

Consultation Background

As one of several community consultation and engagement strategies related to the Northside Regional Community Centre Project, a survey was crafted with the assistance of Communications and Strategic Planning.

The goals of this survey were to increase awareness and excitement about the project and see general trends and patterns that may emerge in relation to its perceived need and importance in the community.

A hard copy and online version of the survey were actively promoted to achieve these goals. Notably, statistical validity did not drive this process.

Entitled “Exploring Possibilities for a Northside Regional Community Centre,” the survey consisted of twelve questions that allowed us to gain feedback on elements identified in the Draft Program Statement such as space and programming needs, anticipated frequency of use and level of interest.

A question provided by Bruce Buruma, Director of Community Relations with the Red Deer Public School District, was also included following our meeting May 24 with School District representatives related to how existing spaces should be considered in the plans for a community centre.

The survey opened May 31, 2012 and closed October 12, 2012. The hard copy version was distributed at the following community consultation events, collected, and inputted manually into the online survey system:

- May 31 - Sparks Event;
- July 25 - Community Café/Open House;
- September 18 – October 4 - Focus Groups; and the
- October 9 - Community Chili Dinner.

The opportunity to provide input on the project using the online survey option was also mentioned in several related news releases and newspaper articles. A good level of publicity was garnered over the five month period.

The next page is a summary of result highlights from the survey.

A full breakdown summary and analysis of the 164 responses has been documented and saved for future reference as needed.

**EXPLORING POSSIBILITIES
FOR A NORTHSIDE REGIONAL COMMUNITY CENTRE**

1 My postal code is _____

2 Select the option(s) that best describe your household:

Couple, no children Family with high school youth
 Couple, seniors Family with mix of school-age children
 Family with preschool children Single adult or adult
 Family with elementary children Single child, senior
 Family with middle school youth Other (please specify): _____

3 I am interested in having community-based programming offered in my neighbourhood? (i.e. culture, arts and music, sport or game playing, fitness, self-improving, senior services, environmental classes, equipment rental, child minding, etc.)

Not true at all Somewhat True True Very True

4 I would like to see these programs, services and/or activities offered in North Red Deer: (check all that apply)

Community Kitchen Family Programming Arts and Culture
 Social Agency Services Sports Programming Equipment/Space Rental
 Youth Services Child Minding Special Events
 Other (please specify): _____

5 I (or my family) would use these types of indoor spaces: (check all that apply)

large multi-purpose room/hall meeting room office
 small multi-purpose room community kitchen dance studio
 computer/technology room art studio music room
 resource/contributory coffee shop child minding
 youth drop-in center Other (please specify): _____

6 I am interested in the possibility of a northside regional community centre:

Not true at all Somewhat True True Very True

7 If there were a regional community centre north of 47 Street, I would use it:

Once per week Once per month Four times per year Never
 Other (please specify): _____

8 I would like to see these outdoor spaces connected to a community centre: (check all that apply)

patio picnic area community garden trail links parking
 Other (please specify): _____

9 Three words or qualities that describe my ideal community centre are: (i.e. welcoming, friendly, inclusive, and relevant):

10 Having a community centre in my neighbourhood is a benefit and would impact where I choose to live.

Not true at all Somewhat True True Very True

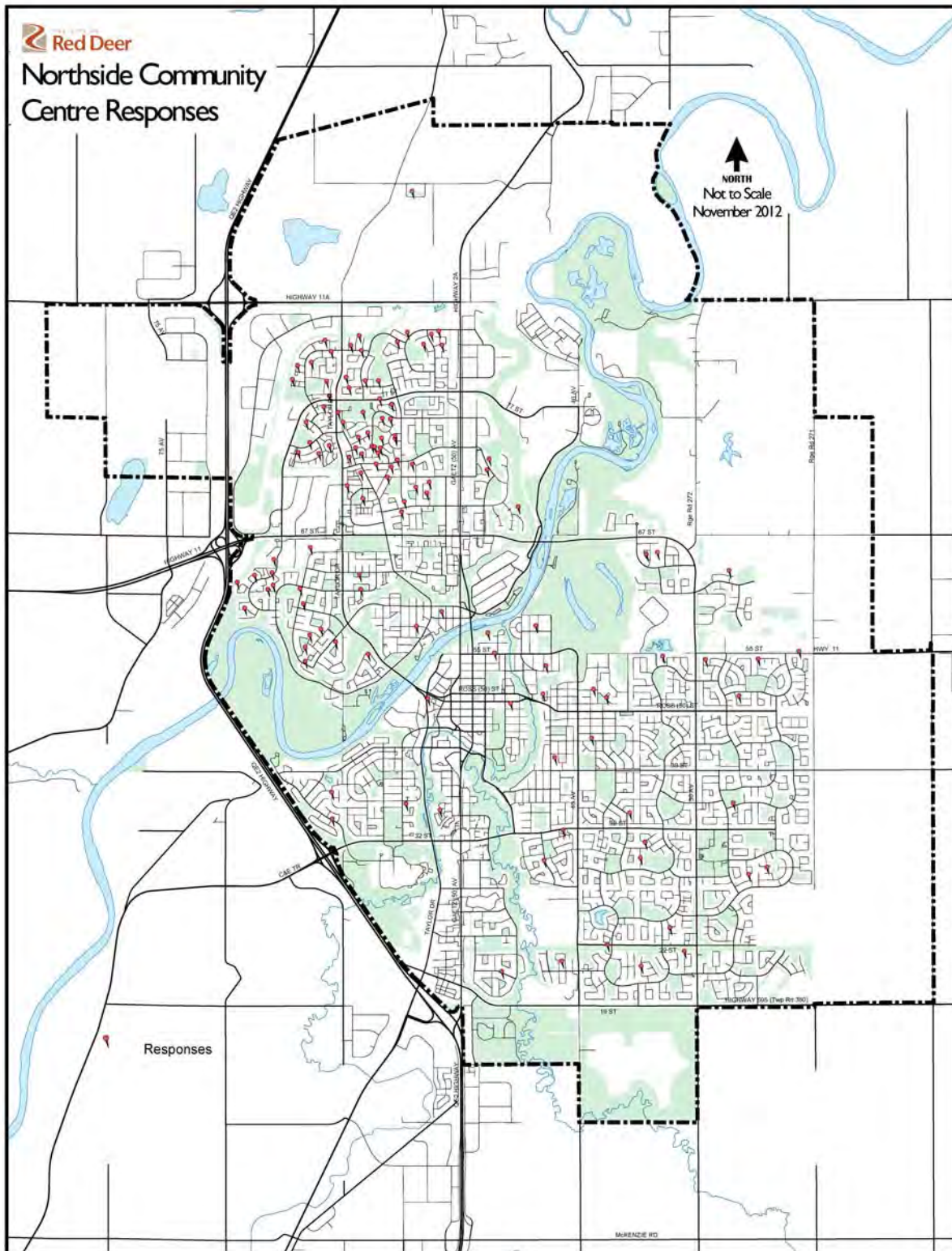
11 How could existing facilities and spaces such as the Glendale School and/or local churches be considered in the plans for a new community centre?

12 Comments:

Please submit completed survey by September 14. Surveys can be dropped off at any City recreation facility or mailed to 403-342-6073.

Red Deer

Northside Regional Community Centre – Exploring Possibilities Survey Highlights



Northside Regional Community Centre – Exploring Possibilities Survey Highlights

<p>☞ A significant number of responses were made by individuals living in the quadrant north of 67 Street. <i>Illustration of this is on the previous page.</i></p>	<p>☞ The question “How could existing facilities and spaces such as the Glendale School and/or local churches be considered in the plans for a new community centre,” yielded many ideas ranging from:</p> <ul style="list-style-type: none"> ▪ making spaces available for shared community group uses; ▪ aligning programming with existing churches and schools; ▪ having schools and churches collaborate in the planning process; ▪ discouraging collaboration with churches or schools, suggesting a stand alone facility; and/or ▪ expanding existing spaces. 	
<p>☞ Almost 75%, of the respondents indicated that they had children living at home; however, a mixture of single adults, seniors and adult couples without children also responded to the survey.</p>		
<p>☞ The results indicate that almost 98% of the respondents were interested in having programming offered in their neighbourhood.</p>		
<p>☞ Arts and Culture, Sports and Family Programming ranked the highest; however, the desire is for a wide range of programming.</p>		
<p>☞ From the selections the top five spaces were: coffee shop, resource center/library, art studio, multipurpose rooms (tied for third with art studio), youth drop in center and community kitchen.</p>	<p>☞ The final question soliciting general comments yielded many general responses that can be categorized in the following way:</p> <ul style="list-style-type: none"> ▪ a community centre would fundamentally factor in creating a sense of community; ▪ ideas related to the design and construction of the facility; ▪ ideas related to the programming of the facility were given reflecting a multipurpose and generational approach; ▪ indication of a significant need for a community facility to serve this part of the city and all city residents; ▪ appreciation for asking for input and pursuing this project; and ▪ concerns that what is created truly reflect and address the needs of the area. 	
<p>☞ Space for fitness, drop in activities, and senior programs also ranked high.</p>		
<p>☞ The results indicate that 97.1% of the respondents were interested in the possibility of a northside regional community centre.</p>		
<p>☞ The results indicate that at least 44% of the respondents would frequent the centre weekly. The frequency of use would be dependent on the relevancy of the programs offered.</p>		
<p>☞ The order of preference for outdoor spaces is picnic areas, trail links, parking, community garden and patio.</p>		
<p>☞ The top ten words or phrases that describe their ideal community centre are welcoming, friendly, innovative, relevant, safe, affordable, fun, accessible, inclusive and clean.</p>		
<p>☞ In an area of the city that has a high level of transiency, 91.8% of the respondents indicated that a neighbourhood community centre would be beneficial and impact where they chose to live.</p>		<p>Of the 164 responses, two respondents indicated that they believed the centre was not needed.</p>