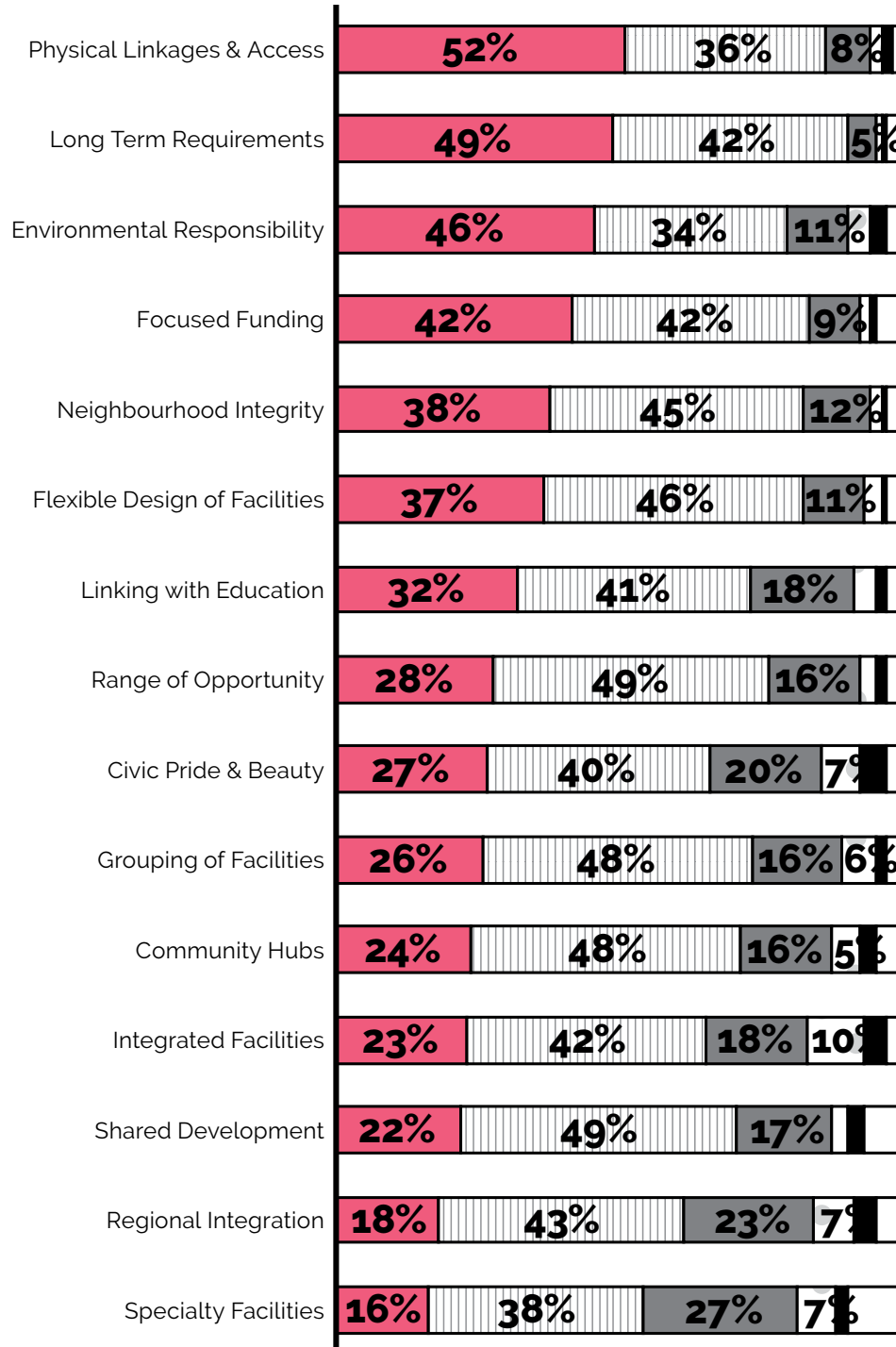
Importance of Attributes As Recreation Facilities Are Developed

The most important attributes related to facility development include: Physical Linkages and Accessibility (52%), Long Term Requirements (49%) and Environmental Responsibility (46%).

Importance of Attributes Related to Facility Development

n=1,640 respondents

Very Important ■ Somewhat Important Neither Somewhat Unimportant Very Unimportant Unsure



Descriptions of Attributes Related to Facility Development

Physical Linkages & Access: Access will be supported by a range of travel modes, locating facilities on major transit routes and connection through trails.

Long Term Requirements: Facilities will be designed and maintained in the context of future cost impacts, health and safety concerns, and facility life cycle.

Environmental Responsibility: Facilities will protect and improve our environment through regulations and implementing new standards of excellence.

Focused Funding: Facility development will focus dollars and resources to accommodate basic services that ensure basic opportunities for all residents.

Neighbourhood Integrity: Facilities will respond to local needs & maintain the neighbourhoods integrity through support for appropriate neighborhood facilities.

Flexible Design of Facilities: Facilities should accommodate as wide a range of use as possible, and to be converted to other uses in the future.

Linking with Education: Facilities will work in cooperation with educational institutions to provide public recreational opportunities.

Range of Opportunity: Facilities are designed to provide a range of opportunities across the city and promote skill and interest development.

Civic Pride & Beauty: Facilities will provide more than a physical function and make a major contribution to the overall aesthetics of the community.

Grouping of Facilities: Facilities are grouped together (ice surfaces, indoor soccer, or gymnasia) to support expanded use.

Community Hubs: Facilities are designed for geographic areas of 40,000 - 80,000 people. These facilities respond to the widest population possible.

Integrated Facilities: Facilities are located in complexes with arts & cultural facilities as well as compatible health, social & community service facilities.

Shared Development: Facility development that exceeds basic design standards and service levels will continue to be developed through funding partnerships.

Regional Integration: Facilities will consider recreation development surrounding municipalities to ensure an integrated regional service delivery approach.

Specialty Facilities: Citywide and specialty facilities should be programmed for their designated use in prime time.

Phase II: Spring/Summer 2017

■ Telephone and Web-based Surveys: 2017

In the spring and summer of 2017, two different surveys were fielded with the residents of Edmonton. The goal of the surveys was to gather information on public preferences and participation in City of Edmonton recreational facilities and programs. A randomly dialled telephone survey was fielded along with a web survey. Although both the web and telephone survey carried the same tone and phrasing of questions and carried out the same objective, there are a few differences between the two.

While the number of respondents who completed the web survey (n=1,326) is greater than the number of respondents who completed the telephone survey (n=400), the fielding methodology for the telephone survey ensures that it is considered statistically representative of city residents. The random sampling methodology along with some parameters around age ensured that survey respondents included respondents of the spectrum of opinions. While the findings from the web survey are informative, they are not considered statistically representative of city residents. The telephone survey is accurate to within 4.9% nineteen times out of twenty¹. Because of this representative nature of the findings, the results from the telephone survey are considered paramount to the findings from the web survey.

The questionnaire utilized for the telephone survey is a slightly condensed version than the one used for the online survey. The time to respond with a telephone survey needs to be more closely monitored than with a web survey. As such there are some questions that are included in the web survey that are not included in the telephone survey. Additionally, some of the questions that are included in both may be worded differently in each due to the nature of the media and the time required to answer them. Where necessary the questions asked in the telephone survey were simplified.

The findings from both surveys are presented according to topic areas. Where appropriate, the findings from both surveys are included in a single graph. The findings of the web and telephone survey are presented separately in the instances where the survey questions did not align. The number of respondents to each question is noted on the graphs. The numbers vary because some questions are posed to only a subsegment of respondents (i.e. if they answered a certain way on one question they were then asked a follow-up question). As well some respondents of the web survey only answered some of the questions.

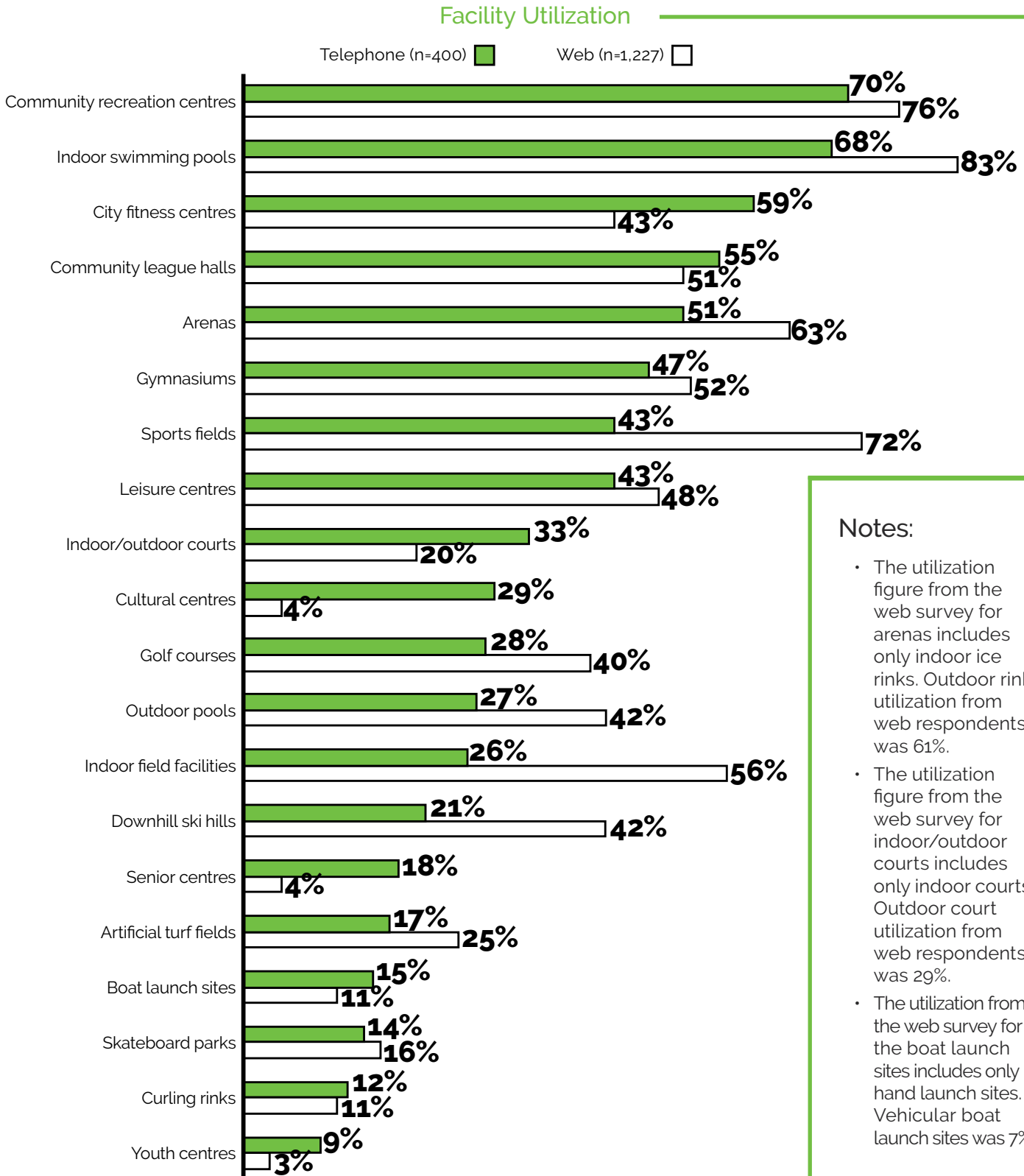
Where appropriate sub-segment findings are presented following the graph. The purpose of the sub-segment findings is to complement graphical findings and highlight important trends and statistically significant differences between stated preferences of different groups of respondents.

¹ If the survey is fielded twenty times, the findings will be within 4.9% on nineteen occasions.



Facilities Used By the Greatest Number of Respondents/Households

As illustrated in the following graph, community recreation centres (70% telephone survey; 76% web survey) and indoor swimming pools (68% telephone survey; 83% web survey) were used by the greatest proportion of households in the last year.



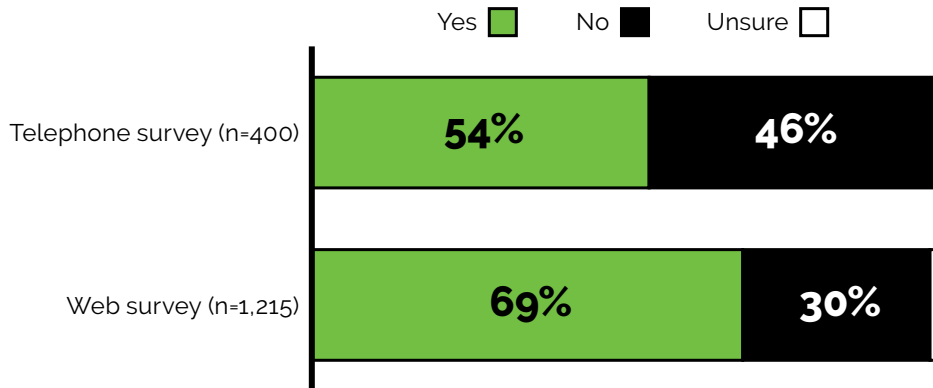
Facilities Use: Sub-segment Analysis

- Households with children in the home were more likely than households without to have visited in the past year:
 - » Arenas,
 - » Indoor swimming pools,
 - » Indoor field facilities,
 - » Community recreation centres,
 - » Sport fields,
 - » Outdoor pools, and
 - » A rec facility in a neighbouring community.
- Households with an annual income greater than \$150,000 were more likely than households with an annual income less than \$40,000 to have visited in the past year:
 - » **Arenas:** 61% compared with 36%.
 - » **City Fitness Centres:** 67% compared with 44%.
 - » **Community League Halls:** 60% compared with 38%
 - » **Golf Course:** 39% compared with 5%

Recreation Facility Usage Outside of Edmonton

The majority of households visited a community recreation centre outside of Edmonton's city boundaries in the last year (54% telephone survey; 69% web survey).

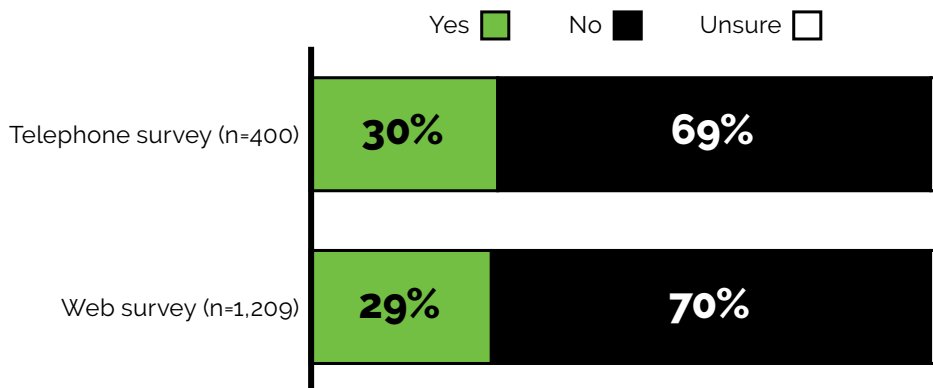
Did a household member visit a recreation facility in a neighbouring community in the last year?



Recreation Memberships

Approximately one-third of households have a member who holds a membership to a City of Edmonton recreation centre (30% telephone survey; 29% web survey) as presented in the graph.

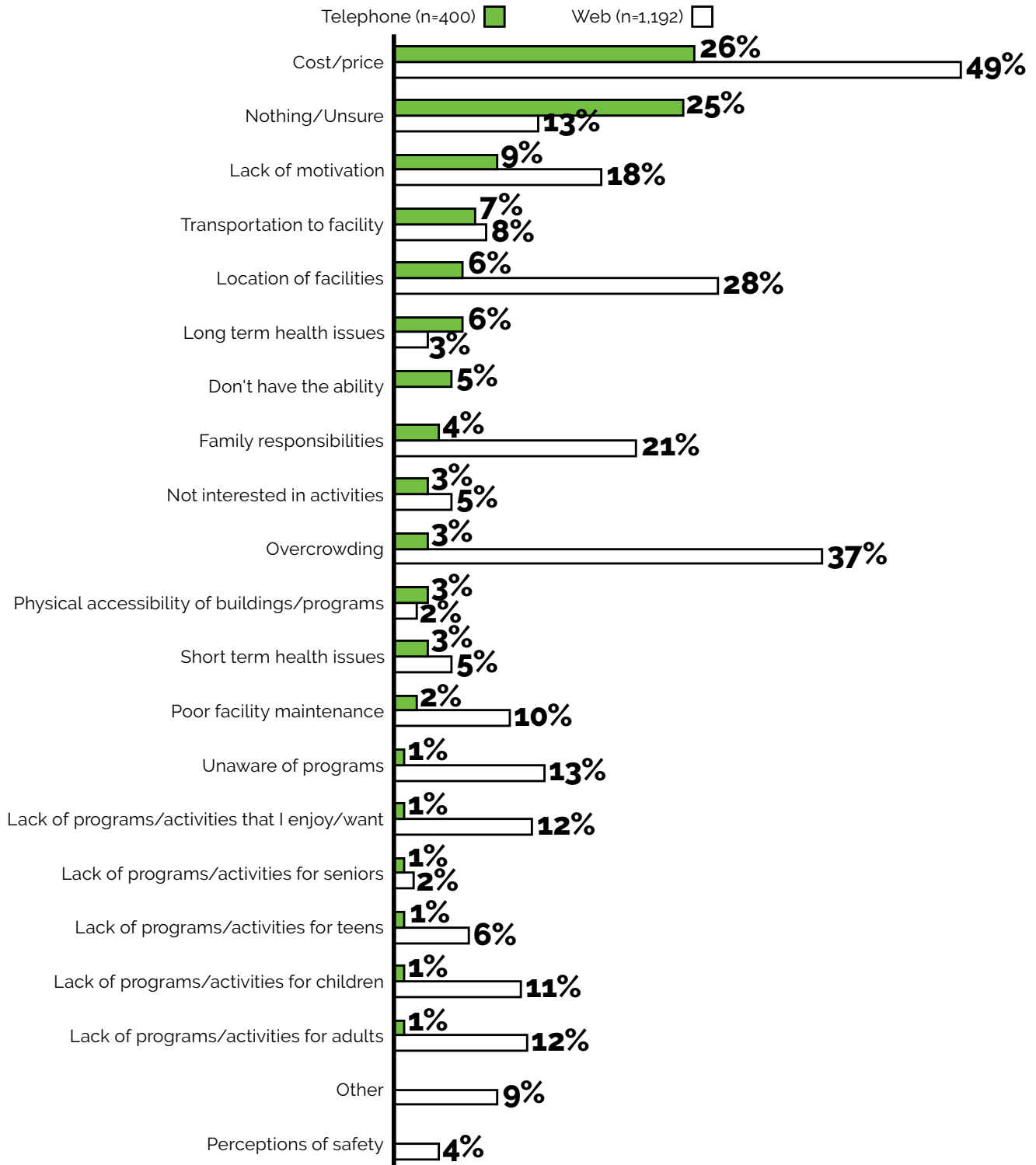
Does a household member have a membership to any City of Edmonton recreation centre(s)?



Barriers to Participation

As illustrated in the following graph, cost/price was stated as the largest barrier to participation in programs and activities in Edmonton (26% telephone survey; 49% web survey).

What prevents household members from participating in programs and activities in Edmonton?



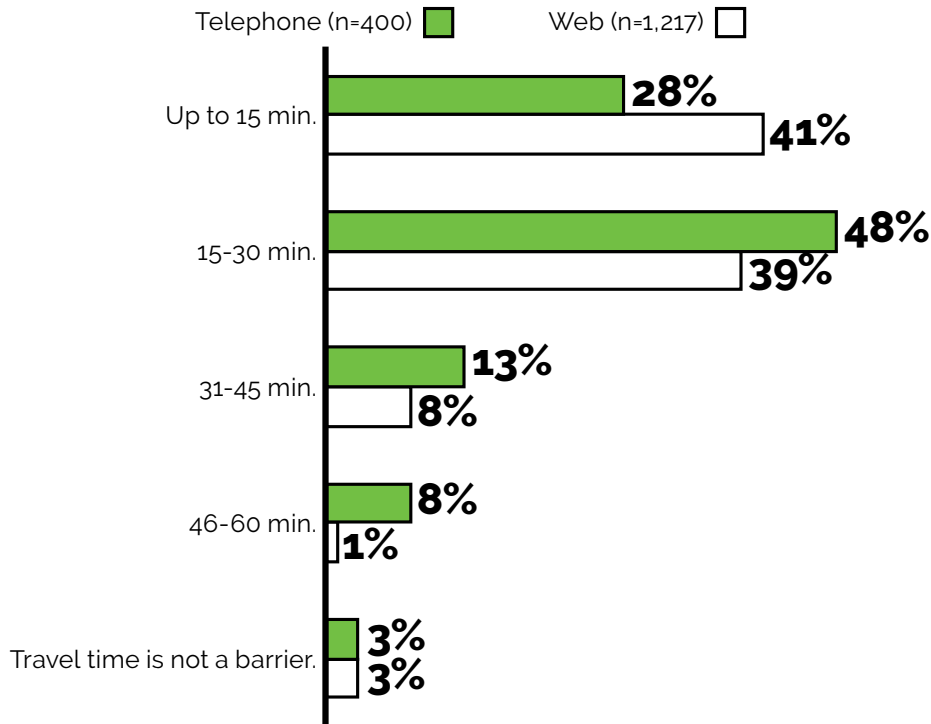
Barriers to Participation: Sub-segment Analysis

- Households with an **annual income less than \$40,000** were more likely to cite cost/price as a barrier compared to other households (41% versus 20 – 29%).
- Households with an **annual income more than \$40,000** were more likely to say they have no barriers to participating than households with an annual income less than \$40,000 (24% – 31% versus 10%).

Acceptable Travel Times to Recreation Facilities

Approximately one-quarter (28%) of telephone respondents indicated that travel time over 15 minutes is a barrier to the use of recreation facilities. Considering web survey respondents, 41% indicated that more than 15 minutes of travel time is a barrier.

What amount of travel time (one way) to recreation facilities is acceptable before travel becomes a barrier?

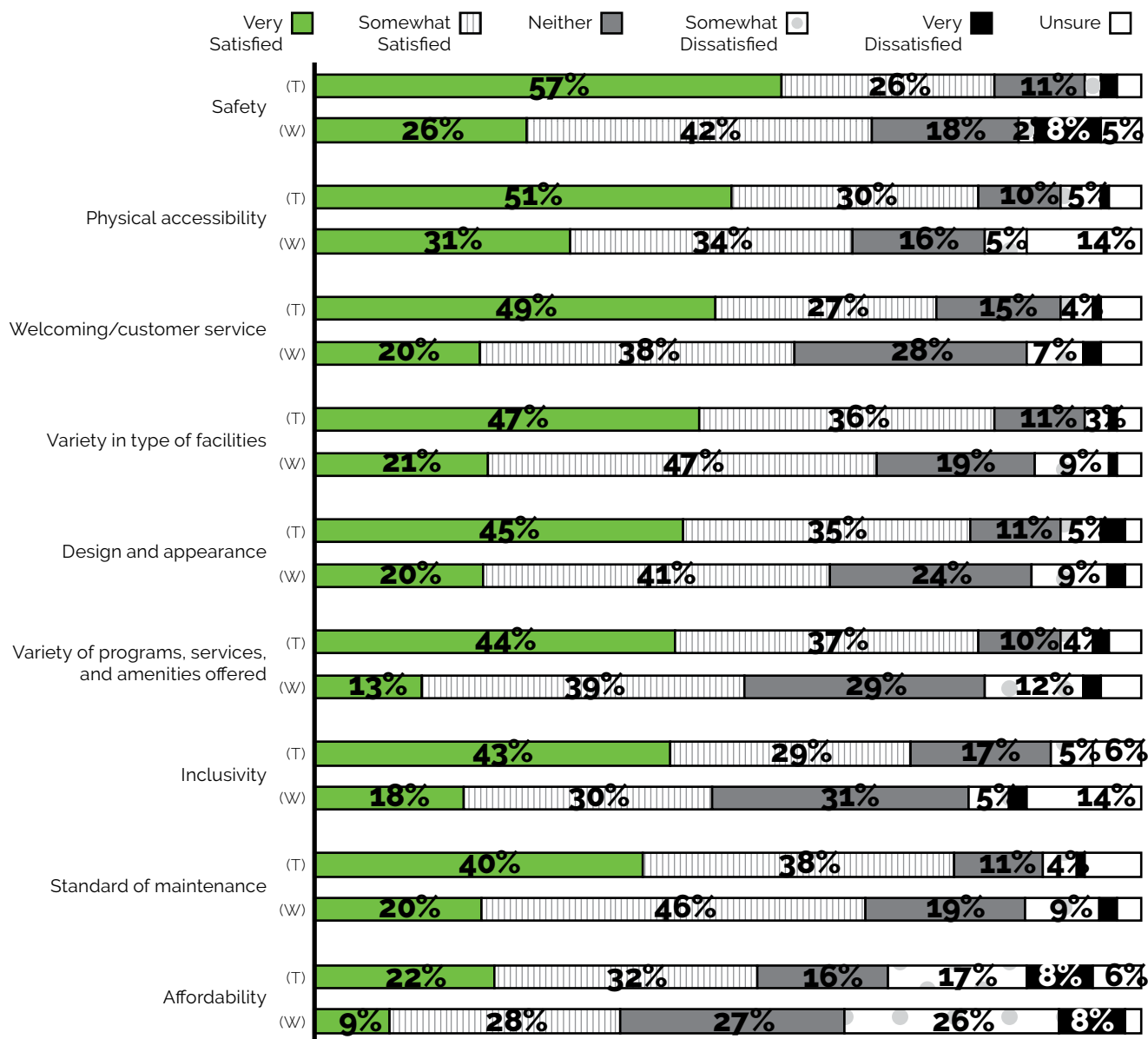


Attributes of Facility Satisfaction

As illustrated in the following graph, safety (telephone: 57% very satisfied; web: 26% very satisfied) and physical accessibility (51% very satisfied; 31% very satisfied) received the highest levels of satisfaction from telephone and web respondents.

How satisfied are you with the following categories of recreational facilities currently offered by the City of Edmonton?

T=Telephone Survey (n=400); W=Web Survey (n=1,124)



Facility Satisfaction: Sub-segment Analysis

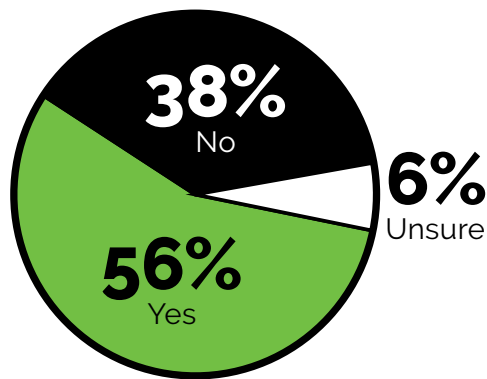
- Households from Wards 11 & 12 (59%) were more likely to be 'very satisfied' with the design and appearance of recreation facilities currently offered by the City of Edmonton than households from Wards 1 & 5 (40%) and Wards 9 & 10 (32%).

Need For Upgraded and Additional Recreation Facilities: Telephone Survey

Over half (56%) of telephone survey respondents think there is a need to upgrade or renew existing facilities and/or develop additional facilities. Approximately one-third (38%) said there is no need.

Is there a need to upgrade/renew existing facilities AND/OR develop additional recreation facilities?

n=400 respondents (Telephone)

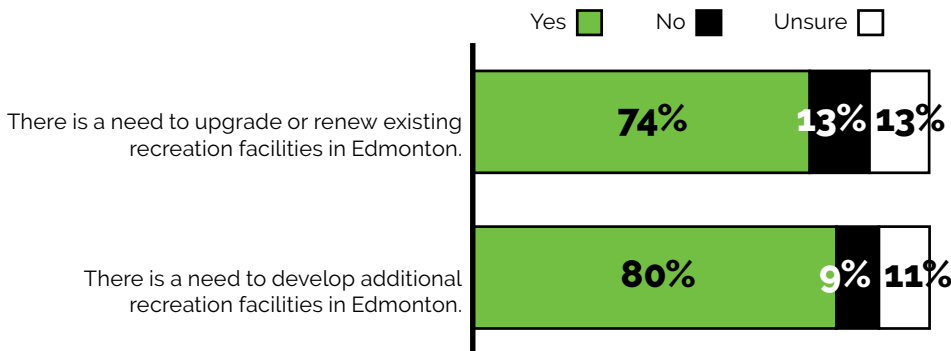


Need For Upgraded & Additional Recreation Facilities: Web Survey

Seventy-four percent (74%) of web survey respondents agreed there is a need to upgrade or renew existing facilities in Edmonton. Eighty percent (80%) of web survey respondents agree there is a need to develop additional recreational facilities in Edmonton.

Is there a need to upgrade/renew existing facilities or develop additional recreation facilities?

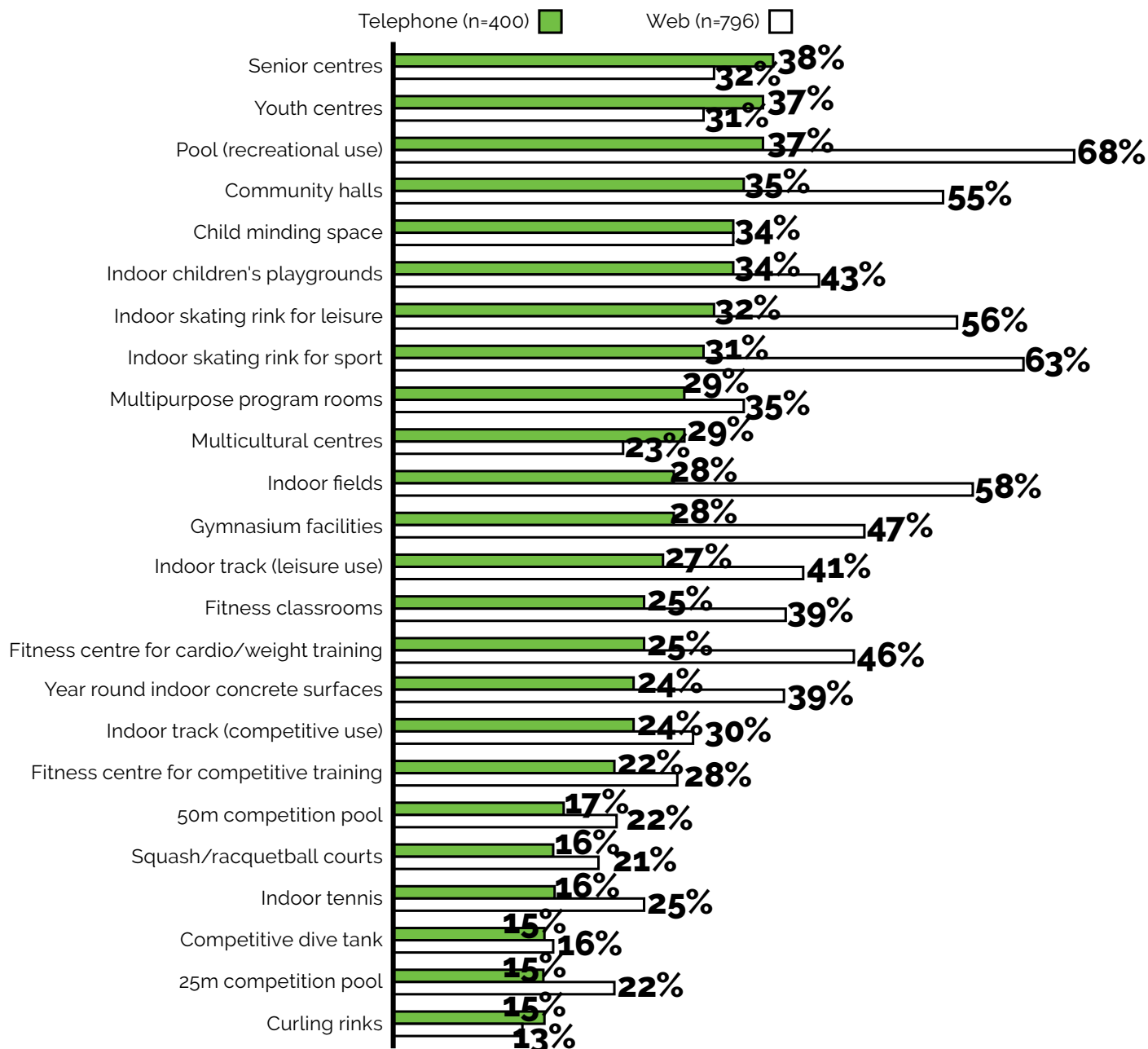
n=1,111 respondents



Telephone and Web Survey: Support For Enhancements of Existing Indoor Facilities

As illustrated in the following graph, youth centres (37% telephone survey 31% web survey), child minding space (34% telephone; 34% web) and senior centres (38% telephone; 32% web) were ranked as the most important indoor facilities to be enhanced or upgraded (improved, fixed or modernized) in Edmonton. See the graph for additional details.

Support for Enhancing Existing INDOOR Facility Types



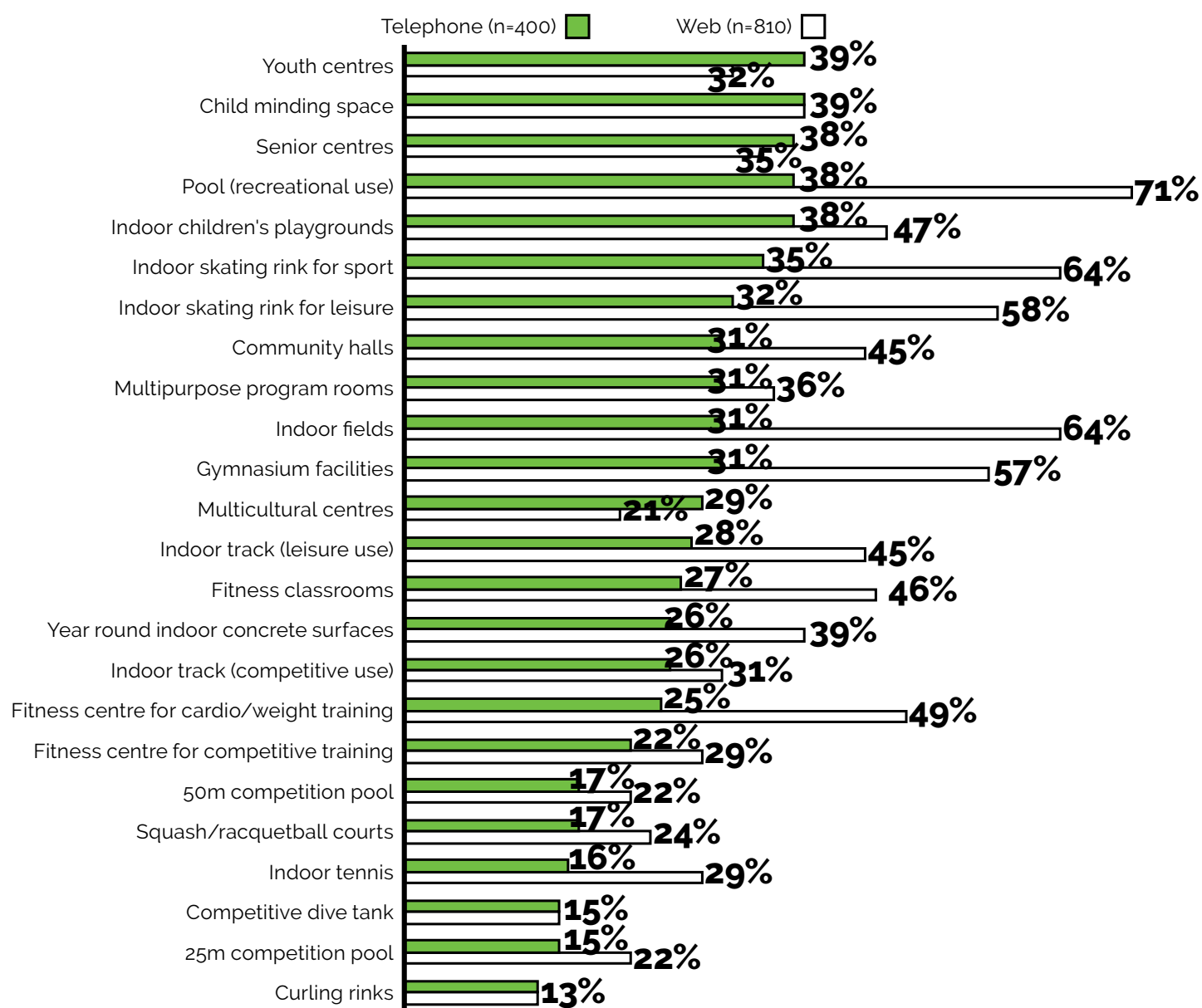
Note:

'Support from Web-based survey' includes categories "Strongly Agree" and "Somewhat Agree"; whereas 'Support from Telephone survey' only includes one category of support.

Telephone and Web Survey: Support For Developing Additional Indoor Facilities

Survey participants responded that youth centres (39% telephone survey 32% web survey), child minding space (39% telephone; 39% web) and senior centres (38% telephone; 35% web) were ranked as the most important types of indoor facilities to consider when deciding to develop additional recreational facilities in Edmonton (either increasing quantities of existing facilities or introducing completely new facilities).

Support for Developing Additional INDOOR Facility Types



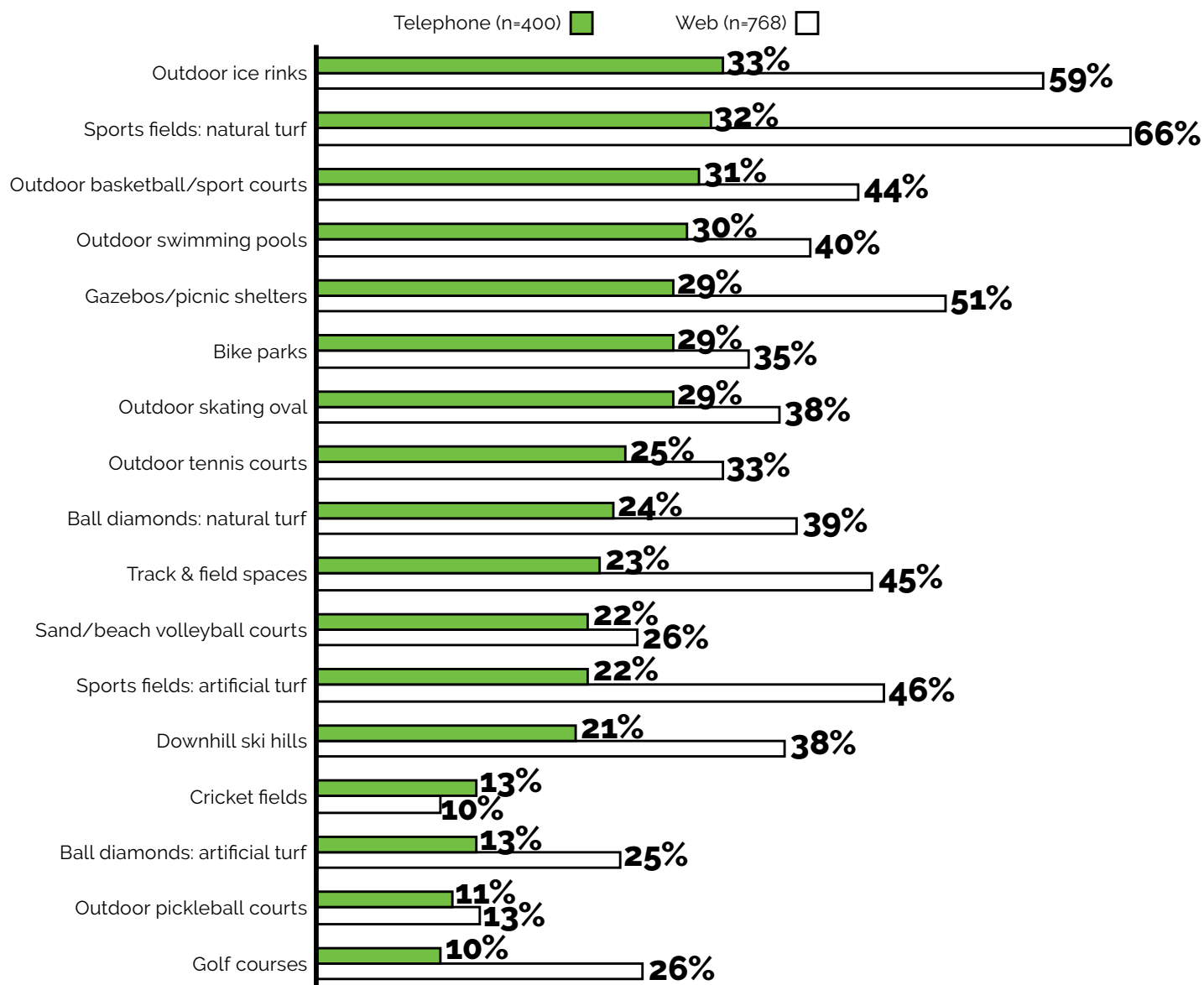
Note:

'Support from Web-based survey' includes categories "Strongly Agree" and "Somewhat Agree"; whereas 'Support from Telephone survey' only includes one category of support.

Telephone and Web Survey: Support For Enhancements of Existing Outdoor Facilities

Displayed in the accompanying graph, outdoor ice rinks (33% telephone survey; 59% web survey) and natural turf sport fields (32% telephone; 66% web), are ranked as the most important outdoor facilities to be enhanced or upgraded (improved, fixed, or modernized) in Edmonton.

Support for Enhancing Existing OUTDOOR Facility Types



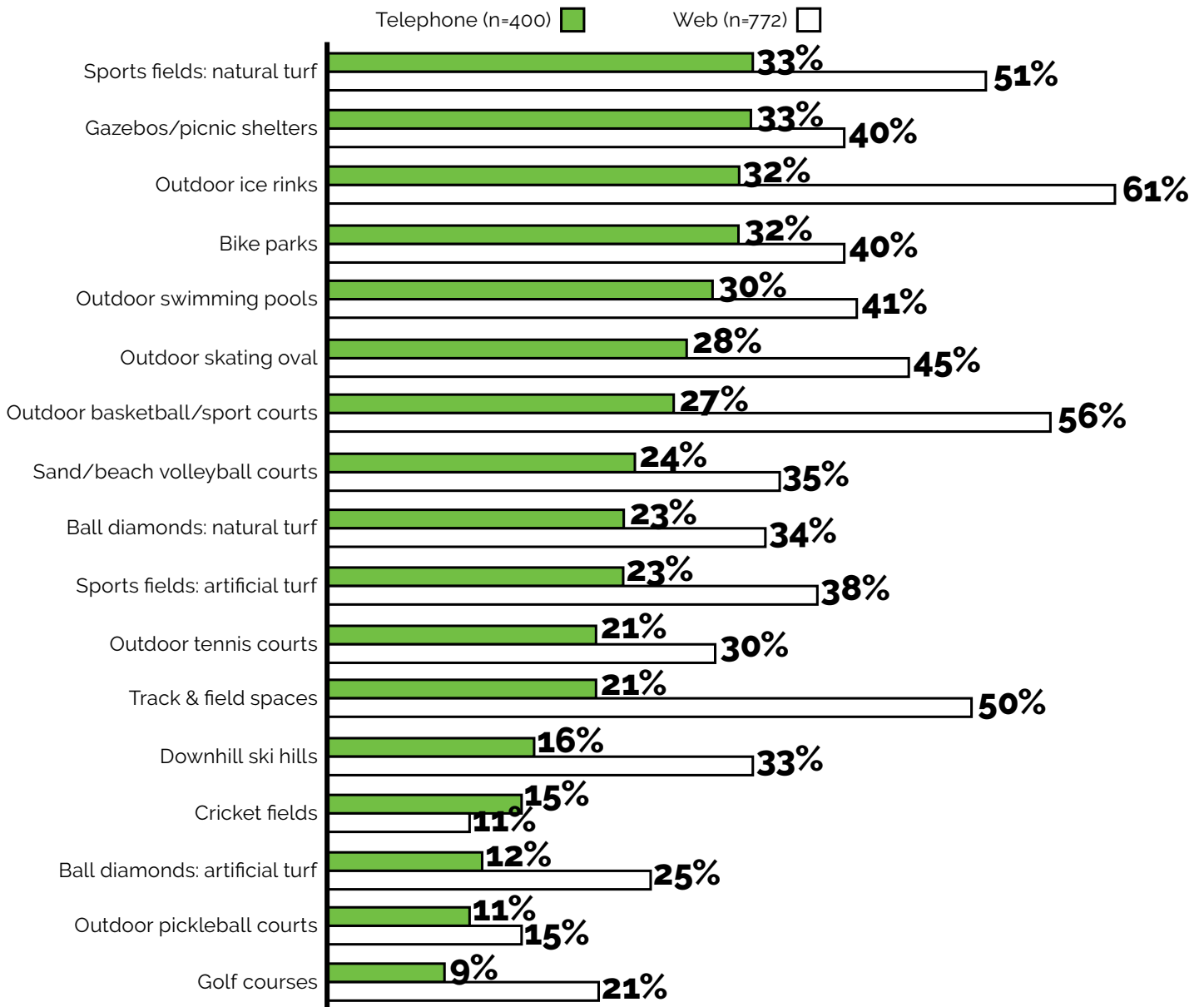
Note:

'Support from Web-based survey' includes categories "Strongly Agree" and "Somewhat Agree"; whereas 'Support from Telephone survey' only includes one category of support.

Telephone and Web Survey: Support For Developing Additional Outdoor Facilities

Survey participants responded that natural turf sport fields (33% telephone survey; 51% web survey), gazebos and picnic shelters (33% telephone; 40% web) and outdoor ice rinks (32% telephone; 61% web) were identified as the most important categories of outdoor facilities to consider when deciding to develop additional recreational facilities in Edmonton (either increasing quantities of existing facilities or introducing completely new facilities).

Support for Developing Additional OUTDOOR Facility Types



Note:

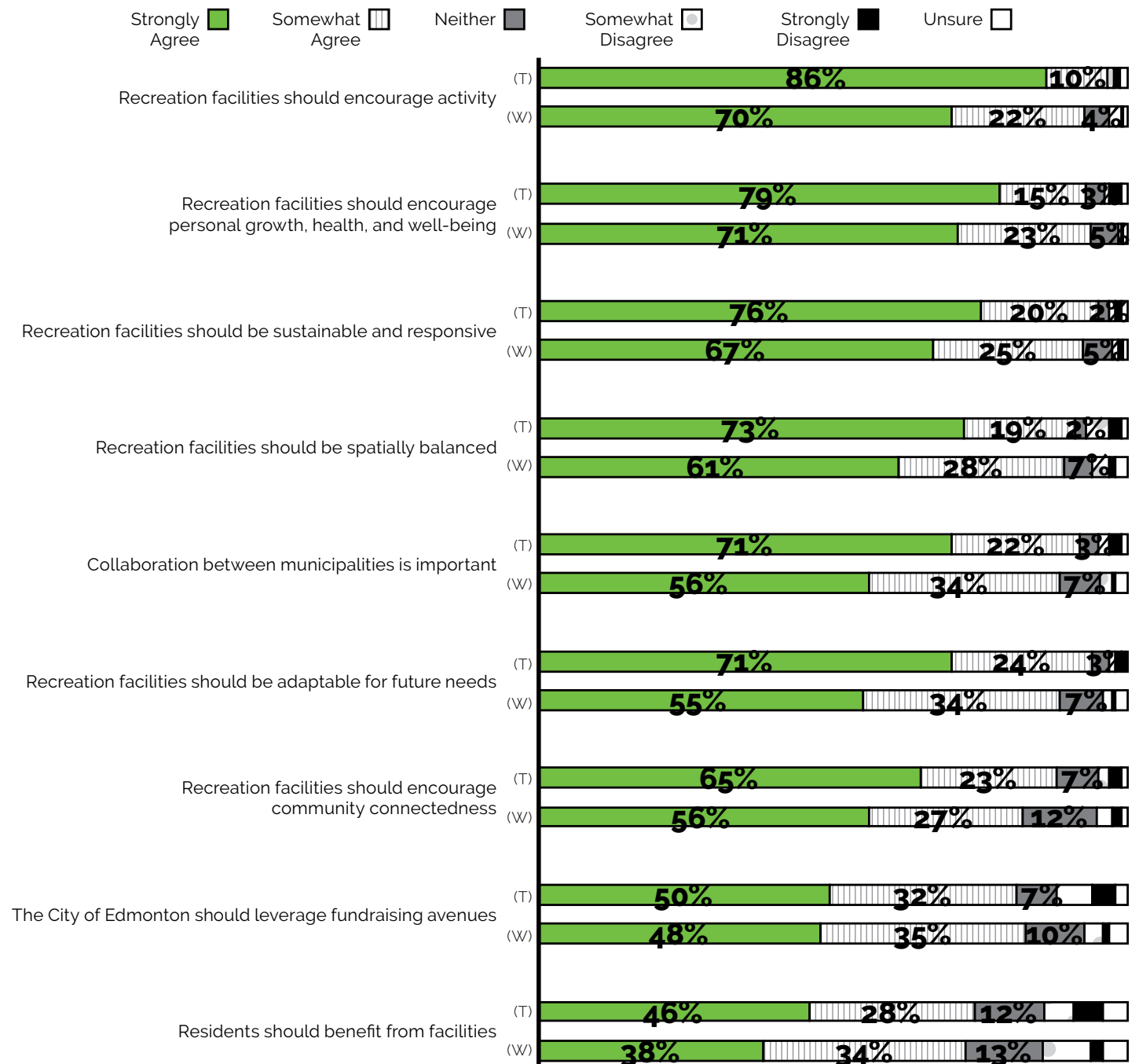
'Support from Web-based survey' includes categories "Strongly Agree" and "Somewhat Agree"; whereas 'Support from Telephone survey' only includes one category of support.

Agreement with Statements About the Development and Delivery of Recreation Facilities

Over three-quarters of respondents to the telephone survey strongly agree with the following three statements surrounding the development and delivery of recreational facilities: **'Recreation facilities should enable all people, regardless of age or ability, to be active, creative, engaged, and healthy'** (86% telephone survey; 70% web survey); **'Recreation facilities should encourage and allow participation that will enhance personal growth, health and well-being'** (79% telephone; 70% web); and **'Recreation facilities should be as physically, financially, environmentally and socially sustainable as possible and responsive to changing needs'** (76% telephone; 67% web).

Agreement with Statements About the Development and Delivery of Recreation Facilities

T=Telephone Survey (n=400); W=Web Survey (n=949)

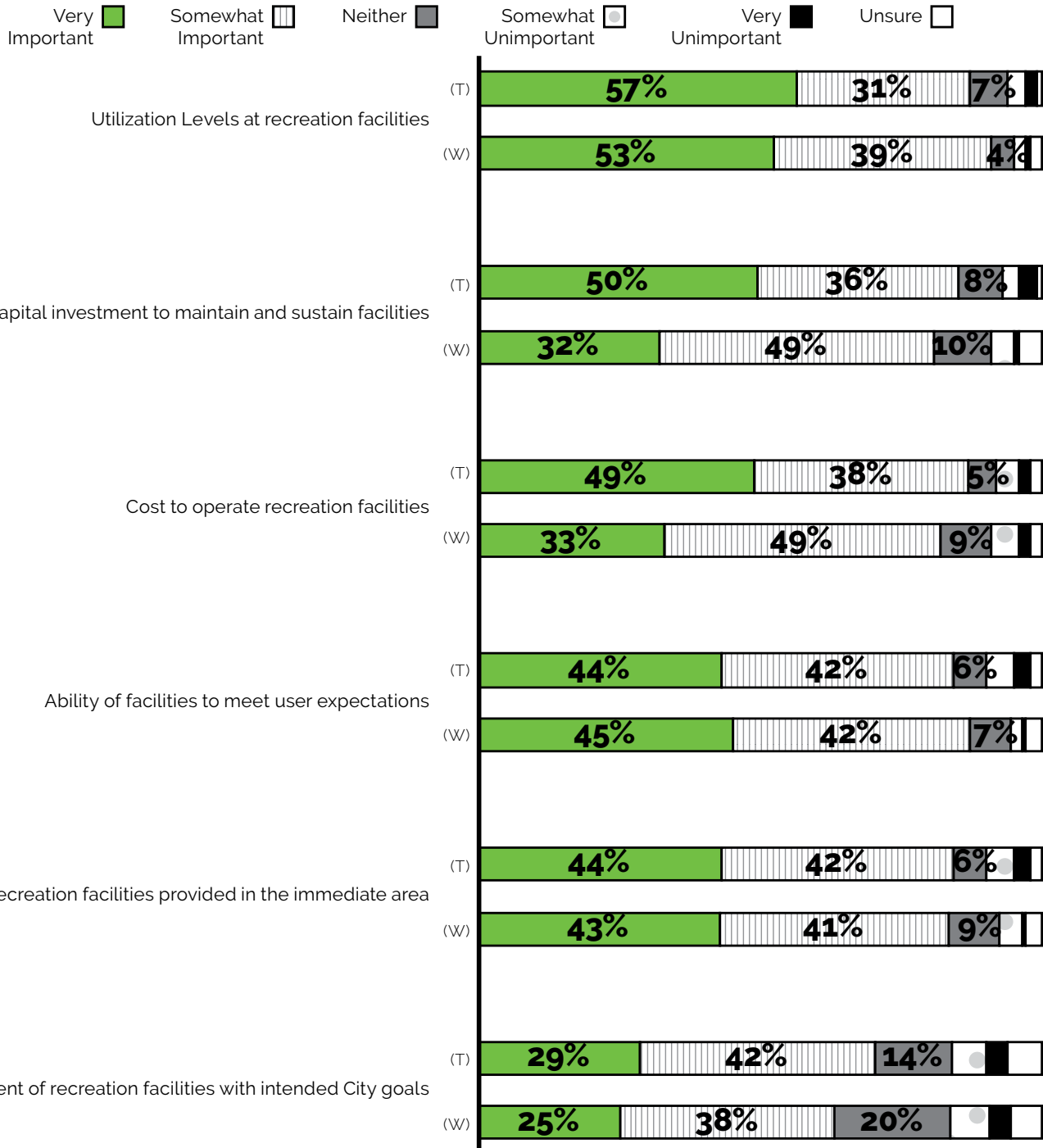


Importance of Attributes When Considering Service Reduction or Facility Closure

Survey participants responded that **'Utilization levels at recreation facilities (i.e. how much facilities are being used)'** (57% telephone survey; 53% web survey), **'Capital investment required to maintain and sustain recreation facilities'** (50% telephone; 32% web) and **'Cost to operate recreation facilities (i.e. how much does the City have to spend to operate facilities)'** (49% telephone; 33% web) were identified as very important attributes the City of Edmonton should consider when making decisions surrounding service reduction or facility closure.

Importance of Attributes When Considering Service Reduction or Facility Closure

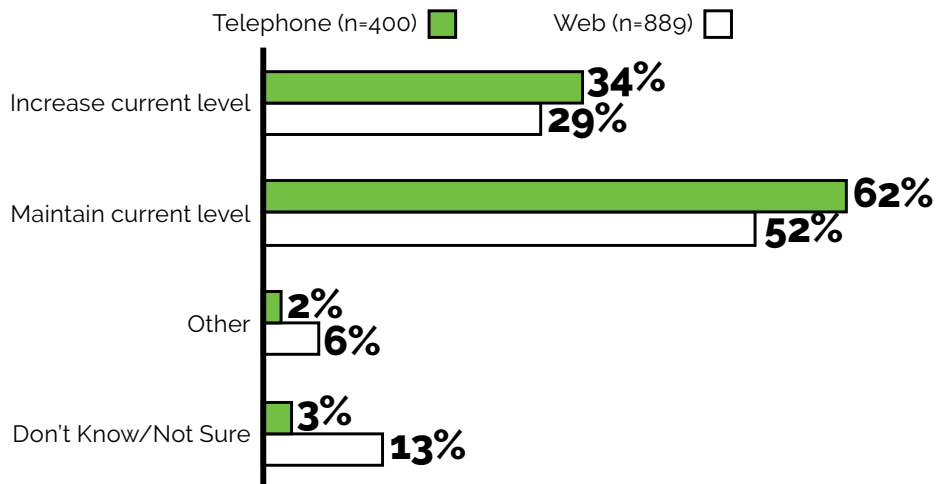
T=Telephone Survey (n=400); W=Web Survey (n=930)



Support for Taxation Levels Related to Additional Investment

The majority of respondents support maintaining current levels of taxation if additional investment is needed for recreation facilities (62% telephone survey; 51% web survey). Approximately one-third of respondents agreed with increasing levels of tax support if additional investment is needed for recreation facilities (34% telephone; 29% web).

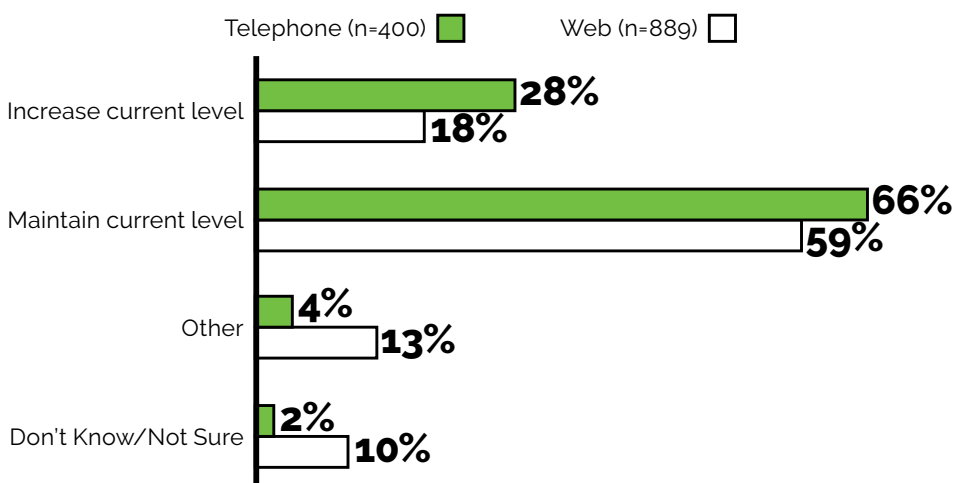
Levels of Tax Support if Additional Investment is Needed for Recreation Facilities

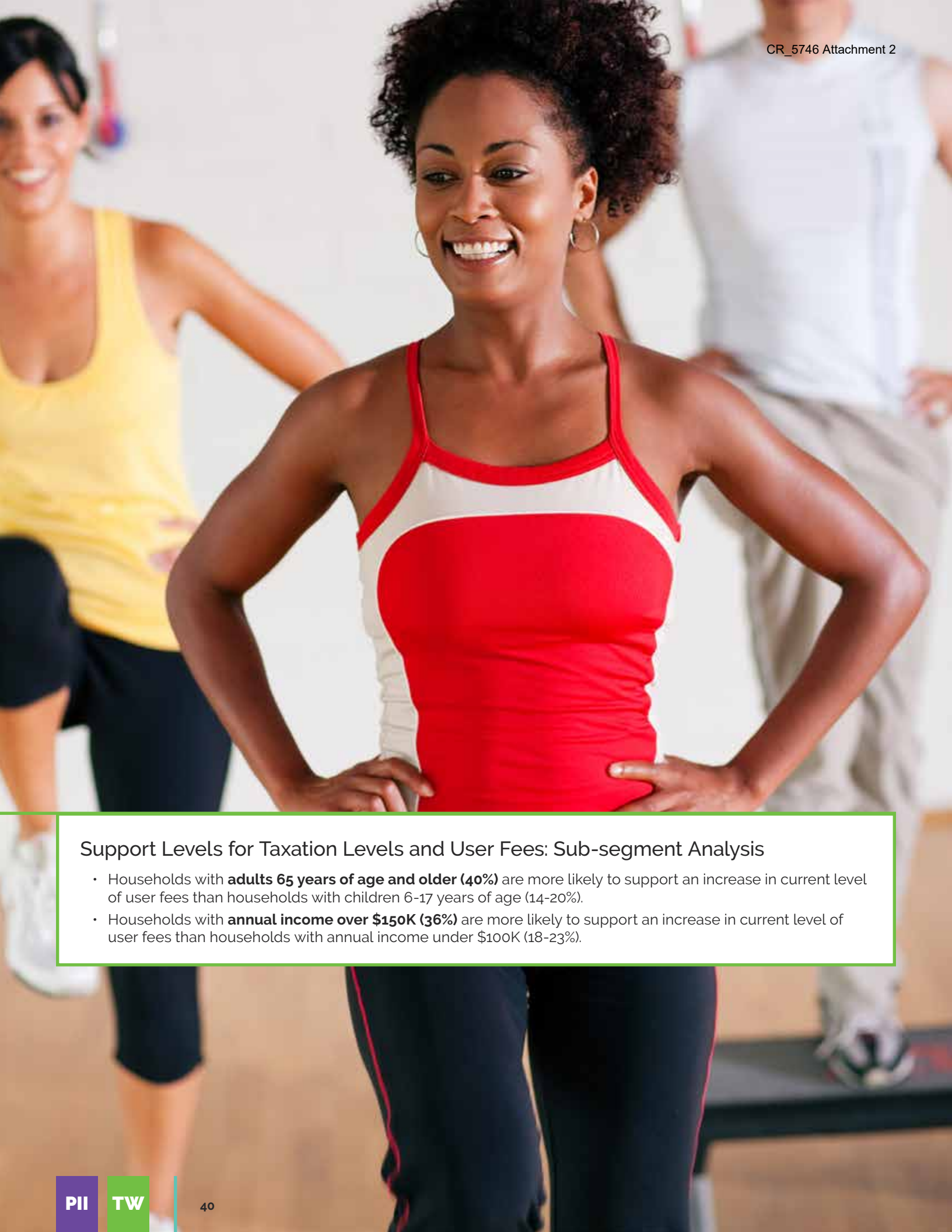


Support for User Fees Levels Related to Additional Investment

The majority of respondents support maintaining current levels of user fee support if additional investment is needed for recreation facilities (66% telephone survey; 59% web survey). Approximately one-quarter of respondents agreed with increasing levels of user fee support if additional investment is needed for recreation facilities (28% telephone; 18% web).

Levels of User Fee Support if Additional Investment is Needed for Recreation Facilities





Support Levels for Taxation Levels and User Fees: Sub-segment Analysis

- Households with **adults 65 years of age and older (40%)** are more likely to support an increase in current level of user fees than households with children 6-17 years of age (14-20%).
- Households with **annual income over \$150K (36%)** are more likely to support an increase in current level of user fees than households with annual income under \$100K (18-23%).

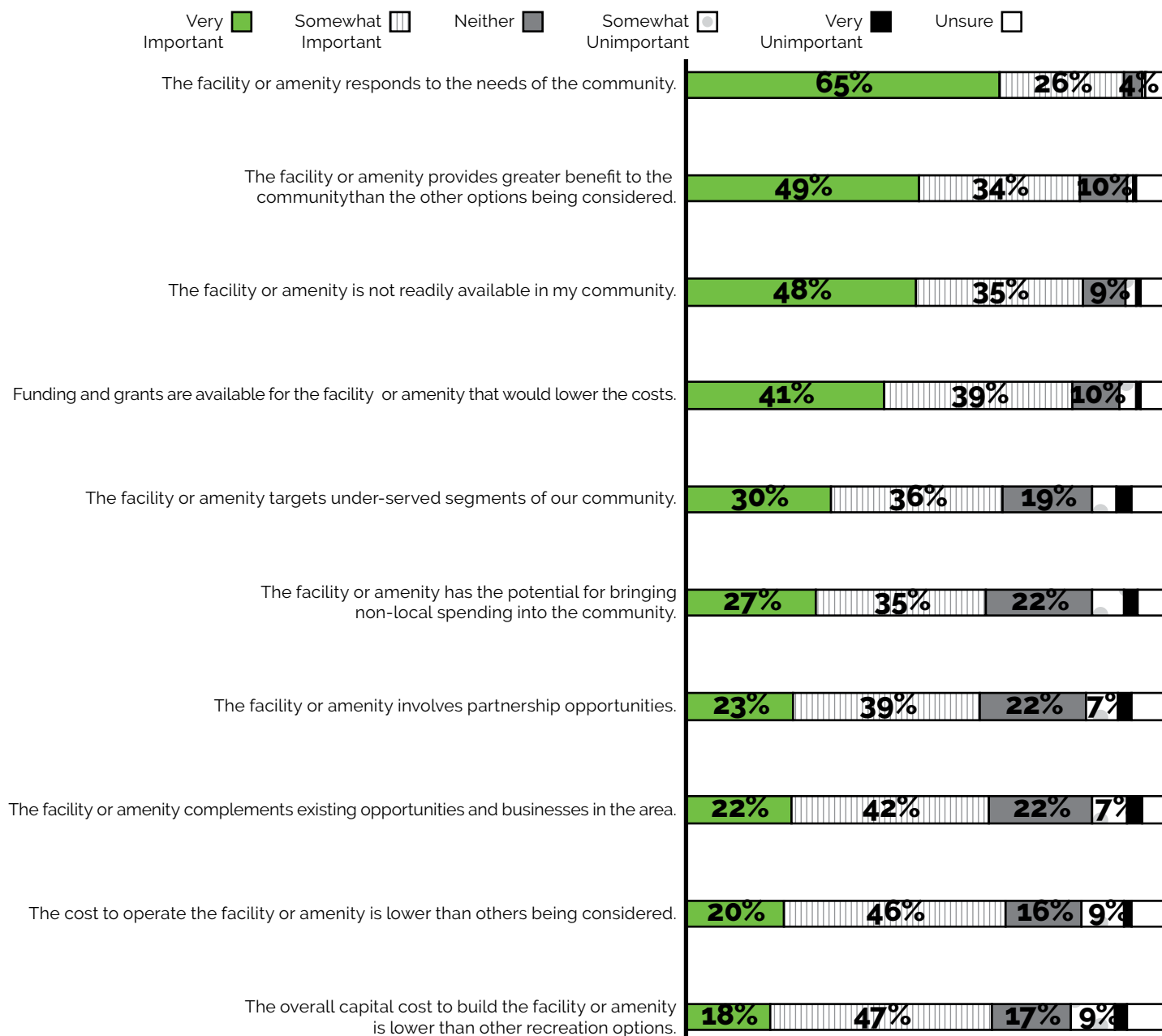
Criteria to Prioritize Multiple Recreation Facility Projects

Web survey respondents identified the following three statements as very important when considering the prioritization of various recreation facility or amenity projects:

- **The facility or amenity responds to the needs of the community** (65% web survey);
- **The facility or amenity provides greater benefit to the community than the other options being considered** (49% web); and
- **The facility or amenity is not readily available in my community** (48% web).

Criteria to Prioritize Recreation Facility Projects

n=889 respondents (web survey)



Community Group Survey 2017

A survey of community groups was conducted from June 14th through to July 14th, 2017. Over 900 organizations were emailed with an invitation to participate in the survey; 222 groups ultimately provided a response. See the Appendix for the list of named organizations participating.

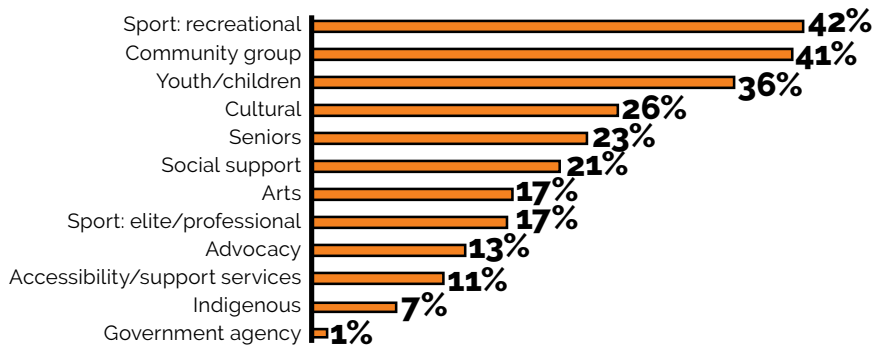
Numerous community groups representing a variety of interests completed the questionnaire to provide comment on the City of Edmonton's plans to enhance and develop additional recreational facilities and programs in Edmonton. The variety of community groups participated in the survey including: community leagues, advocate groups for people with disabilities, social agencies, provincial sport agencies, groups representing cultures and ethnicities, arts groups, Indigenous groups, seniors' organizations, heritage organizations, general recreation groups, elite athletics, private business, educational institutions, and youth organizations.

Organization Description and Demographics

The majority of community group survey respondents identified as a recreational sport (42%), community group (41%) or youth (36%) organization.

What category best describes your organization/group?

n=222 respondents

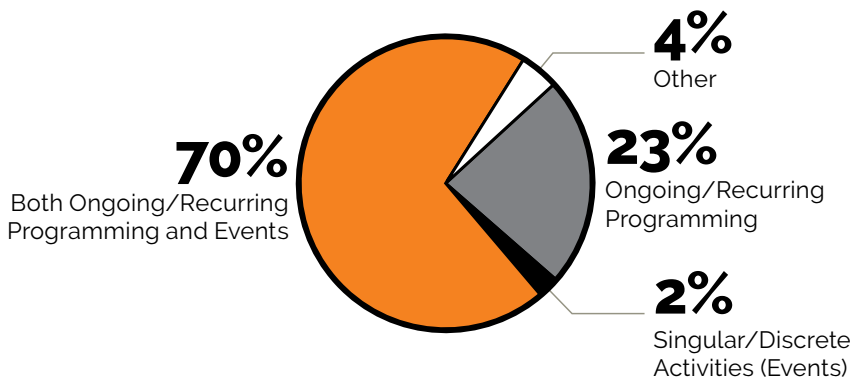


Community Group Organization Description

The majority of community group survey respondents stated that their group or organization participated in both programming and event-related activities (70%).

What best describes your organization's activities?

n=222 respondents

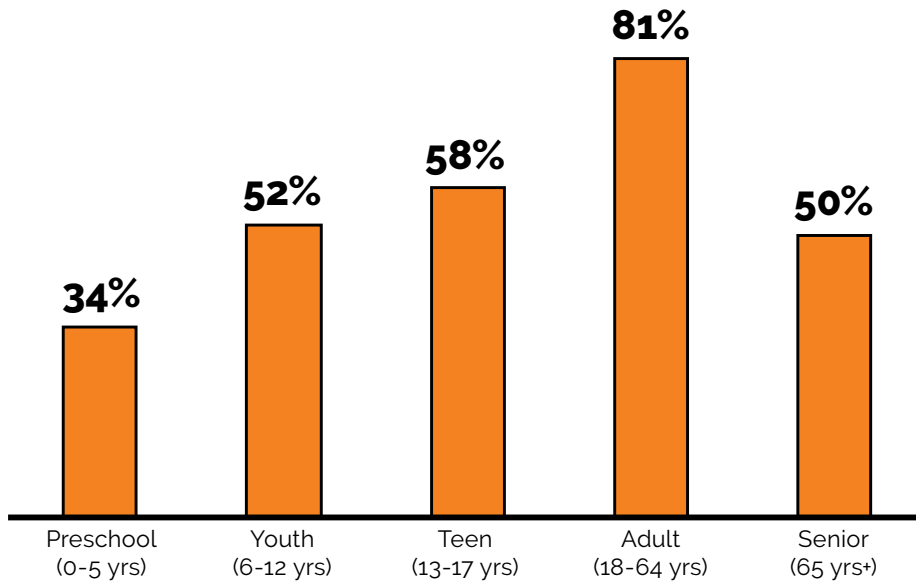


Organization Age Demographics

Approximately one-third (34%) of the respondents provide services to preschool children. Over three-quarter of respondents (81%) provide services to adults.

What age groups describes your organization's participants?

n=222 respondents

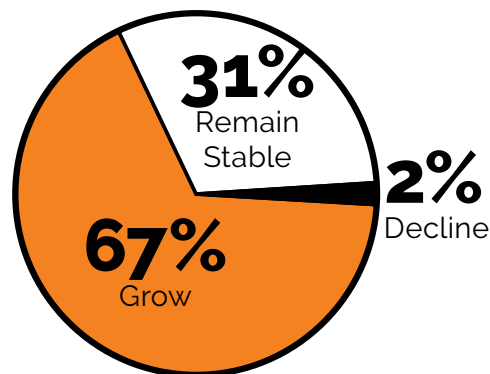


Future Organization Participation Expectations

Approximately two-thirds of community group respondents anticipate growth in participation numbers for their respective community group over the next few years (67%). Approximately one-third of community group respondents anticipated participation to remain stable in the next few years (31%).

Expectation for Participant Number over Next Few Years

n=222 respondents

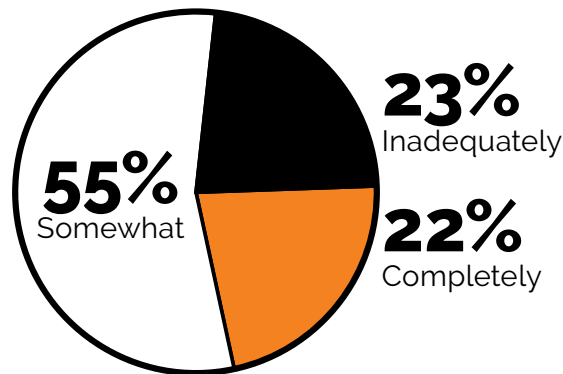


Degree to Which Recreation Facilities Meet the Needs of the Organization

Over half of community group respondents stated that the current recreational facilities in Edmonton 'somewhat' meet the needs of their organization (55%), whereas less than one-quarter of respondents respectively stated that current recreational facilities were either 'inadequate' (23%) or 'completely' (22%) meet the needs of their community group organization.

To what degree do the current recreational facilities in Edmonton meet the needs of your organization?

n=222 respondents

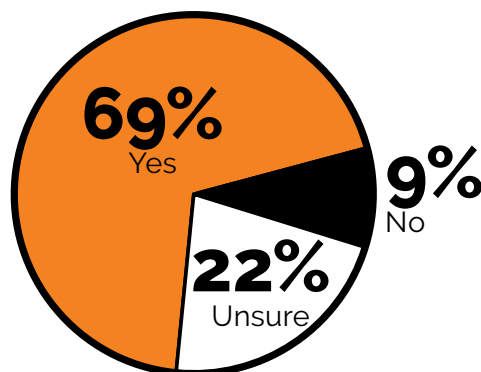


Organization Support for Upgrading Recreation Facilities

Sixty-nine percent of community group respondents agree there is a need to upgrade and/or renew existing recreational facilities in Edmonton.

Is there a need to upgrade/renew existing recreational facilities in Edmonton?

n=222 respondents

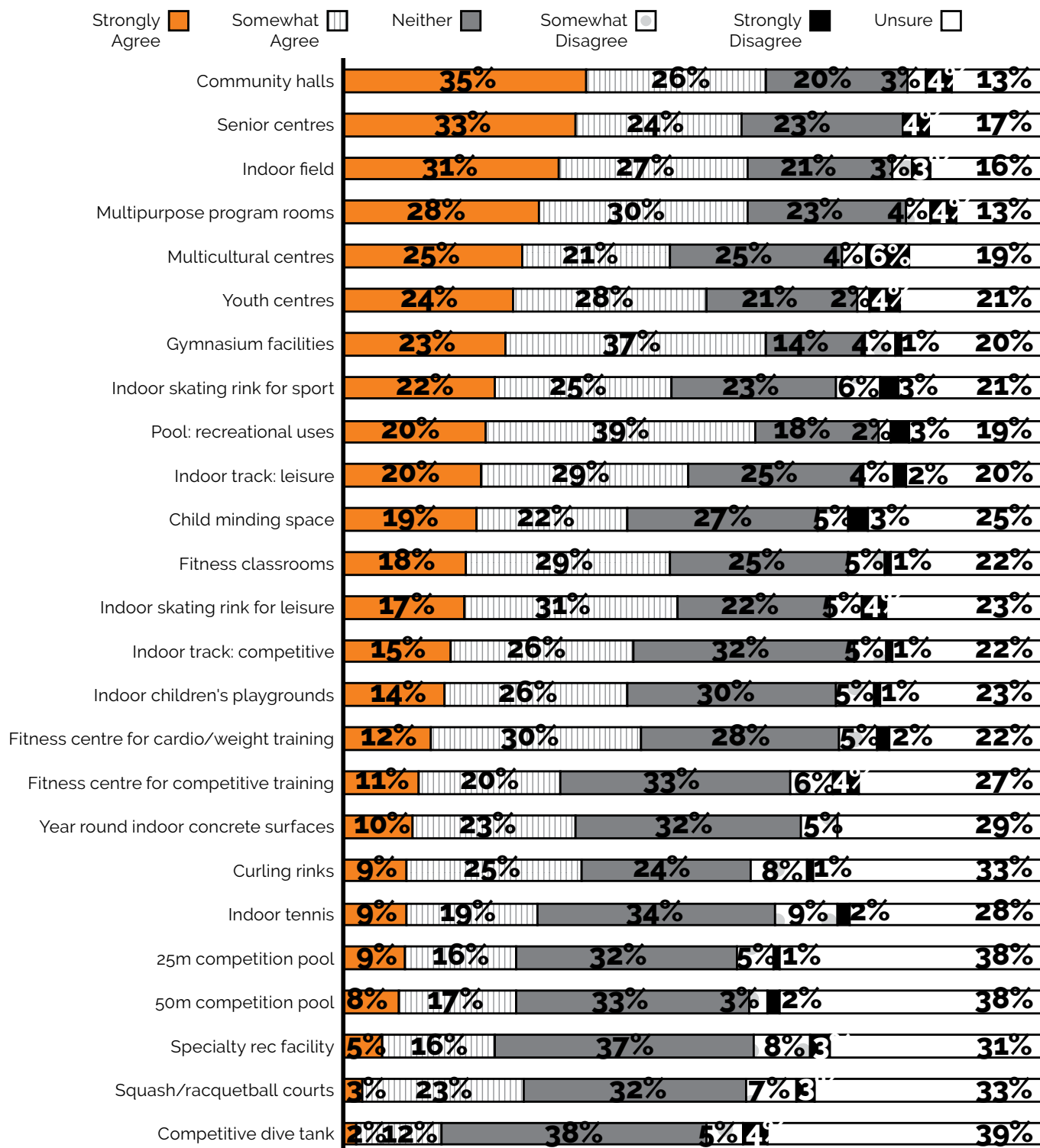


Organization Support for Enhancement of Existing Indoor Facilities

As illustrated in the graph, community halls (35% community group survey), senior centres (33%) and indoor fields (31%) are the most important indoor facilities to be enhanced or upgraded (improved, fixed or modernized) in Edmonton.

Agreement with Enhancing Existing INDOOR Facilities

n=222 respondents

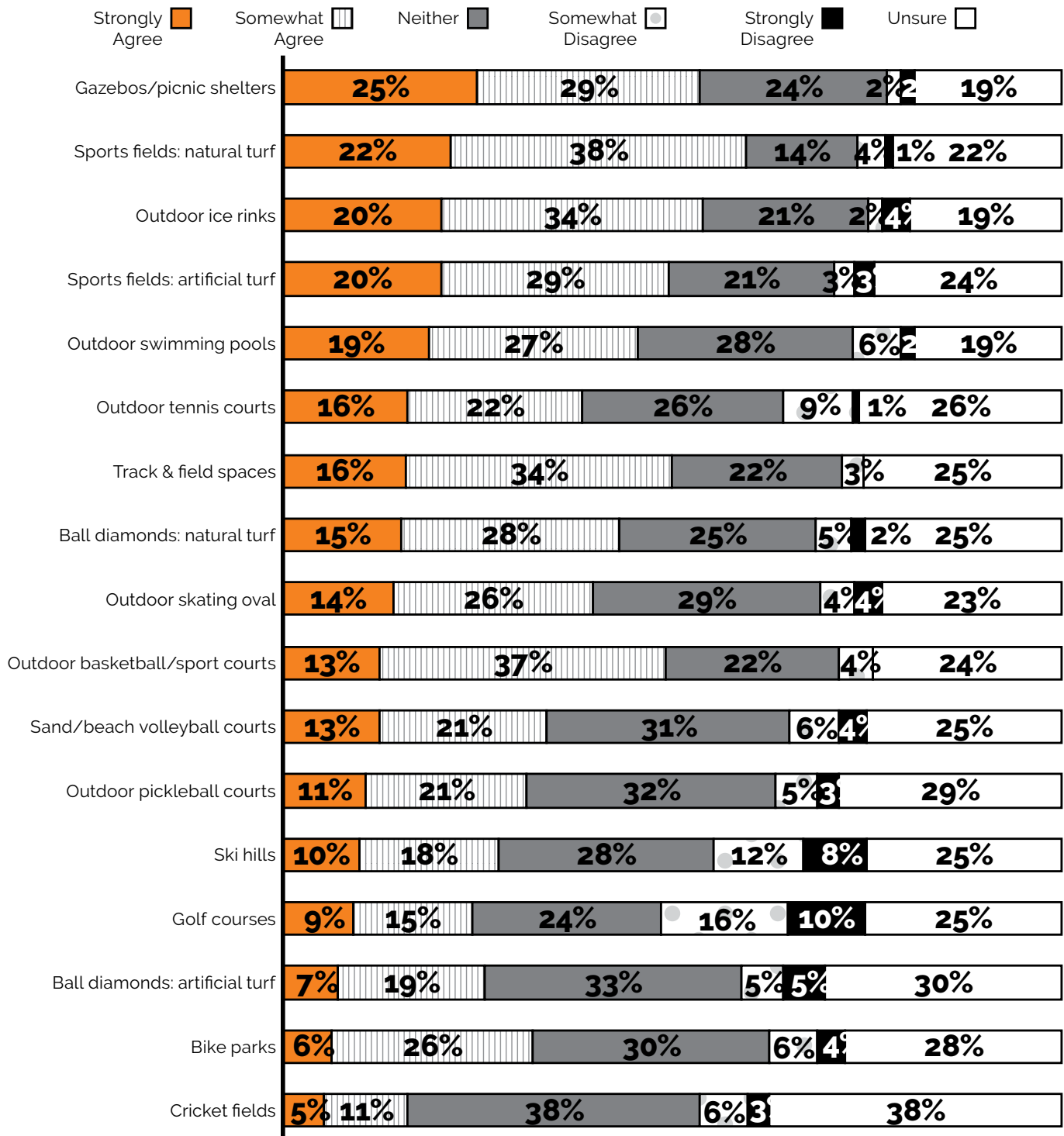


Organization Support for Enhancement of Existing Outdoor Facilities

Survey participants responded that gazebos/picnic shelters (25% community group survey), natural turf sports fields (22%) and outdoor ice rinks (20%) are the most important outdoor facilities to be enhanced or upgraded (improved, fixed or modernized) in Edmonton. See the graph for additional responses.

Agreement with Enhancing Existing OUTDOOR Facilities

n=222 respondents

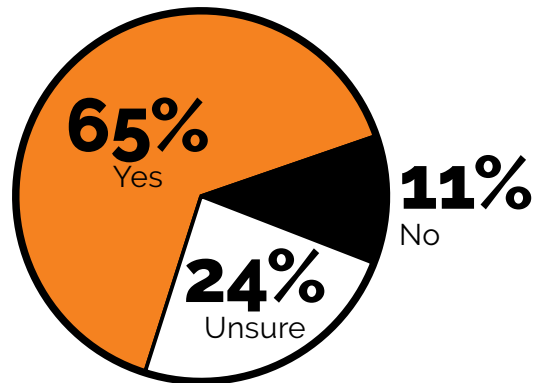


Organization Support for Developing Additional Recreation Facilities

Approximately two-thirds of community group survey respondents agree there is a need to develop additional recreational facilities in Edmonton (65%).

Is there a need to develop additional recreation facilities in Edmonton?

n=222 respondents

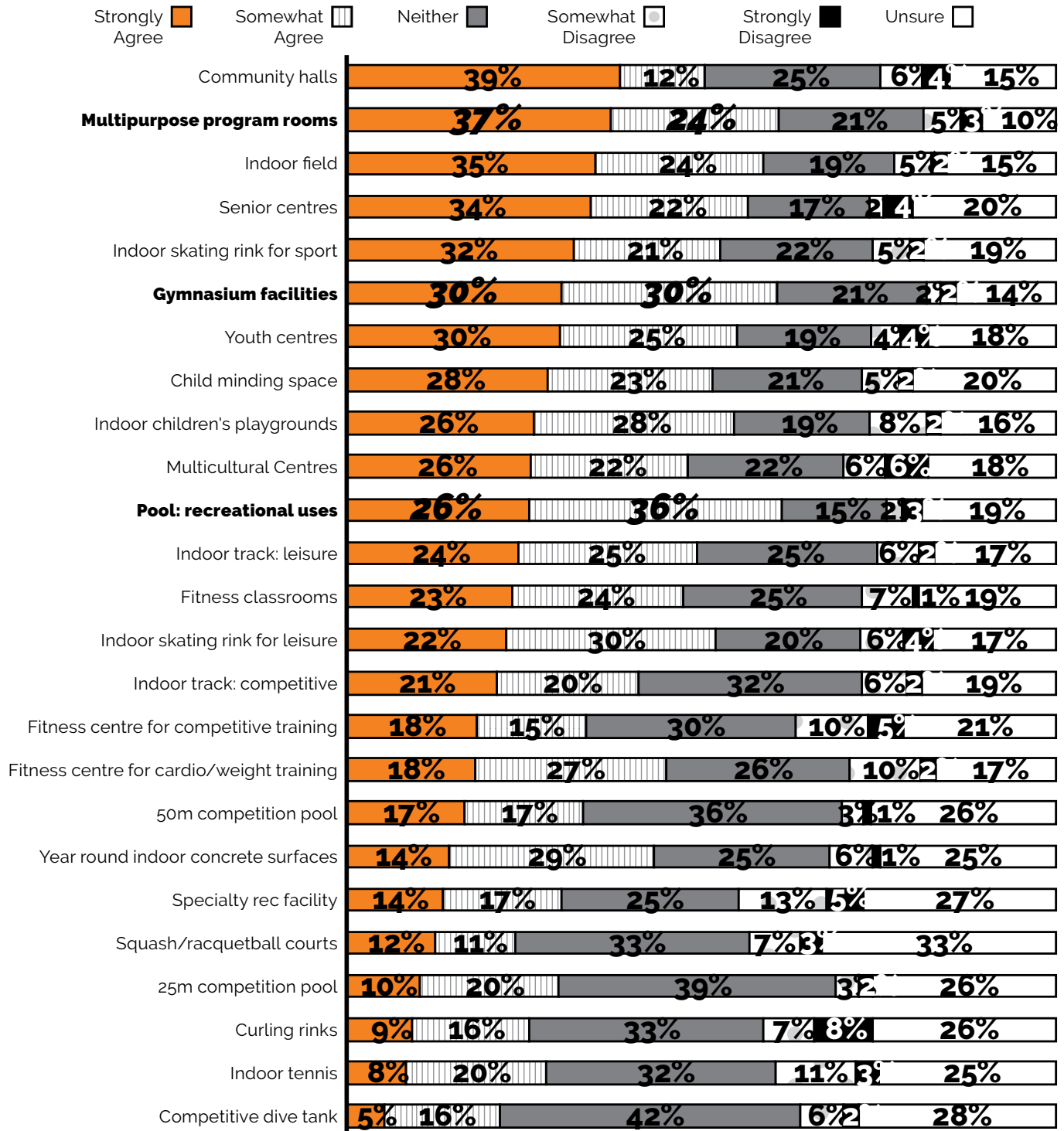


Organization Support for Developing Additional Indoor Facilities

When considering overall agreement with the development of additional indoor facilities, pools for recreational use was identified by 62% of respondent groups. Sixty-one percent of respondents identified a need for additional multipurpose program rooms and gymnasiums (60%). See the accompanying graph for additional details.

Agreement with Development Additional INDOOR Facilities

n=222 respondents

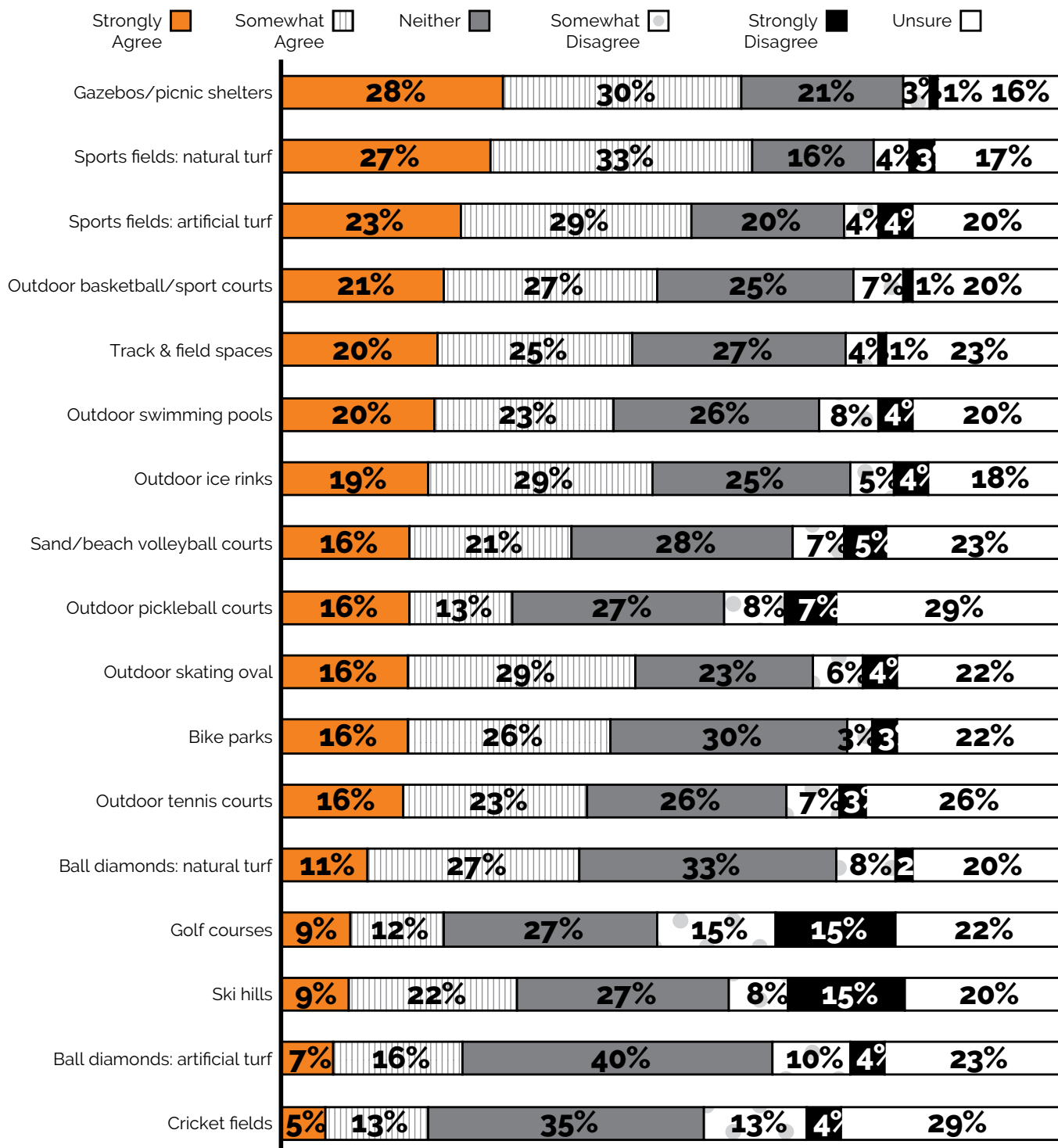


Organization Support for Developing Additional Outdoor Facilities

Survey participants identified gazebos and picnic shelters (58% agreed), natural turf sport fields (60%) and artificial turf sport fields (52%) are the most important outdoor facilities to consider when deciding to develop additional recreational facilities in Edmonton (either increasing quantities of existing facilities or introducing completely new facilities). See below.

Agreement with Development Additional OUTDOOR Facilities

n=222 respondents



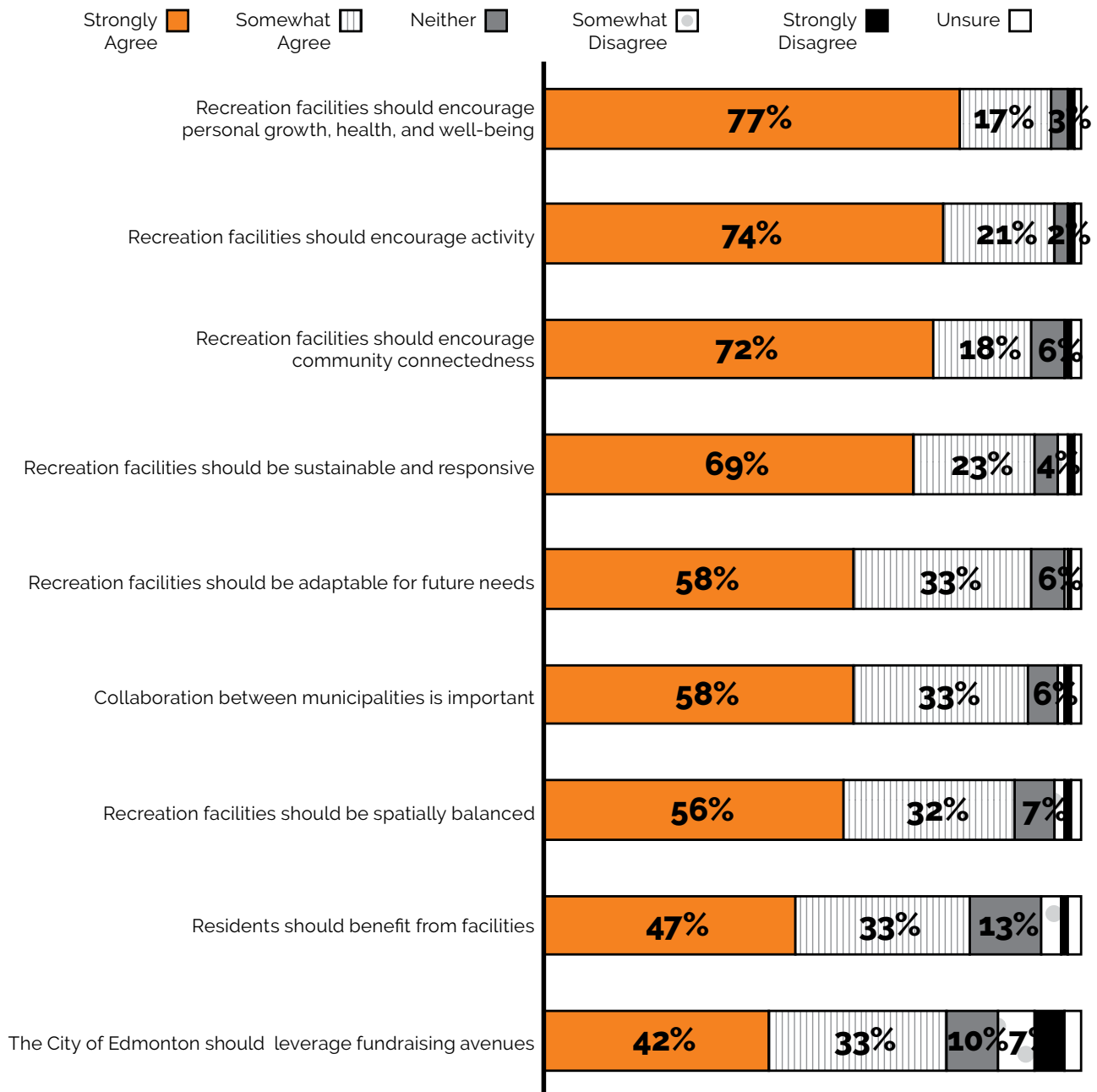
Considerations Regarding the Provision of Recreation Facilities

Survey participants responded in strong agreement in particular for the following three statements surrounding the development and delivery of recreational facilities:

- **Recreation facilities should encourage and allow participation that will enhance personal growth, health and well-being** (77% strongly agree);
- **Recreation facilities should encourage activity** (74%); and
- **Recreation facilities should foster a sense of community connectedness, identity, spirit, pride, and culture** (72%).

Agreement with Statements About Provision of Recreation Facilities

n=222 respondents



Descriptions of the Statements Related to Provision of Recreation Facilities

The statements in the previous graph were shortened to aid in the visual interpretation of the graph. Below are the full statements surrounding the development and delivery of recreational facilities presented to survey respondents in the questionnaire:

Recreation facilities should encourage personal growth, health, and well-being: Recreation facilities should encourage and allow participation that will enhance personal growth, health and well-being.

Recreation facilities should encourage activity: Recreation facilities should enable all people, regardless of age or ability, to be active, creative, engaged, and healthy.

Recreation facilities should encourage community connectedness: Recreation facilities should foster a sense of community connectedness, identity, spirit, pride, and culture.

Recreation facilities should be sustainable and responsive: Recreation facilities should be as physically, financially, environmentally and socially sustainable as possible and responsive to changing needs.

Recreation facilities should be adaptable for future needs: Recreation facilities should be adaptable so they can be repurposed over time to respond to demand.

Collaboration between municipalities is important: The municipalities in the Edmonton region should work together to provide recreation facilities for residents.

Recreation facilities should be spatially balanced: Recreation facilities should be balanced across the city.

Residents should benefit from facilities: All residents should benefit from recreation facilities even if they do not use them themselves.

The City of Edmonton should leverage fundraising avenues: The City of Edmonton should leverage sponsorships, donations, and other forms of fundraising to fund recreation facilities operations and renewals.

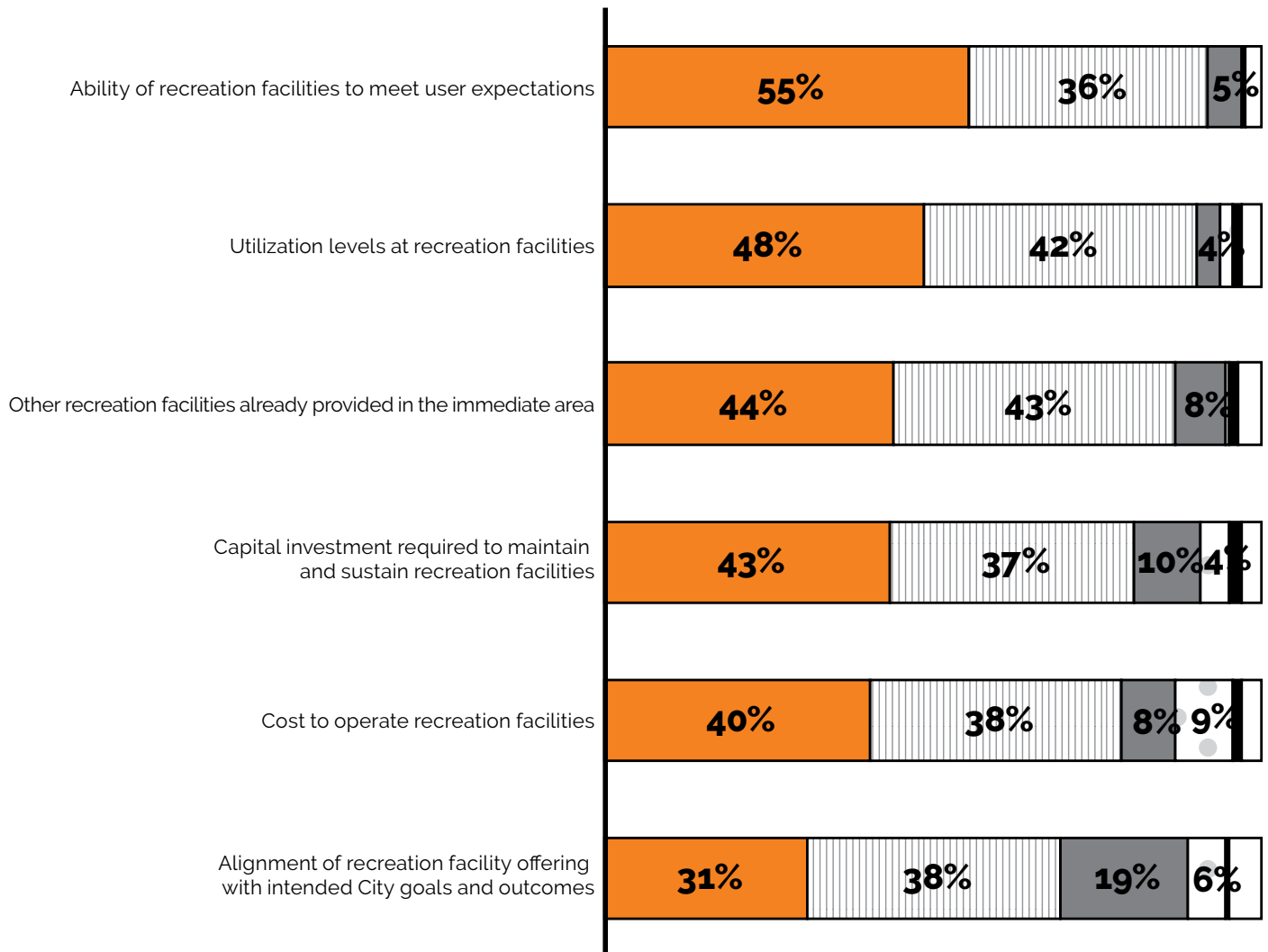
Attributes When Considering Service Reduction or Facility Closure

Survey participants responded that **'Ability of recreation facilities to meet user expectations'** (55% community group survey), **'Utilization levels at recreation facilities (i.e. how much facilities are being used)'** (48%) and **'Other recreation facilities already provided in the immediate area'** (44%) were identified as very important attributes the City of Edmonton should consider when making decisions surrounding service reduction or facility closure.

Importance of Criteria when Considering a Reduction of Service Levels

n=222 respondents

Very Important (Orange), Somewhat Important (Vertical Lines), Neither (Dark Grey), Somewhat Unimportant (Light Grey), Very Unimportant (Black), Unsure (White)



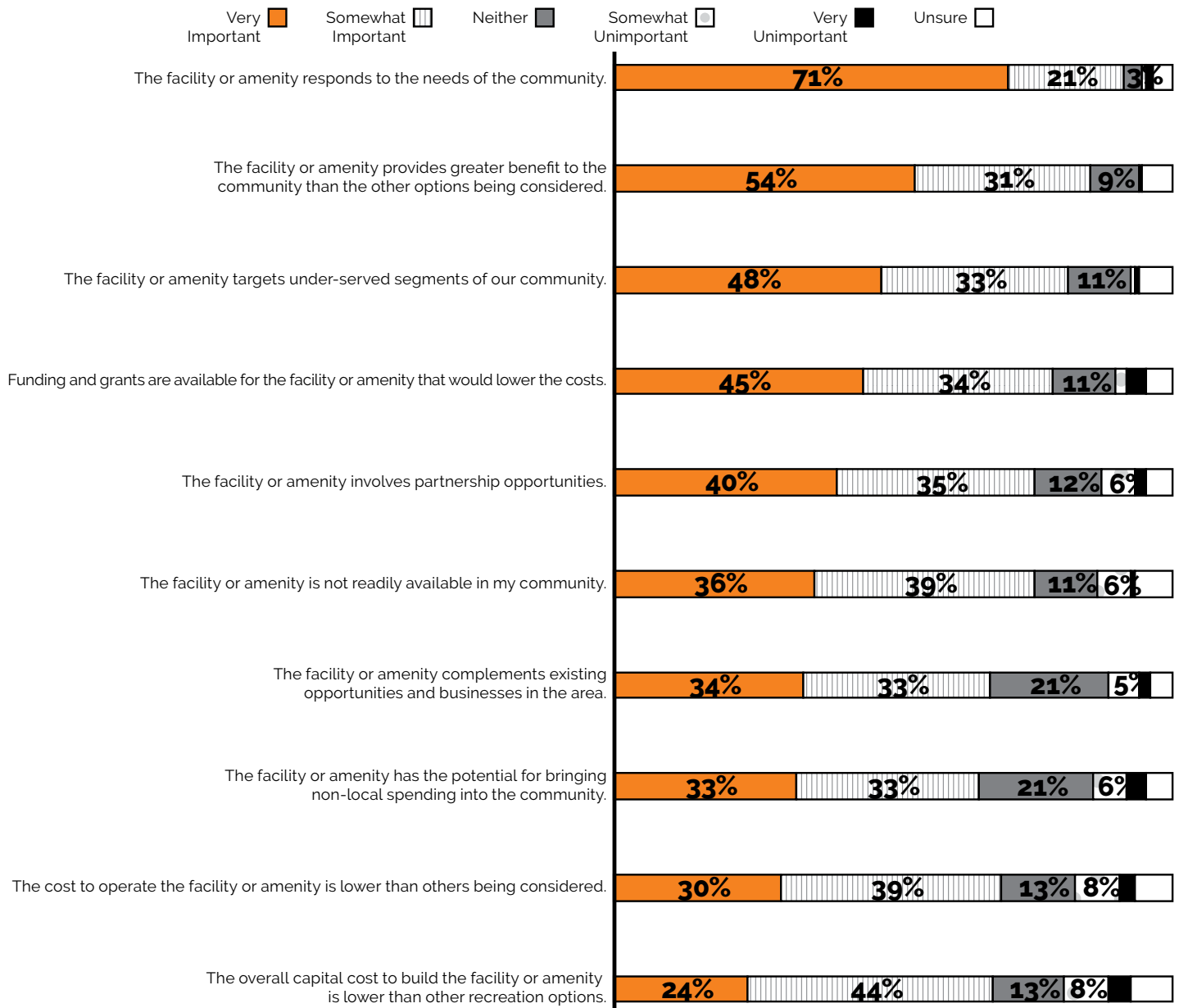
Criteria to Prioritize Multiple Recreation Facility Projects

When prioritizing recreation facility projects, respondents identified the following criteria as being the most important:

- It responds to the needs of the community (71% very important); and
- It provides greater community benefit than other choices (54% very important).

Importance of Criteria When Prioritizing Recreation Facility Projects

n=222 respondents

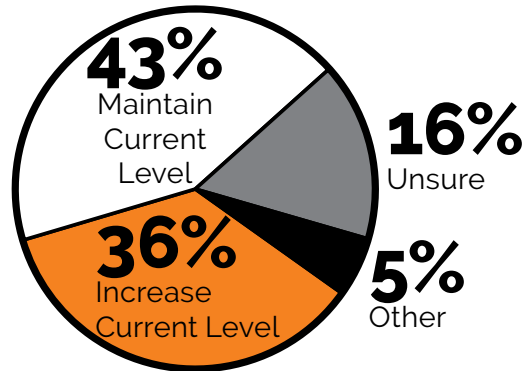


Support Levels for Taxation Levels

Less than half (43%) support maintaining current levels of taxation if additional investment is needed for recreation facilities. Approximately one-third (36%) of respondents agreed that an increase in the current level of tax support is the preferred means of support if additional recreational investment is needed.

Preferred Option for Tax Support Should Additional Investment be Required

n=222 respondents

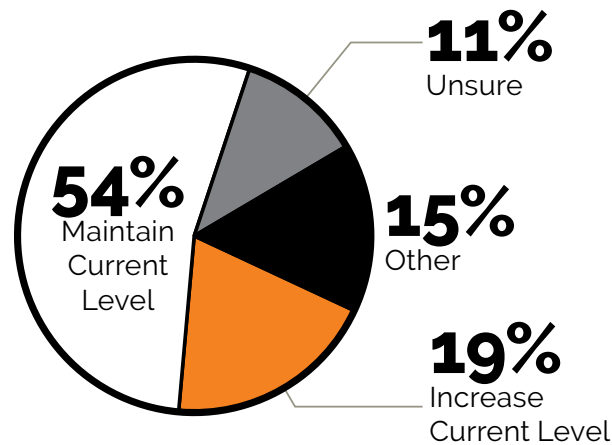


Support Levels for User Fees

Approximately half (54%) of respondents support maintaining current levels of user fee support if additional investment is needed for recreation facilities. Approximately one-fifth (19%) of respondents agreed with increasing levels of user fee support if additional investment is needed for recreation facilities.

Preferred Option for User Fees Should Additional Investment be Required

n=222 respondents

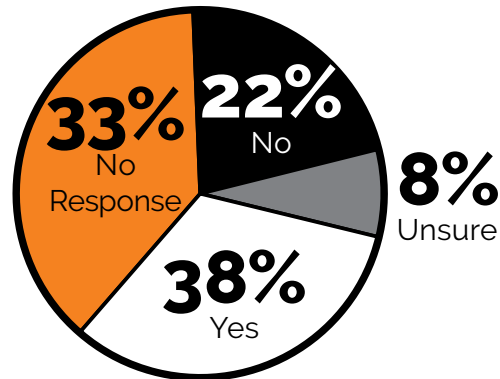


Partnership with the City of Edmonton

Thirty-eight percent (38%) of community group respondents said they have a partnership with the City of Edmonton.

Do you currently have a partnership with the City of Edmonton?

n=222 respondents

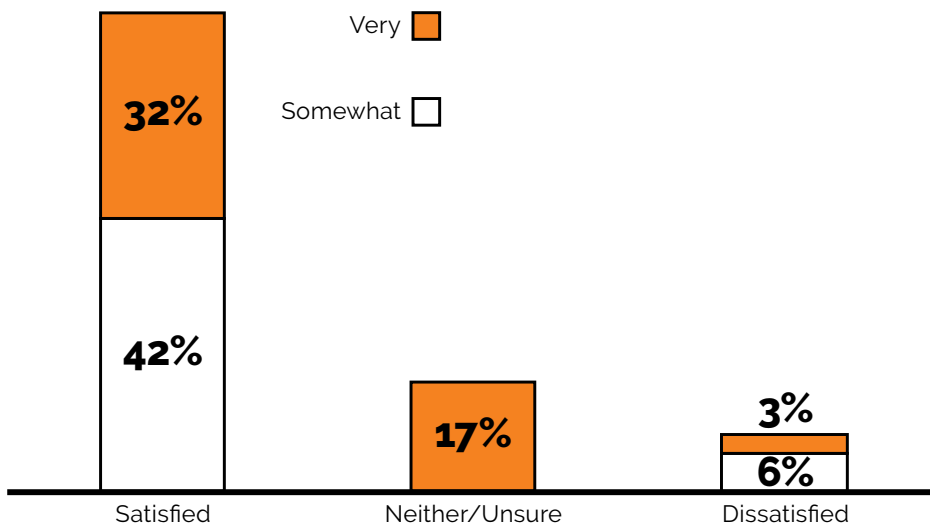


Satisfaction with the City of Edmonton Relationship

Approximately three-quarters (74%) of community group respondents who have a partnership with the City of Edmonton are either 'very' or 'somewhat' satisfied with their relationship with the City of Edmonton.

Satisfaction with Your Relationship with the City of Edmonton

n=222 respondents



Stakeholder Engagement: Summer 2017

Over the summer of 2017 meetings were conducted with several groups of stakeholders, including sport and recreation groups and partner organizations. The goal of this consultation process was to provide a more in-depth consultation opportunity for Edmonton stakeholder groups and community organizations. Invitations were sent to a large list of stakeholders throughout the city and seventeen organizations participated in a discussion or meeting. See the Appendix for the list of participating organizations. A number of themes emerged from the discussions.

A focus on local accessibility and inclusion.

Stakeholders emphasized a need for recreation facilities to be geographically balanced throughout the city so that all neighbourhoods and families can engage and participate in recreational opportunities. More specifically many stated the focus should be on developing "community hubs" and fairly assessing transportation concerns, accessibility and inclusion concerns throughout the city. A specific response addressed the challenge of urban sprawl in Edmonton and how recreation facilities "tend to be an afterthought" which results in large holes in accessibility throughout the city.

A balance of facilities available.

Some respondents cited that large indoor facilities are not always the most effective method of increasing participation in recreational opportunities. They suggested that some families cannot afford the fees associated with large recreation facilities and that a very reasonable alternative is to create more outdoor recreation opportunities. An example of implementing this strategy would be to increase development of school playgrounds, public parks and outdoor sports fields. In general, stakeholders supported a balance of indoor facilities to increase winter participation (e.g. developing indoor skateparks) and outdoor opportunities to increase inclusivity (e.g. expanding urban greenspace throughout the city).

Rethinking the needs of different age demographics.

Several participants suggested a need for increased support for senior centre improvements and new developments throughout the city. According to stakeholders, there are issues surrounding social planning for senior homes and programming across the city. In particular one respondent highlighted the need for "senior specific spaces" with the goal of encouraging proactive aging. They suggested this objective could be facilitated through flex-spaces with increased senior programming.

Emphasis on multi-use facilities.

Many stakeholders in the meetings suggested that the most ideal facilities are ones that support a broad range of activities and programming. One participant stated that the "[Saville Centre] is a good example of a facility that runs a bunch of different programs" and facilities like this should set the example for future facility development projects.

Increasing the role of partnerships.

All of the groups emphasized the importance of partnerships in the delivery of recreation and sports programming. Many respondents highlighted the abundance of non-profit groups and recreation organizations willing to contribute to the operations and management of different facilities throughout the city. Many suggested that increasing partnerships between the City and local organizations would have a positive impact on the suitability of recreation programming and overall operations of the facilities themselves.



Children's Engagement 2017

What I Think Is Important

The children participating in this engagement activity were presented with a list of statements about recreation facilities. In an appropriate manner they were asked to indicate a level of importance. Respondents placed the most importance on the statements "They make my life more fun" and "I can be with my neighbours and friendly and make new friends there". This result may indicate the recreation centres are seen by children as an entertainment location as well as a community hub.

The statement with the least agreement was "There is a recreation place or space in my neighbourhood". This might indicate that children are only considering large recreation centres and not taking into account local parks, community areas or school yards as recreation places or spaces. Alternately, children may also be using an alternate definition of the term 'neighbourhood'. As children are often limited in their transit methods to walking or biking, the area that they term their neighbourhood may be constrained by these transportation methods.

Drawing

These responses provided an opportunity for children to express their favourite activities currently and then project 20 years into the future. Over all age ranges, the majority of children expressed themes of play over either community or family. This was consistent in both current themes as well as future preferred activities. Also consistent was the prevalence of the theme of community in future projections over current state. There may be many explanations for this result as children might have the view that adults have an obligation to community that they as children currently do not experience. Also of note was the theme of family which, across all age ranges consistently displayed the lowest proportion of responses. Children may not view that families are an important component of their preferred activities or alternatively, family may be so integral to the child's sense of identity that this theme was simply overlooked.



07

Conclusions

Conclusions

The findings of the Phase I and Phase II engagement activities are extensive and important to consider when planning for community and recreation facilities. The information presented herein represent the overall conclusions from both phases of engagement. The statements noted reflect overall takeaways from all the findings. When examining the findings there may be notable differences between the different phases and even the different data collection mechanisms. Regardless, overall conclusions are still made. There is not a straight line formulaic means to determine these overall conclusions; there is, however, some guiding principles that have been employed. Phase II findings are considered paramount to those from Phase I. As such the more recent findings take precedence in the analysis. The findings from the public/resident survey are considered more heavily than the findings from the other mechanisms utilized as well. Finally, for discrepancies between the telephone and web survey in Phase II, greater emphasis is placed on the telephone survey which is considered representative of city residents. The conclusions presented below address the major issues—not all lines of questioning are included.

Barriers to Participation

The most common barriers to participation in recreation programs and activities at facilities in Edmonton are: cost, transportation, location, health.



Cost



Transportation



Location



Health



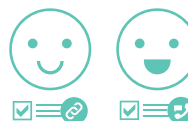
Motivation

Satisfaction Ratings

There are relatively high levels of satisfaction with City recreational facilities. Affordability received the lowest level of satisfaction.



Affordability



General Satisfaction



Safety

Investment in Indoor Recreation Facilities

There is a need to upgrade and develop additional INDOOR recreation facilities. Priorities were determined for both an enhancement to existing facilities and the development of additional or new facilities. These priorities are noted in the lists below.

Indoor ENHANCED/UPGRADED	Indoor NEW/ADDITIONAL
 1. Seniors Centres	 1. Youth Centres
 2. Youth Centres	 2. Child Minding Spaces
 3. Swimming Pools for Recreation	 3. Seniors Centres
 4. Community Halls	 3. Swimming Pools for Recreation
 5. Child Minding Spaces	 5. Indoor Children's Playgrounds
 6. Indoor Children's Playgrounds	 6. Indoor Skating Rinks for Sport
 7. Indoor Skating Rinks for Leisure	 7. Indoor Skating Rinks for Leisure
 8. Indoor Skating Rinks for Sport	 8. Community Halls
 9. Multipurpose program rooms	 9. Multipurpose program rooms
 10. Multicultural Centres	 10. Indoor Fields



Investment in Outdoor Recreation Facilities

There is a need to upgrade and develop additional OUTDOOR recreation facilities. Priorities were determined for both an enhancement to existing facilities and the development of additional or new facilities. These priorities are noted in the lists below.

Outdoor ENHANCED/UPGRADED	Outdoor NEW/ADDITIONAL
 1. Ice Rinks	 1. Sports Fields: Natural Turf
 2. Sports Fields: Natural Turf	 2. Gazebos/Picnic Shelters
 3. Basketball/Sport Courts	 3. Ice Rinks
 4. Swimming Pools	 4. Bike Parks
 5. Gazebos/Picnic Shelters	 5. Swimming Pools
 6. Bike Parks	 6. Skating Ovals
 7. Skating Ovals	 7. Basketball/Sport Courts
 8. Tennis Courts	 8. Sand/Beach Volleyball Courts
 9. Ball Diamonds: Natural Turf	 9. Ball Diamonds: Natural Turf
 10. Track and Field spaces	 10. Sports Fields: Artificial Turf

Community and Recreation Facility Inventory Management

- The most important criteria when considering a reduction in service levels or community and recreation facility close includes:
 - » Utilization levels at recreation facilities
 - » Capital investment to maintain and sustain facilities
 - » Cost to operate facilities

Willingness to Pay to Support Community and Recreation Facilities

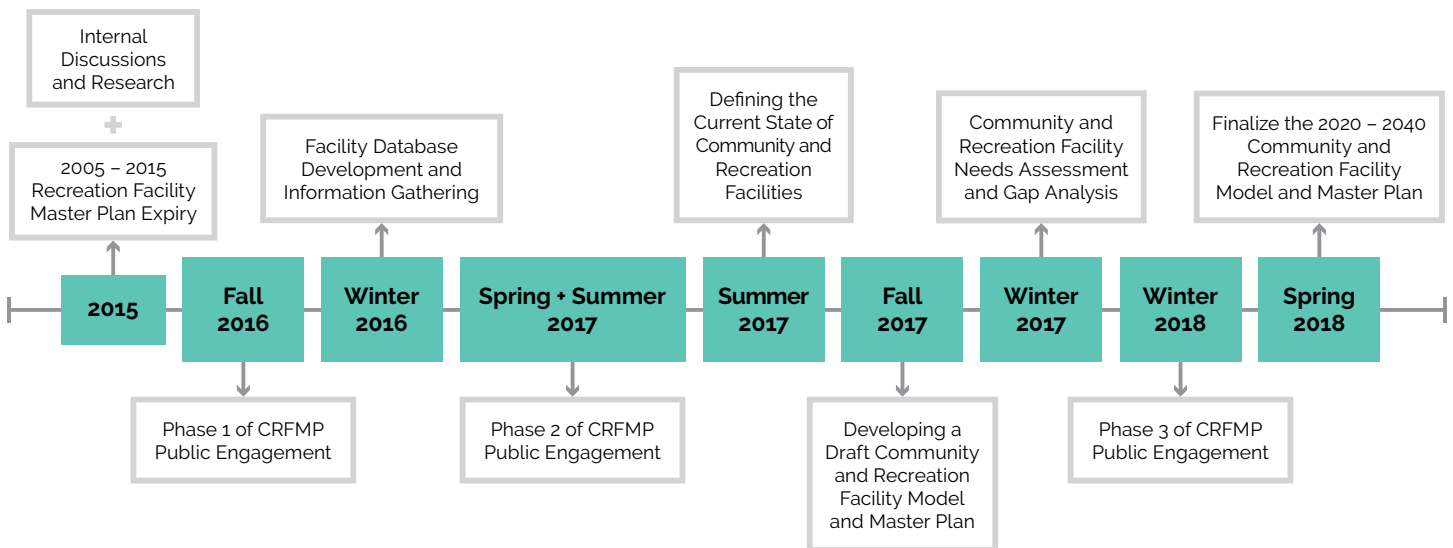
- The majority support the maintenance of current levels of tax support should additional investment be required for the City's recreation facilities
- The majority support the maintenance of current user fees should additional investment be required for the City's recreational facilities



08

Next Steps

The information presented herein will be used in the development of draft 2020-2040 Community and Recreation Master Plan which will be finalized in early 2018 after public and stakeholder review. The accompanying graphic outlines the timing associated with previous and future milestones associated with the Plan.



Appendices

A: List of Participating Organizations and Stakeholders

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A

List of Participating Organizations and Stakeholders

Stakeholder Engagement: Summer 2017 Participants

1. University of Alberta—Faculty of Physical Education and Recreation
2. Edmonton Speed Skating Association
3. St Albert Soccer Association
4. Edmonton Seniors Slo-Pitch
5. Northwest Edmonton Seniors Society
6. Recreation and Physical Activity Division, Alberta Culture and Tourism (written submission)
7. Athletics, Concordia University
8. Edmonton Skatepark Association
9. North Edmonton Seniors Association
10. Edmonton Foundation of Community Leagues
11. Edmonton Soccer Facilities
12. Boys and Girls Club
13. Athletics, Kings University
14. Francophone Education Region No. 2: Conseil Scolaire Centre Nord
15. Snow Valley
16. SAGE—Seniors Association of Greater Edmonton
17. St. Albert Soccer Association

Community Group Survey: Participants

1. 182 Riverbend Scout Group
2. Accessibility Advisory Committee—City of Edmonton
3. Abbottsfield Youth Project
4. ABC Head Start
5. AdaptAbilities
6. Adult Leisure Programs - Persons with Disabilities Supervisor, City of Edmonton
7. Al Rashid
8. Alberta AdaptAbilities Association
9. Alberta Aviation Museum Association
10. Alberta Basketball
11. Alberta Centre for Active Living
12. Alberta Chess Association
13. Alberta Dance Alliance

14. Alberta Infrastructure
15. Alberta Recreation and Parks Association
16. Alberta Summer Swimming Association
17. Alberta Ukrainian Self Reliance League
18. Alliance jeunesse-famille de l'alberta society
19. Arena Advisory Committee
20. Argyll Velodrome Association
21. Arts on the Ave
22. ASSIST Community Services Centre
23. Athletics Alberta (Track and Field, Road Running Cross Country) Association
24. Aviators Basketball Club
25. Avonair Curling Club
26. Azerbaijan Cultural Society of Edmonton
27. Belgravia Community League
28. Bissell Centre
29. Blitz Conditioning Inc.
30. Bonnie Doon Bowling Lanes
31. Boys and Girls Clubs Big Brothers Big Sisters Edmonton and Area
32. Brian Webb Dance Company
33. Canadian Hard of Hearing Association-Edmonton Branch
34. Canadian Multicultural Education Foundation
35. Canadian Native Friendship Centre
36. Canora Community League
37. Capital City Gymnastics Centre
38. Casa Tango Edmonton
39. Castle Downs Recreation Society
40. Catholic Social Services.
41. CDRS/Lorelei Beaumaris Community League
42. Celtic Ceilidh Dance
43. Central Lions Seniors Association
44. Centre d'accueil et d'établissement du Nord de l'Alberta
45. Centre for Autism services Alberta
46. Champions Gymnastics Inc.
47. Chappelle Gardens Residents Association
48. Chinatown and Area Business Association
49. Citie Ballet
50. Cloverdale Community League
51. Canadian National Institute for the Blind
52. Commonwealth Lawn Bowling Club
53. Communauté Ivoirienne-Canadienne d'Edmonton
54. Concordia University of Edmonton
55. Council of India Societies

56. Crestwood Curling Club
57. Community Services Advisory Board
58. Dance Evolution
59. Distinctive Employment Counselling Services of Alberta
60. Dickinsfield Amity House
61. Edmonton Aboriginal Seniors Centre
62. Edmonton and District Soccer Association
63. Edmonton Aurora Synchro Swim Club
64. Edmonton Catholic Schools
65. Edmonton Chinese Garden Society
66. Edmonton Community Foundation
67. Edmonton District Historical Society
68. Edmonton Dragon Boat Festival Association
69. Edmonton Eskimo Football Club
70. Edmonton Federation of Community Leagues
71. Edmonton Folk Music Festival Society
72. Edmonton Garrison
73. Edmonton Heritage Council
74. Edmonton Immigrant Services Association
75. Edmonton Joint Use Agreements
76. Edmonton Korean Canadian Association
77. Edmonton Minor Soccer Association
78. Edmonton Musical Theatre
79. Edmonton Pickleball Club
80. Edmonton Pride Festival Society
81. Edmonton Prospects Baseball Club
82. Edmonton Public School District
83. Edmonton Rowing Club
84. Edmonton Scottish society
85. Edmonton Seniors Coordinating Council
86. Edmonton Skateboard Association
87. Edmonton Sport & Social Club
88. Edmonton Sport Council
89. Edmonton Springboard and Platform Diving Club
90. Elevate Church
91. Elizabeth Fry Society of Edmonton
92. Ellerslie Curling and Recreational Association
93. Elves Special Needs Society — Adult Program
94. Empowered Living
95. Edmonton 45/50+ Slo-Pitch Association
96. ETOWN SALSA
97. Everyone's Ballroom Dance Association.

98. Evolve Strength Ltd.
99. Fit 'N' Well Inc.
100. Foot Notes Dance Studio
101. Football Alberta
102. Forest Terrace Heights Community League
103. Free Will Players Theatre Guild
104. Friends of the Ukrainian Village Society
105. Glenwood Community League
106. Greater Edmonton Lacrosse Council
107. Greater North Central Francophone Education Region No. 2
108. GRIT Program (Getting Ready for Inclusion Today)
109. Haitian Organization of Edmonton
110. Harry Ainlay High School
111. Highlands Lawn Bowling Club
112. Hockey Edmonton
113. Homesteader Community League
114. Idylwyld Community League
115. Igbo Cultural Association of Edmonton
116. Indo Canadian Women's Association
117. Infinite Fitness
118. Institute for Sexual Minority Studies and Services
119. Hangman Fitness/Rock Jungle CrossFit Downtown
120. Ital Canadian Seniors Association
121. Jasper Park Community League
122. Just for Kics Cloggers
123. KARA Family Resource Centre
124. Kensington Community League
125. Kore Dance Studio
126. La Cité Francophone
127. Leanne Brownoff Consulting
128. Leefield Community League
129. Leprechaun Tiger Rugby Club
130. Lessard Community League
131. MacEwan University
132. Mill Woods Cultural and Recreational Facility Association
133. McLeod Community League
134. Metis Child & Family Services Society
135. Metis Nation of Alberta
136. Migrante Alberta
137. Mile Zero Dance
138. Mill Woods Golf Course
139. Mill Woods Seniors Association

140. Millwoods Minor Football Association
141. Momentum Health and Wellness
142. Move Studios
143. Multicultural Family Resource Society
144. Multicultural Health Brokers Cooperative
145. Muslim Association of Canada
146. NAIT (Northern Alberta Institute of Technology)
147. North Edmonton Seniors Association
148. Northern Alberta Pioneers & Descendants Association
149. Northern Sky Greyhound Adopt

