



## imagineParks

Telephone Survey Report  
July 2012



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## imagineParks

### *Telephone Survey Report*

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

A handwritten signature in blue ink that reads "Jean-Marc Léger". The signature is written in a cursive, flowing style.

Jean-Marc Léger  
President

# CONTEXT AND OBJECTIVES



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Parks play an integral role in our local communities and help shape the neighbourhoods in which we live. As the population of Calgary has grown, so has the need to plan for future generations of Calgary parks users.

Proactively, The City of Calgary is developing a visionary 30-year plan for a sustainable, efficient and effective open space system. This imagineParks Plan will serve as the foundation for future planning policy and development.

The City of Calgary is gathering input via various methods to assist in the development of the imagineParks Plan. Following a series of four focus group workshops held with parks users and youth (May 13-14, 2012), The City of Calgary commissioned a telephone survey among a stratified random sample of adult Calgarians to measure the views expressed in the focus group sessions.

The results of this survey will assist The City of Calgary to better understand the public's vision of Calgary's parks in future and identify priorities for Calgary's open spaces over the next 30 years.



# RESEARCH METHODS

**WHO?**



- 506 randomly selected Calgarians aged 18 years and older
  - Stratified by City quadrant, age and gender

**HOW?**



- Computer Assisted Telephone Interviewing (CATI)
- Benchmark data, no tracking available

**WHEN?**



- Formal pre-test: June 11, 2012
- Interviews conducted: June 13-26, 2012

**VALIDITY?**



- Overall margin of error = +/-4.4%



**STRATEGIC  
CONCLUSIONS**

## Parks Usage

- Each month, the majority of Calgarians are using pathways for running, walking or biking and are enjoying local community parks and green spaces. Almost one-half of those surveyed are using playgrounds, natural areas and sports field on a monthly basis. Community gardens and cemeteries are being used by less than 1 in 10 respondents each month.
- Parks are used primarily for recreation and secondarily for social interaction and relaxation. Parks use for transportation and/or educational purposes is notably lower.

## Preferred Location and Size of Parks

- A similar proportion of those surveyed indicate they are likely to use both smaller community parks and larger multi-purpose parks 30 years from now. Calgarians predict that they will be using smaller community-based parks in close proximity to their residence and/or work and are not very likely to commute to smaller parks. A higher proportion of those surveyed are likely to undertake a modest commute to visit larger multi-purpose event parks.
- In future, Calgarians believe that Calgary will need a variety of types of parks. The greatest expressed need is for smaller community parks, followed by mid-sized multi-purpose parks and then by larger destination-style parks.

## Future Importance of Parks' Features

- An array of parks features are important in the future; however, certain features are considered to be more important 30 years from now than are others. The most important features relate to having garbage and recycling bins to keep parks clean, to provide benches, rest areas and washrooms, and to have play structures for children. Calgarians also place relative high importance on having sports fields, expanded pathway lanes and outdoor skating areas in winter.
- A secondary series of characteristics are ranked among the mid-tier important features for parks in future. Approximately two-thirds of respondents believe that play structures for youth and adults, water features and covered areas in parks are important. In addition, more than six-in-ten feel that flower beds, river access and BBQ areas are important. Slightly more than one-half of Calgarians rate off-leash areas, and although not yet highly used, community gardens as important elements for parks in future.
- A third series of parks elements ranks relatively lower on the importance scale for future parks features. A minority of Calgarians believes that bike, canoe or kayak rentals are important. Further, skateboarding parks, BMX biking trails, artwork, free Wi-Fi, and boat launch areas are found in this lower-tier of important features for parks 30 years from now.

## Future Concerns for Parks

- Looking 30 years into the future, a solid majority of survey respondents expressed concern for the cleanliness of parks, the size of our urban forest, municipal funding to maintain parks, and safety in parks. Next, almost three-quarters of Calgarians are concerned with biodiversity being threatened in the City. Concern is relatively lower with just over one-half of respondents showing apprehension with respect to corporate sponsorship of parks and with user fees.

## Attitudes Towards Parks Concepts in Future

- It is abundantly clear that Calgarians believe that the City's parks and open spaces will significantly contribute to the next generation's quality of life. At least eight-in-ten respondents also agrees that Parks should focus on bringing local communities together, should aim to connect all parks and pathways throughout Calgary, and that citizens will have to become more involved with maintenance in future. Somewhat fewer respondents seek more natural open spaces in the City.
- Two-thirds of Calgarians show loyalty to the City of Calgary in expressing that they would be likely to remain living in the City regardless of their current job or a family member's current job. Nonetheless, one-third of survey respondents indicates that they would not be likely to reside in Calgary if it were not for their current employment situation.
- A greater amount of park space, including a variety of amenities, and improved maintenance of parks could help encourage residents to continue to live in Calgary.

## Awareness and Communications Related to Parks

- A minority of citizens feel fully informed about the extent of parks amenities in Calgary. Overall, approximately three-quarters of Calgarians feel at least somewhat informed about parks offerings. On the other hand, one-quarter of survey respondents report that they are not aware of what is available in Calgary's parks.
- Awareness of parks amenities is significantly linked to parks usage, concern for the future of parks, attitudes towards parks concepts, and opinions regarding funding issues.
- The online environment plays the most significant role as a key source of awareness of parks in Calgary among more than eight-in-ten survey respondents. Using The City's 311 telephone line ranks as a distant second resource among almost one-quarter of Calgarians.

## Funding Options for Parks

- Calgarians would prefer to increase taxes vs. cut parks services at a ration of almost 3:1. Compared to the results of the 2011 Citizen Satisfaction Survey, Calgarians are more likely to support increasing taxes specifically for parks (66%) than for general City services (61%).
- Fully eight-in-ten Calgarians is supportive of seeking corporate sponsorships as a funding option for parks, including almost two-thirds who strongly support this approach. Conversely, two-thirds of respondents oppose applying user fees to upgraded park amenities or programs. Additional suggestions relate to fundraising activities and rallying volunteerism.

## Suggested Changes

- Suggested changes for parks in future are diverse in scope. Maintenance and security are paramount, followed by creating more parks and ensuring better access to parks. A desire for 'more' trees, off-leash areas, natural areas and washrooms follow as identified preferred changes, among others.

## City Considerations

- Similar to suggested changes for parks in future, increasing the amount of parks, improving maintenance/security and the ease of accessing parks also emerge as key priorities for The City of Calgary to consider for parks and open spaces 30 years from now.



## Value of Parks

- The existence of green spaces, both in the form of natural areas and community parks, is the most valued aspect of Calgary's parks. While some Calgarians also value the maintenance and ease of access to parks in the City, others believe this could be improved. Finally, the variety of types of parks in Calgary is also a valued aspect of parks, including the pathways and playgrounds throughout the City.

# imaginePARKS SURVEY: SUMMARY

## Calgary Parks



VALUE

VISION

### Types of Parks:

- Varied usage by type of park
- Chosen mainly for recreation
- Priority features are identified
- Focus on bringing people together in parks & offer variety

### Size of Parks:

- Similarly likely to use both smaller and larger parks
- Higher projected need for smaller community parks
- Concern for urban forest

### Features of Parks:

- Not all park features are equally important
- Concern for cleanliness and biodiversity in future
- Value natural areas/green spaces

### Location of Parks:

- Prefer having access to local community parks
- More likely to commute to larger event parks
- Widespread throughout the City

### Maintenance & Funding:

- Concerns for funding exist
- Support for increased taxes and/or corporate sponsorship
- Consider fundraising options
- Satisfaction with status quo

### Security:

- Concerns about vandals, pathway congestion and safety in remote park areas
- Consider patrols and cameras
- Communicate security strategy

### Accessibility:

- Refers to distance from parks, connectivity of pathways, usage for those with disabilities
- Further connect parks and pathways, ensure access for all

### Awareness:

- Knowledge of parks is low
- Correlated to behaviours and attitudes towards parks
- Opportunity to leverage online strategies

## An exercise in evolution or revolution?

- Calgarians want to maintain current parks amenities and offerings and many are even willing to pay more taxes to preserve the status quo
- At the same time, they seek ‘more’ parks, enhanced features and a variety of options to suit the vast array of citizens residing in Calgary
- Finding a balance between the existing state of affairs vs. preferences for the future will be challenging
- Respondents also value what parks in Calgary presently contribute to their quality of life, with some recommending that nothing really needs to change

*“I like everything the way it is.”*

*“I would not change anything.”*

*“Keep them the way it is.”*

- Therefore, is the future of parks simply a continuation or evolution of the current vision OR does it need to be completely revisited?

## Calgarians do not necessarily delineate between parks and recreation.

- Recreation is the primary motivator for parks use
- When thinking of parks, mindsets automatically connect with recreation equipment and facilities
- Are parks and recreation truly distinct entities or do they share synergies that can be further leveraged?

## Opportunities for increased community involvement exists.

- Respondents recognize the future need for individuals to volunteer to maintain parks AND express intentions to willingly participate in such efforts
- Funding for increased maintenance, expansion and improvements is limited
- How can we become the leader in developing parks community involvement?

*“I would maintain them. I do not want to see any more green spaces disappear.”*

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%



+40%

+10%



# PARKS USAGE

# FREQUENCY OF USING VARIOUS TYPES OF PARKS

A total of 10% of Calgarians are using all types of park areas each month.

Calgarians are using an average of 6 park areas each month.

Only 1% of Calgarians does not use any park areas in a typical month.

Each month, the majority of Calgarians are using pathways for running, walking or biking and are enjoying local community parks and green spaces.

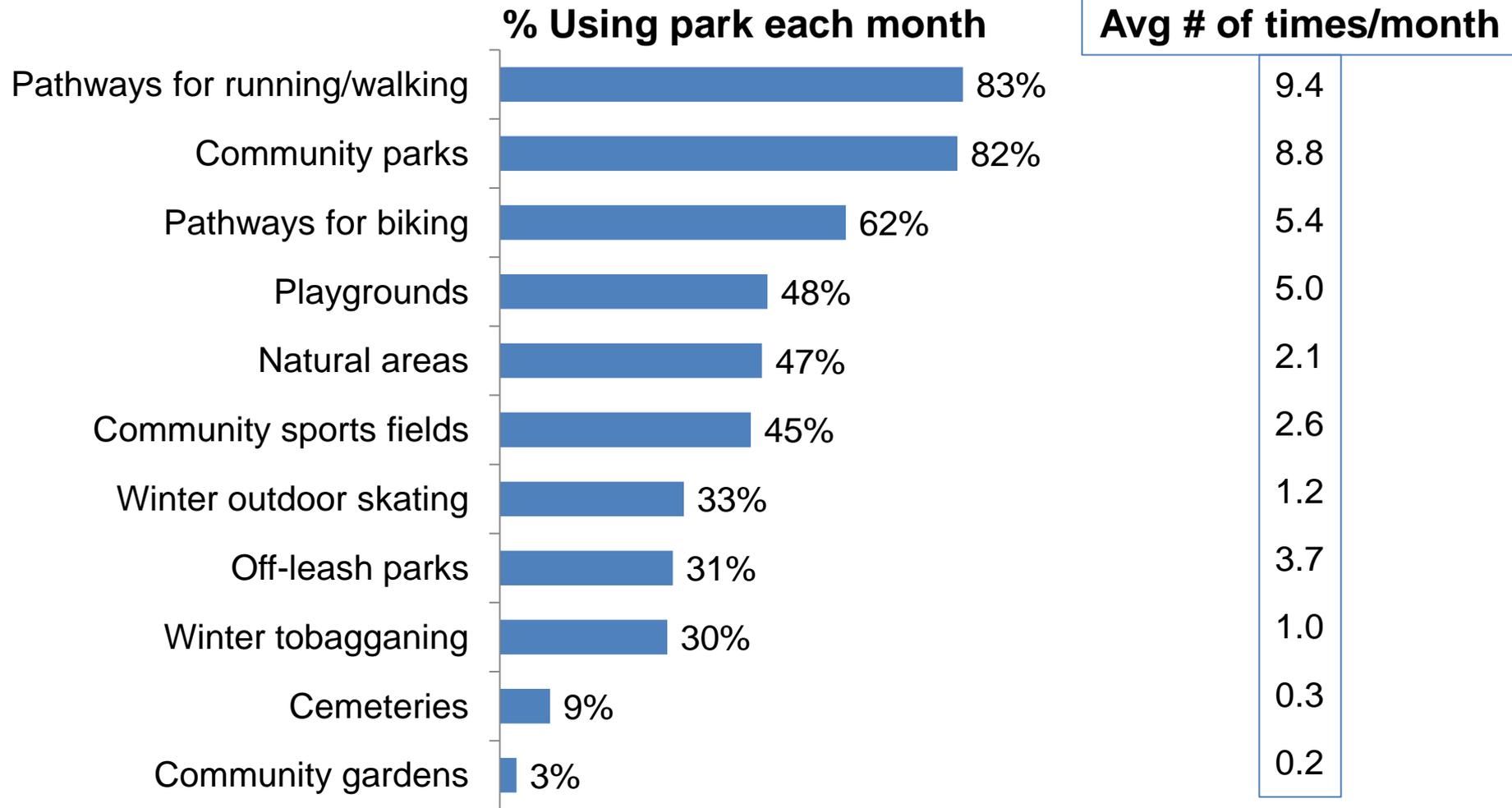
Almost one-half of those surveyed are using playgrounds, natural areas and sports field on a monthly basis.

Community gardens and cemeteries are being used by less than 1 in 10 respondents each month.

**Those who are more likely to use the various types of parks amenities available in Calgary are:**

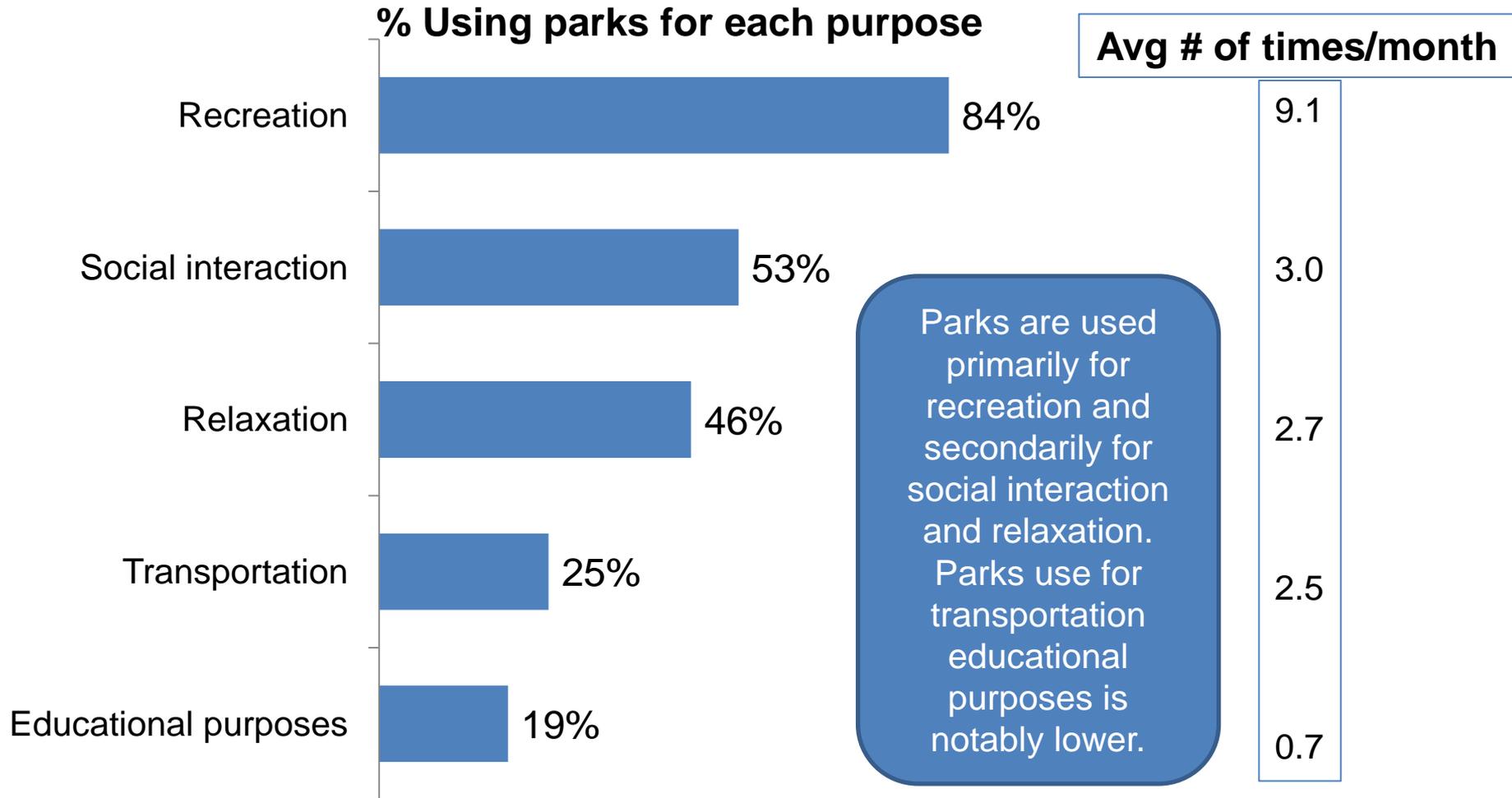
- Aged 18 to 34, and aged 35 to 54
- Citizens who have children under the age of 18
- Those who are more aware of Calgary's parks amenities.

# FREQUENCY OF USING VARIOUS TYPES OF PARKS



All Respondents n= 506

# MOTIVATION FOR USING PARKS





**PREFERRED  
LOCATION AND  
SIZE OF PARKS**

# PROJECTED USE OF SMALLER COMMUNITY PARKS VS. LARGER MULTI-PURPOSE PARKS

A similar proportion of those surveyed indicate they are likely to use both smaller community parks and larger multi-purpose parks 30 years from now.

Calgarians predict that they will be using smaller community-based parks in close proximity to their residence and/or work and are not very likely to commute to smaller parks.

A higher proportion of those surveyed are likely to undertake a modest commute to visit larger multi-purpose event parks.

## **Those who are more willing to commute to smaller community parks tend to:**

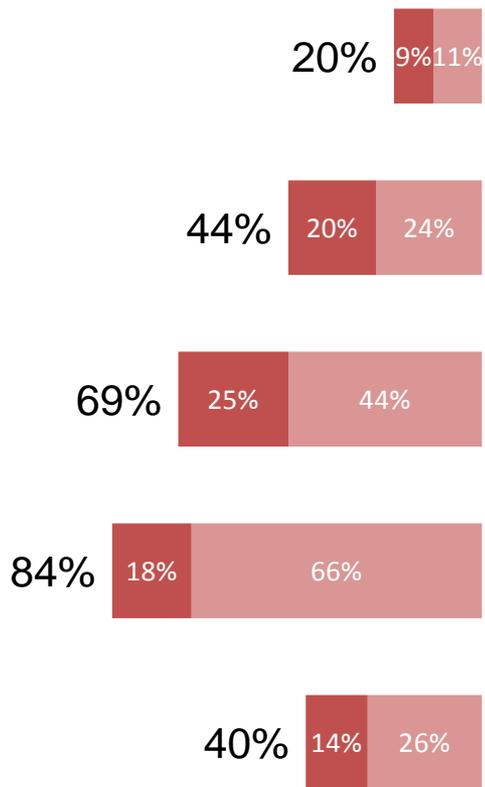
- Be aged 18 to 34
- Reside in the North West
- Have annual household incomes of between \$70K and \$124K
- Be more aware of parks amenities in Calgary.

## **Those who are more willing to commute to larger multi-purpose event parks include:**

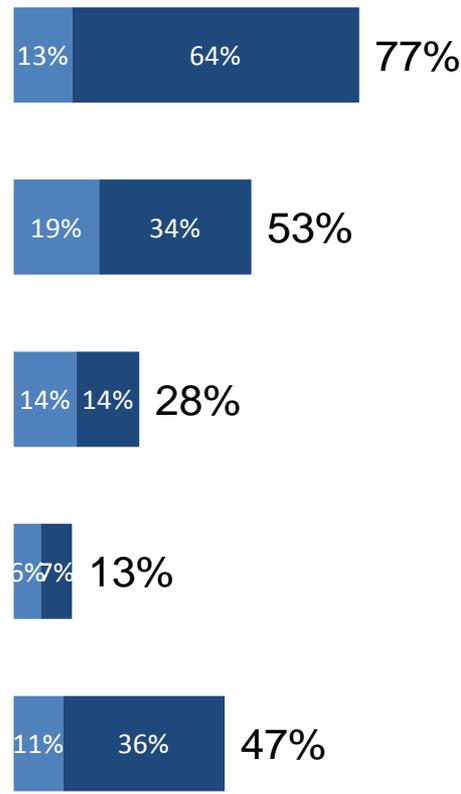
- Calgarians aged 18 to 54 years
- Those with children under the age of 18
- Residents in the North East
- Those who are more aware of parks offerings.

# PROJECTED USE OF SMALLER COMMUNITY-BASED PARKS

## % NOT LIKELY TO USE



## % LIKELY TO USE



## MEAN

7.7

5.8

4.1

2.9

5.8

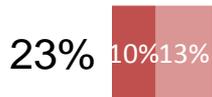
Not at all likely (1, 2, 3)    Not very likely (4, 5)

Somewhat likely (6, 7)    Very likely (8, 9, 10)

All Respondents n= 506

# PROJECTED USE OF LARGER MULTI-PURPOSE EVENT PARKS

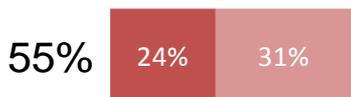
## % NOT LIKELY TO USE



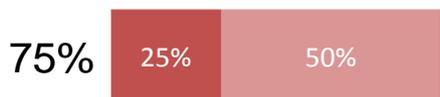
Within walking distance of your residence



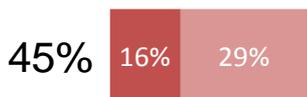
Within a 5 to 10 minute drive or transit commute from your residence



Within an 11 to 20 minute drive or transit commute from your residence

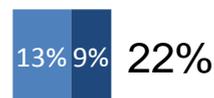


More than a 20 minute drive or transit commute from your residence



Within walking distance of your place of work

## % LIKELY TO USE



## MEAN

7.4

6.4

5.0

3.7

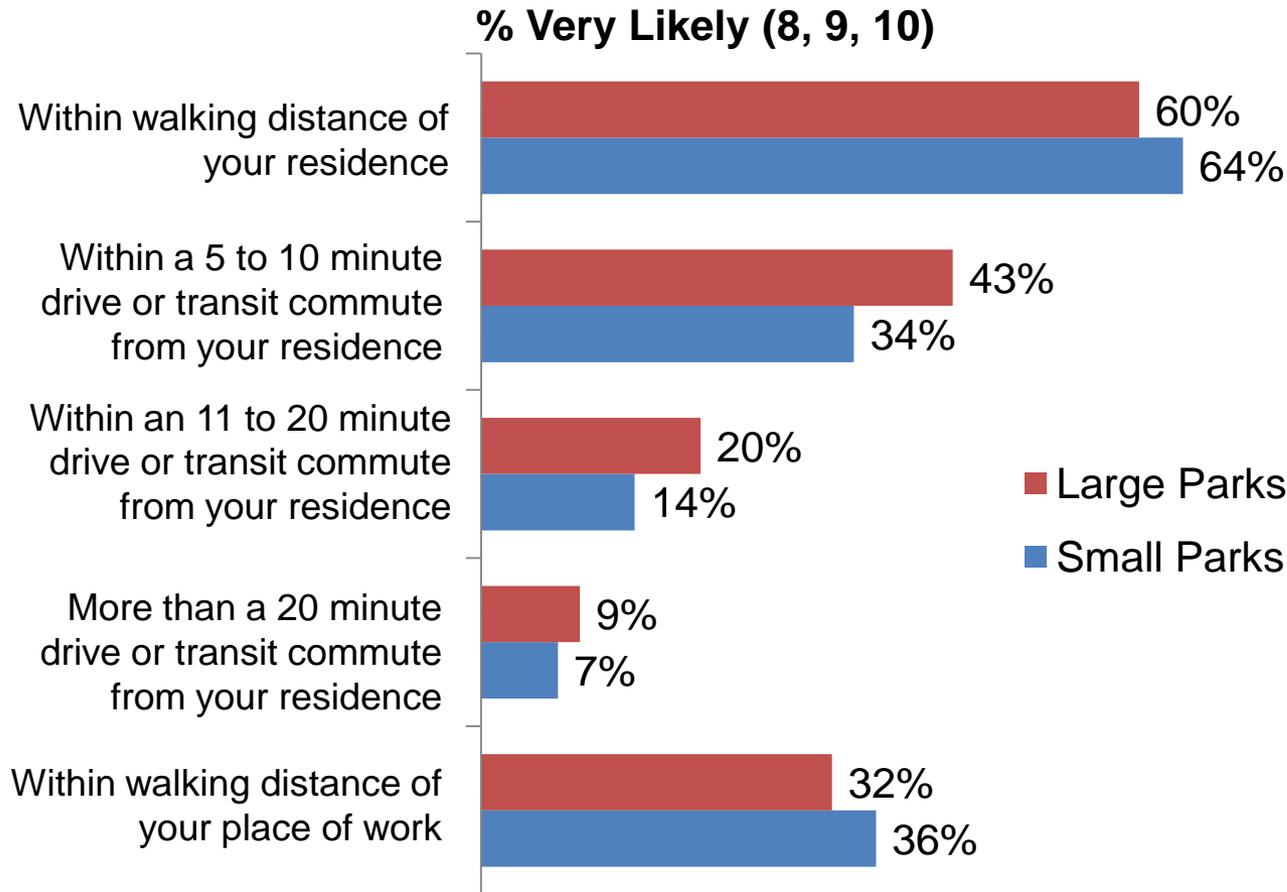
5.5

Not at all likely (1, 2, 3)    Not very likely (4, 5)

Somewhat likely (6, 7)    Very likely (8, 9, 10)

All Respondents n= 506

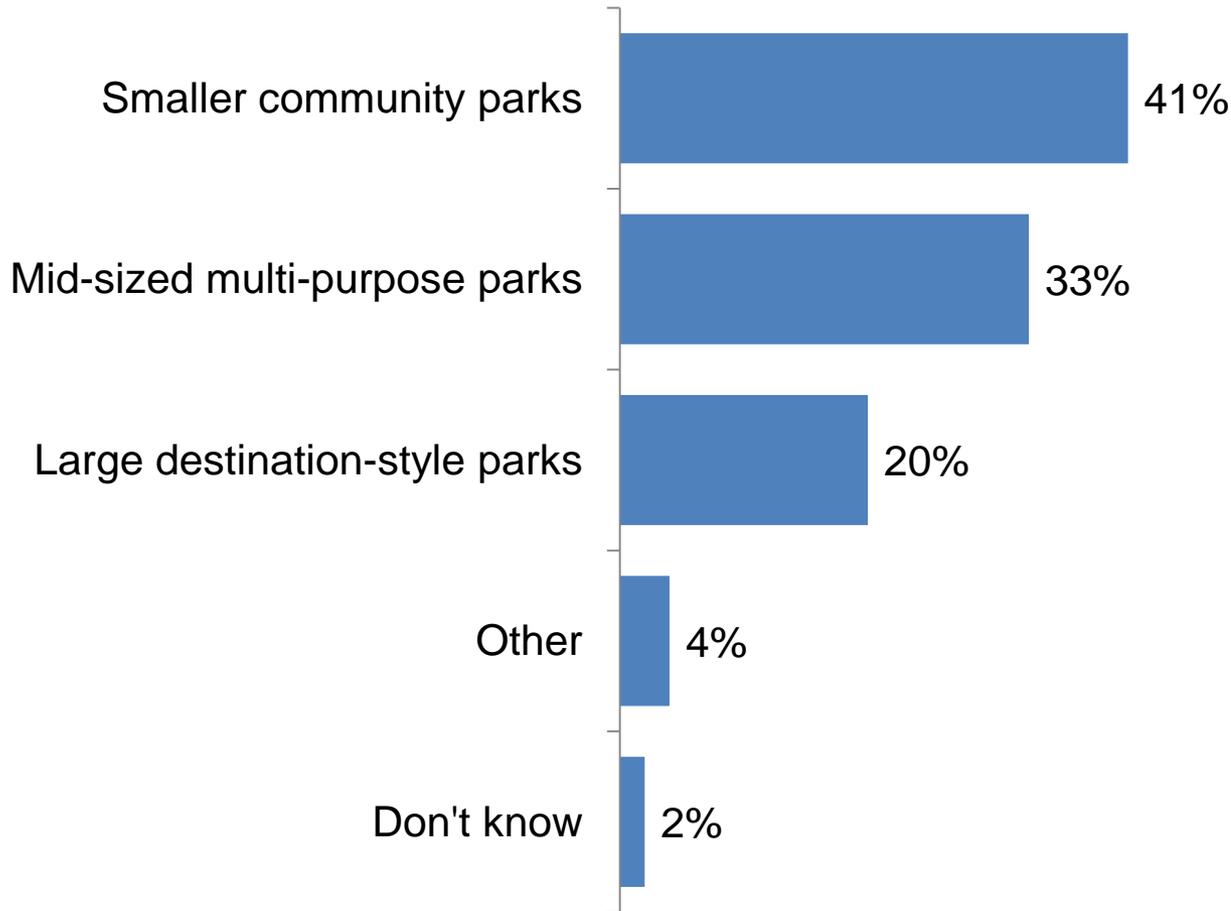
# PROJECTED USE OF SMALL VS. LARGE PARKS



The 'strong' likelihood of commuting to large multi-purpose parks is greater than is the likelihood of travelling to smaller neighbourhood parks.

All Respondents n= 506

# SIZE OF PARKS: FUTURE NEEDS



In future, Calgarians believe that Calgary will need a variety of types of parks. The greatest expressed need is for smaller community parks, followed by mid-sized multi-purpose parks and then by larger destination-style parks.

All Respondents n= 506



**FUTURE  
IMPORTANCE OF  
PARKS' FEATURES**

# FUTURE IMPORTANCE OF PARKS FEATURES: TOP-TIER

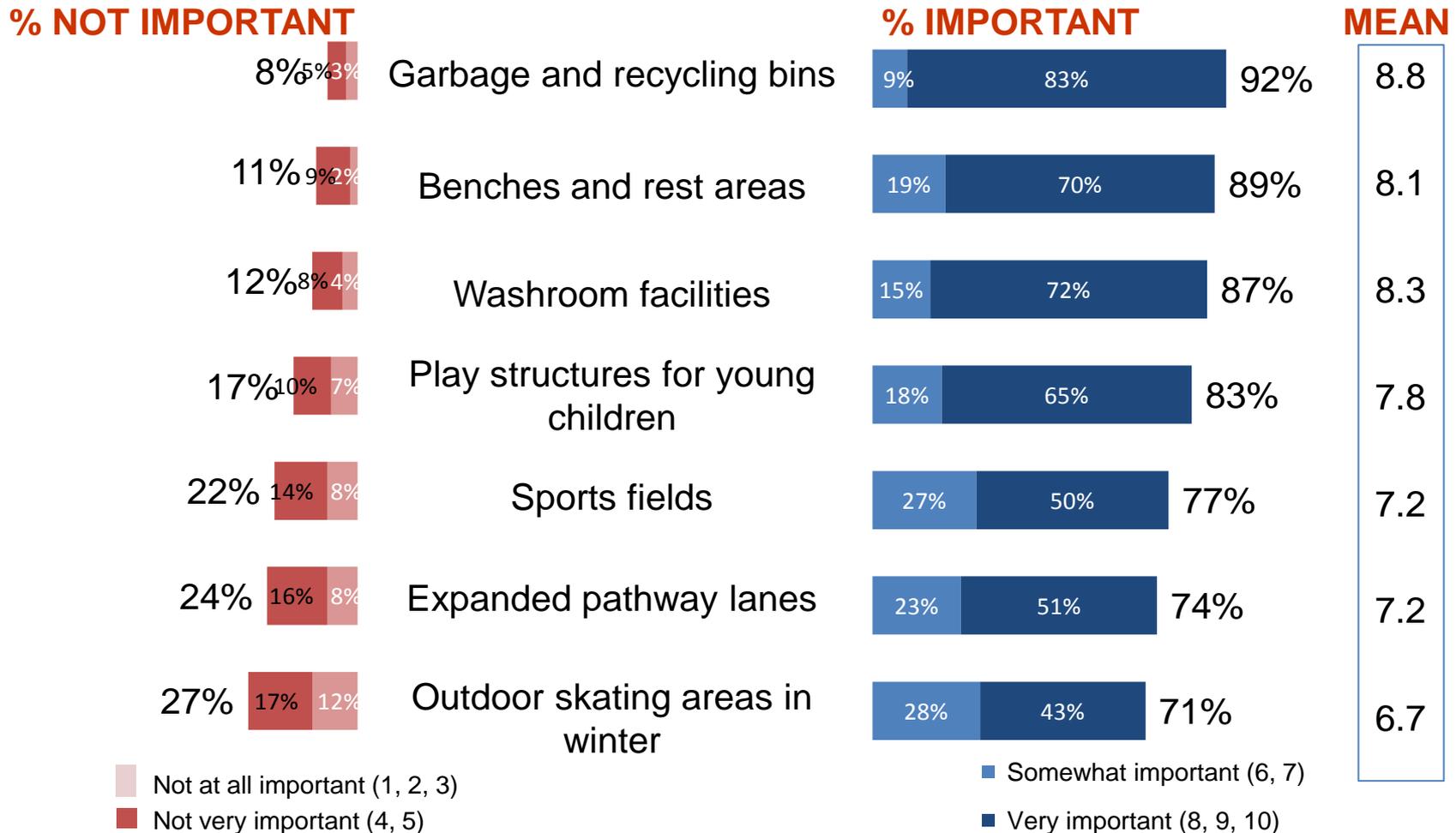
An array of parks features are important in the future; however, certain features are considered to be more important 30 years from now than are others. The most important features relate to having garbage and recycling bins to keep parks clean, to provide benches, rest areas and washrooms, and to have play structures for children. Calgarians also place relative high importance on having sports fields, expanded pathway lanes and outdoor skating areas in winter.

## Significant differences in importance levels placed on these top-tier features involve:

- Females are more likely than are males to rate benches, rest areas, washrooms, play structures for children and expanded pathway lanes as important
- Those aged 18 to 34 are more likely to feel that garbage bins and playgrounds for children are important
- Those with children are more likely to place a higher degree of importance on sports fields, playgrounds and outdoor skating areas
- Respondents who are more aware of parks amenities are more likely to rate benches, rest areas, washrooms and play structures for kids as important.

# FUTURE IMPORTANCE OF PARKS FEATURES

## TOP-TIER



All Respondents n= 506

# FUTURE IMPORTANCE OF PARKS FEATURES: MID-TIER

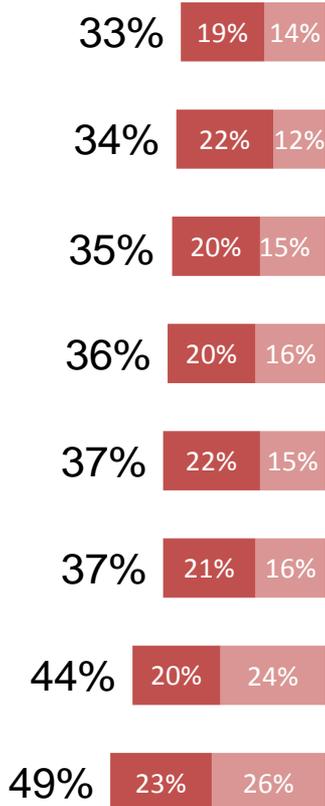
A secondary series of characteristics are ranked among the mid-tier important features for parks in future. Approximately two-thirds of respondents believe that play structures for youth and adults, water features and covered areas in parks are important. In addition, More than six-in-ten feel that flower beds, river access and BBQ areas are important. Slightly more than one-half of Calgarians rate off-leash areas, and although not yet highly used, community gardens as important elements for parks in future.

## Significant differences in importance levels placed on these mid-tier features involve:

- Females are more likely than are males to place importance on water features, covered areas, flower beds, community gardens, and off-leash areas
- Those aged 18 to 34 are more likely than are older respondents to feel that water features, BBQ areas, community gardens, play structures for youth and adults, off-leash areas and river access are important
- Those with children are more likely than are those without children at home to place importance on water features and play structures for youth and adults
- Calgarians who rent vs. own their place of residence are more likely to feel that flower beds and community gardens are important.

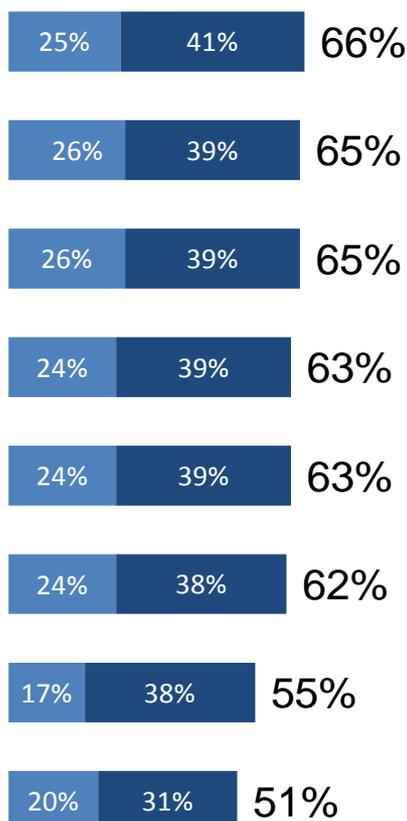
# FUTURE IMPORTANCE OF PARKS FEATURES MID-TIER

## % NOT IMPORTANT



Not at all important (1, 2, 3)  
Not very important (4, 5)

## % IMPORTANT



Somewhat important (6, 7)  
Very important (8, 9, 10)

## MEAN



All Respondents n= 506

A third series of parks elements ranks relatively lower on the importance scale for future parks features. A minority of Calgarians believes that bike, canoe or kayak rentals are important. Further, skateboarding parks, BMX biking trails, artwork, free Wi-Fi, and boat launch areas are found in this lower-tier of important features for parks 30 years from now.

## Significant differences in importance levels placed on these lower-tier features involve:

- Females are more likely than are males to place importance on bike rentals
- Those aged 18 to 34 are more likely than are older respondents to feel that free Wi-Fi, artwork, skateboarding parks, BMX biking trails, and boat launch areas are important
- Those aged 35 to 54 are more likely than are their older counterparts to feel that art is important
- Those with children are more likely than are those without children to place importance on skateboarding parks and BMX biking trails
- Calgarians who rent vs. own their place of residence are more likely to feel that free Wi-Fi, artwork, bike rentals and boat launch areas are important.

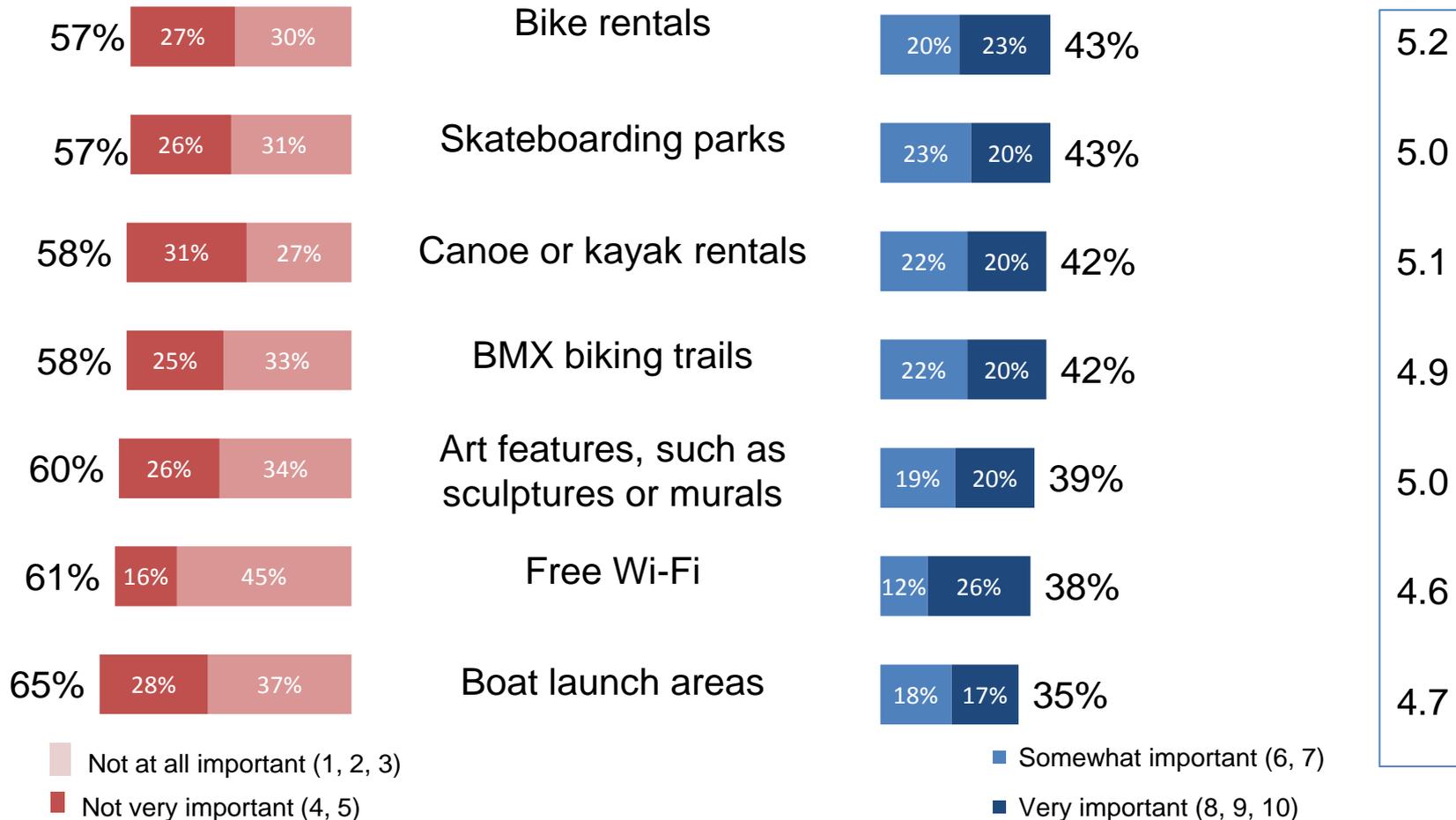
# FUTURE IMPORTANCE OF PARKS FEATURES

## LOWER-TIER

### % NOT IMPORTANT

### % IMPORTANT

### MEAN



All Respondents n= 506

## FUTURE IMPORTANCE OF PARKS FEATURES: OTHER MENTIONS

Among the total respondents, 51% did not offer any suggestions for additional amenities or features for Calgary's parks 30 years from now. The 49% of respondents either underscore the importance of features already assessed, or point to additional important features.

### Features Already Evaluated:

- More trails/pathways (4%)
- More sports areas/fields (4%)
- Wider bike paths (4%)
- Dog runs/parks areas for dogs (4%)
- Waterfront (river) access (4%)
- More washrooms (3%)
- More playgrounds for children (3%)
- More garbage cans/dog refuse cans (3%)
- More pools/aquatic facilities (2%)
- Other (4%)

### Additional Important Features:

- More concession areas (5%)
- More trees (4%)
- More green spaces (4%)
- More maintenance/supervision (4%)
- Natural spaces (3%)
- Easier access (2%)
- A stage for music/theatre (2%)
- Other (3%)

All Respondents n= 506. Results shown for 49% of respondents offering a response. Multiple responses allowed.



**FUTURE  
CONCERNS FOR  
PARKS**

# FUTURE CONCERNS FOR PARKS

Looking 30 years into the future, a solid majority of survey respondents expressed concern for the cleanliness of parks, the size of our urban forest, municipal funding to maintain parks, and safety in parks. Next, almost three-quarters of Calgarians are concerned with biodiversity being threatened in the City. Concern is relatively lower with just over one-half of respondents showing apprehension with respect to corporate sponsorship of parks and with user fees.

## Higher levels of concern are as follows:

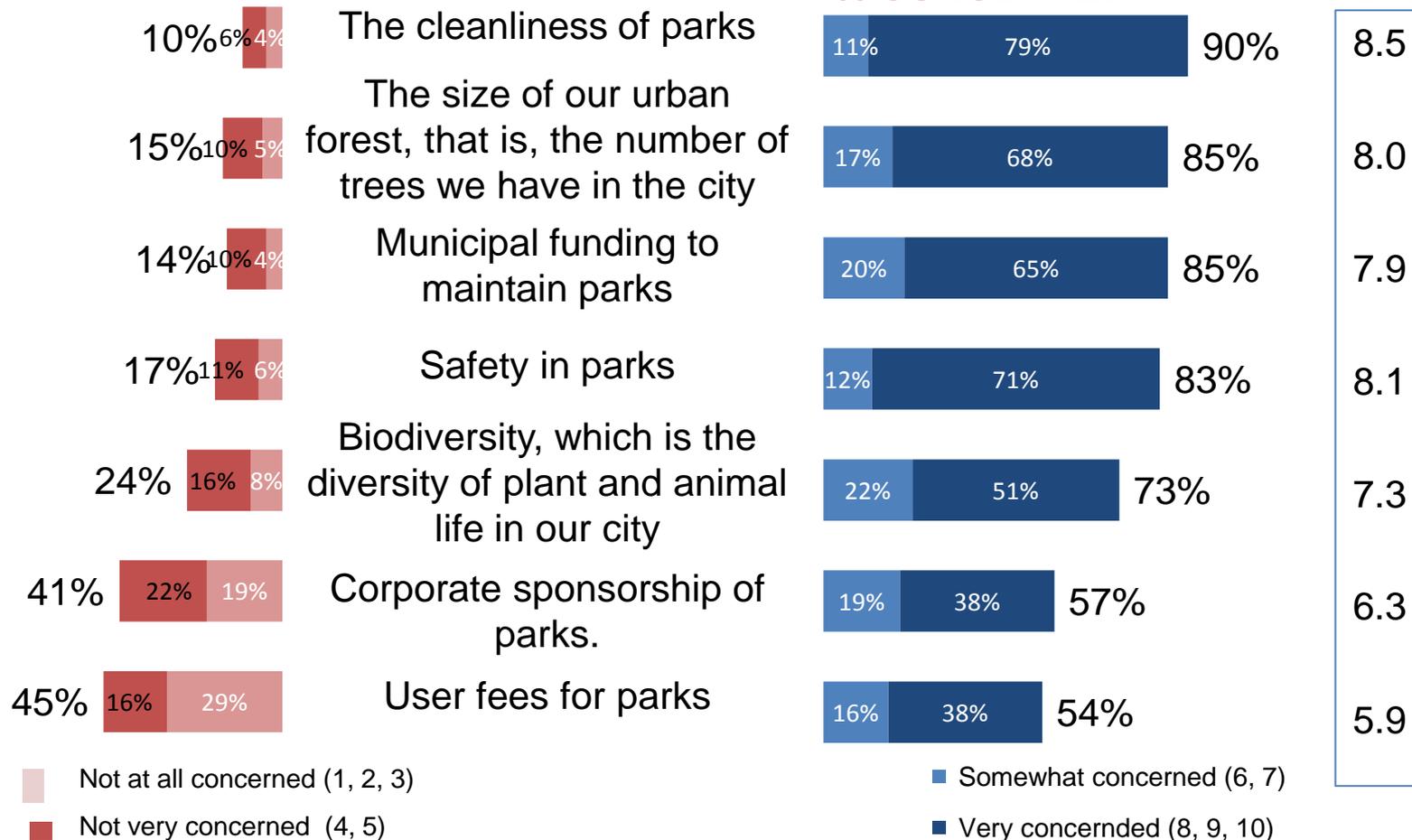
- Females are more concerned than are males with all areas evaluated, except for corporate sponsorship and the size of our urban forest
- Those aged 18 to 54 are more concerned about user fees than are those aged 55+
- Residents in the North West and North East are more concerned than are residents in the South about safety
- Calgarians who are more aware of parks amenities are more likely than are those less aware to be concerned with funding to maintain parks, biodiversity, cleanliness and the size of our urban forest.

# FUTURE CONCERNS FOR PARKS

## % NOT CONCERNED

## % CONCERNED

## MEAN



All Respondents n= 506



**ATTITUDES  
TOWARDS PARKS  
CONCEPTS IN  
FUTURE**

# ATTITUDES TOWARDS PARKS CONCEPTS IN FUTURE

It is abundantly clear that Calgarians believe that the City's parks and open spaces will significantly contribute to the next generation's quality of life. At least eight-in-ten respondents also agrees that Parks should focus on bringing local communities together, should aim to connect all parks and pathways throughout Calgary, and that citizens will have to become more involved with maintenance in future. Somewhat fewer Calgarians want to see more natural open spaces in the City.

## Differences in opinion are found among:

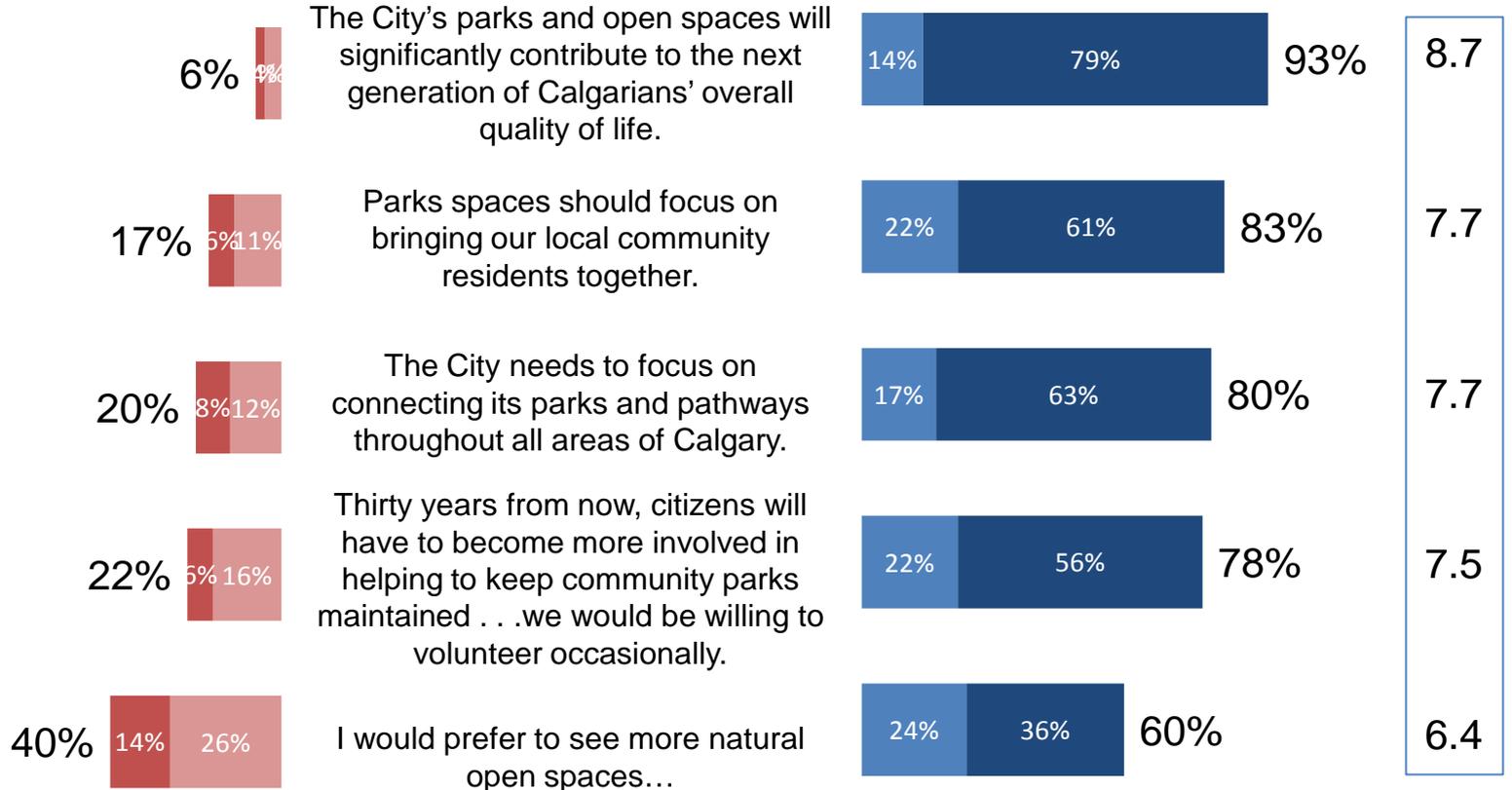
- Females: more likely to appreciate what parks will bring to the future generation's quality of life, and to want the City to focus on bringing communities together
- Residents in the North East: more likely to want to see the City focus on bringing local communities together
- Calgarians who are more aware of parks: more likely to agree with all parks concepts in comparison to those who are less aware of parks amenities

# ATTITUDES TOWARDS FUTURE PARKS CONCEPTS

## % DISAGREE

## % AGREE

## MEAN



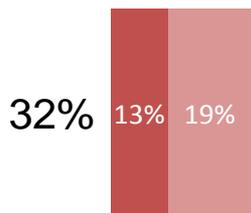
Strongly disagree (1, 2, 3) Somewhat disagree (4, 5)

Somewhat agree (6, 7) Strongly agree (8, 9, 10)

All Respondents n= 506

# LIKELIHOOD TO LIVE IN CALGARY IF NOT FOR CURRENT JOB

## % NOT LIKELY



How likely would you be to live in Calgary if it were not for your job or a family member's job here in the city?

## % LIKELY



## MEAN

6.7

Not at all likely (1, 2, 3)

Not very likely (4, 5)

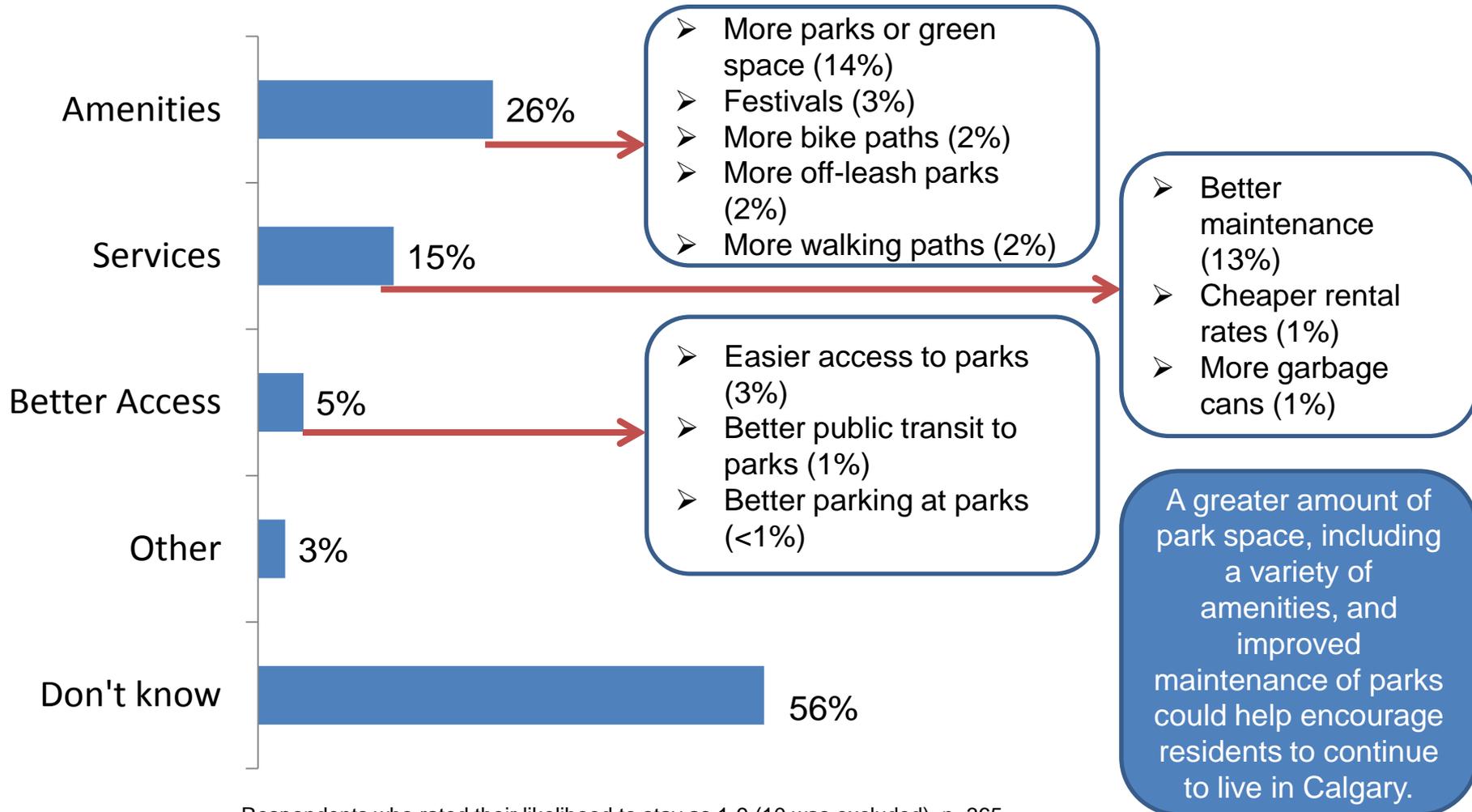
Somewhat likely (6, 7)

Very likely (8, 9, 10)

Two-thirds of Calgarians show loyalty to the City of Calgary in expressing that they would be likely to remain living in the City regardless of their current job or a family member's current job. Nonetheless, one-third of survey respondents indicates that they would not be likely to reside in Calgary if it were not for their current employment situation. This sentiment is common across all socio-demographic subgroups of Calgarians surveyed.

All Respondents n= 506

# POTENTIAL ACTIONS TO ENCOURAGE RESIDENTS TO STAY



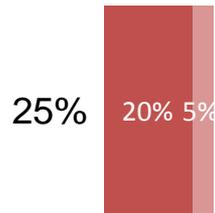
Respondents who rated their likelihood to stay as 1-9 (10 was excluded) n=365



**AWARENESS AND  
COMMUNICATIONS  
RELATED TO PARKS**

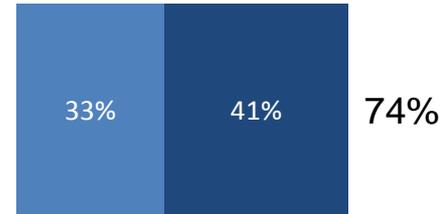
# AWARENESS OF PARKS AMENITIES IN CALGARY

## % NOT AWARE



Overall, how aware are you of all the parks amenities and offerings here in Calgary?

## % AWARE



## MEAN

6.9

Not at all aware (1, 2, 3)

Not very aware (4, 5)

Somewhat aware (6, 7)

Very aware (8, 9, 10)

A minority of citizens feel fully informed about the extent of parks amenities in Calgary. Overall, approximately three-quarters of Calgarians feel at least somewhat informed about parks offerings. On the other hand, one-quarter of survey respondents report that they are not aware of what is available in Calgary's parks.

- Residents in the South West are most aware of parks amenities vs. those in the South East are least aware of parks offerings
- Those with children at home are also more likely to be aware of parks amenities

All Respondents n= 506

# AWARENESS OF PARKS AMENITIES IN CALGARY

## IMPACT OF AWARENESS ON BEHAVIOURS & ATTITUDES

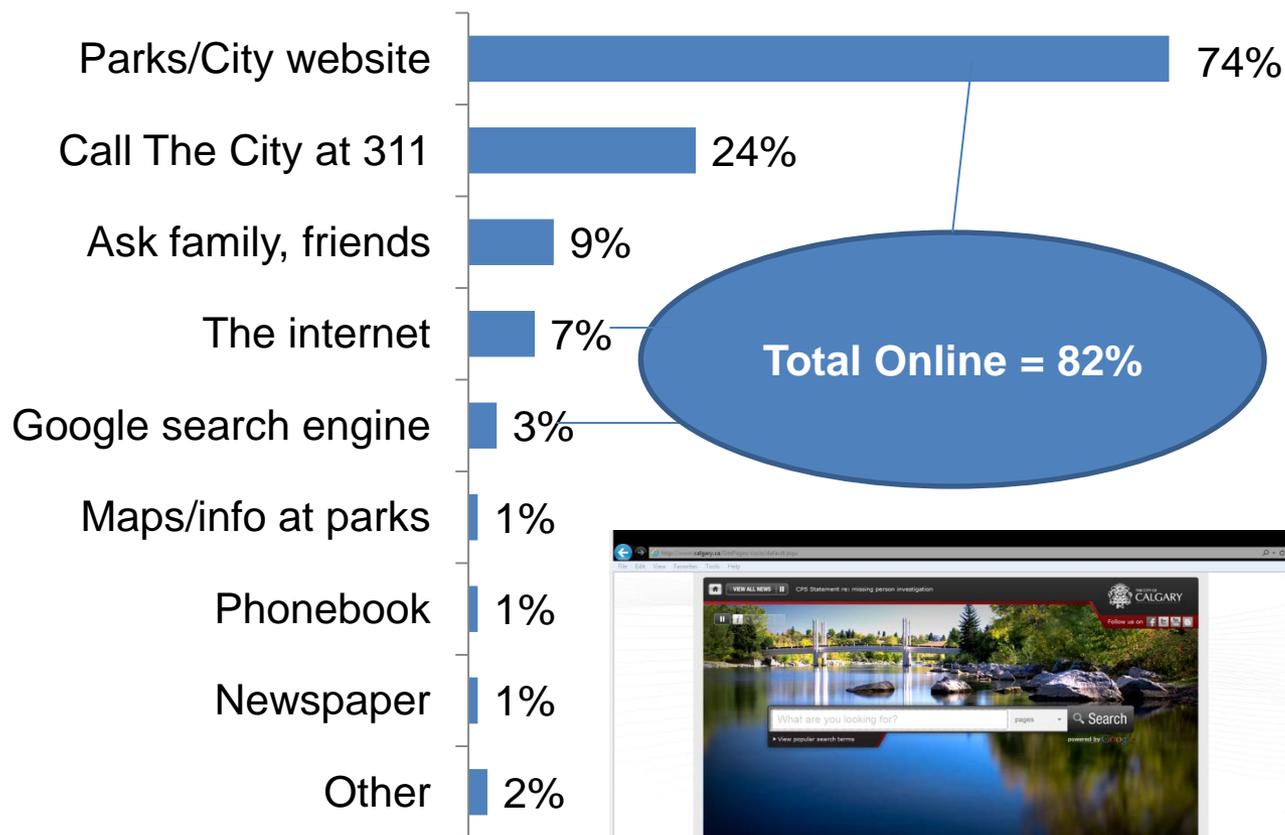
Awareness of parks amenities is significantly linked to parks usage, concern for the future of parks, attitudes towards parks concepts, and opinions regarding funding issues.

*“Knowledge, people need to become more aware of the parks we have here.”*

### Calgarians who are ‘very aware’ of parks amenities are more likely to be:

- Users of pathways, playgrounds, neighbourhood parks, natural spaces, off-leash areas, winter outdoor skating areas, and winter tobogganing hills
- Users of smaller and larger parks, even if a commute is needed
- Concerned with issues related to the future of parks 30 years from now
- In agreement with all parks concepts evaluated for the future of parks in Calgary
- Supporters of corporate sponsorship as an alternative funding option for parks in future

# SOURCES OF INFORMATION ABOUT PARKS



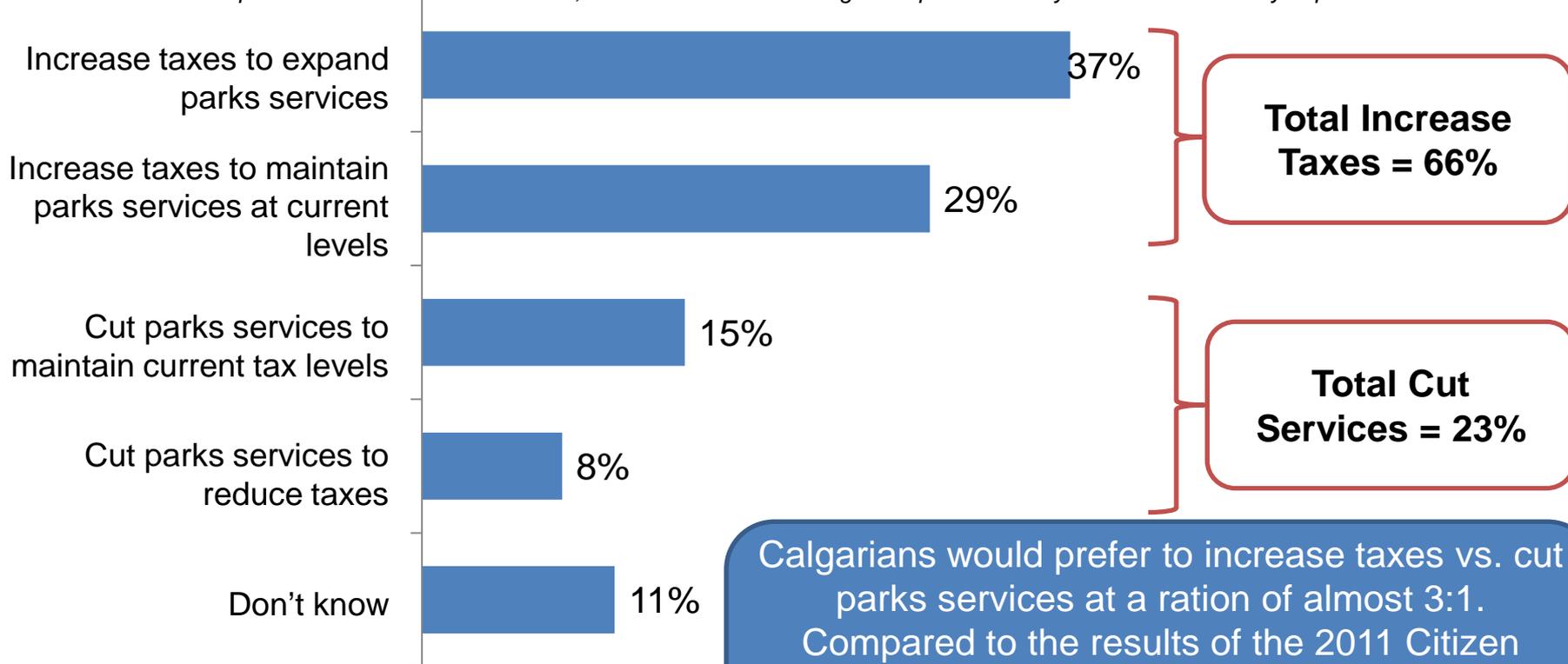
The online environment plays the most significant role as a key source of awareness of parks in Calgary among more than eight-in-ten survey respondents. Using The City's 311 telephone line ranks as a distant second resource among almost one-quarter of Calgarians.

All Respondents n= 506

# FUNDING OPTIONS

# FUNDING TRADE-OFFS: TAXATION VS. SERVICE LEVELS

*Municipal property taxes are the primary way to pay for parks services and maintenance provided by The City of Calgary. Due to the increased cost of maintaining current parks service levels and infrastructure, The City must balance taxation and service delivery levels for parks. To deal with this situation, which one of the following four options would you most like The City to pursue?*



Calgarians would prefer to increase taxes vs. cut parks services at a ratio of almost 3:1. Compared to the results of the 2011 Citizen Satisfaction Survey, Calgarians are more likely to support increasing taxes specifically for parks (66%) than for general City services (61%).

# PARKS SERVICES TO BE CUT

Among the 23% of respondents who feel that parks services should be cut, six-in-ten respondents could not identify which services should be cut.

## “What parks services should be cut?”

Respondents who support service cuts vs. increased taxes n=118

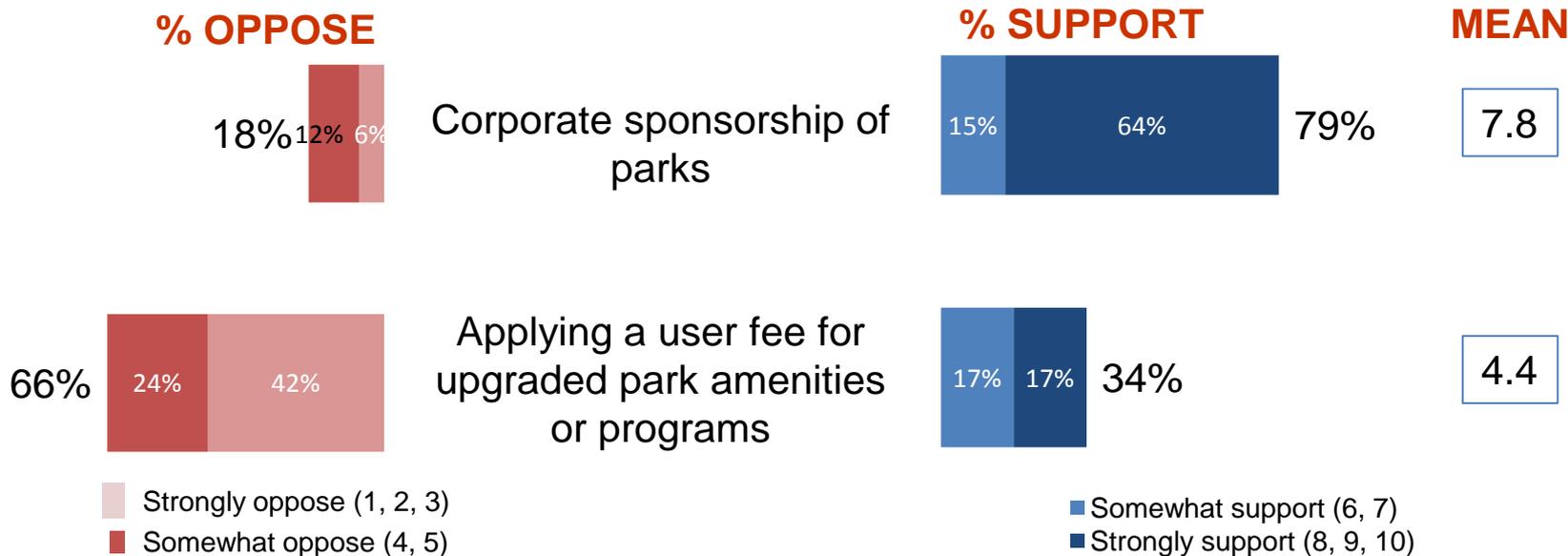
- Landscaping of small plants and flowers
- Parks staff
- Mowing grass
- Off-leash dog areas
- Paved areas
- Eliminate/reduce the number of smaller parks
- Organized sports areas

*“Perhaps all parks shouldn’t be as manicured as the others. People would be pleased some people like natural and some prefer manicured.”*

*“Pedestrian bridges, the one in downtown costs a lot.”*

*“Dogs’ off-leash areas or have people pay for them because I don’t want to.”*

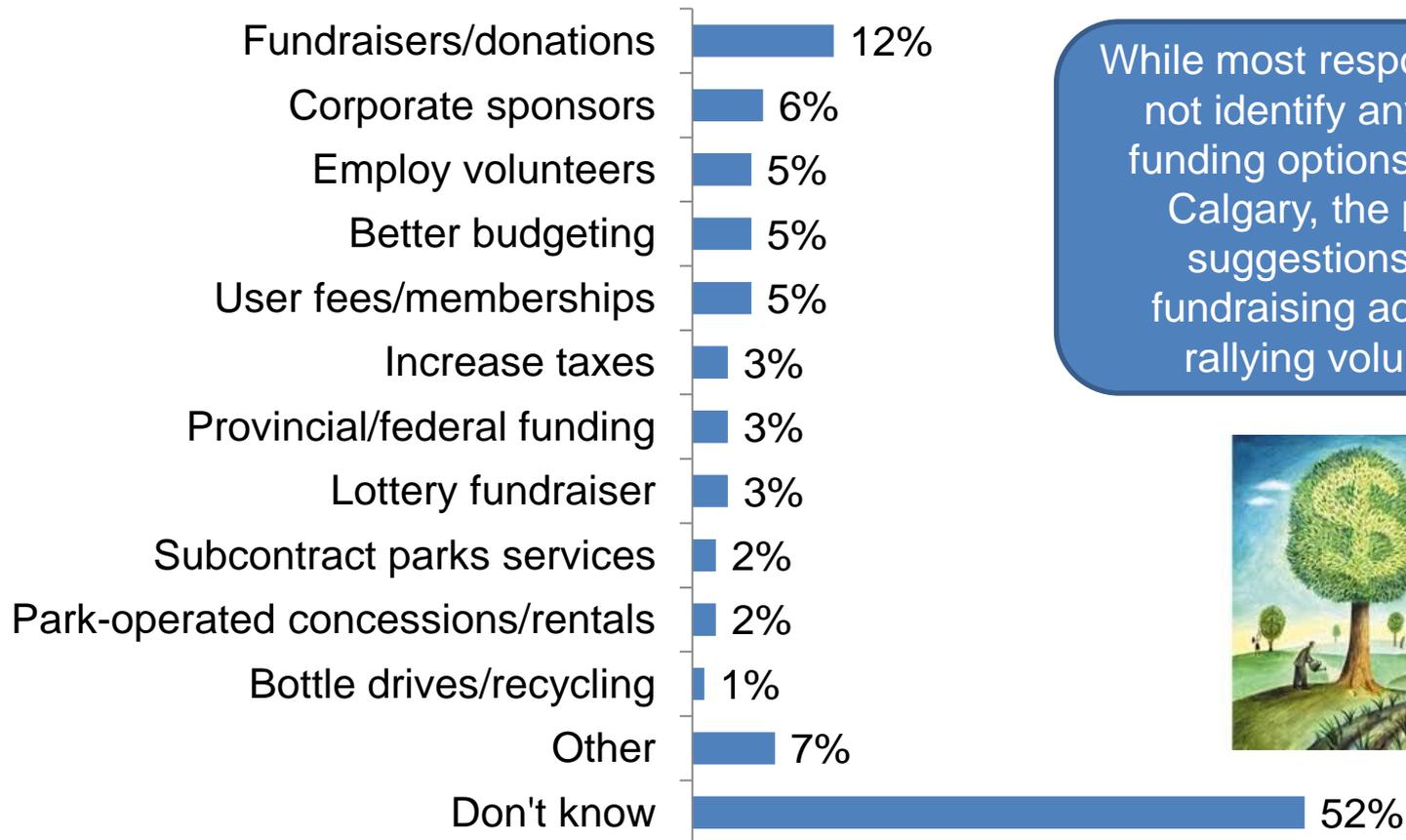
# SUPPORT LEVELS FOR USER FEES AND CORPORATE SPONSORSHIPS



Fully eight-in-ten Calgarians is supportive of seeking corporate sponsorships as a funding option for parks, including almost two-thirds who strongly support this approach. Conversely, two-thirds of respondents oppose applying user fees to upgraded park amenities or programs.

All Respondents n= 506

# ADDITIONAL FUNDING OPTIONS



While most respondents could not identify any additional funding options for parks in Calgary, the plurality of suggestions relate to fundraising activities and rallying volunteerism.

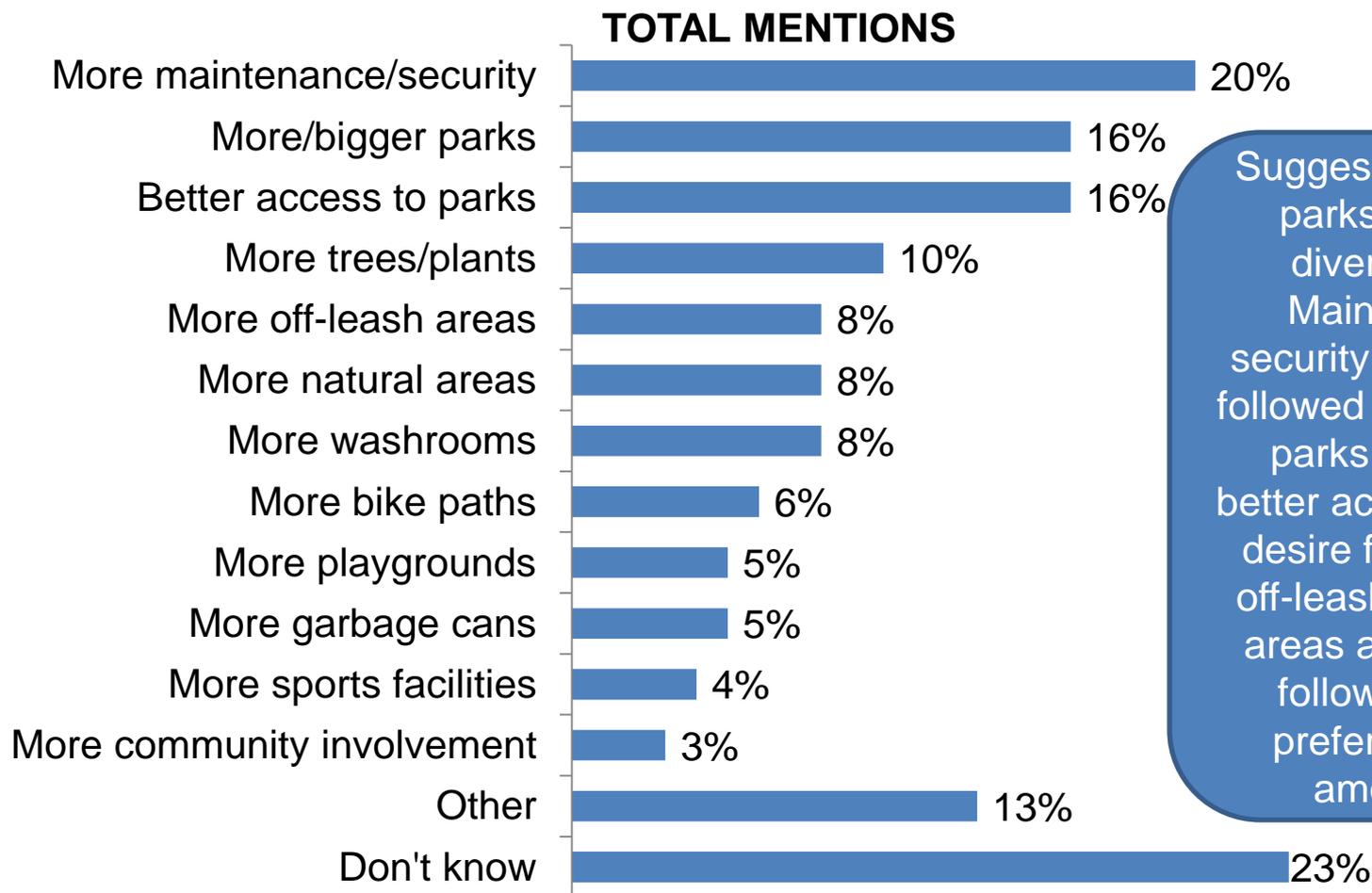


All Respondents n= 506



**SUGGESTED  
CHANGES FOR  
PARKS IN FUTURE**

# SUGGESTED CHANGES FOR PARKS IN FUTURE



Suggested changes for parks in future are diverse in scope. Maintenance and security are paramount, followed by created more parks and ensuring better access to parks. A desire for 'more' trees, off-leash areas, natural areas and washrooms follow as identified preferred changes, among others.

All Respondents n= 506

# SUGGESTED CHANGES FOR PARKS IN FUTURE

## Examples of verbatim comments include:

*“Mow the dandy lions, get rid of the weeds on the parks. Go back to permacides so we can have a nicer looking city and less weeds in the parks.”*

*“A lot more accessible for the people to use which would probably mean more smaller parks.”*

*“I would create better interconnectivity or better access by public transit.”*

*“I would eliminate small neighbourhood parks in favour of larger but fewer community parks. So that there would be more money to maintain these fewer but larger parks and larger parks provide more options in terms of activities and enjoyment of green spaces.”*

*“In a lot of parks and trails, we don’t have a lot of washrooms.”*

*“Think probably to try and keep them, safer for people of all ages to enjoy them.”*

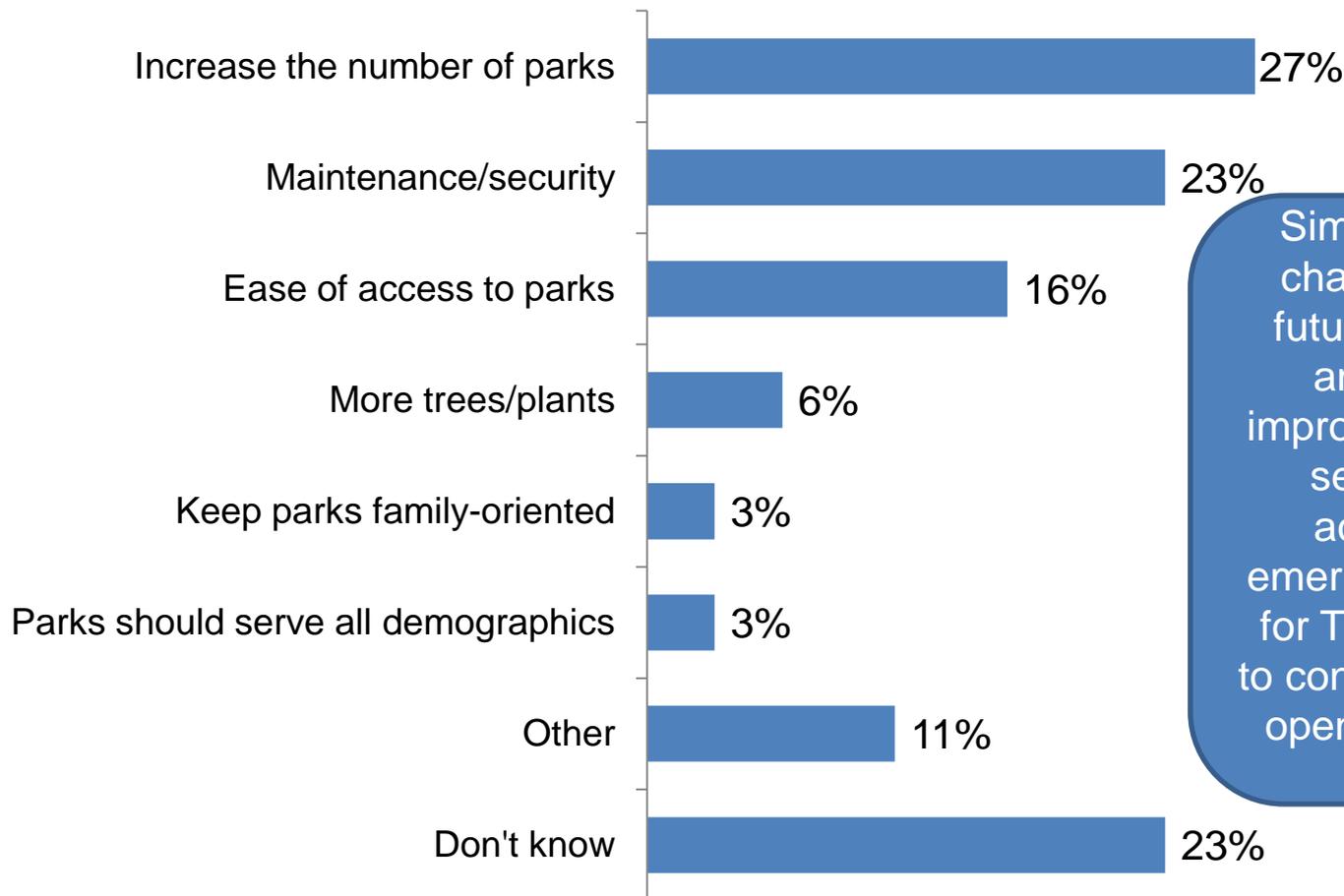
*“I would make sure the growth of parks keeps up with the growth of the city.”*

*“I guess biodiversity would be the most important thing to keep in mind.”*



**MOST IMPORTANT  
FACTORS TO  
CONSIDER FOR  
PARKS IN FUTURE**

# MOST IMPORTANT FACTORS TO CONSIDER FOR PARKS IN FUTURE



Similar to suggested changes for parks in future, increasing the amount of parks, improving maintenance/security and park accessibility also emerge as key priorities for The City of Calgary to consider for parks and open spaces 30 years from now.

All Respondents n= 506

# MOST IMPORTANT FACTORS TO CONSIDER FOR PARKS IN FUTURE

## Examples of verbatim comments include:

*“That there are enough parks and natural areas spread out across the city.”*

*“Make sure that you always keep enough parks in the city, so it is not a concrete jungle. It is always nice to see trees, and not just big buildings.”*

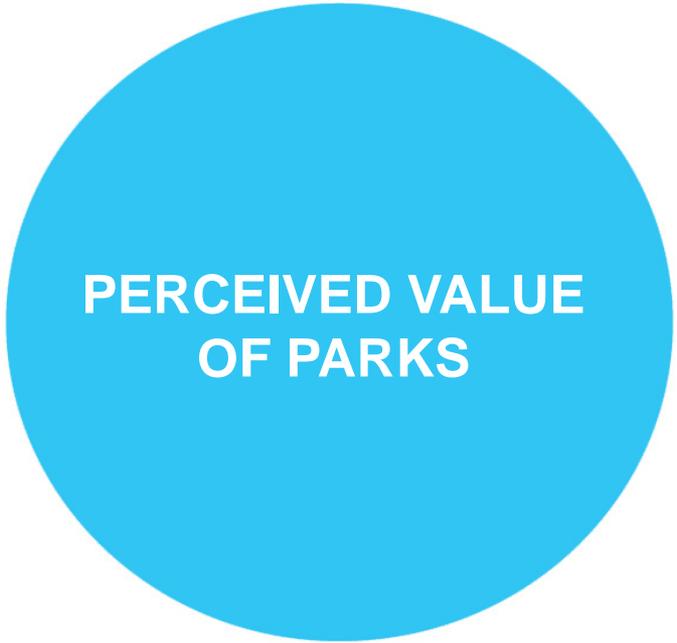
*“Just maintaining them, and not letting them get run-down.”*

*“The growing density of the population. Parks are going to get more use. Plan for the increased density of the city.”*

*“Safety. Patrolling the areas that are a little more remote. Let people know they are there.”*

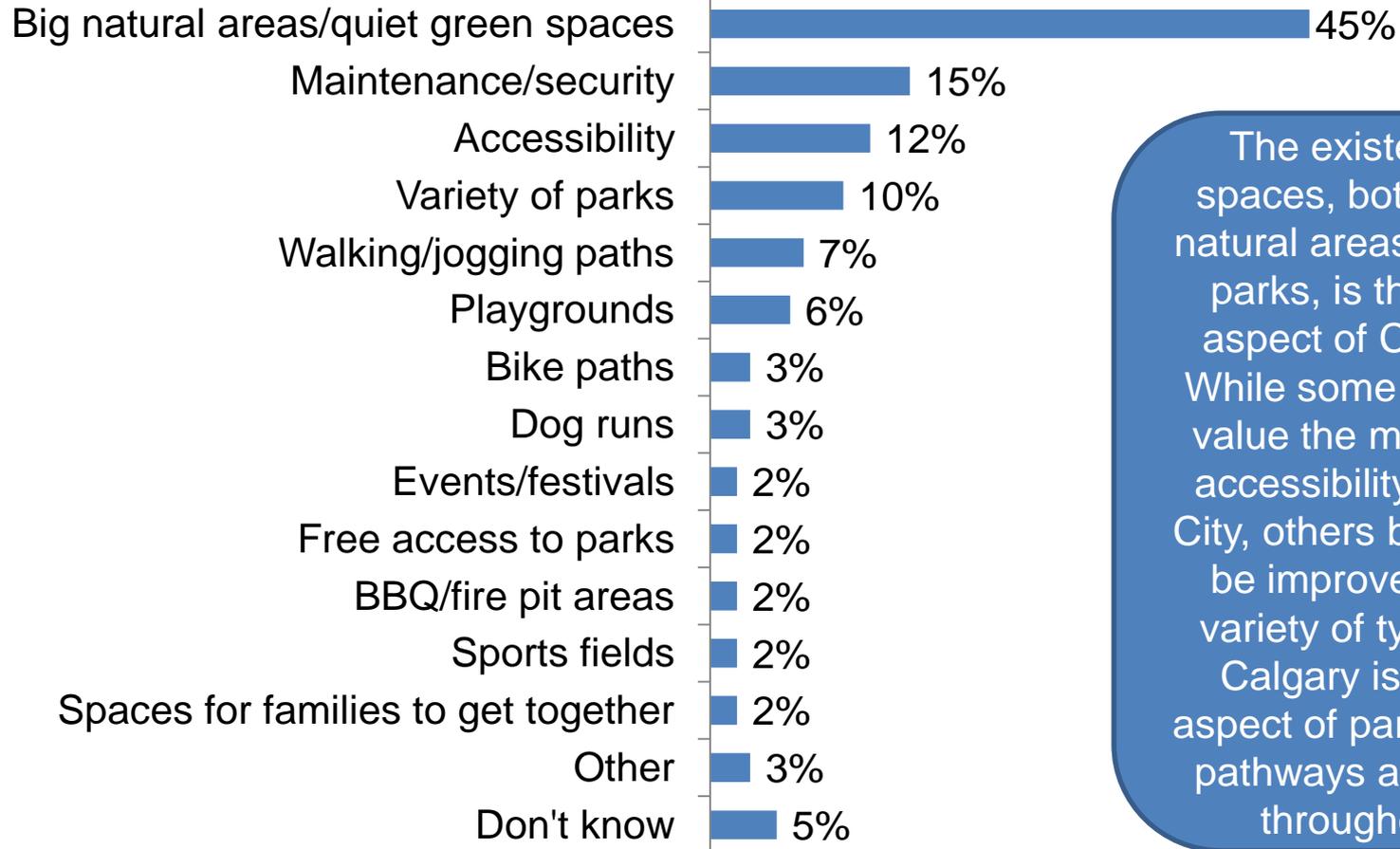
*“I can’t think of anything other than maintain what they are doing and increase the accessibility for pathways.”*

*“Accessibility - being able to get there without using public transportation. I don't want to have to drive, or use public transit, in order to go biking in the park.”*



PERCEIVED VALUE  
OF PARKS

# PERCEIVED VALUE OF PARKS



The existence of green spaces, both in the form of natural areas and community parks, is the most valued aspect of Calgary's parks. While some Calgarians also value the maintenance and accessibility of parks in the City, others believe this could be improved. Finally, the variety of types of parks in Calgary is also a valued aspect of parks, including the pathways and playgrounds throughout the City.

All Respondents n= 506

# PERCEIVED VALUE OF PARKS

## Examples of verbatim comments include:

*“I value the solitude and the quietness and getting into nature.”*

*“I like the diversity. I can go to a park for my five-year-old, or an off-leash park for my dog. Off-leash parks are rare in other provinces, so I appreciate them here.”*

*“There are a lot of parks and they’re well-managed even though there aren’t enough refuse bins.”*

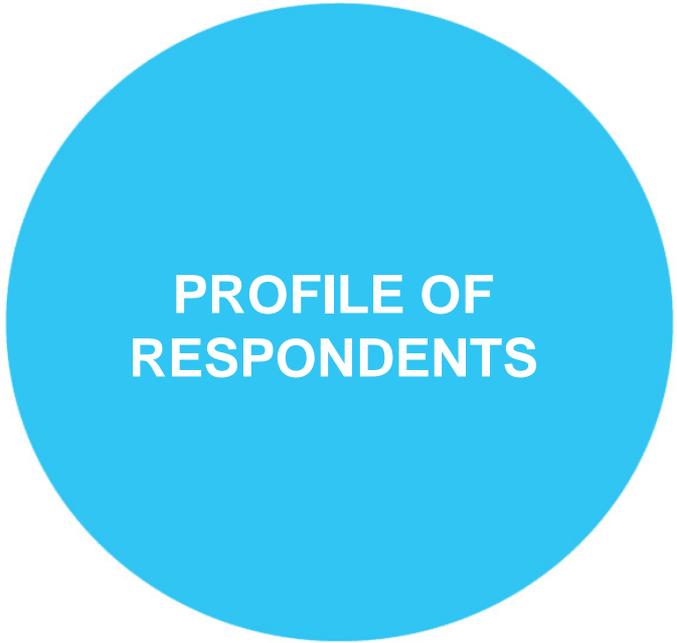
*“There’s a huge diversity of different types of parks, each with their own unique appeal.”*

*“That we have them, because a lot of places don’t and I appreciate the fact that here in Calgary we made allowances for that and kept it available for people.”*

*“Accessibility, the closeness, they have some great parks throughout the city that everyone can use.”*

*“Nature, the ability to go for a walk and see nature and being able to get in touch with a different part of the city.”*

*“I value everything.”*



**PROFILE OF  
RESPONDENTS**

# PROFILE OF RESPONDENTS: GENDER, AGE, CHILDREN & INCOME

Gender	n=	Total
Male	251	49.6%
Female	255	50.4%

Age	n=	Total
18 to 24	57	11.4%
25 to 34	101	19.9%
35 to 44	94	18.6%
45 to 54	94	18.5%
55 to 64	66	13.0%
65 to 74	32	6.3%
75 or older	28	5.5%
Prefer not to answer	34	6.7%

Children in Household	n=	Total
None	276	54.6%
One	96	19.0%
Two	87	17.1%
Three	27	5.4%
Four	3	0.7%
Five or more	2	0.4%
Prefer not to answer	14	2.7%

Household Income	n=	Total
Less than \$30,000	19	3.7%
\$30,000 to \$49,999	41	8.0%
\$50,000 to \$69,999	48	9.5%
\$70,000 to \$99,999	81	15.9%
\$100,000 to \$124,900	61	12.1%
\$125,000 or more	103	20.4%
Prefer not to answer	153	30.3%

# PROFILE OF RESPONDENTS: RESIDENCY

Rent / Own	n=	Total
Own	407	80.5%
Rent	77	15.3%
Prefer not to answer	21	4.2%

House Type	n=	Total
Single family detached home	375	74.0%
Single family attached home, townhouse or villa	69	13.6%
Condominium or apartment	43	8.5%
Duplex	7	1.3%
Other	5	0.9%
Prefer not to answer	8	1.6%

Neighbourhood Age	n=	Total
Less than 5 years old	26	5.2%
5 to 9 years old	37	7.2%
10 to 19 years old	96	19.0%
20 to 39 years old	150	29.7%
More than 40 years old	170	33.6%
Don't know/not sure/prefer not to answer	27	5.3%

City Quadrant	n=	Total
North West	136	26.8%
North East	114	22.6%
South West	152	30.1%
South East	104	20.5%

# PROFILE OF RESPONDENTS: VISIBLE MINORITY AND DISABILITIES

Number of People in Household	n=	Total
One	51	10.4%
Two	144	29.3%
Three	115	23.4%
Four	116	23.5%
Five or more	54	10.9%
Prefer not to answer	12	2.5%

Visible Minority	n=	Total
Yes	85	16.8%
No	407	80.5%
Prefer not to answer	14	2.7%

Permanent Physical Disability	n=	Total
Yes	30	6.0%
No	469	92.7%
Prefer not to answer	6	1.3%

# CITY OF CALGARY PARKS





## **imagineParks**

### Telephone Survey Report July 2012

**Detached Appendices:**  
Cross-tabulation data tables  
Data file  
Questionnaire

Contact: Erin Roulston, Associate Vice President  
[eroulston@legermarketing.com](mailto:eroulston@legermarketing.com)

