



Gallagher Park Public Survey Results 2016

Introduction – Background

- Gallagher Park is a city-wide park situated in the river valley community of Cloverdale. It is home to a city-wide toboggan hill, the Edmonton Ski Club, and is the site of the Edmonton Folk Festival. Over the next few years the City of Edmonton will be developing a Master Plan for Gallagher Park, which will establish the vision and provide direction on future uses for the park.
- During the winter season, the east side of Gallagher Park has historically been used by the public for tobogganing. In December 2015, a ski run was established in portion of this area for use by Edmonton Ski Club patrons. The ski area was separated from the tobogganing area with markers.
- The City of Edmonton is interested in knowing if citizens support both uses (tobogganing and skiing) on the east side of the hill over the next few years while the Master Plan is being developed for Gallagher Park.

Introduction – Objectives

- The purpose of the survey is to understand if citizens support both uses (tobogganing and skiing) on the east side of the hill over the next few years.
- The results from this survey will be used to plan for the next winter season/seasons. The specific objectives of the survey are:
 - To understand the current usage of the hill
 - To understand the awareness of the change and potential impacts on winter activities
 - To obtain level of support of the change and the mixed use (tobogganing and skiing)
 - To understand perceived challenges and opportunities with the change

Introduction – Methodology and Considerations

- The survey was developed by the City of Edmonton. It was made available online for public input from April 4 to April 22, 2016.
- 341 citizens participated and 257 completed the survey. This report is based on responses from the 257 completed surveys.
- Due to the self-selected nature of online methodology, results from this survey do not represent all Edmontonians. Respondents are highly skewed towards frequent visitors and heavy users of Gallagher Park.
- Usage and attitude differ significantly between heavy users* and non-heavy users. To reflect different perspectives of the two groups, results are cross-tabbed in this report.

* Heavy Users: participated in Downhill (Alpine) Skiing, Freestyle (Aerial) Skiing, or Snowboarding at Gallagher Park at least 1-3 times per month in the last three winter season.

Executive Summary- Profile and Current Use

- Who participated in this survey?
 - Respondents to this survey are not average Edmontonians . They are skewed towards higher income, longer term Edmonton residents, frequent visitors to Gallagher Park, and park users who actively participate in winter activities.
 - Among the 255 respondents, 81 reported they are associated with the Edmonton Ski Club, 37 with Cloverdale Community League, and 61 are from surrounding areas.
 - 99 out of 255 are Heavy Users* of the hill, 156 are not.
- How is the hill being used now?
 - Almost all respondents to the survey have been to the hill on east side of the park. (97 out of 99 Heavy Users, 140 out of 156 Non-Heavy Users).
 - In the last three winter seasons, vast majority of Heavy Users (91 out of 99) visited the park at least once a month. About one out of four Non-Heavy Users visited at least once a month, while the majority (83 out of 156) visited less frequently.
 - Majority of Heavy Users participated in Downhill Skiing, Freestyle Skiing, or Snowboarding at least once a month. Non- Heavy Users participated in Tobogganing or Downhill Skiing occasionally.

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Executive Summary- Awareness and Possible Impacts

- Before taking the survey, the vast majority of Heavy Users (82%, 80 out of 97) were aware of the change that was made in December 2015, while only one third of Non-Heavy Users were aware of the change (35%, 56 out of 158).
- If the change in 2015 were to continue in the 2016/17 season, possible impacts on winter activities will be different depending on the type of activities.
 - Impact on Downhill Skiing is the most significant and positive. Approximately 2/3 of Heavy Users would increase their participation compared to the 2015/16 winter season. While 1/3 of Non-Heavy Users would increase their use, and the majority would not change their participation level. Those who would decrease their participation mostly have safety concerns regarding the mixed use of the hill.
 - The impact on Freestyle Skiing, Snowboarding, and Cross-country Skiing is much less. Majority of respondents will not change their participation level. Among those who will change, most are Heavy Users who would more likely to participate.
 - Impact on Tobogganing is less too. Majority of the respondents (about 2/3) will not change their participation level. However the impact is less positive. Among those who will change, more respondents would decrease participation due to safety concerns regarding the mixed use of the hill.

Executive Summary- Support, Concerns, and Challenges

- Level of support and reasoning:
 - The change was supported by vast majority of Heavy Users (92%, 90 out of 98). Support level from Non-Heavy Users is not as high. Less than half (44%, 69 out of 156) of the Non- Heavy Users supported the change.
 - Heavy Users supported the change as it would benefit the Edmonton Ski Club, and/or make their skiing/snowboarding experience more enjoyable. Non-Heavy Users support the change mostly because they did not see any negative impacts on either tobogganing or skiing/snowboarding. They also felt it would offer more enjoyable skiing/snowboarding experience and it would be better for the Edmonton Ski Club.
 - Respondents who are either neutral or unsupportive to the change mostly have concerns regarding safety of mixed use, and/or would like to keep this free public space accessible to the public.
- Challenges and opportunities with the change and mixed use of the hill:
 - Safety issue needs to be addressed, i.e. clear physical division between the ski and tobogganing terrain
 - Other activities could be considered, i.e. tubing, cross-country skiing
 - Accessible-for-all is an important factor to gain public support

Executive Summary- Numbers at a Glance

	Heavy Users		Non- Heavy Users		Gap between the two groups
	#	%	#	%	%
Survey participant	99	100%	156	100%	-
Visited the hill	97	98%	140	90%	8%
Visit the hill once a month or more	91	92%	42	28%	64%
Tobogganing/sledding	60	61%	96	62%	-1%
Downhill Skiing once a month or more	78	79%	0	0%	79%
Aware of the change	80	81%	56	36%	45%
Possible impact - Less Tobogganing	8	8%	33	21%	-13%
Possible impact - More Downhill Skiing	64	65%	45	29%	36%
Support the change	90	91%	69	44%	47%

Thank you!