

# What We Heard Report

## Rollie Miles Recreation Centre Project

Public Engagement Phase 3

December 2023

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# Public Engagement Summary and Approach

## Project Overview

This project is developing the new recreation centre nestled in Rollie Miles Athletic Field District Park. This vibrant community hub will inspire local recreation participation and showcase how a new facility can respond to climate change pressures. The project is funded for planning and preliminary design, but detailed design and construction are currently unfunded.

### PROJECT HISTORY (2013–2022)

Extensive public engagement was completed during the initial phases of the Rollie Miles Athletic Field District Park Renewal Project. At that time, the preferred location and park amenities were defined. The Rollie Miles Park Master Plan, approved by City Council in 2019, described the program for this new facility. In June 2021, City Council approved funding from the Facility Planning and Design Growth Composite to complete the preliminary design of the Rollie Miles Recreation Centre.

While this project is separate from the [Rollie Miles Athletic Field District Park Renewal](#) project, the projects will be closely coordinated to ensure design alignment, community engagement and overall project success. Following public and stakeholder engagement in the spring of 2022, the preliminary design plan was completed in September 2022. This project is not currently funded for construction.

Please visit [edmonton.ca/RollieMilesRec](https://edmonton.ca/RollieMilesRec) for a detailed project timeline.

### ENGAGEMENT PHASES 1 AND 2

The first round of public engagement for the Rollie Miles Recreation Centre project was conducted between October 31 and November 14, 2022. The objective of the first phase of public engagement was to collect feedback on the Concept Design Phase of the project.

During this phase, the community was engaged on the programming, design concepts and vision for the facility. The public provided their input on the project vision by evaluating how successfully each of the three proposed design concepts met the community's needs.

The preferred design option, the 'Powerbar' was chosen based on the technical requirements of the project, City policies and programs, as well as, the public input gathered and summarized in the first [What We Heard Report \(Phase 1\)](#).

The second round of public engagement was conducted between March 15 and 29, 2023. The objective of the second phase of public engagement was to collect feedback on the development of the preferred design option. This phase was summarized in the second [What We Heard Report \(Phase 2\)](#).

## Public Engagement Approach

Public engagement is an important part of generating and developing the design for the new facility. Our approach was informed by the City of Edmonton's Public Engagement Framework.

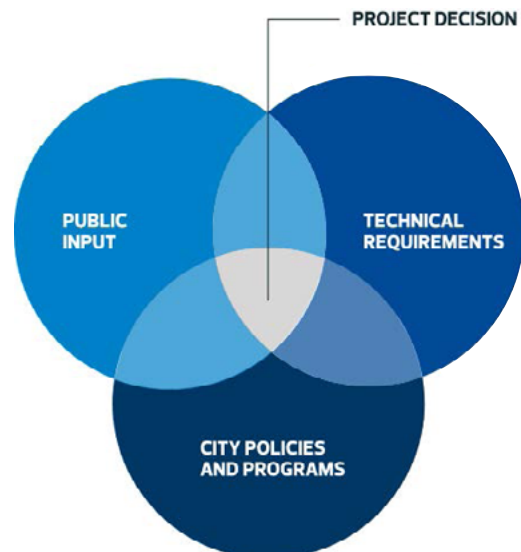
### PUBLIC ENGAGEMENT SPECTRUM

Phase 1 engagement was conducted at the **Refine** level of the City of Edmonton's [Public Engagement Spectrum](#). Phases 2 and 3 of engagement were conducted at the **Advise** level. During Phase 3 of engagement, the public was consulted to share feedback and perspectives that will be considered as the design of the new facility is refined.

### PROJECT DECISION MAKING

In all phases, project decisions are made based on three components:

- + **Technical Requirements** – what infrastructure best meets the area's needs, what can fit on site, and what impacts the facility will have on the immediate and surrounding areas.
- + **City Policies and Programs** – how City initiatives and activities are implemented.
- + **Public Input** – general public engagement, local knowledge and feedback from community stakeholders.



## How We Engaged

The tactics and tools used to promote engagement opportunities during Phase 3 were varied and widespread to reach a diverse demographic of people. In line with current City public engagement policies, digital engagement opportunities were prioritized, with additional targeted in-person engagement for harder-to-reach groups.

### COMMUNICATION TACTICS

To promote the project and the engagement opportunities, the following communication methods were used:

#### Project Webpage

- + The information on the [Rollie Miles Recreation Centre page](#) was regularly updated.

#### Postcards

- + Postcards with information on the public event, survey and project page were mailed to surrounding neighbourhoods.

#### Road and Yard Signs

- + Temporary road and yard signs with information on the public engagement event and survey were placed at key locations.

#### Social Media Posts and Advertisements

- + Social media posts and advertisements were posted on the City of Edmonton's Facebook, Twitter and Instagram accounts.

#### Neighbourhood Resource Coordinator Updates

- + Project updates were sent out to Neighbourhood Resource Coordinators for the following communities: Queen Alexandra, Garneau, McKernan, Belgravia, Windsor Park, Strathcona, Allendale, Parkallen, Ritchie and Hazeldean.

### ONLINE ENGAGEMENT REACH



A social media advertising campaign ran from October 29 to November 1, 2023 to spread the word and promote participation in the public engagement survey. The campaign had a total of 154,433 views and 59,498 unique individuals were reached.



The campaign generated 3,729 clicks that directed people to the project site.



Screenshot of a social media post promoting the public survey.

## PUBLIC ENGAGEMENT OPPORTUNITIES

### Advisory Committee Meetings

The Advisory Committee was established during the Rollie Miles Park Athletic Field Redevelopment Project to provide expertise, advice and feedback at critical points in the project's development. The committee is made up of representatives from the surrounding community leagues, Friends of Scona Recreation and Strathcona High School.

Advisory Committee meetings for this phase were held in September 2023. Committee members advised on the Public Engagement Plan and provided their feedback on the development of the preferred design option.

### Online Public Engagement Session

An online public engagement session was held on October 18 2023. The project team presented a detailed update on the project's progress and introduced the latest design for the preferred option that was chosen after the first phase of public engagement.

The online public engagement session had 47 attendees. Questions and comments received during the session were answered live by the project team. A [link to the video recording](#) of the public meeting was posted on the project website.

### Online Public Engagement Survey

An online public engagement survey was launched on the day the public engagement session took place. The survey was open to the public between October 18 and November 1, 2023. Hard copy surveys were made available upon request. The survey provided information on the development of the preferred design option and posed a series of questions intended to gather feedback on the facility's design and input on future facility use.

A total of 790 survey responses were received. The survey results are summarized in later sections of this document.

### Youth Pop-Up Event

Targeting a typically under represented youth demographic, the project team provided high school students with an opportunity to provide input and feedback on the latest design during a pop-up event at Strathcona High School.

## ENGAGEMENT BY THE NUMBERS

FALL 2023

47

Online public  
engagement session  
attendees

3,729

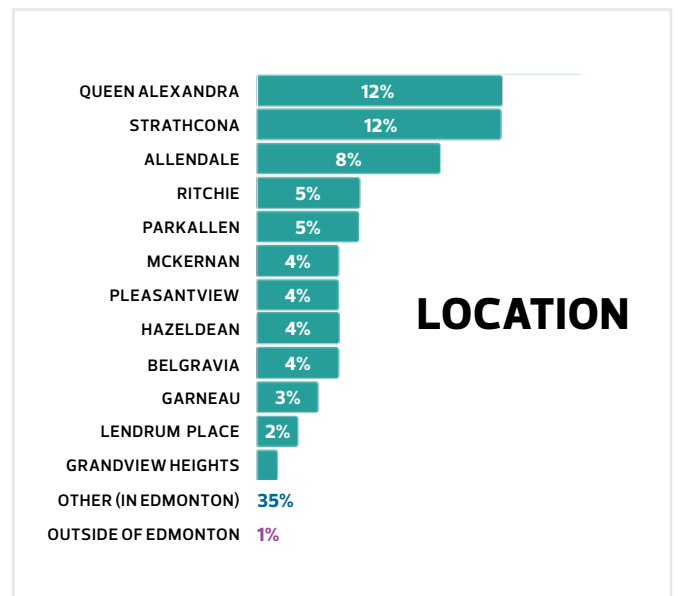
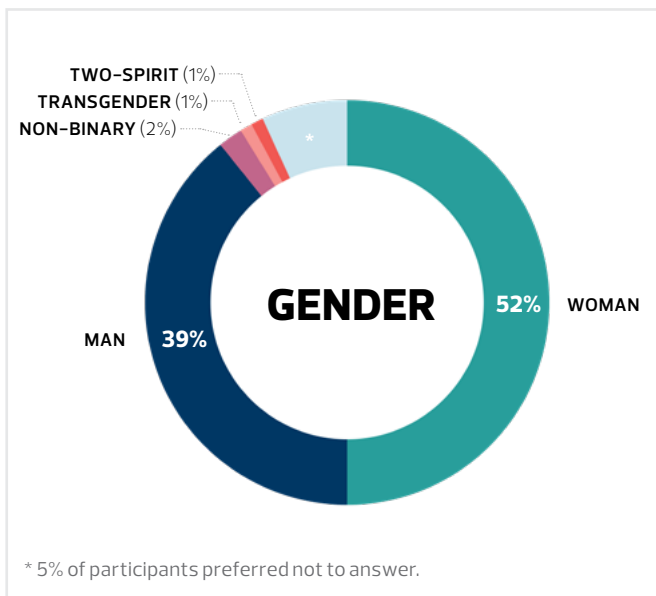
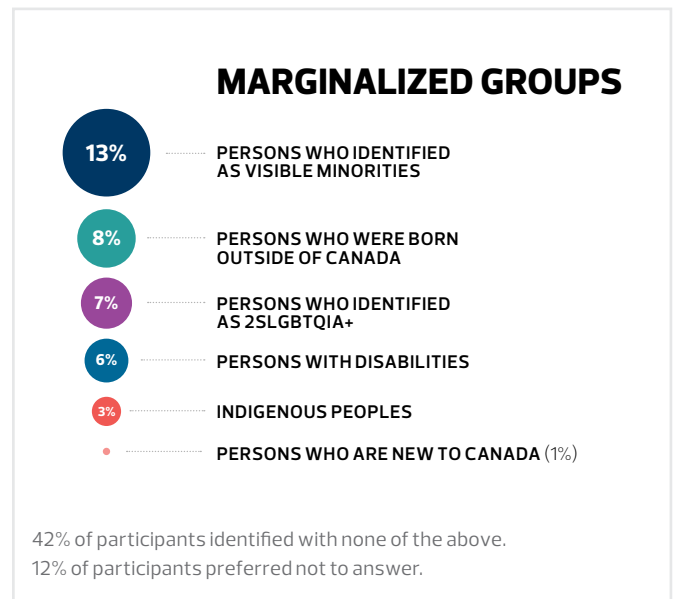
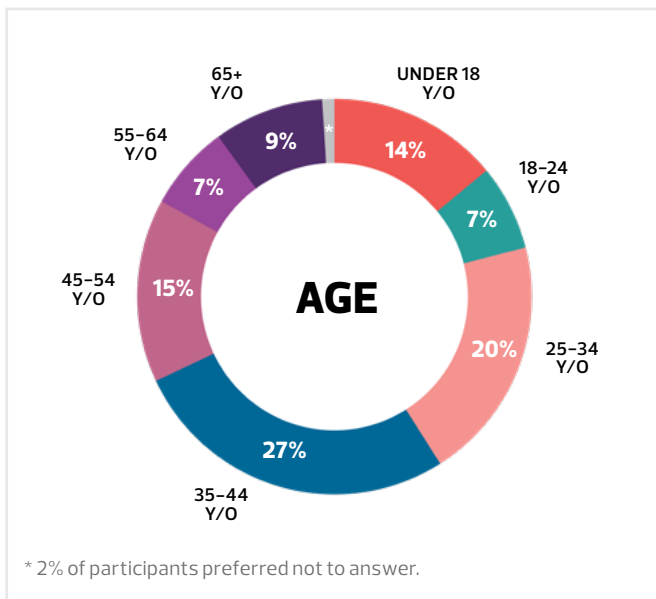
Project website clicks  
generated by the  
outreach campaign

790

Survey participants  
(online and hard-  
copy responses)

## Who Was Engaged

Community members surrounding the proposed project site were notified about the project's public engagement opportunities through various communication methods. Hard to reach groups were targeted, including the youth demographic and older adults. The Advisory Committee provided feedback on the public engagement plan and helped promote the public engagement opportunities among their networks. The following are the demographic results from the online survey.





## What We Asked

During this phase of public engagement, the project team collected feedback on the latest design. The public engagement survey was developed to outline what we heard from previous phases of public engagement and how the project design team had altered the design in response to the feedback. Survey respondents were prompted to provide feedback on how well the latest design meets their needs, the needs of their family and the needs of the community.

### PARK DESIGN

#### Public Survey Information

This section of the survey provided an overview of the new park design features, amenities and integration into the existing district park. The survey also outlined the changes made to the park design since the last phase of public engagement, including parking and traffic control updates and design changes that addressed concerns over public safety.

#### Public Survey Questions

The survey posed the following two questions to respondents in this section:

- How much do you agree or disagree that the park design meets the needs of you and/or your family?  
[5-point scale from strongly agree to strongly disagree]
- What is the reason for your rating?  
[text box]

### BUILDING DESIGN

#### Public Survey Information

This section of the survey provided an overview of the building design features and program. The survey also outlined the changes made to the building design since the last phase of engagement, including improvements to building sustainability, additional pool amenities and updates to the multi-purpose room.

#### Public Survey Questions

The survey posed the following two questions to respondents in this section:

- How much do you agree or disagree that the building design meets the needs of you and/or your family?  
[5-point scale from strongly agree to strongly disagree]
- What is the reason for your rating?  
[text box]

# Public Engagement Results

## What We Heard

This section outlines the results and summarizes feedback from both the public engagement survey and in-person engagement events.

# Site Plan

## Legend

- 1. Parking
- 2. Tennis & Pickleball Courts
- 3. Multi-Purpose Court (Ice Surface)
- 4. Community Lawn
- 5. Seasonal Iceway (Winter)
- 6. Community Plaza
- 7. Bicycle Parking
- 8. Service Entrance and Garbage
- 9. Drop-Off
- 10. Lid Stormwater Management
- 11. Firepit (Winter)
- 12. Strathcona High School
- 13. Phase 1 Baseball and Recreation
- 14. Bus Stop
- ▶ Entrances

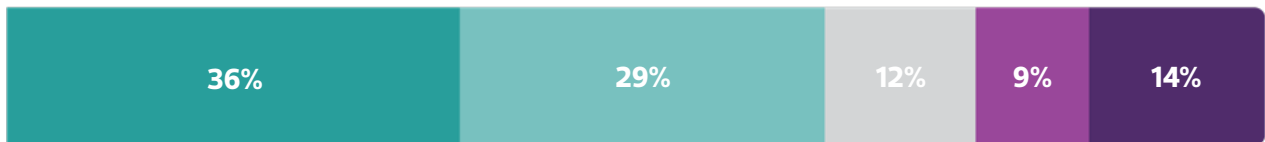


# Park Design

**Question 1:** How much do you agree that the park design meets the needs of you and/or your family?

- 65% of respondents agreed that the park design meets their needs.
- 12% of respondents were neutral.
- 23% of respondents disagreed that the park design meets their needs.

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree



## Question 2: What is the reason for the rating (regarding park design)?

46% of respondents provided comment(s) for this question.

In general, the survey respondents who agreed that the park design met their needs offered positive comments, while those who disagreed provided negative critiques, these were often mixed with some positive feedback.

Of those that **AGREE** the park design meets their needs:

**30%** commented on the overall good quality of the park design and layout.

**13%** stated the park/site design promotes pedestrian and bike connections to neighbourhoods.

**11%** cited that traffic and safety concerns have been met .

**11%** indicated the design provides improved access to community and recreational amenities.

**10%** noted bike parking measures as an important amenity.

Park amenities that were specifically identified as favourable include: the iceway/skate loop, pickleball courts and maintenance of mature/existing trees.

### VERBATIM COMMENTS

- + "I completely believe this area needs something to support recreational activities. I love the layout and the design. I'm in favour of supporting our youth as well as making sure seniors have access."
- + "Improves access to exercise and recreation options for the surrounding community."
- + "I like the outdoor spaces as I believe they are inclusive for people of different ages and with mobility challenges."
- + "I intend to walk or bike to the facility. A new pedestrian crossing is good for that purpose. Security is important for enhancing usability if the space and seems to have been addressed."
- + "There is nothing like this in central south Edmonton. I think it would increase the vibrancy of the area extensively. My family will definitely use this space!"
- + "The park design includes many great elements. Keeping as many trees as possible, improving the walking paths and adding lighting are great."

Of those that **DISAGREE** the park design meets their needs:

**16%** noted **financial concerns**.

- Comments include: the design is too expensive, the City should focus on other service priorities, concern about tax increases to fund construction, etc.
- This sentiment was greatest among those the strongly disagree.

**8%** indicated focus should be on the recreation centre's **interior facilities**, that some exterior space should be used to increase the building footprint.

- The primary focus of these comments were on the need for indoor ice facilities.

**8%** identified **amenities** they believed to be lacking in the current park design.

- These included a playground, skate/BMX park and running track.

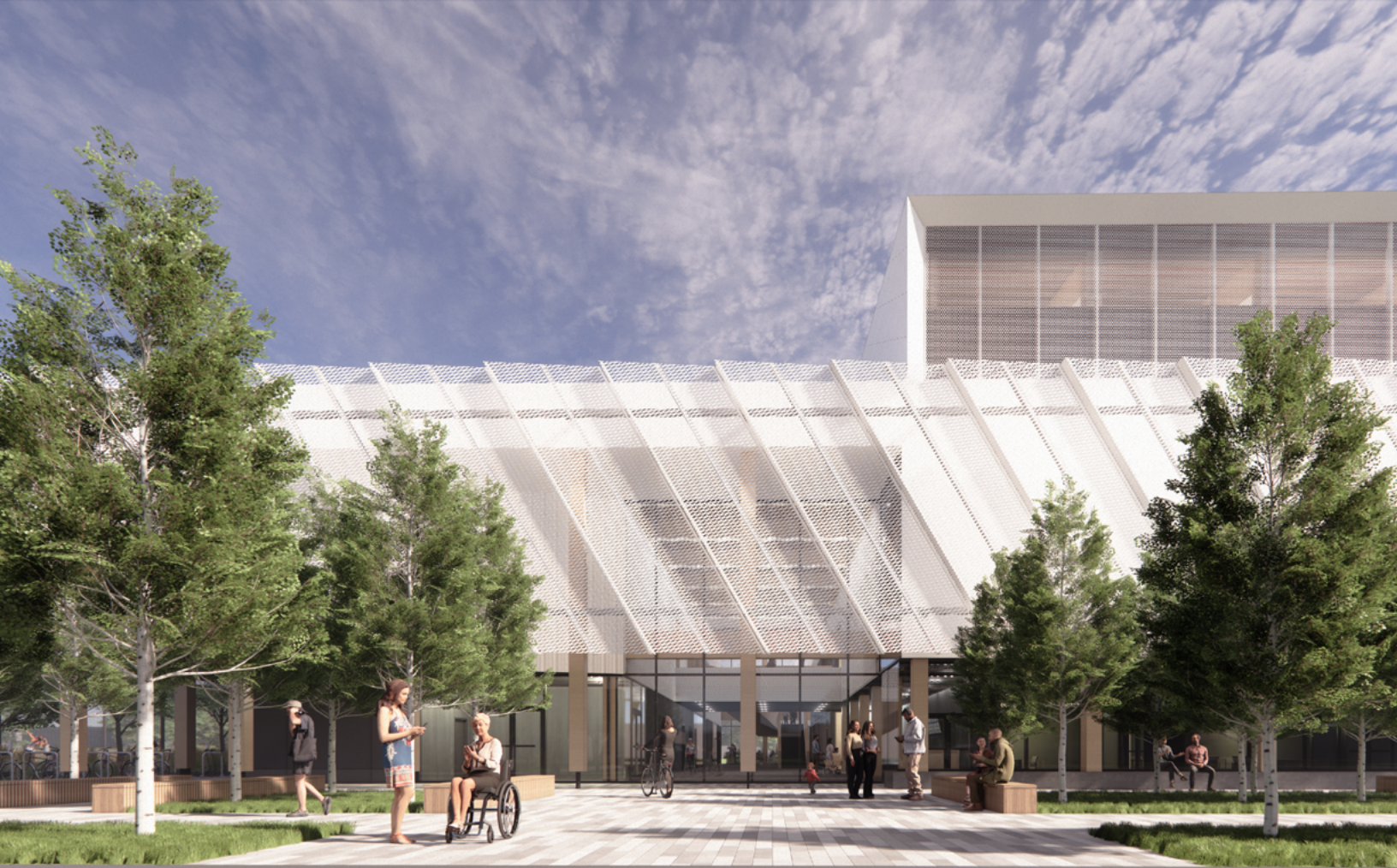
**6%** cited **safety concerns**.

**5%** cited increased **traffic concerns**.

**7%** stated **more parking** was needed while **5%** stated there is **too much parking**.

### VERBATIM COMMENTS

- + "Facility may be too small for future population growth."
- + "The plan itself looks fine, but the extra congestion and traffic in a very small site is a concern."
- + "Pedestrian and bike accessibility from east of Calgary Trail is still limited and could have enhanced safety."
- + "This city is in need of more indoor rink services for youth and adult ice sports. An outdoor ice surface/pond will not often be utilized and that space could be more effectively used to add a full rink to the building."
- + "It does not provide a safety assessment for parking and walking to this facility. There is a homeless population within blocks of this site."
- + "With taxes going up every year, we can't afford a new park unless CC is willing to start cutting elsewhere."



# Building Design

**Question 3:** How much do you agree that the building design meets the needs of you and/or your family?

- 66% of respondents agreed that the design meets their needs.
- 7% of respondents were neutral.
- 27% of respondents disagreed that the design meets their needs.

- Strongly Agree
- Agree
- Neither Agree Nor Disagree
- Disagree
- Strongly Disagree



## Question 4: What is the reason for the rating (regarding building design)?

50% of respondents provided comment(s) for this question.

Survey respondents who agreed that the building design met their needs generally gave positive feedback, while those who disagreed offered negative critiques. These negative critiques were often accompanied by some positive comments. There was substantial feedback from both those who agreed and disagreed regarding concerns about the recreation centre's aquatics amenities (refer to Aquatics Concerns section on page 14).

Of those that **AGREE** the building design meets their needs:

- 23%** commented that the inclusion and scope of aquatics amenities were important and satisfactory.
- 16%** noted that that facility provides a diverse range of amenities and that the spaces support flexible use.
- 14%** provided general positive commentary on the form and layout of the building.
- 8%** spoke favourably of the multi-purpose room as many feel there is a lack of bookable club/organization space in the community.
- 6%** noted the sustainable goals of the building design (net zero, LEED accreditation, energy efficiency measures).

### VERBATIM COMMENTS

- + "It sounds as though thought has been put into meeting everyone's needs and ensuring that there will be lots for everyone to do."
- + "The space is welcoming, beautiful, flexible, and functional. It's just what we asked for and what we need."
- + "Pool features for kids programming and activities is critical in response to the strong family demographics in the surrounding neighborhoods. I appreciate the multi-purpose rooms allowing for accommodation of a variety of programs."
- + "It is setting the bar for climate resilient, energy efficient design. It meets the needs of diverse age groups and abilities and provides flexibility of use. Important to provide a swim facility for the school to use. Exciting to see the evolution."
- + "The design seems to include a lot of natural light which will allow for a more pleasant experience."



Of those that **DISAGREE** the building design meets their needs:

**34%** identified concern for **aquatics amenities**.

- See the following page for specific concerns.

**13%** noted **financial concerns** as similar to park design open commentary.

- Comments included: the design is too expensive, the City should focus on other service priorities, concern about tax increases to fund construction, etc.

**6%** specifically identified need for a **weight room and/or expanded fitness area**.

**5%** specially identified need for **indoor ice amenities**.

- Other notable indoor amenities cited as lacking are: indoor turf space, quiet spaces, a multi-sensory space and an indoor, year-round skate/BMX space.

**4%** of those who disagree the building meets their needs did note the **diverse range of amenities** and that the spaces support flexible use.





## AQUATICS CONCERNS:

24% of overall comments:

- + Length of the lap pool (25 metre vs 50 metre)
- + Width of the lap pool (6-lane vs 8/10-lane)
- + More kid-friendly amenities including a separate toddler pool
- + Inclusion of a water slide
- + Inclusion of a dive tank
- + Inclusion of a sauna
- + Storage/pool access concerns for the kayaking/paddling activities in pool

## VERBATIM COMMENTS

- + "There is a lack of pools in the city that are able to host any sort of aquatic competition. This pool also lacks that ability."
- + "Beautiful design but it needs a turf facility. Soccer and football are two of the quickest growing sports in Edmonton and a second turf facility would introduce many new patrons."
- + "The pool should be at least 8 lanes. It can then be used for competition and alleviate pool access issues for swim clubs and recreational swimmers."
- + "I would like to see the pool area be much more child and family friendly."

## Question 5: Do you have anything else to share with us about the Rollie Miles Community Centre Project?

37% of respondents provided comment(s) for this question

**28%** specifically stated the facility needs to get funded and built in the near future.

**18%** of comments pertained to specific amenities that are lacking.

- Similar to commentary from the park and building design, key amenities included indoor ice, a skate/BMX park and a weight room/expanded fitness area. Lockable phone charging stations were also noted.

**13%** noted financial concerns.

**6%** noted the facility will help reinvigorate the neighbourhood.

**5%** cited some concern for accessibility and accommodation. Commentary centered around meeting the needs of children and seniors.

**4%** voiced concern about the added traffic that will flow from the parking lot onto 70 Avenue.

### VERBATIM COMMENTS

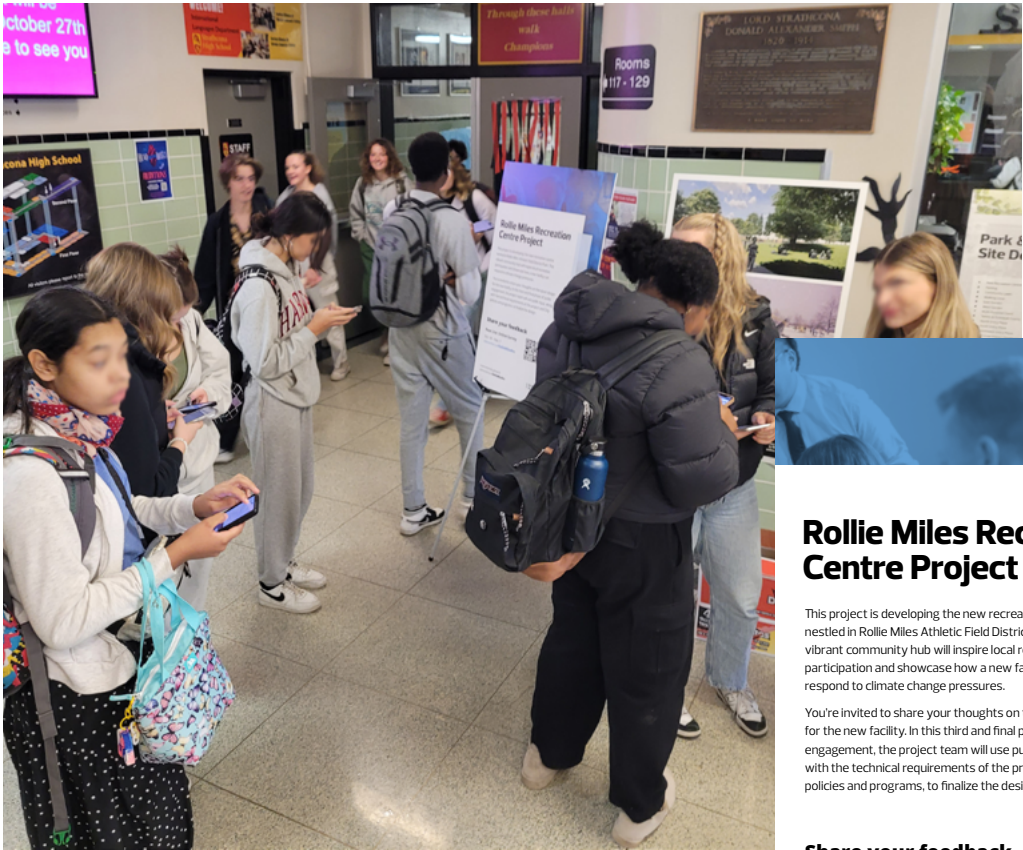
- + "We require a facility of this caliber in our neighbourhood for the well-being of residents."
- + "Very excited, thank you for investing in the community and environment."
- + "This recreation centre will be a huge boost to the south central communities."
- + "This looks like an exciting addition to our community; one that will promote healthy living, tourism, and the bringing together of the community."
- + "The parking lot is definitely a big change from the current grassland park. Would have preferred to keep a view of the park and not a giant parking lot."
- + "Looks like a great facility. A 50 metre pool would be much preferable if that were possible. Excellent work on the consultations, the city has been very consistent and responsive in this and other projects, great work."
- + "Keeping toddlers and young families in mind is imperative."
- + "I think the pool is very important and appreciate that other water features have been added."
- + "I believe a skate park would strongly encourage kids to be apart of the community. Making sure that kids are in a safe place can only further community growth."

# Pop-Up Engagement Events

## Strathcona High School

A pop-up event was held at Strathcona High School to reach youth, who are typically an under represented public engagement demographic. Event participants were shown project information boards, a video monitor showed the project model flythrough video and project team members walked them through the updated project designs and encouraged them to complete the online public engagement survey.

### The Strathcona High School Pop-Up Event



### Rollie Miles Recreation Centre Project

This project is developing the new recreation centre nestled in Rollie Miles Athletic Field District Park. This vibrant community hub will inspire local recreation participation and showcase how a new facility can respond to climate change pressures.

You're invited to share your thoughts on the latest design for the new facility. In this third and final phase of public engagement, the project team will use public input, along with the technical requirements of the project and City policies and programs, to finalize the design.

#### Share your feedback

Now Live: Online Survey  
Oct. 18 - Nov. 1  
[edmonton.ca/RollieMilesRec](http://edmonton.ca/RollieMilesRec)



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Learn more by going to:  
[edmonton.ca/RollieMilesRec](http://edmonton.ca/RollieMilesRec)

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# What Happens Next?

## Next Steps

The public engagement phase for this project has finished. The project team will take the feedback gathered during the third phase of engagement and use the input to refine the project's design. The design decision-making process will be based on the technical requirements of the project, City policies and programs, as well as the public input outlined in this What We Heard Report. The Rollie Miles Recreation Centre project is funded for the planning and preliminary design phases. However, the detailed design and construction of the facility are currently unfunded.



### Fall 2022

#### Phase 1 Engagement: Concept Design

Procurement of a consultant team to lead the design.

Public engagement on three proposed design options.



### Winter/Spring 2023

#### Phase 2 Engagement: Schematic Design

Public engagement on the preferred design option.



### Fall 2023

#### Phase 3 Engagement: Design Development

Public engagement on the refined design.

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**FOR MORE INFORMATION**

Please visit [edmonton.ca/RollieMilesRec](http://edmonton.ca/RollieMilesRec)

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