



## **Needs Assessment Survey**

**FINAL REPORT**

January 11, 2021

## Needs Assessment Survey Committee

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## Acknowledgements

The Needs Assessment Survey Committee gratefully acknowledges the guidance of Erin Flaherty (Neighbourhood Resource Coordinator, City of Edmonton) and the support of Wyatt Boudreau (summer student) for survey development and analysis. Thanks to the 124 respondents who took the time to complete the survey.

# Executive Summary

## Aim

In October of 2020, the Strathcona Centre Community League (SCCL) conducted a needs assessment survey to help the board prioritize competing visions for the future of SCCL. The results of the survey will help determine what amenities, programs and facilities are used, desirable and needed in our community.

The thrust of the survey was threefold:

- Determine views on commonly discussed potential additions to the SCCL's amenities, programs and facilities. For example, the SCCL sought to gauge interest in developing a pickleball court.
- Using open-ended and qualitative questions to determine the priorities of SCCL members in terms of programming.
- Better understand who SCCL serves by gathering basic demographic information about the SCCL's membership.

These three components serve to inform the board, and the broader Strathcona community, of the priorities and preferences of respondents so that the SCCL can make evidence-based decisions.

## Methodology

The survey was completed using an online survey through Google Forms supplemented by a paper survey. The survey was open from October 6, 2020 to October 27, 2020. The survey had 50 questions and received 124 responses from residents residing within the boundaries of Strathcona community.

The survey used defined multiple choice (quantitative) questions and open ended (qualitative) and. Quantitative questions were used in three areas.

- Where the board was interested in the specific composition of the memberships' opinions on questions, such as whether people would prefer pickleball to tennis.
- Gather a snapshot of the memberships' household compositions to inform future decisions.
- Measure the frequency of use of SCCL programs, amenities and facilities.

The qualitative elements asked specific questions, often with reference to a specific space or facility, that had open-ended answer fields. These types of questions were used to draw out respondents' opinions on what ought to be done with various spaces whose uses are often conflicting. These questions encouraged respondents to provide creative and out-of-the box ideas and suggestions.

## Results

One of the purposes of the survey was to gauge awareness of programs offered. Findings around awareness include:

- Of the 29 programs, benefits and amenities listed as offered by the SCCL, 22 are known by a minimum of 70% of respondents.
- Activities with a high level of awareness include yoga (96%), open skate (92%), big bin (91%) and pub nights/family nights (91%).
- Newer programs such as Fun Ball, Move with Ease & Joy, and free membership to the Edmonton Tool Library had relatively low awareness.

Activities that appeal to all ages such as the fall barbeque, open skate, pub nights/family nights and Winterfest had the highest level of use in the past two years and consideration for future use. More than half of the respondents (56%) have no preference for a drop-in program or a registered program while 29% would prefer a drop-in program and 15% prefer a registered program.

Other notable results came from respondents' rating of what are the relatively most important community led projects to them. Those activities listed as very important/somewhat important included hall kitchen improvements (77%), hall expansion – major renovations (67%), tennis (66%), pickleball (61%), off lease dog park (57%) and adult ice hockey (44%). The top mentions for other activities/amenities to be considered were outdoor sports and recreation, community building, and celebrating neighbourhood arts (e.g., mini folk fest).

In terms of frequency of use, the survey found that the large ice rink is the most used space. Additionally, it found that at least 50% of respondents use the spray park and playground area in Strathcona Park. Finally, one in five respondents (20%) use the Community Garden.

The survey was also used to determine what improvements to spaces that respondents would like to be considered. Respondents offered a variety of opinions but some notable suggestions included more outdoor sports or recreation, more festivals or seasonal events, space for dogs, playground upgrades, and expansion of the Community Garden.

With respect to the type of community league involvement, the top two responses were to connect with neighbours (63%) and to be involved occasionally with special events or fundraising" (57%).

To obtain a snapshot of the respondents who participated in the survey, several demographic questions were asked. One third of the respondents (33%) live in a two-person household and 18% live alone. Not many families with children (0-17) in the household participated in the survey (15%). More than three-quarter (78%) live in a single family home/duplex and 18% reside in an apartment or condo. Ten percent of respondents indicated that a member of their household had a physical challenge and/or special needs. The majority of respondents (82%) stated that their first language is English.

## Coding

Because the responses of the qualitative questions were open ended, they provide valuable insights. Qualitative responses were grouped into categories if there was more than one response with a similar idea. If a general opinion, for example, to increase the SCCL building's accessibility by adding an elevator, was expressed by more than one respondent, a category was created. Opinions that were unique were put in an 'other' category. Responses could be coded into more than one category. For instance, if someone expressed that they thought the SCCL building required an elevator *and* new lighting, it would be coded as a response *for* an elevator and *for* new lighting (assuming there is more than one respondent in favour of lighting).

## Representativeness

This survey cannot be said to be representative of the broader community in any statistically significant way because a number of the criteria that must be fulfilled for having a representative sample have not been met. For example, a sample that is representative of the broader population must be randomly drawn. In this case, respondents effectively self-selected into responding to the online survey and therefore cannot be understood as randomly selected.

On one hand, the information reported by this survey can be used for guiding the board on future decision-making. On the other hand, the results from this survey should not be used without further exploration (e.g., using focus groups).

## A. Background

*The purpose of a community league is to improve the quality of life of local residents through social, cultural, recreational and educational programs and services. Community leagues create awareness and give residents a voice regarding land use, community projects, transportation, and other matters impacting their neighbourhood.*

During the last few years, the board of directors of the Strathcona Community League (SCCL) received inquiries and suggestions from the community about the use of outdoor spaces, hall facilities, programs, and activities. In the spring of 2020, the board established a committee of four members to review public engagement documents and sample surveys from the City of Edmonton Neighbourhood Resource Coordinator in order to develop a questionnaire for a survey. The committee received support from a summer student to refine the survey, analyze and format results.

As the Strathcona community continues to grow, the SCCL board needs feedback to help them prioritize competing visions for the future of the league. This report presents results from the SCCL Needs Assessment Survey. The aim of the survey was to determine the needs and wants of the SCCL's membership to the league facilities, programs, and amenities to guide SCCL decision-making.

The thrust of the survey was threefold:

- Determine views on commonly discussed potential additions to the SCCL's amenities, programs and facilities. For example, the SCCL sought to gauge interest in developing a pickleball court.
- Using open-ended and qualitative questions to determine the priorities of SCCL members in terms of programming.
- Better understand who SCCL serves by gathering basic demographic information about the SCCL's membership.

These three components serve to inform the board, and the broader Strathcona community, of the priorities and preferences of respondents so that the SCCL can make evidence-based decisions.

While the COVID-19 pandemic has impacted the usage of amenities and programs, respondents were asked to indicate their usage during the past two years prior to COVID-19.

The survey introduction offered questions for the respondents to consider

- How might we use facilities differently or similarly throughout the seasons?
- Is there aging infrastructure that needs attention?
- What should be priorities for programming and amenities?
- How can we appeal to all ages?

## B. Methodology

For reasons of cost-efficiency, time, accessibility and reach, the committee chose to develop and implement an online survey through Google Forms supplemented by a paper version.

The survey used defined multiple choice (quantitative) questions and open ended (qualitative) and. Quantitative questions were used in three areas.

- Where the board was interested in the specific composition of the memberships' opinions on questions, such as whether people would prefer pickleball to tennis.
- Gather a snapshot of the memberships' household compositions to inform future decisions.
- Measure the frequency of use of SCCL programs, amenities and facilities.

The qualitative elements asked specific questions, often with reference to a specific space or facility, that had open-ended answer fields. These types of questions were used to draw out respondents' opinions on what ought to be done with various spaces whose uses are often conflicting. These questions encouraged respondents to provide creative and out-of-the box ideas and suggestions.

Prior to the launch, the committee pretested the preliminary version with a small sample of community residents to seek feedback on content, structure, wording, pictures, question flow, and length. Revisions were made to the questionnaire and formatted on Google Forms. The final survey version had 50 questions.

To encourage league and community members to respond to the survey, the league publicized the survey and link on the website, newsletter (online and print), and social media (Facebook, Twitter and Nextdoor). Paper copies were available at the hall. Two reminders were sent via digital communications during the data collection period. As an incentive for participation, 10 names were to be drawn for free community league memberships and a single name drawn for a \$50 gift certificate to No Frills grocery store.

The survey was open from October 6, 2020 to October 27, 2020 and received 124 responses from residents residing within the boundaries of Strathcona community.

## Coding

Because the responses of the qualitative questions were open ended, they provide additional insights. Qualitative responses were grouped into categories if there was more than one response with a similar idea. If a general opinion, for example, to increase the SCCL building's accessibility by adding an elevator, was expressed by more than one respondent, a category was created. Opinions that were unique were put in an 'other' category. Responses could be coded into more than one category. For instance, if someone expressed that they thought the SCCL building required an elevator *and* new lighting, it would be coded as a response *for* an elevator and *for* new lighting (assuming there is more than one respondent in favour of lighting).

## Representativeness

This survey is not considered to be representative of the broader Strathcona community in any statistically significant way because a number of the criteria that must be fulfilled for having a representative sample have not been met. For example, a sample that is representative of the broader population must be randomly drawn from a population list but there is not a list of email addresses for all households in Strathcona. For the needs assessment survey, respondents effectively self-selected into responding to the survey and therefore cannot be understood as randomly selected. League members receiving the survey notification by e-newsletter are more likely to respond to the survey than residents in the community.

On one hand, the information reported by this survey can be used for guiding the board on future decision-making. On the other hand, the results from this survey should not be used without further exploration (e.g., using focus groups).

## C. Results

Detailed results to quantitative questions are presented in Appendix A. Coded responses to qualitative questions are presented in Appendix B.

### Programs, Benefits and Amenities

While determining which programs, benefits and amenities are desired, it is important to gauge the community's awareness of what is currently offered at the Strathcona Community League. Of the 29 activities listed as offered by the SCCL, 22 are known by a minimum of 70% of respondents.

The activities with the highest frequency of **awareness** were yoga (96%), open skate (92%), big bin (91%) and pub nights/family nights (91%). Newer programs such as Fun Ball, Move with Ease and Joy, and the Free Membership for the Edmonton Tool Library had less awareness.

Activities that appeal to all ages such as the fall barbeque, open skate, pub nights/family nights and Winterfest had the highest level of **use** in the past two years and consideration for **future use**.

More than half of the respondents (56%) have no preference for a drop-in program or a registered program while 29% would prefer a drop-in program and 15% prefer a registered program.

### Community Led Projects

This section explored respondents' interest in some of the ideas that SCCL received. The survey noted that even with enough interest in new ideas, the League requires the City of



Edmonton's approval when it come to the grounds and infrastructure of the community league (Tripartite License Agreement).

Respondents were asked to indicate the importance of six new activities/amenities. The activities rated as very important or somewhat important were hall kitchen improvements (77%), hall expansion – major renovations (67%), tennis (66%), pickleball (61%), off leash dog park (57%) and adult ice hockey (44%).

An open-ended question asked if there were any other activities/amenities under community lead projects that should be added to the list for consideration. The highest mentioned activities were outdoor sports and recreation, community building, and celebrating neighbourhood arts (e.g., mini folk fest).

### **Use of Facilities and Spaces**

The survey asked about the use of SCCL facilities and spaces in all seasons. The large rink was the most used space: 43% in the summer and 58 % in the winter. The small ice rink/basketball/ball hockey/Zumba was used less frequently, 12% in the summer and 42% in the winter. More than half of the respondents have used the playground space in Strathcona Park (51%) and spray park and surrounding area (50%).

Open-ended questions provided the opportunity to respondents to make suggestions for future improvements to each of the spaces. Categories were created for the suggestions but it should be noted that the majority of respondents did not offer any suggestions.

### **New Program Suggestions**

SCCL received interest in potential new programs in 2020. Slightly more than half of the survey respondents (50.4%) indicated that they would be interested in playing pickleball if courts were available at the SCCL. Fourteen percent play pickleball while 7% belong to a pickleball club/league/organization.

Thirty percent of respondents own a dog. Approximately 61% indicated that a dog park at the League would add value to the League activities. SCCL launched a pilot off leash dog park in the tennis court in February 2020 but shut it down in mid-March due to the mandatory public health measures relating to the COVID-19 pandemic. Approximately 12% of survey respondents used the dog park more than once a week.

The top mentioned projects or proposals that respondents would like to be considered are green initiatives and more programming (not specified).

## Community Member Involvement

The success and sustainability of the SCCL depends on committed and actively involved residents. Respondents could select one or more answers for the type of involvement of interest to them. The top two responses were “to connect with my neighbours, e.g., by hosting or attending block parties or other activities” (63%) and “to be involved occasionally, e.g., help at special events, participate in fundraising” (57%). Eleven percent were interested in being involved as a league board member. More than one in four respondents (28%) were interested in being part of a committee and focusing on one project. Approximately 14% were not able or not interested in being involved with the community league.

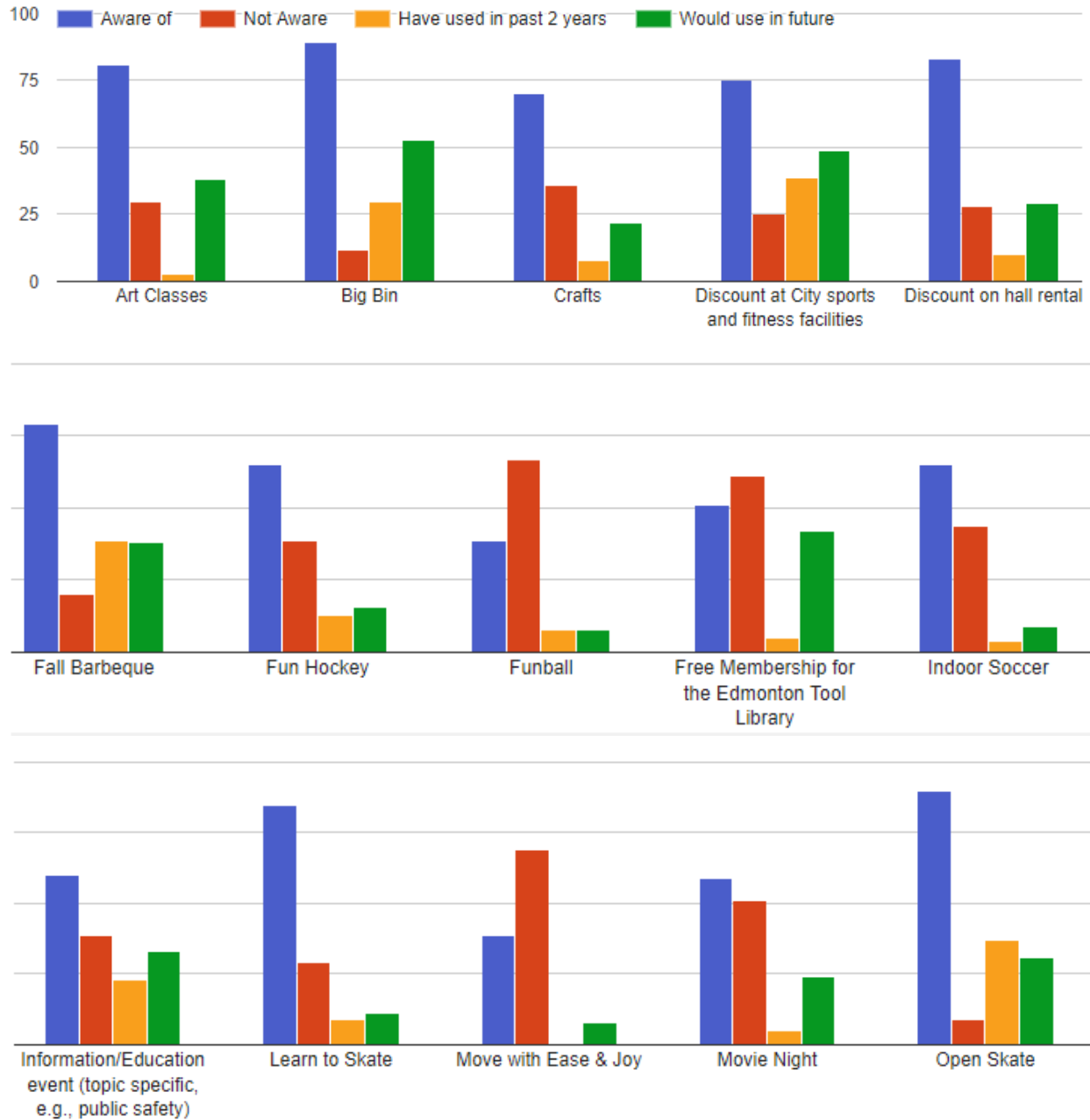
To obtain a snapshot of the respondents who participated in the survey, several demographic questions about household composition, age groups, languages spoken, and physical challenges and/or special needs were asked. One third of the respondents (33%) live in a two-person household and 18% live alone. Not many families with children (0-17) in the household participated in the survey (15%). The adult age groups in survey households were 18-25 (13%), 26-45 (46%), 46-64 (42%) and 65+ (24%). More than three-quarter (78%) live in a single family home/duplex and 18% reside in an apartment or condo. Ten percent of respondents indicated that a member of their household had a physical challenge and/or special needs. The majority of respondents (82%) stated that their first language is English.

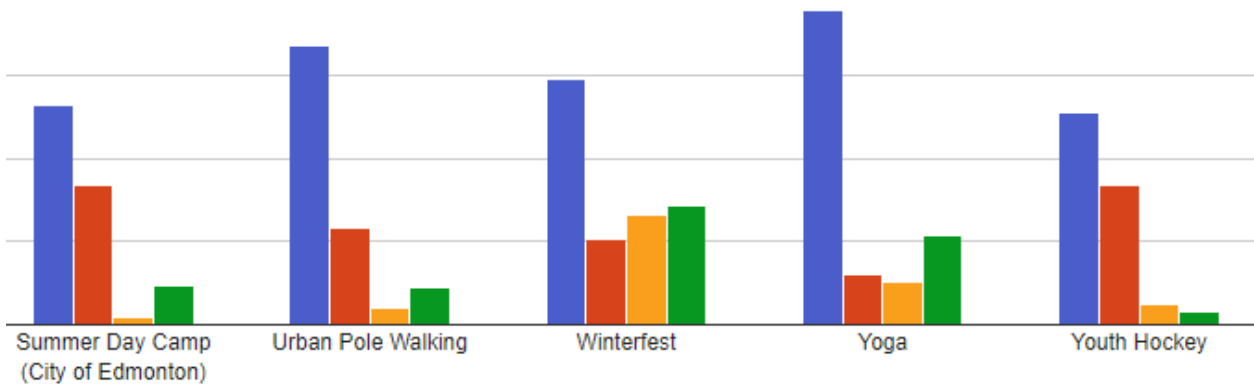
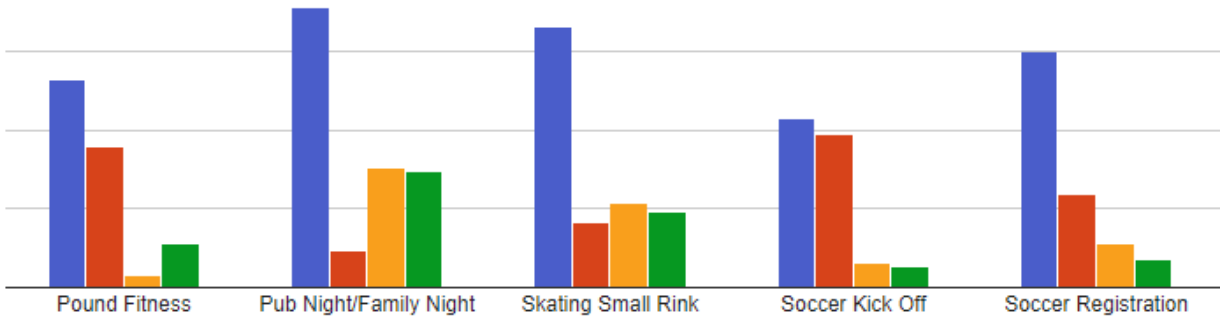
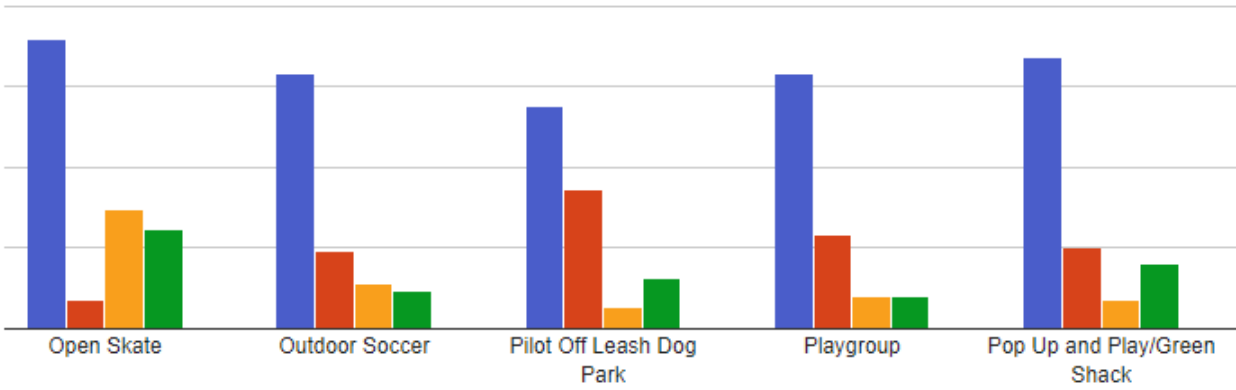
## D. Concluding Comments

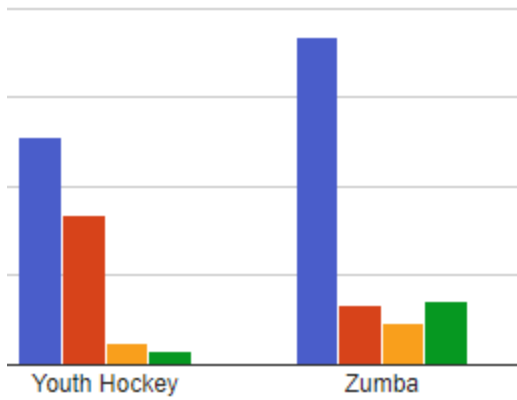
The COVID-19 pandemic will impact decision-making for programs, activities, events, and new projects with respect to restrictions, capacity limits for spaces, access to the hall, volunteer resources, and league finances. The SCCL board of directors will need to consider the annual budget to establish priorities for short-term goals and the capital improvement budget for infrastructure projects. To explore specific goals in detail, the needs assessment committee recommends the use of focus groups conducted by a third-party facilitator to ensure productive conversations.

## APPENDIX A: QUANTITATIVE QUESTIONS

1.1 Please let us know what programs, benefits or amenities you or your household are aware of, have used in the past 2 years, or would use in the future.

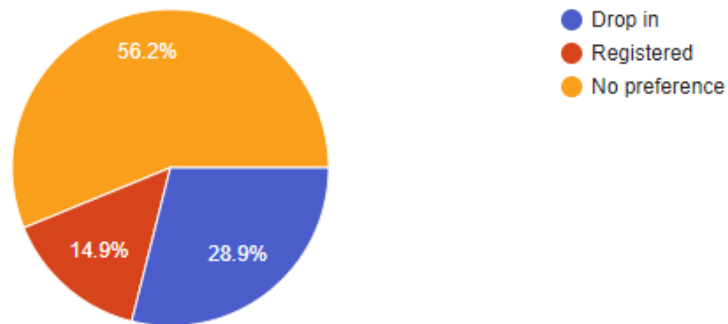




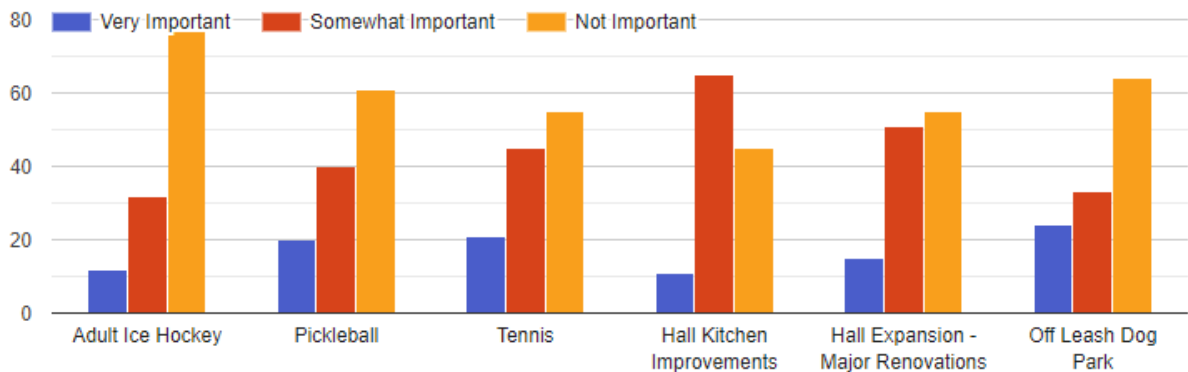


1.3 Are you more likely to attend a drop-in program or a registered program or no preference?

121 responses

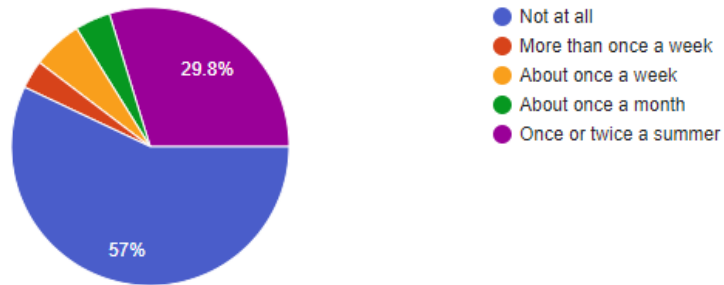


2.1 What new activities / amenities would your household like to have available at the Strathcona Community League?



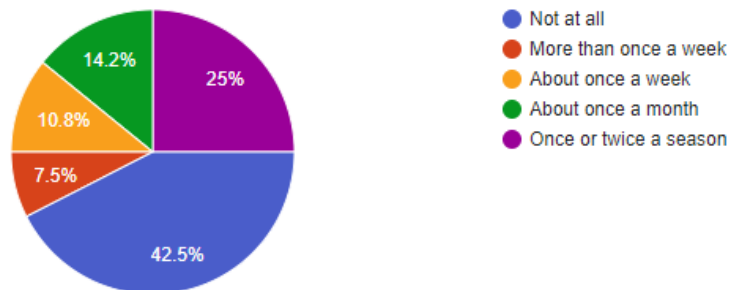
3.2 How have you used the SCCL ice rink (pictured above) in the summer (select one only)?

121 responses



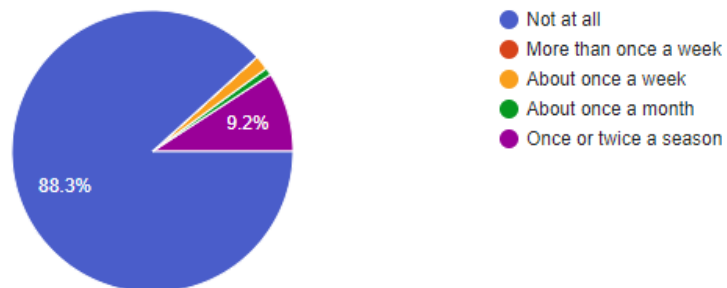
3.5 How frequently do you use the space pictured above in the winter (select one only)

120 responses



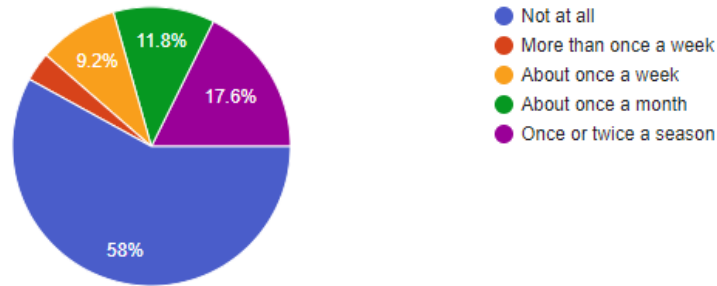
3.8 How frequently do you use the space pictured above in the summer (select one only)?

120 responses



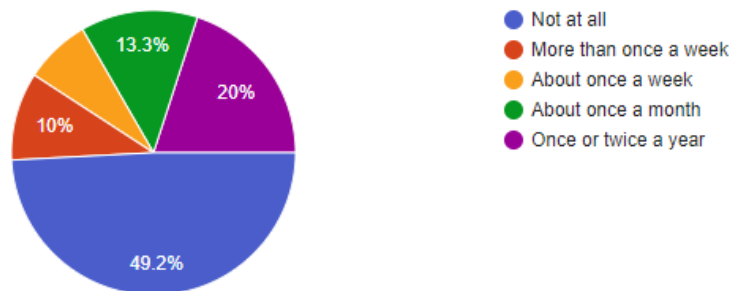
3.11 How frequently do you use the space pictured above in the winter (select one only)

119 responses



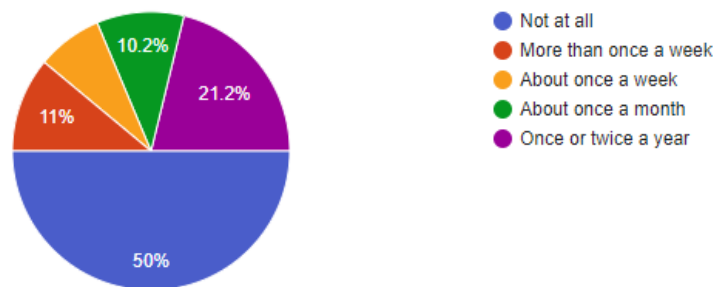
3.14 How frequently do you use the playground space and Strathcona Park (select one only)?

120 responses



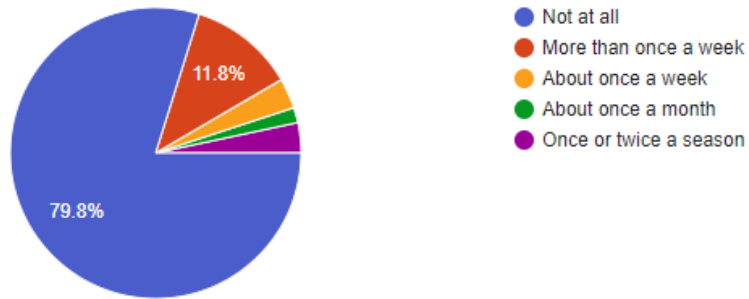
3.17 How frequently do you use the spray park and surrounding area in the summer only (select one only)?

118 responses



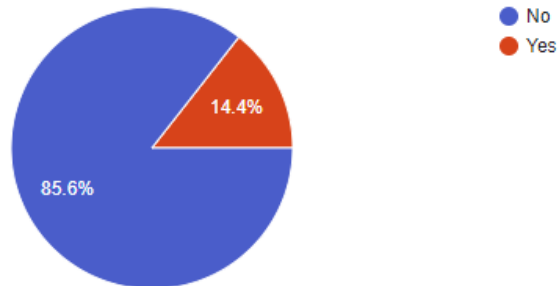
### 3.20 How frequently have you used this space (select one only)

119 responses



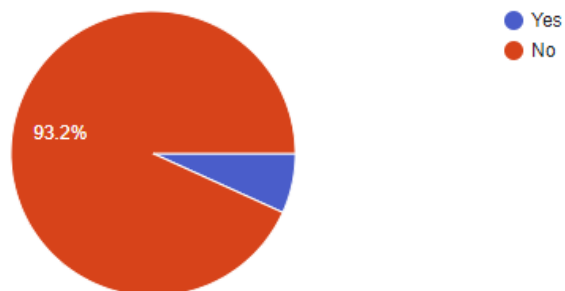
### 4.1 Do you play pickleball?

118 responses



### 4.2 Do you belong to a pickleball club/league/organization?

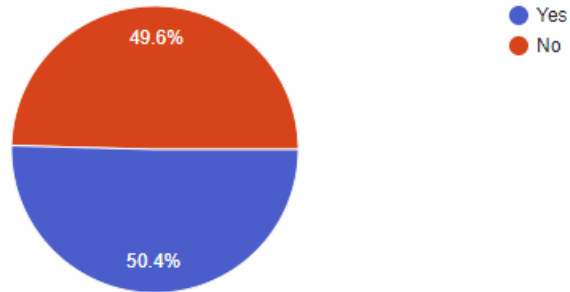
118 responses





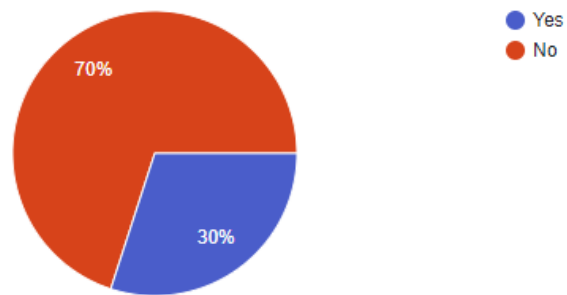
4.3 If pickleball courts were available at the SCCL, would you be interested in playing pickleball?

117 responses



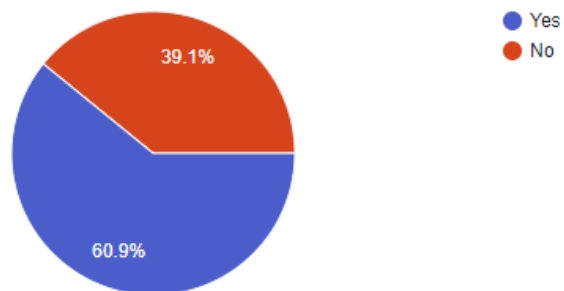
4.5 Do you own a dog?

120 responses



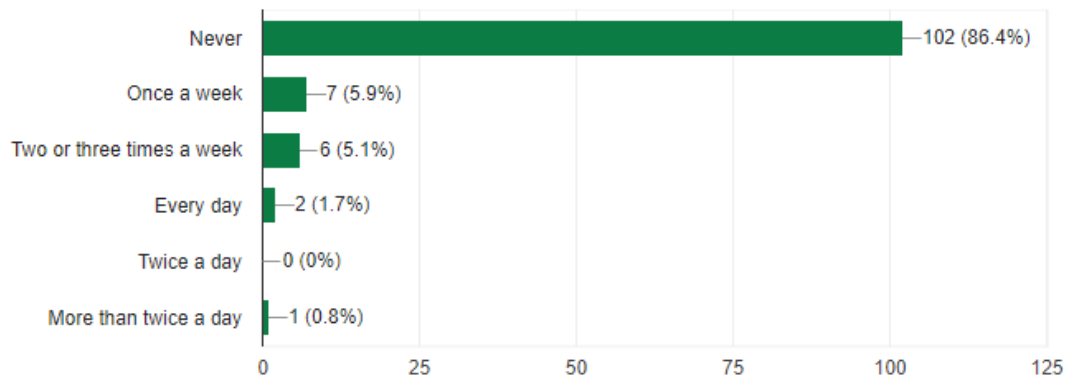
4.6 Does a dog park at the League add value to the League activities?

115 responses



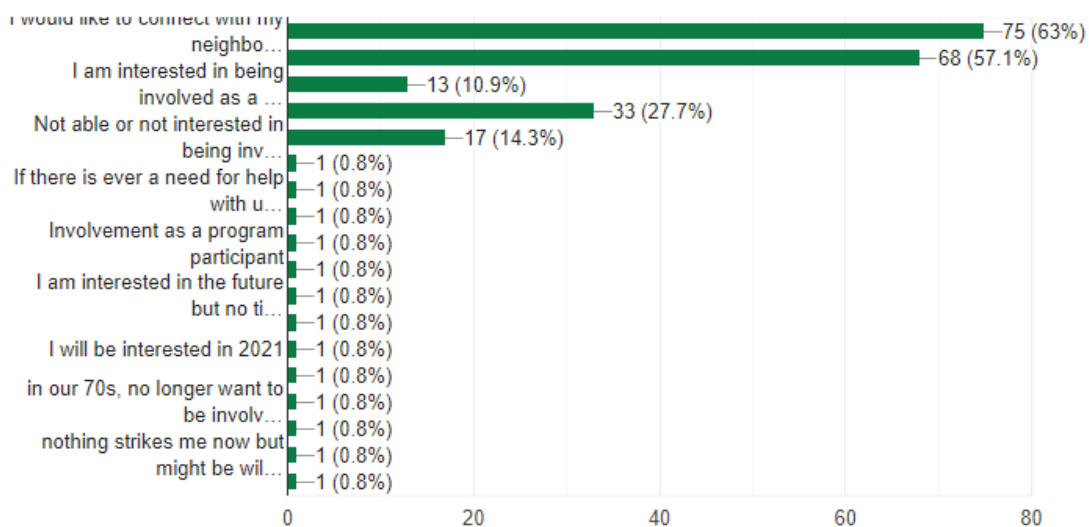
#### 4.7 How often per week did you use the pilot off leash dog park in the tennis courts?

118 responses



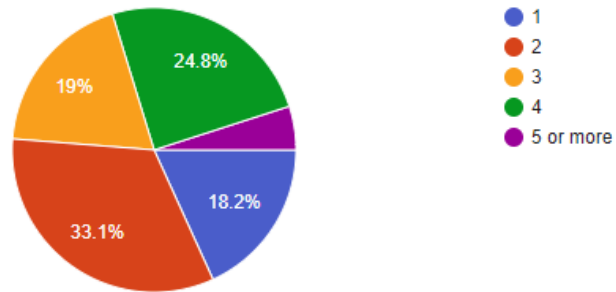
#### 5.1 Which type of involvement is of interest to you? Select all that apply.

119 responses



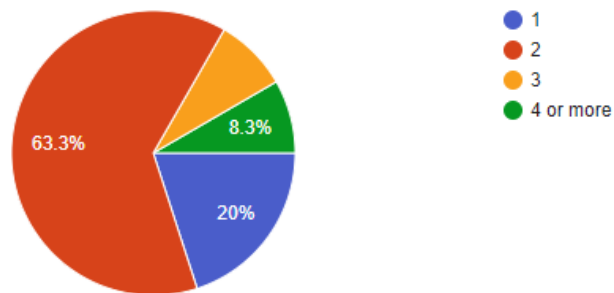
#### 5.4 How many people live in your household?

121 responses



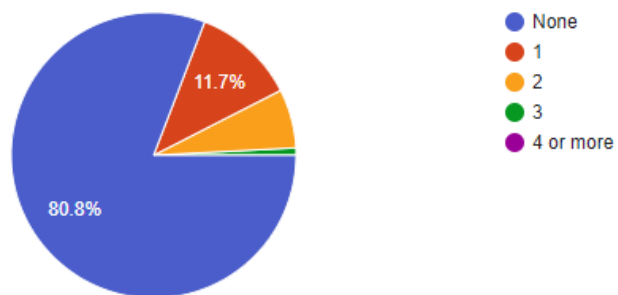
#### 5.5 How many adults, age 18 or over, live in your household?

120 responses



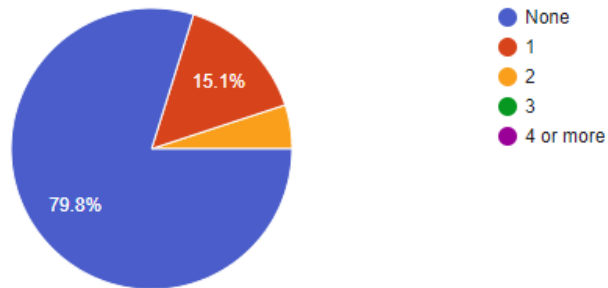
#### 5.6 How many children, age 0-5, live in your household?

120 responses



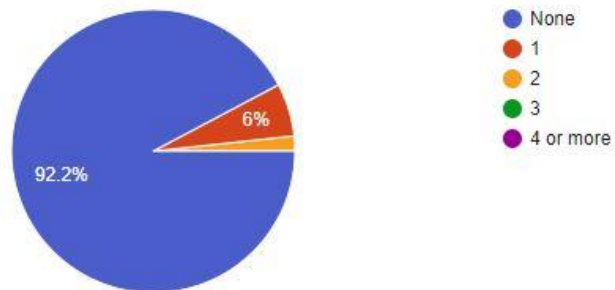
5.7 How many children, age 6-12, live in your household?

119 responses



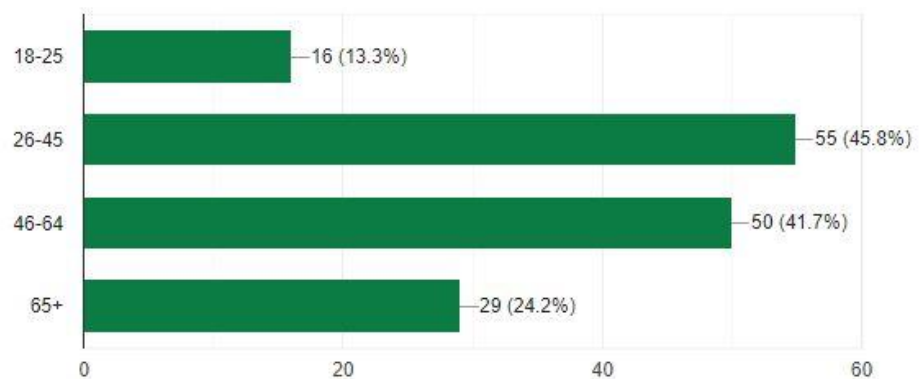
5.8 How many children, age 13-17, live in your household?

116 responses



5.9 What adult age groups are represented by your household? Check all that apply.

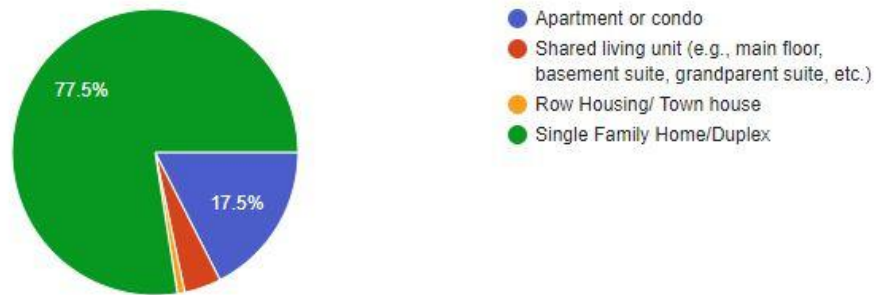
120 responses



### 5.10 In which type of household do you live?

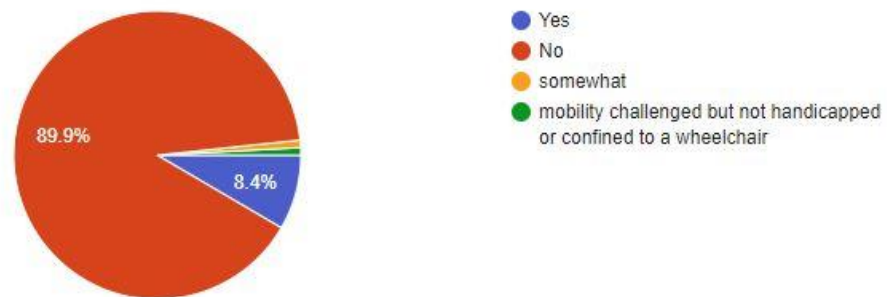


120 responses



### 5.11 Does any member of your household have physical challenges and/or special needs?

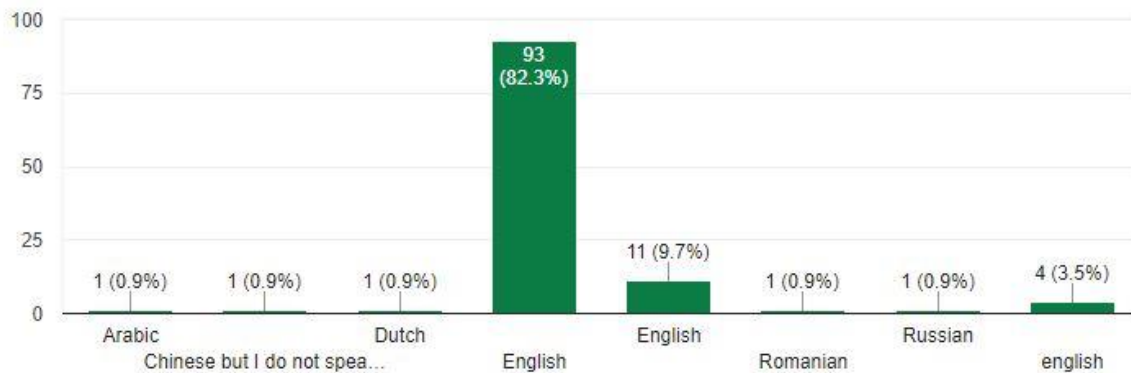
119 responses



### 5.13 What is your first language?



113 responses

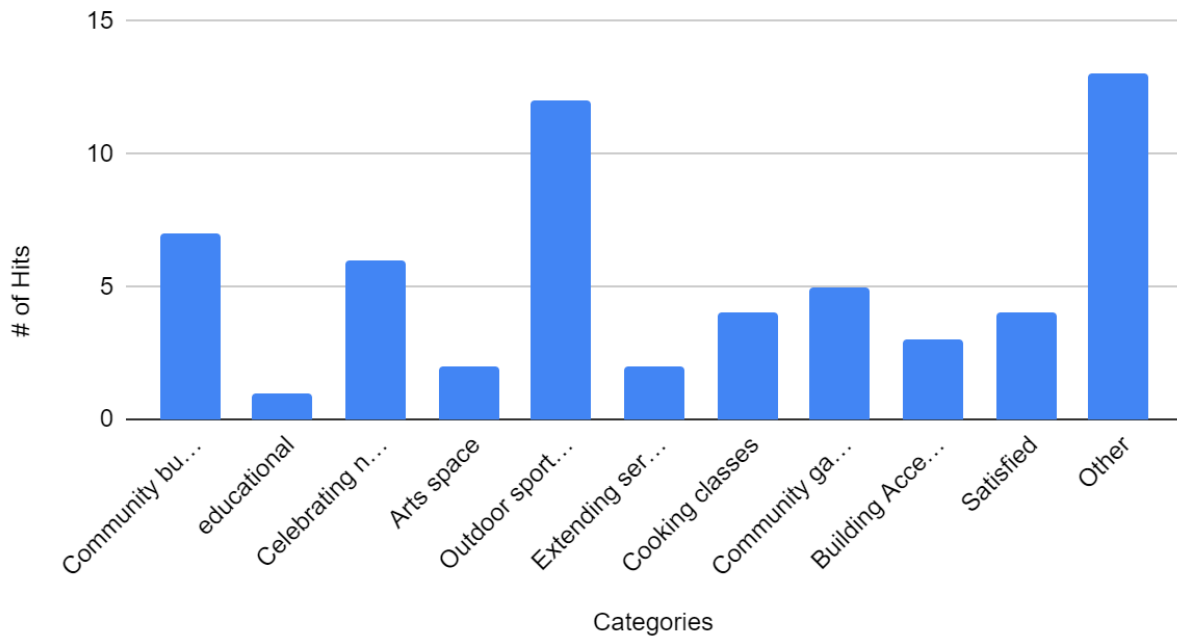


## APPENDIX B: QUALITATIVE QUESTIONS

**Q 2.2: Are there any other activities/amenities you would add to this list? Provide their relative importance (very, somewhat, or not important)**

Categories	# of Hits
Community building	7
Educational	1
Celebrating neighbourhood arts (e.g., mini folk fest)	6
Arts space	2
Outdoor sports and recreation	12
Extending services to the homeless population	2
Cooking classes	4
Community garden on site	5
Building Accessibility	3
Satisfied	4
Other	13

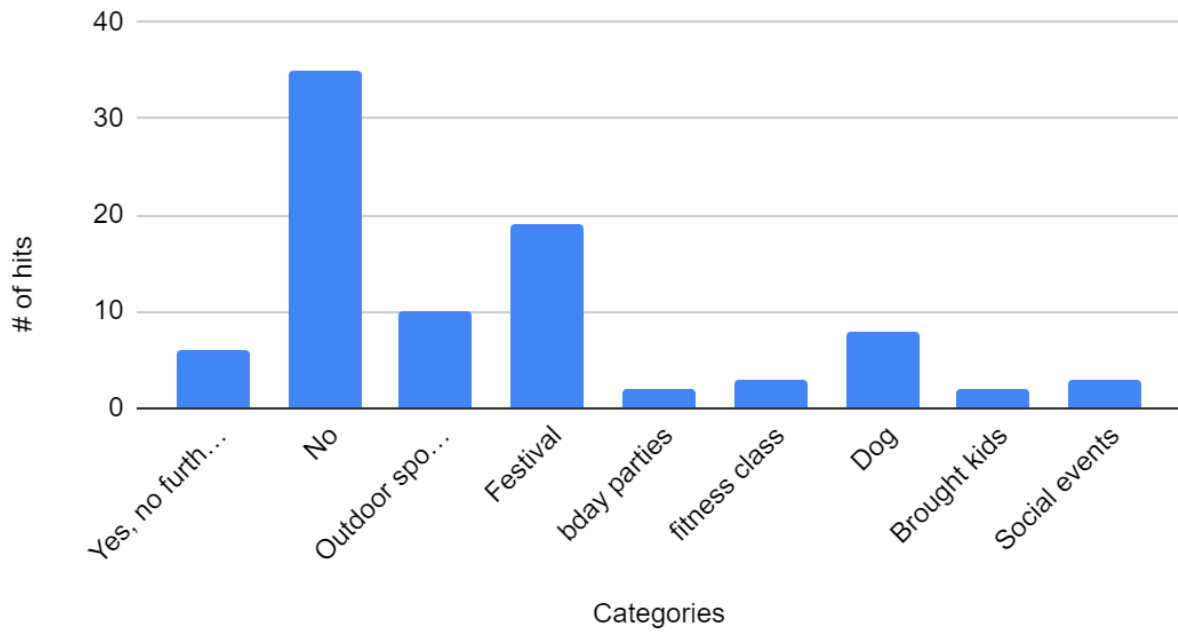
## Q2.2



**Q3.1 : The image below is the Strathcona Community League Ice Rink in the summer. How have you used this space in the summer?**

Categories	# of hits
Yes, no further explanation	6
No	35
Outdoor sports	10
Festival	19
Birthday parties	2
Fitness class	3
Dog	8
Brought kids	2
Social events	3

### 3.1

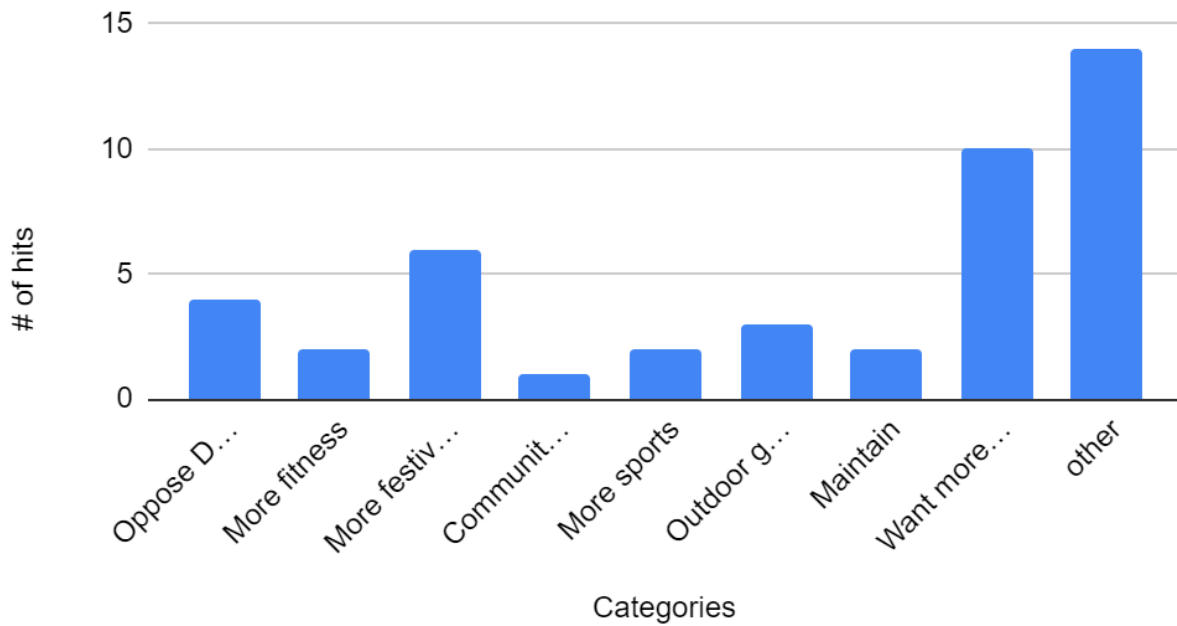


#### Q3.3: Do you have suggestions for future improvements of this space [large ice rink]?

Categories	# of hits
Oppose dogs in space	4
More fitness	2
More festivals	6
Community seasonal events	1
More sports	2
Outdoor games like bocce ball and lawn bowling	3
Maintain	2
Want more dog space	10
Other	14



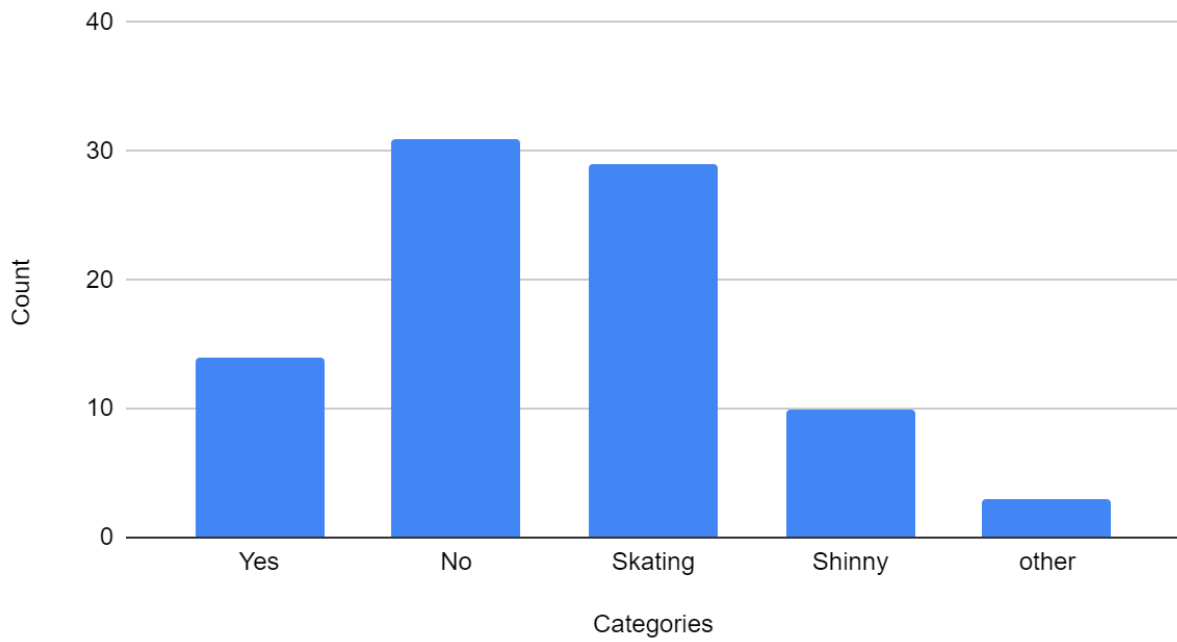
### 3.3



**Q3.4: The image below is the SCCL ice rink [large] in the winter. How have you used this space in the winter?**

Categories	Count
Yes	14
No	31
Skating	29
Shinny	10
other	3

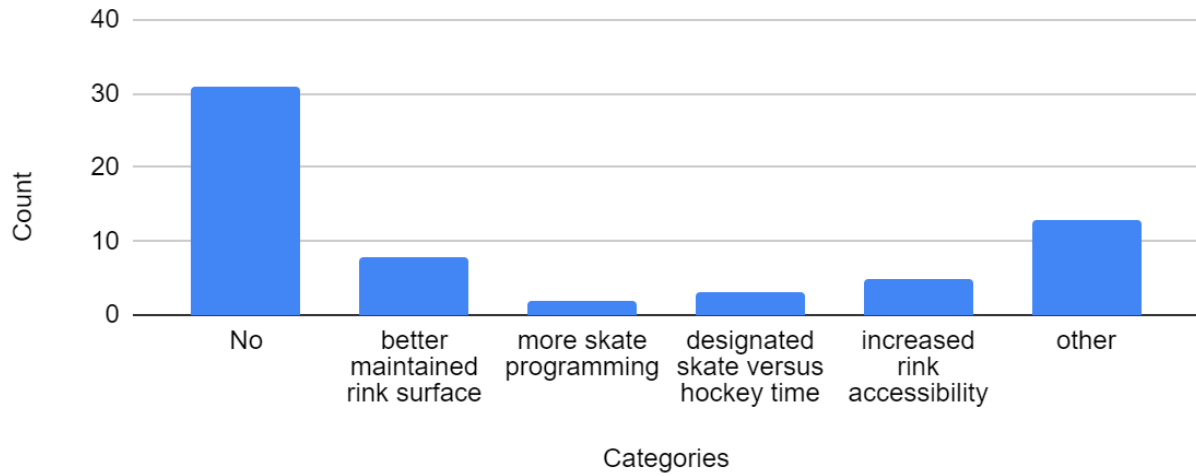
3.4



**Q3.6 Do you have suggestions for future improvements of this space [large ice rink]?**

Categories	Count
No	31
Better maintained rink surface	8
More skate programming	2
Designated skate versus hockey time	3
Increased rink accessibility	5
Other	13

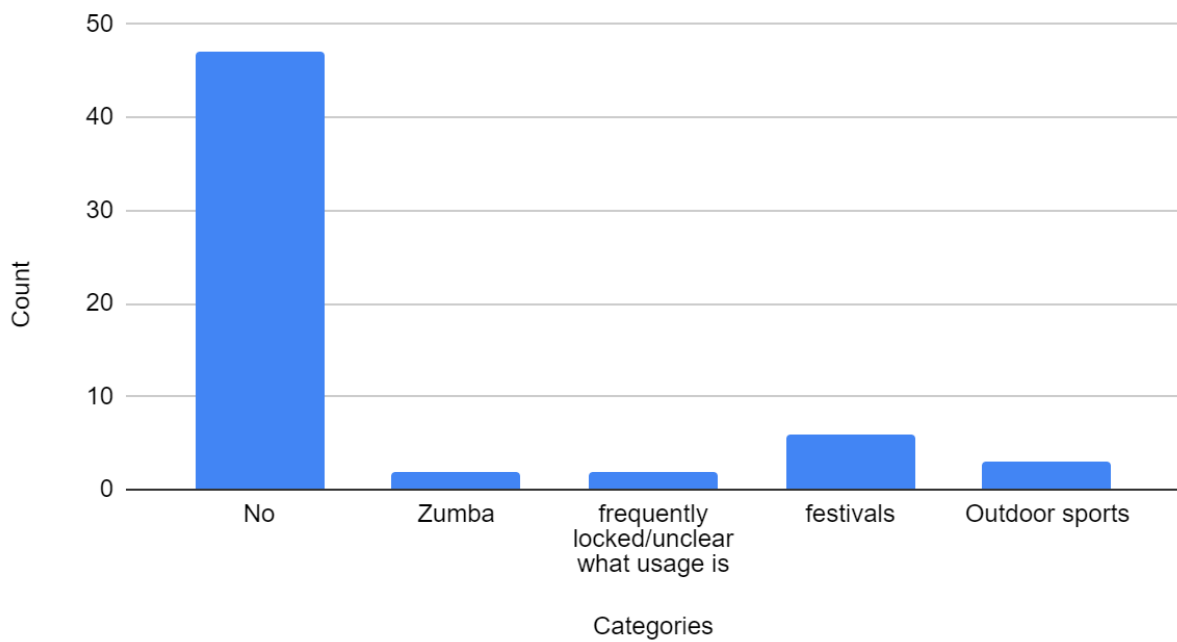
3.6



**Q3.7: The image below is the Strathcona Centre Community League small rink / basketball / ball hockey field / Zumba in the summer. How have you used this space in the summer?**

Categories	Count
No	47
Zumba	2
Frequently locked/unclear what usage is	2
Festivals	6
Outdoor sports	3

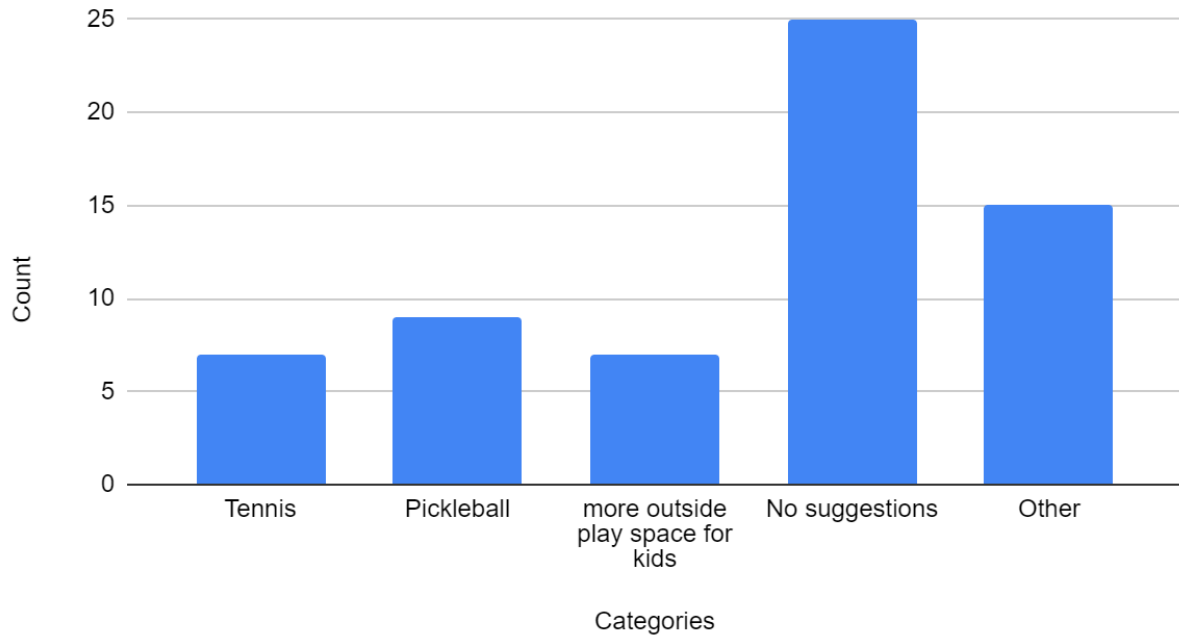
### Q3.7



### Q3.9: Do you have suggestions for future improvement of this space? [small ice rink]

Categories	Count
Tennis	7
Pickleball	9
More outside play space for kids	7
No suggestions	25
Other	15

### Q3.9

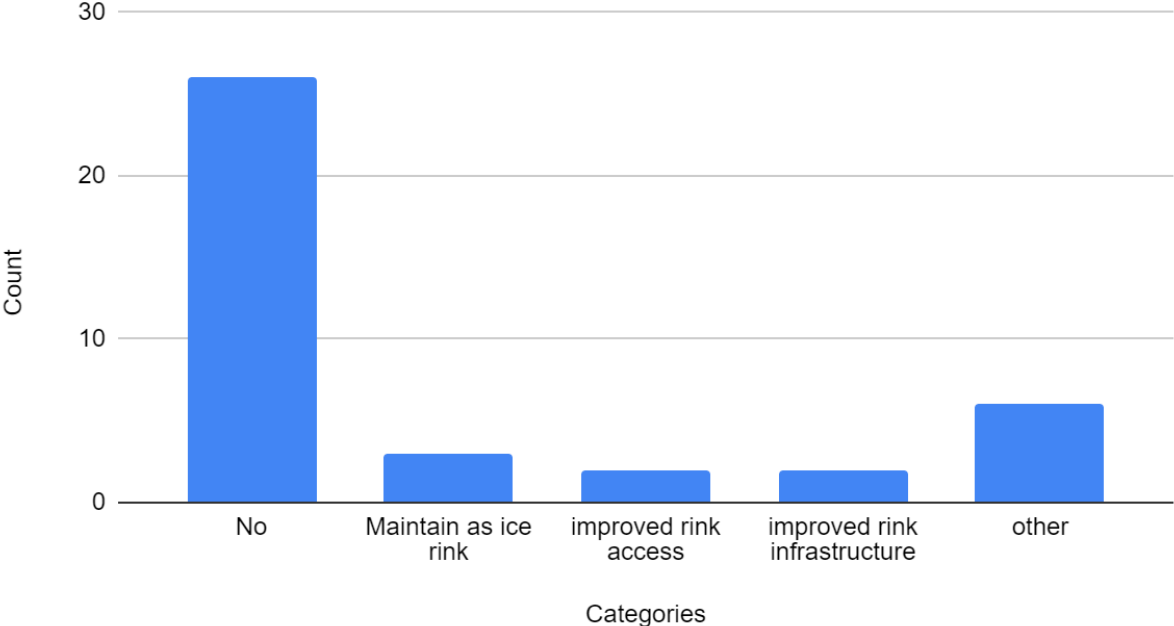


**Q3.10 The image below is the Strathcona Centre Community League small rink in the winter. How have you used this space in the Winter?**

Categories	Count
Yes	8
Haven't/No	33
Skating	26
Others	3

**Q3.12: Do you have suggestions for future improvements of this space? [small ice rink]**

Q3.12

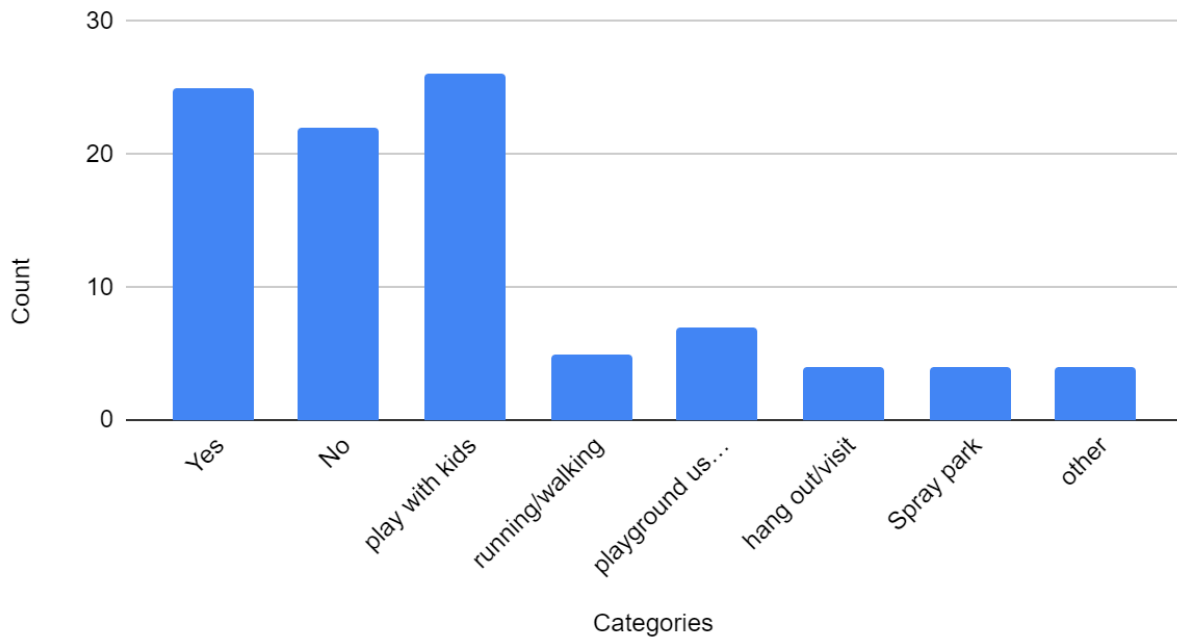


Categories	Count
No	26
Maintain as ice rink	3
Improved rink access	2
Improved rink infrastructure	2
Other	6

**Q3.13: How have you used the playground space and Strathcona Park?**

Categories	Count
Yes	25
No	22
Play with kids	26
Running/walking	5
Playground use specifically	7
Hang out/visit	4
Spray park	4
Other	4

3.13

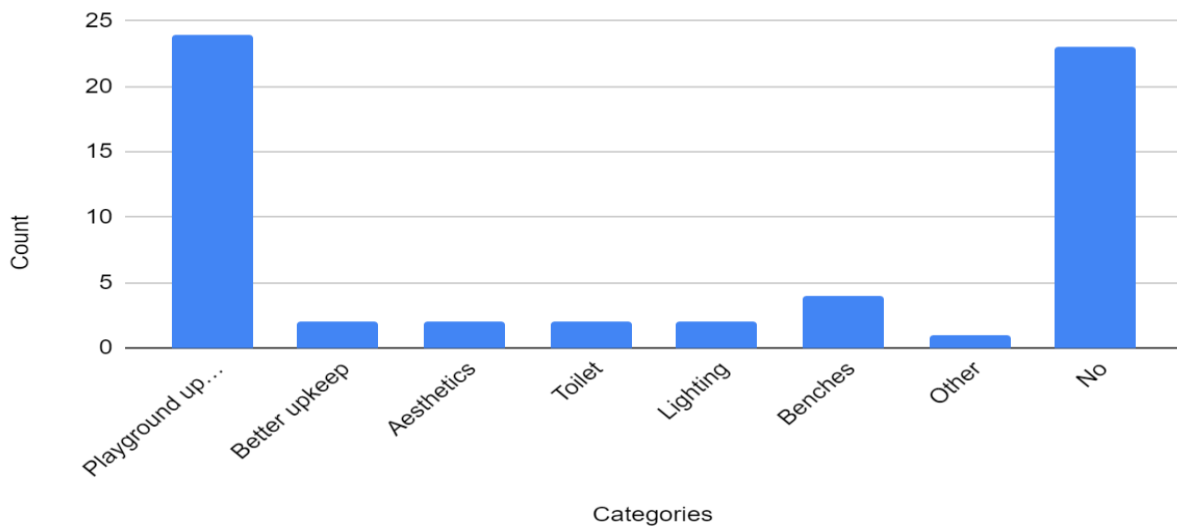


**Q3.15: Do you have suggestions for improving this space? [playground space and Strathcona Park]**

Categories	Count
Playground upgrades	24
Better upkeep	2

Aesthetics	2
Toilet	2
Lighting	2
Benches	4
Other	1
No	23

3.15



**Q3.16: The image below is the spray park. While the spray park has been recently reinvigorated, we are interested in your thoughts on the surrounding area of the spray park. and what work could be done in the distant future to improve this area. With this in mind, how have you used this space in the summer months?**

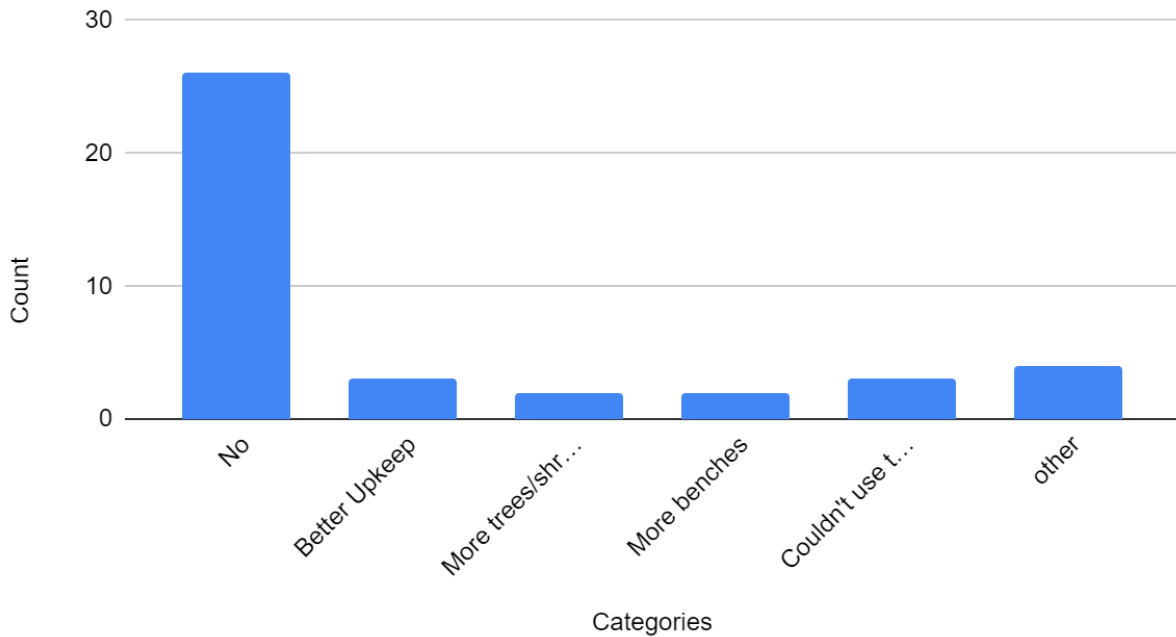
Categories	Count
Yes	16
No	19
Kids played in it	9
Wasn't open last summer, but otherwise would've used	8
Other	4



**Q3.18 Do you have suggestions for improving this space? [spray park]**

Categories	Count
No	26
Better Upkeep	3
More trees/shrubbery	2
More benches	2
Couldn't use this year	3
other	4

3.18



would've used

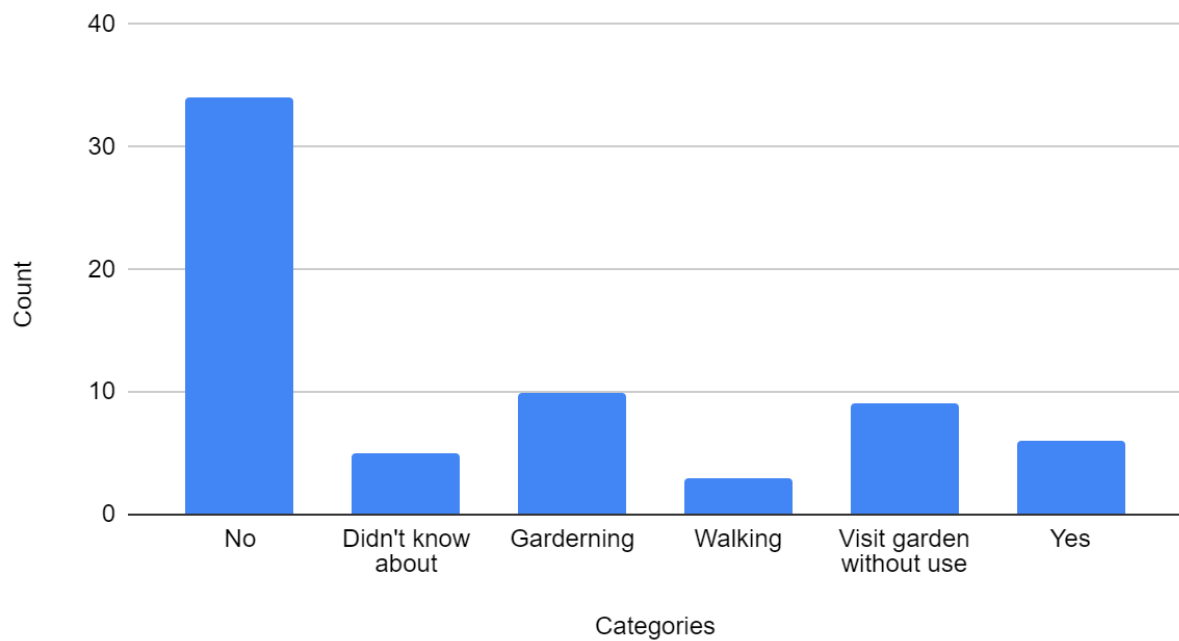
Categories

**Q3.19: The image below is the Community Garden in the summer. How have you used this space in the summer?**

Categories	Count
No	34
Didn't know about	5

Gardening	10
Walking	3
Visit garden without use	9
Yes	6

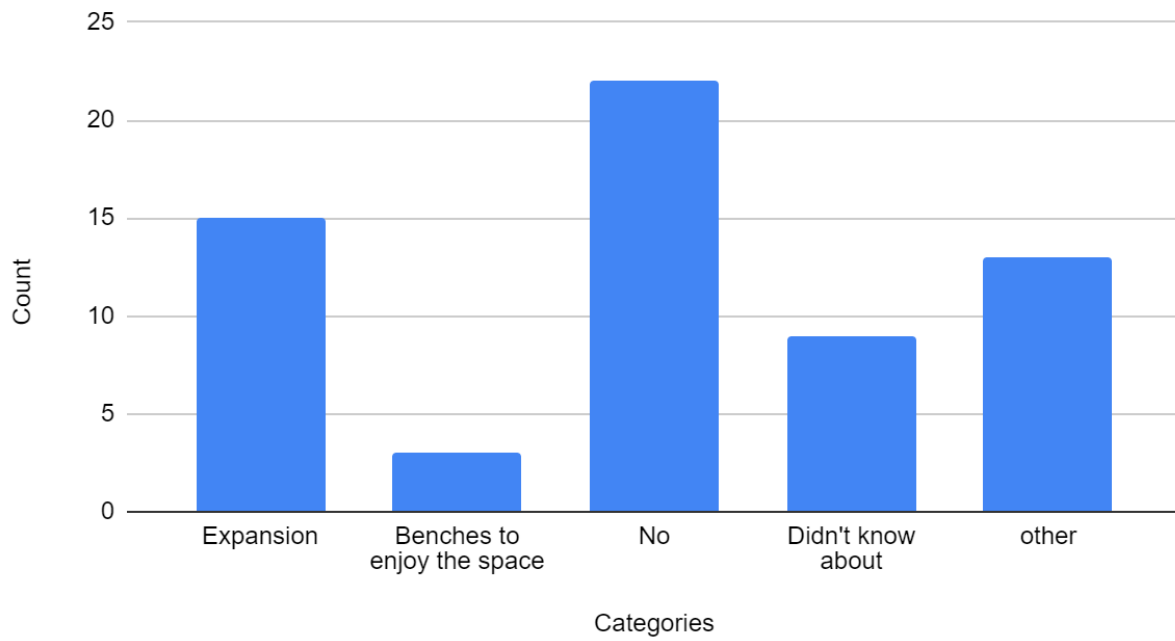
3.19



**Q3.21: Do you have suggestions for future improvements of this space? [Community Garden]**

Categories	Count
Expansion	15
Benches to enjoy the space	3
No	22
Didn't know about	9
Other	13

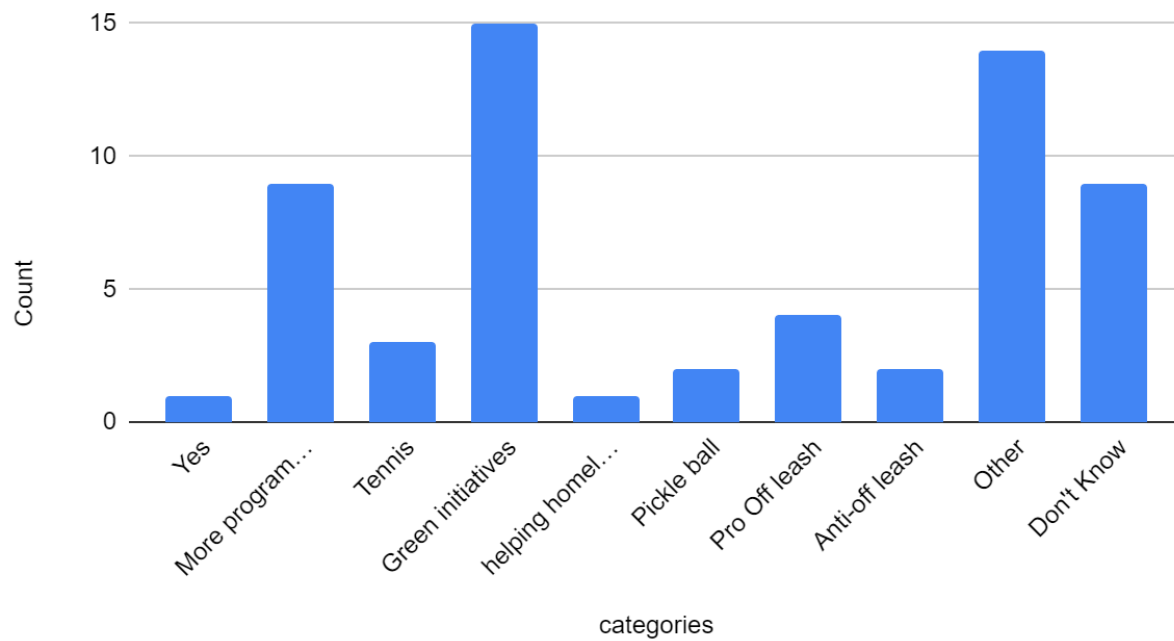
### 3.21



**Q4.8: Are there other projects or proposals (green initiatives, social, programs, etc.) you would like to be considered?**

Categories	Count
Yes	1
More programming	9
Tennis	3
Green initiatives	15
helping homeless	1
Pickle ball	2
Pro Off leash	4
Anti-off leash	2
Other	14
Don't Know	9

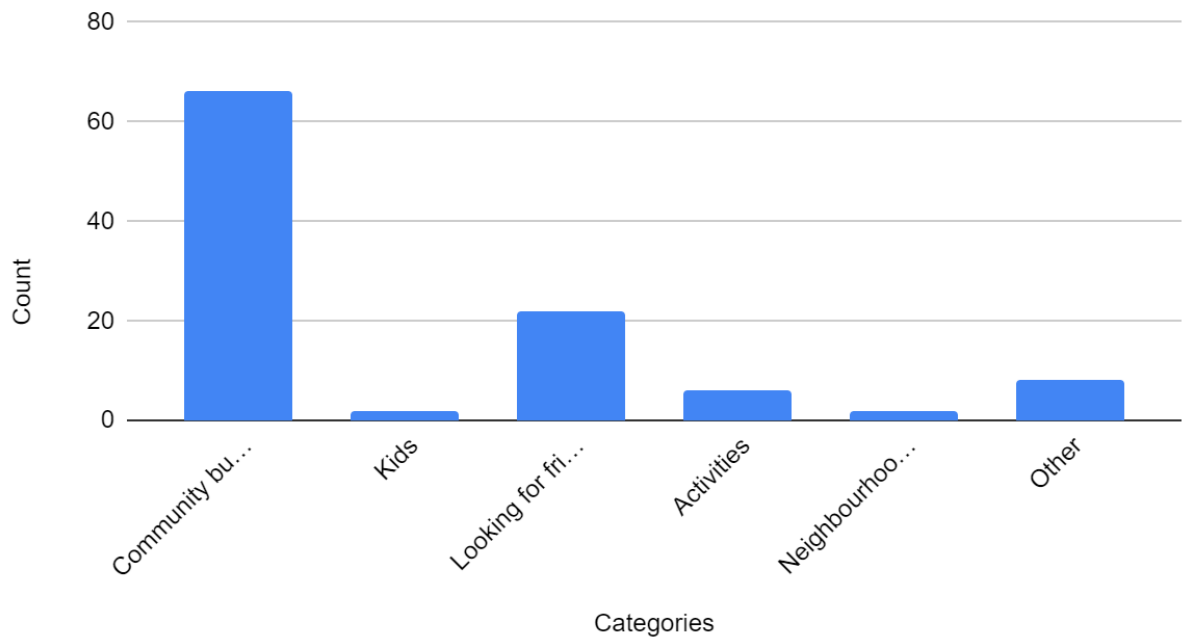
4.8



**Q5.2 What Motivates you to get involved and connect with other community members?**

Categories	Count
Community building/social connection	66
Kids	2
Looking for friendship/Meeting People	22
Activities	6
Neighbourhood Safety	2
Other	8

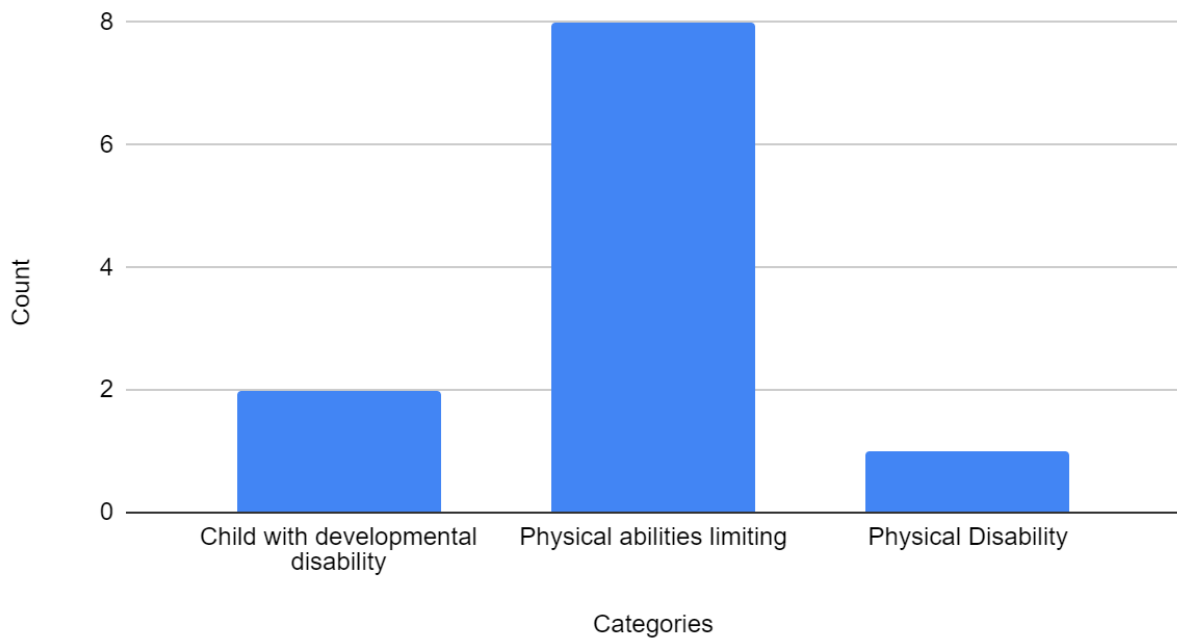
## 5.2



**5.12: If you answered yes to the previous question and would like to provide additional specificity, please do so here.**

Categories	Count
Child with developmental disability	2
Physical abilities limiting	8
Physical Disability	1

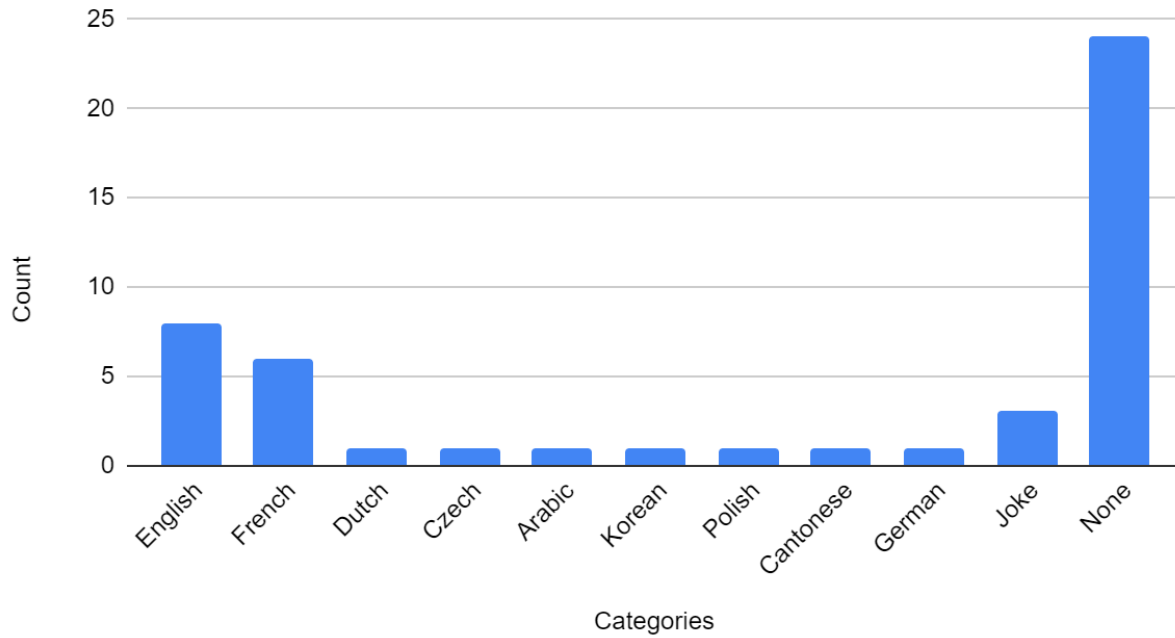
## 5.12



**Q5.14: Other than your first language, what language(s) are commonly spoken in your home?**

Categories	Count
English	8
French	6
Dutch	1
Czech	1
Arabic	1
Korean	1
Polish	1
Cantonese	1
German	1
Joke	3
None	24

## 5.14



## Q5.15 Do you have any additional comments?

Categories	Count
No	25
Yes	0
More multi-facility use	1
More kids programming	2
More accessibility for people with disabilities	1
More youth focused activities (20s-30s)	1
outdoor activities	1
Other	8

# Q5.15

