



THE RESEARCH INTELLIGENCE GROUP

City of Edmonton

District Park Renewal Project
Rollie Miles Athletic Field

Report
October 2013



CONTEXT
AND OBJECTIVES



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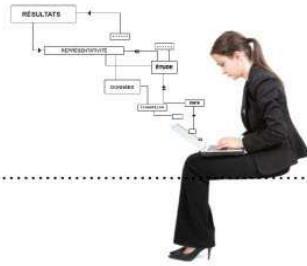
Context

- Managing and enhancing parks and open spaces is one of the City of Edmonton's main focuses as part of their "Way We Live" goal.
- Three district parks within mature neighbourhoods of the City have been identified as renewal priorities: Bonnie Doon Campus Park, Rollie Miles Athletic Field, and Londonderry Athletic Grounds. The City is working on a Master Plan to support renewal of each park.
- In 2013, the City of Edmonton Community Services department contracted Leger to conduct a telephone survey among residents of the catchment areas of each of these parks, to gather their feedback for the renewal process. **This presentation focuses on the findings for Rollie Miles Athletic Field.**

Objectives

- Gather data to improve district parks to meet the needs of the residents of Edmonton and contribute to their overall quality of life
 - Understand how households currently use district parks, and how they plan to use them in the future
 - Identify areas of opportunity for the parks
 - Gauge residents' perceptions of the parks





RESEARCH METHODS

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Data Collection

- 353 telephone interviews were conducted with Edmonton residents located within the catchment area of Rollie Miles Athletic Field
- Interviews were conducted between September 5th and September 29th, 2013

Target Respondents

- Edmontonians 18 years of age or older within the catchment area of Rollie Miles Athletic Field

Statistical Reliability

- The margin of error for Rollie Miles Athletic Field is ± 5.2 percentage points, 19 times out of 20



RESEARCH METHODS

Questionnaire Scales: Five point aided scales have been used throughout the questionnaire to measure importance and satisfaction.

Importance:

City of Edmonton is working on a Master Plan for [NAME OF THE PARK] to support renewal of the Park. Considering the renewal of the park, how important is it for you or members of your household to have opportunity to participate in each of the following activities at [NAME OF THE PARK] ...

5. Extremely Important
4. Very Important
3. Somewhat Important
2. Not Important
1. Not at all Important

Satisfaction:

Thinking about all the opportunities available for various activities at [NAME OF THE PARK], how satisfied are you overall with the opportunities available at [NAME OF THE PARK]?

5. Very Satisfied
4. Somewhat Satisfied
3. Neither Satisfied nor Dissatisfied
2. Somewhat Dissatisfied
1. Very Dissatisfied

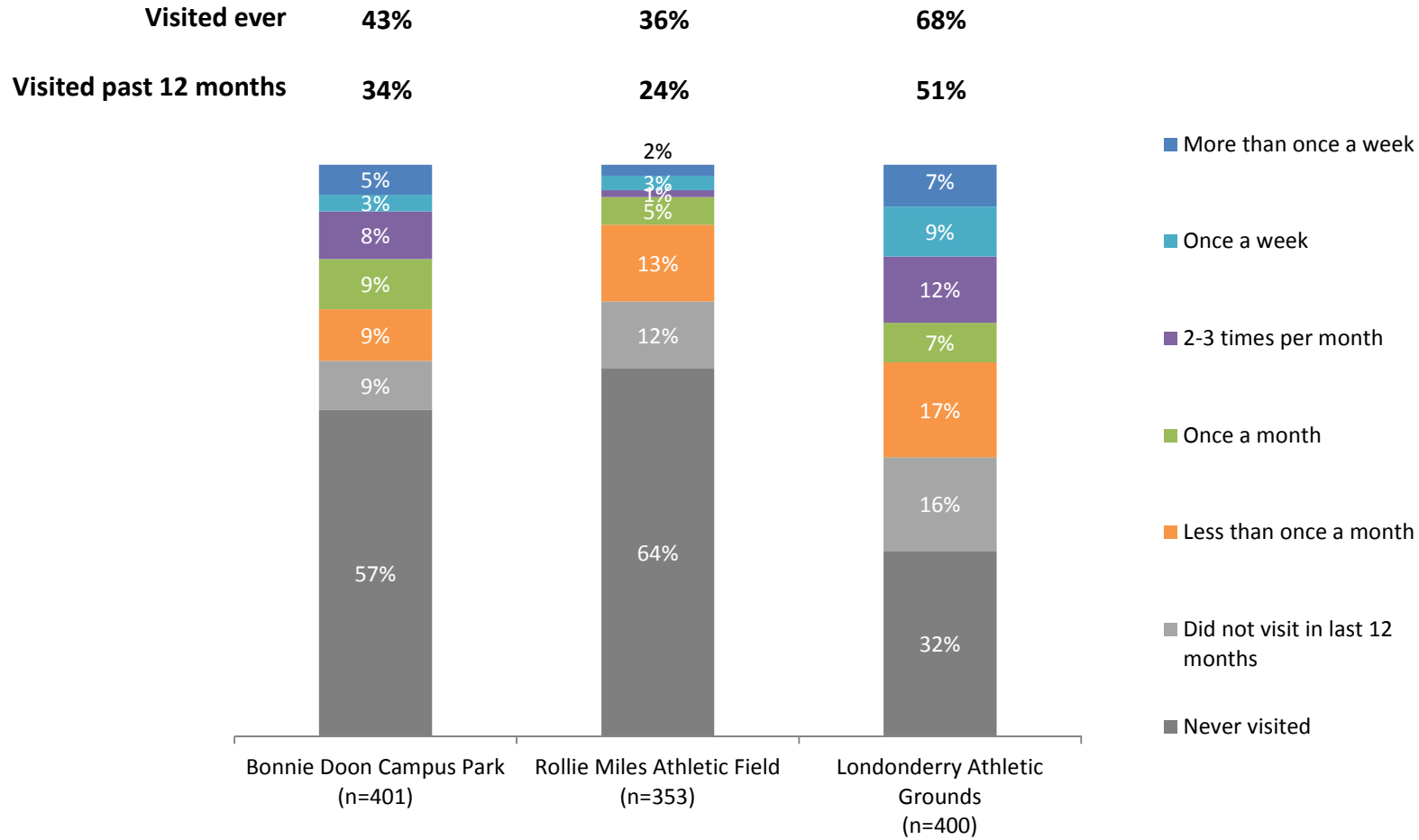
Note: Not Applicable / Don't know responses have been excluded while measuring satisfaction.







VISITATION: PARKS





FAVOURITE PARK ASPECTS

	Bonnie Doon Campus Park (n=165)	Rollie Miles Athletic Field (n=144)	Londonderry Athletic Grounds (n=252)
Close to home / Location	37%	30%	28%
Swimming pools	22%	10%	36%
Green space / Open space	10%	10%	2%
Playground / Good for kids	12%	3%	4%
Tracks	2%	12%	5%
Clean / Well maintained	5%	3%	7%
Arenas / Skating rinks	-	5%	9%
Fitness area / Workout area / Weight room	1%	3%	8%
It's a nice place	8%	2%	2%
Tennis courts	6%	1%	4%
Gym	-	*	6%
Variety of activities to do / Lots available	*	1%	5%
It's big / Lots of space	2%	4%	3%
Soccer fields	3%	1%	3%
Good to walk	2%	5%	1%
Quality facilities / Good facilities	5%	2%	*
It's quiet / peaceful	5%	*	1%
Other mentions	5%	10%	6%
None / Nothing	4%	9%	5%
Don't know / Refused	6%	7%	5%

Base: Edmontonians who have ever visited the park

*Mentions less than 3% for all parks excluded



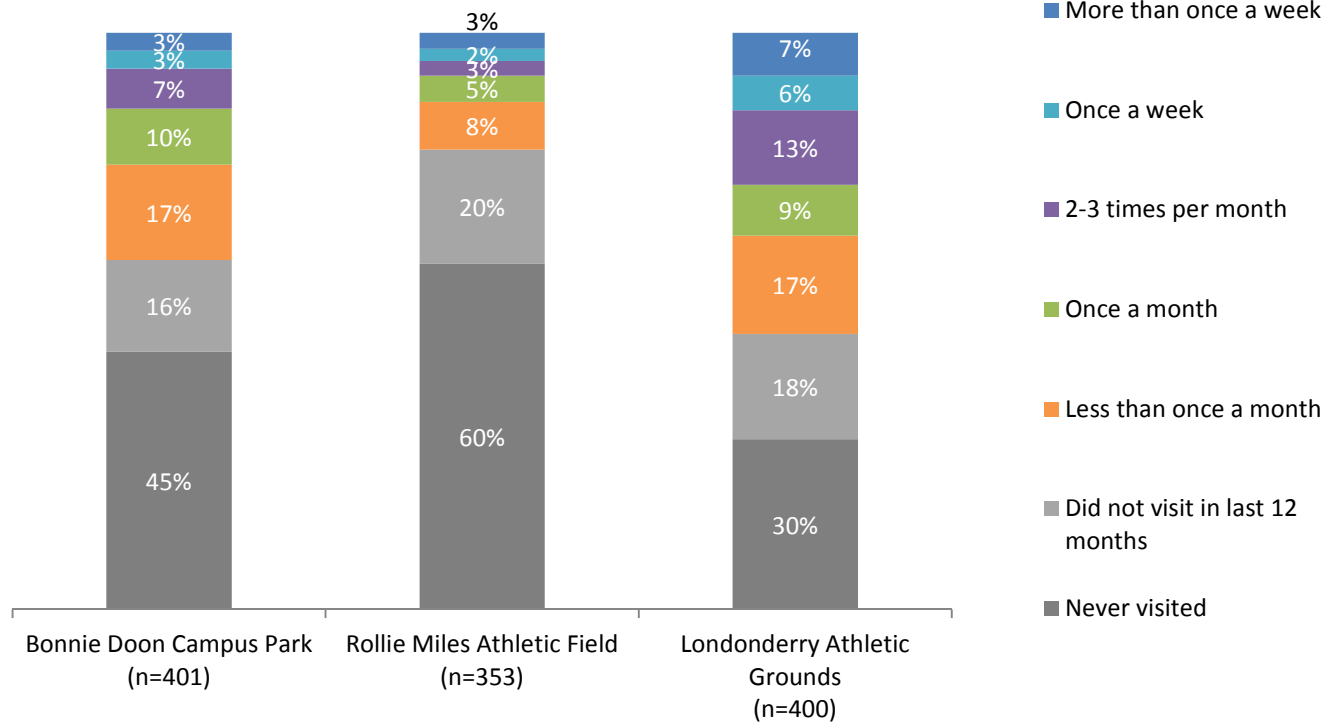
REASONS FOR NOT VISITING

	Bonnie Doon Campus Park (n=276)	Rollie Miles Athletic Field (n=252)	Londonderry Athletic Grounds (n=225)
NOT AWARE	39%	36%	7%
<i>Don't know where it is</i>	18%	22%	2%
<i>Didn't know it existed</i>	19%	16%	5%
<i>Don't know what they offer</i>	3%	2%	*
TOO FAR / THERE ARE OTHER OPTIONS	35%	28%	25%
NOT INTERESTED / TOO BUSY	13%	18%	30%
<i>Not interested / No reason to go</i>	6%	13%	19%
<i>Did not have time</i>	7%	4%	11%
NOT RELEVANT	7%	14%	20%
<i>Don't do athletics / Not athletic</i>	1%	8%	5%
<i>Have no children / Children not of appropriate age</i>	2%	4%	6%
<i>There is nothing there for us</i>	4%	2%	5%
<i>Do indoor exercises / Alternate activities</i>	*	2%	5%
OLD / DISABILITY	3%	6%	10%
<i>Too old</i>	2%	4%	6%
<i>Disabled / Handicapped / Mobility issues</i>	1%	1%	3%
Other mentions	3%	2%	3%
None / Nothing	2%	4%	8%
Don't know	6%	3%	6%



VISITATION: INDOOR FACILITIES

Visited ever	55%	40%	70%
Visited past 12 months	39%	20%	52%





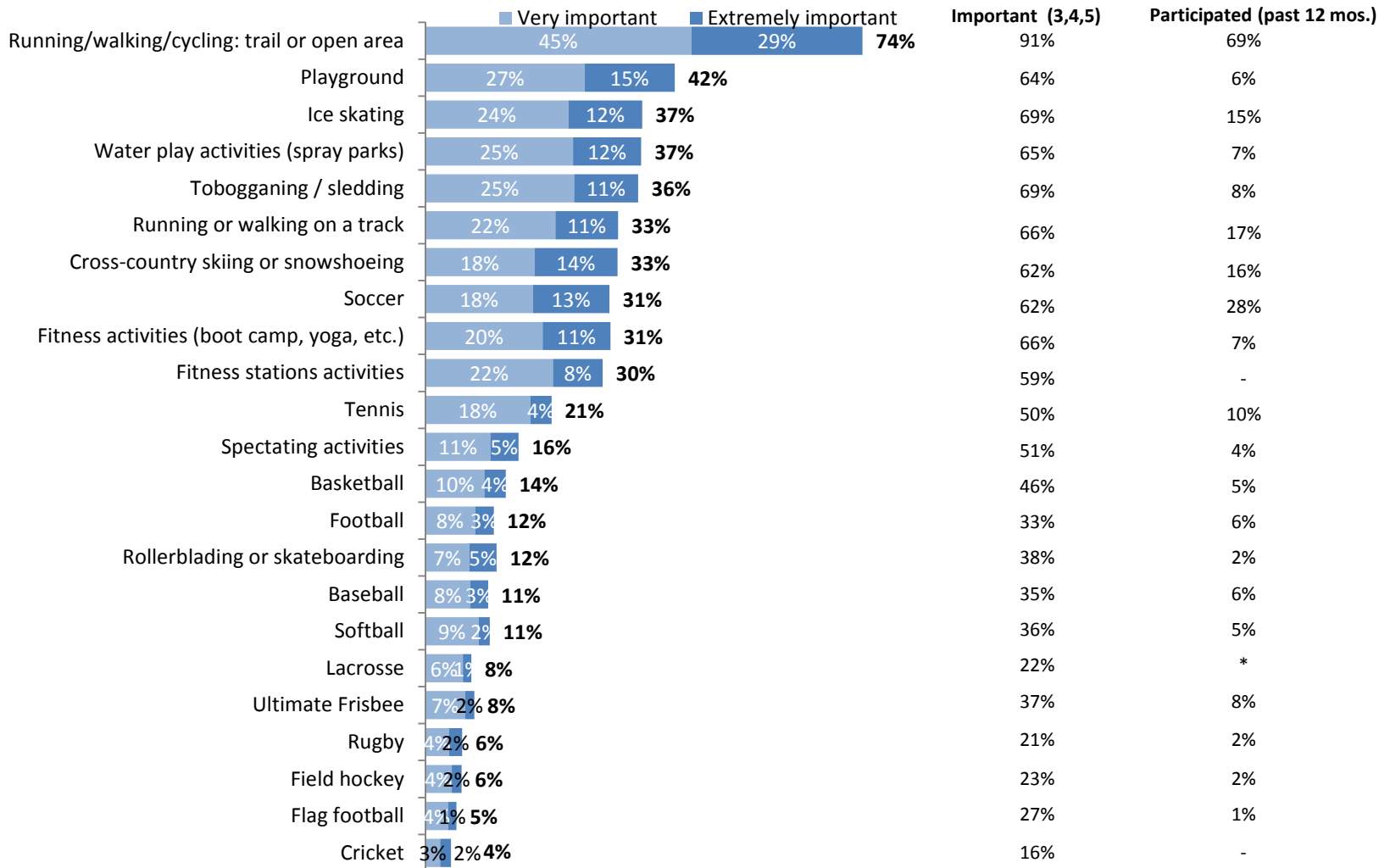
ROLLIE MILES
ATHLETIC FIELD



IMPORTANCE AND
PARTICIPATION



IMPORTANCE & PARTICIPATION (OUTDOOR ACTIVITIES): ROLLIE MILES AREA



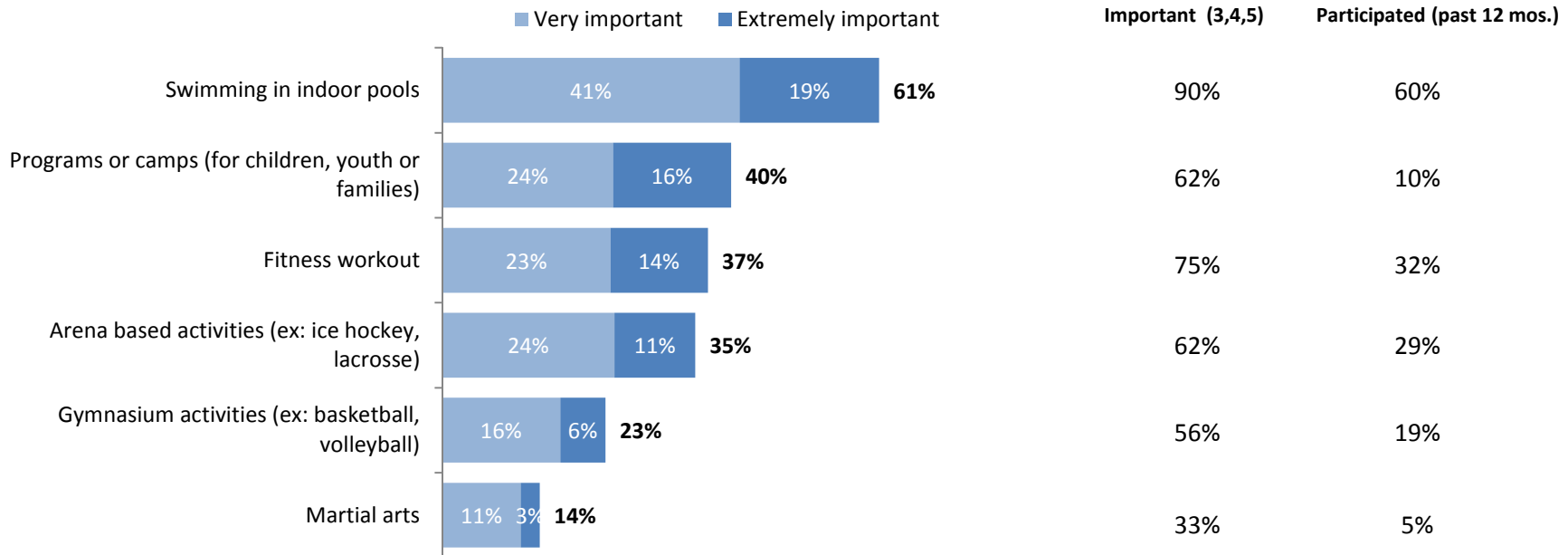
Base: Respondents from Rollie Miles catchment area (n=353)

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Q4. Considering the renewal of the park, how important is it for you or members of your household to have opportunity to participate in each of the following activities at ... Q5. Which outdoor activities have you or any member of your household participated in the last 12 months at ...?

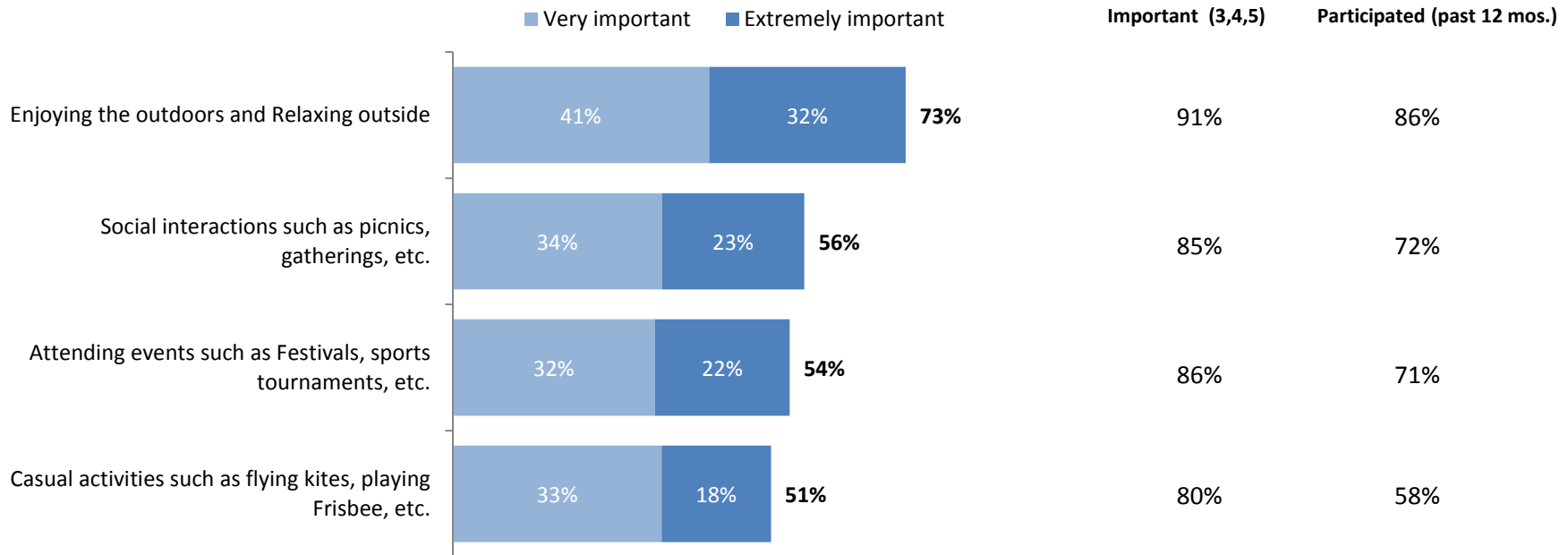


IMPORTANCE & PARTICIPATION (INDOOR ACTIVITIES): ROLLIE MILES AREA





IMPORTANCE & PARTICIPATION (OPEN SPACE ACTIVITIES): ROLLIE MILES AREA

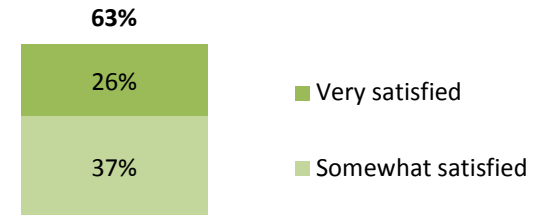
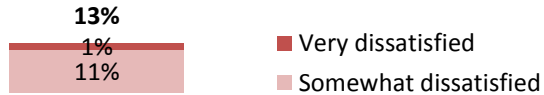






OVERALL SATISFACTION: OPPORTUNITIES

ROLLIE MILES



"We live close and it doesn't draw us over there every often. Not meeting our current needs. Playspace for younger children. Balanced with a natural feeling to go skiing for outdoors."

"Old facilities, so its hard to compare to the new ones they're building in the suburbs, there is not a wide variety of activities for the different members of our family, and its not well advertised for us to use it."

"I do lots of stuff outdoors but none is at Rollie Miles; I thought it was just for high school sports"

Reasons for Satisfaction	Satisfied Overall (n=85)
Meets our needs / Has everything we need	16%
Wide variety of available activities	15%
It's satisfying / No problems with it	11%
Availability / accessibility to use whenever you want	11%
It's clean / Well maintained	11%
Close to home / Convenient location	8%
Good facilities	5%
Other mentions	11%
Don't know / Refused	6%

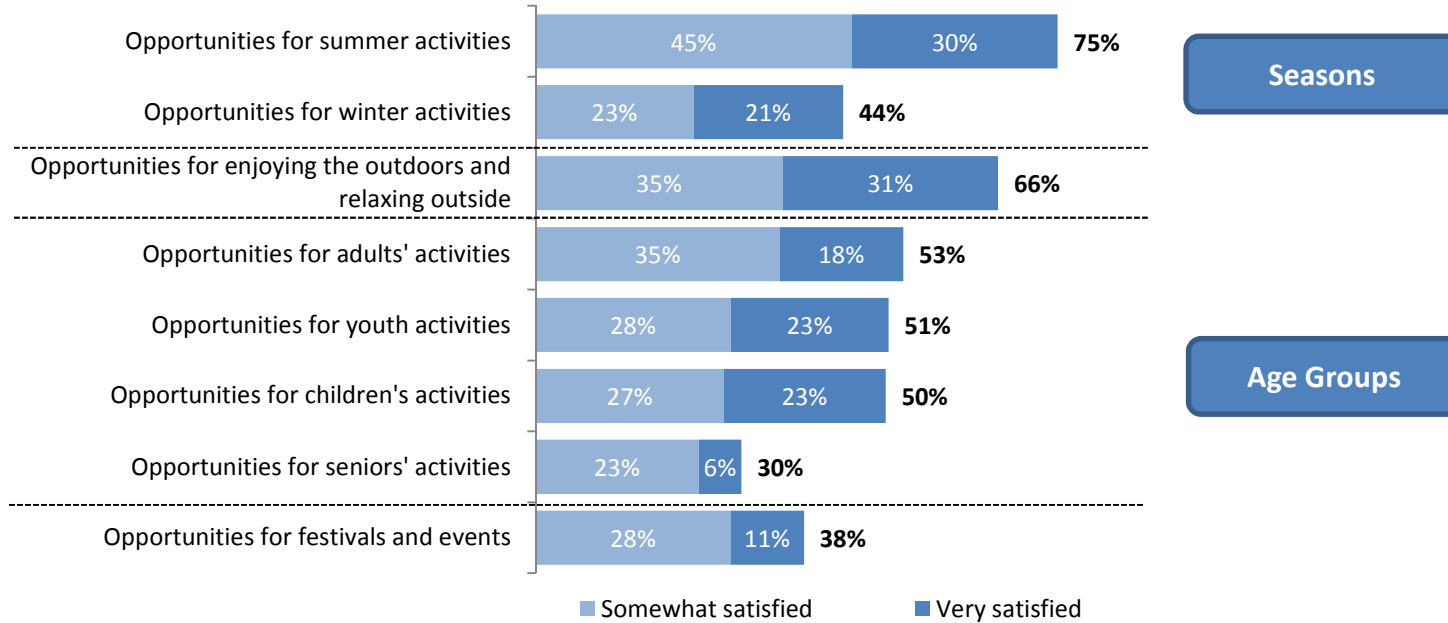
Base: Respondents from Rollie Miles catchment area who have ever visited Rollie Miles Athletic Field (n=135)**
 *Mentions less than 3% not included
 **Note: Don't know responses excluded
Italics denote verbatim responses





SATISFACTION: SPECIFIC OPPORTUNITIES

ROLLIE MILES



Base: Respondents from Rollie Miles catchment area who have ever visited Rollie Miles Athletic Field (n=93-125)*

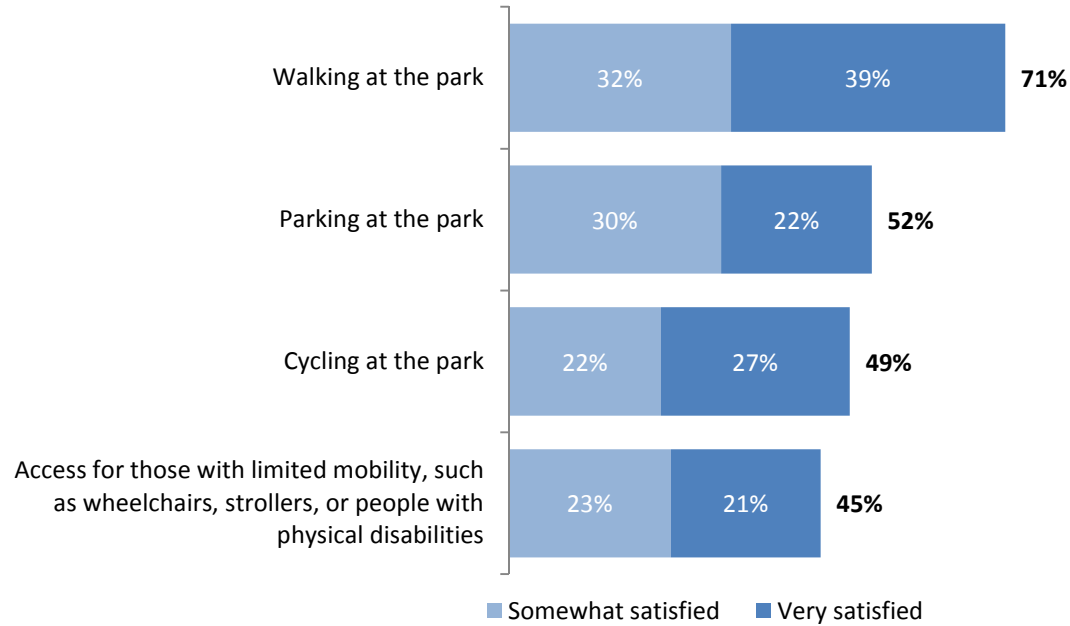
*Note: Don't know responses excluded



Q11. And how satisfied are you with the following specific opportunities available at ...?



SATISFACTION: ACCESSIBILITY ROLLIE MILES



Base: Respondents from Rollie Miles catchment area who have ever visited Rollie Miles Athletic Field (n=88-125)*

*Note: Don't know responses excluded

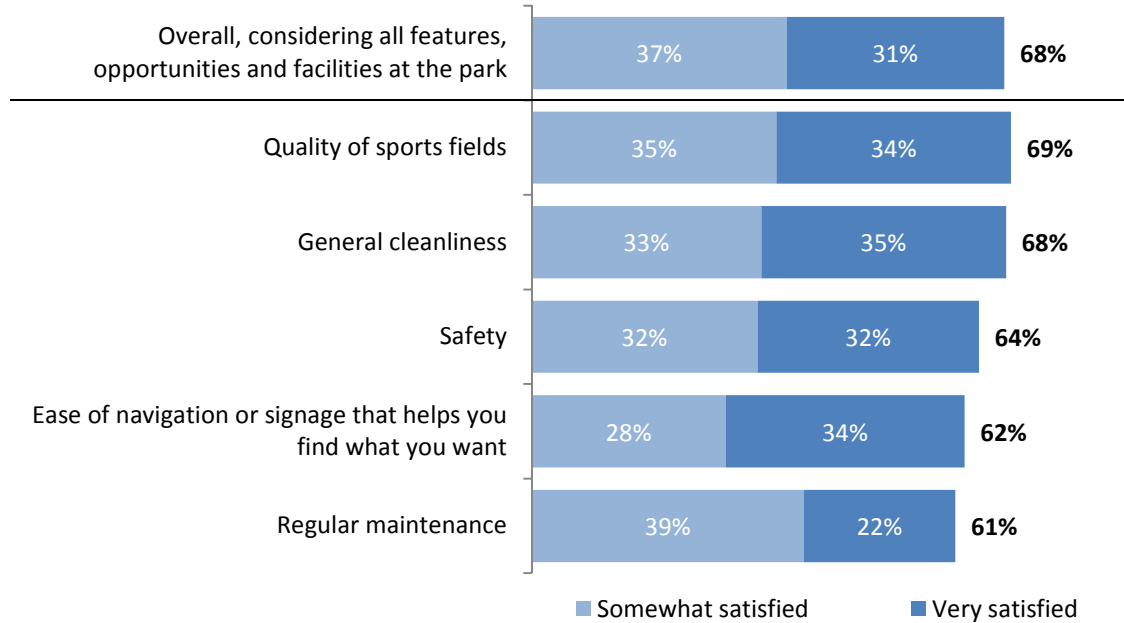


Q12. How satisfied are you with the accessibility or ability to move around within ..., in terms of...

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SATISFACTION: ASPECTS OF PARK ROLLIE MILES



Base: Respondents from Rollie Miles catchment area who have ever visited Rollie Miles Athletic Field (n=113-125)*

*Note: Don't know responses excluded



Q13. We now want your opinion about certain aspects of ... How satisfied are you with ...?

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SUMMARY: ROLLIE MILES

IMPORTANCE AND PARTICIPATION:

- Outdoor activities: Running/walking/cycling on a trail or an open area, playground activities, ice skating, water play activities (spray parks) and tobogganing / sledding are the top five most important outdoor activities. Running/walking/cycling on a trail or an open area, soccer, running or walking on a track, cross country skiing or snow-shoeing and ice-skating are the top five activities in terms of participation.
- Indoor Activities: Swimming, programs or camps (for children, youth or families) and fitness workouts are the most important indoor activities. Swimming in indoor pools is the most often participated indoor activity followed by fitness workouts and arena based activities such as ice hockey, lacrosse, etc.
- Open Space Activities: Enjoying the outdoors and relaxing outside is the most important and most participated open space activity. The majority have also participated in social interactions (such as picnics, gatherings, etc.) and attended events such as festivals, sports tournaments, etc. in a park.

SATISFACTION:

- Close to two-thirds of the visitors are satisfied with the opportunities available in Rollie Miles.
- Visitors are particularly happy with the summer activity opportunities at the park and with the opportunities to enjoy and relax outside.
- In terms of accessibility, visitors are most satisfied with the opportunities for walking in the park.
- Two-thirds or more are happy with the various features of the park, such as quality of sports fields, general cleanliness, etc.



PROFILE OF
RESPONDENTS



PROFILE OF RESPONDENTS

	Rollie Miles Athletic Field (n=353)
Gender	
Male	50%
Female	50%
Age	
18-29	19%
30-39	33%
40-49	14%
50-59	14%
60-74	12%
75+	7%
Household Size	
1	18%
2	33%
3	19%
4+	30%
Children in Household	
0/ NONE	64%
1	14%
2	16%
3	4%
4+	-
Don't know / Refuse	3%



PROFILE OF RESPONDENTS

	Rollie Miles Athletic Field Field (n=353)
Tenure in Neighbourhood	
Less than 2 years	6%
2-6 years	20%
More than 6 years	73%
Employment Status	
Working full-time	62%
Working part-time	8%
Unemployed or looking for a job	4%
A student	8%
Retired	15%
A homemaker	2%
Staying at home for other reasons	1%
DNK / Refuse	1%
Education	
Not graduated from high school	1%
Graduated high school	6%
Some technical or vocational college	2%
Graduated technical or vocational college	8%
Some university	9%
Graduated from university	73%
Refusal	*



PROFILE OF RESPONDENTS

	Rollie Miles Athletic Field (n=353)
Marital Status	
Single	31%
Married/Common-law	58%
Separated	2%
Divorced	5%
Widowed	5%
Refuse	1%
Income	
Under \$10,000	1%
\$10,000 to \$19,999	1%
\$20,000 to \$29,999	7%
\$30,000 to \$39,999	7%
\$40,000 to \$49,999	2%
\$50,000 to \$59,999	3%
\$60,000 to \$69,999	4%
\$70,000 to \$79,999	3%
\$80,000 to \$89,999	7%
\$90,000 to \$99,999	5%
\$100,00 and up	42%
Prefer not to answer	17%



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