

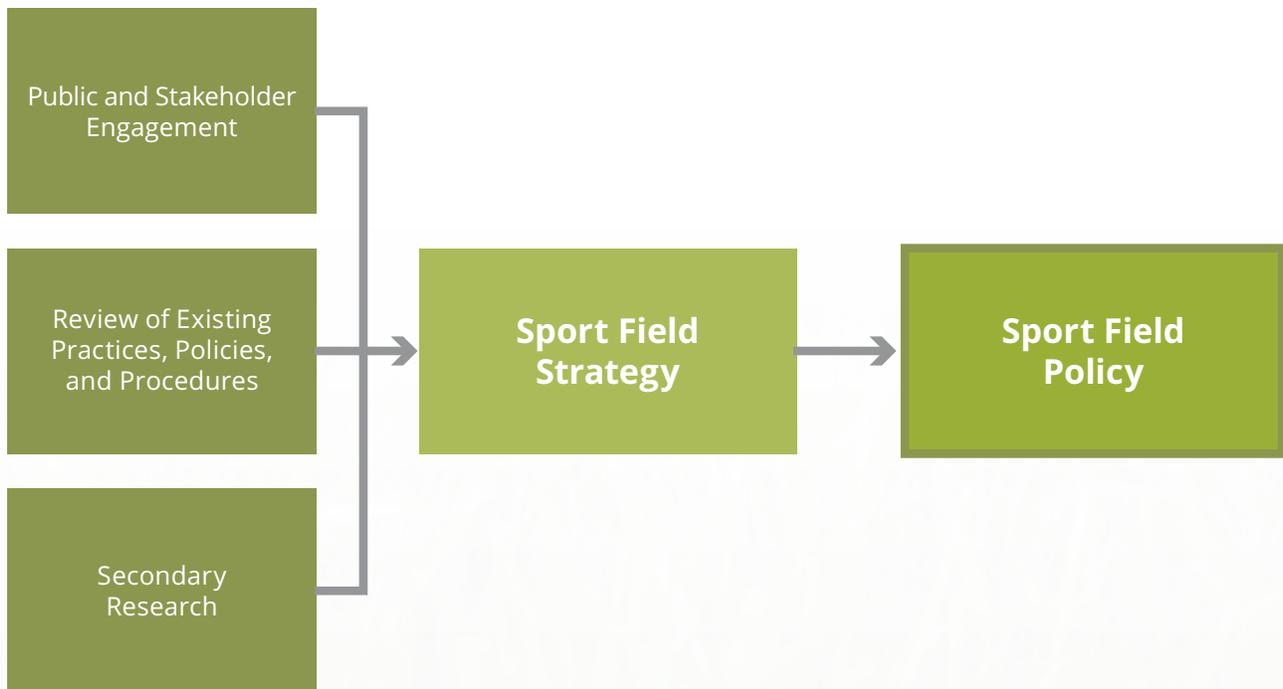
Sport Field Strategy

“What We Heard”

Project Overview

The City of Calgary initiated the development of a Sport Field Strategy in February 2015 in order to assess the current state of provision and ultimately develop a long term strategy to guide the delivery of sport fields. Stemming from the strategic plan will be a Sport Field Policy that will guide the overall delivery of sport fields by the City of Calgary.

Engagement with Calgarians, stakeholders, and user groups was identified as a key element to the project. The information gathered from this engagement will help inform the Strategy and future provision of sport fields in Calgary. The Strategy is scheduled for completion in late 2015. Summarized in this document is an overview of the engagement and key findings.



Engagement Overview

Four engagement mechanisms were used to gather feedback on the current state of, and future needs, for sport fields in Calgary. The following chart identified the engagement mechanism and corresponding response/participation levels.

| Engagement Method | Responses/ Participation |
|---|----------------------------------|
| Stakeholder Interviews | 20 interviews (~30 participants) |
| User Group Discussion Sessions (4 sessions) | 34 participants |
| User Group Web Survey | 87 responses* |
| Public Web Survey | 2,446 responses |

* Unique responses (a number of groups provided multiple responses).

Each engagement mechanism was designed to ensure that a wide array of perspectives could be heard and considered in the context of the project. The **stakeholder interviews** presented an opportunity for members of the project team to meet one on one or in a small group setting with key stakeholder group representatives. The **user group discussions** included individuals with a variety of interests and levels of involvement with sport field user groups in Calgary. Participants included volunteers, staff, coaches and board members from a number of organizations that use fields. Each discussion session was facilitated and participants were challenged to identify both issues and possible solutions to enhance sport field provision in the city. The **User Group Web Survey** was fielded to all sport field users in the city. The objective of the Survey was to gather data from groups on their current participation levels, current utilization, and anticipated future needs. The **Public Web Survey** was available through the City's website and promoted through a number of channels. The Survey provided Calgarians with an opportunity to identify their current levels of use, areas of strength (what they like) and areas of improvement that are required.

Key Findings (What We Heard)

Presented as follows are key findings and prevalent themes from the engagement.

Stakeholder Interviews and User Group Discussion Sessions

The stakeholder interviews and discussion sessions revealed similar themes and are thus summarized jointly.

- **Strengths of sport fields in Calgary:**
 - » User groups indicated that they generally have positive interactions with City staff.
 - » Athletic Parks provide key “hubs” for sport activity and are generally well maintained due to the presence of on-site staff.
 - » Utilization at many fields is high, due to the growth and strength of many user groups.
 - » Artificial turf fields in the city are highly valued and allow many groups to have extended seasons.
 - » Many group representatives and stakeholders acknowledged that the City has generally been fair and equitable in its dealings with groups.
 - » The geographic distribution of fields, while not ideal, was acknowledged as being relatively strong given the size and growth of the city.
- **Areas of concern:**
 - » Field maintenance and quality were commonly cited as an issue, especially pertaining to Class D and E playfields.
 - » Communications and clarity around the allocations and the booking process can be enhanced (through volunteer training, improved website interface, FAQ, etc.).
 - » Issues with the development process in newer communities were identified as a main contributor to poor sport field quality. In many instances, development of many new sports (over the past decade) has not adequately considered functionality (private developers not adhering to adequate standards when constructing fields in the neighbourhoods).
 - » “Hoarding” (over booking of sport fields) was identified as an issue by a number of groups. Reasons suggested for why hoarding occurs were: preservation of field quality, protection of historical field rights, and low user fees.

Stakeholder Interviews and User Group Discussion Sessions (Continued)

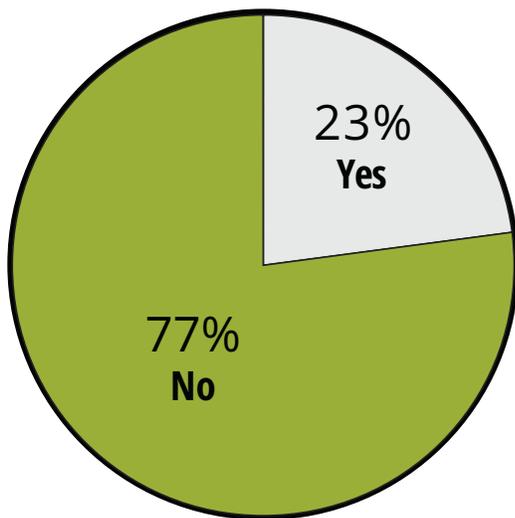
- **Areas of concern (continued):**
 - » The competitive (open) nature of minor soccer in the city was identified as impacting field allocations and equitable access.
 - » A number of stakeholders and group representatives indicated that there is a lack of amenities (washrooms) at some field locations.
 - » While improved, the online booking system should continue to be enhanced and made more user friendly.
 - » There was belief among some stakeholders and group representatives that Calgary is deficient when compared to other cities with regards to sport field quality and overall provision.
 - » Some emerging programs and activities (i.e. cricket) lack adequate facilities and amenities to accommodate growth and the increasing diversity of Calgary.
- **Looking forward—future needs and planning considerations:**
 - » The historical bookings process is important to some groups (ensures efficiency for staff and volunteers), but also recognized as a barrier for emerging or growing groups.
 - » Quality over quantity—interview and discussion session participants commonly mentioned that the city should focus on developing high quality fields (including artificial turf) and “hubs” of fields (Athletic Parks).
 - » Group representatives and stakeholders commonly identified the need for the City to hold developers to a higher standard when constructing fields in new communities.
 - » Varying opinions exist on whether it is appropriate to raise user fees to enhance sport field quality and amenities.
 - » Opportunities to align with the Long Term Athlete Development Model and other national/provincial policies were identified by some stakeholders.
 - » The City should look to implement enhanced communication structures and protocols to guide interactions between user groups and the City.

User Group Web Survey

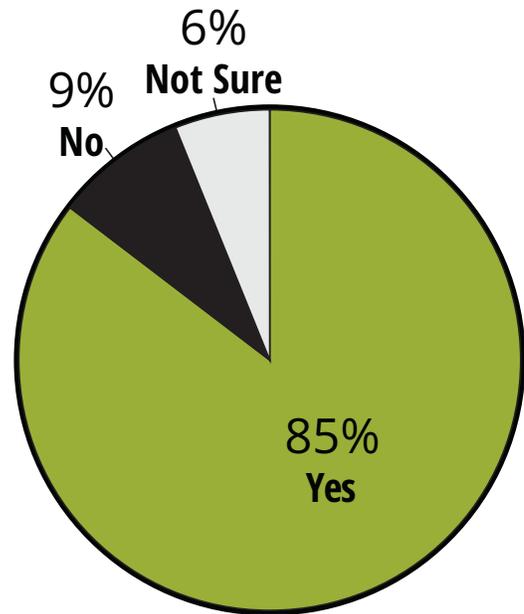
- **Respondent Overview:**
 - » User group survey respondents represented a wide array of interests and age groups.
 - 26% of respondent groups have members/participants/clients that are preschool aged (0 – 5 years old).
 - 52% of respondent groups have members/participants/clients that are youth (6 – 12 years of age).
 - 53% of respondent groups have members/participants/clients that are teens (13 – 17 years of age).
 - 51% of respondent groups have members/participants/clients that are adults (18 – 39 years of age).
 - 35% of respondent groups have members/participants/clients that are adults (40 – 59 years of age).
 - 13% of respondent groups of respondent groups have members/participants/clients that are seniors (60+).
 - » 61% of groups indicated that they expect to grow in coming years, while 39% expect to remain stable (0 groups indicated that they expect to decline).

User Group Web Survey (Continued)

Has your organization ever turned away potential new members due to lack of access to facilities?



Does your organization actively use all of the time that you book (not accounting for limitations do to weather)?



When asked about the strengths and areas of improvement required to sport fields in Calgary, the following themes were commonly identified.

| The aspect that your organization likes the best (strengths) about these spaces or facilities. | The aspects that require improvement. |
|---|---|
| <ul style="list-style-type: none"> • Proximity/convenient location (25 mentions). • Quality/maintenance (12 mentions). • Artificial turf fields (9 mentions). • Price/affordability (3 mentions). • Bookings/allocations (3 mentions). • “Hubs” of sport fields (3 mentions). | <ul style="list-style-type: none"> • Increased grass cutting and/or overall quality of natural surface fields (30 mentions). • Improved drainage and irrigation (7 mentions). • Replacement or upgrades to backstops and fencing at ball diamonds (4 mentions). • Need for more fields (4 mentions). • Lack of locker rooms/washroom facilities (4 mentions). • Improvements to parking lots and access roads (3 mentions). |

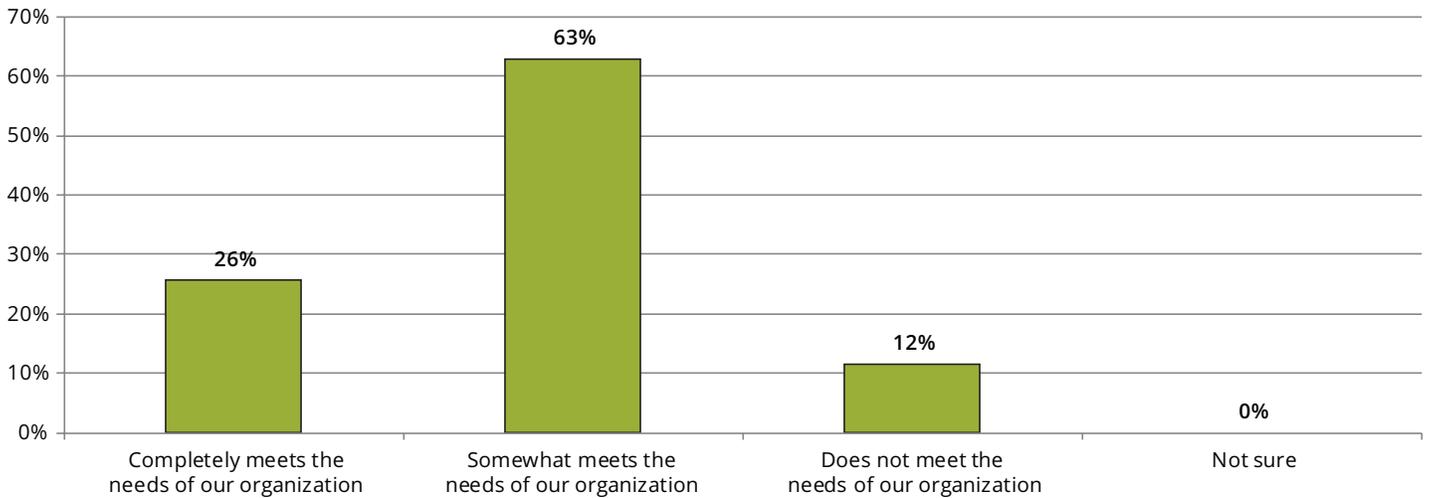
User Group Web Survey (Continued)

| Level of satisfaction with the following aspects of sport field provision: | Very Satisfied | Somewhat Satisfied | Somewhat Unsatisfied | Very Unsatisfied | Not Sure/ Doesn't Apply |
|--|----------------|--------------------|----------------------|------------------|-------------------------|
| Allocation System (how sport fields are made available to groups) | 24% | 44% | 10% | 14% | 8% |
| Booking System/Process | 19% | 54% | 8% | 9% | 10% |
| Quality of Artificial Turf fields: Class A | 25% | 17% | 3% | 1% | 55% |
| Quality of Athletic Parks (Grass Fields): Class A, B, or C | 14% | 33% | 18% | 4% | 31% |
| Quality of Playfields: Class D or E | 9% | 27% | 28% | 12% | 24% |
| Relationship with City Staff Related to the Provision of Sport Fields | 33% | 36% | 8% | 1% | 22% |
| Geographic Distribution of Sport Fields Across the City | 14% | 45% | 14% | 9% | 18% |

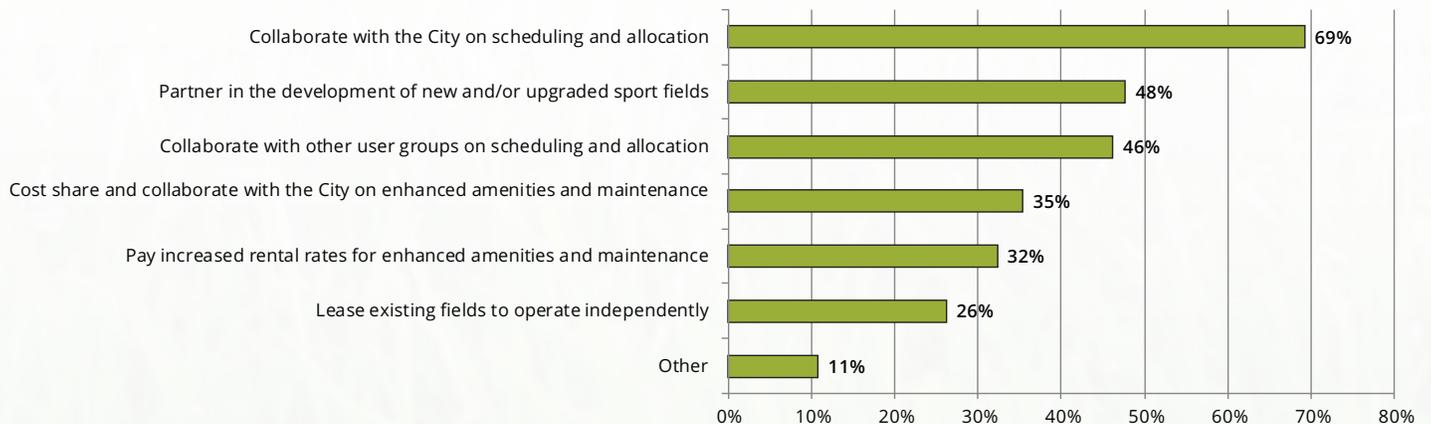
| Satisfaction with Rates and Fees | Very Satisfied | Somewhat Satisfied | Somewhat Unsatisfied | Very Unsatisfied | Not Sure/ Doesn't Apply |
|---|----------------|--------------------|----------------------|------------------|-------------------------|
| Class A Athletic Parks (Grass Rectangular Fields and Ball Diamonds) Adult: \$94.80 Minor: \$47.40 | 8% | 25% | 15% | 8% | 45% |
| Class A Artificial Turf Adult: \$123.30 Minor: \$97.20 | 1% | 21% | 17% | 9% | 51% |
| Class B Adult: \$70.55 Minor: \$35.05) | 0% | 19% | 14% | 10% | 58% |
| Class C Adult: \$47.10 Minor: \$23.65) | 4% | 22% | 18% | 5% | 51% |
| Class D Adult: \$20.10 Minor: \$2.23 | 25% | 25% | 9% | 8% | 32% |
| Class E Adult: \$4.30 Minor: \$1.10 | 27% | 19% | 10% | 0% | 45% |

User Group Web Survey (Continued)

To what level do the current sport fields in Calgary meet the need of your organization?



What ways would your group be willing to work with the City to improve sport fields in Calgary?



User Group Web Survey (Continued)

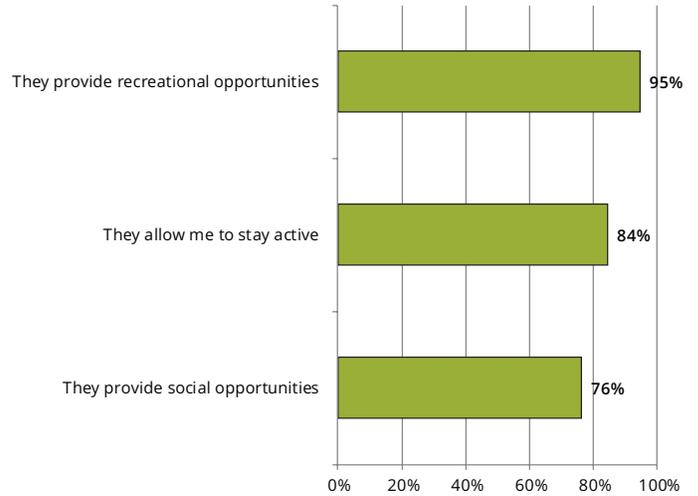
| Importance of planning criteria for each of the following is in the decision to develop new sport fields or re-purpose existing sport fields: | Very Important | Somewhat Important | Unsure/ Don't Know | Somewhat Unimportant | Very Unimportant |
|---|----------------|--------------------|--------------------|----------------------|------------------|
| Current Utilization Levels (of various sport field types) | 60% | 30% | 10% | 0% | 0% |
| To Accommodate Growth of Existing Sport Field Programs | 68% | 22% | 10% | 0% | 0% |
| Availability of Partnerships in Sport Field Development/ Construction | 33% | 40% | 25% | 1% | 1% |
| Availability of Partnerships in Sport Field Operations and Maintenance | 32% | 44% | 21% | 1% | 1% |
| Providing Sport Fields for New or Emerging Activities | 30% | 42% | 17% | 10% | 1% |
| Cost of Developing Sport Fields | 28% | 51% | 18% | 1% | 1% |
| Cost of Operating and Maintaining Sport Fields | 38% | 44% | 17% | 0% | 1% |
| Geographic Distribution of Sport Fields in Calgary | 49% | 33% | 13% | 5% | 0% |

Public Web Survey

- **Respondent Overview:**

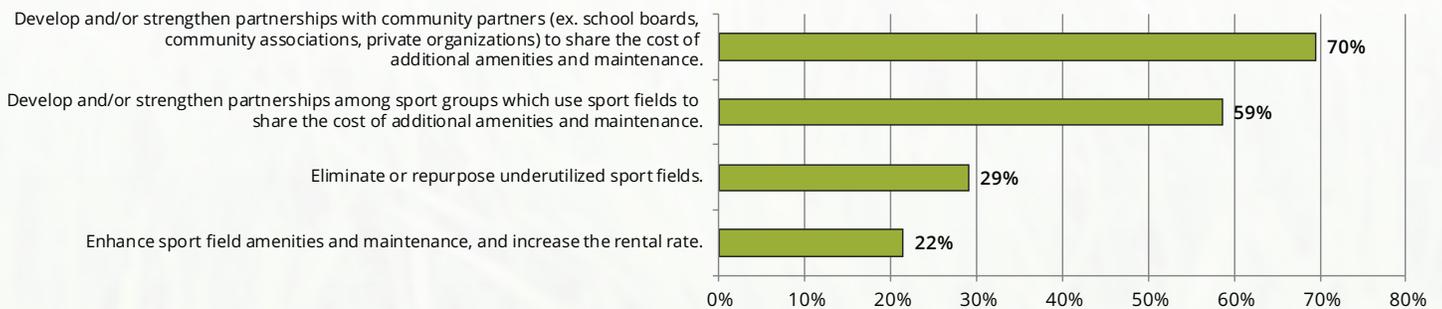
- » The majority of respondents were frequent users of sport fields (84% of responding households had used sport fields on more than 20 occasions in the previous year).
- » The majority of respondent households have family members that participate in soccer (88% indicated that youth in their households play organized soccer, 52% indicated that adults in their household play organized soccer).
- » Respondents also indicated a high level of “unstructured” or casual use of City sport fields (51% of respondents indicated that youth in their households use fields for unstructured or casual use, 60% of respondents indicated that adults in their households use fields for unstructured or casual use).

How do sport fields add to your household’s quality of life?



| Level of satisfaction with areas of sport field provision: | Very Satisfied | Somewhat Satisfied | Somewhat Unsatisfied | Very Unsatisfied | Unsure/ Don't Know |
|---|----------------|--------------------|----------------------|------------------|--------------------|
| Availability of Sport Fields in Calgary | 22% | 52% | 16% | 8% | 3% |
| Quality of Sport Fields in Calgary | 10% | 44% | 30% | 16% | 0% |
| Location/Proximity of Sport Fields in Relation to your Home | 32% | 45% | 15% | 8% | 1% |
| Amenities at Sport Fields in Calgary | 6% | 36% | 35% | 20% | 3% |

Preferred Options to Optimize the Provision of Sport Fields in Calgary

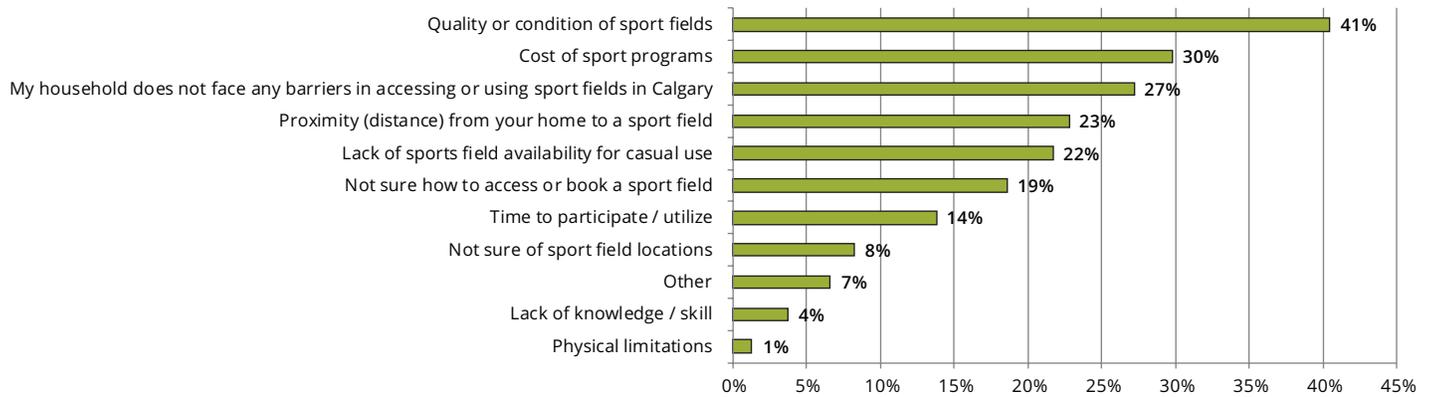


Public Web Survey (Continued)

| Importance of decision making considerations | Very Important | Somewhat Important | Somewhat Unimportant | Very Unimportant | Unsure/ Don't Know |
|---|----------------|--------------------|----------------------|------------------|--------------------|
| Meeting the needs of user groups that focus on child and youth recreational sport. | 76% | 20% | 2% | 1% | 1% |
| Meeting the needs of user groups that focus on child and youth competitive sport. | 72% | 24% | 3% | 1% | 1% |
| Meeting the needs of adult sport user groups (competitive and recreation). | 42% | 49% | 7% | 1% | 2% |
| Ability for fields to be multi-purpose. | 42% | 40% | 13% | 4% | 2% |
| Ensuring that fields are available for new or emerging activities and user groups. | 30% | 49% | 15% | 3% | 3% |
| Ensuring that sport fields are available to residents for "casual" or "spontaneous" use (e.g. pick-up games, throwing a ball around). | 41% | 41% | 14% | 3% | 1% |
| Ensuring quality sport fields are available in new neighbourhoods and communities. | 63% | 29% | 5% | 2% | 1% |
| Ensuring sport fields are sustained in established communities. | 77% | 20% | 1% | 1% | 1% |

Public Web Survey (Continued)

Barriers to Accessing/Using Sport Fields



Desired Amenity Additions

