

Appendix C

Park Visitation Estimates

Park Visitation Estimates

In order to understand the current and projected level of use for Terwillegar Park, ISL reviewed historical traffic counts from 2004 and then developed a simplified and practical formula for extrapolating the traffic counts into the following use projections. Based on the formula, the total estimated number of visits to the site by individual users for 2007 was 240,000 and for 2012 it is projected to be 315,000.

It is important to note that there is not anything scientific about the approach that was taken and so the projected numbers are open to debate. There are many potential factors that can affect use such as weather, season, access, events, and overall provision of amenities and facilities. However, the formula and resulting projections were reviewed and refined through consultation with the City project team and the Terwillegar Park Citizen's Advisory Committee, and the consensus was that the visitation estimates represented a reasonable assessment of the level of current use (2007). Based on this estimate, future use could then be estimated by adding in projected use given the growth in population in the southwest, as well as the impacts of improved access, better management, and the additional amenities that were being proposed.

The basic formula for the visitation estimates involved extrapolating the average number of vehicles per day based on a 2004 traffic count into a total number of user visits per year. Estimated future use based on population growth (increased use by those arriving by vehicle and those arriving on foot and by bike) and growth due to the addition of new types of users (eg. paddlers) was then added to come up with a total estimated number of visits by all users. The estimates for 2004, 2007 and 2012 are provided below:

1. **2004 – Total Estimated visits – 190,000 arriving by vehicle only**
 - May 28–June 3/04. Ave temp. 18 Degrees C, Clear, Rained one day
 - Traffic Count – average of 350 Vehicles/day = 2450/week
 - Traffic projected for year = 127,400 vehicles/ year
 - Park Users arriving by Vehicle – assume 1.5 persons/vehicle = approx. **190,000 visits/year**. Assumes/includes multiple visits by many users.
 - Park Users Arriving on Bike/Foot – not estimated for 2004

2. **2007 – Total Estimated visits - 240,000 by all users**
 - Growth in use due to population in Southwest Edmonton (4% per year)
Vehicles – 127,400 vehicles/ year in 2004 = 143,000 in 2007
 - Parking – 143,000 vehicles/year = 390/day. With 80 parking spots (60 stalls, 20 on road) each stall turns over 4.9 times/day. *(Based on observations the design team believes this is higher than actual current use)*
 - Park Users arriving by Vehicle = 190,000 visits (2004) X 12% growth over 3 years) = approximately 215,000 visits in 2007 (90% of total visits)
 - Park Users Arriving on Bike/Foot – based on input from Advisory Committee members - estimated to average 50/day = 18,250 visits/year
 - Event Users – 12 events – average 400 people = 4800 visits/year and 3200 vehicles
 - Program Users – Voyageur Canoes – 1500 visits/year
 - Total Estimated Visits in 2007 – approximately 240,000 visits by all users

3. **2012 – Total Estimated visits - 315,000 by all users**
 - 2012 - 5 Years of Growth and Park Development
 - Total Visits - Growth due to population - Assume 4% growth per year = 240,000 visits in 2007 = 290,000 in 2012

- Visitors Arriving by Vehicle – 90% of 290,000 = **260,000 visits** – 1.5 persons per vehicle = 175,000 vehicles/year = 480/day
- Parking – with 150 parking stalls in the main parking lot - that means each stall turns over 3.2 times per day (*estimate for 2007 was each parking stall turned over 4.9 stalls per day*)
- Park Users Arriving on Bike/Foot – no additional access in five years so increase only due to population (4%/year) = 60/day = **22,200/year**
- Paddlers – projected paddler use¹ based on a boat house with 20 canoes, and 32 kayaks for booked programs and canoe clubs to use. Operation from early May through late September, approx. 20 weeks, with no commercial rentals on site. Estimated total use per year = **3000 visits** (rounded) based on:
 - Canoe Club - 2 clubs X 20 weeks X 12 persons per session = 480. Special programs 2 clubs X 3 programs X 3 days X 16 persons = 288
 - School & Youth Groups - 6 programs per week X 24 participants X 10 weeks = 1440
 - Casual Group Bookings - 1 program X 12 participants X 20 weeks = 240
 - Casual use - providing own/personal paddling gear - 6 paddlers per day X 4 days/wk X 20 wks = 480
- River Launch – total projected use of the river launch per year = **4200 visits** based on the following:
 - Casual landings mid-week: 2 groups X 6 paddlers X 4 days/week X 20 weeks = 960
 - Casual landings weekend: 4 groups X 8 paddlers X 2 days/week X 20 weeks = 1280
 - RVP Voyageur School, Summer Camp & Public Groups: 1 group/day X 24 participants X 4 days/week X 20 weeks = 1920
- Picnic Area: Total picnic user visits to the park each year = **13,500 visits** based on the following:
 - Individual Sites – 20 sites average 1 family (of 4) per day for 4 months = 9600 visits max.
 - Group sites - 2 group picnic sites, average 4 families (of 4) per site used an average of once per day for 4 months = 3840 visits (2 sites x 16 people x 1 use per day x 120 days).
- Programs: Total visits per for program participation = **5200 visits** based on the following (Note: Voyageur canoes included in river launch):
 - Day Camps: 2 concurrent camps of 50 participants running each day during the week for July and August (40 days) = 4000 visits/year
 - School & other Groups – one group of 30 every two days (40 days) during the week in May, June, September and October = 1200/year
- Events: Total event user visits per year = **6400 visits** based on growth from 12 to 16 events with an average of 400 people per event.

¹ Thanks To Mark Lund, Terwillegar Park Citizen's Advisory Committee for Paddling Lake and river launch use estimates