

REVITALIZING PRAIRIE WINDS PARK

WHAT WE HEARD REPORT PHASE ONE



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CALGARY
PARKS

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01

EXECUTIVE SUMMARY

'Revitalizing Prairie Winds Park' is a process to redevelop a well-loved and well-used park in northeast Calgary.

City of Calgary Parks has embarked on a process to redevelop Prairie Winds Park. The project includes an extensive public consultation process. This generated input from Calgarians on updating and improving this well-loved and well-used park.

The first round of Your Park, Your Say engagement took place from July 14 to August 8, 2014 and included several opportunities for individuals to provide input on two key questions:

- What do you like most about Prairie Winds Park?
- What changes would improve Prairie Winds Park?

Feedback was provided through:

- Sounding Board in Prairie Winds Park
- Online survey
- Social media
- Texting
- Flag Day event (July 26)
- Walking Tour events
- Telephone responses

Participants had the opportunity to provide feedback in English, Tagalog, Urdu, Punjabi, Arabic and Gujarati.

During the initial phase of engagement, more than 1,900 individuals took part in the process, providing 3,406 ideas. The majority of responses were through the sounding board (2,171) and the online survey (627). Close to half of all participants referred to the infrastructure and the pool as key issues. Key feedback themes include:

- | | |
|-----------------------|---------------------|
| • Pool | • Hill |
| • Park Infrastructure | • Food and Beverage |
| • Landscape | • Desirability |
| • Athletics | • Aesthetic |
| • Playground | • Commerce |

The public feedback generated is now being used to help develop initial plans for redevelopment. The second phase of engagement for Prairie Winds Park will begin this fall, with a chance for the public to review and comment on initial redevelopment plans for the Park.

Detailed designs, plans, and approvals will take place in 2015. Construction for the park redevelopment is targeted to start in 2016.



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ABOUT THE PROCESS

The 'Your Park, Your Say' engagement process began in July 2014 and will be completed this winter.

City of Calgary Parks is coordinating a redevelopment process for Prairie Winds Park, northeast Calgary's most well used regional park. The process will involve three phases of community engagement and will culminate in a redevelopment plan for the park.

The Your Park, Your Say engagement process began in July 2014 and will be completed this winter. Detailed designs, plans, and approvals will take place in 2015, with construction targeted to start in 2016.

The engagement process for the revitalization of Prairie Winds Park has been organized to give Calgarians a chance to help shape the park's future. Some 25 years after the Prairie Winds Park was created, much of the infrastructure and services are in need of an update. In addition, the tremendous growth and changes within surrounding communities have created an opportunity for revitalizing the park to better meet the needs of citizens.

In addition to input gathered from the public consultation process, the redevelopment will be informed by:

- Consultation with stakeholders in the community and at The City of Calgary
- A detailed assessment of the park, existing facilities and contextual influences
- An analysis of the current uses of the park, its role within the broader community and the city, and an assessment of which potential new park functions and amenities may be appropriate
- A study of existing policies (Federal, Provincial, Municipal and Calgary Parks-specific) and initiatives that are relevant to Prairie Winds Park
- An examination of other examples of successful parks that can provide inspiration

Space2Place Landscape Architecture and Urban Design is the firm responsible for the park's design process. The consultation and engagement process is being coordinated by Intelligent Futures.



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ENGAGEMENT OPPORTUNITIES

The 'Your Park, Your Say' engagement process included many opportunities for citizens to share their input.

The initial phase of the Your Park, Your Say engagement process took place over 25 days, from July 14 to August 8. More than 1,900 individuals participated in the process, providing 3,406 responses to the key project questions:

- What do you like most about Prairie Winds Park?
- What changes would improve Prairie Winds Park?

The Your Park, Your Say engagement process included many opportunities for citizens to share their input on the park redevelopment:

- Sounding Board in Prairie Winds Park
- Online survey
- Social media
- Flag Day event (July 26)
- Walking Tour events (July 24 and 25)
- Texting option
- Telephone responses

The most popular vehicle for community feedback was the sounding board located in the park, which received close to 2,200 ideas. The online survey generated 627 responses from citizens.

The phase 1 engagement process provided an opportunity for citizens to provide input in English, as well as Tagalog, Urdu, Punjabi, Arabic and Gujarati. In this phase, four suggestions were provided in Punjabi, with one in Arabic. The remainder were in English.

The project team hosted a series of walking tours for key area stakeholders, including local community associations, groups and organizations. Additional consultation took place with the internal stakeholders (City of Calgary staff, service providers, etc.) who work within the park.

The Flag Day event on July 26 gave park visitors a chance to use flags to vote on areas of the park they liked and to note which areas they believed required improvement. During the daylong event, a total of 408 flags were placed by 204 participants, providing 175 specific feedback elements.





25
days



1915
participants



3406
ideas

PHASE 1 SUMMARY

ENGAGEMENT TECHNIQUES & PARTICIPATION



SOUNDING BOARD 1580 participants

Over 25 days, park users were invited to contribute their thoughts on a sounding board located at the centre of Prairie Winds Park.



FLAG DAY 204 participants

On July 26, park users were invited to flag areas of the park they like, and those they believe need improvement.



WALKING TOUR 5 participants

On July 24 and 25, project team members hosted a series of walking tours for key community stakeholders through Prairie Winds Park.



ONLINE SURVEY 88 participants

Throughout the process, participants were invited to use an online survey to record their thoughts.



CALLS & TEXTS 7 participants

Spray-chalked stencils deployed throughout the park invited users to call or text their thoughts to the project team.



SOCIAL MEDIA 31 participants

City of Calgary social media accounts invited park users to answer the engagement questions online.

English

Tagalog

Urdu
اُردُو

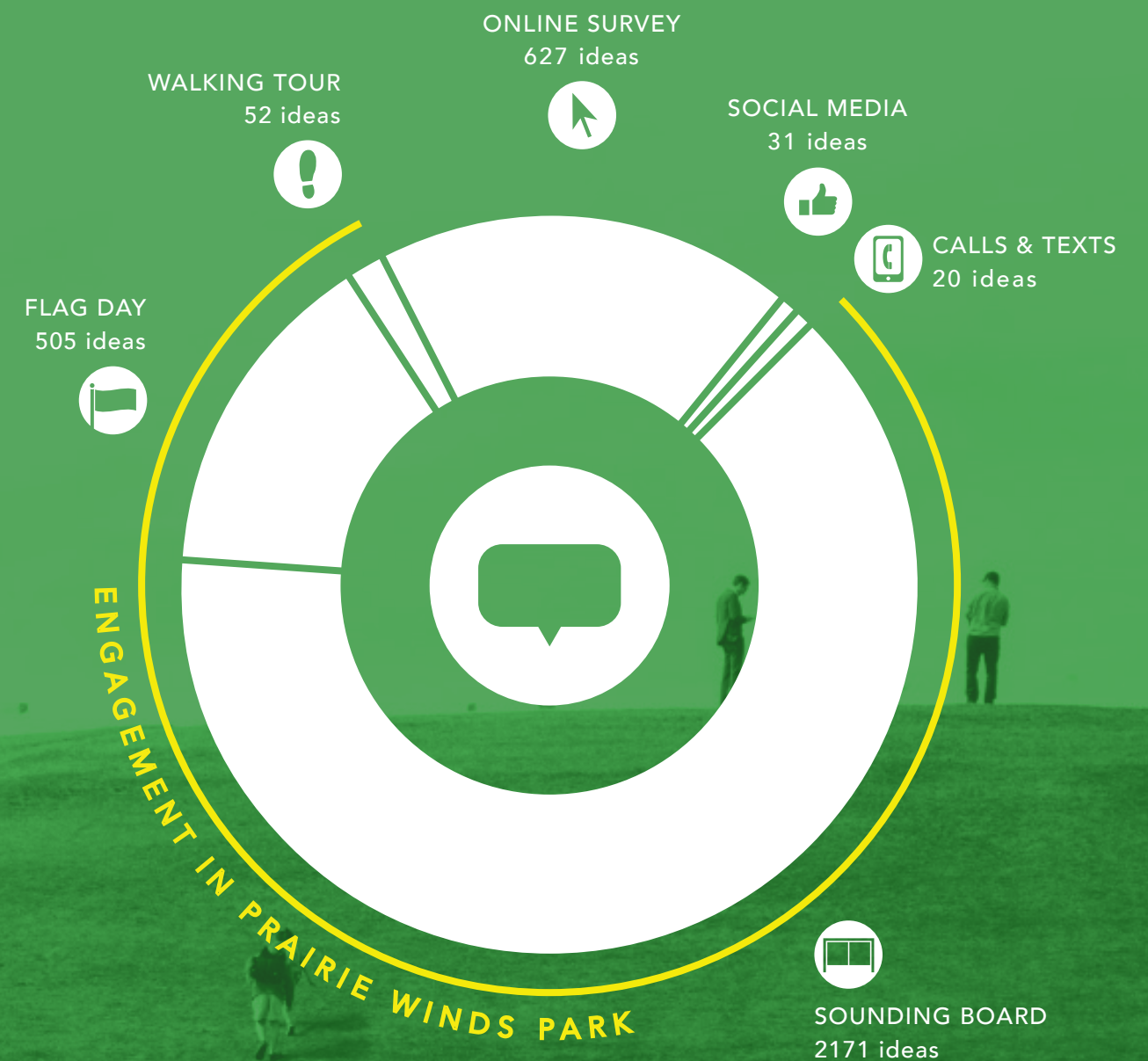
Punjabi
ਪੰਜਾਬੀ

Arabic
العربية

Gujarati
ગુજરાતી

PROJECT LANGUAGES

IDEAS BY SOURCE



04

WHAT WE HEARD

Community input from Phase 1 of the 'Your Park, Your Say' engagement process.

The general input from citizens during the Phase 1 engagement process was very positive. Individuals appreciate Prairie Winds Park as a community resource, and the opportunity to provide input into its redevelopment. There is generally a high sense of ownership and appreciation for the park.

Some of the most common comments included:

- Upgrade aquatic facilities to appeal to a wide range of ages, and provide deeper and better maintained pool;
- Retain the hill for tobogganing;
- Provide more opportunities for sports, including basketball courts and repaired tennis courts;

- Upgrade washrooms with better changing areas and year-round access;
- Upgrade existing play areas and provide more opportunities for play;
- Provide more activities for adults and teens in the park;
- Provide more opportunities for sitting, resting and picnicking in the park;
- Offer more opportunities for programming events and concerts, like those offered at Prince's Island Park.

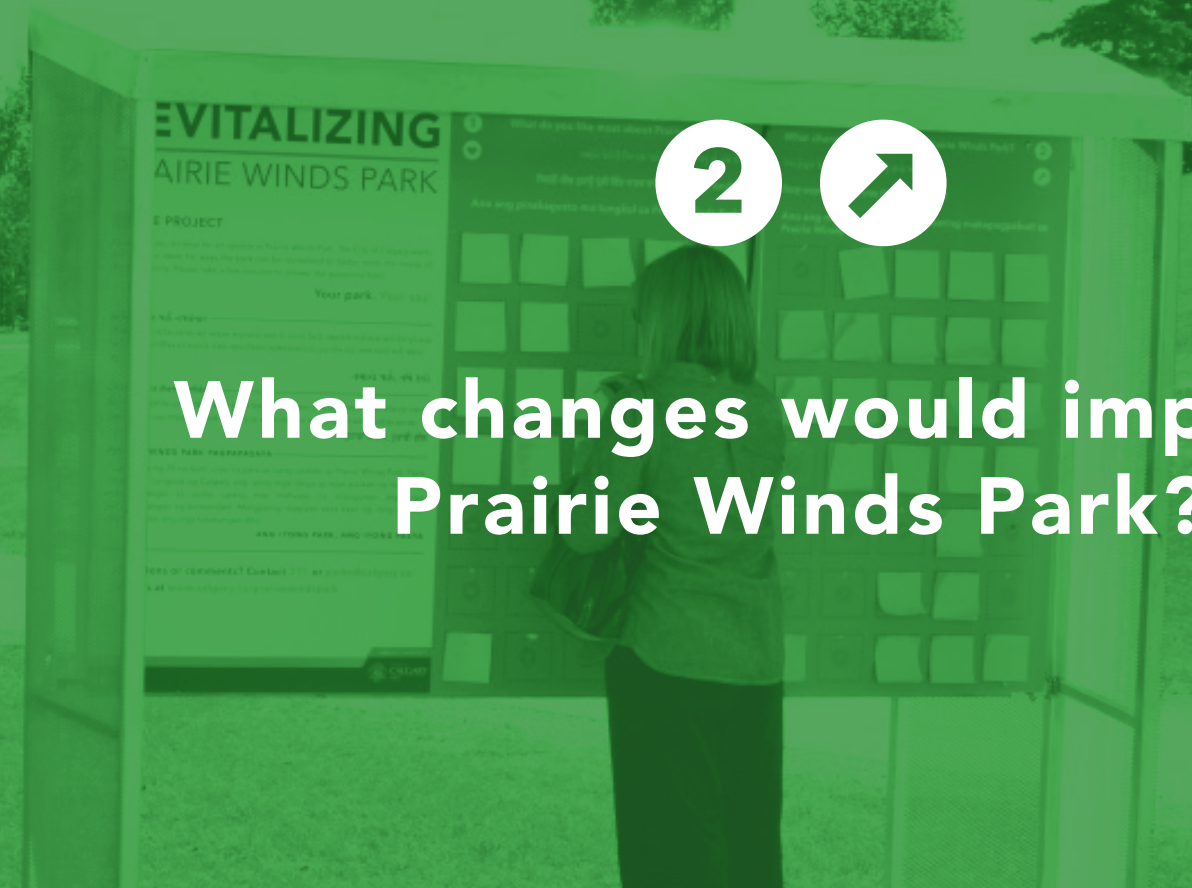




What do you like most about Prairie Winds Park?

These summary word clouds show the community response to the two engagement questions. Larger words appeared more frequently as responses.

What changes would improve Prairie Winds Park?





FLAG DAY July 26, 2014

Hosted on July 26, Flag Day was a daylong opportunity for park visitors to become directly involved in the engagement process. Participants used flags to indicate areas they liked or which needed improvement, and had a chance to provide specific feedback on these elements.

SUMMARY



7
hours



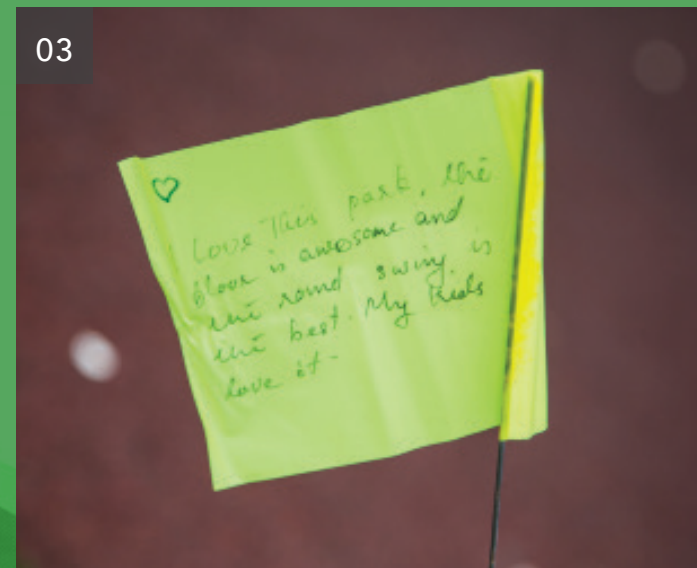
204
participants



505
ideas

PHOTO CAPTIONS

01 A team member explains Flag Day; **02** Participants hard at work!;
03 A response to 'What do you like about Prairie Winds Park?'; **04** Engaging park visitors;
05 Spray-chalk messages invite visitors to text answers; **06** A response in the wild!



05

THEME OVERVIEW

Ten key themes emerged from community input in Phase 1.

- Throughout the engagement process, 10 key themes emerged around the community input:
- Pool
 - Park Infrastructure (benches, washrooms)
 - Landscape (gardens, paths, trees)
 - Athletics (fields, courts)
 - Playground
 - Hill
 - Food and Beverage (pool area concession)
 - Desirability (enjoyable, fun place)
 - Aesthetic (peacefulness, beauty)
 - Commerce (food trucks, gift shops)

(Examples of each provided in parenthesis)

The most common “what do you like” responses included the Pool, Hill and Playgrounds themes. Landscape, Desirability and Food and Beverage were the next most common themes. Close to half of all participants referred to the park infrastructure and the pool as key issues in terms of what they liked most about Prairie Winds Park.

For the “what changes would improve Prairie Winds Park” question, Pool and Park Infrastructure were the most common themes, followed by Athletics, Landscape and Playground.

The themes and suggestions that emerged from the Phase 1 consultation process will help influence the development of the initial design concepts.



Pool

"I love the swimming pool"

Hill

"Like the hill, view, tobogganing"



What do you like most about Prairie Winds Park?

Playground

"Kids play area (they love sliding and math activities)"

Desirability

"The park is awesome"

Landscape

"I like the flowers"

Food & Beverages

"ice cream stand!"

Park Infrastructure

"Great walking paths"

Aesthetic

"I like the versatility: it is truly a park for all ages and interests being well utilized both winter and summer"

"Being able to skate for free in the winter"

Athletics



Pool

"I love the park but
clean the pool please"

Park Infrastructure

"Add a stage for
weekly performances
by local artists"



What changes would improve Prairie Winds Park?

"Want basketball net"

Athletics

"Playground by
tennis courts
needs an upgrade"

Playground

Landscape "More trees"

Hill

"Stairs up the hill"

Food & Beverages

"Cheaper snack bar"

Desirability

"Something romantic"

"More art and
community garden"

Aesthetic

"Food trucks"

Commerce



06

NEXT STEPS

Where does 'Revitalizing Prairie Winds Park' go from here?

The feedback received during the Phase 1 engagement process is now being used by the design team at Space2Place to help create initial designs and concepts for the park revitalization. These concepts will look to address the improvements or changes required in all 10 key theme areas. The designs will be available for community review during Phase 2 of the engagement process, planned for fall 2014.

The third and last phase of engagement, slated for late 2014, will include a chance to review the final proposed designs and concepts.

More information on the process and opportunities for engagement are available at calgary.ca/prairiewindspark.

