

# Rollie Miles Athletic Field District Park – 2017 Online Survey

## Results Summary

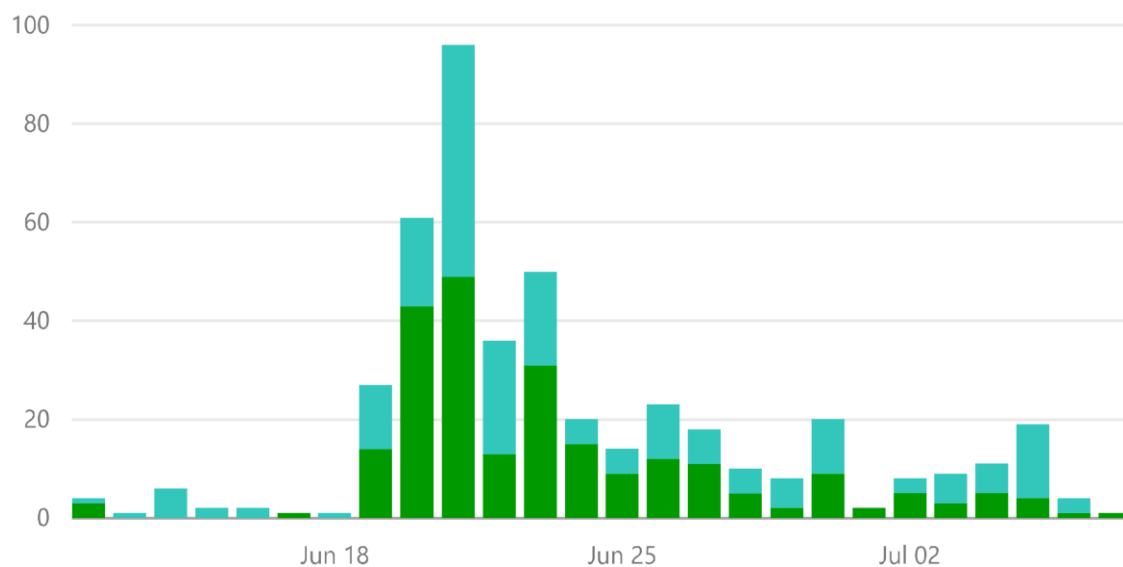
### Background

The City of Edmonton hosted an online survey between June 12 2017 and July 7 2017 as part of the Rollie Miles Athletic Field Community Recreation Centre Functional Program public engagement process. City of Edmonton residents were encouraged to provide input regarding activities and services that they feel should be included in the Community Recreation Centre. The online survey was set up using metroquest. The link to the survey was advertised on the City of Edmonton Website and through various locations as the project Public Engagement Plan. 238 people completed the survey during the 3 weeks it was active.

The following is a summary of what we heard from those who participated in the survey.

### Participation

The following graphic shows the visits to the site and participation in the survey.



□ rolliemiles.metroquest.ca

238  
Participants

454  
Visits

Graph 1

## 1. Vision

Survey participants were asked about their vision for the community recreation centre.

Survey Question 1 – What does a community facility mean to you? How does it look and feel, and what unique features does it have? MetroQuest looked for the words that were most commonly found in comments.

### Results

The word cloud below displays the most frequently cited words largest.



## 2. General Services and Activities Priorities

Survey participants were asked to rank their priorities for the activities and functions of the Community Recreation Centre in Rollie Miles Park.

Survey Question 2 – What are your top priorities for you and members of your household for the activities and functions of the Community Recreation Centre in Rollie Miles Athletic Field District Park?

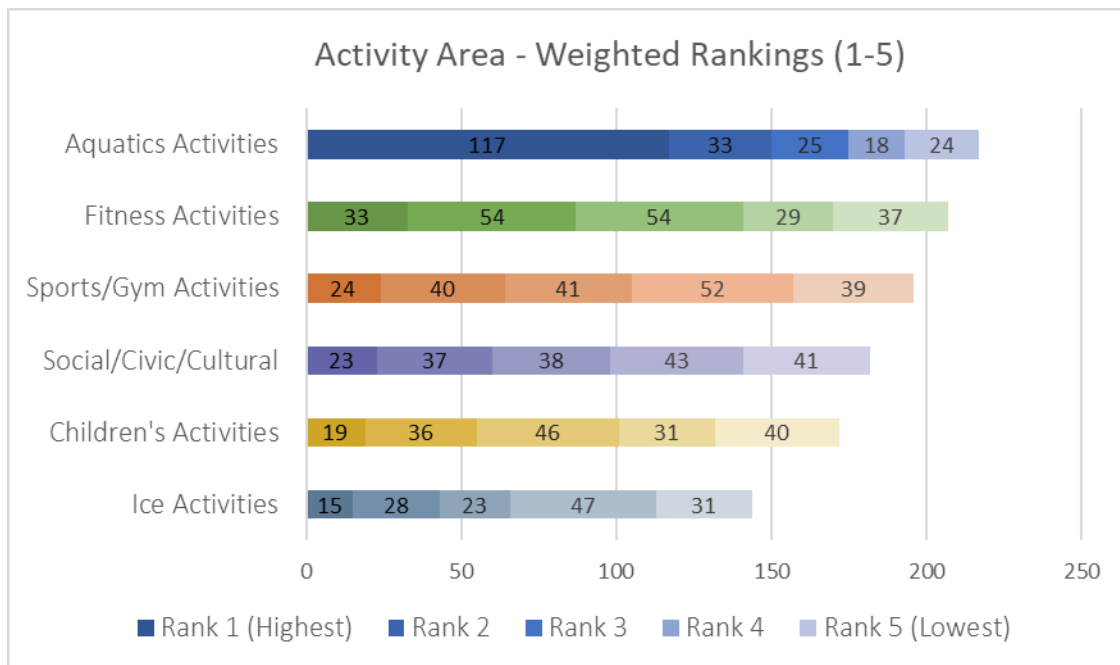
Participants were asked to rate their top five priorities in order, with 1 being the most important and 5 being the least important. The following seven options were provided:

- Aquatics
- Fitness
- Sports
- Social/cultural
- Children’s activities
- Ice activities
- Other

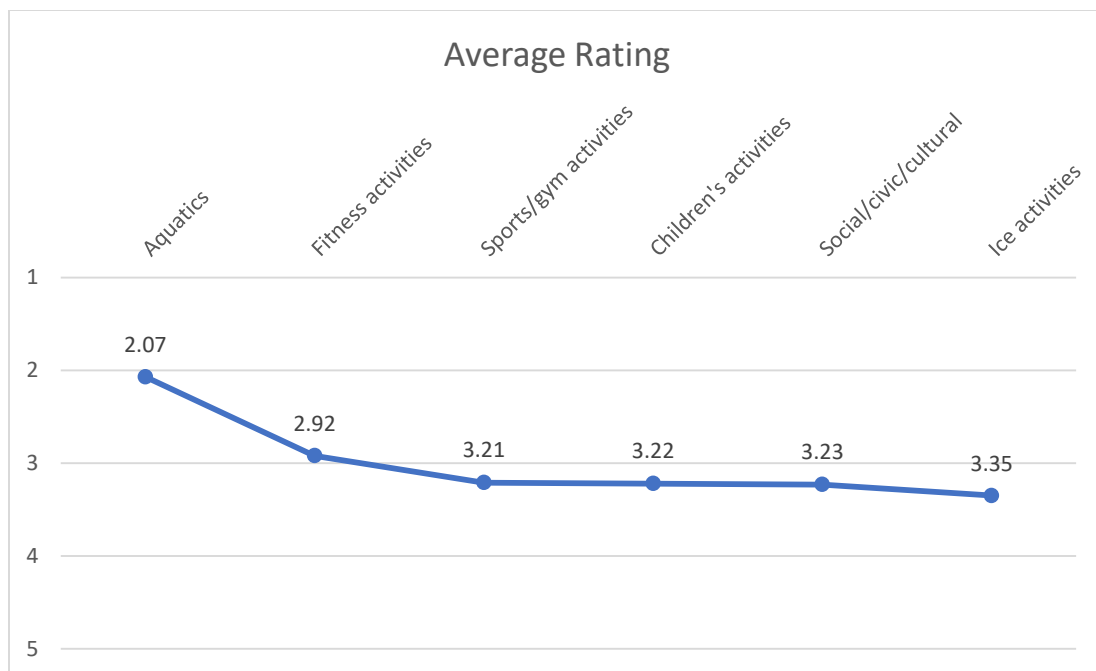
### Results

The most frequently cited priority was Aquatics, which was placed in the top five 217 times (average rating of 2.07, where 1 is highest). Fitness activities received the second highest amount of top five

votes at 207 (average rating of 2.92). The option that received the fewest votes was Ice activities, which was mentioned 144 times (average rating of 3.35).



Graph 2: Illustrates the weighted rankings for each activity which have been ranked from highest to lowest based on survey response.



Note: MetroQuest uses 1 as the highest rating

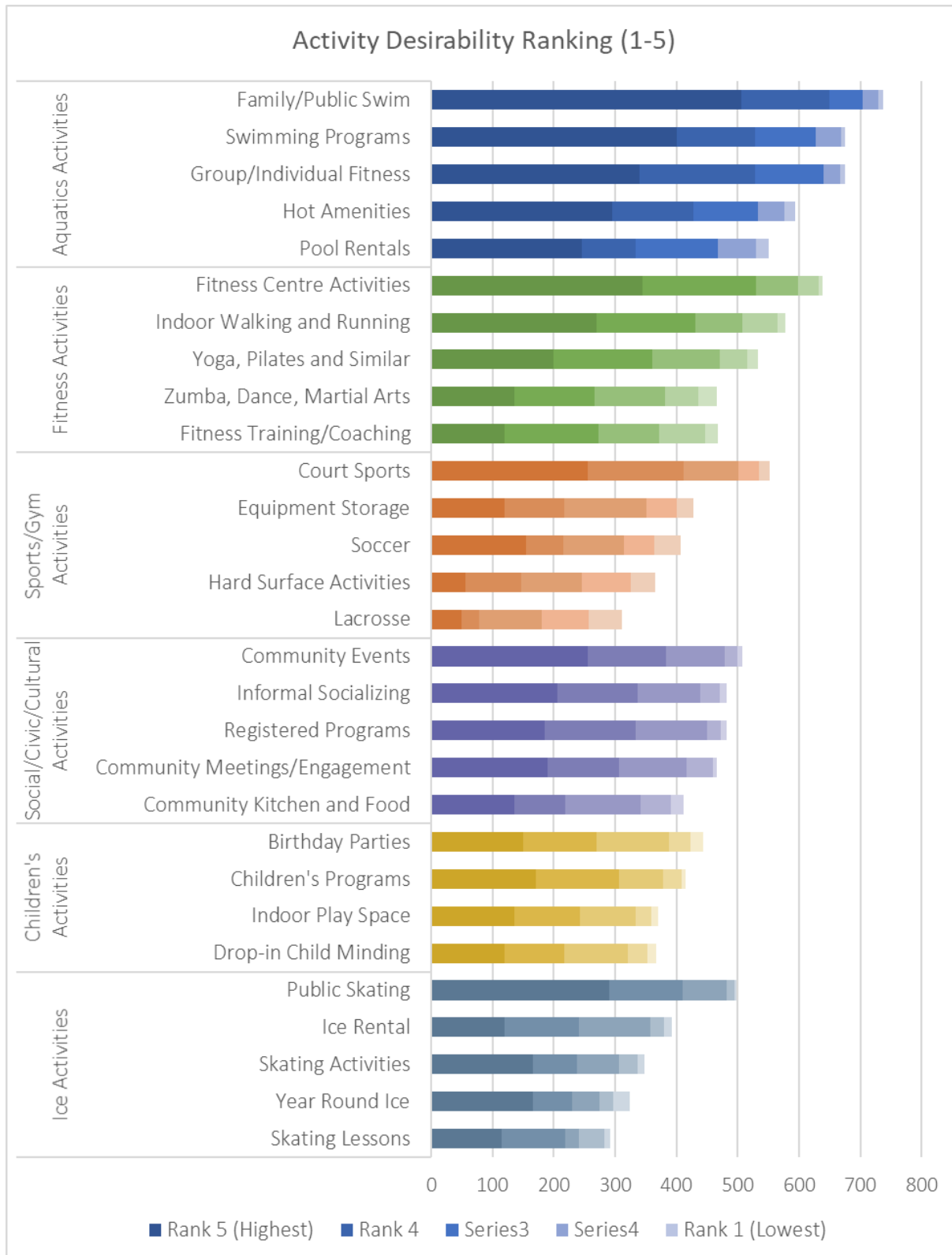
Graph 3 Shows the average rating of the 6 activity categories based on survey feedback.

### 3. Specific Activities

In order to develop a deeper understanding of participants' interests in activities at Rollie Miles Park Community Recreation Centre, participants were asked to rank the importance of specific activities/amenities that fall within the categories presented in graph 4. Ratings are on a scale of 1 to 5, with 1 being less important and 5 being very important.

Survey Question 3 – For your top five areas from the previous page, please rate the importance of each item to you and your household.

Results (from Survey Question #3)



Graph 4 illustrates the ranking of detailed category activities which are ranked on a scale of 1 to 5

### Aquatics

In the aquatics category, family public swim received the most ratings as highly important (101 respondents), followed by swimming programs (80 respondents) and group / individual fitness (68 respondents).

### Fitness activities

In the fitness activities category, fitness centre activities received the most ratings as highly important (69 respondents), followed by indoor walking/running (54 respondents) and Yoga/Pilates or similar (40 respondents).

### Sports / gym activities

In the sports/gym activities category, court sports received the most ratings as highly important (51 respondents), followed by soccer (31 respondents) and equipment/storage load (24 respondents).

### Children's activities

In the children's activities category, indoor play space received the most ratings as highly important (45 respondents), followed by children's programs (44 respondents) and drop-in child minding (34 respondents).

### Social / Civic / Cultural amenities

In the social/civic/cultural category, community events received the most ratings as highly important (51 respondents), followed by informal socializing (41 respondents) and community meetings/engagement (38 respondents).

### Ice activities

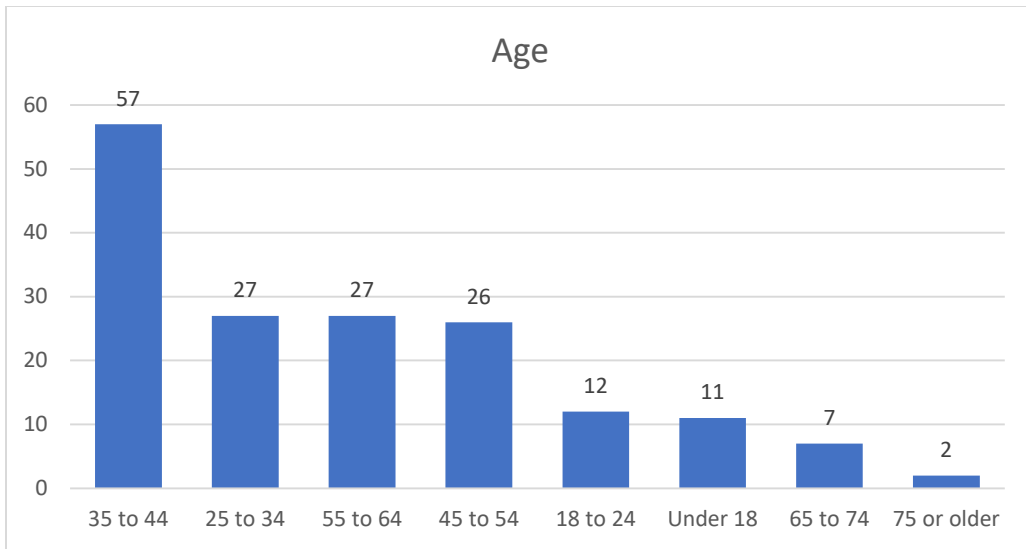
In the ice activities category, public skate received the most ratings as highly important (58 respondents), followed by both skating activities and year-round ice (33 respondents each).

## 4. Closing

Participants were asked to provide some basic demographic information, including age, language, household composition, and postal code.

### Age

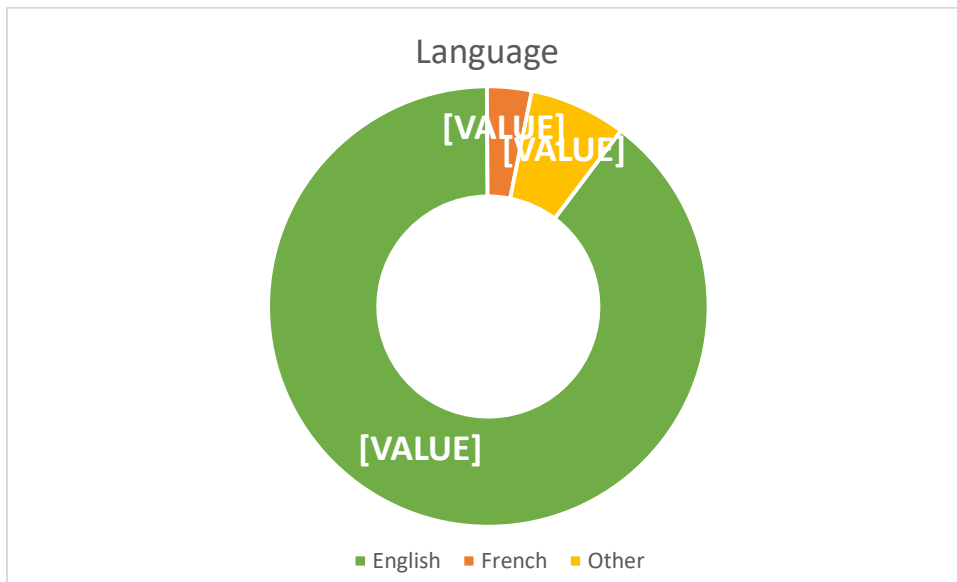
Of the 238 survey participants, 170 disclosed age information. Of those respondents, the age bracket with the largest number of survey participants was 35 to 44 (57 respondents); the 65 to 74 and 75 and above age cohorts were represented by only 9 survey participants combined.



Graph 5 Shows the (disclosed) age distribution of those who took part in the survey

## Language

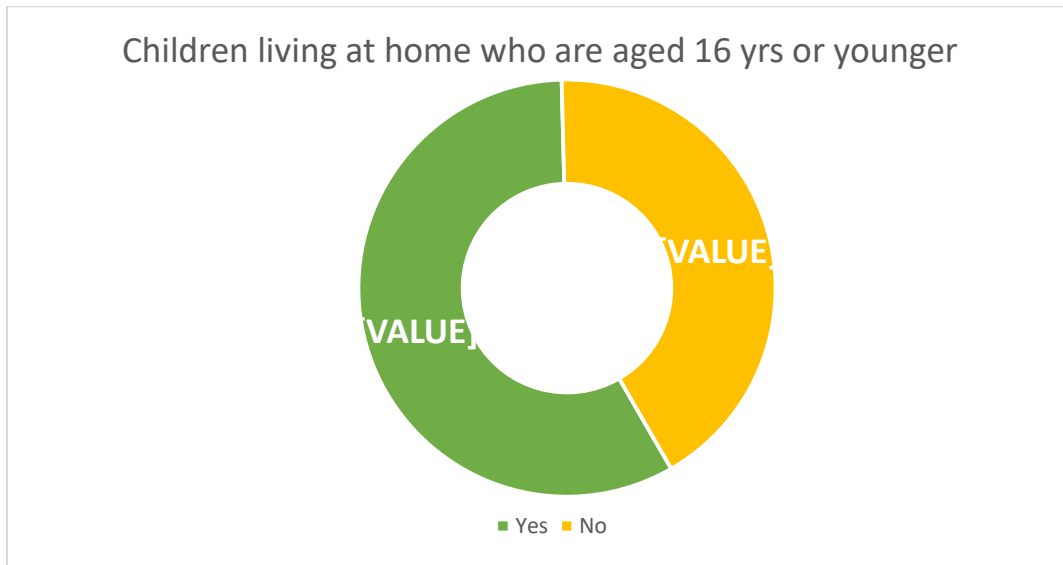
Of the survey participants, 183 provided language information, of which 164 indicated they speak English, with 6 respondents saying they speak French, and 13 saying 'other'.



Graph 6 Illustrates the (disclosed) language distribution of the people who participated in the survey.

## Household Composition

Of the 165 survey participants who provided a response to this question, 95 said they have children at home aged 16 years or younger, and 69 said they do not.



*Graph 7 Illustrates the number of children living at home and children not living at home based on the survey*

The full survey results, including a list of all comments received, will be available in Spring 2018 as part of the final Master Plan Report.