



imagineParks

Online Survey Report
July 2012



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The largest
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imagineParks

Online 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 style.

Jean-Marc Léger
President

CONTEXT AND OBJECTIVES



CONTEXT AND OBJECTIVES



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 imagine Parks 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 Parks 2040 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. Simultaneously, an online survey link was posted on The City's Parks website to allow anyone to answer the identical questions. This report outlines the feedback collected from this online link to the survey.

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?



- 742 respondents aged 18 years and older who voluntarily opted to complete the survey
- A parental consent form was available should youth have desired to participate in the online survey; however, no youth participated

HOW?



- Survey link from The City's website to Legerweb.com platform: Computer Assisted Web Interviewing (CAWI)

WHEN?



- Online survey link open from June 13 to July 10, 2012

VALIDITY?



- **SELF-SELECT ONLINE RESEARCH CAVEAT:** The findings are qualitative in nature. As a result of the method by which the sample was obtained, the results should be regarded as directional and cannot be projected to the larger population. As a non-random internet survey, a margin of error is not reported.



Parks Usage

- Each month, the majority of online respondents are using pathways for running, walking or biking and are enjoying local community parks, green spaces and natural areas.
- A total of 5% of online respondents are using all types of park areas each month.
- Online respondents are using an average of 7 park areas each month.
- Less than one percent (0.1%) of online respondents do not use any park areas in a typical month.
- Parks are used primarily for recreation. Online respondents are more likely to use parks for relaxation, transportation and educational purposes than are telephone respondents.

Preferred Location and Size of Parks

- A similar proportion of online respondents indicate they are likely to use both smaller community parks and larger multi-purpose parks 30 years from now.
- Online respondents 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.
- In comparison to smaller parks, a higher proportion of respondents are likely to undertake a modest commute to visit larger multi-purpose parks.
- In future, online respondents believe that Calgary will need a variety of types of parks. The greatest expressed need is for mid-sized multi-purpose parks, followed by large destination-style parks and then by smaller community parks. Online respondents are more likely to suggest that Calgary will need more natural wild areas in future than do telephone respondents.

Future Importance of Parks' Features

- An array of parks features are important to online respondents 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 expanded pathway lanes. Online respondents also place relative high importance on having play structures for young children, planned river access and outdoor skating areas in winter.
- A secondary series of characteristics are ranked by online respondents as the mid-tier important features for parks in future. Approximately three-quarters of respondents believe that sports fields, play structures for youth and/or adults, and covered gazebo-style areas are important. In addition, approximately two-thirds feel that BBQ areas, community gardens, off-leash areas, and flower beds are important.
- A third series of parks elements for online respondents ranks relatively lower on the importance scale for future parks features. A minority of online respondents believe that boat launch areas, free Wi-Fi and BMX trails are important features for parks 30 years from now. Slightly more than one-half feel that skateboarding parks, canoe or kayak rentals or art features are important for parks in future, and somewhat more than six-in-ten feel that bike rentals and water features are important for parks 30 years from now.

Future Concerns for Parks

- Looking 30 years into the future, nine-in-ten online respondents express concern for the cleanliness of parks, municipal funding to maintain parks, the size of our urban forest, and for biodiversity in Calgary. Next, eight-in-ten online respondents are concerned with safety in parks, followed by two-thirds expressing concern with future user fees in parks. Found among one-half of online respondents, concern is relatively lower with respect to corporate sponsorship of parks.

Attitudes Towards Parks Concepts in Future

- Almost all online respondents believe that the City's parks and open spaces will significantly contribute to the next generation's quality of life. Further, almost nine-in-ten online respondents feel that the City needs to focus on connecting its parks and pathways, and just more than eight-in-ten agree that parks spaces should focus on bringing local communities together. Approximately three-quarters of online respondents want to see more natural open spaces, and think that citizens will need to become more involved in helping to keep community parks maintained.
- Almost two-thirds of online respondents 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 similar among both online and telephone survey respondents.

Awareness and Communications Related to Parks

- Overall, eighty-six percent of respondents feel at least somewhat informed about parks offerings, while fourteen percent of survey respondents report that they are not aware of what is available in Calgary's parks. Online respondents are more aware of parks offerings than are telephone respondents (86% vs. 74%, respectively).
- The online environment plays the most significant role as a key source of awareness of parks in Calgary among more than eight-in-ten online survey respondents. Using The City's 311 telephone line ranks as a third resource among two-in-ten respondents.

Funding Options for Parks

- Online respondents would overwhelmingly prefer to increase taxes vs. cut parks services. Online respondents are notably more likely to opt for increased taxes to expand parks services than are telephone respondents (49% vs. 37%).
- Overall, seven-in-ten online respondents are supportive of seeking corporate sponsorships as a funding option for parks, including half who strongly support this approach. Conversely, two-thirds of respondents oppose applying user fees to upgrade park amenities or programs. Online respondents and telephone respondents share similar views for these alternative funding options.

Suggested Changes

- Online respondents suggest a variety of changes for parks in future. More natural areas are paramount for these particular respondents (25%) compared to suggestions from telephone respondents (8%), followed by increasing maintenance and security, and delivering better access to parks.

City Considerations

- Similar to telephone respondents, the key factor online respondents wish to consider for parks in the future revolves around maintenance and security. Online respondents are certainly more likely to feel that Calgary should focus on biodiversity, yet are also more likely to say they should appeal to all demographics.



Value of Parks

- Online respondents most value the natural park areas in Calgary, and to a higher degree than do telephone respondents. Other respondents also value the ease of access to parks, maintenance and pathway systems.

imaginePARKS WEB SURVEY: SUMMARY

Calgary Parks



VALUE

VISION

Types of Parks:

- Frequent parks usage
- Chosen mainly for recreation, but also for transport. and educ.
- Parks spaces should offer something for everyone

Size of Parks:

- Similarly likely to use both smaller and larger parks, but lean towards larger parks
- Higher projected need for mid-sized multi-purpose parks

Features of Parks:

- Not all park features are equally important
- Higher concern for biodiversity
- Value natural wild areas

Location of Parks:

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

Maintenance & Funding:

- Concerns for funding exist
- Strong support for increased taxes vs. service cuts
- Consider user fees and fundraising options

Security:

- A common suggested change to parks includes more security
- Also acts as an important factor for the City to consider for parks

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 higher
- Correlated to behaviours and attitudes towards parks
- Opportunity to leverage online strategies

imaginePARKS: PROFILE OF WEB RESPONDENTS

Online respondents are:

- Female (59%) compared to male (41%)
- Between the ages of 25-64 years (78%)
- Living in the North West (36%) or South West (36%) quadrants of the City
- Own (77%) versus rent (19%) their home
- Living in older neighbourhoods (91%, 10 years or older)
- Have two or more people living in their household (82%)
- Have no children under the age of 18 years old living in their household (68%)
- Neither a member of a visible minority (88%), or a person with a permanent disability (92%).

imaginePARKS: WEB VS. TELEPHONE SURVEY DIFFERENCES

Natural Areas and Biodiversity:

- Online respondents have a definite stronger use of, desire for and concern for natural areas and biodiversity in Calgary's parks vs. telephone respondents

Overall Use of Parks Spaces:

- Online respondents are heavier users of almost all types of park spaces
- Given that they are less likely to have children, they use playgrounds and sports fields less than do telephone respondents
- Online respondents are also using parks spaces at a higher frequency

Important Features for Parks:

- Apart from natural areas being more important to online respondents, the desired features for parks in future is fairly similar

Are the Survey Samples Different?

- Yes, by age, gender, quadrant, children in household, behaviours and attitudes
- However, similar values for parks are held regardless of the survey method used

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

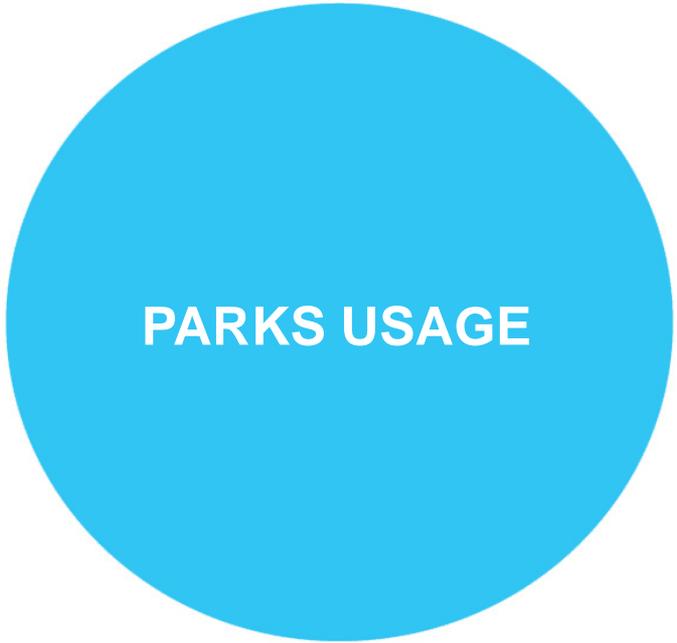


+40%

+10%

DETAILED ANALYSIS OF RESULTS





PARKS USAGE

FREQUENCY OF USING VARIOUS TYPES OF PARKS

A total of 5% of online respondents are using all types of park areas each month.

Online respondents are using an average of 7 park areas each month.

Less than one percent (0.1%) of online respondents do not use any park areas in a typical month.

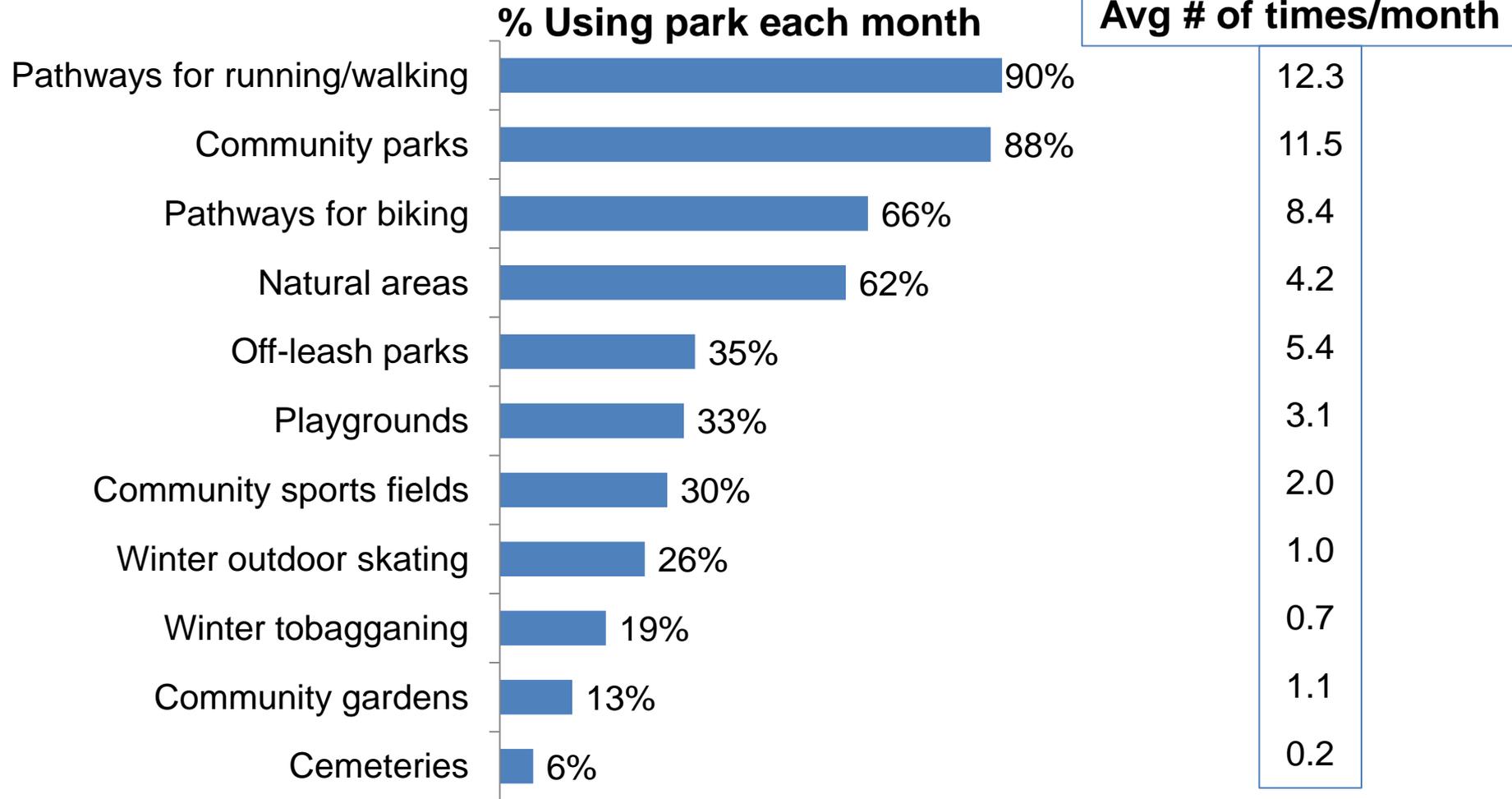
Each month, the majority of respondents are using pathways for running, walking or biking and are enjoying local community parks, green spaces and natural areas.

Cemeteries are being used by less than 1 in 10 respondents each month.

Key Differences Online vs. Telephone Respondents

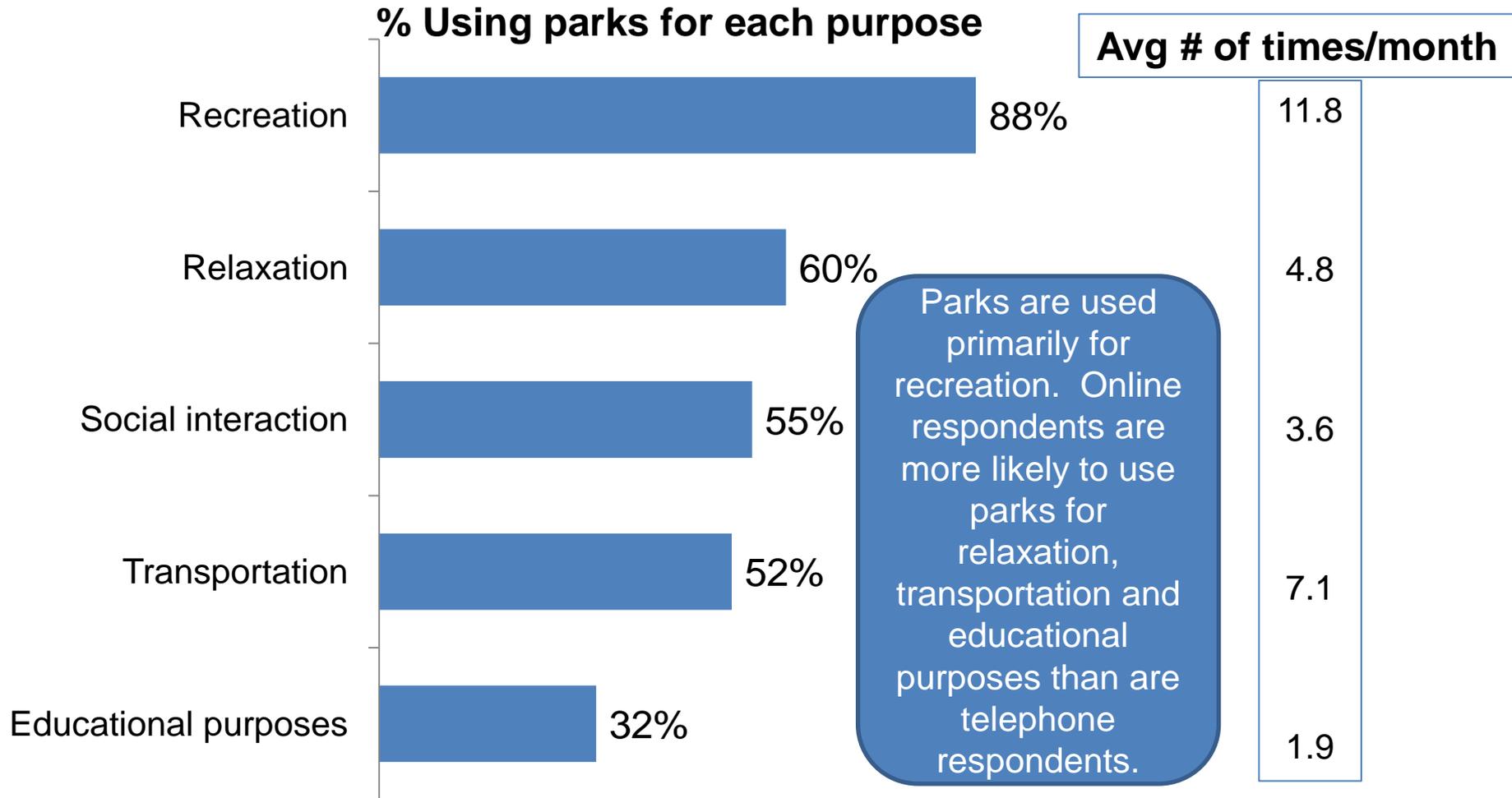
- A higher proportion of online respondents are users of many park areas than are telephone respondents, and at a higher frequency
- Online respondents are notably higher users of natural spaces than are telephone respondents (62% vs. 47%)
- Online respondents are less likely than are telephone respondents to use playgrounds or sports fields

FREQUENCY OF USING VARIOUS TYPES OF PARKS



All Respondents n= 742

MOTIVATION FOR USING PARKS



All Respondents n= 742



PREFERRED
LOCATION AND
SIZE OF PARKS

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

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

Online respondents 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.

In comparison to smaller parks, a higher proportion of respondents are likely to undertake a modest commute to visit larger multi-purpose parks.

Key Differences Between Online and Telephone Respondents

- A greater proportion of online respondents are likely to use both small and large parks regardless of the proximity or commute factors relative to their residence or place of work

PROJECTED USE OF SMALLER COMMUNITY-BASED PARKS

% NOT LIKELY TO USE



Within walking distance of your residence



Within walking distance of your place of work



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

% LIKELY TO USE



MEAN

9.2
7.8
6.7
5.1
3.7

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

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

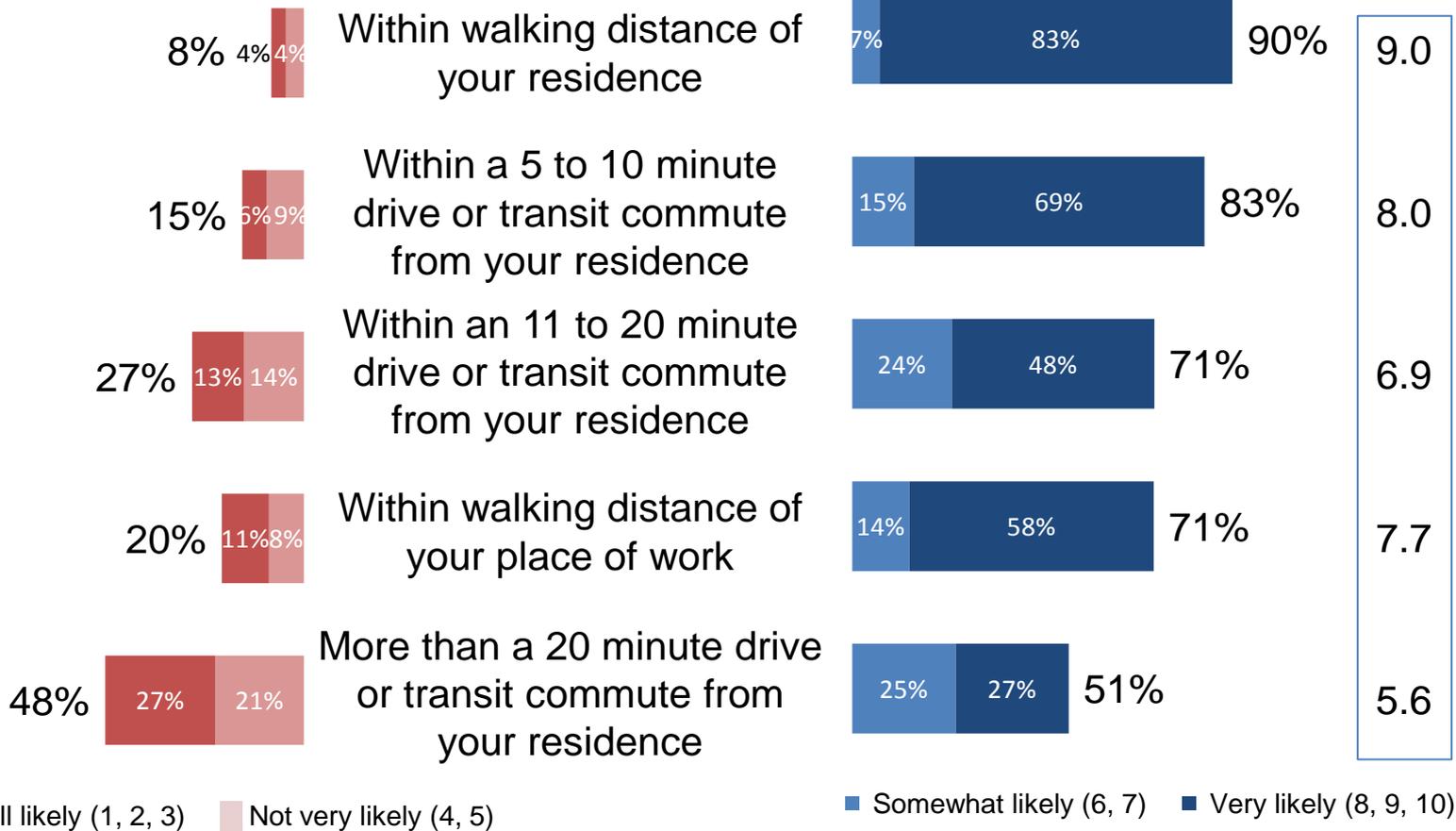
All Respondents n= 742

PROJECTED USE OF LARGER MULTI-PURPOSE EVENT PARKS

% NOT LIKELY TO USE

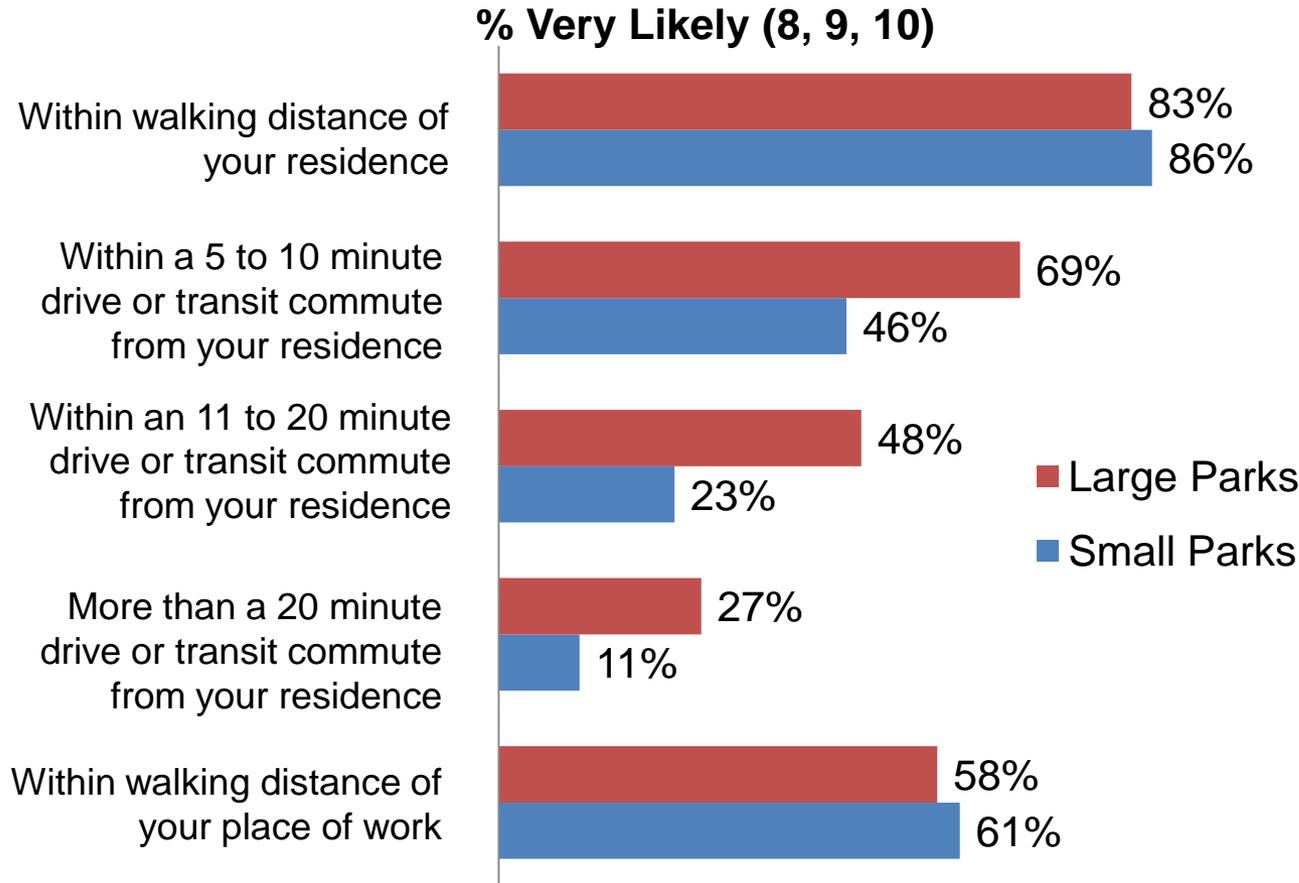
% LIKELY TO USE

MEAN



All Respondents n= 742

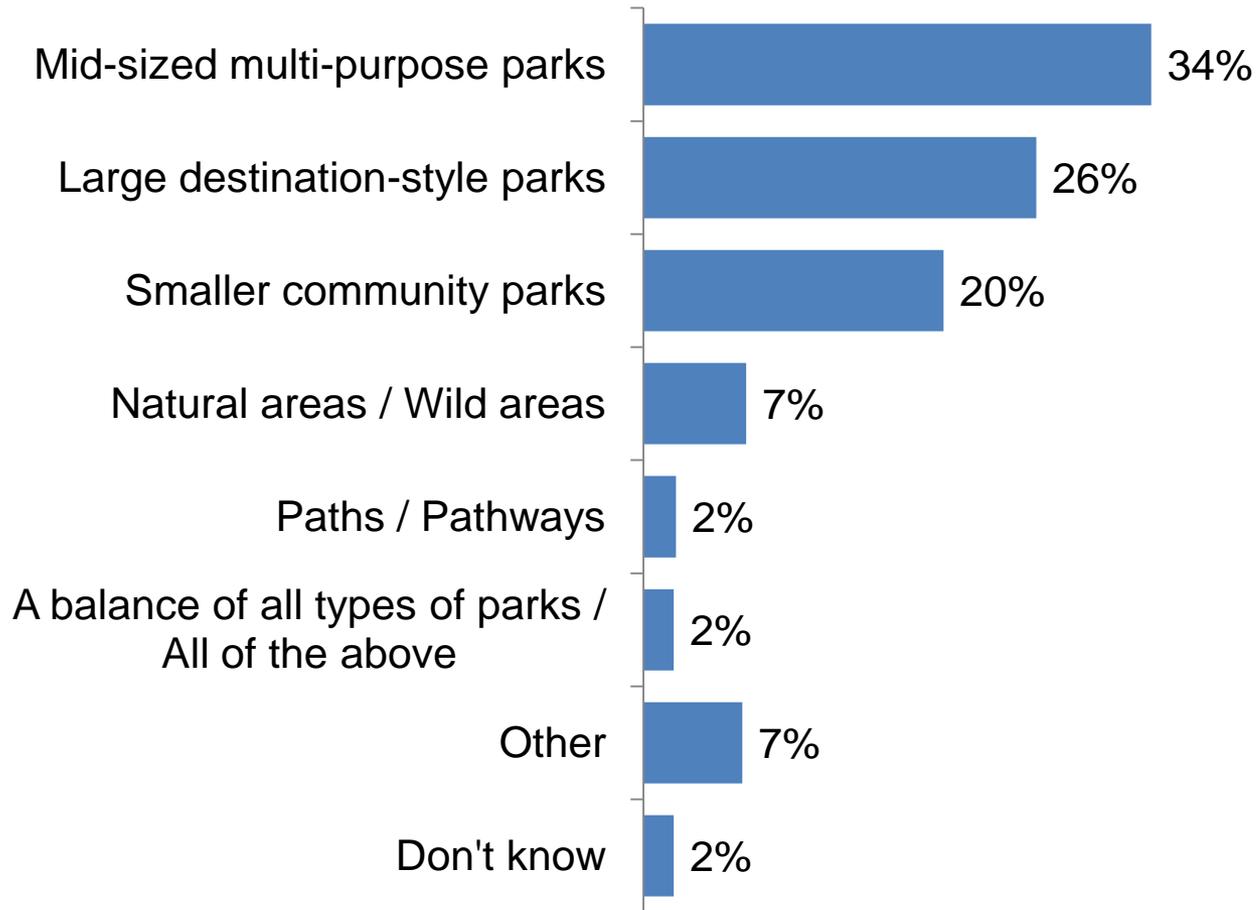
PROJECTED USE OF SMALL VS. LARGE PARKS



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= 742

SIZE OF PARKS: FUTURE NEEDS



All Respondents n= 742

In future, online respondents believe that Calgary will need a variety of types of parks. The greatest expressed need is for mid-sized multi-purpose parks, followed by large destination-style parks and then by smaller community parks. Online respondents are more likely to suggest that Calgary will need more natural wild areas in future than do telephone respondents.



**FUTURE
IMPORTANCE OF
PARKS' FEATURES**

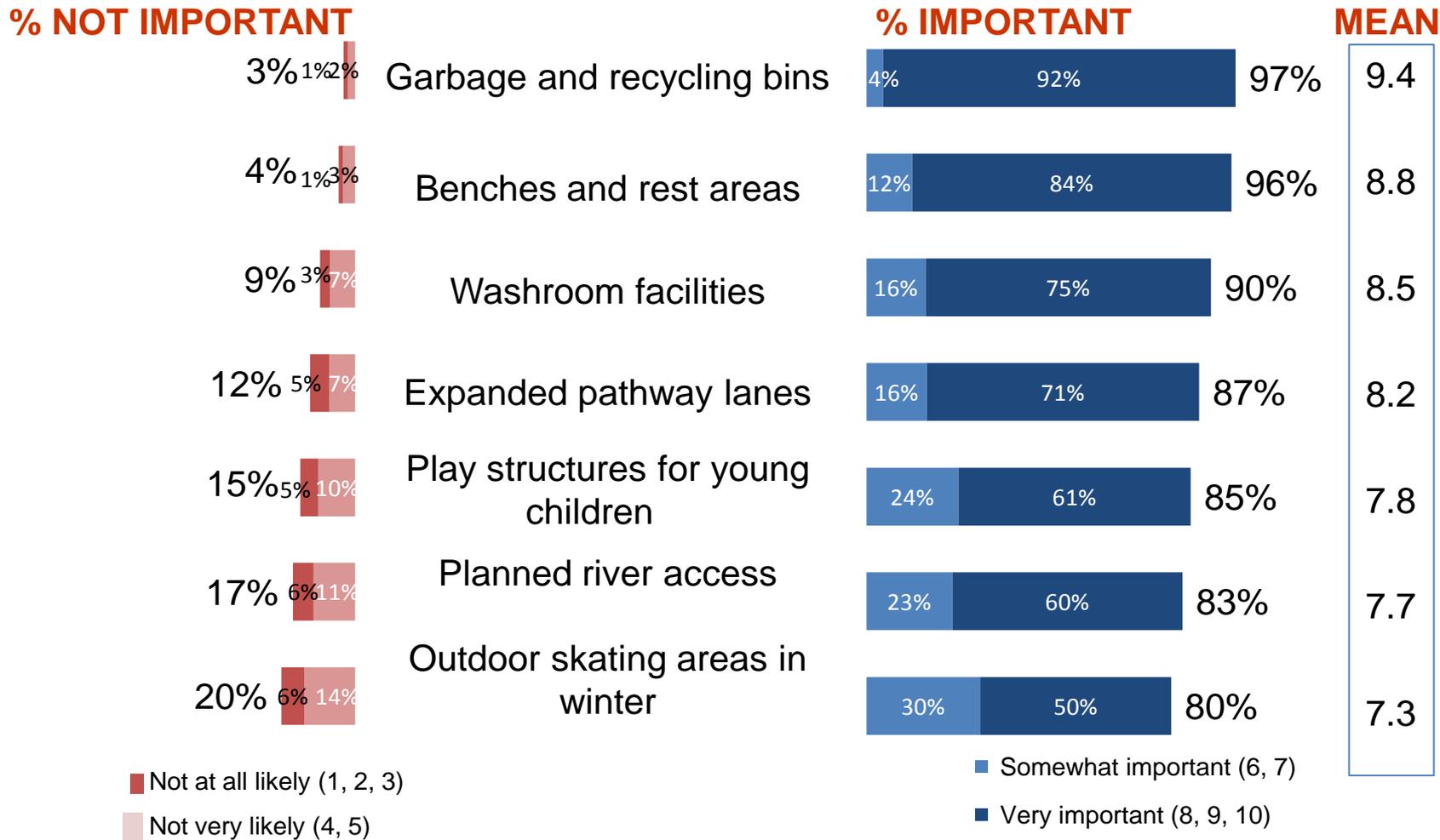
FUTURE IMPORTANCE OF PARKS FEATURES: TOP-TIER

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 expanded pathway lanes. Online respondents also place relative high importance on having play structures for young children, planned river access and outdoor skating areas in winter.

Key Differences Between Online and Telephone Respondents

- Having garbage and recycling bins, providing benches, rest areas and washrooms are consistent top mentions among both online and telephone respondents
- Expanded pathway lanes, planned river access and outdoor skating areas in winter are more important for online respondents than for telephone respondents

FUTURE IMPORTANCE OF PARKS FEATURES TOP-TIER



All Respondents n= 742

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 three-quarters of respondents believe that sports fields, play structures for youth and/or adults, and covered gazebo-style areas are important. In addition, approximately two-thirds feel that BBQ areas, community gardens, off-leash areas, and flower beds are important.

Key Differences Between Online and Telephone Respondents

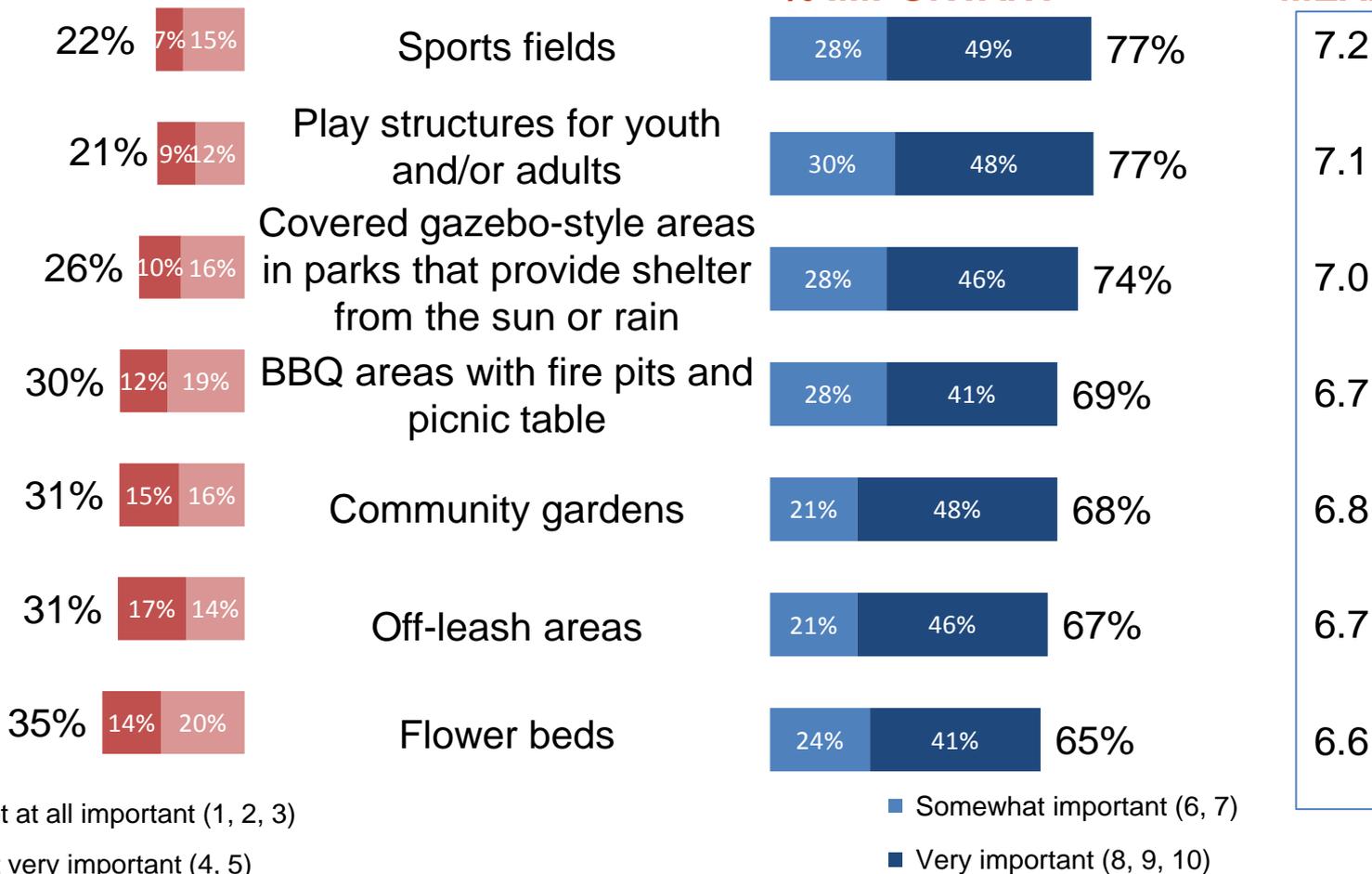
- Online and telephone respondents show similar levels of importance for parks to have sports fields, BBQ areas and flower beds
- Online respondents are more likely than are telephone respondents to place importance on play structures for adults/youth, covered gazebo-style areas, community gardens and off-leash areas

FUTURE IMPORTANCE OF PARKS FEATURES MID-TIER

% NOT IMPORTANT

% IMPORTANT

MEAN



■ Not at all important (1, 2, 3)

■ Not very important (4, 5)

■ Somewhat important (6, 7)

■ Very important (8, 9, 10)

All Respondents n= 742

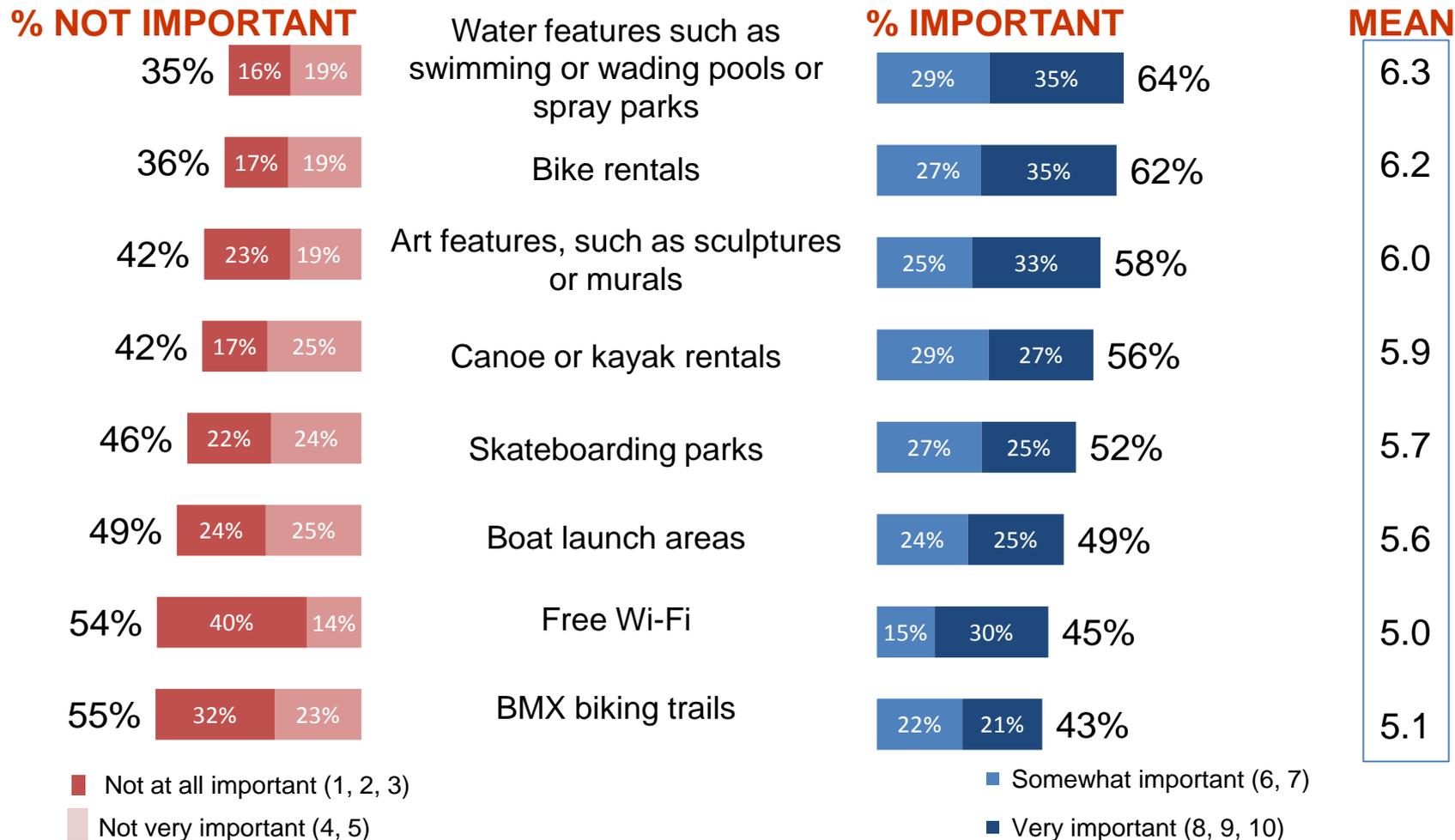
A third series of parks elements ranks relatively lower on the importance scale for future parks features. A minority of online respondents believe that boat launch areas, free Wi-Fi and BMX trails are important features for parks 30 years from now. Slightly more than one-half feel that skateboarding parks, canoe or kayak rentals or art features are important for parks in future, and somewhat more than six-in-ten feel that bike rentals and water features are important for parks 30 years from now.

Key Differences Between Online and Telephone Respondents

- Of all features evaluated, both online and telephone respondents show similar lower levels of importance to have free Wi-Fi or BMX biking trails in parks 30 years from now
- Online respondents are more likely than are telephone respondents to feel that bike/ canoe/kayak rentals, art features, skateboarding parks and boat launch areas are important elements for parks in future

FUTURE IMPORTANCE OF PARKS FEATURES

LOWER-TIER



All Respondents n= 742

FUTURE IMPORTANCE OF PARKS FEATURES: OTHER MENTIONS

Among the total respondents, 35% did not offer any suggestions for additional amenities or features for Calgary's parks 30 years from now. The 65% of respondents either underscore the importance of features already assessed, or point to additional important features.

Features Already Evaluated:

- More natural spaces (17%)
- More trails / Paths (12%)
- Bike trails / Wider bike paths (9%)
- Sports areas (6%)
- Dog runs / Do runs with services for dogs (5%)
- More washrooms/shelters (5%)
- Easier access (4%)
- More playgrounds for children (4%)
- More trees (4%)
- More plants/bushes/flowers (4%)
- More fountains (3%)
- Community gardens / greenhouses (3%)
- Waterfront access (3%)
- More benches (3%)
- Picnic/BBQ area/fire pit areas (2%)

Additional Important Features:

- More concession areas (7%)
- Signage / Educational signs (6%)
- More maintenance/supervision (6%)
- More green space (5%)
- A stage for music, theatre, etc. (4%)
- Activities / festivals (3%)
- Recreation centre/arena/community centre (3%)
- A pool/aquatic facilities (2%)
- Equipment rentals (general mentions) (1%)
- Better parking (1%)

All Respondents n= 742. Results shown for 65% of respondents offering a response. Multiple responses allowed.



**FUTURE
CONCERNS FOR
PARKS**

Looking 30 years into the future, nine-in-ten online respondents express concern for the cleanliness of parks, municipal funding to maintain parks, the size of our urban forest, and for biodiversity in Calgary. Next, eight-in-ten online respondents are concerned with safety in parks, followed by two-thirds expressing concern with future user fees in parks. Found among one-half of online respondents, concern is relatively lower with respect to corporate sponsorship of parks.

Key Differences Between Online and Telephone Respondents

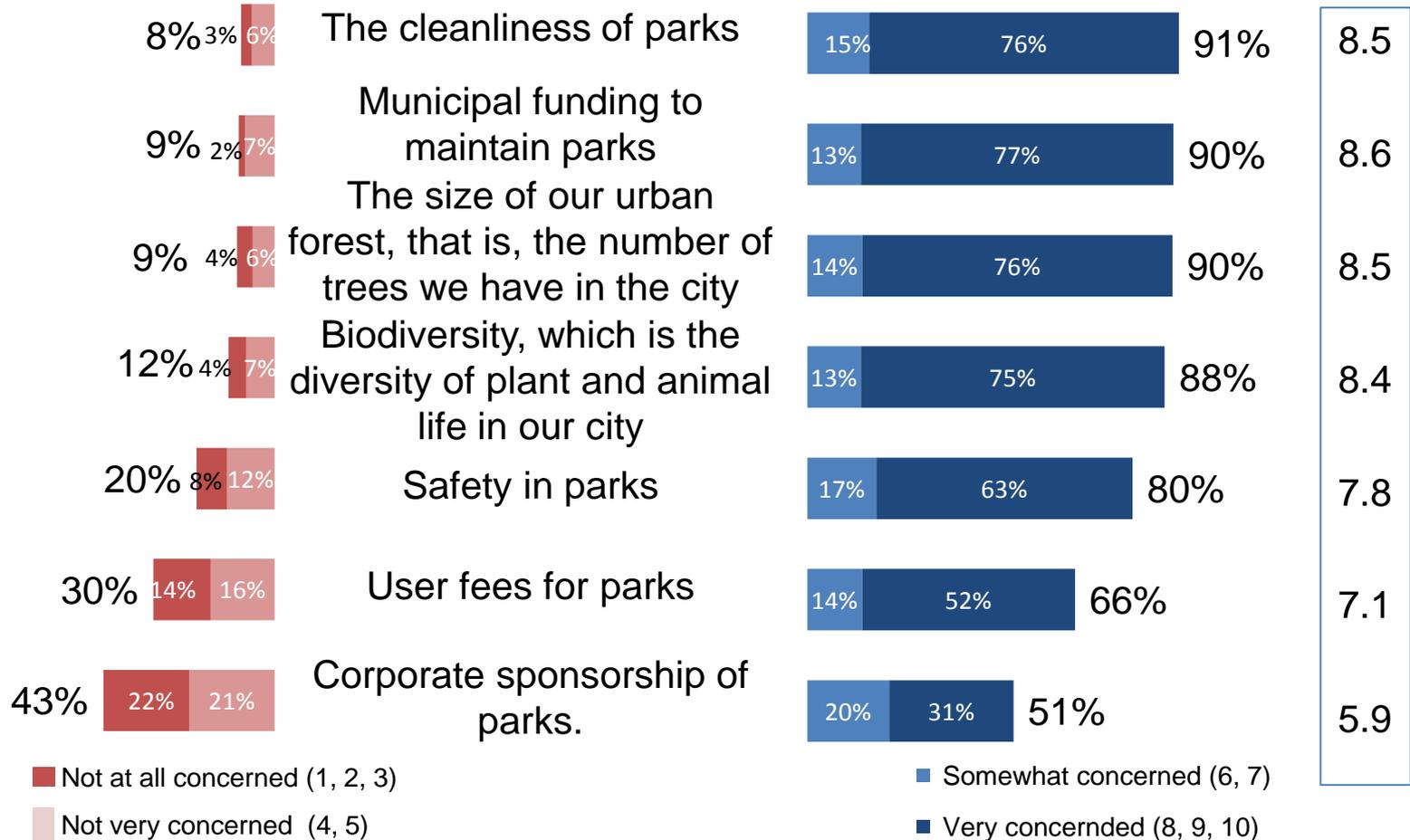
- Online and telephone respondents hold similar levels of concern for various parks issues in future: the cleanliness of parks; municipal funding to maintain parks; the size of our urban forest; safety in parks; and, corporate sponsorship of parks
- On the other hand, online respondents express higher levels of concern than do telephone respondents for biodiversity and user fees

FUTURE CONCERNS FOR PARKS

% NOT CONCERNED

% CONCERNED

MEAN



All Respondents n= 742



**ATTITUDES
TOWARDS PARKS
CONCEPTS IN
FUTURE**

ATTITUDES TOWARDS PARKS CONCEPTS IN FUTURE

Almost all online respondents believe that the City's parks and open spaces will significantly contribute to the next generation's quality of life. Further, almost nine-in-ten online respondents feel that the City needs to focus on connecting its parks and pathways, and just more than eight-in-ten agree that parks spaces should focus on bringing local communities together.

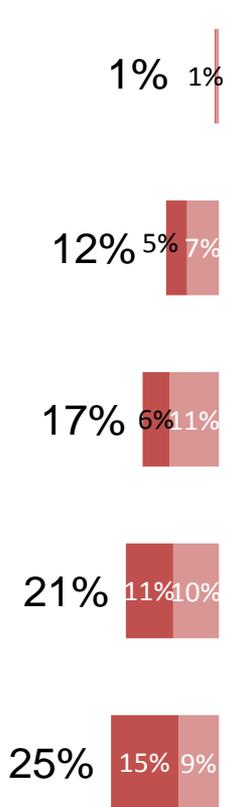
Approximately three-quarters of online respondents want to see more natural open spaces, and think that citizens will need to become more involved in helping to keep community parks maintained.

Key Differences Between Online and Telephone Respondents

- Attitudes towards four of the five statements assessed are similar in nature
- The one exception is that online respondents are notably more likely than are telephone respondents to agree that they would prefer to see more natural open spaces

ATTITUDES TOWARDS FUTURE PARKS CONCEPTS

% DISAGREE



The City's parks and open spaces will significantly contribute to the next generation of Calgarians' overall quality of life.

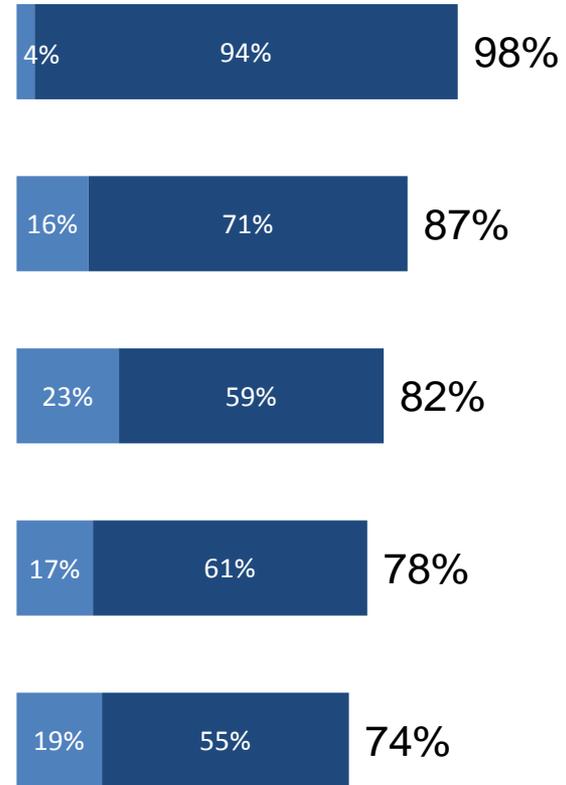
The City needs to focus on connecting its parks and pathways throughout all areas of Calgary.

Parks spaces should focus on bringing our local community residents together.

I would prefer to see more natural open spaces...

Thirty years from now, citizens will have to become more involved in helping to keep community parks maintained . . .we would be willing to volunteer occasionally.

% AGREE



MEAN



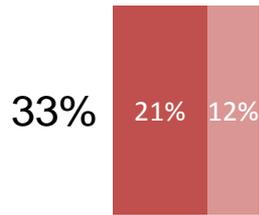
■ Strongly disagree (1, 2, 3) ■ Somewhat disagree (4, 5)

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

All Respondents n= 742

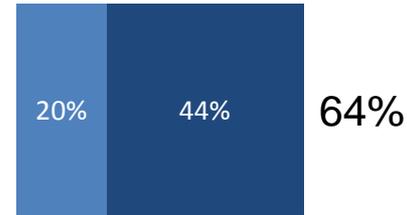
LIKELIHOOD TO LIVE IN CALGARY IF NOT FOR CURRENT JOB

% 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

6.5

■ Not at all likely (1, 2, 3)

■ Not very likely (4, 5)

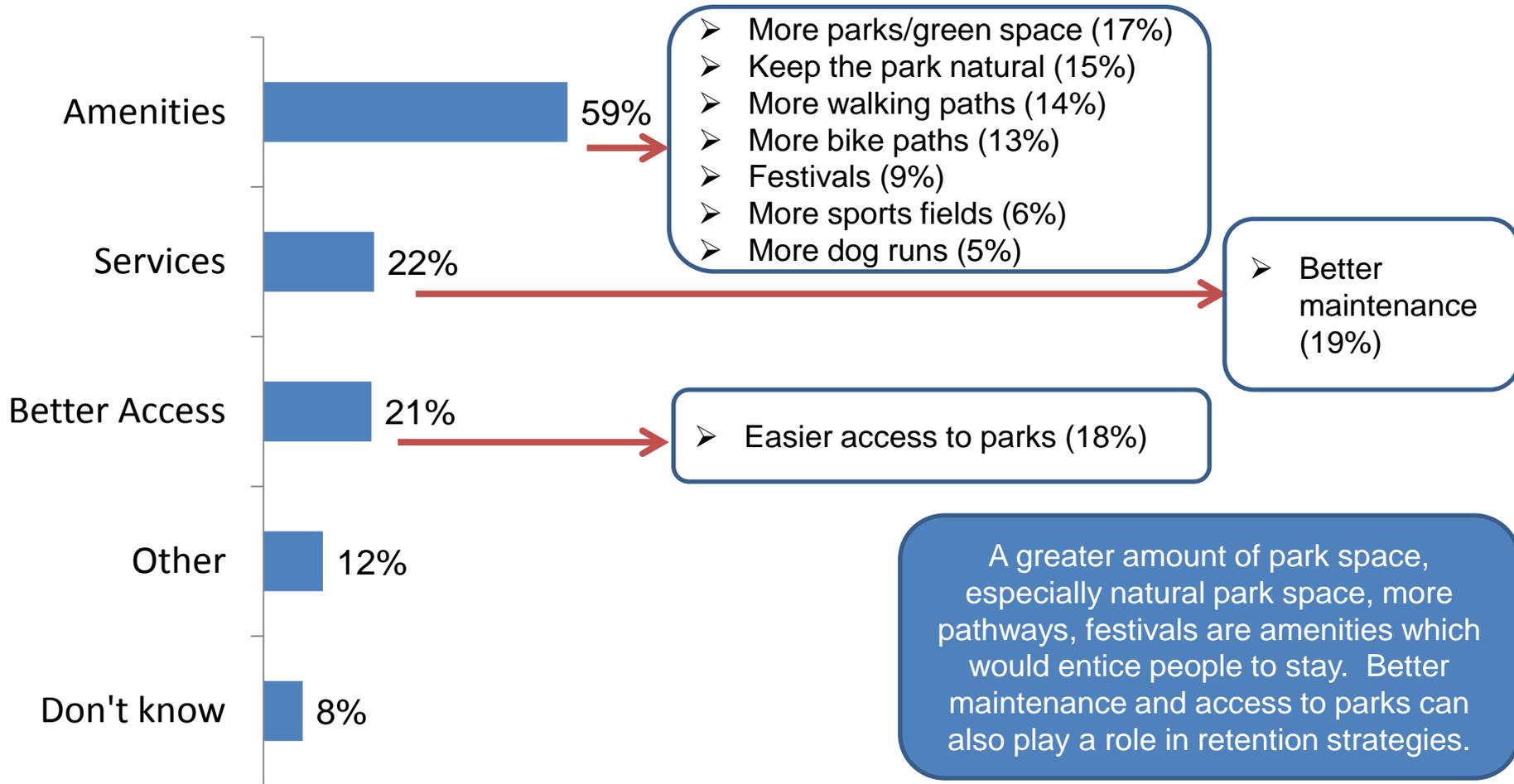
■ Somewhat likely (6, 7)

■ Very likely (8, 9, 10)

Almost two-thirds of respondents 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 similar among both online and telephone survey respondents.

All Respondents n= 742

POTENTIAL ACTIONS TO ENCOURAGE RESIDENTS TO STAY



Respondents who rated their likelihood to stay as 1-9 (10 was excluded) n=551
 Note: Mentions less than 5% not included



**AWARENESS AND
COMMUNICATIONS
RELATED TO PARKS**

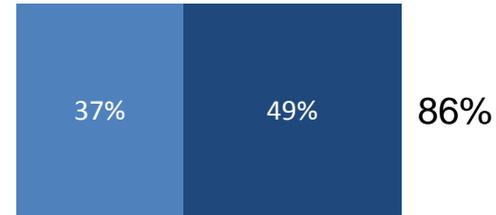
AWARENESS OF PARKS AMENITIES IN CALGARY

% NOT AWARE



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

% AWARE



MEAN

7.4

■ Not at all aware (1, 2, 3)

■ Not very aware (4, 5)

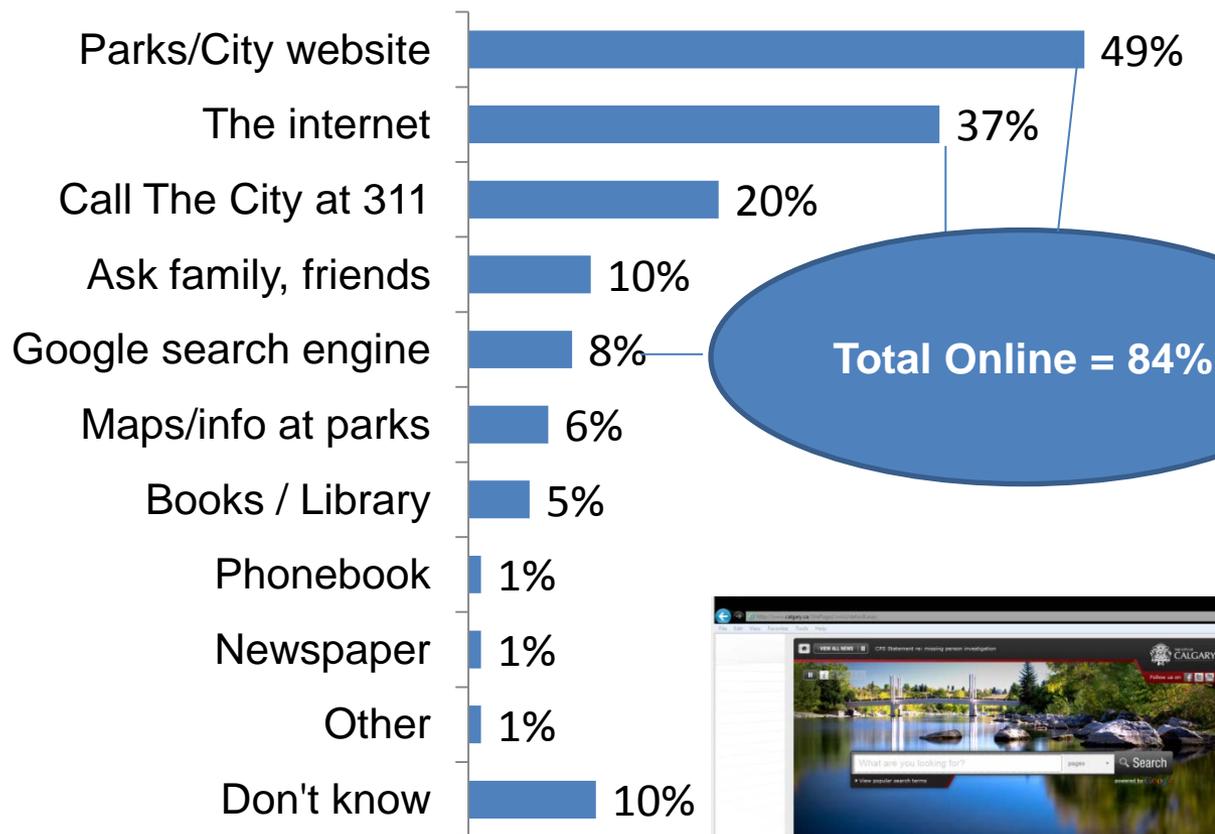
■ Somewhat aware (6, 7)

■ Very aware (8, 9, 10)

Overall, eighty-six percent of respondents feel at least somewhat informed about parks offerings, while fourteen percent of survey respondents report that they are not aware of what is available in Calgary's parks. Online respondents are more aware of parks offerings than are telephone respondents (86% vs. 74%, respectively).

All Respondents n= 742

SOURCES OF INFORMATION ABOUT PARKS



All Respondents n= 742

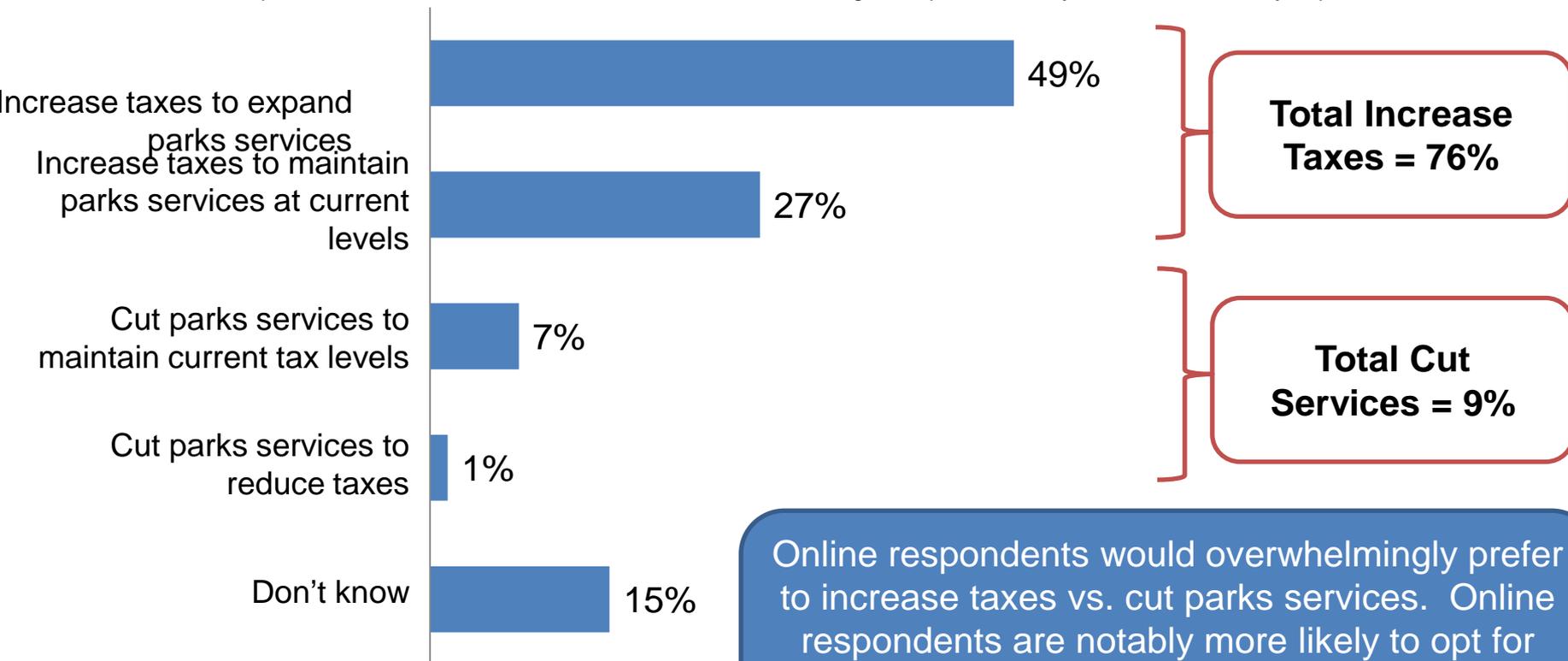


The online environment plays the most significant role as a key source of awareness of parks in Calgary among more than eight-in-ten online survey respondents. Using The City's 311 telephone line ranks as a third resource among two-in-ten respondents.

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?



Online respondents would overwhelmingly prefer to increase taxes vs. cut parks services. Online respondents are notably more likely to opt for increased taxes to expand parks services than are telephone respondents (49% vs. 37%).

PARKS SERVICES TO BE CUT

Among the 9% of respondents who feel that parks services should be cut, one-in-five respondents could not identify which services should be cut.

“What parks services should be cut?”

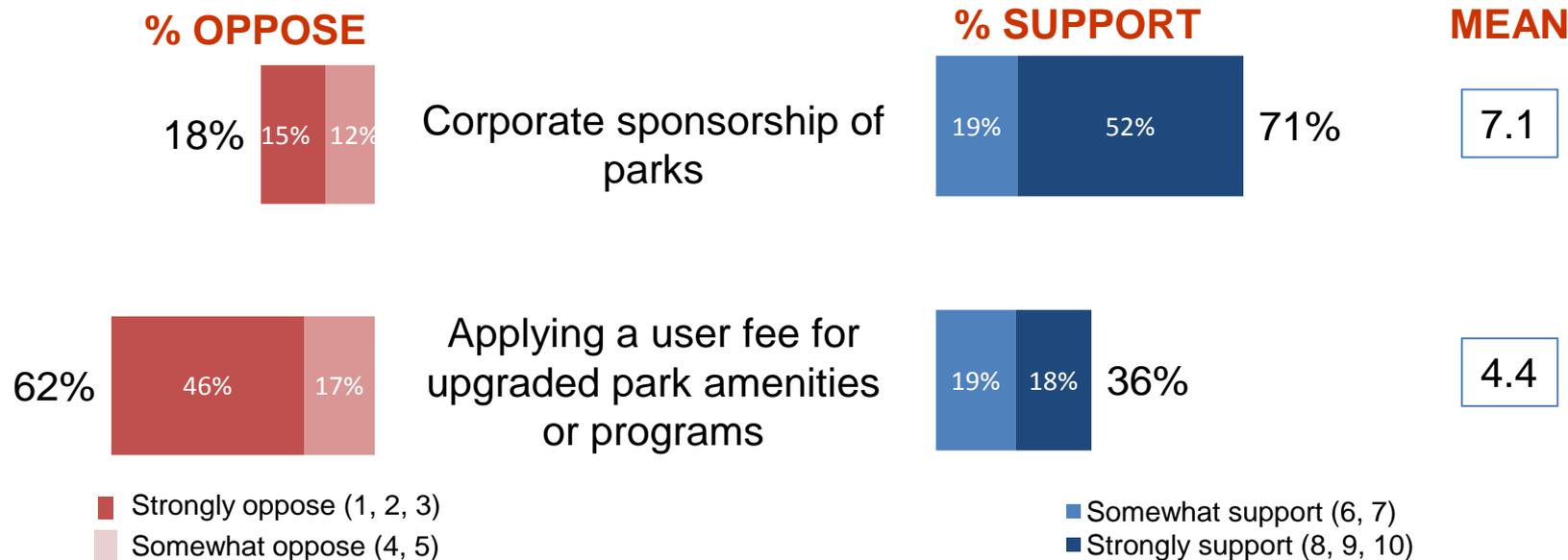
Respondents who support service cuts vs. increased taxes n=66

- Landscaping of small plants and flowers
- Stop cutting the grass
- Park staff
- Organized sports areas
- Paved areas
- Dog runs/services for dogs

“Heavily manicured parks should be designed so as to require less maintenance. Turn interstitial spaces such as, those in rights of way, into natural areas rather than mowed and manicured ones. Tall prairie grasses are at least as attractive as turf.”

“Off-leash parks, unless funded directly by animal services licensing costs.”

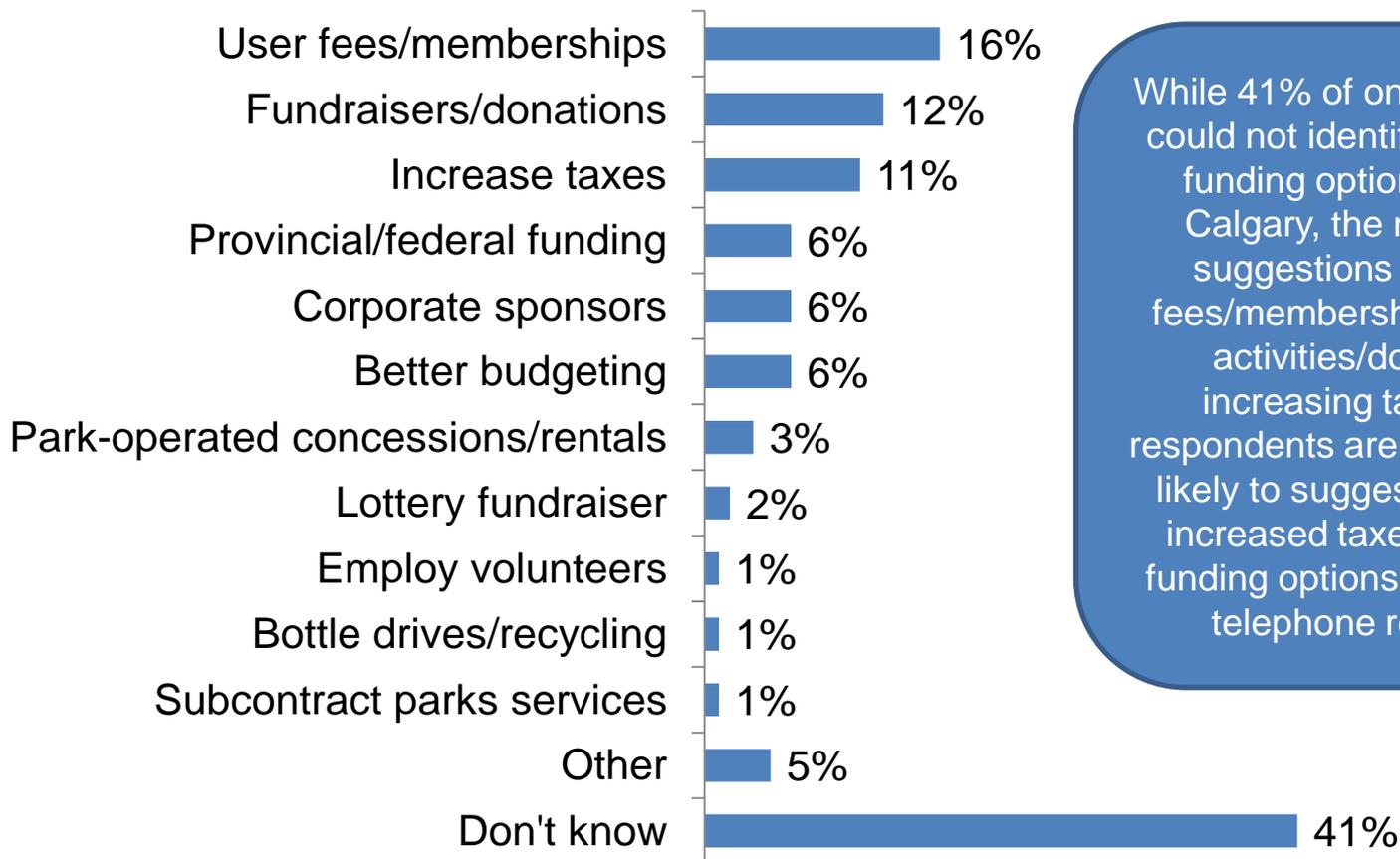
SUPPORT LEVELS FOR USER FEES AND CORPORATE SPONSORSHIPS



Seven-in-ten respondents are supportive of seeking corporate sponsorships as a funding option for parks, including half who strongly support this approach. Conversely, two-thirds of respondents oppose applying user fees to upgrade park amenities or programs. Online respondents and telephone respondents share similar views for these alternative funding options.

All Respondents n= 742

ADDITIONAL FUNDING OPTIONS



While 41% of online respondents could not identify any additional funding options for parks in Calgary, the most common suggestions relate to user fees/memberships, fundraising activities/donations and increasing taxes. Online respondents are particularly more likely to suggest user fees and increased taxes as additional funding options for parks as are telephone respondents.

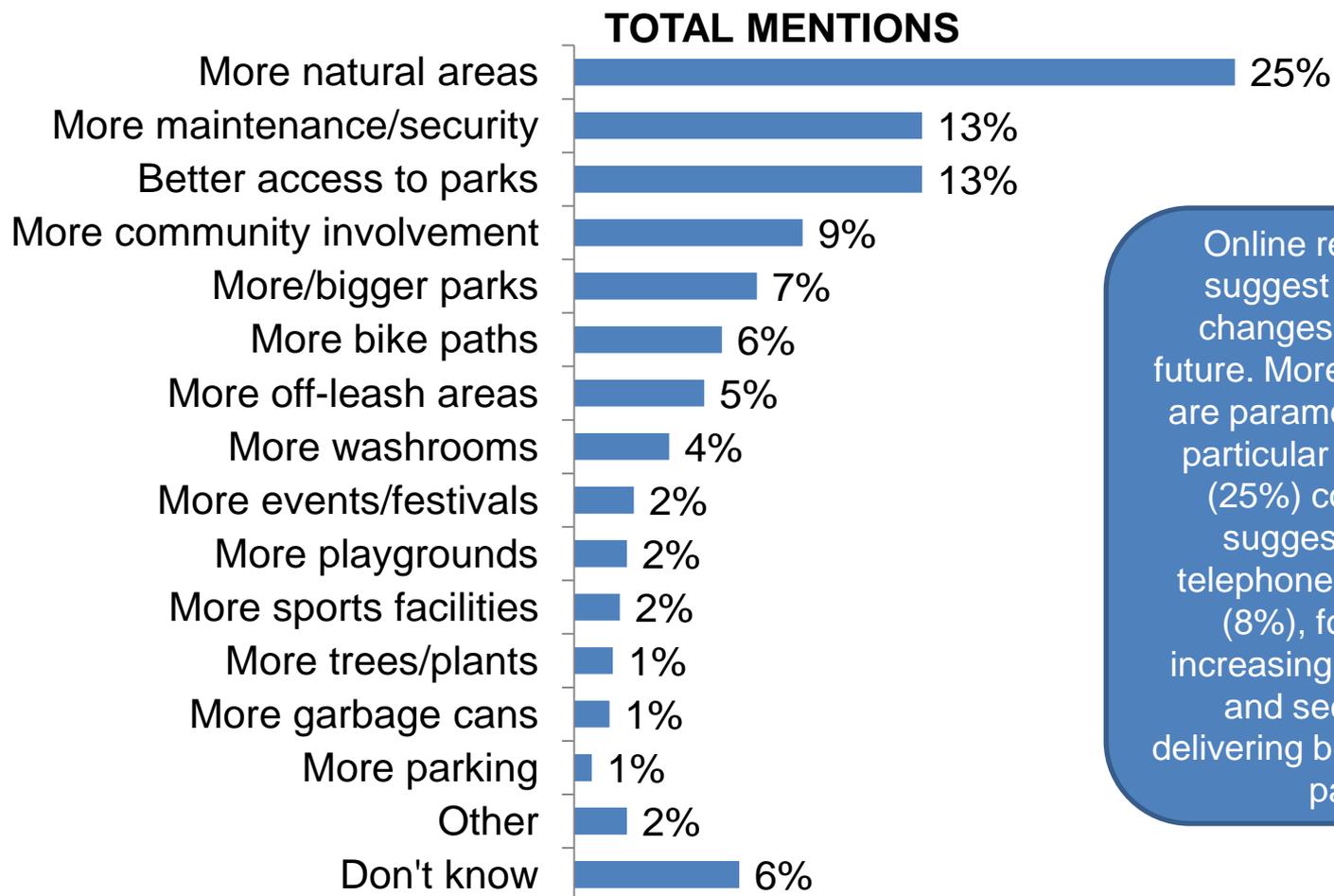


All Respondents n= 742



**SUGGESTED
CHANGES FOR
PARKS IN FUTURE**

SUGGESTED CHANGES FOR PARKS IN FUTURE



Online respondents suggest a variety of changes for parks in future. More natural areas are paramount for these particular respondents (25%) compared to suggestions from telephone respondents (8%), followed by increasing maintenance and security, and delivering better access to parks.

All Respondents n= 742

SUGGESTED CHANGES FOR PARKS IN FUTURE

Examples of verbatim comments include:

“Ensure that developers and those adding infill buildings in established areas contribute to local park space and if possible funding to manage it in the future.”

“Create large natural parkland areas similar to Fish Creek Provincial Park, and Nose Hill. Maintain natural landscaping and don't allow commercial enterprise access, other than perhaps eating areas with strict regulations ensuring no littering and overuse due to traffic.”

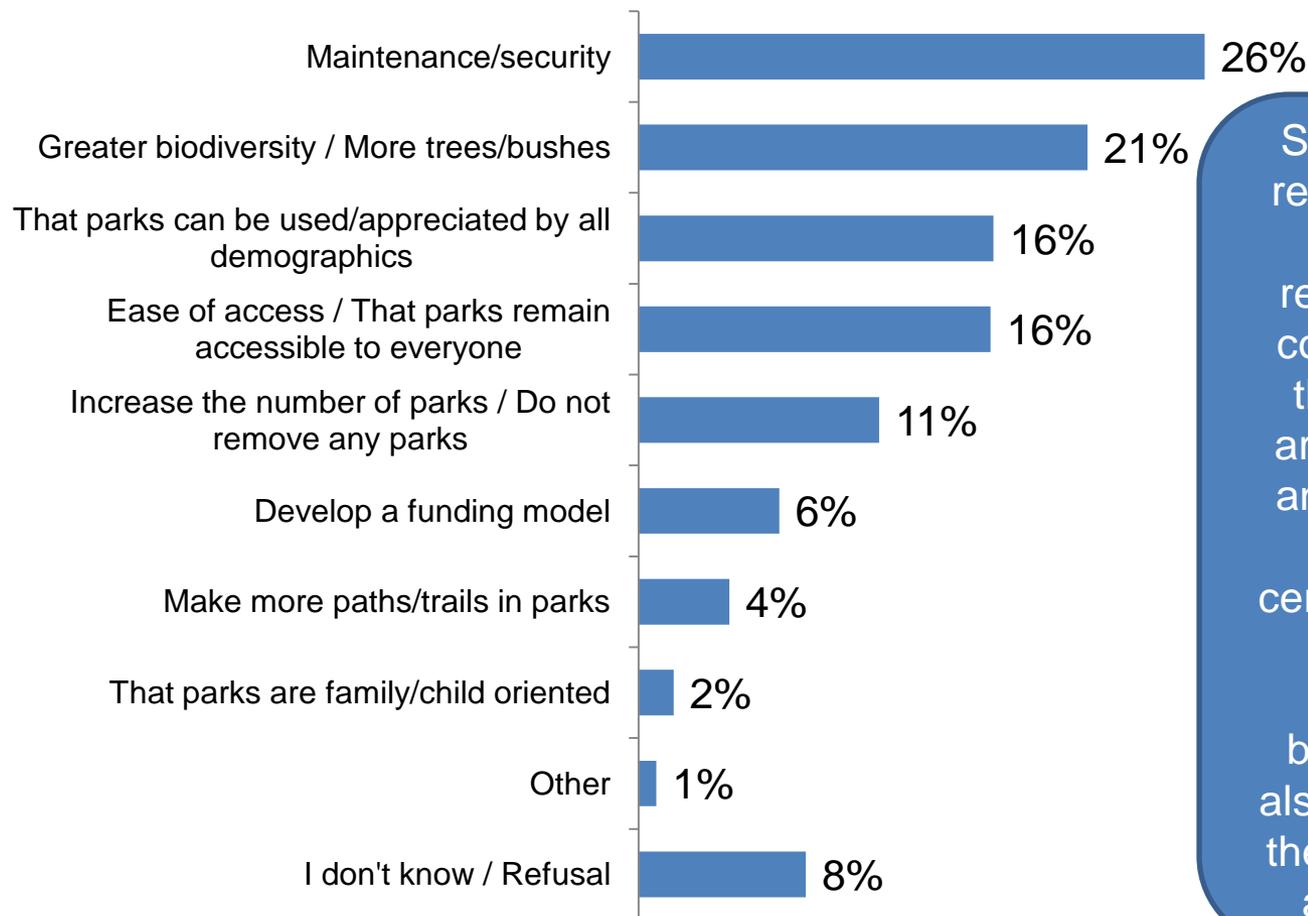
“Make the city stand out for its green spaces. Imagine Calgary being known for its green space vision. We have some great green space in the city today because people with vision made the right decisions many years ago. Now it is our turn to make the right decisions for the future. Look at how many people use the trails near Prince's park along the river, imagine paths as beautiful throughout every neighbourhood, that is what will help keep your families in Calgary. Green spaces should be looked upon as a necessity, a health benefit, and not an item that is sacrificed to lower taxes. New development should shoulder the cost for new investments in our green space. The major change I would want to see is that we become known throughout North America for our interconnected system of parks.”

“Make them into social gathering areas including cafes and washrooms connected by pathways. Maintain the landscaping less (i.e. more native plants) and combine garbage collection along bus routes or school sites where costs can be shared. Make parks part of the community and integrate more with the Transportation system.”



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

MOST IMPORTANT FACTORS TO CONSIDER FOR PARKS IN FUTURE



All Respondents n= 742

Similar to telephone respondents, the key factor online respondents wish to consider for parks in the future revolves around maintenance and security. Online respondents are certainly more likely to feel that Calgary should focus on biodiversity, yet are also more likely to say they should appeal to all demographics.

MOST IMPORTANT FACTORS TO CONSIDER FOR PARKS IN FUTURE

Examples of verbatim comments include:

“Parks should be safe for all users. Bikes and dogs should not be allowed to over-run our parks. Be aware of population increases and add more parks to accommodate.”

“Assured, sustainable funding for acquisition and maintenance.”

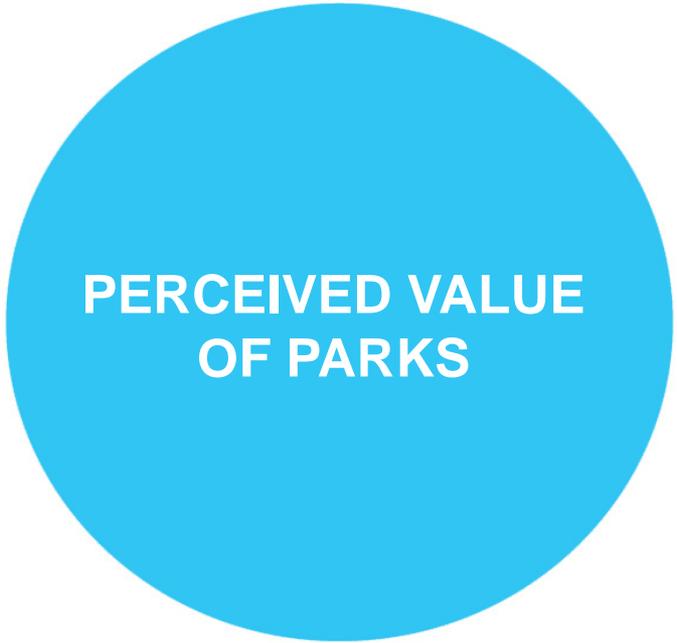
“Plant far more trees now, start setting land aside for more parks and paths. Change more streets into linear parks like 13th Ave SW. Encourage community groups to invest (money and manpower) in their local parks and paths.”

“Ensure good transit access to major parks (Bowness, Nose Hill Park, etc.), less mowing (more natural spaces), more art, more local plant species, more vendors and events.”

“Create different environments to give each park and surrounding community its own identity.”

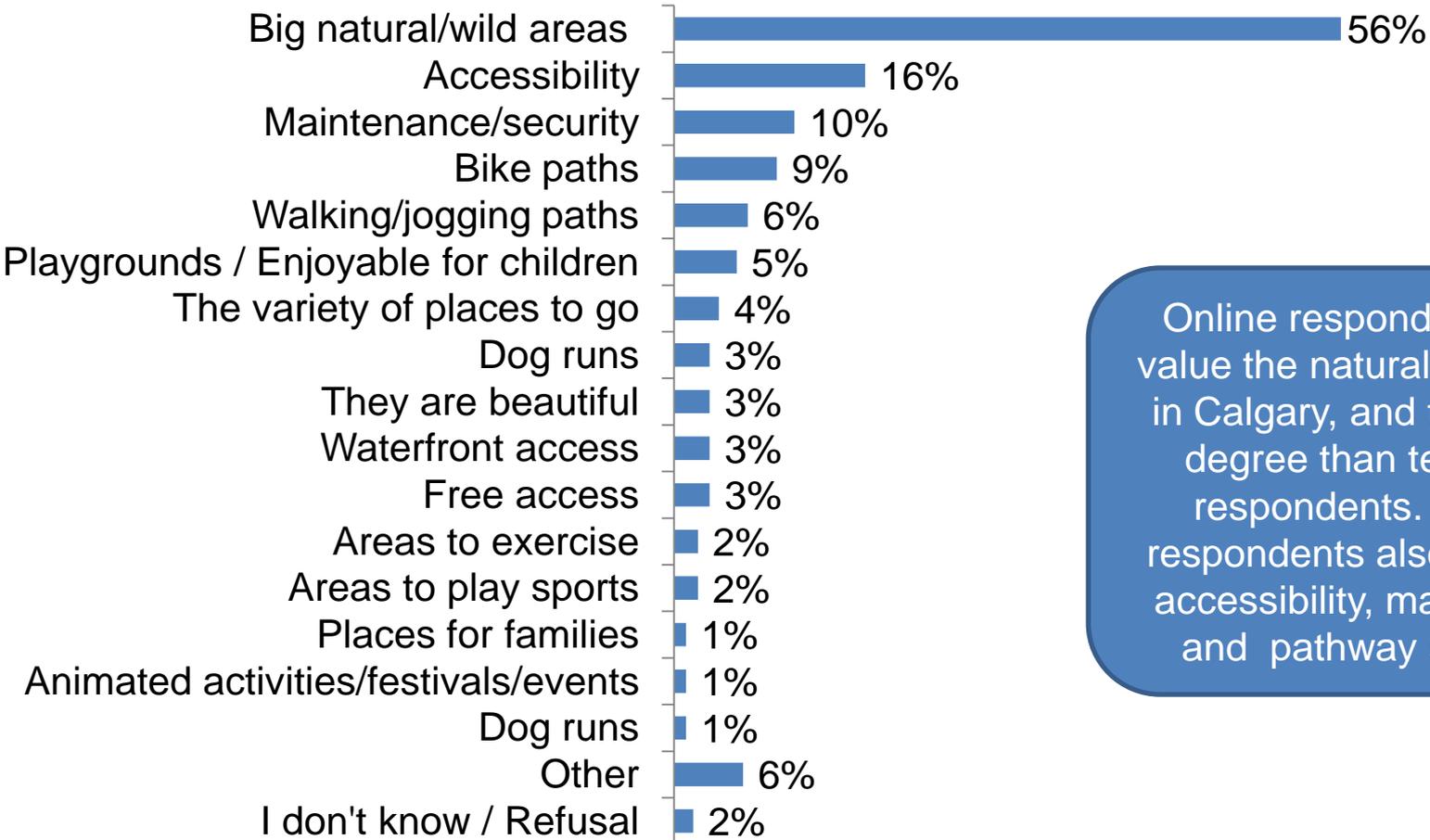
“Sustainability of potential new funding models, ensuring there are spaces that are inviting for different demographics / user groups, making drinking water accessible within public spaces to reduce the use of throw away bottles, supporting events and festivals, and protecting natural areas.”

“That they remain safe and clean with necessary conveniences such as garbage receptacles and washrooms where possible.”



PERCEIVED VALUE
OF PARKS

PERCEIVED VALUE OF PARKS



Online respondents most value the natural park areas in Calgary, and to a higher degree than telephone respondents. Certain respondents also value the accessibility, maintenance and pathway systems.

All Respondents n= 742

Examples of verbatim comments include:

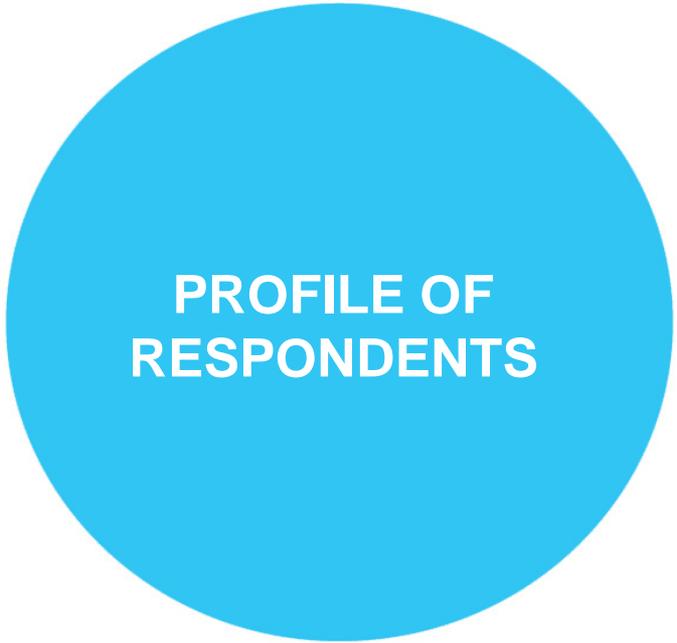
“They define what Calgary is all about. We need to celebrate these parks, I have lived in many cities in North America and Calgary has some of the best parks, but we do not celebrate them.”

“I value the areas most, that provide opportunity to feel more connected to my community. I like going to parks that have some bustle in them and are well used.”

“Natural conservation and the opportunity for natural and social encounters. Our parks are now more than ever the gathering spaces for our communities and neighbourhoods, and maybe some more emphasis should be put into thinking of them in that way, not just as spaces where recreation can take place but where people can congregate and socialize, helping to make more cohesive communities.”

“Opportunities for different experiences! Playgrounds, sports parks, hiking trails all within the city limits!”

“I value the ability to take my kids to a small open space close to my home and not have to make a day trip out of a simple trip to the park.”



**PROFILE OF
RESPONDENTS**

PROFILE OF RESPONDENTS:

Calgary Residents	Total (n=742)
Gender	
Male	41%
Female	59%
Age	
18 to 24	5%
25 to 34	23%
35 to 44	20%
45 to 54	19%
55 to 64	16%
65 to 74	6%
75 or older	1%
Prefer not to answer	10%
Quadrant in The City of Calgary	
North West	36%
North East	11%
South West	36%
South East	15%
Outside of City limits	2%

PROFILE OF RESPONDENTS:

Calgary Residents	Total (n=742)
Own or Rent Household	
Own	77%
Rent	19%
Prefer not to answer	4%
Residence	
Single family detached home	70%
Single family attached home, townhouse or villa	10%
Condominium or apartment	17%
Duplex	1%
Other	1%
Prefer not to answer	2%
Neighbourhood Age	
Less than 5 years old	2%
5 to 9 years old	4%
10 to 19 years old	11%
20 to 39 years old	23%
More than 40 years old	57%
Don't know/not sure/prefer not to answer	3%

PROFILE OF RESPONDENTS:

Calgary Residents	Total (n=742)
Number of People in Household	(n=733)
One	12%
Two	40%
Three	21%
Four	17%
Five or more	4%
Prefer not to answer	6%
Children in Household	
None	68%
One	12%
Two	12%
Three	2%
Four	0%
Prefer not to answer	6%
Visible Minority	
Yes	6%
No	88%
Prefer not to answer	6%
Permanent Physical Disability	
Yes	4%
No	92%
Prefer not to answer	4%

PROFILE OF RESPONDENTS:

Calgary Residents	Total (n=742)
Annual Household Income	
Less than \$30,000	3%
\$30,000 to \$49,999	6%
\$50,000 to \$69,999	9%
\$70,000 to \$99,999	17%
\$100,000 to \$124,900	13%
\$125,000 or more	30%
Prefer not to answer	22%

CITY OF CALGARY PARKS





imagineParks
Online Survey Report
July 2012

Detached Appendices:
Cross-tabulation data tables
Data file

