

LEWIS FARMS FACILITY & PARK



SHARING IDEAS COMMUNITY ENGAGEMENT

**WHAT
WE DID**

DESIGN

NOW

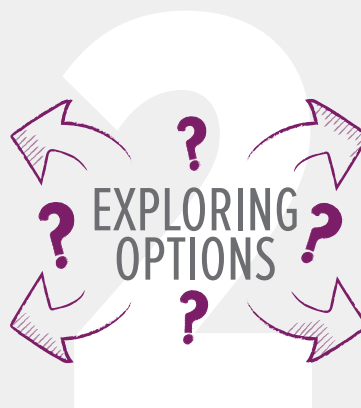
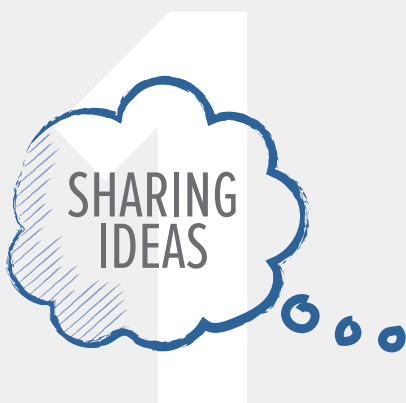
WHAT WE DID

IN LATE 2014, City Council approved funding for the schematic design of the Lewis Farms Facility and Park.

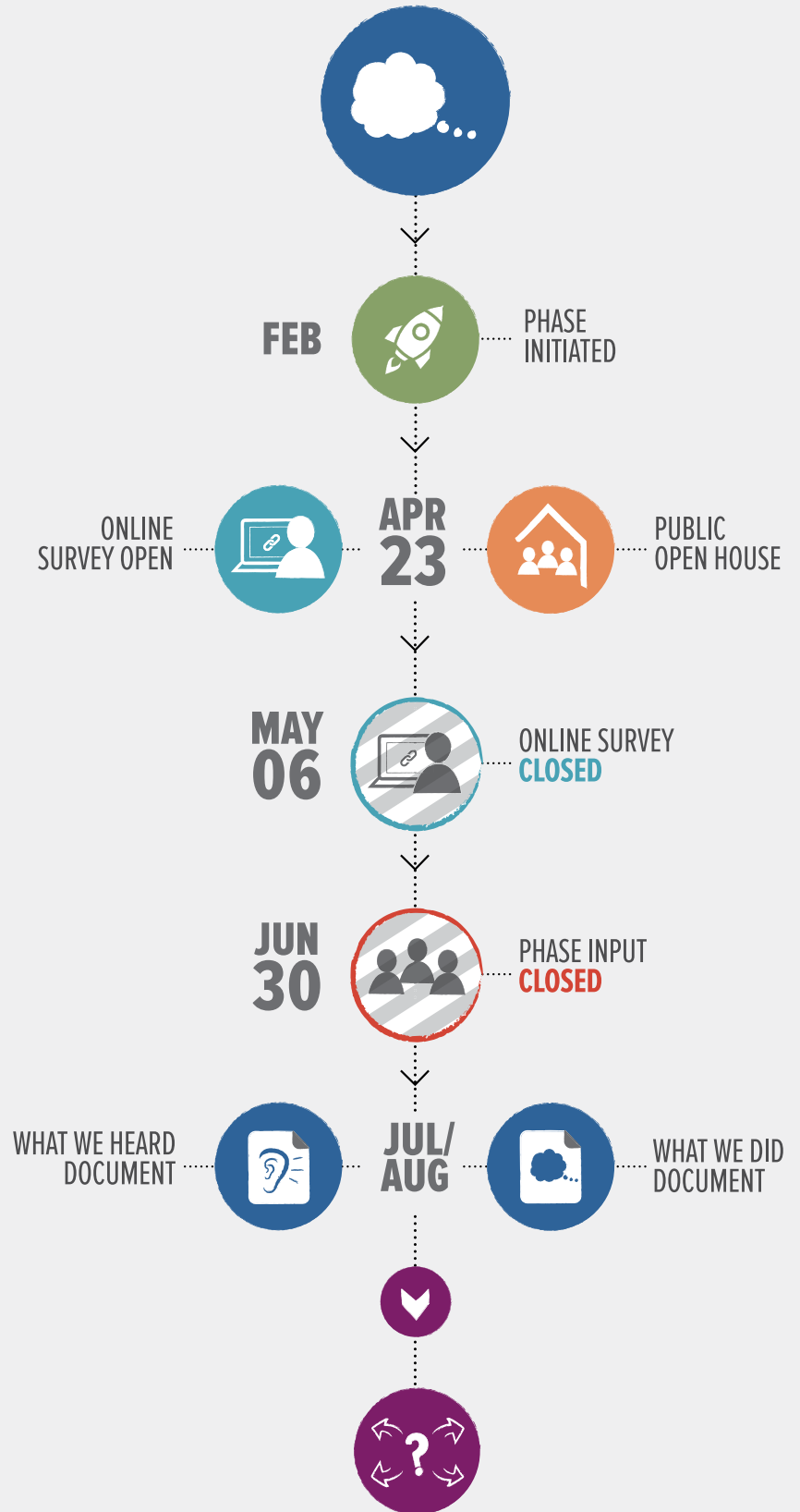
Our design process will take place in three phases in 2015-16:

1. SHARING IDEAS (APRIL - JULY 2015)
2. EXPLORING OPTIONS (EARLY 2016)
3. SETTING THE DIRECTION (MID 2016)

We'd like to share some basic facts and stats coming out of the Sharing Ideas consultation session held at Winterburn School on April 23, 2015. A follow up document on What We Heard will be produced later in 2015, where we dive deeper into the quantitative and qualitative analysis of participants' feedback.



SHARING IDEAS PROJECT TIMELINE



WHAT WE DID

2007 TO 2011



Created high-level plans



Funding approved for the schematic design



Established a common understanding

OUR APPROACH

FROM 2007 TO 2011, high-level plans for the Lewis Farms Facility and Park were created from the vision outlined in the City’s Recreation Facility Master Plan (2005-2015) and its Medium Term Recreation Facility and Sports Field Plan.

When funding for the schematic design consultation was approved by City Council and the process was being planned, we thought it was important to remind participants where we were in the overall planning process for Lewis Farms Facility and Park.

For this reason, the City produced a background video called *Lewis Farms Facility and Park: Idea, Vision, Direction* to establish a common point of understanding among citizens participating in consultation activities, and to help participants make informed decisions and participate effectively in the design process. The video was shown at the Sharing Ideas consultation session, and was available on the project webpage at www.edmonton.ca/lewisfarmfacilityandpark



Gathered your input



The **SHARING IDEAS** consultation session focused on hearing directly from citizens and future users of the facility about the types of activities they would like to participate in at the facility; their thoughts on the importance of these activities; and their vision for the facility and park.

WHAT
WE DID

FACE-TO-FACE PARTICIPATION



300
OPEN HOUSE
PARTICIPANTS

APRIL 23, 2015 AT
WINTERBURN SCHOOL

14



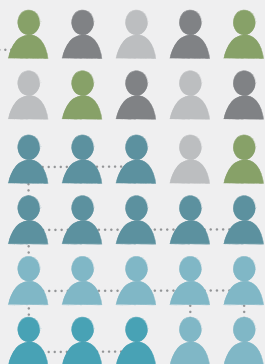
STAKEHOLDER
PARTICIPANTS

COMMUNITY GROUPS AND USER/ADVISORY COMMITTEES

ONLINE PARTICIPATION



189
INSIGHT PANEL
RESPONDANTS



457
LEWIS FARMS
WEB LINK
RESPONDANTS

HOW YOU
PARTICIPATED

OPEN HOUSE - 300 PARTICIPANTS

Community Services hosted an Open House on April 23, 2015 at Winterburn School. Those who could not attend the open house were invited to fill out the online survey.

STAKEHOLDER MEETINGS - 14

Consisted of community groups and user / advisory committees. See page 7 for a description of these groups.

ONLINE SURVEY - 646 RESPONDENTS

One online survey was distributed through two different channels.

Insight Panel Survey - 189 respondents

Accessed through www.edmontoninsightcommunity.ca

The Edmonton Insight Community is a group of Edmontonians that provides feedback on City policies, initiatives and community issues through online surveys. Panel members from across Edmonton were asked if they would like to opt-in to complete the Lewis Farms Facility and Park online survey.

Lewis Farms Web Link Survey - 457 respondents

Accessed through www.edmonton.ca/lewisfarmsfacilityandpark

A survey link was also posted on our web site. Survey respondents were notified to fill out this survey through our consultation network (i.e. user committees, community leagues, etc.) by email and Canada Post airmail notifications.

WHAT WE DID

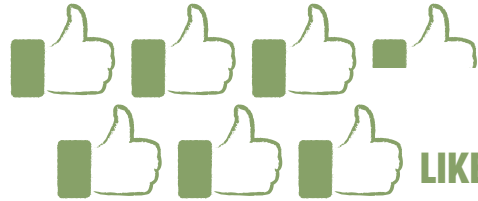
WE USED THE FOLLOWING TOOLS TO GET THE WORD OUT ABOUT THE SHARING IDEAS CONSULTATION SESSION:

HOW WE COMMUNICATED



12000

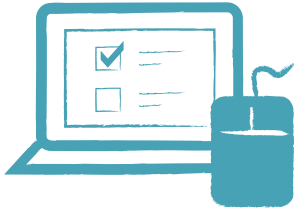
UNADDRESSED MAIL PIECES



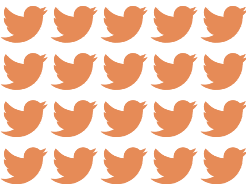
64

LIKES ON

1400 WEB HITS



20 EVENT RETWEETS FROM 5 TWITTER POSTS



45

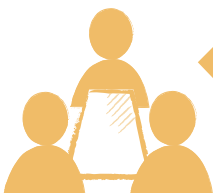
EMAIL INVITES THROUGH CONSULTATION WORK



3

ROAD SIGNS

14 COMMITTEE MEETINGS



311 SCRIPT



2 CITY OF EDMONTON CALENDAR POSTINGS

2

EDMONTON EXAMINER ADS BASED ON ZONE



WHO PARTICIPATED

WE WANTED TO ENGAGE A VARIETY OF EDMONTONIANS IN SHARING IDEAS. A SNAPSHOT OF THE GROUPS REPRESENTED AND WHERE THEY RESIDE IN THE CITY IS PROVIDED BELOW.



**These organizations were self-identified at the Open House and in the online survey results*

WHAT WE DID

WHAT COMMUNITIES WERE REPRESENTED

The majority of respondents in the Open House and online surveys (Lewis Farms Web Link Survey, and Insight Panel Survey) resided in the neighbourhoods surrounding the future Lewis Farms District Park:

- Rosenthal
- Secord
- Stewart Greens
- Webber Greens
- Suder Greens
- Potter Greens
- Breckenridge Greens
- Granville
- Glastonbury
- Lewis Farms Industrial

The second highest concentration of participants reside in the neighborhoods adjacent to the majority neighbourhoods:

- The Hamptons
- Aldergrove
- Edgemont
- Lymburn
- Ormsby Place
- Callingwood North
- Callingwood South

All of these neighbourhoods make up the **5 KM RADIUS** surrounding the Lewis Farms Facility and Park site.

TOP 5 MOST REPRESENTED NEIGHBOURHOODS

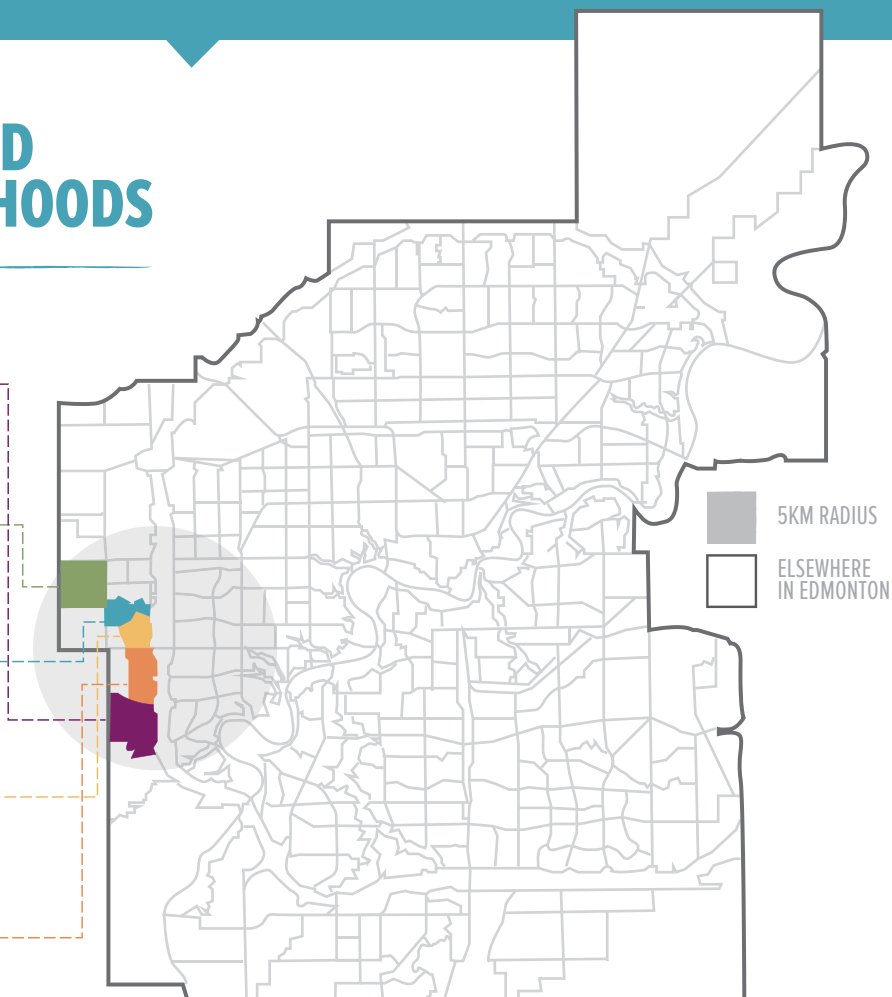
1 THE HAMPTONS

2 SECORD

3 SUDER GREENS

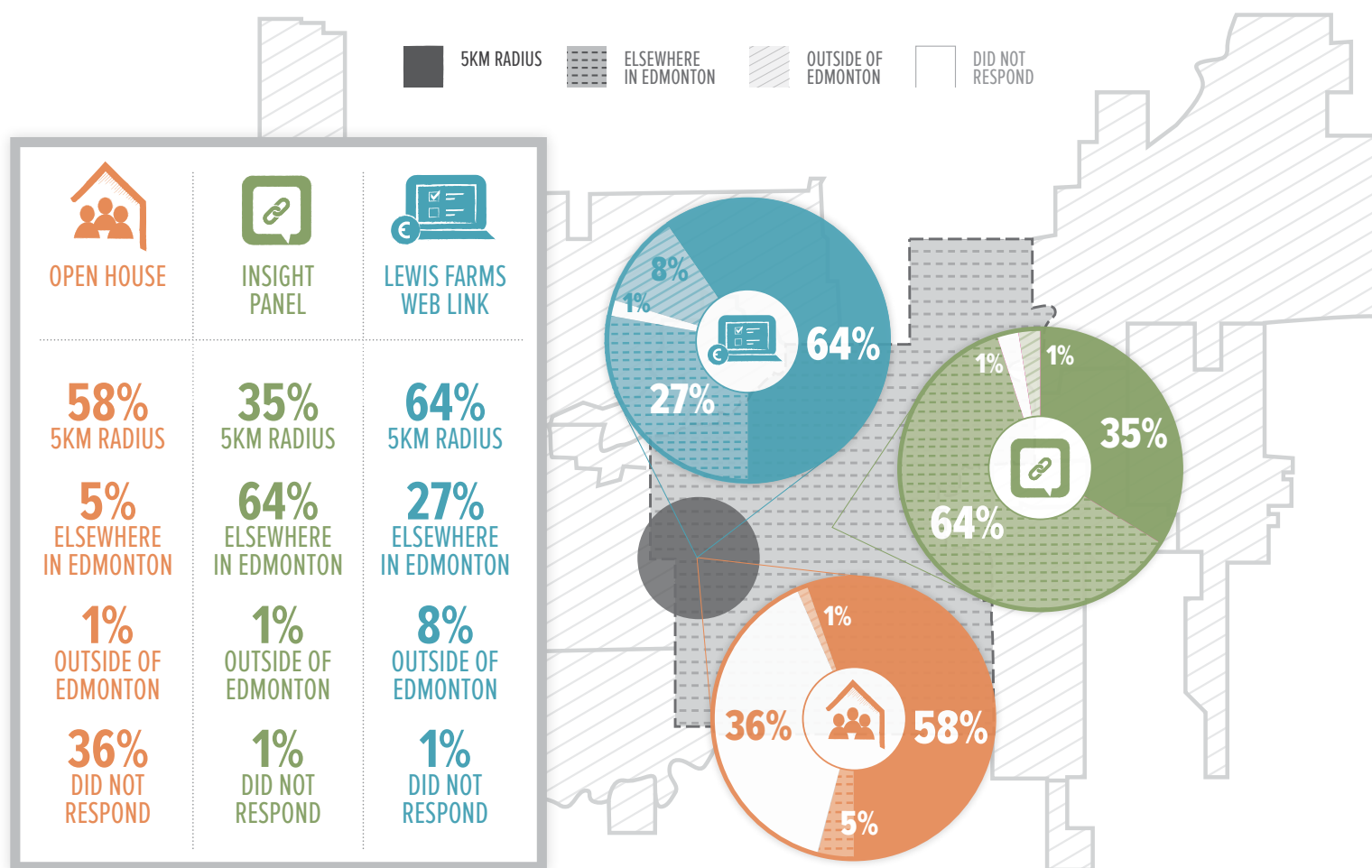
4 POTTER GREENS

5 GLASTONBURY



WHAT WE DID

WHAT WERE THE EMERGING TRENDS?



- The Open House event drew participation mainly from residents in close proximity to the planned Lewis Farms Facility and Park site. Portions of the city that weren't represented at the Open House participated through the online surveys.
- Insight Panel Survey participants are more evenly distributed across the city than the Lewis Farms Web Link Survey and Open House participants.
- Overall, there was a small subset of participants that resided outside Edmonton. The majority of those participated through the Lewis Farms Web Link Survey.

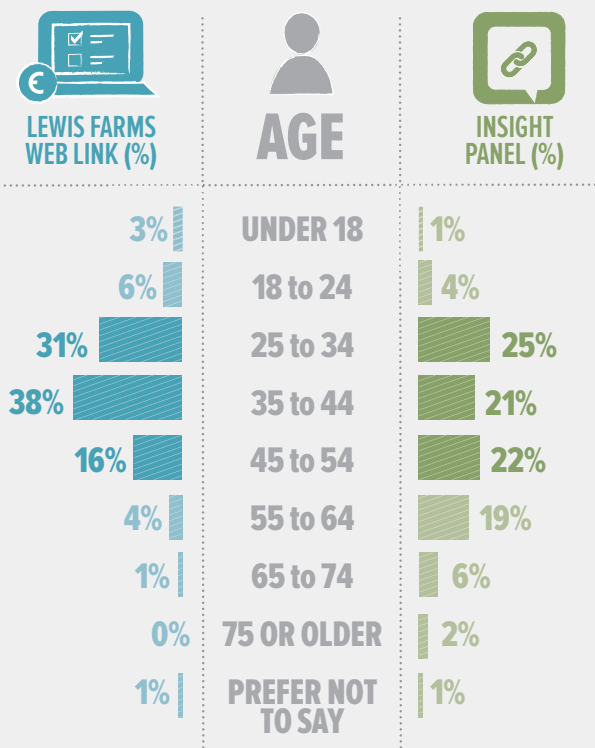
DEMOGRAPHICS OF ONLINE SURVEY PARTICIPANTS



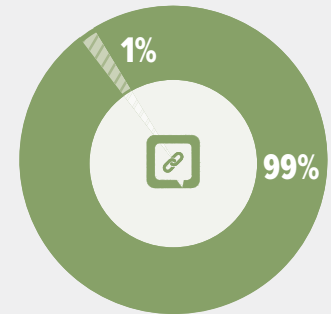
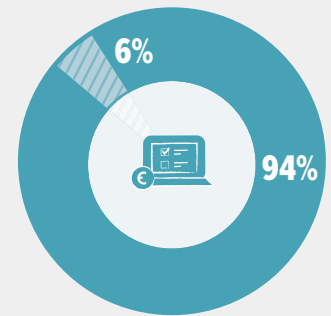
The following provides a comparison between online survey participants in the Lewis Farms Web Link Survey and Insight Panel Survey.

In the Lewis Farms web link survey, there is a greater representation of the 25 to 44 age demographic and families with children. The Insight Panel Survey follows a similar age and household composition of the city-wide average, where there is a higher population of people in the 20 to 35 and 48 to 58 age categories. It was noted that the senior's population was under-represented in the online surveys compared to the city-wide average.

AGE COMPOSITION



RESIDENCY



EDMONTON RESIDENT FROM ELSEWHERE

Almost all online survey participants were Edmonton residents. Of those residents the majority (90%) have lived in Edmonton for 5 years or more. There was a small number of participants that emigrated from elsewhere in Alberta, Canada or from another country in the past 5 years.

WHAT WE DID



THE MAJORITY OF FAMILIES WITH CHILDREN RESIDE WITHIN THE 5 KM RADIUS OF THE LEWIS FARMS FACILITY AND PARK

DEMOGRAPHICS OF ONLINE SURVEY PARTICIPANTS



Demographic trends show that:

- The household composition of the participants in the Lewis Farms Web Link Survey tend to be families with children. Households with children under the age of 18 represented 67%.
- The household composition of the participants in the Insight Panel Survey tend to be families with no children. Households with children under the age of 18 represented 31%.
- The majority of families with children under the age of 18 report having 1 or 2 children.

HOUSEHOLD COMPOSITION



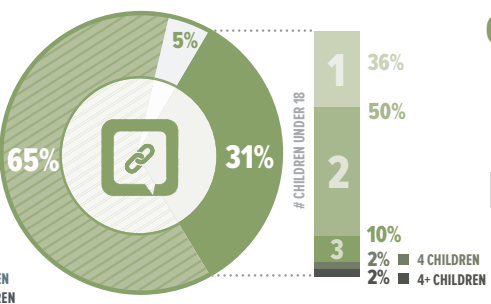
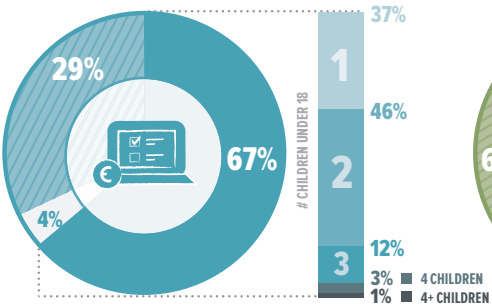
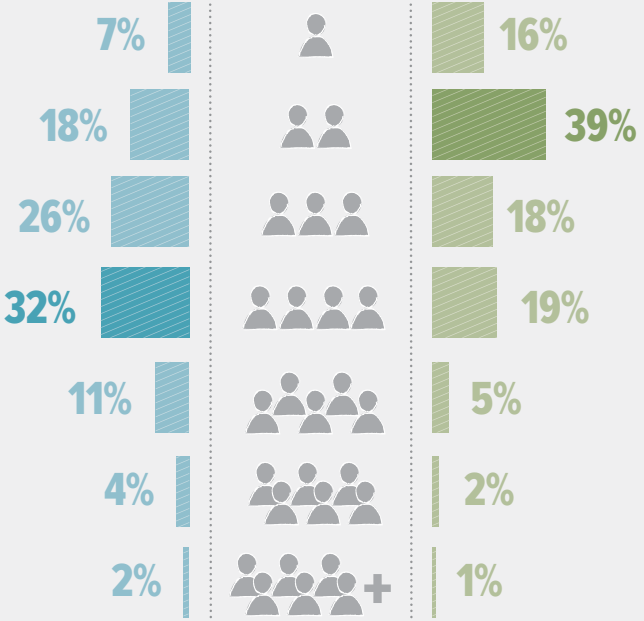
LEWIS FARMS WEB LINK (%)



OF PEOPLE IN HOUSEHOLD



INSIGHT PANEL (%)



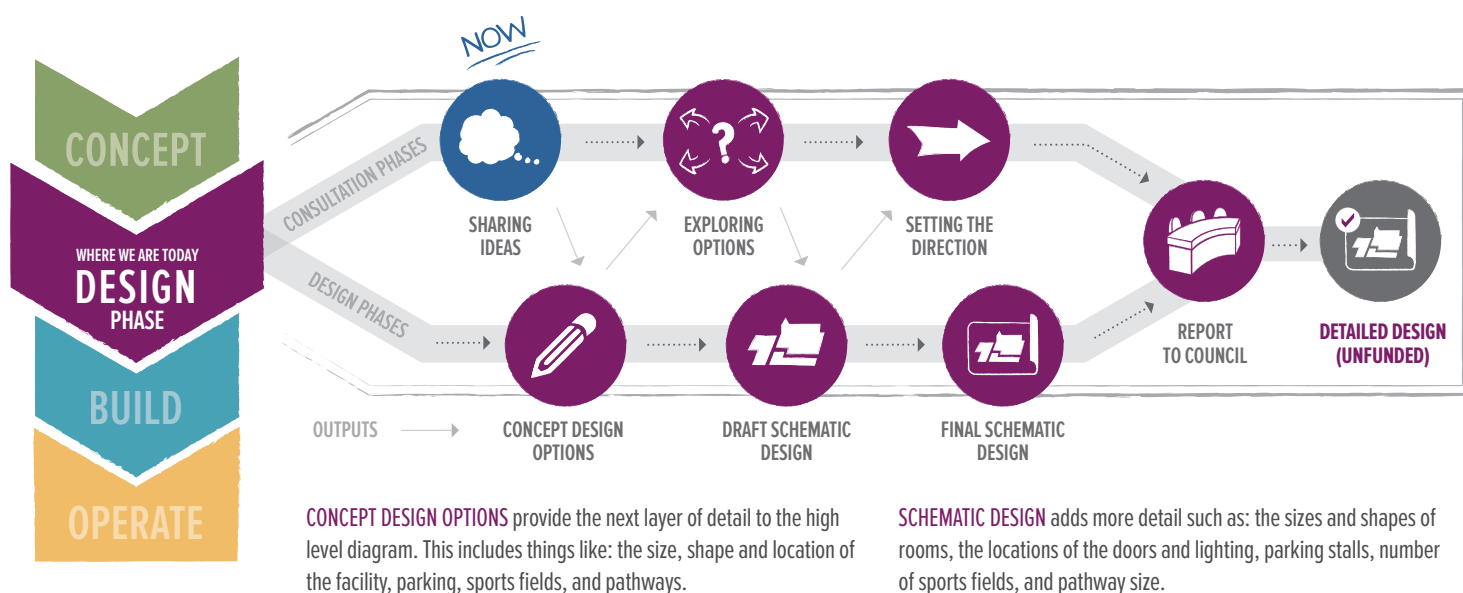
CHILDREN IN HOUSEHOLD

- YES
- NO
- PREFER NOT TO SAY

WHAT'S NEXT?

Our next step is to report back on what we heard from you during the **SHARING IDEAS** phase of consultation. The feedback that we gathered during this phase will help us identify the major activities that will be supported by the Lewis Farms Facility and Park.

Your next opportunity to get involved is at the Exploring Options phase in early 2016, focusing on a review of the concept design options. The information collected in this phase will be used to create a draft schematic design.



HERE'S HOW YOU CAN STAY INFORMED AND PARTICIPATE IN THE NEXT PHASE OF CONSULTATION:



[CHECK OUT OUR WEBSITE](#)



[SIGN UP FOR EMAIL UPDATES](#)



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