



# Recreation and Cultural Facilities Master Plan

## Citizens Survey Results

February 2006

*HarGroup*  
Research & Consulting





## Survey Objectives

- **Participation**
- **Perceptions of Existing Facilities**
- **Facility Development**
- **Facility Closures**
- **Enmax Centre**





## Specifications

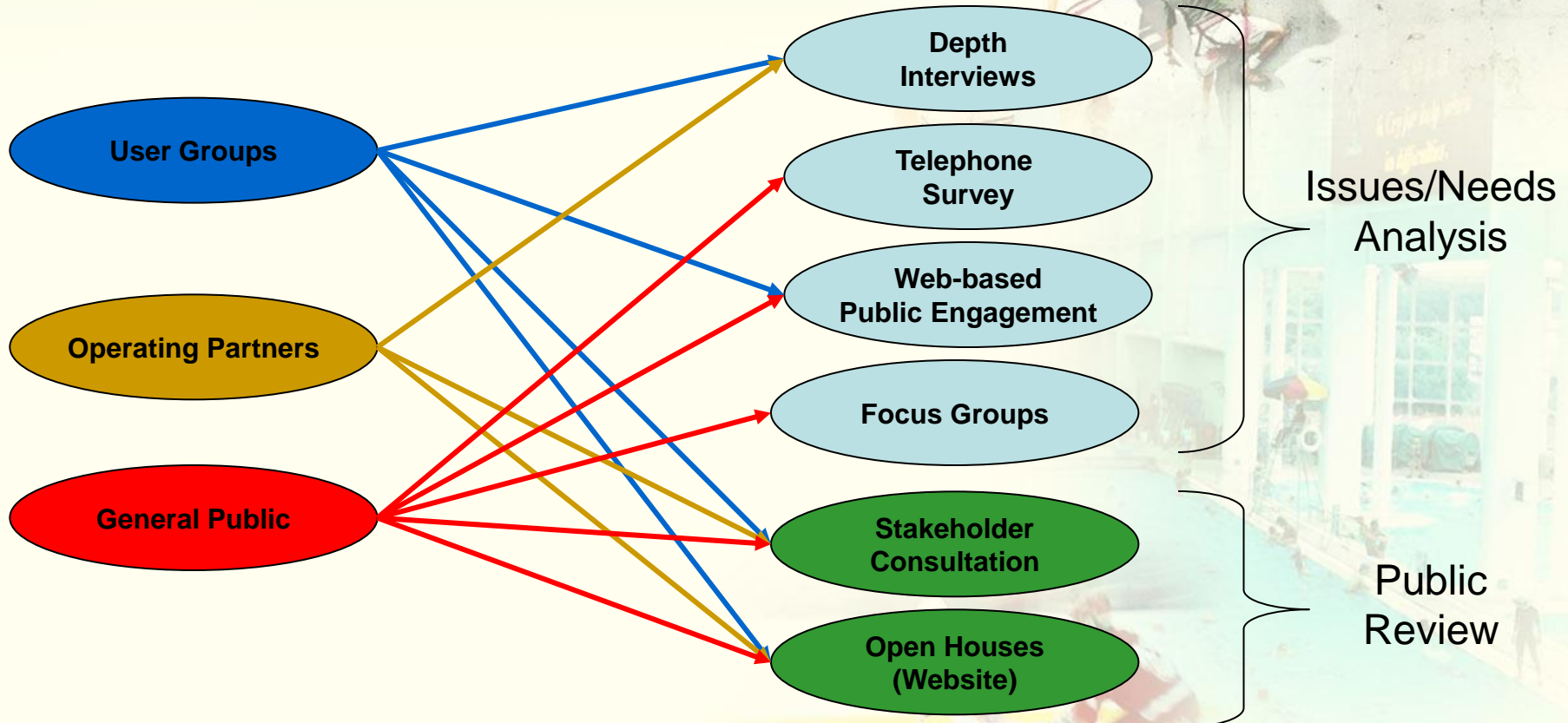
- 600 randomly selected respondents
- Representative of population throughout the city
  - North, South and West areas of City represented
- Estimated margin of error 4.0% (19 times out of 20)
- Conducted late January and early February 2006



# Public Engagement/Consultation Process

## Stakeholders

## Points of Input





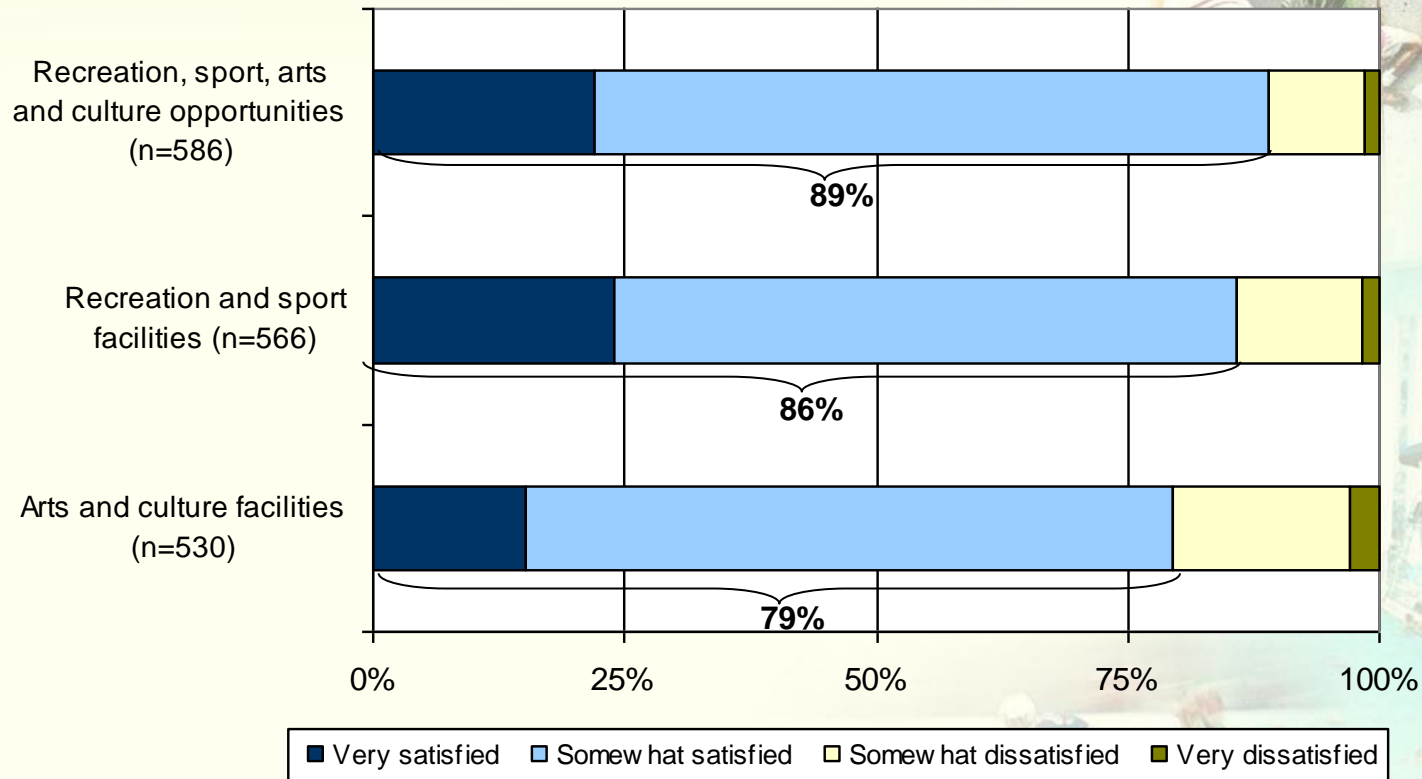
## Most Important Issues for Recreation and Culture Facilities

Issues	% of Responses	
Build new facilities	56	Recreation 32% Culture 22% Other 2%
More activities/programs	8	For youth (3%) For children (3%)
Expand/upgrade facilities	8	Yates (3%)
More/better maintenance	8	More maintenance, generally (3%)
Better affordability/accessibility	8	Lower prices (7%)
More promotion	5	Promote arts and culture (3%)
More facilities in locations	4	West Lethbridge (3%)
Other	3	
Total	100	

- Arenas (8%)
- Multipurpose leisure centre (7%)
- Performing arts centre (5%)
- Theatre facility (4%)
- Arts and culture facility (4%)
- Concert hall (4%)

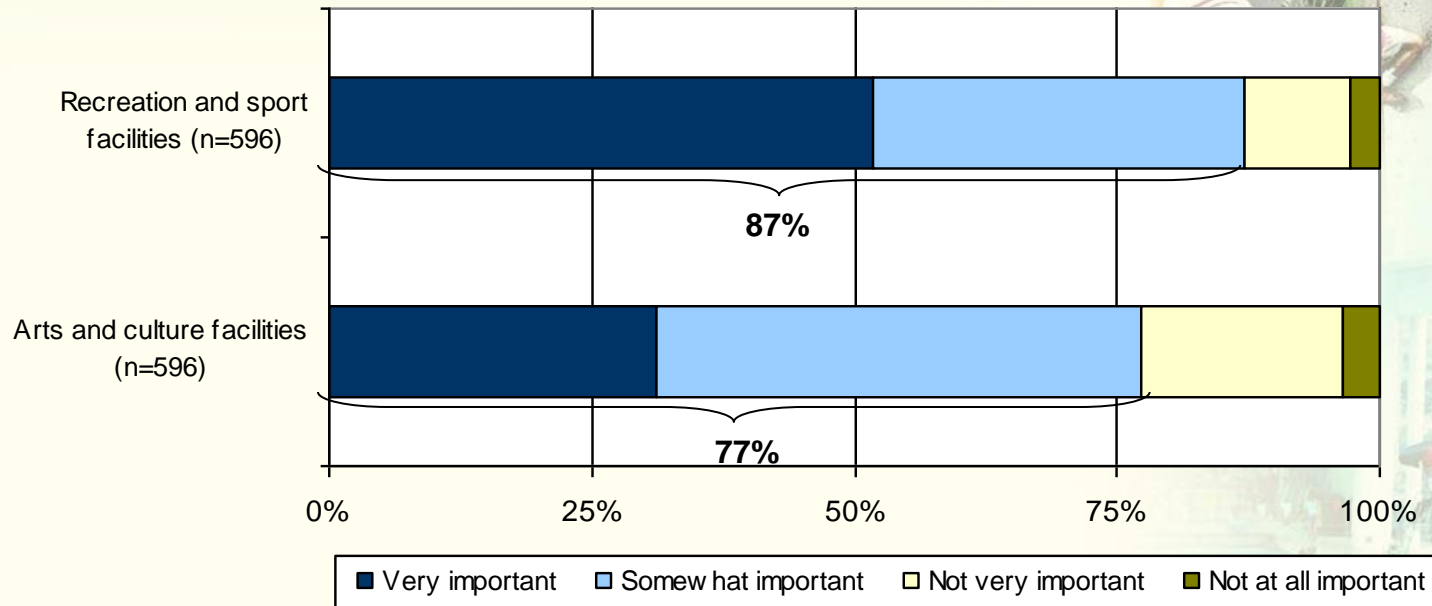


# Levels of Satisfaction





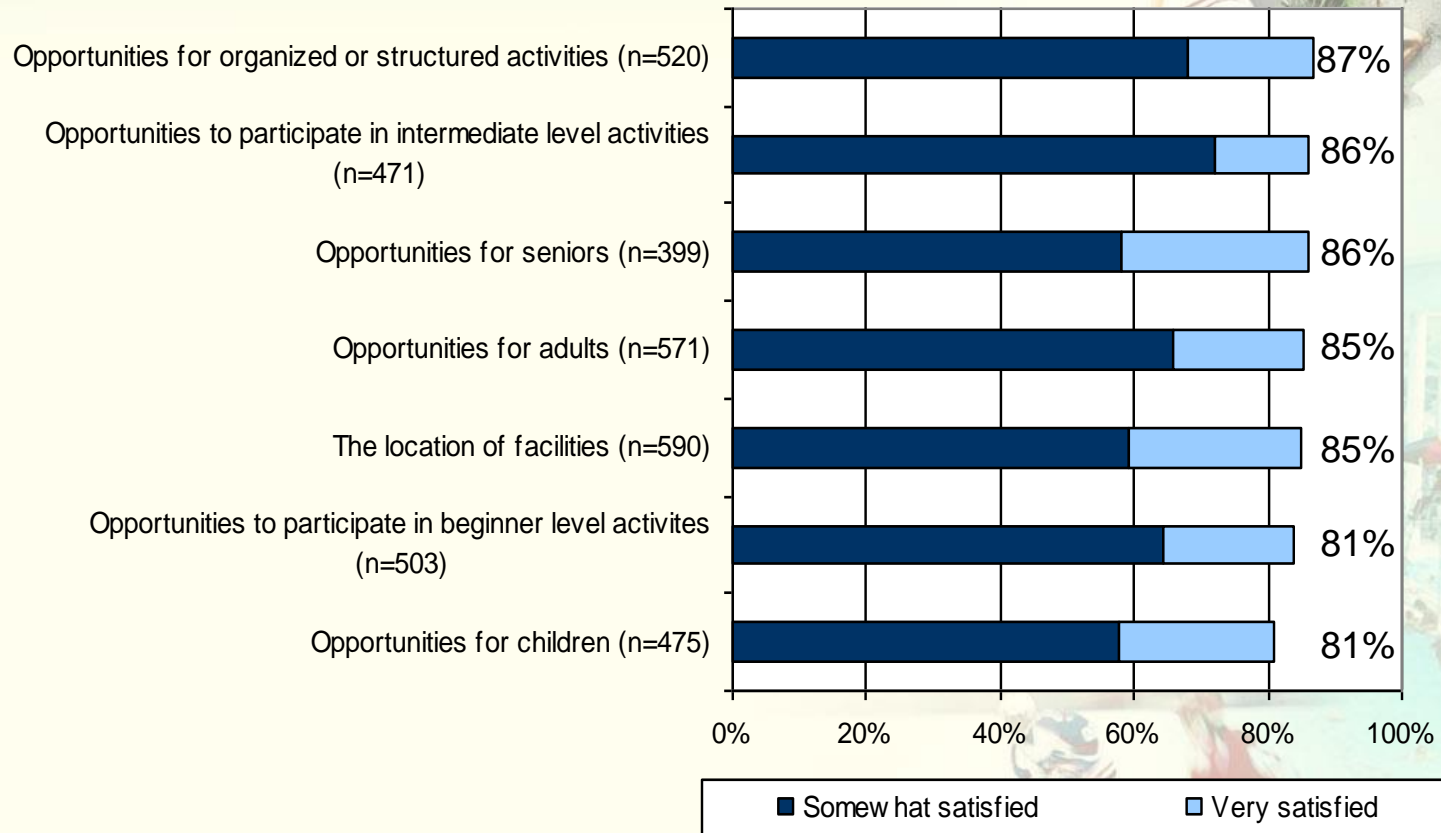
# Levels of Importance





# Satisfaction Levels – Service Attributes

(At least 80% satisfied)

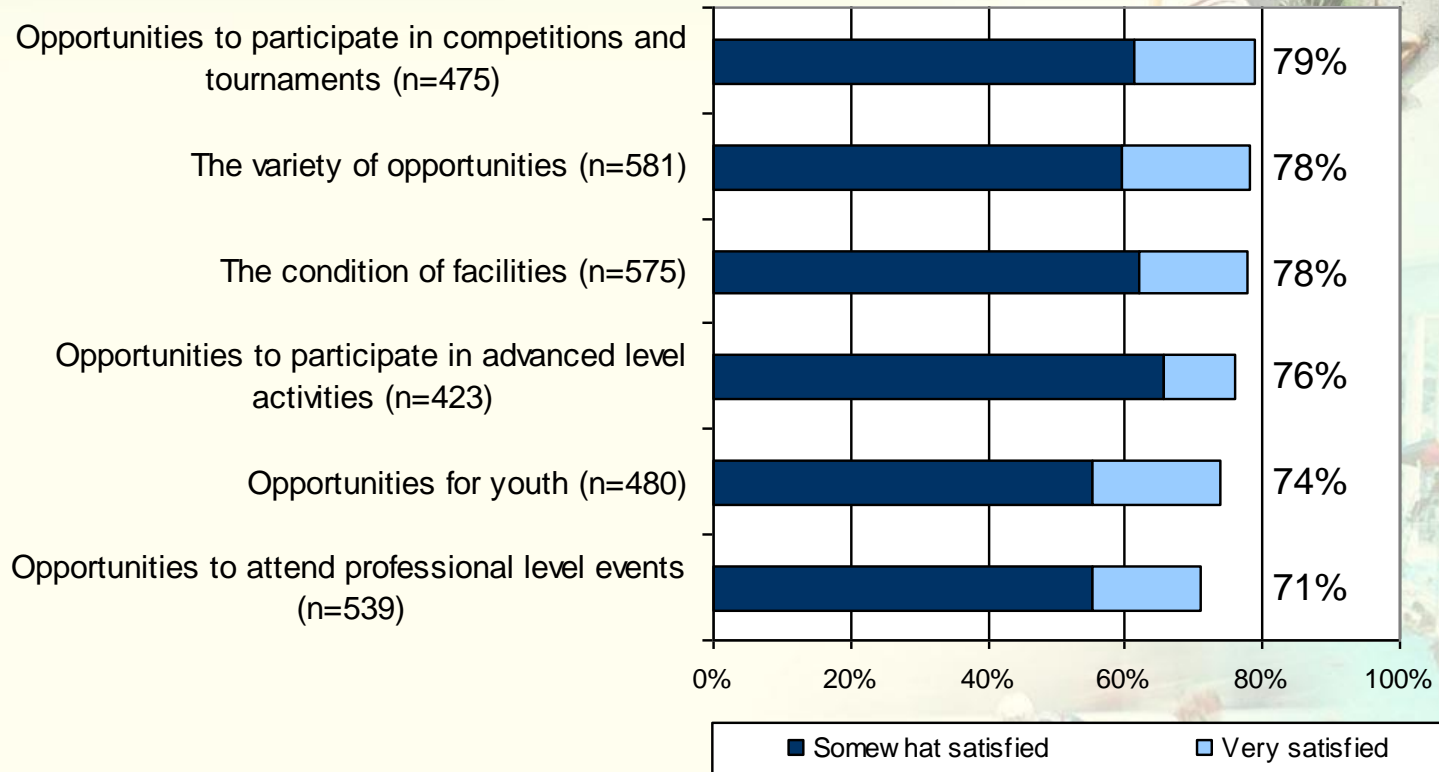






# Satisfaction Levels – Service Attributes

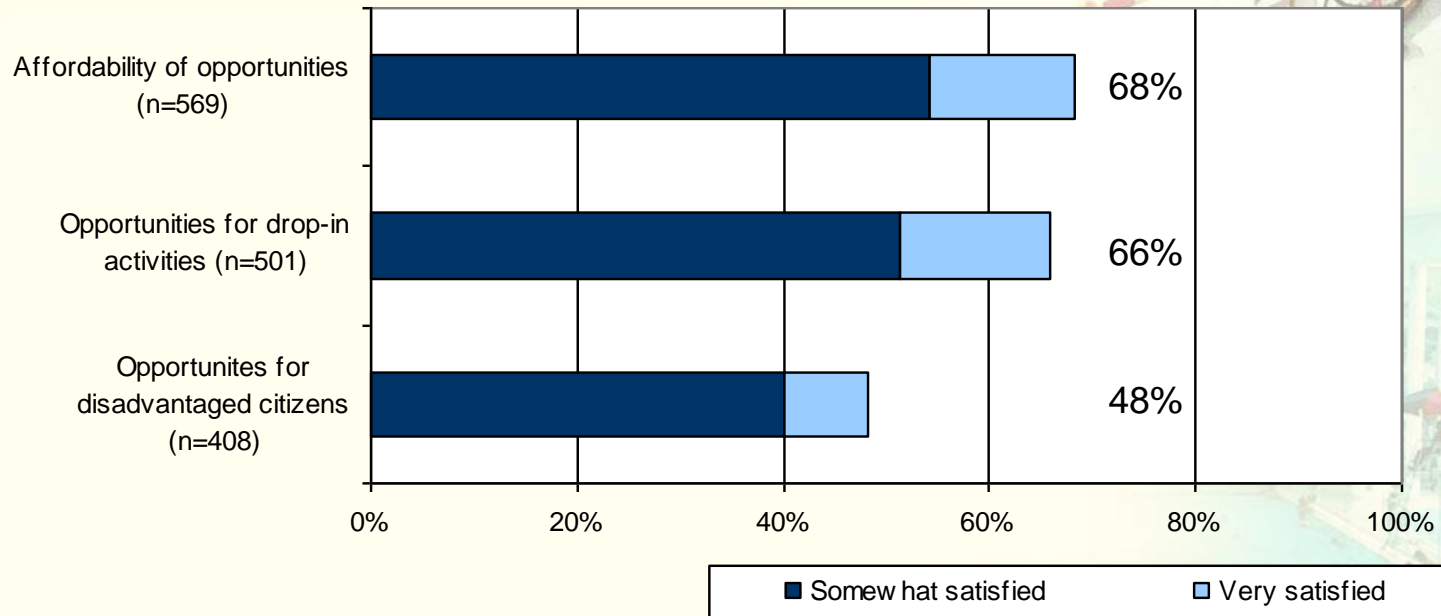
(Between 70% and 79% satisfied)





# Satisfaction Levels – Service Attributes

(Less than 70% satisfied)





## Barriers to Activity – Recreation and Sport

Barriers to Participation in Recreation and Sport (n=600)			
Barriers	% of Respondents	Detailed Responses	% of Respondents
Time Constraints/ Priorities	56	Work commitments	27
		No time	15
		Family commitments	14
Personal Interest/ Situation	45	Already participate as often as would like	23
		Not interested	11
		Involved in other activities	7
		Just lazy	4
Social Isolation	22	Too costly	14
		Poor health/Age/Too tired	7
		Transportation challenges	1
Facility/ Program Accessibility	18	Nothing organized/available	6
		Not enough facilities available	4
		Distance to facilities	3
		Lack of information	3
		Inadequate facilities	1
		Current programs/facilities are full	1
Other	<1	Other (weather)	<1



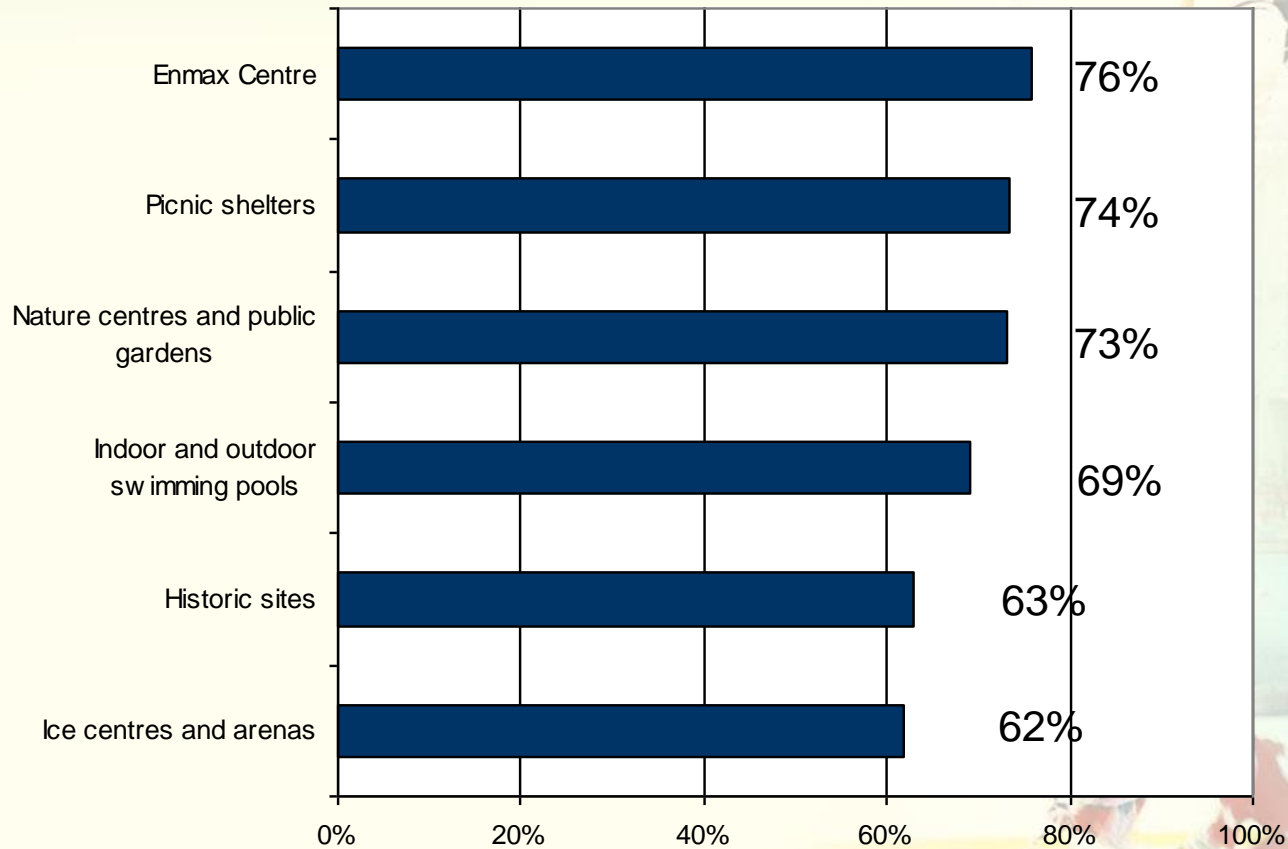
## Barriers to Activity – Arts and Culture

Barriers to Participation in Arts and Culture (n=600)			
Barriers	% of Respondents	Detailed Responses	% of Respondents
Personal Interest/ Situation	45	Already participate as often as would like	20
		Not interested	18
		Involved in other activities	5
		Just lazy	2
Time Constraints/ Priorities	44	Work commitments	21
		Family commitments	13
		No time	10
Social Isolation	24	Too costly	15
		Poor health/Age/Too tired	7
		Don't feel welcome at facilities/events	1
		Transportation challenges	1
Facility/ Program Accessibility	24	Lack of information	11
		Nothing organized/available	5
		Not enough facilities available	4
		Distance to facilities	2
		Inadequate facilities	1
		Current programs/facilities are full	<1



# Use of Facilities (last 12 months)

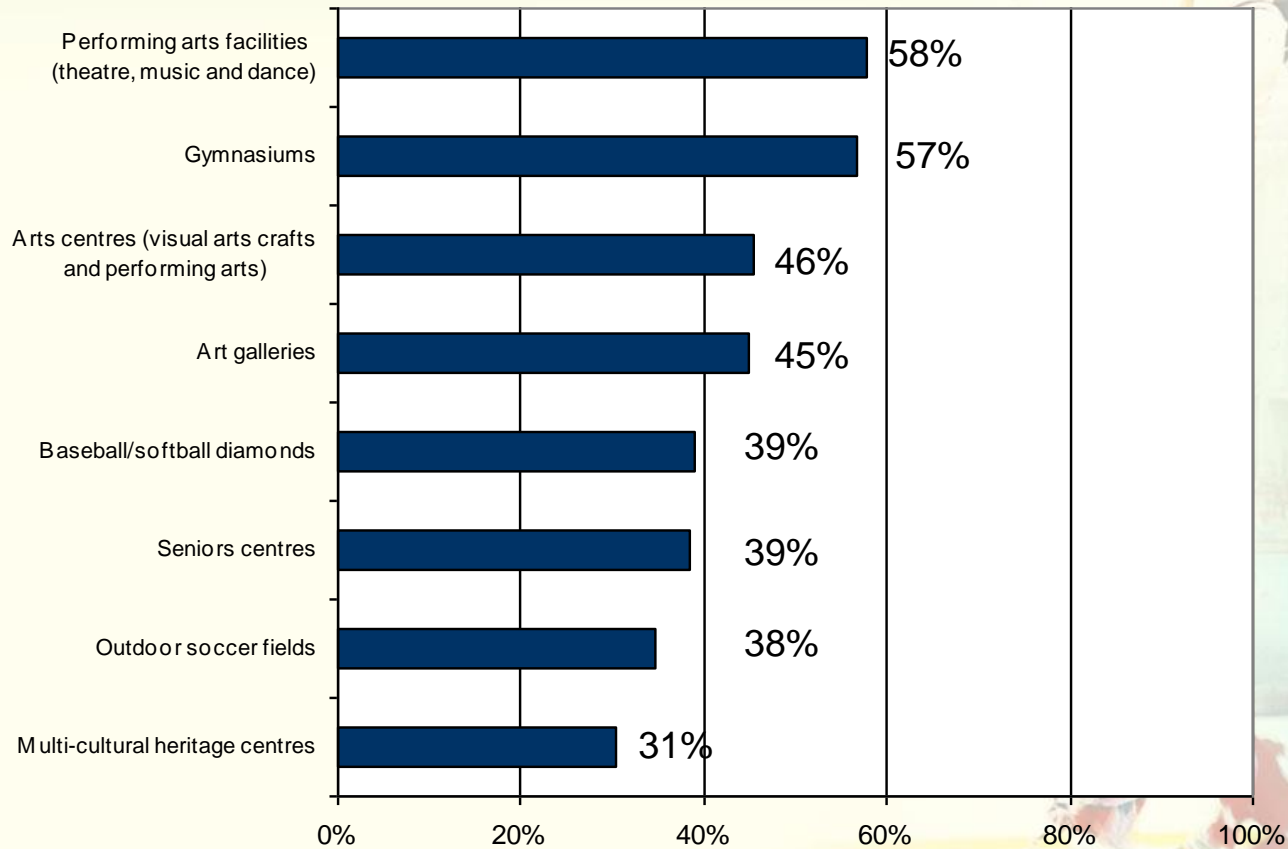
(At least 60% of population)





# Use of Facilities (last 12 months)

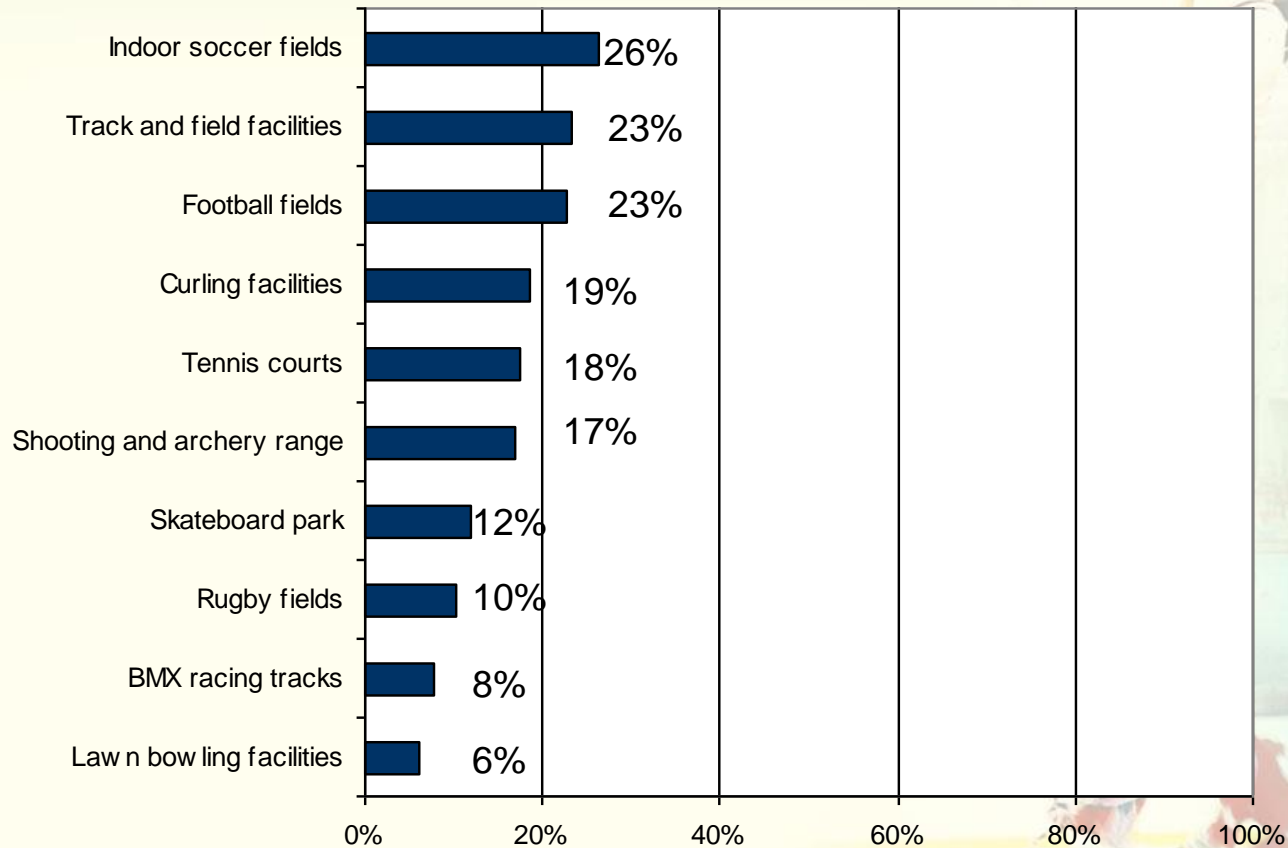
(Between 30% and 59% of population)





# Use of Facilities (last 12 months)

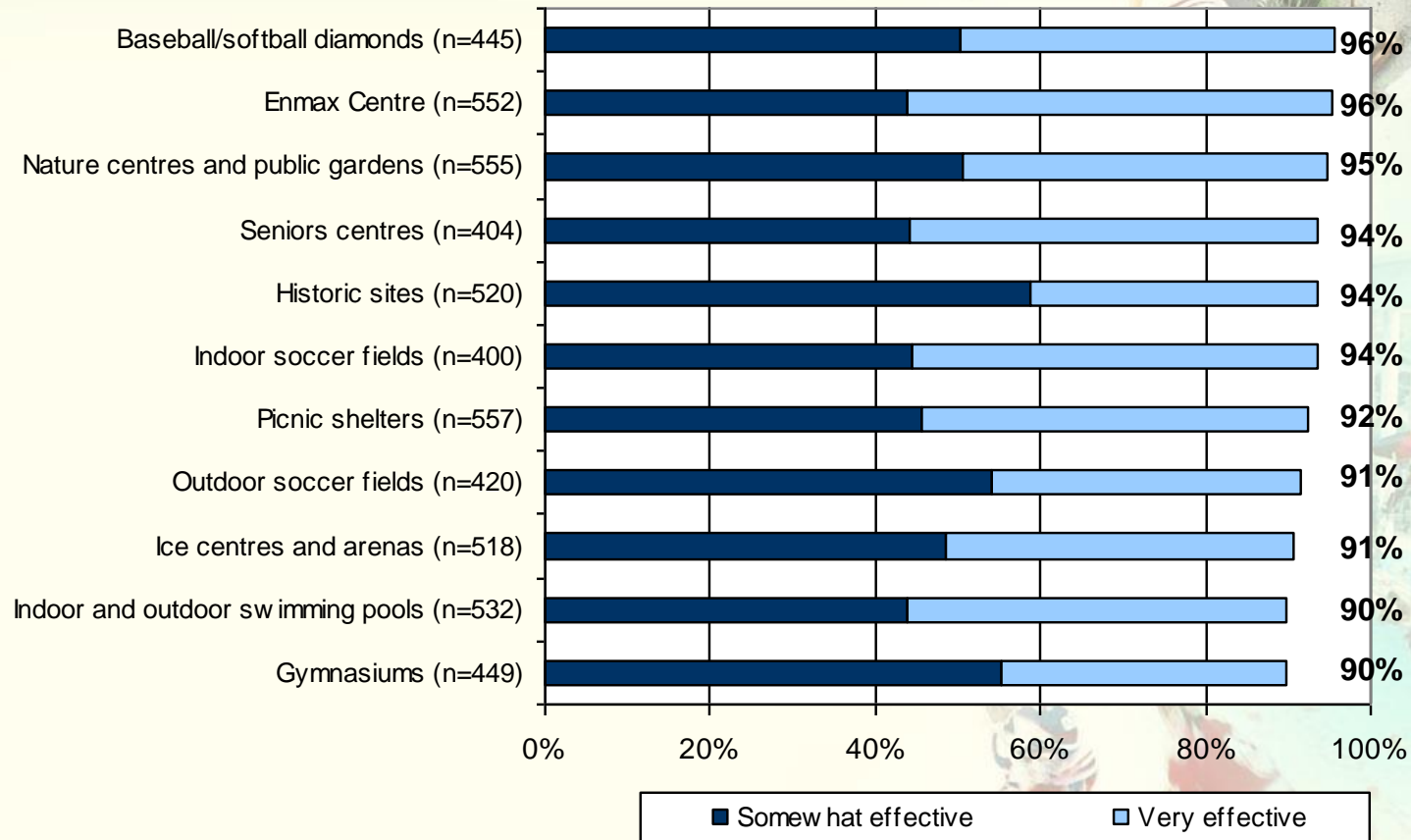
(Less than 30% of population)





# Facilities Effectively Meeting Community Needs

(At least 90% effective)

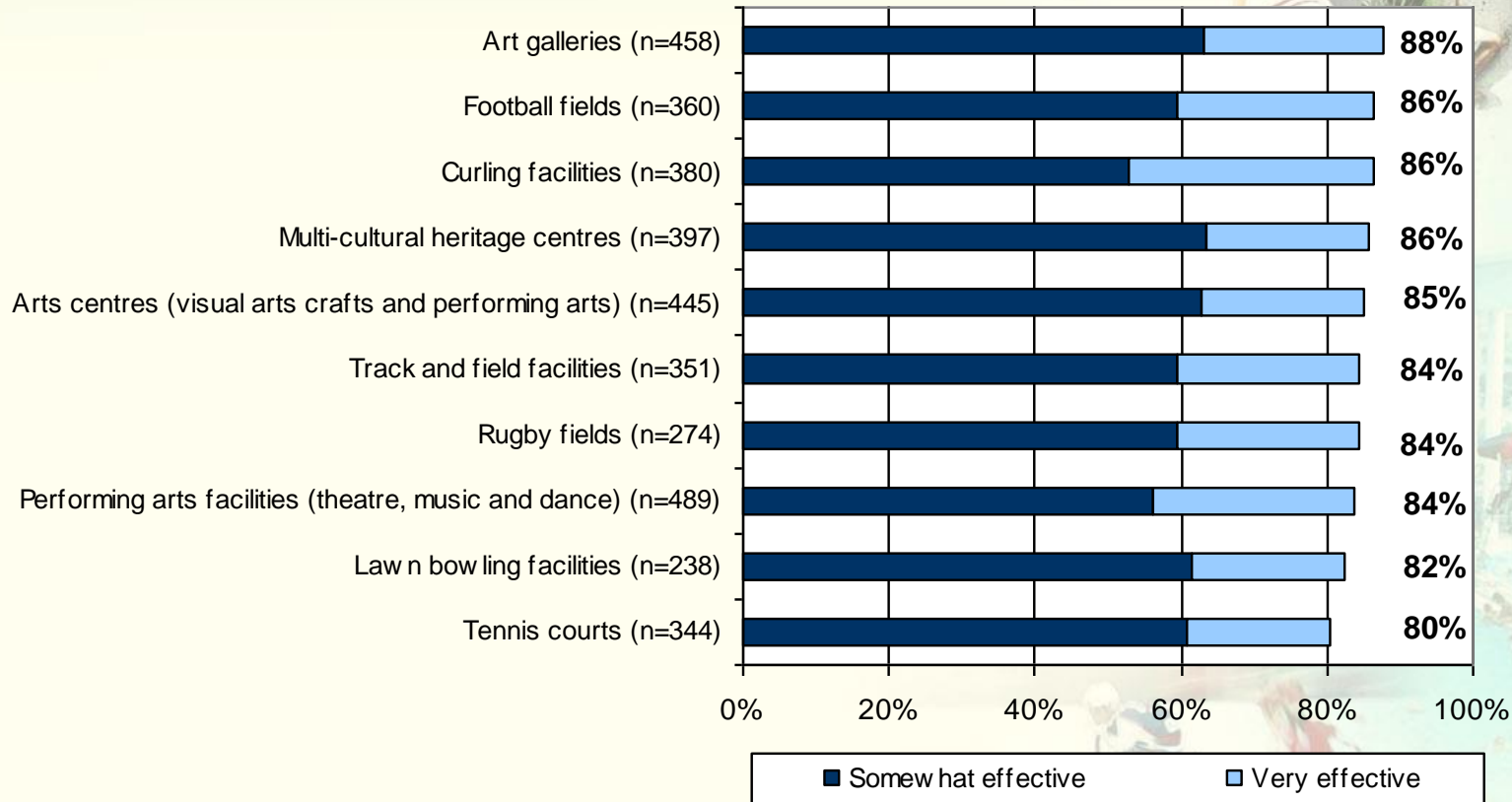






# Facilities Effectively Meeting Community Needs

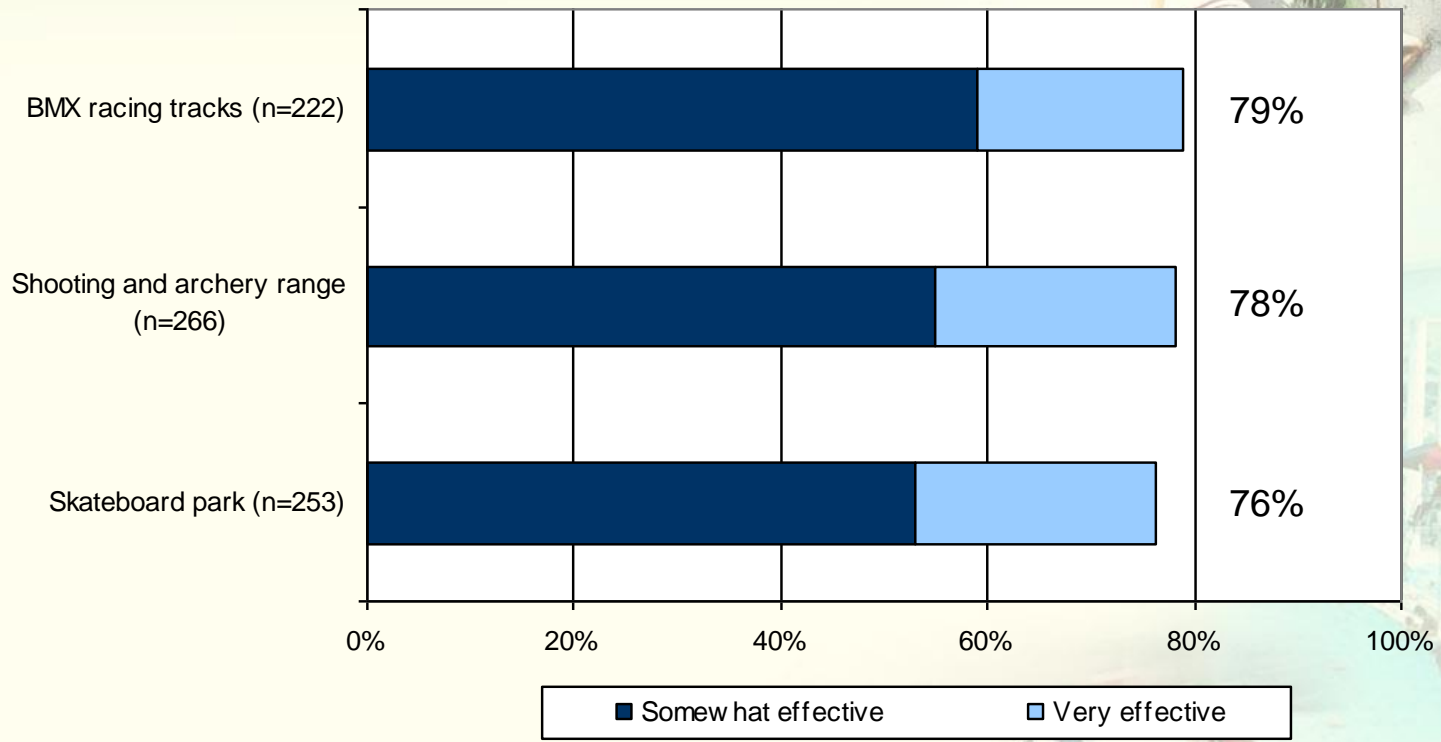
(Between 80% and 89% effective)





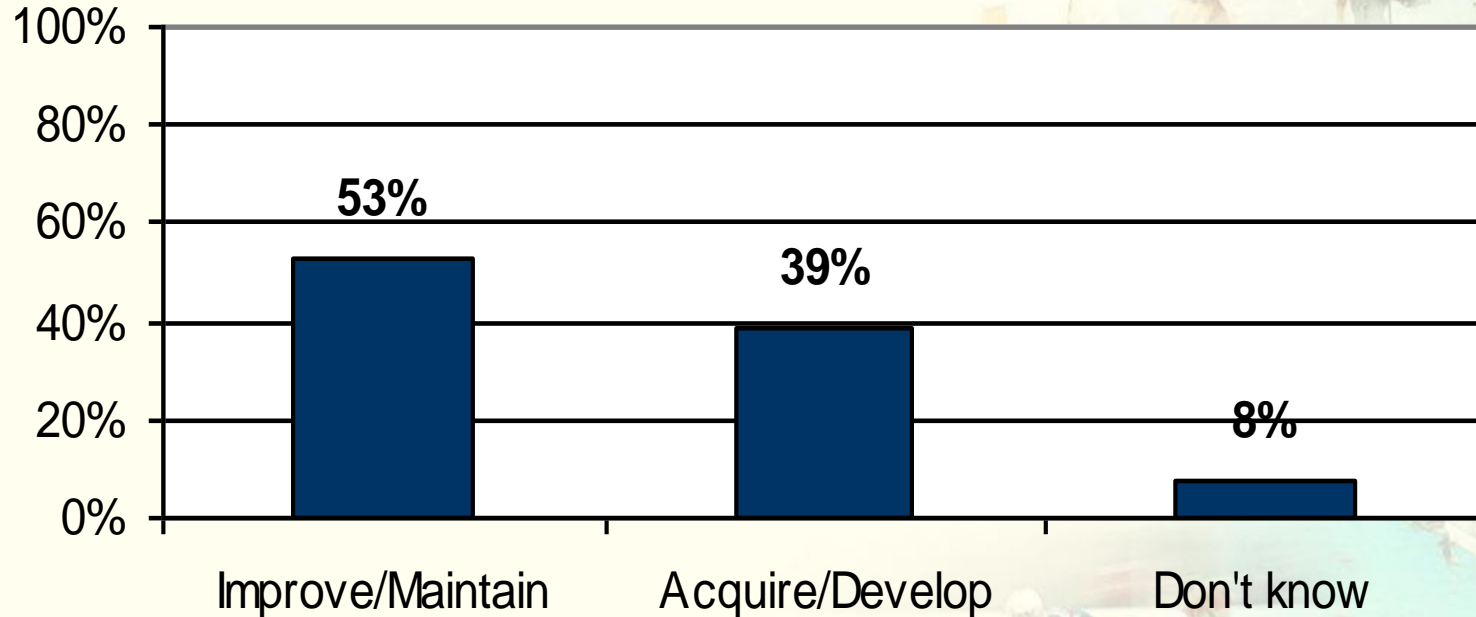
# Facilities Effectively Meeting Community Needs

(Less than 80% effective)





## Emphasis on Improve/Maintain or Acquire/Develop





## Unaided – Facility Development (Top Responses)

- **Multi-purpose Leisure/Recreation Centre (24%)**
- **Theatre Facility (12%)**
- **Art Gallery (12%)**
- **Ice Centre/Arena (9%)**
- **Swimming Pool (5%)**
- **Concert Hall (5%)**
- **Cultural Centre (3%)**
- **Football field (3%)**





## Aided – Facility Development: Recreation and Sport

Facilities	1 <sup>st</sup> Priority (n=600)	2 <sup>nd</sup> Priority (n=486)	3 <sup>rd</sup> Priority (n=413)
A new multi-purpose leisure centre	57	17	11
More swimming pools	9	25	17
More indoor ice centres or arenas	9	16	15
More indoor soccer fields	5	12	12
A new indoor BMX racing track facility	5	8	8
More baseball diamonds	5	6	8
More gymnasiums	3	8	17
More outdoor soccer fields	3	5	9
Other	5	3	3
Total	100	100	100

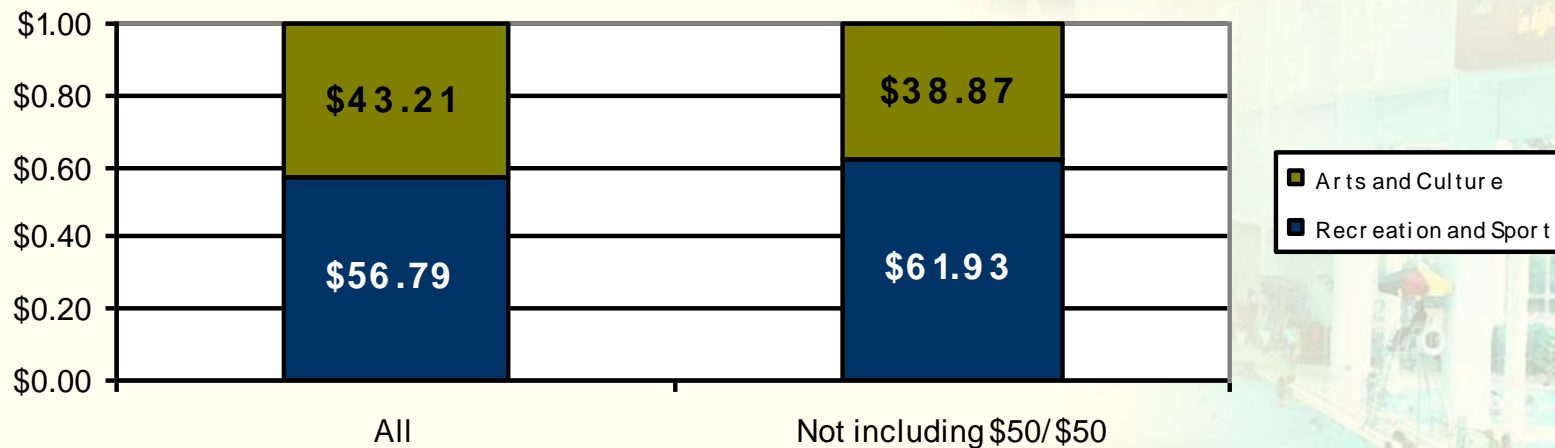


## Aided – Facility Development: Arts and Culture

<b>Facilities</b>	<b>1<sup>st</sup> Priority (n=600)</b>	<b>2<sup>nd</sup> Priority (n=510)</b>	<b>3<sup>rd</sup> Priority (n=427)</b>
Upgrade the Yates Memorial Theatre	24	24	17
A new multi-cultural heritage centre	17	11	14
Upgrades to existing seniors centres	16	18	16
New concert hall	15	17	15
A new performing arts facility	9	14	14
Expand the Southern Alberta Art Gallery	9	10	13
Visual arts and crafts facilities	6	8	10
Other	4	0	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

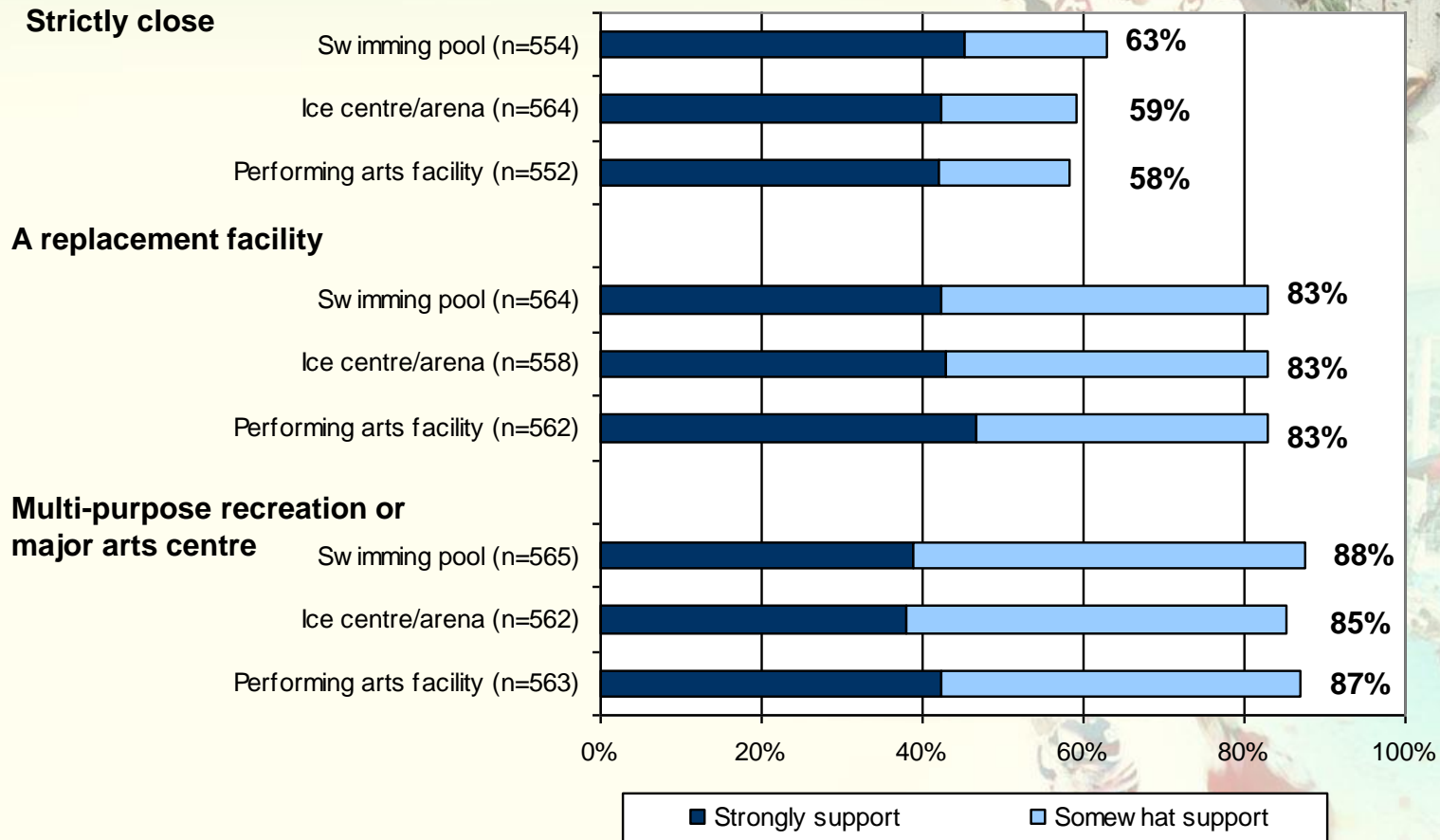


## Emphasis on Recreation/Sport or Arts/Culture





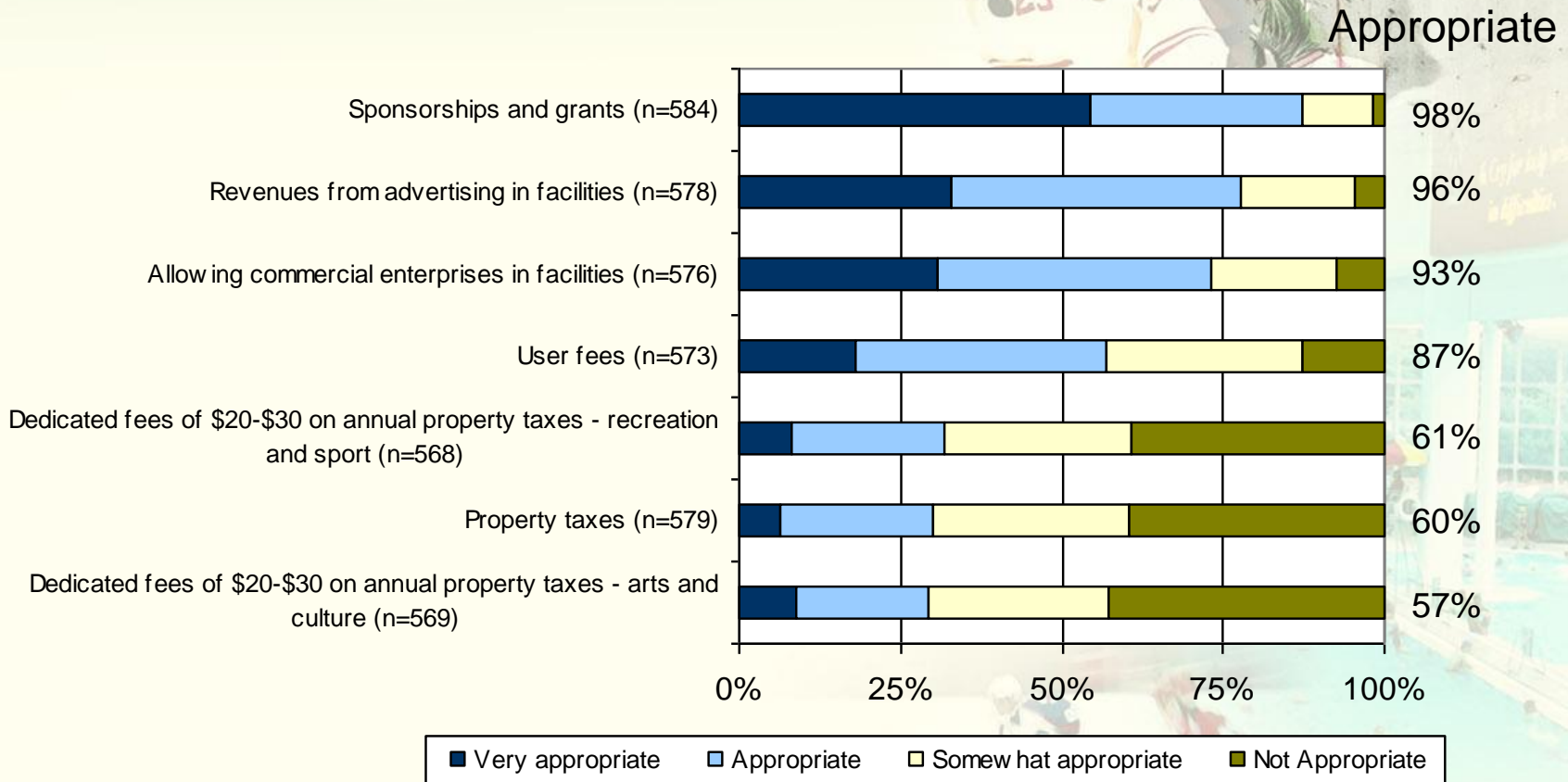
# Facility Closures







# Funding



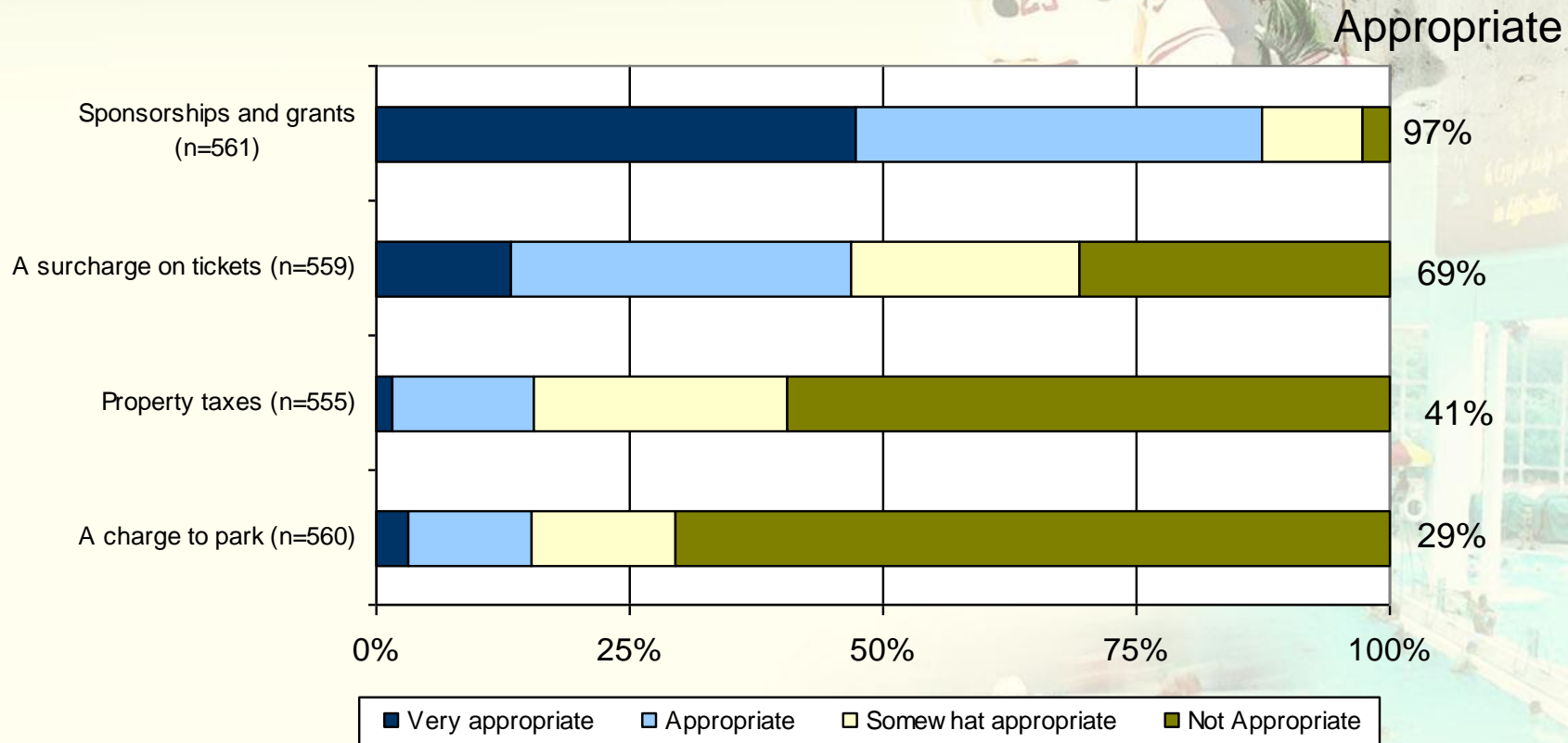


## Enmax Centre – Top Improvement Suggestions

- Better seating (17%)
- More seating (13%)
- More parking (6%)
- More/better washrooms (5%)
- Better acoustics/sound (4%)
- A larger entrance (3%)
- Better food at concessions (2%)
- More variety of food/beverages at concessions (2%)
- Less crowded concourse/mezzanine level (2%)
- Improve general look of the place (2%)
- Better accessibility/parking for the disabled (2%)
- No improvements or upgrades required (25%)



# Enmax Centre Improvements Funding





## Project Next Steps

- **Focus Groups**
  - Affordability
  - Opportunities for disadvantaged
  - Priorities for arts and culture
  - Youth issues
- **Facility Assessment**
- **Analysis and Plan Development**
- **Open Houses/Stakeholder Consultations**
- **Finalize Plan in June/July**

