

Part B

Recreation, Parks and Culture
Community Assets Needs Assessment

Community Feedback, Inventory and Gap Analysis
October, 2008

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FORWARD

The aim of this assessment was to identify the needs and requirements for Recreation, Parks and Culture assets for The City of Red Deer.

This required assessing the needs, desires and attitudes of citizens. As part of this process the following were conducted: interviews with community partners; focus groups with recreation, parks and culture stakeholders; a survey of casual users of the major recreation facilities; and a detailed and rigorous public survey. All of this was done to identify the activities in which citizens are actively engaged, as well as to identify areas of improvement they would like to see in Red Deer's recreation, parks and culture facilities.

In addition, a comprehensive inventory of Red Deer's recreation, parks and culture assets was created. This included identification and mapping of all facilities and green spaces within the city.

By comparing the stated preferences of citizens and stakeholders with the existing inventory within Red Deer, gaps were identified and strategies and supporting initiatives were developed to address these gaps.

The result is a comprehensive statement of direction for the Recreation, Parks and Culture Department, combined with a list of

potential supporting initiatives to be considered in pursuing this direction. These are presented in Part A of this report.

Here, in Part B, we present the findings and conclusions of the research. In essence, these provide the reasons or rationale for the directions and initiatives presented in Part A.

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1.0 Introduction

THE RATIONALE FOR THE RESEARCH AND THE METHODOLOGY EMPLOYED

Red Deer is uniquely located between Alberta's two largest municipal areas - Calgary and Edmonton - and has an expanding population base of 80,000 (85,000 in 2007) citizens. Population forecasts project continued growth between 1.7 and 2 percent per year.¹ This growth trend is expected to continue, with the total population in the surrounding area reaching 125,000 by the year 2010. As with other municipal areas in the Province of Alberta, The City of Red Deer's continued growth is strengthened by the oil and gas, petrochemical and agriculture industries.

The City has a strong foundation in providing quality recreation, parks and cultural opportunities to its citizens. This Recreation, Parks and Culture Community Facility Needs Assessment is the next step in maintaining services for the citizens of Red Deer.

1.1 Purpose and Scope

The purpose of this assessment is to evaluate Red Deer's current inventory of recreation, parks and culture facilities relative to the needs and demand of citizens. A second purpose is to outline plans

¹ The Red Deer Corridor...Canada's Economic Capital Report

for future development. Ultimately, the goal is to ensure that The City of Red Deer pursues recreation, parks and culture development opportunities that are most aligned with the needs and requirements of all its citizens.

The geographical scope of this work was largely limited to the current boundaries of Red Deer. However, to properly assess the impact of growth, some focus was brought to the annexation areas – specifically, what types of development they would entail, levels of population and the impact on recreation, parks and culture development.

Attention was also paid to Red Deer’s position as the major metropolitan area within the region and the impact this has on demand for recreation facilities within Red Deer.

1.2 Method and Approach

The approach to accomplishing the study purpose was both collaborative and evidenced-based. The following elements characterized the approach:

1.2.1 Building on Past Work

- ▲ Finalized the project plan, schedule and related elements to ensure the project itself proceeded as smoothly as possible. The foundation for the project involved developing an understanding of the policies and reports that would frame the basis for a new look at recreation, parks and culture facilities in Red Deer. This process involved four major elements:

- ▲ Conducted a Comparative Communities Review that provided an understanding of the recreation, parks and culture systems of four communities in Alberta, Saskatchewan and British Columbia. These communities also provided an opportunity to validate and challenge the status quo in Red Deer.
- ▲ Undertook a Program Inventory from existing municipal records to supplement the analysis of what is offered and residence of users.
- ▲ Reviewed the Facility Inventory represented in the Infrastructure Master Plan and through staff interviews to create a spreadsheet identifying key issues.
- ▲ Obtained staff input to gather their knowledge concerning gaps in recreation, parks and culture services and to help identify current and emerging issues.

1.2.2 Ensuring a Community Driven Process

- ▲ Developed a communication strategy in conjunction with The City of Red Deer to keep the public and City of Red Deer staff informed of planning processes as they occurred.
- ▲ Interviewed eight key partners to identify and confirm areas of common interest and to explore areas for joint development in the future.
- ▲ Conducted a city-wide public survey to gather critical information related to citizen needs and requirements for recreation, parks and culture services. This included detailed analysis of the needs of various demographic groups, including youth and economically disadvantaged segments within the community.

- ▲ Harder to reach populations were addressed through interviews with the Youth Voice, the Skateboard Group, a representative of a Central Alberta disability organization and through reviewing minutes from the Seniors Action group.

1.2.3 Objective Evidence-Based Analysis

An objective analysis of gaps was conducted using information from past work. This included data arising from comparative communities and municipal records concerning inventory, as well as community needs and requirements data. The principle behind the analysis is to 'go where the evidence leads'.

1.2.4 Transparent and Accountable

A public open house was held to obtain input prior to submitting the Plan to Administration and City Council for approval.

2.0 Community Profile and Context

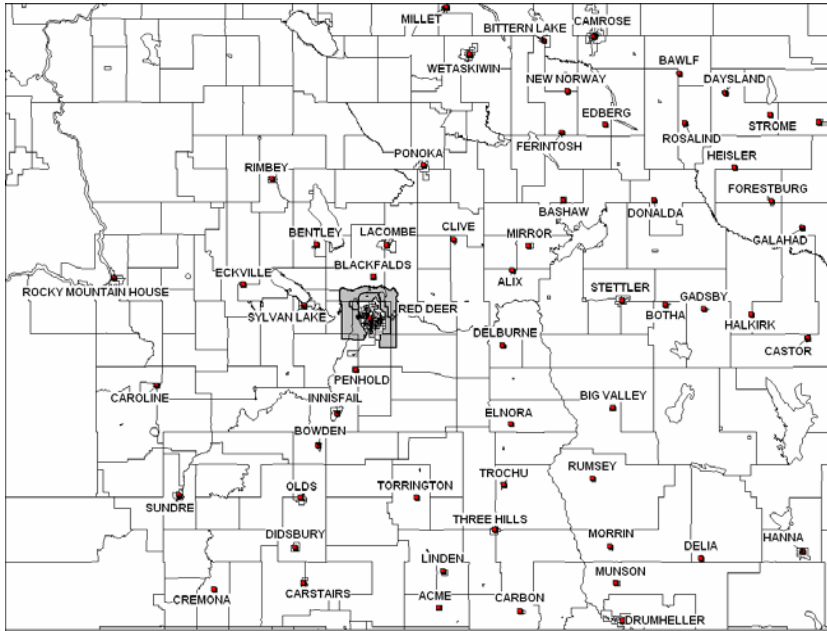
GROWTH AND QUALITY OF LIFE WILL CHALLENGE RECREATION, PARKS AND CULTURE DEVELOPMENT

The Conference Board of Canada predicts that Alberta will continue to have the highest rates of population growth in Canada until 2025. These rates of growth are reflected in Red Deer, which is Alberta's third largest urban centre. This is largely attributed to strength in the energy sector, fueled by relatively high oil prices and growth in non-conventional extraction (oil sands).

Growth in Red Deer has occurred at a record-setting pace in recent years, resulting in higher than projected population increases. These unexpected increases have largely been due to net migration. In addition to the economic opportunities in Red Deer, other factors have served to increase the attractiveness of Red Deer as a place to live and work:²

- ▲ **Location:** Located in the heart of Alberta's beautiful parkland and midway between the two major cities of Calgary and Edmonton, Red Deer is Central Alberta's trading and distribution centre.

² City of Red Deer website



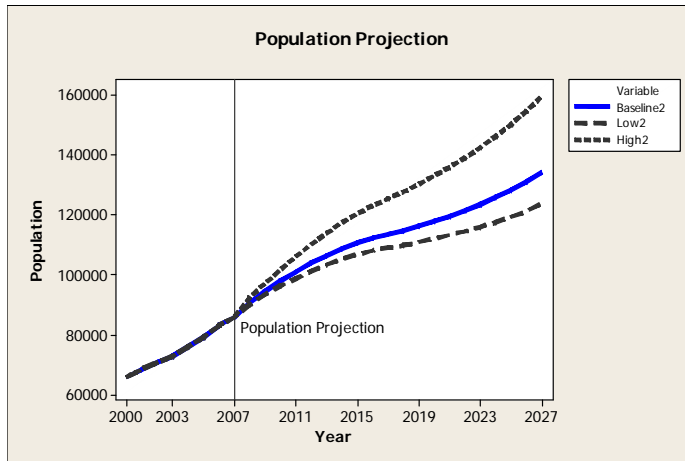
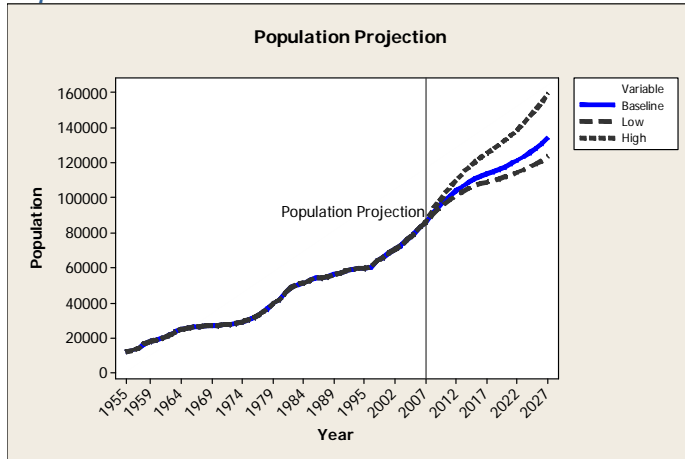
Source: Converge Mapping and Data Analysis

- ▲ **Market Size:** Red Deer's central location gives it the distinction of being the only city in the Canadian prairies with a potential market of over two million people within a 160-kilometre radius. The city's trade area has grown to over 200,000 people and the city itself is Alberta's third largest urban centre.
- ▲ **Labour Force:** An active labour force and a wide range of educational opportunities including apprenticeship training, vocational training and university transfer and degree programs help to ensure a diverse, skilled and active labour force.

- ▲ **Diversified Economy:** A growing manufacturing industry, strong retail and wholesale service industry, agriculture, tourism, oil and petrochemical industries are all part of a diversified economy.
- ▲ **Healthy Economy:** Record breaking industrial and residential land sales, resulting in above average building permit values, attest to a healthy and growing economy. Major expansions, new industrial companies, a host of new services and retail businesses signal a bright future for Red Deer and Central Alberta.
- ▲ **Health:** Red Deer's Community Health Centres offer programs and services that place a high emphasis on wellness, disease and injury prevention, and pediatric rehabilitation and support. Continuing Care placement services provide a single point of entry to more than 300 long-term care beds in Red Deer.
- ▲ **Education:** Red Deer has two school divisions and provides opportunities for alternative education for its youth. Combined with the presence of Red Deer College and its 80 plus post secondary opportunities, this diversity can meet many community needs. The community is known for its ground breaking agreements on the sharing of public facilities such as schools, a community/college library and performing arts centre.

Given these conditions and circumstances, it is not surprising that population growth within Red Deer has been strong.

Population Growth in Red Deer



Red Deer Baseline Population Projections

Year	Population	Year	Population
2006	82,971	2019	116,208
2007	86,726	2020	117,785
2008	90,553	2021	119,486
2009	94,357	2022	121,315
2010	97,836	2023	123,399
2011	100,941	2024	125,750
2012	103,829	2025	128,255
2013	106,371	2026	131,049
2014	108,642	2027	134,281
2015	110,621	2028	137,844
2016	112,290	2029	141,758
2017	113,521	2030	146,191
2018	114,751	2031	151,182

Source: City of Red Deer

According to statistics and projections provided by The City of Red Deer, population may come close to doubling over the next 25 years reaching over 150,000 by 2031. This is significant as the Directional Plan component of this study (Part A) is intended to provide a guide to development over this same time horizon.

As such, the Directional Plan must provide the foundation for recreational, cultural and parks asset acquisition and development for a city roughly double that of Red Deer today.

2.1 Annexation Areas

The City of Red Deer is in the process of annexing land to meet its growth requirements. Population projections indicate that an increase of about 60,000 people between now and 2031 is to be expected. This represents an increase of about 67%.

2.2 Income Statistics

The City of Red Deer's average household income ranks favourably with other Albertan cities. The average household income is approximately 10.6% higher than the Canadian average.

2006 Average Household Income

Location	Income
Red Deer	\$73,871
Alberta	\$76,840
Canada	\$66,818

Source - Canadian Demographics 2006

2.3 Community and Related Trends

Red Deer does not exist in isolation. Rather, it exists within a context of emerging social and economic trends. Three of the more significant trends, in terms of their impact on recreation, park and cultural development are presented below.

2.3.1 The Value of Green

Concern for the environment is likely one of the most significant social trends of the past half century. Rachael Carson's *Silent Spring* (1962) served as a convenient starting point for the environmental movement – at least in North America. In the years since, concern for the environment (greening of America) has grown to become a predominant social issue.

This trend is not going away. Public surveys and polls reaffirm the importance of the environment and indicate that public demand for environmentally friendly policies will only continue to increase. The following will be important in the future development of recreation, park and cultural assets:

- ▲ Maintaining green space in a manner consistent with environmental principles that favour minimizing the impact on the environment generally.
- ▲ Providing a mix of green space in the urban environment that supports passive and active recreation activities, as well as preservation and conservation objectives (such as wetlands preservation).

- ▲ Embedding conservation principles into the design and development of 'harder' recreation, park and cultural assets, such as buildings, shelters and pathways.
- ▲ Emphasis on preserving and protecting high-value natural environments (such as river valleys and minor waterways).

2.3.2 The Value of Leisure/Quality of Life

Canadians are generally placing greater emphasis on their leisure time and quality of life. This holds for people in Red Deer as well.

In late 2007, Recreation, Parks and Culture commissioned a survey called *The Use and Benefits of Local Government Recreation and Parks Services – A Red Deer Perspective*, as part of a broader provincial initiative. In that survey, the majority of Albertans said they valued leisure more than work. In the Red Deer specific sample, citizens polled agreed. Interestingly, 63% of those surveyed in Red Deer indicated that they had the same amount or more time available for recreation than they did five years ago.

The survey also indicated a belief among the public that recreation and parks facilities and services benefit both the individual and the community. In addition to providing fitness opportunities, they foster community spirit and make the community a more interesting place in which to live. When people in Red Deer were asked the question "On average, in Alberta, people pay about \$175 per person annually in local taxes for recreation and park services. Are these services worth it?" the response was 82% yes; these services are worth it – a response that again, mirrored the provincial response.

The implications of this on recreation, parks and culture facilities include:

- ▲ The demand for recreation, parks and cultural development is growing. This demand is not a simple reflection of the growing population (in which case the level of leisure assets per capita could remain constant), but is a function of individuals demanding more – greater levels of leisure opportunity and greater diversity in the mix of opportunities presented. The implication is that standards (such as the amount of green space per capita) that served well in the past, will likely not serve well into the future.
- ▲ The mix of leisure opportunities that a municipality provides its citizens is an important factor in determining both the livability/quality of life for current citizens and the attractiveness of the city to people and organizations who are considering relocation. Therefore, providing these opportunities can be considered as much an economic development strategy as a quality of life strategy.
- ▲ Having a rich mix of leisure opportunities, including recreation, parks and cultural opportunities, has become what citizens expect of the municipality. Roads, emergency services and utilities are still the essential citizen expectations and always will be. The importance of quality of life as represented by recreation, parks and culture opportunities (and assets), however, is growing in importance and has become something citizens expect of their city.

2.3.3 The Demand for Accountability/Value

The last of the general trends identified is the demand for accountability/value. This is of no surprise to anyone working in the public sector. Taxpayers want:

- ▲ Government (including municipal government) to operate in those areas or to provide those services and functions where they can actually provide value
- ▲ Government to demonstrate that it is delivering good value for the tax dollars spent.

The implications of this are:

- ▲ Greater levels of partnership between government and community-based organizations. Government works in those areas where it can add value and partners with community organizations to provide services where it cannot. In the development of recreation, parks and culture assets, The City of Red Deer should look for partnership opportunities to support the maintenance of those assets and the provision of programs and services within them.
- ▲ More value-oriented notions of performance that take accountability beyond financial measures alone. An example is the so-called triple bottom line of public accountability that includes economic, environmental and social measures.³ In the development of recreation, parks and cultural assets, The City of

³ The triple bottom line has evolved two new arenas of accountability, culture (essentially a subset of the social arena) and governance.

Red Deer will need to pay attention to more than the simple financial/economic measures of value in setting priorities for investment. Information concerning the social benefit, cultural impact, level of partnership and the state of governance of the partnering organization may all be considered.

2.4 Comparative Communities

Assessing the position of recreation, parks and culture in Red Deer as compared to other communities provides an interesting overview of the values that this community places on its quality of life services. Grande Prairie, Lethbridge, Saskatoon and Richmond were invited to respond to a series of questions about the delivery of recreation parks and culture services in their communities. The detailed report is included in the Appendix.

Two of the communities chosen have populations larger than Red Deer and two have populations that are smaller. The comparative populations are shown below.

Comparative Populations

	Red Deer	Richmond	Saskatoon	Grande Prairie	Lethbridge
Total population	82,971	185,400	214,000	50,227	81,692
0-4 years	5.1%	4.5%	6.2%	6.5%	5.5%
5-19 years	17.7%	17.9%	21.2%	21.1%	17.8%
20-64 years	57.9%	64.9%	60.9%	66%	62.9%
65+ years	9.4%	12.8%	11.7%	6.4%	13.8%

Note: Red Deer figures: 2006 Red Deer Census, almost 10% of respondents reported their age and/or gender as unknown. This group is represented in the total population figure but does not have a separate category.

Some definitions are required to compare information across municipalities. There are a number of ways in which facilities are managed. The following may assist the reader in understanding the facility comparisons:

- ▲ Municipal Recreation, Parks and Culture Facility – a Recreation, Parks or Culture facility operated by a government, that is available to any individual who wishes to use it for its intended purpose. This may or may not involve a fee for use.
- ▲ Public Recreation, Parks and Culture Facility - a Recreation, Parks or Culture facility, operated by a private entity (business, registered organization), that is available without restriction to members of the public. This usually involves a fee for use.
- ▲ Private Recreation, Parks and Culture Facility – a Recreation, Parks or Culture facility, operated by a private entity (business, registered organization), that restricts its availability to members

or a specified segment of the community. This usually involves a significant fee for use.

- ▲ Semi-private Recreation, Parks and Culture facility – a Recreation, Parks or Culture facility operated by a private entity that restricts certain aspects to members or a specified segment of the community, but allows any individual who wishes to use it for the intended purpose to do so, on a restricted basis. This usually involves a fee for both the private use as well as the public.

Comparative Major Facilities

	Multiplexes	Pools	Arenas	Community Centres	Curling Sheets	Theatres	Museums
Red Deer*	2	4	6	18	12		1
Richmond	0	2	2	9	8	1	2
Saskatoon	4	4	4		28	4	6
Grande Prairie	1	1	4	1	8	2	2
Lethbridge	0	7	6		10		

Swimming pools and arenas are listed individually in the Pools and Arenas column even if they are part of a multiplex. Actual Arenas and pools in the community are listed independently of the combined facilities.

Comparative Outdoor Facilities

	Playgrounds	Ball Diamonds	Golf Courses				Pools	Outdoor Rinks	Tennis Courts	Sports Fields
			A	B	C	D				
Red Deer*	130	89	15**		1	4	1	60	34	78
Richmond	51	110	2		2		2	0	51	49
Saskatoon	181	173	3	3	2		3	53	41	76
Grande Prairie	60	45	4			4	1	46	9	47
Lethbridge	108	73	1	2	1			1	15	64

A: Municipal B: Public C: Private D: Semi-Private

* Red Deer courses listed at 30 minute driving radius

**Includes River Bend which is operated by a separate organization and owned by the municipality.

Comparative Natural Areas

	Open Space (ha)	Trails (km)	Nature Centres
Red Deer	1370	142	1
Richmond	3460	40+	1
Saskatoon	799	156	2
Grande Prairie	607	32	2
Lethbridge	2434	143	1

Additional facility comparison data is found on page 64.

2.4.1 Financial Comparisons

The City of Red Deer’s budget for recreation, parks and culture compares favourably to other comparative communities. Its 36 percent recovery on the operating budget is comparable to Richmond and higher than Saskatoon, Grande Prairie and Lethbridge. Lethbridge shows a significant capital budget for 2007 based on its capital program of renovating the Enmax Centre, developing the Southern Alberta Art Gallery and contributing to the track at the University of Lethbridge. Red Deer, given its size in relation to the other communities, is also able to acquire and develop a larger capital program than these operations. It should be noted that the Red Deer capital budget may contain some of the final expenditures for the Recreation Centre renovation and that the Richmond figure does not include the capital development of the Olympic Oval, which will become a municipal facility, post 2010.

Financial Comparisons (millions)

	(Millions)	Red Deer	Richmond	Saskatoon	Grande Prairie	Lethbridge
Operating Revenue		7.7	7.3	8.2	3.1	2.6
Operating Expenditures		21.2	31.2	31.6	11.4	11.1
NET		13.5	23.9	23.4	7.9	8.4
% Recovery		36%	23%	26%	27%	23%
Total Capital Budget		6.3	33.2	15.3	Not Reported	55.0
Capital Revenue		2.3	14.8	0.7	Not Reported	Not reported
Capital Expenditures		4.0	18.4	14.6	.7	Not reported
Tax Supported		\$163	\$129	\$109	\$157	\$103
Capital Expenditures		\$48	\$99	\$68	Not reported	Not reported

3.0 Community Needs and Expectations

HEARING THE VOICE OF THE COMMUNITY

At the outset, this review was intended to be an evidence-based, community driven process. This required an active process of information gathering from the community, including consultations with stakeholders, some selected hard to reach populations, City of Red Deer staff and partners. In addition to the consultations, a comprehensive community survey was conducted using Voice of the Customer Analysis (VoCAI)⁴.

3.1 Stakeholders Consultations

Community organizations that use Recreation, Parks and Culture facilities to offer programs were invited to participate in both a stakeholder focus group and a stakeholder survey. Thirty-two organizations attended focus groups and a further 54 responded to the online questionnaire. Groups as large as Minor Soccer and as small as Writers Inc. were able to participate in the process. These organizations also had the opportunity to participate in the public

⁴ VoCAI (Voice of the Customer Analysis) is the Converge Consulting Group approach to Voice of the Customer research methods.

open houses held in June. Detailed results from each of the stakeholder focus groups are included as Appendix D.

Key observations from the stakeholder focus groups:

- ▲ The City has great parks and facilities, but many are at capacity.
- ▲ Stakeholders indicated a need for flexible spaces which they would share with others provided there was storage available for them between uses.
- ▲ The north side of Red Deer is lacking in facilities.
- ▲ Land use regulations are a problem for recreational use of spaces, particularly in the commercial/industrial areas.
- ▲ Stakeholders are interested in shared operations. They also indicated potential interest in running their own operations, provided that The City (and ideally Red Deer County) would support these efforts with funding and expertise.

3.2 Partner Interviews

Interviews were conducted with eight organizations that were identified as partners. The participating organizations were: Red Deer Catholic Regional Schools, Red Deer Public School Board, Westerner Exposition Association, Red Deer College (Continuing Education & Arts Centre), Red Deer County, David Thompson Health Region (DTHR) and Lacombe County. Details of these interviews are included in Appendix E. Key observations from the Partner Interviews are as follows:

- ▲ There is a need for ongoing collaboration in areas of mutual concern.

- ▲ Westerner is considering the development of a festival site and campground improvements.
- ▲ RDC is in the process of developing a wellness centre and field house.
- ▲ The Boards of Education will continue to share fields with The City. There is a need to continually review and revise the agreements that support community use of all school facilities.
- ▲ DTHR is interested in partnering and promoting wellness initiatives, particularly those that encourage activity.
- ▲ Red Deer County is developing a new Open Space Plan that may support initiatives for The City as well.

In mid-February, RDC convened a meeting of the planning consultants working on recreation, parks or cultural initiatives for The Westerner, The College, The County and The City. Discussions were primarily centered on what is planned by RDC and how that will fit with the plans being developed in the community. Some discussion also centered on the need to define the focus of each provider to assist with future planning and funding development.

The City has identified that its focus in service provision in recreation, parks and culture is in base level services, “learn to”, lifelong physical activity opportunities, multi-use areas and affordable opportunities for all citizens. The College is interested in kinesiology, elite/disabled athletes, provincial/regional organized sport, some community outreach programs, health, wellness, fitness (Be Fit for Life, etc) and Continuing Education. The County may be shaping its focus around outdoor facilities. This continuum of

service sets the ground work for an inclusive and balanced approach to recreation, parks and culture development in the future.

3.3 Casual Recreation User Survey

In November 2007, an addition was made to the scope of the project to allow for a Casual User Survey. This survey was conducted over two days at both the Recreation Centre and Dawe Centre and over three days at the Collicutt Centre. The surveys were administered at a variety of times in order to make contact with various users (early morning, afternoon and evening). A wide range of people responded, including seniors, adults, students, families and some people with disabilities.

A total of 192 surveys were collected from the three recreation facilities. A summary of the combined results is found in Appendix F.

Overwhelmingly, the customers surveyed at the Recreation Centre, Collicutt Centre and the Dawe Centre indicated a general or high level of satisfaction with the facilities, service and programs offered at these locations. Other than minor changes at the Recreation Centre and at Collicutt and a request for more facilities at Collicutt, people who responded stated that these facilities are generally in good condition. Respondents identified a need for more significant renovations/additions at the Dawe Centre, which is consistent with the current capital development planned there. The residence of each user is documented in the Inventory Section later in this report.

3.4 Hard to Reach Populations

Interviews were conducted with the Youth Voice and representatives of Red Deer's skate board community. The skate board representatives are interested in working with The City to improve the current site and develop an additional site elsewhere in the community. Both groups expressed concern over the removal of graffiti from the existing skate park. The skateboarders say that resurfacing creates slipping hazards, while Youth Voice feels that it eliminates a legitimate creative outlet for this population. Detailed notes are included as an Appendix.

3.5 Red Deer Staff Feedback

Staff focus groups were held in October of 2007. Over several sessions, staff identified that:

- ▲ The City has good facilities that are in good condition.
- ▲ They feel supported and listened to in the operation and management of the facilities.
- ▲ The City serves mainstream sport and recreation organizations well. These include ice users and aquatics users, as well as some of the arts and park users.
- ▲ Hard to reach populations, people with disabilities and drop in users are not as well served.
- ▲ It is hard to identify facilities as City of Red Deer operations because of the inconsistent signage etc.
- ▲ Programs and activities are outgrowing the spaces available.

Sport organizations and community associations have support identified, but the smaller less traditional organizations need to have similar services.

3.6 Public Survey

In February 2008, a telephone survey was conducted among Red Deer residents around the topic of recreation, parks and culture. The objectives and purpose of the survey were threefold:

- ▲ To gather input as to where investment is most needed in terms of recreation, parks and cultural assets
- ▲ To gain insight into the various parks, recreation and cultural activities in which residents participate
- ▲ To obtain public input on the suitability and condition of various recreation, parks and cultural assets

The survey addressed these four broad areas: outdoor parks, fields & trails; indoor sports & recreation facilities; outdoor sports & recreation facilities; and arts & heritage facilities.

Overall, results of the survey revealed a relatively high level of satisfaction across all facility categories. Arts and heritage generally drew lower satisfaction levels, though not quite low enough to warrant major concern. This area also emerged as an issue among 18-24 year olds, who collectively indicated the greatest support for, and the least satisfaction with this area. The high level of concern for arts and heritage in this demographic was surprising to the researchers, suggesting to them that younger residents may be interested in a different type of arts and heritage facility than is currently provided.

In terms of participation, outdoor leisure activities were by far the most popular. Walking on trails and pathways was the most common of these activities, with 66.6% of households surveyed

participating in this type of activity. Walking is not only the most popular in terms of outdoor leisure; it is the most participated-in activity across all categories. The inclusive and spontaneous nature of outdoor leisure activities may account for some of this appeal.

Given the support for outdoor leisure and the popularity of walking specifically, it is not surprising that the development of parks, trails and pathways is assigned high importance. In particular, the development of trails linking new residential areas to the Waskasoo system is widely supported – more so than any other development option. However, given that most respondents indicated satisfaction with the existing supply of parks and trails, it was somewhat unexpected that this category received more support for development than other facilities that were seen as lacking. An important factor here may be that Red Deer’s park system is seen as a defining component of the city’s identity and as a feature worth preserving and enhancing.

Nearly half of all households indicated a deficiency in the number of indoor sports facilities. These facilities received the most support from middle or middle-upper income families, suggesting that children and economic resources are likely a key factor here. The significant variation in support for indoor recreation facilities among various groups suggests that development of such facilities will be controversial, with public support essentially divided. Water-based activities are most popular in the category of indoor activities, with over 90% of households surveyed, participating.

It came as no surprise that when asked about funding for facilities, respondents were most supportive of options that would have the least direct financial impact on them personally. Accordingly, provincial and federal grants were most preferred, while facility user fees and municipal taxes received the least support.

Interestingly, funding through user fees was preferred over municipal taxes in the cases of recreation and culture. Yet, the opposite was true in the case of parks, where municipal taxes were clearly favoured. These findings may suggest that arts and culture is viewed as an area that could or should be self-sustaining. Alternatively, it may indicate a need for funding for these activities to come from a variety of sources.



3.6.1 Satisfaction with Condition of Existing Facilities

What is the level of satisfaction expressed by Red Deer residents concerning recreation and leisure facilities or assets? Residents were asked to state their level of satisfaction with recreation and leisure facilities in the following broad categories:

- ▲ Outdoor parks, fields and trails
- ▲ Indoor sports and recreation facilities
- ▲ Outdoor sports and recreation facilities
- ▲ Arts and heritage facilities

The levels of expressed satisfaction are provided below.

Satisfaction with Condition of Recreation Asset Classes

Questions	Mean	Median	Category Percentages			
			Satisfied	Neutral	Dissatisfied	
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	4.09	4.0		85.5%	10.3%	4.3%
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	3.91	4.0		77.1%	14.0%	8.9%
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	3.95	4.0		76.7%	18.7%	4.7%
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	3.66	4.0		60.7%	30.5%	8.8%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

Consistent median scores of 4 (on a five point scale) indicate a relatively high degree of satisfaction across all categories. However, arts and heritage facilities fared worse than other categories nearly to the point of practical significance. In other words, people are beginning to see Red Deer’s arts and heritage facilities as different from its parks or other recreation and leisure assets.

General satisfaction was broken down by Gender, Age, Household Type, Home Ownership, Income and Length of Residency.

3.6.1.1 General Satisfaction by Gender

Satisfaction in each of the four categories of recreation and leisure assets was broken out by the gender of the respondent. This breakdown of results is provided below.

As the chart indicates, with consistent median scores, there were no immediately apparent areas of difference in the responses between men and women. However, arts and heritage facilities again came close to indicating a practical difference, with men expressing relatively less satisfaction than women with the condition of arts and heritage facilities.

Satisfaction with Facilities by Gender

Questions	Data Filter	Mean	Median	Category Percentages	Satisfied	Neutral	Dissatisfied
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	All Data	4.09	4.0		85.5%	10.3%	4.3%
	Male	4.12	4.0		85.1%	12.4%	2.5%
	Female	4.08	4.0		85.5%	9.2%	5.3%
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	All Data	3.91	4.0		77.1%	14.0%	8.9%
	Male	3.89	4.0		74.3%	15.9%	9.7%
	Female	3.94	4.0		79.7%	13.0%	7.2%
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	All Data	3.95	4.0		76.7%	18.7%	4.7%
	Male	3.94	4.0		76.8%	19.6%	3.6%
	Female	3.96	4.0		76.6%	18.2%	5.1%
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	All Data	3.66	4.0		60.7%	30.5%	8.8%
	Male	3.54	4.0		55.4%	33.7%	10.9%
	Female	3.76	4.0		64.9%	29.0%	6.1%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc

3.6.1.2 General Satisfaction by Household Ownership

Satisfaction in each of the four categories of recreation and leisure assets was broken out by whether the respondent owned or rented their home. No significant differences were documented, although again, responses to the condition of arts and heritage facilities came close.

Specifically, home owners were more dissatisfied with the condition of arts and heritage facilities than were renters. Of particular note is the relatively low level of satisfied responses from home owners, at just under 60%, compared with renters at just under 72%.

Satisfaction with Facilities by Household Ownership

Questions	Data Filter	Mean	Median	Category Percentages	Satisfied	Neutral	Dissatisfied
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	All Data	4.09	4.0		85.5%	10.3%	4.3%
	Home Owners	4.07	4.0		84.5%	11.2%	4.3%
	Home Renters	4.23	4.0		92.3%	5.1%	2.6%
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	All Data	3.91	4.0		77.1%	14.0%	8.9%
	Home Owners	3.88	4.0		75.9%	15.6%	8.5%
	Home Renters	4.11	4.0		86.1%	2.8%	11.1%
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	All Data	3.95	4.0		76.7%	18.7%	4.7%
	Home Owners	3.92	4.0		75.2%	19.5%	5.2%
	Home Renters	4.14	4.0		86.5%	13.5%	0.0%
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	All Data	3.66	4.0		60.7%	30.5%	8.8%
	Home Owners	3.64	4.0		59.5%	32.0%	8.5%
	Home Renters	3.88	4.0		71.9%	18.8%	9.4%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.1.3 General Satisfaction by Age

Satisfaction in each of the four categories of recreation and leisure assets was broken out by the age of the respondent. Some conclusions arising from this analysis include:

- ▲ The 18 to 24 year age group expressed significantly more negative results with respect to arts and heritage facilities. This means:
 - ▲ Members of this age group see arts and heritage facilities differently than other types of facilities. Specifically, they are much less satisfied with their condition relative to other types of facilities.
 - ▲ Members of this age group see arts and heritage facilities differently than do members of any other age group.
- ▲ This same 18-24 age group came to close to expressing a significant level of satisfaction with the condition of indoor sports and recreation facilities.

Satisfaction with Facilities by Age

Questions	Data Filter	Mean	Median	Category Percentages	Satisfied	Neutral	Dissatisfied
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	All Data	4.09	4.0		85.5%	10.3%	4.3%
	18-24 Years Old	3.86	4.0		85.7%	7.1%	7.1%
	25-34 Years Old	4.20	4.0		90.0%	8.0%	2.0%
	35-44 Years Old	3.95	4.0		79.3%	15.5%	5.2%
	45-55 Years Old	4.02	4.0		76.6%	17.2%	6.3%
	55+ Years Old	4.23	4.0		93.4%	4.4%	2.2%
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	All Data	3.91	4.0		77.1%	14.0%	8.9%
	18-24 Years Old	3.58	4.0		66.7%	8.3%	25.0%
	25-34 Years Old	4.02	4.0		80.4%	9.8%	9.8%
	35-44 Years Old	3.85	4.0		72.7%	16.4%	10.9%
	45-55 Years Old	3.80	4.0		72.1%	19.7%	8.2%
	55+ Years Old	4.01	4.0		83.8%	12.2%	4.1%
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	All Data	3.95	4.0		76.7%	18.7%	4.7%
	18-24 Years Old	3.73	4.0		66.7%	26.7%	6.7%
	25-34 Years Old	4.10	4.0		83.7%	12.2%	4.1%
	35-44 Years Old	3.89	4.0		73.6%	22.6%	3.8%
	45-55 Years Old	3.97	4.0		76.3%	20.3%	3.4%
	55+ Years Old	3.92	4.0		76.6%	18.2%	5.2%
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	All Data	3.66	4.0		60.7%	30.5%	8.8%
	18-24 Years Old	3.25	3.0		33.3%	50.0%	16.7%
	25-34 Years Old	3.70	4.0		65.9%	27.3%	6.8%
	35-44 Years Old	3.64	4.0		57.4%	34.0%	8.5%
	45-55 Years Old	3.64	4.0		57.1%	37.5%	5.4%
	55+ Years Old	3.74	4.0		67.5%	22.1%	10.4%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.1.4 General Satisfaction by Household Type

Satisfaction in each of the four categories of recreation and leisure assets was broken out by the structure of the household. Some observations from this analysis:

- ▲ Significant differences were observed with single persons with no children and single persons with roommates, both of which are highly correlated with similar differences recorded for the 18-24 year old age group. In both cases, respondents of these two groups expressed relatively higher levels of dissatisfaction with arts and heritage facilities.
- ▲ Singles with children recorded close to significant differences with respect to the condition of indoor and (to a lesser extent) outdoor facilities. Also of interest here, there was no middle ground; people either expressed satisfaction or dissatisfaction.

Satisfaction with Facilities by Household Type

Questions	Data Filter	Mean	Median	Category Percentages			
				Satisfied	Neutral	Dissatisfied	
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	All Data	4.09	4.0		85.5%	10.3%	4.3%
	Single Person no Children	4.18	4.0		85.7%	14.3%	0.0%
	Single Person with Children	3.83	4.0		83.3%	16.7%	0.0%
	Single Person with Roommates	3.92	4.0		84.6%	15.4%	0.0%
	Two-Parent Family with Children	4.10	4.0		83.2%	9.6%	7.2%
Two-Parent Family with No Children	4.11	4.0		88.7%	9.4%	1.9%	
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	All Data	3.91	4.0		77.1%	14.0%	8.9%
	Single Person no Children	4.11	4.0		78.6%	21.4%	0.0%
	Single Person with Children	3.50	4.0		66.7%	0.0%	33.3%
	Single Person with Roommates	3.58	4.0		66.7%	8.3%	25.0%
	Two-Parent Family with Children	3.93	4.0		75.8%	13.3%	10.8%
Two-Parent Family with No Children	3.90	4.0		80.7%	14.8%	4.5%	
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	All Data	3.95	4.0		76.7%	18.7%	4.7%
	Single Person no Children	4.12	4.0		84.6%	15.4%	0.0%
	Single Person with Children	3.57	4.0		71.4%	14.3%	14.3%
	Single Person with Roommates	3.83	4.0		75.0%	25.0%	0.0%
	Two-Parent Family with Children	3.97	4.0		75.7%	18.3%	6.1%
Two-Parent Family with No Children	3.91	4.0		76.3%	20.4%	3.2%	
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	All Data	3.66	4.0		60.7%	30.5%	8.8%
	Single Person no Children	3.42	3.0		33.3%	58.3%	8.3%
	Single Person with Children	3.67	4.0		66.7%	16.7%	16.7%
	Single Person with Roommates	3.55	3.0		45.5%	45.5%	9.1%
	Two-Parent Family with Children	3.74	4.0		64.4%	28.7%	6.9%
Two-Parent Family with No Children	3.65	4.0		65.3%	25.3%	9.5%	

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.1.5 General Satisfaction by Household Income

Satisfaction in each of the four categories of recreation and leisure assets was broken out by level of income. Significant differences identified included:

- ▲ People with incomes below \$25,000 all expressed greater degrees of satisfaction with the condition of facilities than other groups, with the exception of arts and heritage facilities. Here, their level of satisfaction was significantly lower than other groups.
- ▲ Higher income households tended to rate satisfaction with indoor facilities higher, but satisfaction with arts and heritage facilities lower, than other groups.

Satisfaction with Facilities by Household Income

Questions	Data Filter	Mean	Median	Category Percentages			
				Satisfied	Neutral	Dissatisfied	
2. Please rate how satisfied are you with the condition of parks, sports fields and trails and pathways in Red Deer:	All Data	4.09	4.0		85.5%	10.3%	4.3%
	Income Under \$25,000	4.75	5.0		100.0%	0.0%	0.0%
	Income Between \$25,000-\$49,999	4.13	4.0		94.5%	5.5%	0.0%
	Income Between \$50,000-\$74,999	3.95	4.0		86.4%	7.6%	6.1%
	Income Between \$75,000-\$99,999	4.07	4.0		82.6%	6.5%	10.9%
	Income Between \$100,00-\$149,999	4.26	4.0		86.0%	14.0%	0.0%
	Income Over \$150,000	4.08	4.0		83.3%	8.3%	8.3%
4. Please rate how satisfied are you with the condition of indoor sports and recreation facilities in Red Deer:	All Data	3.91	4.0		77.1%	14.0%	8.9%
	Income Under \$25,000	4.57	5.0		100.0%	0.0%	0.0%
	Income Between \$25,000-\$49,999	3.88	4.0		84.3%	5.9%	9.8%
	Income Between \$50,000-\$74,999	3.80	4.0		76.8%	14.3%	8.9%
	Income Between \$75,000-\$99,999	3.78	4.0		71.7%	15.2%	13.0%
	Income Between \$100,00-\$149,999	4.10	4.0		78.0%	17.1%	4.9%
	Income Over \$150,000	4.55	5.0		100.0%	0.0%	0.0%
6. Please rate how satisfied are you with the condition of outdoor sports and recreation facilities in Red Deer:	All Data	3.95	4.0		76.7%	18.7%	4.7%
	Income Under \$25,000	4.38	4.5		87.5%	12.5%	0.0%
	Income Between \$25,000-\$49,999	3.94	4.0		83.0%	15.1%	1.9%
	Income Between \$50,000-\$74,999	3.86	4.0		76.3%	18.6%	5.1%
	Income Between \$75,000-\$99,999	3.91	4.0		73.3%	20.0%	6.7%
	Income Between \$100,00-\$149,999	4.18	4.0		81.6%	18.4%	0.0%
	Income Over \$150,000	4.36	4.0		90.9%	9.1%	0.0%
8. Please rate how satisfied are you with the condition of arts and heritage facilities in Red Deer:	All Data	3.66	4.0		60.7%	30.5%	8.8%
	Income Under \$25,000	3.50	3.5		50.0%	25.0%	25.0%
	Income Between \$25,000-\$49,999	3.77	4.0		73.1%	17.3%	9.6%
	Income Between \$50,000-\$74,999	3.74	4.0		66.7%	27.8%	5.6%
	Income Between \$75,000-\$99,999	3.61	4.0		56.1%	31.7%	12.2%
	Income Between \$100,00-\$149,999	3.53	3.0		47.1%	47.1%	5.9%
	Income Over \$150,000	4.14	4.0		100.0%	0.0%	0.0%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.1.6 Satisfaction with Facilities

Overall, expressed satisfaction with facilities is generally high and no differences of practical significance were noted between the four major asset classifications of:

- ▲ Outdoor parks, fields and trails
- ▲ Indoor sports and recreation facilities
- ▲ Outdoor sports and recreation facilities
- ▲ Arts and heritage facilities

However, arts and heritage facilities rated the lowest levels of satisfaction with scores that came very close to the test of practical significance.

The reason seems to be the relatively poor ratings that arts and heritage facilities received from specific groups, including:

- ▲ The 18-24 year old age group
- ▲ Singles
- ▲ Those with relatively low or relatively high incomes.

Together, this data leads to the conclusion that there are some specific issues with the condition of arts and heritage facilities that appeal to the younger, typically single demographic, as well as to those at the higher income levels.

3.6.2 Participation Rates in Recreation and Leisure Activities

A second critical objective of the research was to gather reported participation rates in various recreation and leisure activities. Again, sets of activities were organized into the same four broad categories used to analyze condition of facilities:

- ▲ Outdoor recreation activities
- ▲ Indoor sports and recreation activities
- ▲ Outdoor sports activities
- ▲ Arts and culture activities

It is important to note that household participation rates were the focus of the research, not individual participation rates. If any one individual in a household participated in an activity, the household was recorded as participating in that activity.

Generally, outdoor leisure activities scored the highest participation rates with 77.4% of households indicating that one or more members of that household participated in those activities. Outdoor sports activities recorded participation rates of half this level.

Indoor recreation activities and cultural activities had similar household participation rates of 60.1% and 53.1% respectively.

Household Participation rates by Major Activity Areas

Questions	Category Percentages	No	Yes
Do you or members of your household take part in Outdoor Recreation activities? Some examples would be fishing, jogging, skateboarding)?		22.6%	77.4%

Questions	Category Percentages	No	Yes
Do you or members of your household take part in Indoor Activities? Some examples include raquetball, curling, tennis, basketball, and swimming.		39.9%	60.1%

Questions	Category Percentages	No	Yes
Do you or members of your household take part in Outdoor Sport activities. Some examples would be Football, Lawn Bowling, and Outdoor Ice Hockey.		65.5%	34.5%

Questions	Category Percentages	No	Yes
Have you or members of your household taken part in any Culture activities in the past Year? Some examples would be Visiting a Museum or Art Gallery, taking part in the performing arts, or doing a craft or hobby.		46.9%	53.1%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.2.1 Outdoor Recreation Activities

Outdoor leisure activities represent those with the highest household participation rates in Red Deer. Among the most popular activities are:

- ▲ Walking on trails and pathways (66.6%)
- ▲ Picnicking in the city (41.6%)

- ▲ Bicycling on trails and pathways (39.7%)
- ▲ Using playgrounds (35.1%)
- ▲ Nature appreciation (25.5%)

The specific activities included in the study and the corresponding household participation rates are provided below.

Outdoor Recreation Activities Participation Rates

Questions	Category Percentages		No	Yes
	0	100		
Do you or members of your household take part in Outdoor Leisure activities? Some examples would be fishing, jogging, skateboarding)?			22.6%	77.4%
11a. Walking on trails and pathways			33.4%	66.6%
1a. Picnicking (within the city)			58.4%	41.6%
12a. Bicycling on trails and pathways			60.3%	39.7%
10a. Using a Playground			64.9%	35.1%
19a. Nature Appreciation			74.5%	25.5%
2a. Tobogganing			74.7%	25.3%
16a. Bicycling			75.3%	24.7%
13a. Dog walking			78.8%	21.2%
5a. Fishing			78.9%	21.1%
9a. Gardening			80.7%	19.3%
18a. Jogging/running			88.6%	11.4%
20a. Off Leash dog areas			88.7%	11.3%
14a. In Line Skating			90.3%	9.7%
3a. Bird Watching			91.7%	8.3%
15a. Skateboarding			91.7%	8.3%
17a. Mountain Biking (Off road)			92.4%	7.6%
4a. Horseback Riding/Trail Riding			93.1%	6.9%
7a. Snowmobiling			93.1%	6.9%
8a. Motorized Trail Biking (Dirt Biking)			93.4%	6.6%
6a. Archery			99.0%	1.0%

For citizens of Red Deer, *going for a walk* along a trail or pathway is the most commonly reported activity, not just in the category of outdoor recreation, but across all categories.

One of the more interesting characteristics about this activity specifically, and this class of activities generally, is the higher reported number of people within the household participating in the activity. Household participation rates in outdoor activities may be as high as they are because they really are something *the whole family can do*, or, that members of a household can do together.

As shall be seen later, when examining stated priorities for new development, respondents rated new parks, connecting with the existing Waskasoo Park system, highest among competing priorities. We suspect this is in large measure due to the intrinsic recognition of people that such parks improve access to family/household oriented activities.

Also of interest are the relatively high satisfaction scores for the various facilities associated with each of these activities. Archery however, did rate comparatively lower among the facilities listed.

Data Table Outdoor Leisure Activities

Activity	Participation Rate – Overall	Avg. No. Family Members Part.	Mode No. Family Members Part.	Average Satisfaction Score for Facilities Used
Outdoor Leisure Activities	77.40%			
Walking on trails and pathways	65.75%	2.63	2	4.49
Picnicking (within the city)	41.10%	3.32	3	4.47
Bicycling on trails and pathways	39.73%	2.83	2	4.47
Using a Playground	34.59%	3.11	3	4.37
Nature Appreciation	25.00%	2.59	2	4.56
Tobogganing	24.66%	3.37	4	4.31
Bicycling	24.32%	2.79	2	4.62
Dog walking	21.23%	2.1	2	4.44
Fishing	20.89%	2.26	2	4.32
Gardening	19.18%	2	2	4.65
Jogging/running	11.30%	1.47	1	4.29
Off Leash dog areas	11.30%	2.03	2	4.27
In Line Skating	9.59%	2.21	1	4.56
Other	8.90%	2.08	1	
Bird Watching	8.22%	1.83	1	4
Skateboarding	8.22%	1.42	1	3.86
Mountain Biking (Off road)	7.53%	1.64	1	4.05
Horseback Riding/Trail Riding	6.85%	2.35	2	4.6
Snowmobiling	6.85%	2.35	2	4.37
Motorized Trail Biking (Dirt Biking)	6.51%	2.53	2	4.75
Archery	1.03%	2.33	2	3.67

3.6.2.2 Outdoor Sport Activities

Outdoor sport activities include things such as soccer, outdoor ice hockey and tennis, which tend to be somewhat more active than outdoor leisure or recreation activities. These activities usually, but not necessarily, involve some form of game and often include a competitive aspect. Overall household participation rates are half those of outdoor leisure activities. The top five outdoor sport activities are:

- ▲ Skating (not hockey) (14.1%)

- ▲ Ice Hockey (11.7%)
- ▲ Soccer (8.9%)
- ▲ Softball/fastball (6.9%)
- ▲ Cross country skiing (4.8%)

While household participation rates fell for outdoor sports activities, so too did the average number of participants per household. With outdoor leisure activities, the average number of participants per household averaged above two; with outdoor sports activities, it averaged below two.

Outdoor Sport Activities

Questions	Category Percentages					No	Yes
	0	20	40	60	80		
Do you or members of your household take part in Outdoor Sport activities. Some examples would be Football, Lawn Bowling, and Outdoor Ice Hockey.						65.5%	34.5%
4a. Skating for Pleasure (Not Hockey)						85.9%	14.1%
3a. Outdoor Ice Hockey						88.3%	11.7%
10a. Soccer						91.1%	8.9%
7a. Softball/Baseball/T-Ball (Fast or Slow Pitch)						93.1%	6.9%
19a. Cross Country Skiing						95.2%	4.8%
8a. Football						95.5%	4.5%
2a. Tennis (outdoor)						95.8%	4.2%
13a. Canoeing/kayaking						96.6%	3.4%
1a. Track and Field						96.9%	3.1%
16a. Ball Hockey						97.9%	2.1%
15a. Horseshoes						98.3%	1.7%
18a. Beach Volleyball						98.3%	1.7%
9a. Rugby						99.0%	1.0%
11a. Lawn Bowling						99.0%	1.0%
5a. Figure Skating						99.3%	0.7%
17a. Outdoor Ringette						99.3%	0.7%
6a. Speed Skating						99.7%	0.3%
12a. Orienteering						99.7%	0.3%
14a. Lacrosse						99.7%	0.3%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

Data Table: Outdoor Sports Activities

Activity	Participation Rate – Overall	Avg. No. Family Members Part.	Mode No. Family Members Part.	Average Satisfaction Score for Facilities Used
Outdoor Sport Activities	34.59%			
Skating for Pleasure (not hockey)	14.04%	3.21	2	4.26
Outdoor Ice Hockey	11.64%	1.47	1	4.16
Soccer	8.90%	1.79	1	4.38
Softball/Baseball/T-Ball (Fast or Slow Pitch)	6.85%	1.45	1	4.1
Other	6.16%	2.17	2	4.24
Cross Country Skiing	4.79%	1.86	2	4.18
Football	4.45%	1	1	4.27
Tennis (outdoor)	4.11%	1.75	1	4.1
Canoeing/kayaking	3.42%	2.1	2	4
Track and Field	3.08%	1.22	1	4.75
Ball Hockey	2.05%	2.17	2	4.67
Horseshoes	1.71%	2.75	2	4.5
Beach Volleyball	1.71%	2	1	4
Rugby	1.03%	1.5	1	3.67
Lawn Bowling	1.03%	2.67	2	4.67
Figure Skating	0.68%	1	1	4
Outdoor Ringette	0.68%	1.5	1	4.5
Speed Skating	0.34%	1	1	5
Orienteering	0.34%	1	1	5
Lacrosse	0.34%	2	2	4

Note: An error in the original study design was the exclusion of golf from the stated list of outdoor sports options. However, golf was addressed through the “other” category. The participation rate for this activity is likely understated by roughly 2.5%, indicating a household participation rate of about 9%.

3.6.2.3 Indoor Sport Activities

Indoor sports activities recorded a higher participation rate than outdoor sports activities (although still much lower than outdoor leisure activities), with 60.1% of households reporting some measure of participation.

Leading the list of indoor sport activities were variations of pool-based activities. The top five recorded activities by household participation rate were:

- ▲ Swimming for pleasure (42.8%)
- ▲ Wave pool (27.1%)
- ▲ Swimming for fitness (20.3%)
- ▲ Ice Hockey (12.8%)
- ▲ Aerobic/fitness (11.8%)
- ▲ Data Table: Indoor Sports Activities

Activity	Participation Rate – Overall	Avg. No. Family Part.	Mode No. Family Part.	Average Satisfaction Score
Indoor Activities	60.27%			
Swimming (for pleasure)	42.81%	2.66	2	4.42
Wave Pool	27.05%	2.96	4	4.34
Swimming (for fitness)	20.21%	2.17	1	4.36
Ice Hockey	12.67%	1.62	1	4.27
Aerobics/Fitness/Aquasize/ Yoga	11.64%	1.26	1	4.4
Weight Training	11.30%	1.58	1	4.44

Activity	Participation Rate – Overall	Avg. No. Family Part.	Mode No. Family Part.	Average Satisfaction Score
Ice skating (indoors-public skating)	10.96%	2.47	2	4.65
Soccer (indoor)	9.25%	1.46	1	4.36
Curling	8.90%	1.42	1	4.28
Wall climbing	7.88%	1.55	1	4.48
Badminton	7.19%	2	2	4.75
Basketball	6.85%	1.55	1	4.55
Jogging/Running	5.82%	1.47	1	4.18
Tennis (indoor)	3.42%	1.44	1	4.13
Volleyball	3.08%	1.78	1	4.44
Martial Arts (Ex Judo, Karate)	2.74%	1.11	1	4
Gymnastics	2.40%	1.5	1	4.5
Competitive Swimming	2.40%	1.14	1	3
Ball Hockey/Inline Hockey	2.05%	1	1	4.5
Other	2.05%	1.83	1	4.17
Lacrosse	1.71%	2.2	1	4.6
Squash	1.37%	1.5	1	4.67
Figure Skating	1.37%	2	1	4.25
Fencing	1.37%	1.25	1	4.5
Raquetball	1.03%	1.67	2	3.67
Table Tennis	0.68%	2	2	4
Ringette	0.68%	1.5	1	4.5
Speed Skating	0.34%	1	1	5
Handball	0.34%	1	1	4
Water Polo	0.34%	1	1	4

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

Indoor Sport Activities

Questions	Category Percentages				No	Yes
	0	20	40	60		
Do you or members of your household take part in Indoor Activities? Some examples include raquetball, curling, tennis, basketball, and swimming.					39.9%	60.1%
2a. Swimming (for pleasure)					57.2%	42.8%
27a. Wave Pool					72.9%	27.1%
1a. Swimming (for fitness)					79.7%	20.3%
7a. Ice Hockey					87.2%	12.8%
5a. Aerobics/Fitness/Aquasize/Yoga					88.2%	11.8%
4a. Weight Training					88.7%	11.3%
8a. Ice skating (indoors-public skating)					89.0%	11.0%
24a. Soccer (indoor)					90.7%	9.3%
15a. Curling					91.0%	9.0%
28a. Wall climbing					92.1%	7.9%
11a. Badminton					92.8%	7.2%
17a. Basketball					93.1%	6.9%
6a. Jogging/Running					94.1%	5.9%
14a. Tennis (indoor)					96.6%	3.4%
20a. Volleyball					96.9%	3.1%
3a. Martial Arts (Ex Judo, Karate)					97.2%	2.8%
10a. Gymnastics					97.6%	2.4%
23a. Competitive Swimming					97.6%	2.4%
26a. Ball Hockey/Inline Hockey					97.9%	2.1%
21a. Lacrosse					98.3%	1.7%
13a. Squash					98.6%	1.4%
18a. Figure Skating					98.6%	1.4%
29a. Fencing					98.6%	1.4%
12a. Raquetball					98.9%	1.1%
9a. Table Tennis					99.3%	0.7%
16a. Ringette					99.3%	0.7%
19a. Speed Skating					99.7%	0.3%
22a. Handball					99.7%	0.3%
25a. Water Polo					99.7%	0.3%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.3 Culture Activities

Cultural activities scored only slightly below indoor sports activities in terms of participation rates, with 53.1% of households reporting some level of participation.

The five cultural activities with the highest household participation rates were:

- ▲ Visiting a museum or art gallery (39.0%)
- ▲ Attending a play or concert (33.2%)
- ▲ Attending a festival (24.3%)
- ▲ Taking part in a performance (21.5%)
- ▲ Participating in a heritage event (15.2%)

With cultural activities, we again see the average number of participants per household begin to climb. The top five cultural activities all recorded an average number of participants per household of above 2 (all had medians above 2 as well). In contrast, the lowest scoring cultural activities tended to have household participants averaging below 2 (with the median typically at 1).

Data Table: Cultural Activities Participation Rate

Activity	Participation Rate	Avg. No. Family Part.	Mode No. Family Part.	Average Satisfaction Score
Culture (Arts and Heritage) Activities Overall	53.08%			
Visiting a Museum/Art Gallery	38.70%	2.58	2	4.09
Attending a performance (e.g. play, concert)	33.22%	2.35	2	4.11
Attending a festival or celebration	24.32%	2.83	2	4.31
Taking part in the performing arts (e.g. drama, music, dance, orchestra)	21.23%	2.26	2	4.31
Participating in a Heritage event	15.07%	2.61	2	4.34
Taking part in literary arts (e.g. writing, readings, calligraphy, writers' guilds, libraries)	15.07%	2.83	2	4.24
Taking part in a craft or hobby (e.g. woodwork, sewing, traditional crafts)	12.67%	1.73	1	4.59
Attending a workshop or course (e.g. Arts or Heritage)	5.82%	1.53	1	3.94
Taking part in the Visual Arts (e.g. drawing, painting, sculpture, photography)	4.79%	1.57	1	4.5
Other	3.42%	2.56	2	

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

Cultural Activities Participation Rate

Questions	Category Percentages		No	Yes
	0	20 40 60 80 100		
Have you or members of your household taken part in any Culture activities in the past Year? Some examples would be Visiting a Museum or Art Gallery, taking part in the performing arts, or doing a craft or hobby.			46.9%	53.1%
1a. Visited a Museum/Art Gallery:			61.0%	39.0%
5a. Attend a performance (e.g. Play, Concert)			66.8%	33.2%
7a. Attending festival or celebration			75.7%	24.3%
3a. Taking part in the performing arts (e.g. drama, music, dance, orchestra)			78.5%	21.5%
6a. Participating in a Heritage event			84.8%	15.2%
9a. Taking part in literary arts (e.g. writing, readings, calligraphy, writers guilds, libraries)			84.9%	15.1%
2a. Taking part in craft or hobby (e.g. woodwork, sewing, traditional crafts)			87.2%	12.8%
4a. Attending a workshop or course (e.g. Arts or Heritage)			94.1%	5.9%
8a. Taking part in the Visual Arts (e.g. drawing, painting, sculpture, photography)			95.2%	4.8%

Source: Red Deer Recreation, Parks and Culture Needs Assessment Survey, 2008 Converge Consulting Group Inc.

3.6.4 Some General Conclusions on Household Participation

The household participation component of the survey instrument was by far the most complex and time consuming component. The sheer number of activities, combined with gathering measures of participation and satisfaction is evidence of this complexity. However, this component provided important data and some very interesting conclusions.

3.6.4.1 Household participation is greatest when the activity is conducive to having multiple members of the household participate together.

Conducting the research with household, as opposed to individual, participation allowed the researchers to separate measures of individual participation (average number of people participating per household) from measures of the numbers of households participating in an activity. This separation of the two measures allowed for an examination of the correlation between them to see if household participation rates were higher in those activities where greater numbers within the household could participate. In fact, this proved to be the case.

Survey results showed that households were more likely to participate in activities where greater numbers within the household could participate in the activity together. This is of course, correlation, not confirmed causation.

Nevertheless, the evidence is consistent with the idea that activities in which the entire household can participate tend to be the most popular. It also lends support to the idea that a fundamental component of recreation and leisure activities is building social connections. Where those social connections concern members of the immediate household, participation rates in the activity are relatively high.

3.6.4.2 Outdoor recreation activities, as measured by expressed participation rate, are in a league of their own.

These activities are the most conducive to family-wide participation, thereby making the most of the effect stated above. Three out of every four households in Red Deer make use of the parks and trails that support these types of activities. And, as would be expected, not only is the household participation rate high, but the average number of participants per household is high, as is general satisfaction with the associated facilities.

4.0 Inventory of Recreation, Parks and Culture Facilities

IDENTIFYING RED DEER'S RECREATION, PARKS AND CULTURE ASSETS

What are the recreation, parks and culture assets of Red Deer? For the most part, this was information The City of Red Deer had at its disposal. It was the function of the research to bring this information together in a way that supported overall research objectives. Most critical among these:

- ▲ identifying relative levels of service,
- ▲ linking information with the results of the survey and
- ▲ providing a geo-demographic analysis of the location of these assets.

4.1 Parks and Open Spaces

Parks and open spaces are among the most popular and treasured assets in Red Deer's inventory of recreation and leisure assets.

The Prior & Prior Associates report to The City of Red Deer on Public Sector Accounting Board (PSAB) reporting requirements for tangible asset accounting lists the following facilities and amenities in city parks: 5

- ▲ The tennis building and 12 courts, picnic facilities, and lawn bowling facilities in Rotary Recreation Park.
- ▲ The pavilion, concession, washroom/change room and Cronquist House at Bower Ponds recreation area in Waskasoo Park.
- ▲ The dressing rooms, washrooms and concessions within Great Chief Park.
- ▲ The buildings, lookout tower and residence located within the Upper Heritage Ranch area and the Equestrian Centre located within the Heritage Ranch.
- ▲ Fort Normandeau - owned by The City and leased to the Waskasoo Environmental and Education Society (WEES)
- ▲ The Kerry Wood Nature Centre – owned by The City and leased to the WEES.
- ▲ Gaetz Lake Sanctuary – owned by The City and leased to the WEES.

⁵ PSAB Key Considerations & Road Map, Prior & Prior Associates, August 2007.

- ▲ The club house at the River Bend Golf Course (700 m²) is owned by The City and leased to an association that operates and maintains it.

For the purposes of this study, a tangible asset is understood as a physical thing (whether or not it was constructed) that creates value for its owners. In this regard, trees and greenery, the river and other natural and green space locations are included as tangible assets. This report does not constrain itself to facilities constructed within various parks, but includes the parks themselves as valuable community assets - assets that, like other assets, must be managed and maintained.

4.1.1 Parks Typologies and Standards

Generally, The City of Red Deer classifies parks in its Geographic Information System (GIS), into two categories: Neighbourhood Parks and Open Space Parks. The Parks area uses a six part framework for classifying green spaces within its domain. This framework is defined by the Neighbourhood Planning Guidelines and Standards (NPGS), which relate primarily to Neighbourhood Parks and not to the larger Open Space Parks. Unfortunately, the six part framework used by Parks and the two part schema within the current City of Red Deer GIS system are not aligned.

4.1.1.1 Red Deer's Framework

The City of Red Deer's six part framework used by Parks consists of the following elements:

- ▲ **Multi-Neighbourhood Park Site:** 24-hectare (± 60 acres) site potentially containing a high school(s) and major sport facilities. Serves several quarter section neighbourhoods.

- ▲ **Neighbourhood Park Site:** 2.5 to 5.0 hectare (\pm 6 acres to 12.5 acres) site containing active and/or passive recreation amenities.
- ▲ **Neighbourhood Park B(1) Site:** 2.5 to 5.0 hectare (\pm 6 acres to 12.5 acres) site containing active and/or passive recreation amenities. Contains a middle school.
- ▲ **Neighbourhood Park B(2) site:** 2.5 to 5.0 hectare (\pm 6 acres to 12.5 acres) site containing active and/or passive recreation amenities. Contains an elementary school.
- ▲ **Parkette:** 0.2 to 0.8 hectare (\pm 0.5 to 2.0 acres) site that may contain a Tot Lot, active and/or passive recreation components and trail systems.
- ▲ **Linear Park:** A linear parcel of land with a minimum width of 10 m (10 m squared = .001 hectares) for active and/or passive recreation and/or for a wildlife corridor.

While this framework provides detail around parks and how they relate to neighbourhood planning, it does not address the classification of all park types in the community. A sample of a more detailed typology is presented on the following page with The City of Red Deer typology mapped alongside.

The primary advantages of adopting an inclusive typology are to:

- ▲ support more detailed planning of parks and green spaces, especially in newer or soon to be developed areas.
- ▲ support greater ability to set green space standards and to measure success in meeting those standards.

In addition to the typology presented, two additional tables detail some standards for parks proposed by the Province of Ontario. It is our understanding that these standards are not widely applied in the province and lack official approval. Nevertheless, they provide the very real benefit of attempting to set some form of target in terms of the amount of green space per thousand population. If nothing else, the existence of standards represents an acknowledgement of the intrinsic benefit of having open/green spaces in urban environments. The standards tables are presented on the page following the typology.

Parks/Open Space Typology

Type	Red Deer Type	Function	Space, Design & Service Area	Example
Home cluster or sub-neighbourhood common space	Parkette Linear Park	Important in high density areas; provide visual relief and aesthetic qualities, as well as meeting areas for small informal groups; walking, jogging and dog walking	Must be visually accessible; varies from 500 square feet to 2 acres; designed to be as flexible as possible; will serve an area of 100 yards to ¼ mile radius	Cul-de-sacs, boulevards, green belts, walkways, trails, play lots, rest areas, vest-pocket parks, parkettes
Neighbourhood space	Neighbourhood Park	Should accommodate neighbourhood interest preferences; may include sports areas for minor leagues, outdoor skating, water play, or space for special events and informal passive activities	Space should be associated with an elementary school; varies from 4 to 20 acres; will serve 5,000 people within a ¼ to ½ mile radius	Neighbourhood parks or park-school combinations, play fields for baseball, soccer and football; adventure playgrounds, wading pools, neighbourhood centres
Community space/park	Multi-neighbourhood Park	Should accommodate social, cultural, educational and physical activities of particular interest to the community; multi-purpose, year round, day/night activities; low level competitive sports with limited spectator space	Space typically associated with a secondary school; varies from 15 to 20 acres; will serve several neighbourhoods or 15,000 to 25,000 people within a ½ to 1 ½ mile radius	Community park or park-school combination; facilities for playgrounds, recreation centre, meeting rooms and library; track and field areas, sports fields, arena and swimming pool
City-wide park or urban space	From GIS - Open Space Park	Should provide specialized facilities for populations; will accommodate the preservation of unique historical, cultural or natural areas	Parks can be 25 to 200 acres; accessible to all residents by private and public transportation; should not exceed ½ hour driving time; should be linked to other open space	Major city parks and areas left in their natural state; beaches, trails, and picnic areas; fair grounds, civic centres and major sports facilities
Regional Space/Natural Areas	From GIS - Open Space Park	Specialized areas for conservation and preservation of naturalized resources; usually involve more time-consuming activities, i.e. day-long picnics and family camping	Up to 500 acres or more, serving two or more municipalities; if possible, accessible by public transportation; within 20 miles or 1 hour drive of high density areas	Conservation areas, botanical gardens, regional and provincial parks; wildlife sanctuaries and naturalized reserves; scenic drives and waterway systems; air fields, ski areas, zoos and museums

Source: Modified from; Government of Ontario, Guidelines for Developing Public Recreation Facility Standards and Strathcona County, Draft Open Space and Recreation Facility Strategy

Park/School Playground Spaces (Ontario)

Area	Acres per 1,000 population	Service radius	Minimum size
Sub-neighbourhood areas	Included in neighbourhood and community parks	100 yard minimum	500 sq. ft.
Neighbourhood park and elementary school combination **	4	¼ to ½ mile	10 acres
Community park and secondary school combination **	3	1 to 1-1/2 miles	30 acres
Urban, regional and special use areas (including public golf courses and conservation areas)	13	up to 20 miles	50 acres
Total Green Space	20	Municipality	N/A

Source: Government of Ontario, Guidelines for Developing Public Recreation Facility Standards

** It is assumed that the park and the school are adjacent and completely accessible to each other. If they are not, then the acreage for the park and for the school should each be increased by 25 per cent. These figures include the space occupied by the buildings on each site and the parking areas.

* These open space standards, when used in a park-school combination, are recommended by the Sports and Fitness Division of the Ministry of Culture and Recreation. As well as this developed park land, it is suggested that there should be ten acres per 1,000 population of open space within the region that is left in its natural state.

Park Space Allocations (Ontario)

Area	Acres per 1,000 population	Service Radius	Size
Tot-lot	0.25 to 0.5	1/8 to ¼ mile (usually ¼ mile)	0.6 to 2.0 acres (usually 0.5 acres)
Parkette (vest-pocket park)	0.5	1/8 to ¼ mile	0.6 to 1.0 acres (usually 0.5 acres)
Neighbourhood Park (playground, local park, community park)	1.0 to 2.0	½ to 3 miles (usually 1 mile)	¼ to 20 acres (usually 6 acres)
Community Park (playfield)	1.0 to 2.0	½ to 3 miles (usually 1 mile)	4 to 100 acres (usually 8 to 25 acres)
City Park (municipal park, sub-regional park)	5.0	½ to 3 miles (usually 2 miles or ½ hour driving time)	25 to 200 acres (usually 100 acres)
Regional Park	4.0 to 10.0	20 miles or 1 hour driving time	25 to 1,000 acres (usually 100 to 250 acres)
Totals	11.75 to 20.0		

Source: Canadian Parks and Recreation Association Open Space Study 1973

While the level of detail available from The City of Red Deer did not allow for detailed comparison to these standards, the overall amount of green space in Red Deer could be categorized according to these standards and compared to those listed. These standards tend to target about 20 acres of green space per thousand population or about 8.1 hectares. Of these 8.1 hectares, roughly 80% - 90% are provided through community parks (or larger) and the balance through neighbourhood parks (or smaller).

To assess how Red Deer compares to these levels, geo-mapping data was obtained from The City for all Neighbourhood and Community Parks (the only two classifications used by The City). These data were mapped (see below) and the areas analyzed.

In all, the green spaces mapped account for 1,056 hectares. With a population of 82,971, this translates into about 12.7 hectares per person – above the rough comparative standard of 8.1 hectares. Uncertainty in measurement, including a lack of agreement concerning typologies and definitions, makes arriving at definitive conclusions difficult. At the very least, however, it is true to say that Red Deer is ensuring that green space and parks are keeping pace with growth.

When looking at how green space and parks are being delivered (specifically in the distribution of smaller parks versus larger parks), we use the guidelines identified in the Red Deer Neighbourhood Planning Guidelines and Standards (Revised 2006) (NPGS) document for the four types of parks that are identified: Multi-Neighbourhood Park Sites, Neighbourhood Park Sites, Parkettes, and Linear Parks.

These standards and guidelines allow us to classify a majority of the 600 plus parks in Red Deer, though a few assumptions will have to be made.

Linear Parks are defined as linear parcels of land with a minimum width of 10 m (10 m squared = .001 hectares). As no upper end measurement of a linear park is provided, it is assumed that all parks smaller than “Parkette” size (0.2 to 0.8 Hectares) and above .001 hectares will be classified as Linear Park Sites.

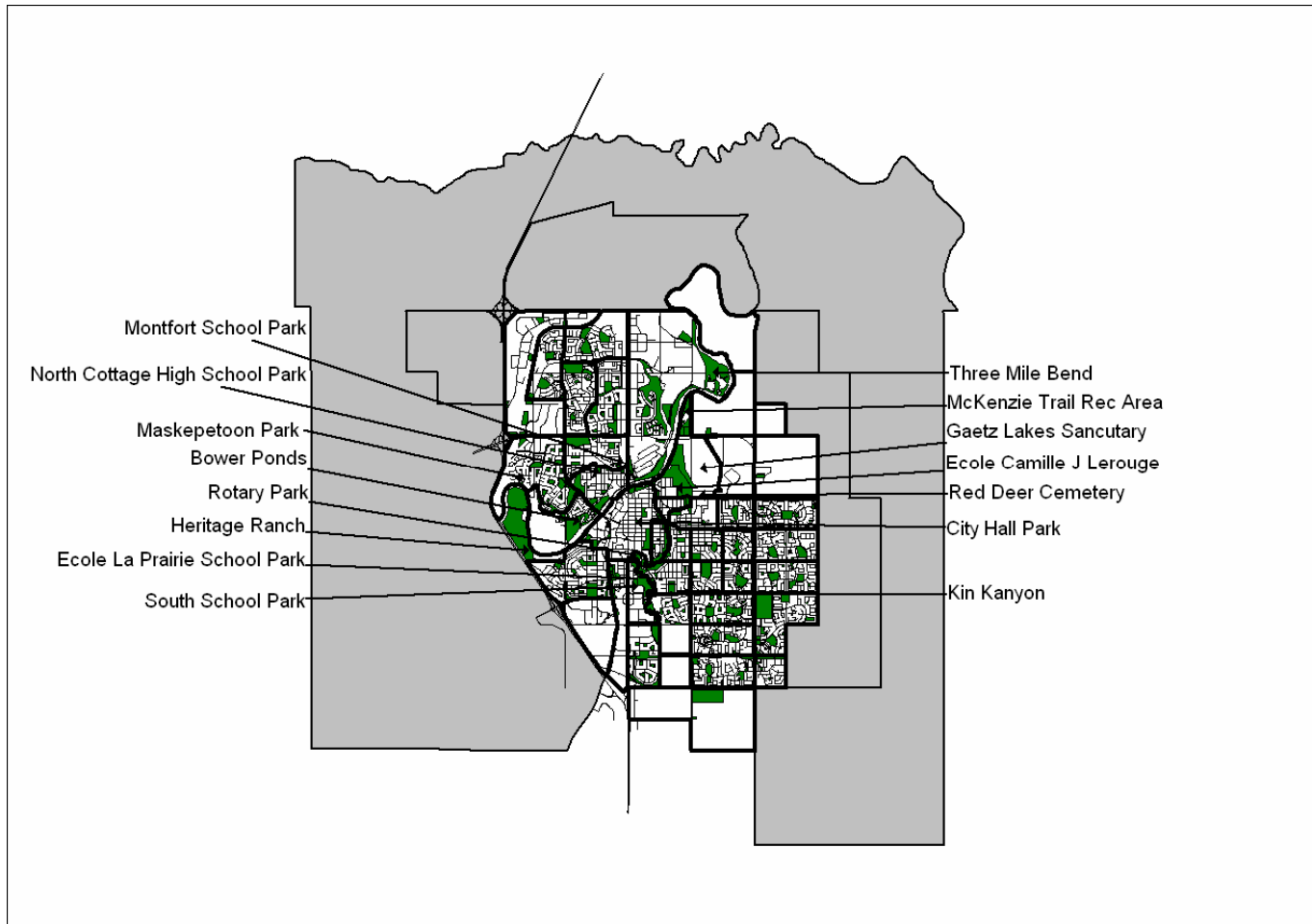
Multi-Neighbourhood Park sites are defined as 24 hectare sites and Neighbourhood Parks range from 2.5 to 5.0 hectares. There are several park sites identified in Red Deer that lie between 5.0 and 24 hectares. These will be labeled as Gap 1 in the Exhibit: *Neighbourhood Planning Standards and Guidelines – Park Classification*.

Neighbourhood Parks are 2.5 to 5.0 hectares and Parkettes are 0.2 to 0.8 hectares. However, there are several parks that fit between these ranges. These will be labeled as Gap 2 in the Exhibit: *Neighbourhood Planning Standards and Guidelines – Park Classification*.

Parks larger than 25 hectares will also be classified as Multi-Neighbourhood Park Sites for this analysis.

Proposed park requirements for Red Deer are based on these standards.

Red Deer Parks



*Exhibit: Neighbourhood Planning Standards and Guidelines
(Revised 2006) – Park Classification*

Park Category	Number of Parks	Average Size (Hectares)	Min (Hectares)	Max (Hectares)	Total (Hectares)
Multi-Neighbourhood Park	7	40.0	26.3	83.9	279.89
Gap 1	39	9.7	5.0	24.2	379.21
Neighbourhood Park	40	3.6	2.5	4.9	143.49
Gap 2	83	1.50	0.91	2.5	126.62
Parkette	225	0.50	.20	0.89	112.28
Linear Park	214	0.07	0.005	0.198	15.66

Using these classifications, approximately 75% of the green space provided to residents is in the form of a neighbourhood park or larger, which is in line with the standards outlined earlier. However, until a clearer definition of parks and park types is established and all parks under Gap 1 or Gap 2 are clearly labeled, analysis based on size of Neighbourhood Parks and Open Space parks cannot be more accurate.

Natural breakpoints were identified in neighbourhood park size distributions. A breakpoint of about 4.1 hectares was identified. Above this 4.1 hectare breakpoint were 38 neighbourhood parks totaling some 241 hectares. Based on size alone, these 38 parks may be better classified as community or open space parks, resulting in the following distribution:

Revised Parks and Open Space Classification

Type	Original Total Hectares	Revised Total Hectares	Revised Percent Distribution
Neighbourhood	594	353	33.4%
Open Space	462	703	66.6%
Total	1056	1056	100.0%

This revised set of numbers places Red Deer somewhat in line with recommended or target distributions. However, the 66.6% figure is still short of the recommendation that 80%-90% of parks be delivered through larger contiguous spaces.

Again, variation attributable to different classification and measurement approaches may account for these differences; however:

- ▲ A more detailed examination, especially as it concerns contiguous park size, is warranted in future plans.
- ▲ These data may explain why the majority of survey respondents thought the amount of park space was sufficient, yet still rated additional park space linking residential areas to the Waskasoo system as a key priority.

4.2 Recreation Facilities

The current inventory of recreation centres includes:

- ▲ Collicutt Centre – This facility offers many recreation elements in its 25,000 square metres under one roof. Aquatic facilities include a water park with salt water wave pool, waterslide, hot tubs, steam room, tots pool, lazy river & interactive water playground. The Centre also contains a 290-metre, four-lane track, fitness centre, field house, tennis, basketball & wall climbing facilities, ice skating, indoor soccer, meeting rooms, gymnastics, retail stores, food court, and an 85x200 foot (NHL-sized) ice rink with bleacher seating for 1,250 people. A public art collection is also housed at Collicutt Centre.
- ▲ G.H. Dawe Community Centre is a 14,000 m² complex that is shared by St. Patrick's School, G.H. Dawe Community School, Red Deer Public Library and G.H. Dawe recreation facilities. The public recreation facilities encompass 4,880 m² and offer the following: an indoor 25-metre salt water swimming pool, children's play pool with slide and fountain, 15 person whirlpool, sauna, ice arena (185ft by 85ft), and meeting rooms. A major renovation is currently underway for this facility. Once complete, the area encompassed for public recreation will have expanded to 7,550 m².
- ▲ The Recreation Centre is a 5,183 m² facility that includes an indoor 25-metre salt water pool with expanded deck, an indoor whirlpool, sauna and steam room, an outdoor children's wading pool, and an outdoor 50-metre pool with diving facilities. There are also fitness and lifestyle program areas, arts and crafts

program space, meeting rooms, administrative offices, and an art collection that is displayed throughout the building.

- ▲ Lion's Campground includes 126 full and semi-serviced sites, playground, laundry facilities, washrooms, showers, a sewage disposal station, hiking/biking trails, playgrounds and horseshoe pits.
- ▲ Stand Alone Arenas including:
 - ▲ Kinex Arena - One ice surface (NHL-size) that provides for ice activities generally from October to March and non-ice activities from April through August, meeting rooms and an on-site concession.
 - ▲ Red Deer Arena - One ice surface (NHL-size) that provides ice from September through June, with spectator seating for 1,363 people, meeting rooms, and an onsite concession. Non-ice activities occur during the rest of the year.
 - ▲ Kinsmen Community Arenas – Two ice surfaces (One NHL-size, one 185ft by 85ft) with meeting space and a concession on site. Off season, the facility is used for inline hockey, ball hockey and lacrosse.

4.2.1 Major Recreation Centres

While there are three recreation centres in Red Deer, the public's concept of what a recreation centre should be is likely embodied by what they see at the Collicutt Centre. Since its opening, the Collicutt Centre has demonstrated considerable success in terms of public usage. An indicator of this is the domination of the Collicutt Centre versus the Recreation and Dawe Centres in terms of memberships. A

simple plot of the concentration of recreation memberships reveals the strength, and potential weakness of the Collicutt Centre.

One of the strengths of the Collicutt Centre is obvious. As the premier facility within the city, it drives recreation membership and these memberships are concentrated around this facility. This facility may be having an impact on the expectations of users for the other two recreation centres and the resulting attendance there in comparative terms.

In the Plot of Recreation Memberships table (below), the numbers of people with recreation memberships are plotted against a map of Red Deer, along with the locations of the three major recreation centres. Areas with the highest numbers of memberships are shown in red, while lower numbers are plotted to cooler values – from orange, to yellow to green and finally, blue (representing no or virtually no memberships).

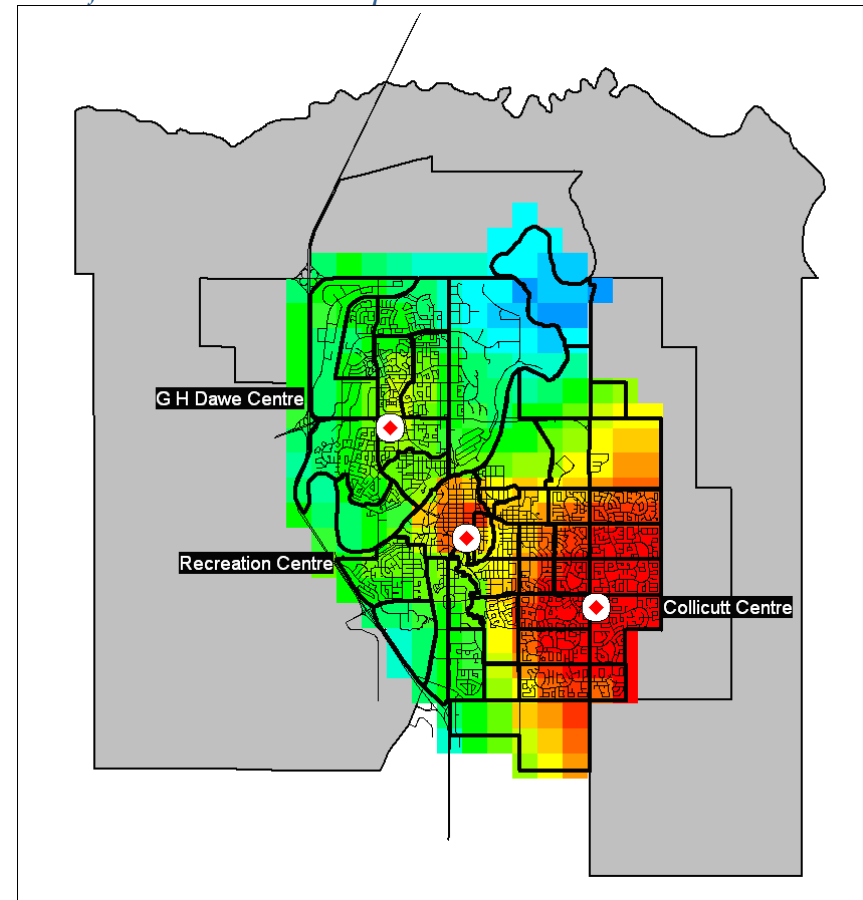
The plot of Recreation Membership Concentrations also shows the drawback of the Collicutt Centre; it largely serves the area south of the river and east of Gaetz Avenue, not the entire city as was originally planned.

While original expectations may have envisioned the Collicutt Centre as a facility servicing all of Red Deer, unanticipated and very strong population growth, combined with natural boundaries and traffic patterns (particularly those related to the Red Deer River), proved this to be unrealistic.

While the Collicutt Centre clearly dominates the city-wide perspective, the membership distribution map for each major recreation facility shows that each has its own well defined geographical market. Here, only members of the specific facility are

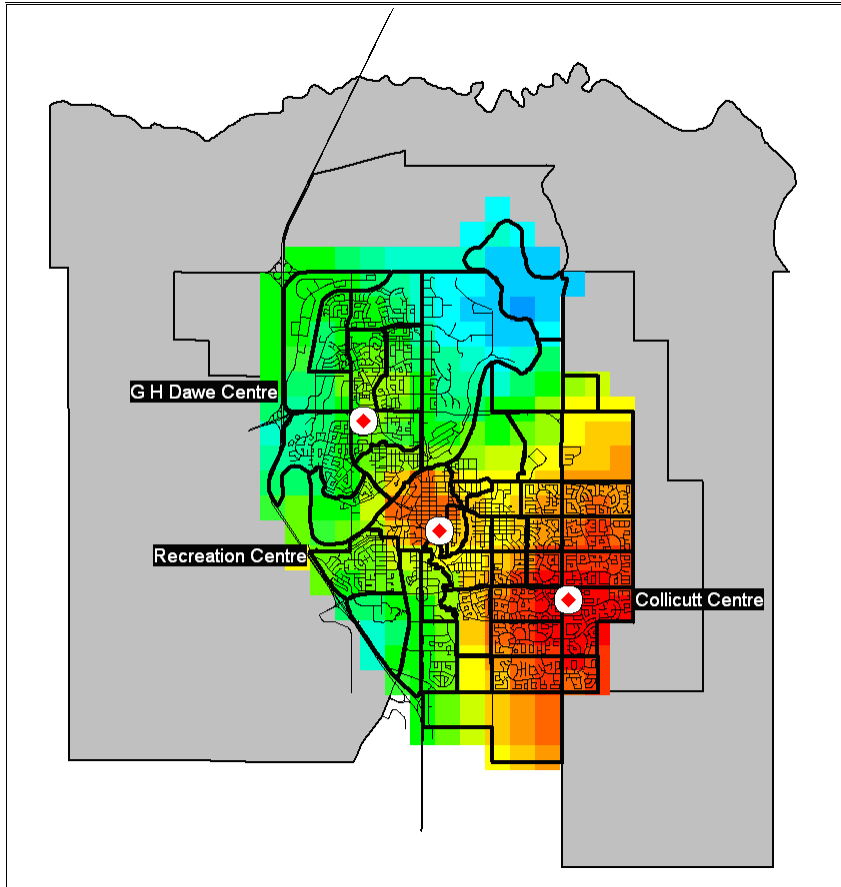
plotted to examine the importance of location and the ability of a facility to draw from its surrounding neighbourhoods.

Plot of Recreation Membership Concentrations



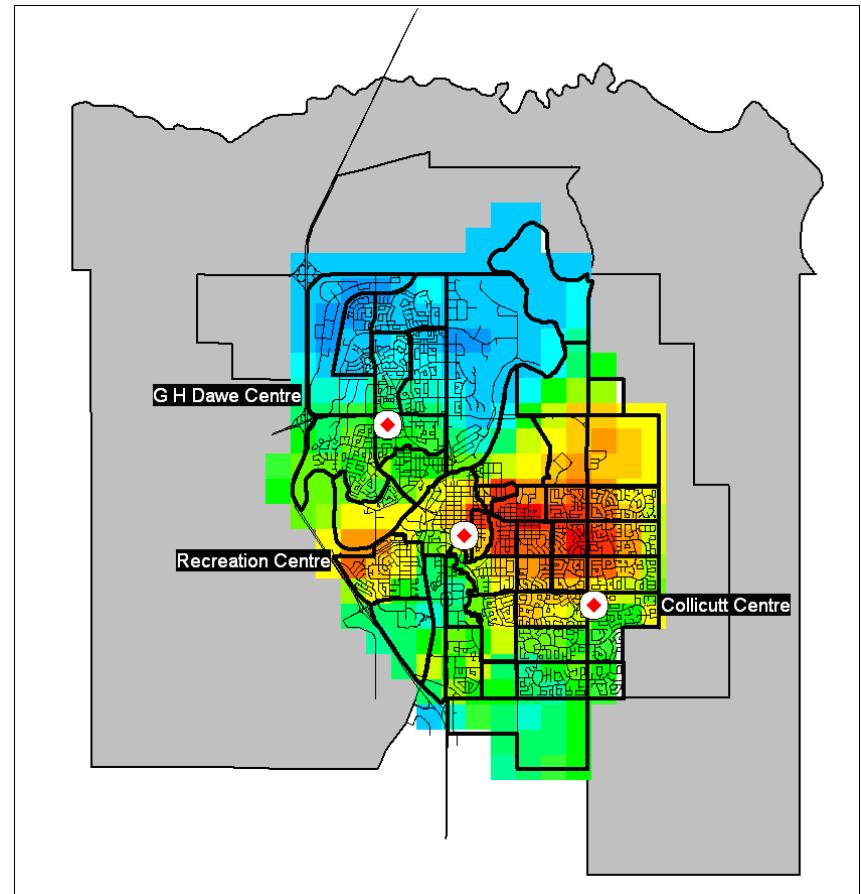
Source: Membership data provided by the City of Red Deer. Analysis and mapping by Converge Consulting Group Inc.

Collicutt Members



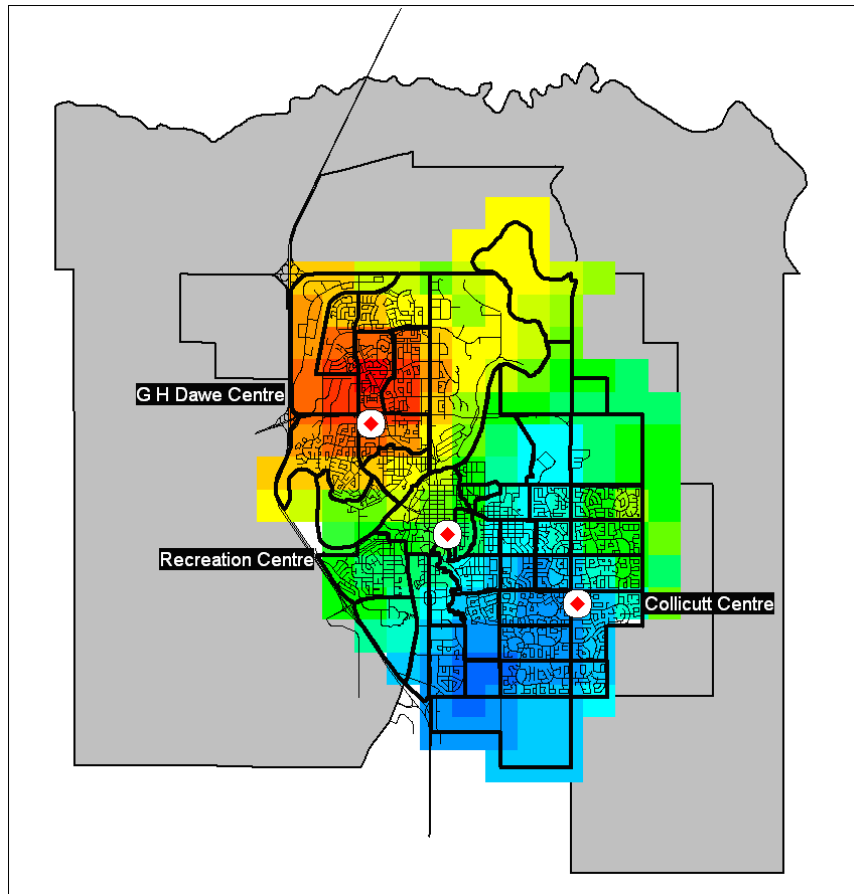
Source: Membership data, The City of Red Deer, analysis and mapping by Converge Consulting Group Inc.

Recreation Centre Membership Concentrations



Source: Membership data provided by The City of Red Deer. Analysis and mapping by Converge Consulting Group Inc.

Dawe Centre Membership Concentrations

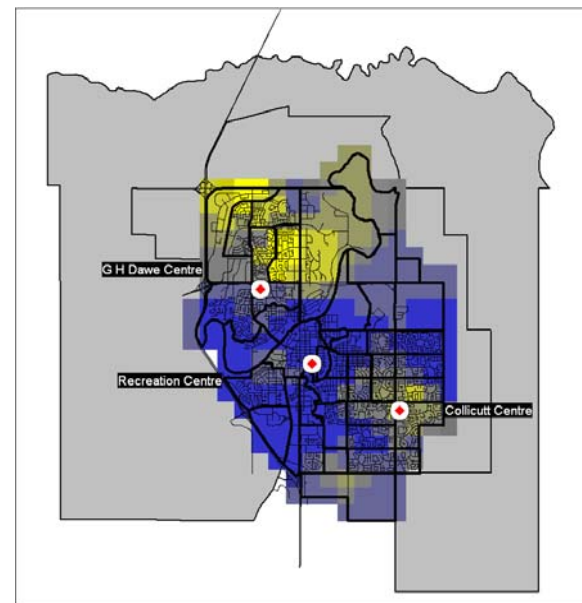


Source: Membership data provided by the City of Red Deer. Analysis and mapping by Converge Consulting Group Inc.

Lastly, casual users (drop in users without a membership) were identified as they used the three major recreation facilities. Places of residence were established by postal code and concentrations of casual users were then plotted accordingly.

As the plot indicates by the absence of ‘hot’ areas, the number of casual users surveyed was relatively low. Nevertheless, the plot provides a clear picture. Casual users tend to live in the north section of the city. There is some concentration of casual users near Collicutt Centre, but this is minor in comparison to the concentrations in the northwest area of Red Deer.

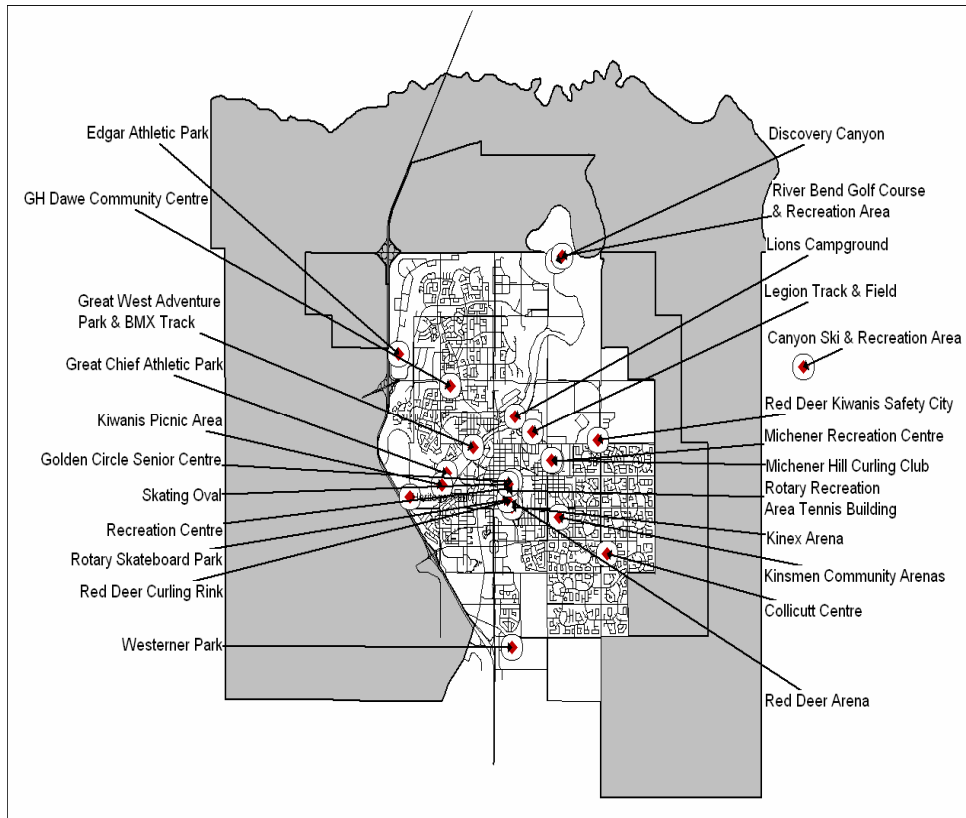
Casual User Locations



4.2.2 Other Recreation Facilities

The inventory of recreation facilities is mapped below and detailed in the following pages.

Recreation Facilities



4.2.3 Schools

Land used for elementary and junior high school sites also normally acts as the neighbourhood central park site, and typically has the same recreation facilities, which are:

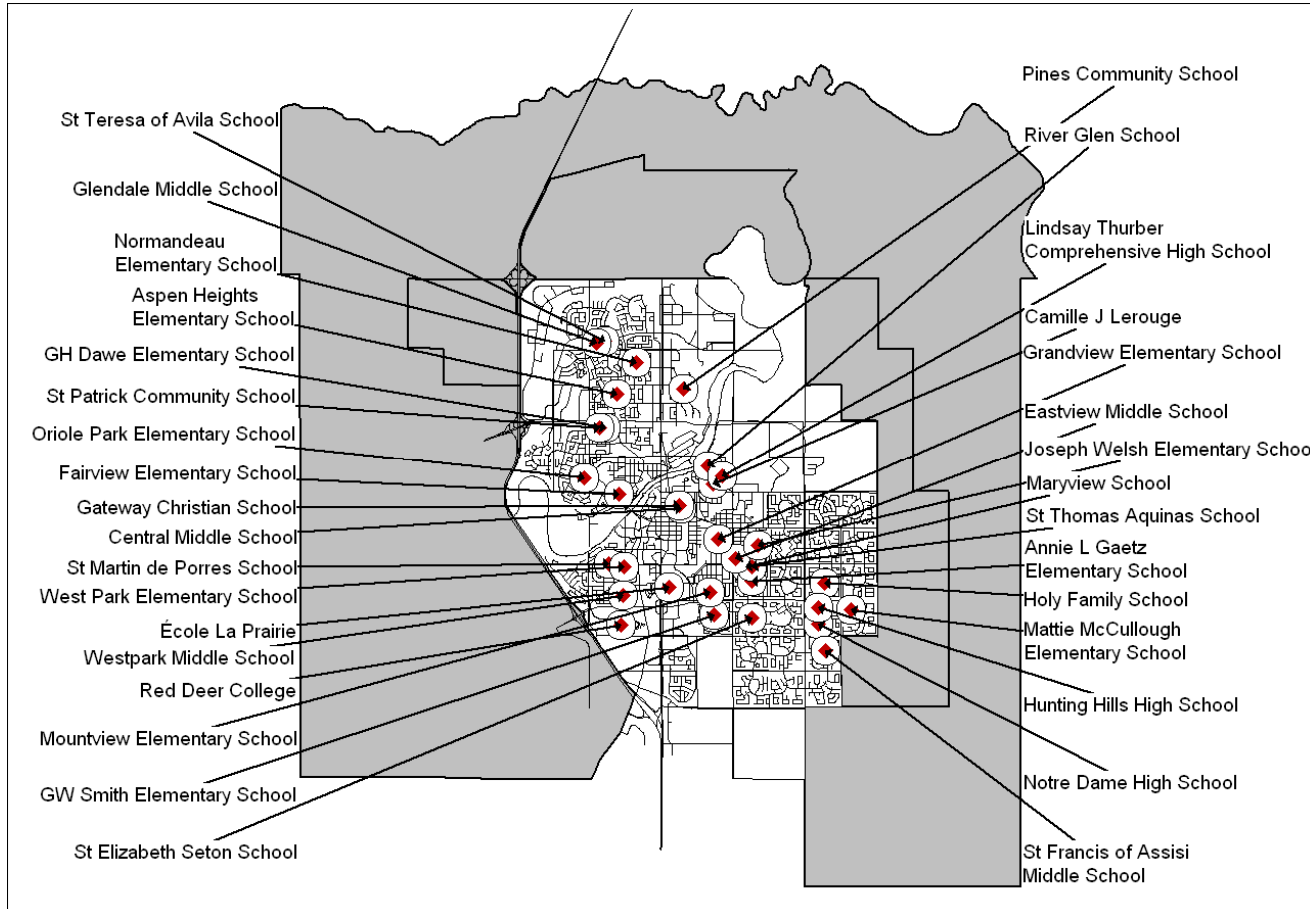
- ▲ 1 - 2 sports field(s) (ball diamond/soccer field), with priority on soccer field if only 1 is being provided.
- ▲ multipurpose asphalt pad (basketball court and 2 tennis courts, surface for boarded and lit ice rink).
- ▲ 1 junior playground
- ▲ 1 senior playground
- ▲ snow bank rink
- ▲ potential for an activity centre
- ▲ an asphalt parking pad, benches, and garbage receptacles are also provided
- ▲ asphalt trails through/to the site are also typically provided
- ▲ high school sites also contain:
 - ▲ more than one Class 'A' soccer field
 - ▲ more than one Class 'B' ball diamond
 - ▲ a multipurpose pad;

The site may contain other features as well, depending on discussions with the school boards and what other functions the site will have (i.e., will it contain a major recreation facility like the Collicutt Centre). Schools may wish to have volleyball courts, track

and field facilities, or separate outdoor basketball courts. If the site is combined with city-wide facilities, junior and senior level playgrounds would typically be added, well distanced from the school(s).

The City of Red Deer has a joint use agreement with the three boards of education, public, separate and francophone. In addition to the outdoor spaces, citizens and organizations in Red Deer are able to access gymnasiums and classrooms for recreation and culture activities.

Red Deer Schools



4.2.4 Community Activity Centres

Currently, The City has “Activity Centres” located in each community. These are primarily used to support outdoor rinks in the winter and day camps in the summer. Activity centres are classified into the following types:

Type	Amenities
Type I	washrooms change area first aid kit
Type II	Type I plus: kitchen small meeting room
Type III	Type I plus kitchen hall

Source: City of Red Deer

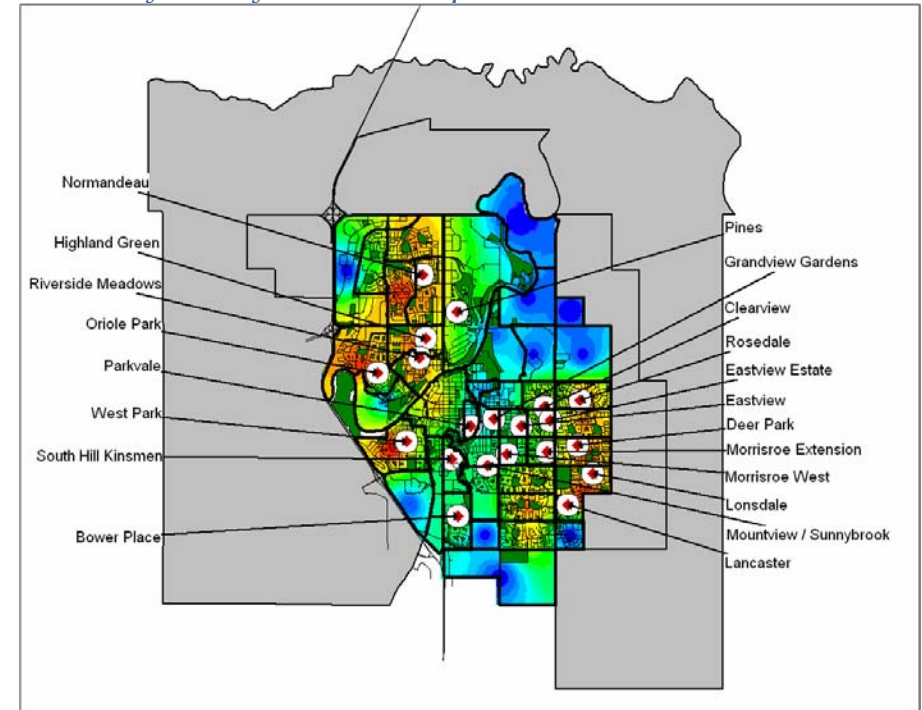
Community activity centres provide a significant contribution to recreation opportunities within Red Deer. In all, there are 21 community activity centres, of which 5 are located north of the river.

The location of community activity centres is mapped against population concentrations within the city. Again, hotter colors represent greater levels of population.

Analysis indicates an apparent oversupply of community activity centre resources in areas south of the river when compared to the areas north of the river. The south has significantly more locations, even where population concentrations are smaller.

This analysis was extended to an analysis of populations north and south of the river to see if the number of facilities per capita was in fact higher on one side or the other.

Community Activity Centres and Population



Source Data: The City of Red Deer. Mapping and Analysis Converge Consulting Group

Community Activity Centres per Capita

Location	Community Associations	Population	CAs per Pop
North of river	5	28,436	1/5700
South of river	16	57,267	1/3600

If The City continues to use the standard of one activity centre for each half section, then new areas will meet the current established standards. However, the existing portion of north Red Deer, given its population, will remain significantly underserved by this amenity as compared to the south side.

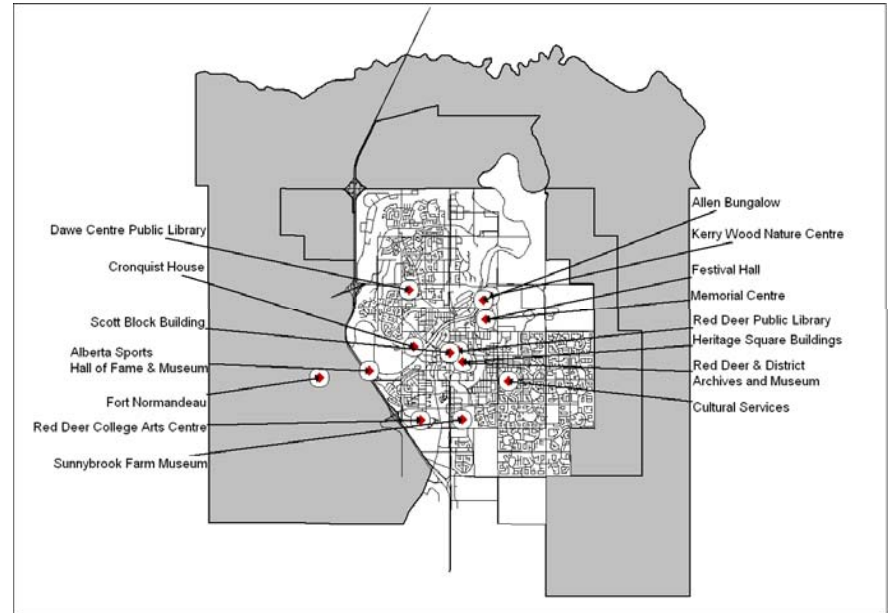
4.3 Cultural Facilities

Current larger culture assets belonging to The City of Red Deer include:

- ▲ Culture Services Centre including Culture Services administrative offices, performing and visual arts studios, the Viewpoint Gallery, a multipurpose studio, the office of the Red Deer Symphony Orchestra, and a private artist's studio.
- ▲ Red Deer & District Museum and Archives.
- ▲ Heritage Square, located within Rotary Recreation Park.
- ▲ The Memorial Centre and Festival Hall
- ▲ Cronquist House
- ▲ Kerry Wood Nature Centre, Allen Bungalow and Fort Normandeau

Several additional assets are available in Red Deer, but are not owned by The City; these include: libraries, Scott Block, RDC Performing Arts Centre, Snell Gallery and Sunnybrook Farm. The performing arts facilities are limited in their capacity to serve larger audiences. The RDC Performing Arts Centre holds 560 people and the Memorial Centre 700. If Red Deer citizens are to enjoy concerts and other productions requiring larger purpose designed spaces, a large space is required.

Red Deer Cultural Facilities



4.4 Gaps in the Recreation, Parks and Culture Inventory

Where do the shortfalls in inventory exist? What are the implications or options for The City of Red Deer in terms of addressing these gaps? Answering these questions is the purpose of this section of the report.

Identifying the gaps in inventory is largely a process of comparing existing inventory with the needs and requirements of citizens. When this comparison is done, the following conclusions are made:

- ▲ The citizens of Red Deer are well served with the number and quality of recreation, parks and culture assets in the community. While there are gaps, most of these are not so much a function of existing inventory levels, but rather a function of the impact rapid growth will have on the demand for recreation, parks and culture assets. This conclusion is supported by both the community survey data and data arising from comparison with other communities as demonstrated in the table on page 55.
- ▲ Parks and green spaces are a source of pride for the community. In fact, many Red Deer residents define their city by its parkland. While this strong reputation for the number and quality of parks has been well deserved, the degree to which it is a real source of differentiation between Red Deer and other communities is diminishing. Three specific gap areas are:
 - ▲ Trails and, more specifically, linking trails and pathways connecting residential areas to the larger Waskasoo Park System.

- ▲ The number of larger outdoor parks with active recreation facilities (including ball diamonds and soccer pitches), which are currently at, or close to capacity.
- ▲ The gap between the reality of Red Deer's parks and the community expectation that parks be a defining feature of their city.
- ▲ Recreation facilities are largely meeting the needs of Red Deer citizens. However, there is a gap in the level of recreation assets provided to residents currently living north of the Red Deer River. While residential growth is largely projected in the northeast, most of this growth will still be south of the Red Deer River because of the angle at which the river flows through the city. New recreation assets are also likely to be located south of the river, as they tend to be developed alongside residential populations. In essence, a smaller residential pocket is being created in the northwest, bounded by industrial/commercial development on three sides and by the river on the fourth. This situation is isolating it somewhat from future recreation facility development.
- ▲ Cultural facilities are the only general area in which citizens expressed lower satisfaction levels – especially among younger demographic groups. The data suggests that the design and type of cultural facilities historically provided is not necessarily aligned with the needs and preferences of this group.

4.4.1 Capacity Comparisons

The number of municipally owned or municipally affiliated recreation, parks and culture facilities in Red Deer was compared to other communities to gain some insight into the levels of service (measured by the number of facilities per capita) provided. Data concerning major recreation and leisure assets were gathered from the communities of:

- ▲ Richmond
- ▲ Saskatoon
- ▲ Grande Prairie
- ▲ Lethbridge

These were then compared with population counts to compute per capita service levels. These results are detailed in Per Capita Service

Levels by Major Asset Type. The proposed standards for Red Deer are based on an examination of existing inventory relative to the Comparative Communities. The resulting standards are a synthesis of this analysis.

As the data in *Per Capita Service Levels by Major Asset Type* demonstrates, Red Deer is not out of step with comparative jurisdictions in any of the major recreation asset categories. However, community activity centres, outdoor rinks and tennis courts appear to be oversupplied at this time.

The proposed standards were assessed against the current inventory in Red Deer relative to projected population growth. Future needs for facility development in Red Deer are identified in *Identified Need*.

Per Capita Service Levels by Major Asset Type

Asset Type	Red Deer	Richmond	Saskatoon	Grande Prairie	Lethbridge	Suggested Standard for Future
Population	82,971	185,400	214,000	50,227	81,692	
Indoor Sports & Recreation						
Multiplexes	1/41,485	0	1/53,500	1/25,113	0	1/40,000
Pools	1/20,742	1/92,700	1/53,500	1/50,227	1/11,670	1/24,000
Arenas	1/13,828	1/92,700	1/53,500	1/16,742	1/13,615	1/15,000
Curling Ice Sheets	1/6,914	1/23,175	1/7,642	1/6,278	1/8,170	1/6,500
Activity Centres (Type I & Type II)	1/3,951	None reported	None reported	None reported	None reported	
Community Centres (Type III - Bower)	1/82,971	1/20,600	None reported	1/50,227	None reported	1/20,000
Outdoor Sports & Recreation						
Playgrounds	1/638	1/3,635	1/1,182	1/837	1/756	1/750
Ball Diamonds	1/932	1/685	1/1,237	1/1,116	1/1,119	1/1,200
Golf Courses (Municipal)	(included below)	0	1/71,333	0	1/81,692	1/city**
All Golf Courses	1/4,149*	1/30,900	1/42,800	1/6,371	1/8,169*	N/A
Pools (Outdoor)	1/82,971	1/92,700	1/71,333	1/50,227	0	1/city
Outdoor Rinks	1/1,383	0	1/4,038	1/1,092	1/81,692	1/2,000
Tennis Courts	1/2,440	1/3,635	1/5,220	1/5,581	1/5,446	1/5,000
Sports Fields	1/1,064	1/3,784	1/2,816	1/1,069	1/1,276	1/2,000
Green & Open Spaces						
Open Space (ha)	1/61	1/54	1/268	1/83	1/35	1/75
Trails (km)	1/584	1/4,635	1/1,372	1/1,570	1/571	1/750
Nature Centres	1/82,971	1/185,400	1/107,000	1/25,114	1/81,692	1/city
Culture & Heritage						
Theatres (total)	1/41,485	1/185,400	1/53,500	1/25,113	NR	1 /50,000
Theatres (1,500+ capacity)	0	0		0		
Museums	1/82,971	1/92,700	1/35,666	1/25,113	NR	1/city

* Within 30 minute driving radius.

** There is one municipally supported golf course in Red Deer. This chart identifies municipally owned facilities for recreation, parks and culture

Identification of Need

Facility Level & Type	Current Standard	Current Inventory	Currently Required	Population Thresholds			
				2011	2016	2021	2026
				100,941	112,290	119,486	131,049
Multiplexes	1/40,000	2	0	0	1	0	1
Indoor Pools	1/25,000	4	0	0	0	1	0
Arenas	1/15,000	6	0	1	0	1	0
Community Centres	1/20,000	1	3	1	0	1	0
Curling Sheets	1/6500	12	0	4	0	2	1
Theatre	1/city	0	1	0	0	0	0
Museums	1/city	1	0	0	0	0	0
Playgrounds	1/750	130	0	8	8	8	10
Ball Diamonds	1/1200	89	0	0	5	6	13
Outdoor Pools	1/city	1	0	0	0	0	0
Activity Centres	1/3951	20	0	4	3	1	3
Outdoor Rinks	1/2000	60	0	0	0	0	6
Tennis Courts	1/5,000	34	0	0	0	0	0
Sports Fields	1/1,200	78	0	6	10	6	9
Open Space (Ha)	1/75	1370	0	7	87	81	139
Trails (Km)	1/750	142	0	0	4	8	8
Nature Centres	1/city	1	0	0	0	0	0
Golf Courses	1/city	1	0	0	0	0	0

Current Population 82,971

Swimming pools and arenas are listed individually in the Pools and Arenas column even if they are part of a multiplex. Actual arenas and pools in the community are listed independently of the combined facilities.

Based on the analysis of facilities, standards and population growth proposed for Red Deer (as noted in the previous tables), there are potential capital cost implications for facility development now and into the future. The following chart identifies these costs in 2008 dollars:

Projected Costs to 2026

Capital Cost Implications	Facility Need	Low Estimate (per facility) (millions)	High Estimate (per facility) (millions)
Multiplex	1	75	100
Indoor Pool	1	35	50
Arena	2	8	10
Community Centre	5	2.5	3.0
Community Activity Centre	11	1.5	2.0
Curling Sheets	7	.75	1
Theatre	1	20	25
Playgrounds	34	.50	.75
Ball Diamonds	24	.25	.35
Outdoor Rinks	6	.30	.40
Sports Fields		.25	.35
Trails (km)	20	.15	.20
Open Space			
Neighbourhood Parks			
Multi-Neighbourhood Parks			
Natural Areas			
Athletic Park	1	12	15

